

Scientific Poster

(some) design tips

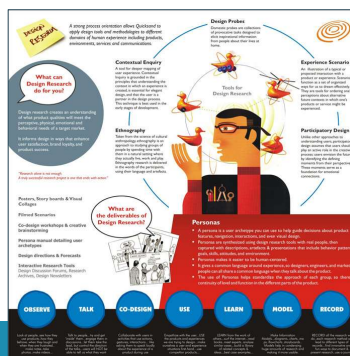
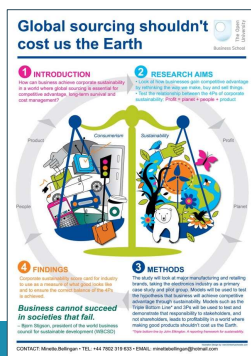
Right and wrong do not exist in graphic design.
There is only effective and non-effective communication.
Peter Bilak



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Infographics

- <https://infogram.com/>
- <https://venngage.com/blog/>
- <https://www.kmeverson.org/infographics.html>
- <https://sixrevisions.com/graphics-design/40-useful-and-creative-infographics/>



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Infographics

- <http://aaaspolicyfellowships.org/sci-fly/pictures-worth-1000-words-visualizing-data-infographics>
- Randy Krum's website:
 - <http://www.coolinfographics.com/>
 - Software tools: <http://www.coolinfographics.com/tools/>
- <http://flowingdata.com/>
- <http://blog.threestory.com/wordpress/topics/data-visualization>
- <http://researchexplainer.com/tag/infographic/>
- <https://infogr.am/>
- <http://piktochart.com/>
- <http://visual.ly/>



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icons

- Don't use ugly clip art
- <https://thenounproject.com/>



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Word clouds

- <http://www.wordle.net/create>
- <http://www.tagxedo.com/>
- <http://tagcrowd.com/>

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Principles of Graphic Design

Sources:

- http://en.wikipedia.org/wiki/Design_elements_and_principles
- <http://www.johnlovet.com/test.htm>
- <http://abduzeedo.com/>
- <http://www.youthdesigner.com/>
- issuu.com/collectivememory/docs/poster-design
- <http://justcreative.com/2008/06/13/how-to-design-learn-the-basics/>
- Williams, Robin. *The Non-Designer's Design Book: Design and Typographic Principles for the Visual Novice*. 2nd edition. Berkley, California: Peachpit Press, 2004.
- <http://aea365.org/blog/dvr-tig-week-mandi-singleton-on-six-steps-for-creating-an-attractive-engaging-and-informative-poster/>



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Where Do You Look

First?



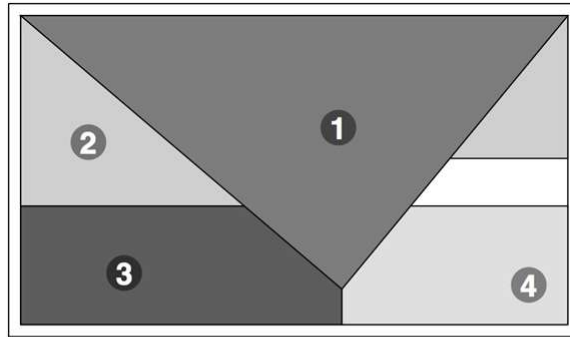
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Where Do You Look

First?



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- 1 Main Focus Area**
Location of research fundamentals: Title, Abstract, Results, Conclusion.
- 2 Secondary Emphasis**
Location of important info: Intro, Results, Summary
- 3 Supporting Area**
Location of supporting info: Methods, Discussion
- 4 Final Info Area**
Location of supplemental info: References, Acknowledgments, Personal information

http://writing.wisc.edu/handbook/presentations_poster.html

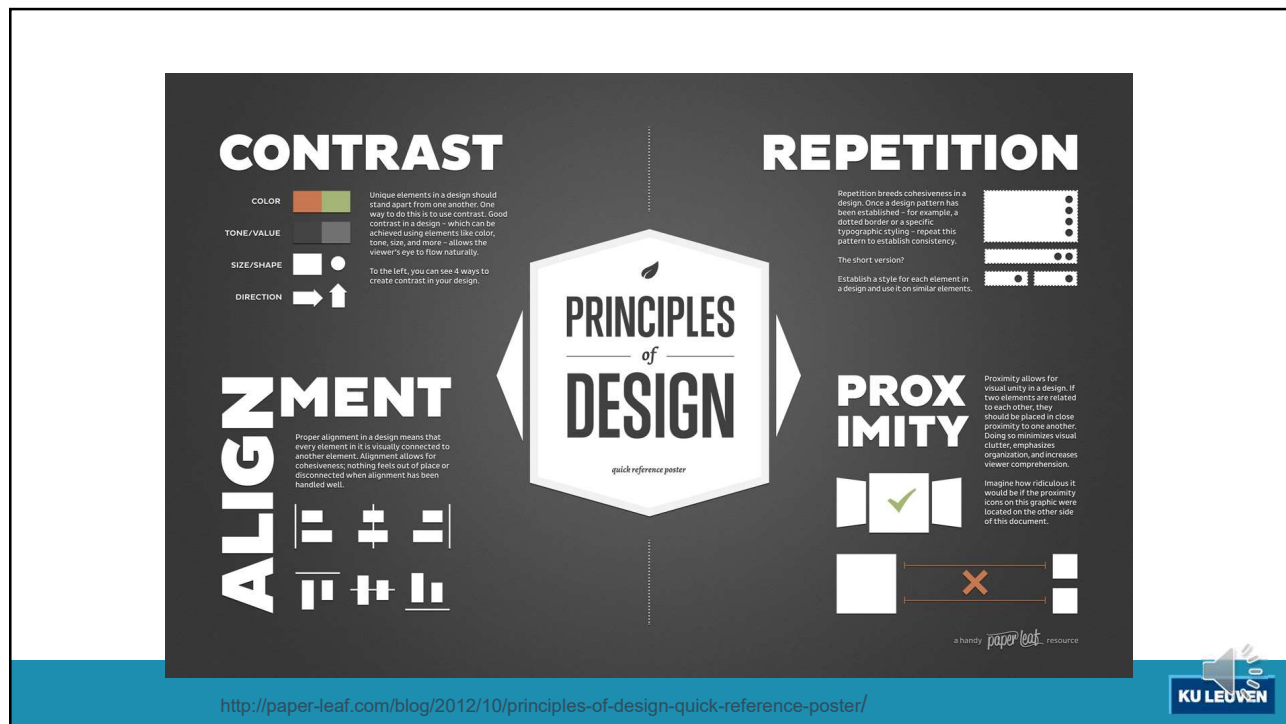


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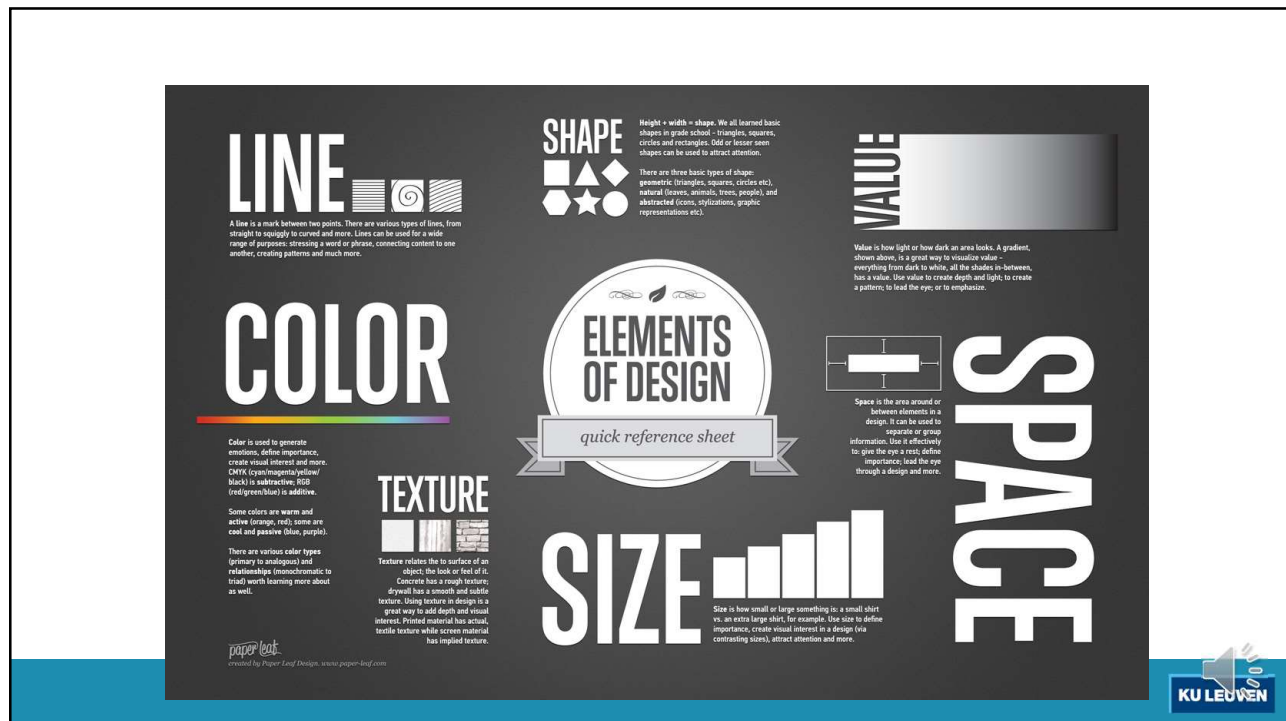
CRAP



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Principles of Graphic Design: CRAP

- **Contrast:**
“If two items are not exactly the same, then make them different. Really different.”
- **Repetition**
“Repeat some aspect of the design throughout the entire piece.”
- **Alignment**
“Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page.”
- **Proximity**
“Group related items together... so the related items are seen as one cohesive group rather than a bunch of unrelated bits.”

<http://www.nhsdesigns.com/principles/>



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Contrast

- If elements on your page are not the same, make them very different.
- Contrast in size, color, etc.
- Make a visual splash where parts of the page stand out.
- Contrast attracts the attention of your viewers.

Taken from <http://lab.christianmontoya.com/designing-with-crap/designing-with-crap-cc.pdf>

CONTRAST



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Contrast



<http://www.nhsdesigns.com/principles/contrast/page02.php>



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Repetition

- Repeat visual elements throughout the page.
- Repetition develops the organization and creates a strong brand
- Repetition focuses on consistency.
- Repetition comes through unity and consistency in font, alignment, headings, etc

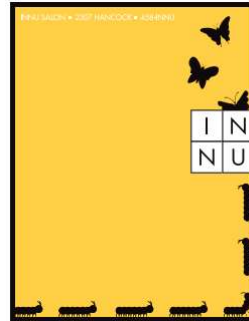
REPETITION
REPETITION
REPETITION

Taken from <http://fab.christianmontoya.com/designing-with-contrast/designing-with-contrast-02.pdf>



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Repetition



http://www.creativepro.com/files/story_images/posters.pdf



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Alignment

- Nothing should be placed arbitrarily. Do not toss elements randomly at your page or simply try to fill space.
- Every element should have a visual connection with another on the page.

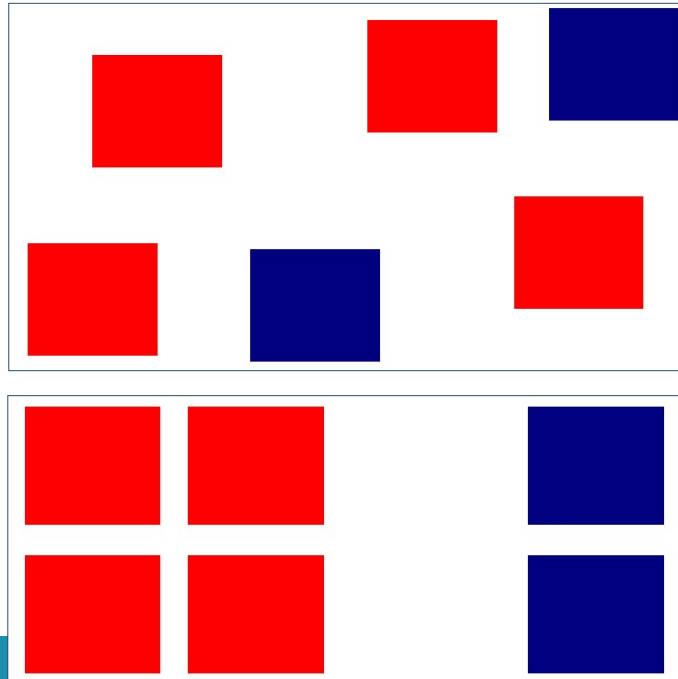
**ALIGN
MENT**

Taken from <http://fab.christianmontoya.com/designing-with-crap/designing-with-crap-cc.pdf>



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Alignment



<http://suewatts.forestry.ubc.ca/files/2013/08/design-principles-jamie-EDITED.pdf>



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Proximity

- Items related to each other should be grouped close together.
- Grouping organizes information and reduces clutter.
Focus on clarity in organization.

PROX
IMITY

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Taken from <http://fab.christianmontoya.com/designing-with-crap/designing-with-crap-cc.pdf>



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Proximity



www.nhsdesigns.com/principles/proximity/



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Emphasis

- Put emphasis: make the most important element the most prominent:
 - Make it large
 - Make it bold
 - Place the element in a different shape (color/format)
 - Make it intense, while surroundings are pale
 - Add a border
 - Surround with white space
 - Tilt it at a different angle

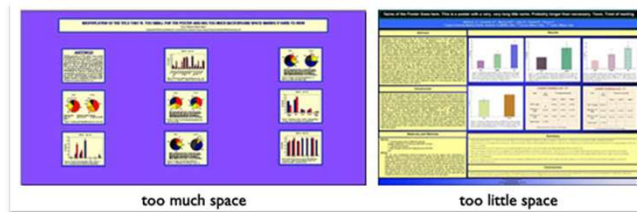
<http://www.slideshare.net/shira73/graphic-design-for-non-graphic-designer>



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White space

- Used to give some structure.
- Be consistent: same spacing around images, charts, ...



<http://www.ncsu.edu/project/posters/NewSite/>



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White space

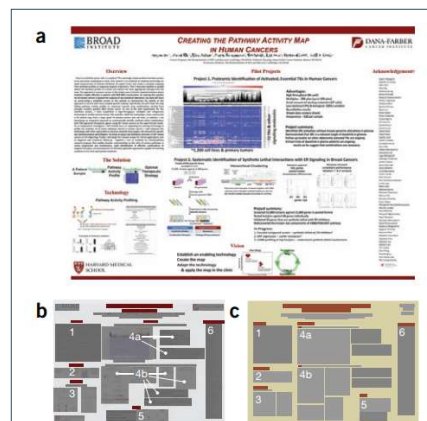


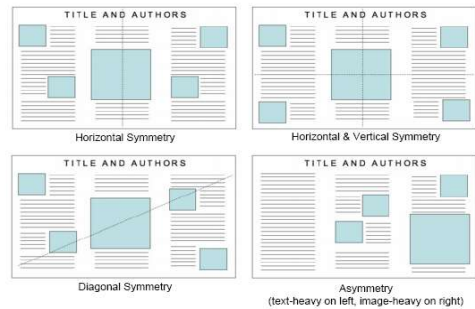
Figure 2 | Whitespace can be used to structure content. (a) An example of a scientific poster. (b) A space study reveals that contents in sections 1-6 are scattered and whitespace is fragmented. (c) An example of consolidated whitespace organizing contents.



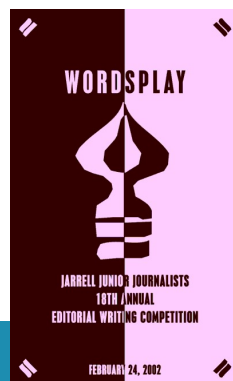
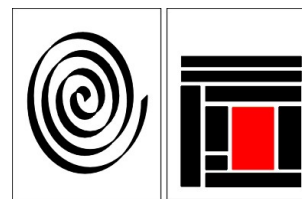
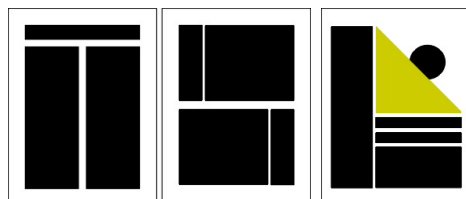
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Balance

- Visually balance color, objects, shapes, ...
 - Make it aesthetically pleasing
 - Symmetric: static
 - Asymmetric: dynamic
 - Radial



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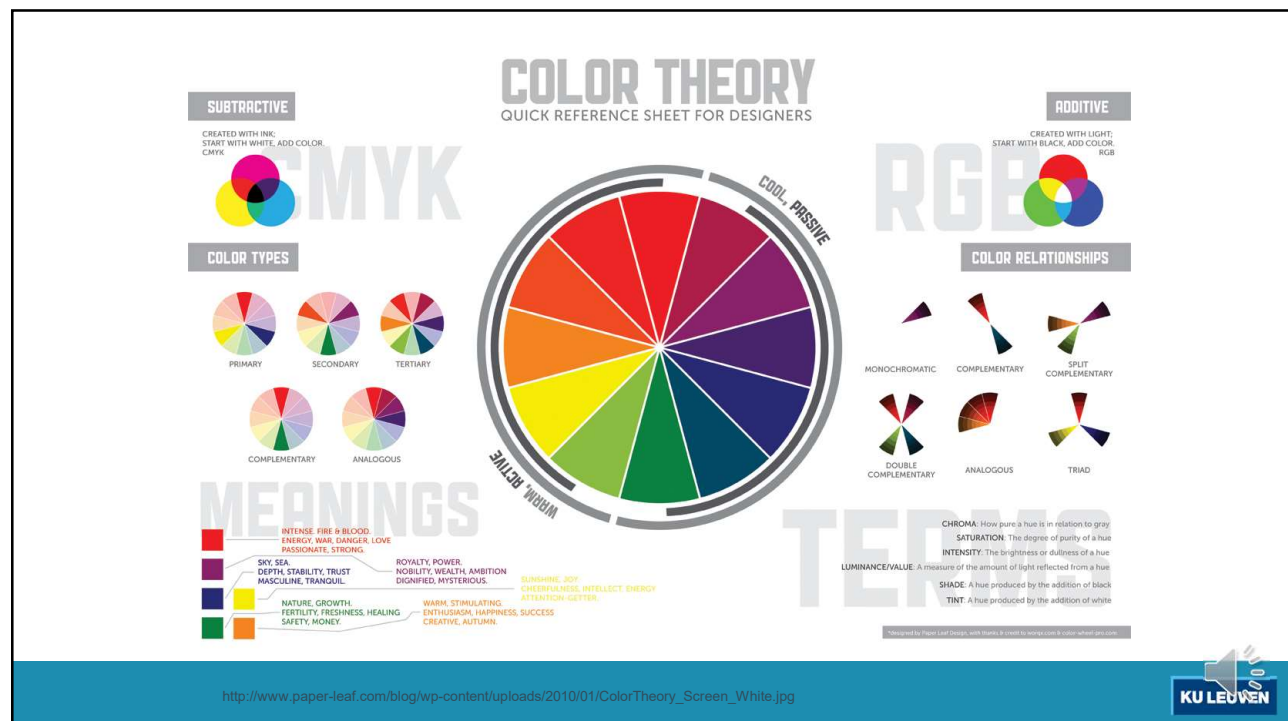
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Color

- Use color combinations to evoke a feeling
- Color should help to make your poster easy to read
- Color helps to draw attention



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