

# Scientific Poster

Working in PowerPoint  
Part 3: more

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## Content

- Before you start
- PowerPoint setup
- Text
- Images
- Charts
- Color
- More



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# Color

## Check this out!

- Tips to select a good/great color scheme for your scientific poster
- <https://www.animateyour.science/post/how-to-select-a-great-colour-scheme-for-your-scientific-poster>
- <https://www.simplifiedsciencepublishing.com/resources/best-color-palettes-for-scientific-figures-and-data-visualizations>

# Color

- Use color to:
  - Highlight / emphasize
  - Separate / associate information
- Limit the color palette, no coloring page
  - Do not overwhelm the reader
  - Should not compete with the information
- Use colors in a consistent way

“Color should be used in the same way that type size is used: to emphasize importance, not decorate a page.”

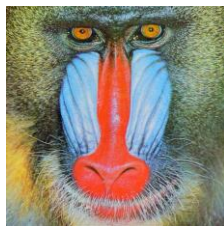
— Alexander White

## Color: background

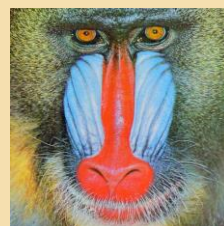
- Use 1 background color
  - Take a light color
  - Avoid the standard PowerPoint textures
  - Dark font on light background reads better  
<http://www.hhs.gov/web/policies/webstandards/backgrounds.html>
  - Dark backgrounds tend to use a lot of ink (paper curl)

## Color: background

- White background will reduce the impact of bright colors



- Pale background will enhance bright colors



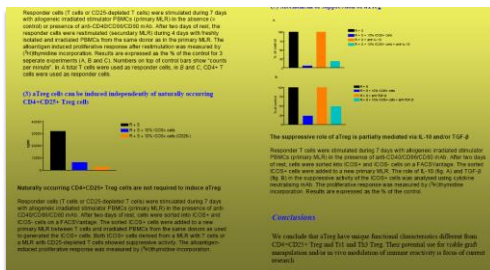
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## Color: gradient, transparency

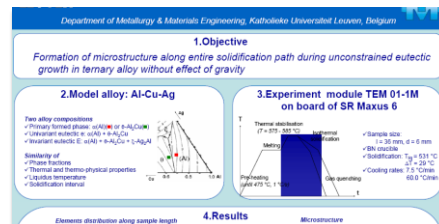
### Gradient

- Be careful
- Print can be bad (banding)



### Transparency

- Print can be a problem
- As well in corel as ppt

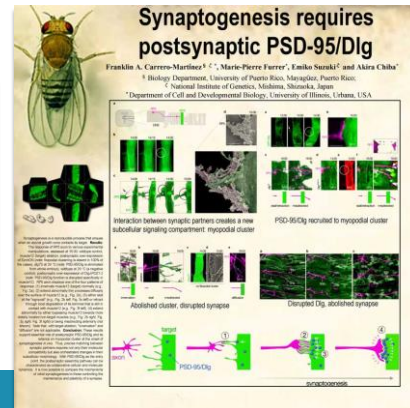
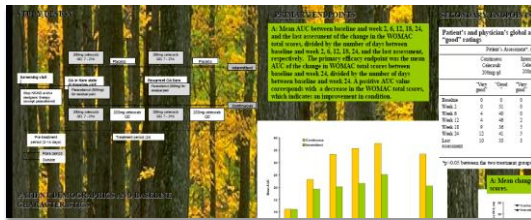


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## Color: background image

- Usually disappoints
- Keep it really on the background!
- Print can be a problem (transparency)

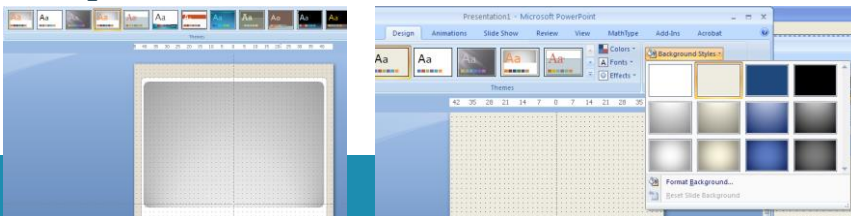


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## Background

- grays and muted/pale colors help foreground information standout (cool colors)
- Keep backgrounds subtle; no busy backgrounds
- Different options in PowerPoint
- **Design > Themes (Ontwerpen > Thema's)**
- **Background Styles (Ontwerpen > Achtergrondstijlen > Achtergrond opmaken)**

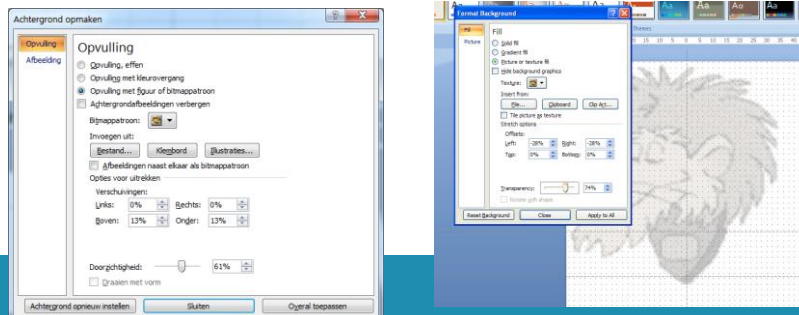


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# Background

- Picture in background
- **Achtergrond opmaken > Opvulling met figuur**  
(**Format Background > Picture fill**)
- Change transparency



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# Contrast

- Text blocks on white or pale background, dark fonts
- Use dark background / light letters for title, section headers
- Color blindness?! Red/green combinations

<https://fly.uni-koeln.de/color/>

<http://www.vischeck.com/vischeck/vischeckImage.php>

<https://www.storytellingwithdata.com/blog/2018/4/23/accessibility-considerations-for-visuals>



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## Contrast

- Use clear contrasts
- Text shadow can disappoint
- Must be legible at 2m



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## Colorblindness

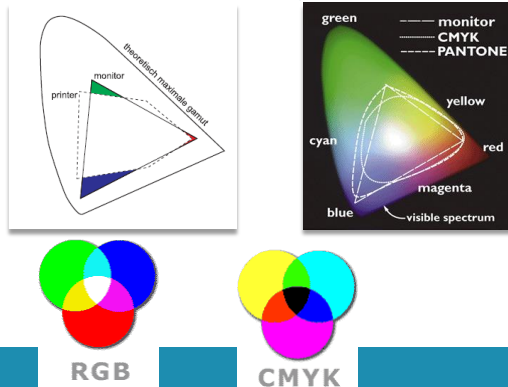
- Check ColorOracle  
<http://colororacle.org/index.html>

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## Color: print

- The color on the computer screen is not the color that will be printed!
- Range screen > range printer
- <http://www.overnightprints.com/difference-between-cmyk-rgb>



Extra

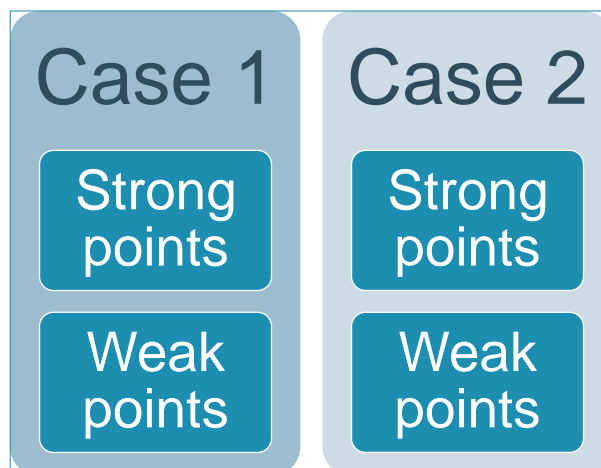


## SmartArt

- Can be useful graphical communication.
  - Don't overuse it.
  - Use it if it can simplify the presentation of the content.
- Select the type that corresponds the best with your message.
- Some layouts are limited in the number of objects.

## What kind of message you have?

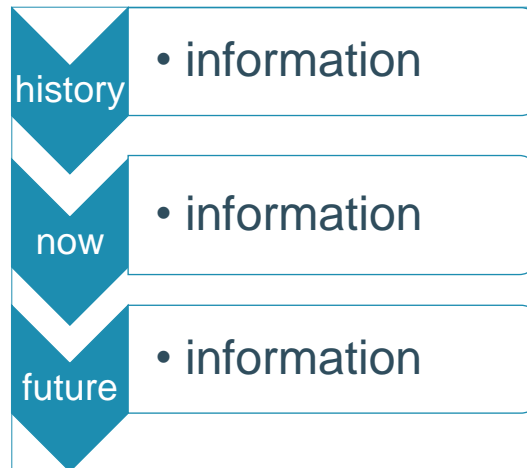
- Comparison?



Based on <http://blogs.monm.edu/writingatmc/files/2013/03/Research-Poster-Design-Tips.pdf>

## What kind of message you have?

- Evolution
- Cause and Effect?



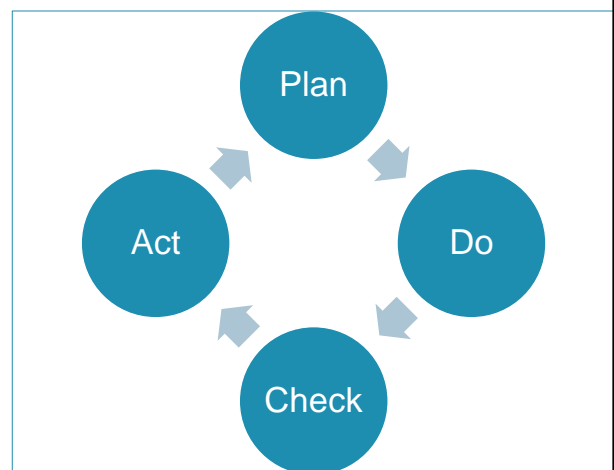
Based on <http://blogs.monm.edu/writingatmc/files/2013/03/Research-Poster-Design-Tips.pdf>

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## What kind of message you have?

- Cycle?

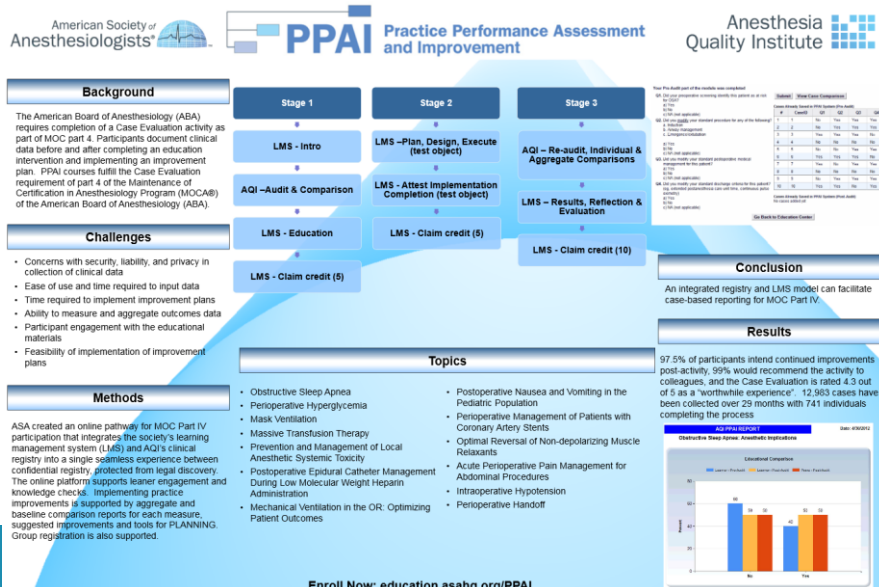


Based on <http://blogs.monm.edu/writingatmc/files/2013/03/Research-Poster-Design-Tips.pdf>

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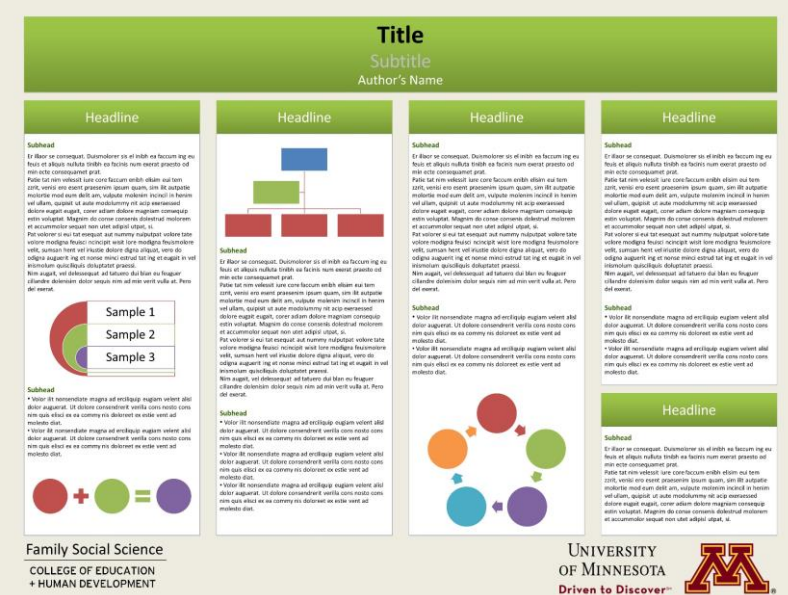
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# Smart art example



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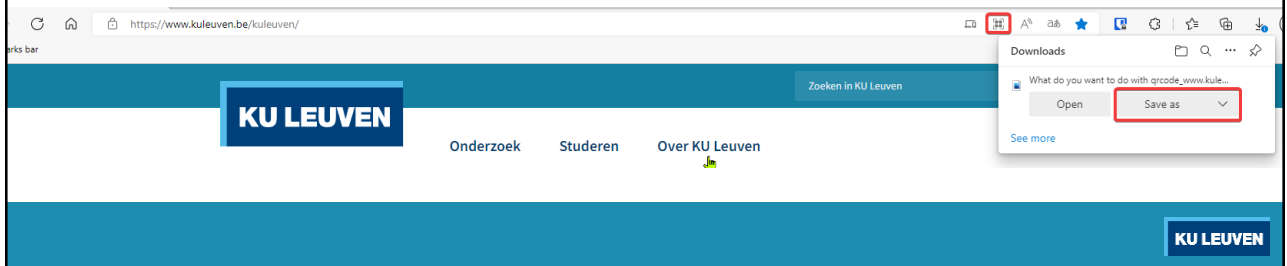
# Smart art example



## QR code



- Create a QR code to an URL containing more information
- Use Edge browser
  - Go to the site you want to create a QR code for.
  - Right-click on the blank area of the page, and click on Create QR code for this page in the context menu.
- Save as png – insert on poster



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## Is it big enough?



- <http://betterposters.blogspot.be/2010/01/is-it-big-enough.html>
- print the poster, at reduced size, on A4
- hold the printed page at arm's length
- be able to read the text and make sense of any pictures or graphs

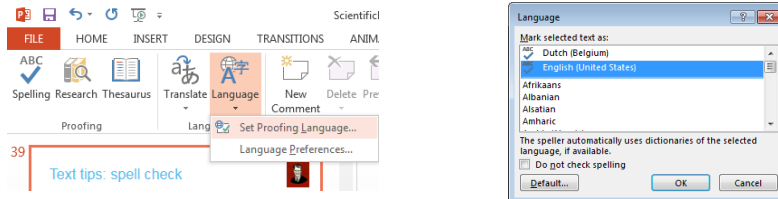
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## Text: spell check



- Set the proofing language
  - Select the text that you want to check.
  - Review > Language > Set Proofing Language



- In the Language dialog box, select the language you want to use for the dictionary.
- Repeat steps 1-3 for each section of text that you want to check.

## Text: spell check



- Select all text
  - View > Outline
  - Ctrl-a to select all text
  - Set proofing language
- Check spelling
  - On the Review tab, in the Proofing group, click Spelling.
  - Shortcut: press F7 to start the spelling checker.

# Text: count the number of words



- File > Info > Advanced Properties > Statistics

