

# Scientific Poster

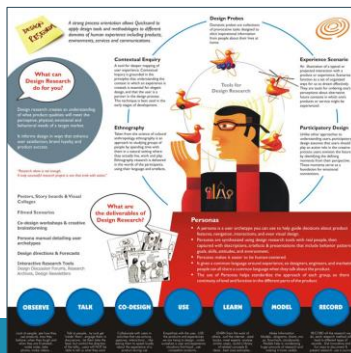
(some) design tips

*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/>

# icons

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

## Word clouds

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

articles background betterposters blog  
blogspot chart clear color com  
communication curtis designing details edu  
examples flow gradient html http  
huttenhower images internships journal life  
makesigns materials nature org paper poster  
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scientific some-advice-for-the-lonely-stu SOS sources start  
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## Principles of Graphic Design

Sources:

- [http://en.wikipedia.org/wiki/Design\\_elements\\_and\\_principles](http://en.wikipedia.org/wiki/Design_elements_and_principles)
- <http://www.johnlovett.com/test.htm>
- <http://abduzeedo.com/>
- <http://www.youthedesigner.com/>
- [issuu.com/collectivememory/docs/poster-design](http://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*. 2<sup>nd</sup> 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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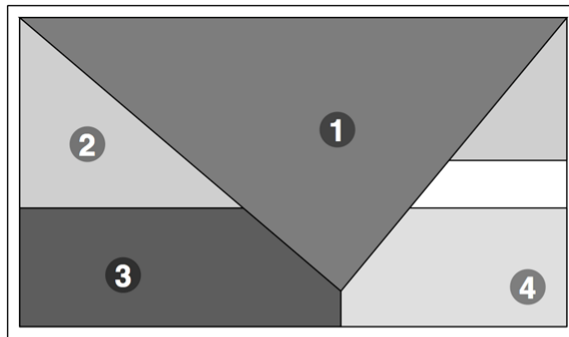
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Where Do  
You Look

First?

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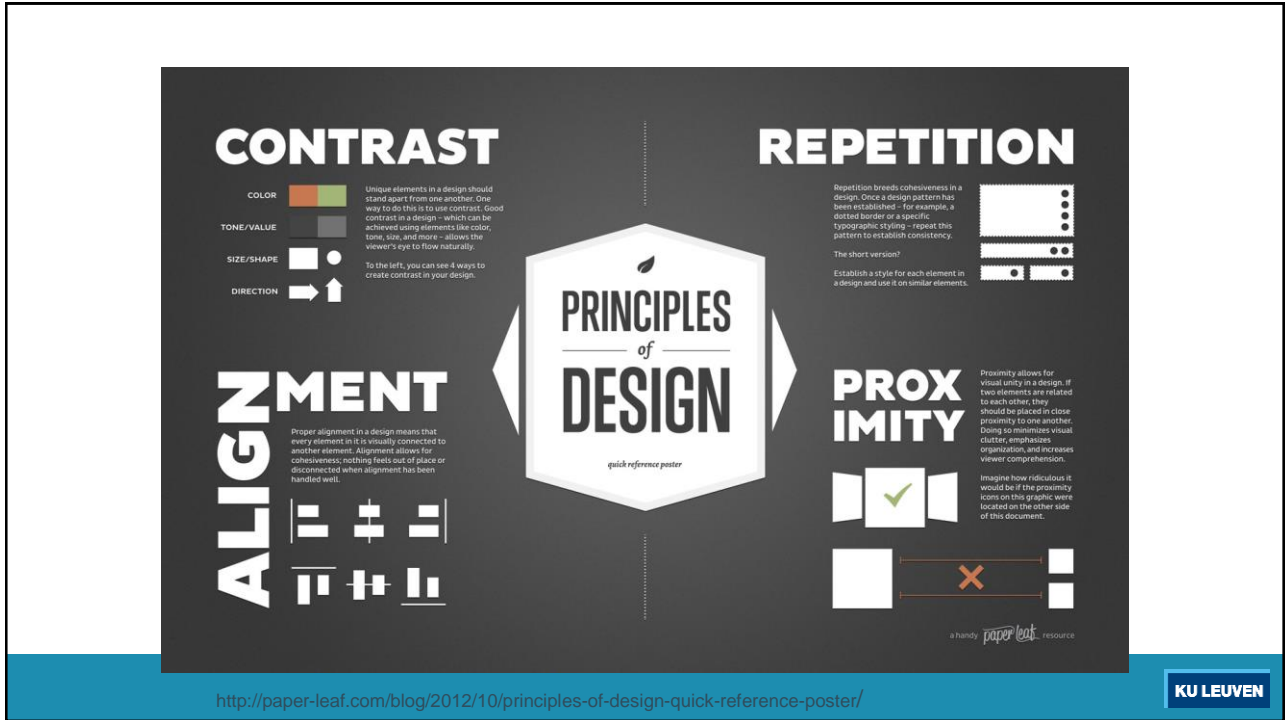
- ① **Main Focus Area**  
Location of research fundamentals: Title, Abstract, Results, Conclusion.
- ② **Secondary Emphasis**  
Location of important info: Intro, Results, Summary
- ③ **Supporting Area**  
Location of supporting info: Methods, Discussion
- ④ **Final Info Area**  
Location of supplemental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

[http://writing.wisc.edu/Handbook/presentations\\_poster.html](http://writing.wisc.edu/Handbook/presentations_poster.html)

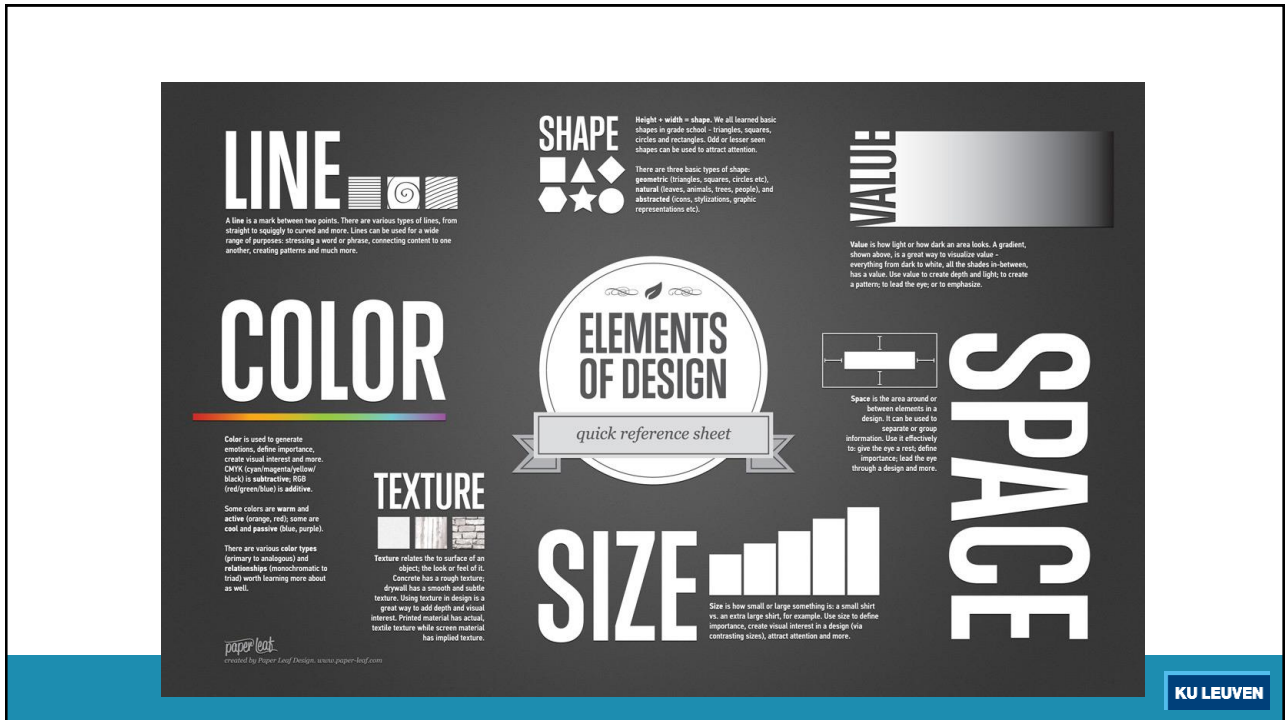
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CRAP

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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.nhd designs.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://dribbble.com/shots/1000000/Contrast-designing-with-contrast-designing-with-contrast>

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# Repetition



[http://www.creativepro.com/files/story\\_images/posters.pdf](http://www.creativepro.com/files/story_images/posters.pdf)

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# Alignment

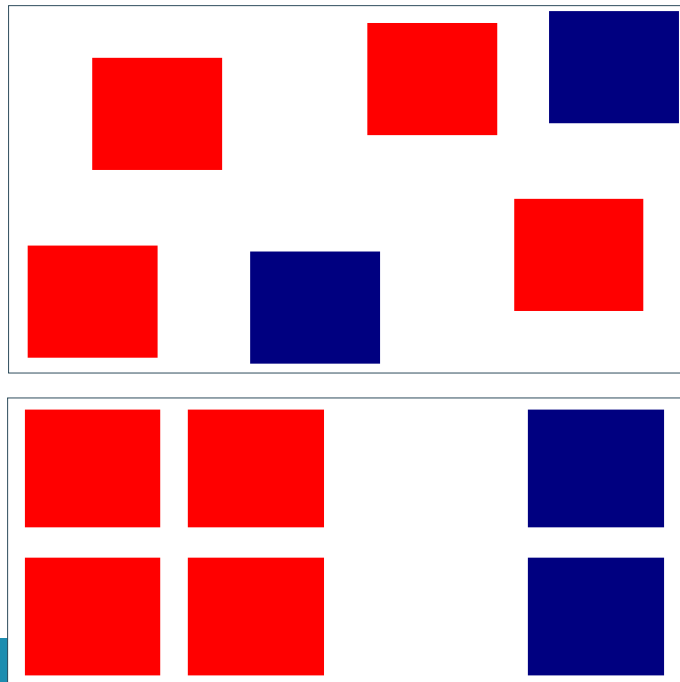
- Nothing should be placed arbitrarily. Do not toss elements randomly at your page or simply try to fill space.
- Every element should have a visual connection with another on the page.

ALIGN  
MENT

Taken from <http://dribbble.com/elements/alignment-designing-with-align-designing-with-align-align>

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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

PROX  
IMITY

PROX  
IMITY

Taken from <http://davidsharpe.com/designing-with-words/designing-with-words-02.pdf>

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# Proximity



[www.nhsdesigns.com/principles/proximity/](http://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

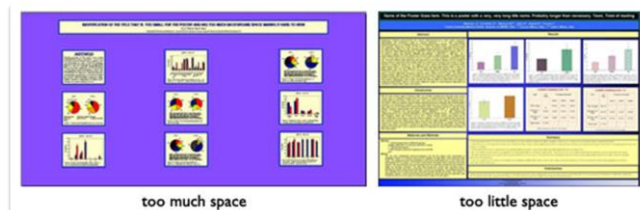
<http://www.slideshare.net/shira73/graphic-design-for-non-graphic-designer>

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# White space

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

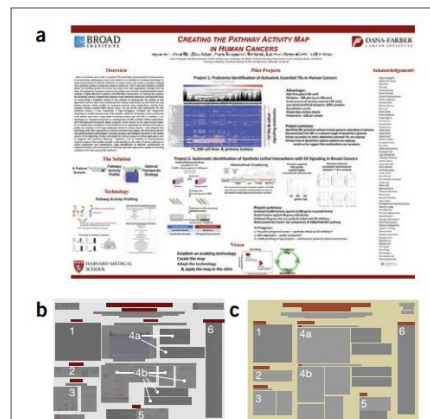


<http://www.ncsu.edu/project/posters/NewSite/>

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# White space



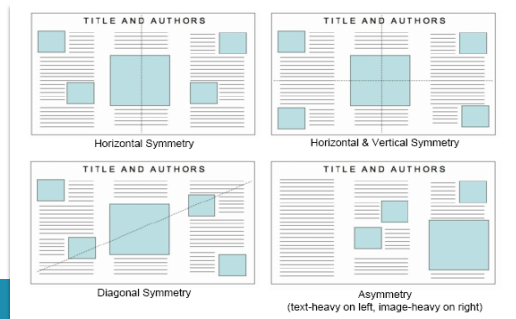
**Figure 2 |** Whitespace can be used to structure content. (a) An example of a scientific poster. (b) A space study reveals that contents in sections 1-6 are scattered and whitespace is fragmented. (c) An example of consolidated whitespace organizing contents.

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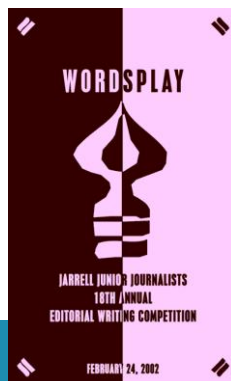
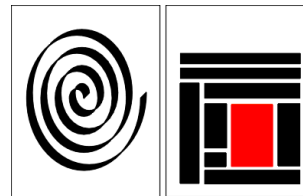
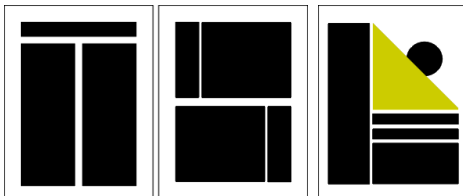
# Balance

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



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# Color

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

