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UNIVERSITY OF GALWAY

# Academic Poster Design with Canva

# Canva

University  
ofGalway.ie



# Agenda

## 1. Graphic Design Fundamentals

- Design principles
- Colour theory
- Common mistakes to avoid

## 2. Introduction to Canva & Hands on Poster Design

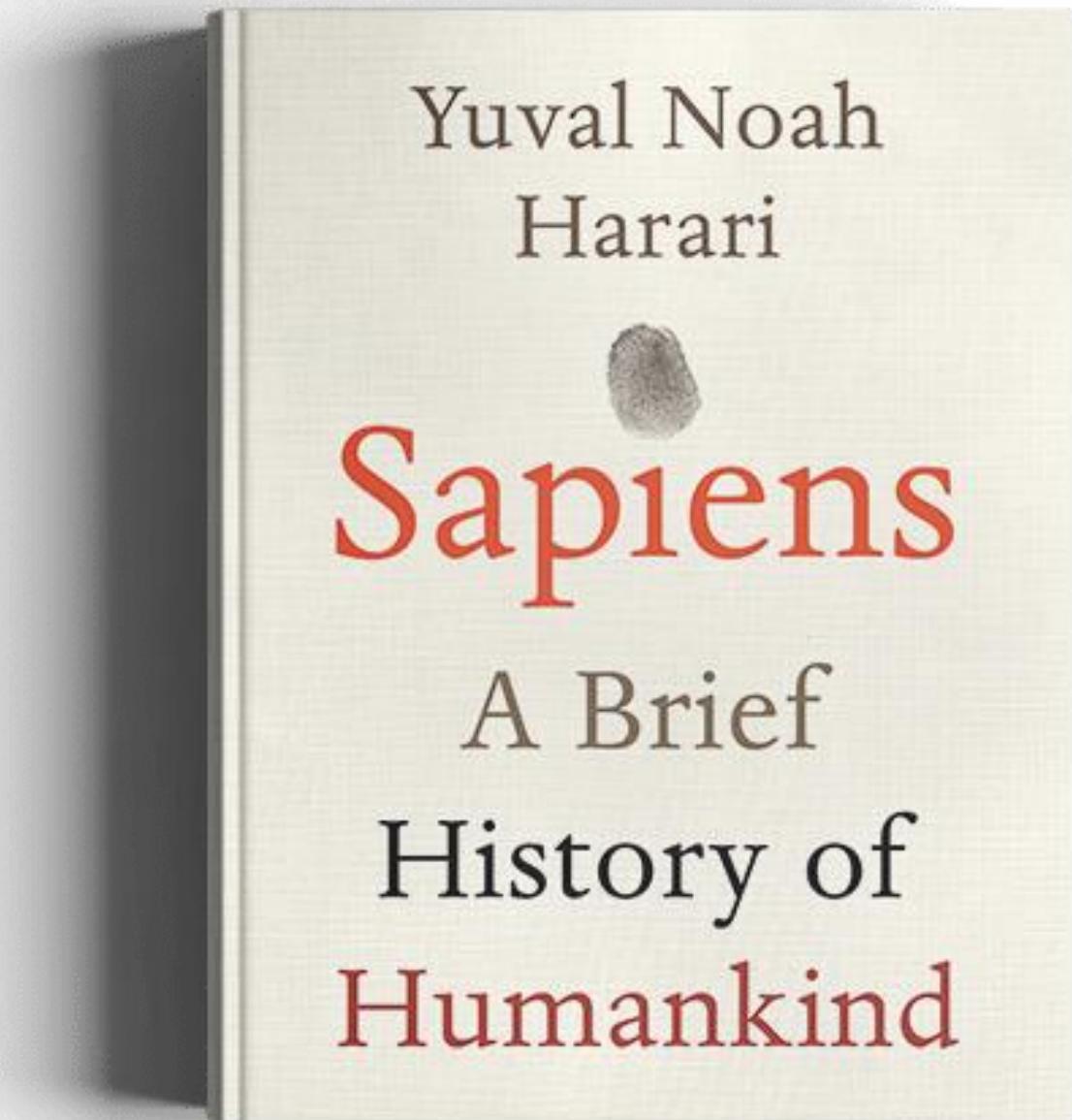
- Setting up a poster
- Overview of interface and tools
- Templates
- Exporting



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# Design Principles

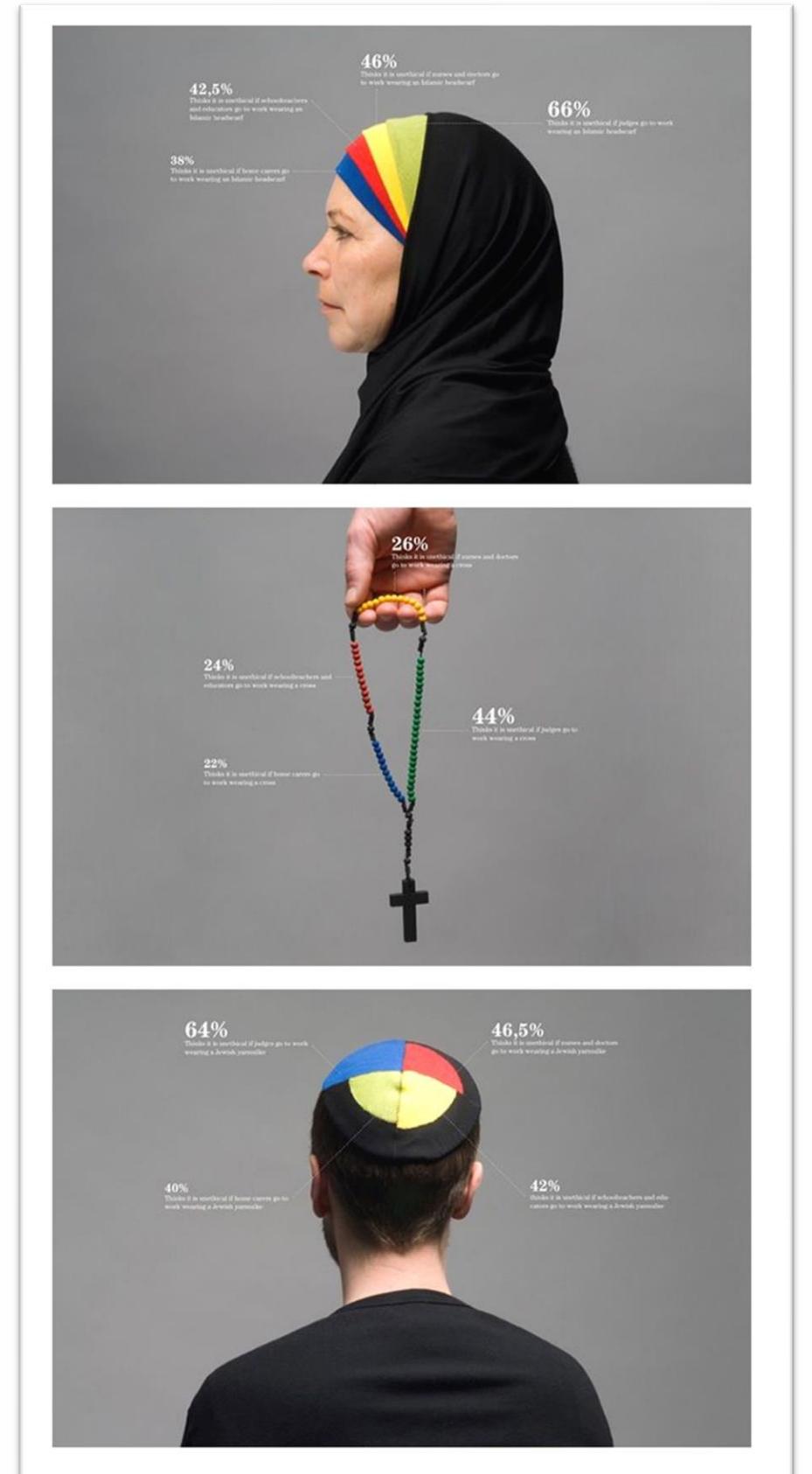
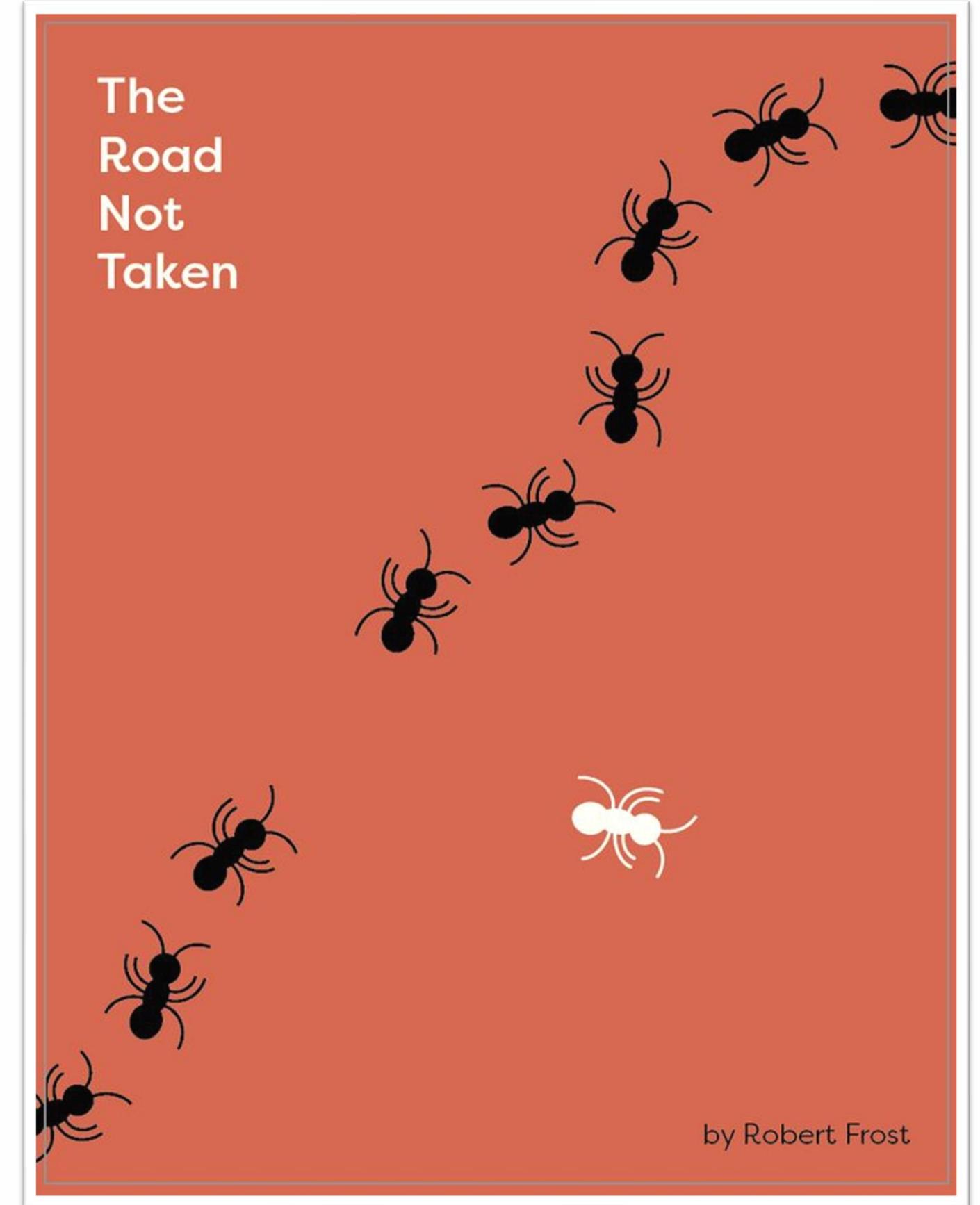
# Alignment





# Design Principles

## Repetition



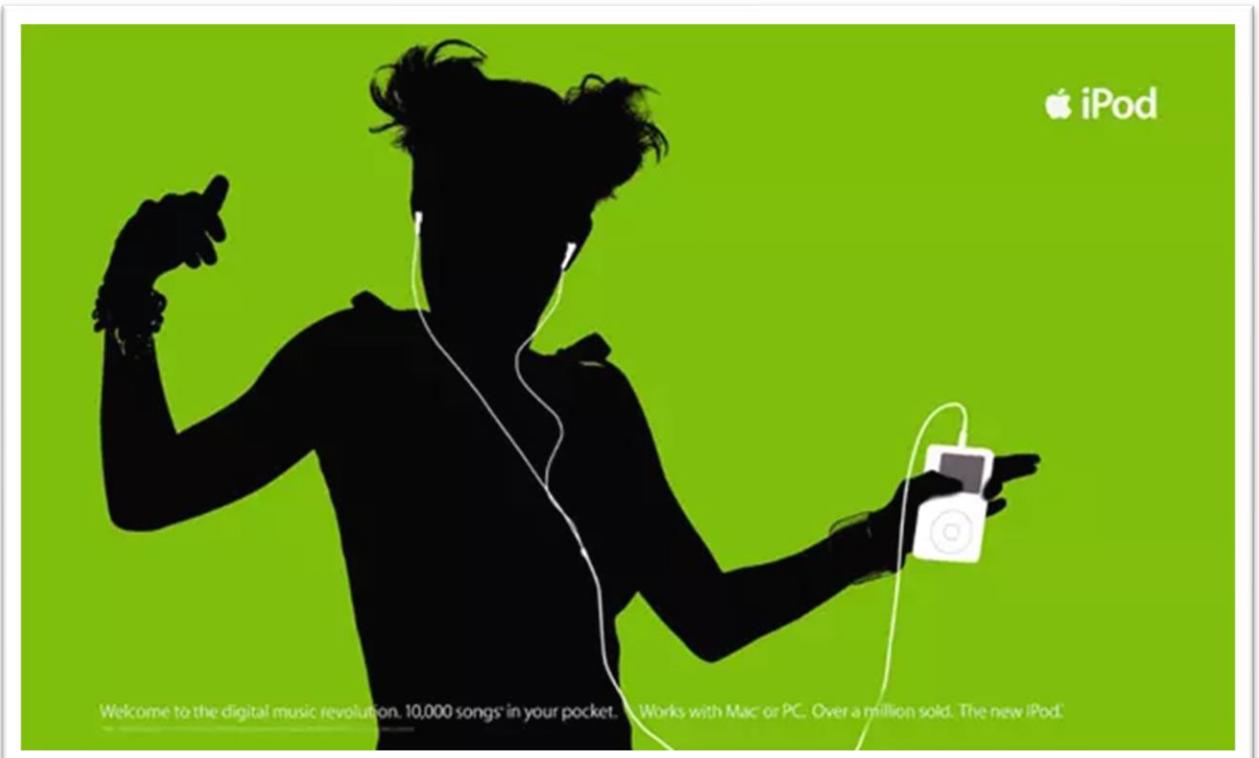
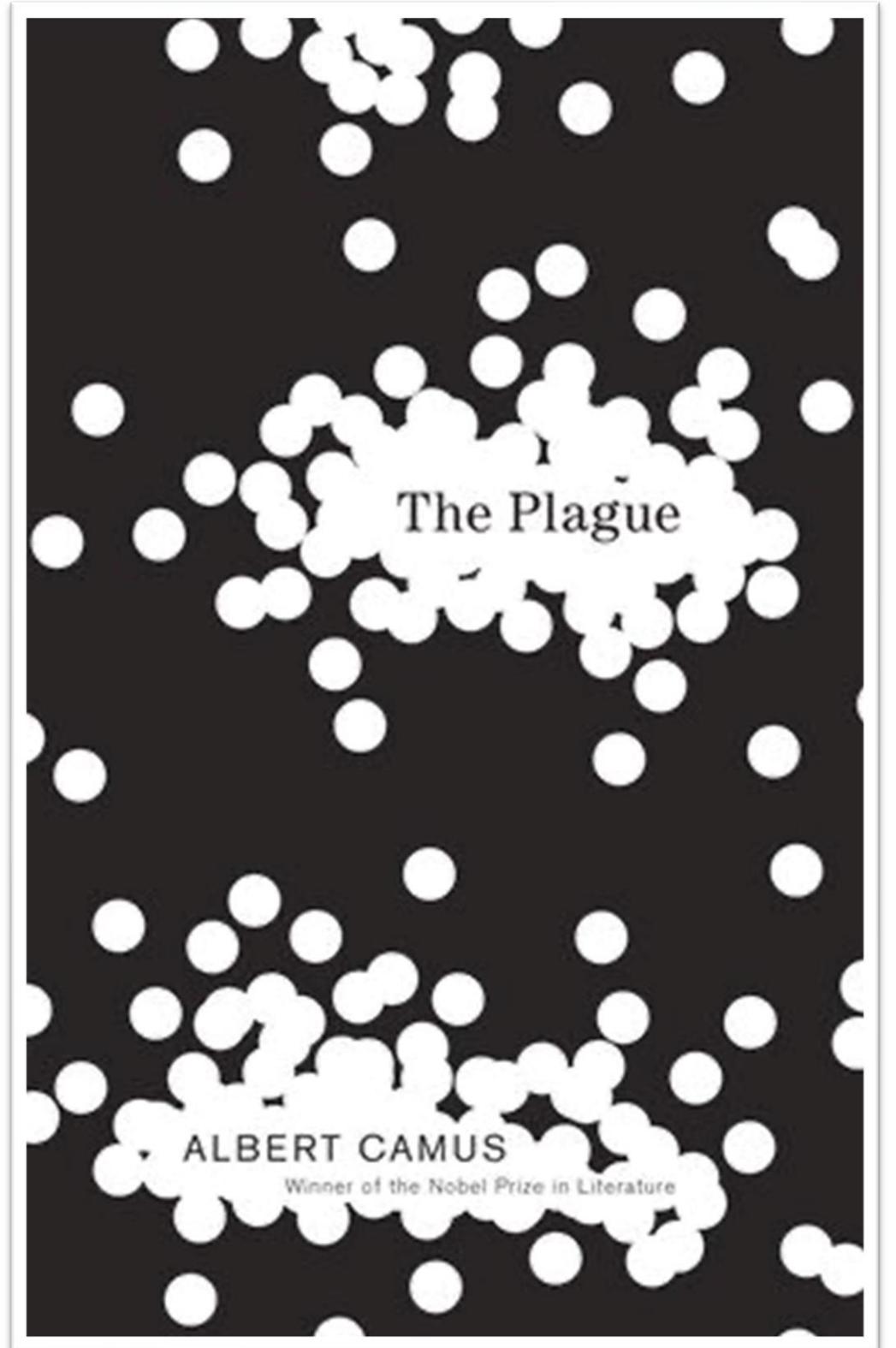
[Peter Ørntoft](#)



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# Design Principles

## Contrast

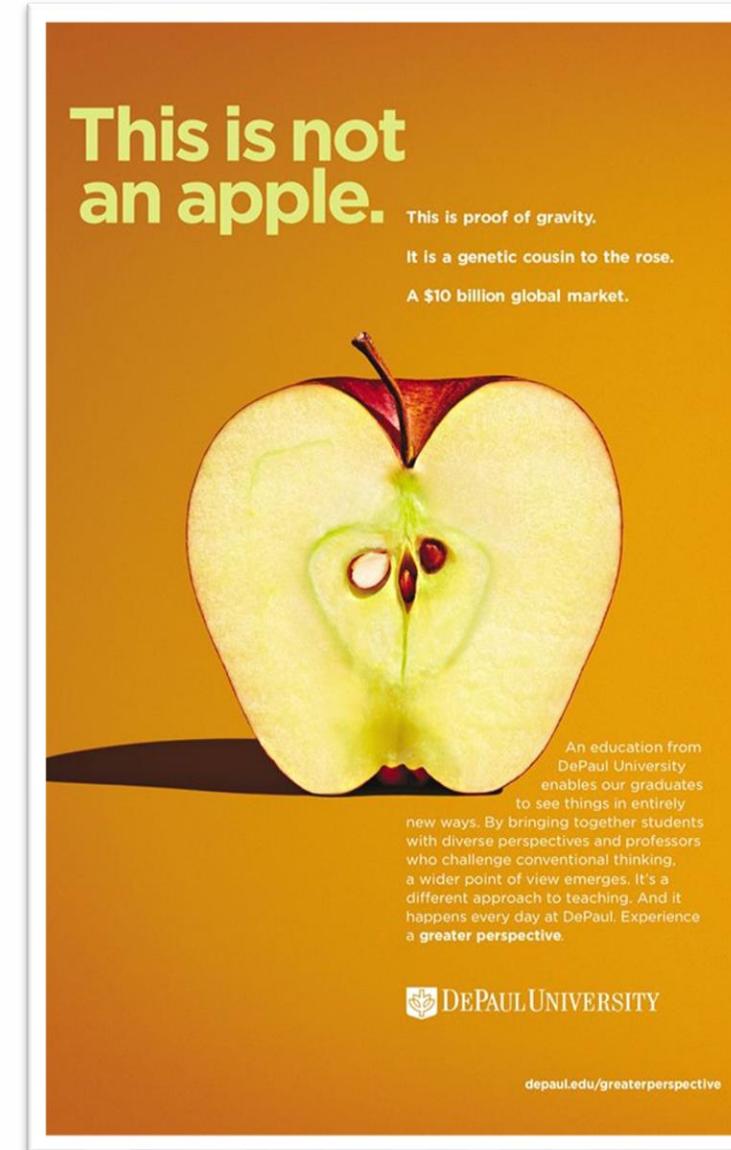




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# Design Principles

## Hierarchy



You will  
read this  
first.

AND YOU'LL  
MOST LIKELY  
LEAVE THIS  
FOR LAST.

And then you'll probably read  
this immediately afterwards.

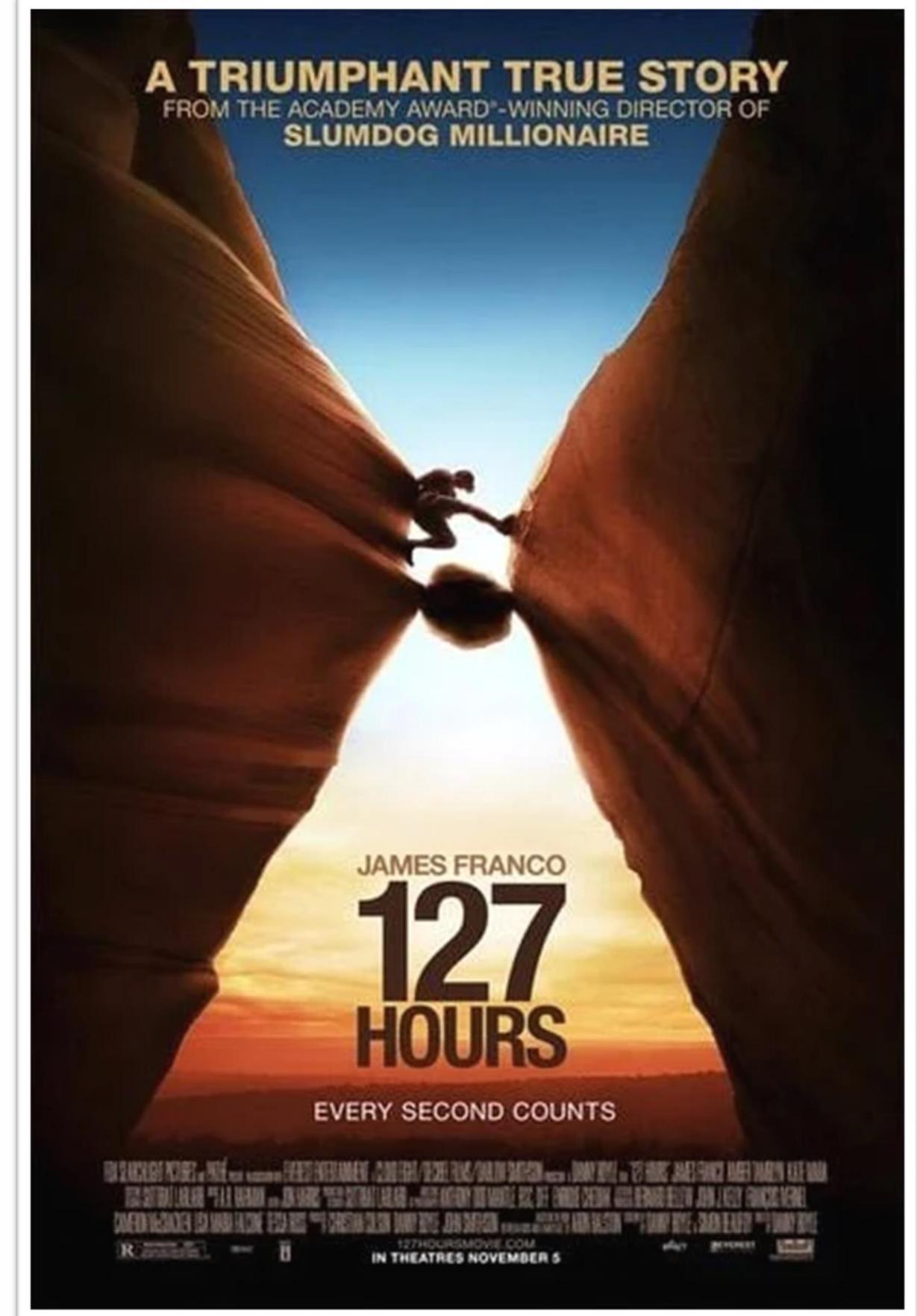
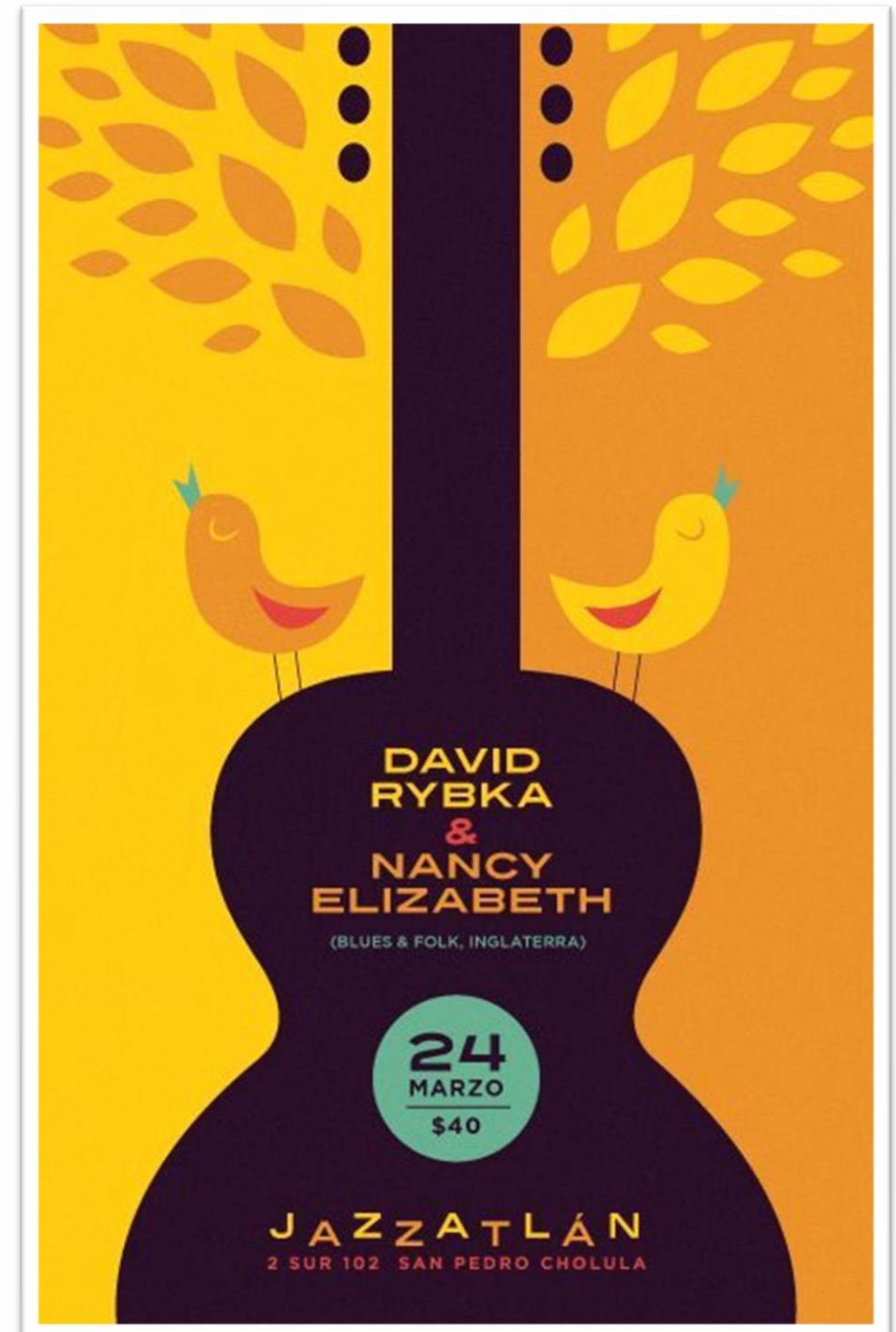
<https://www.creator-fuel.com>



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# Design Principles

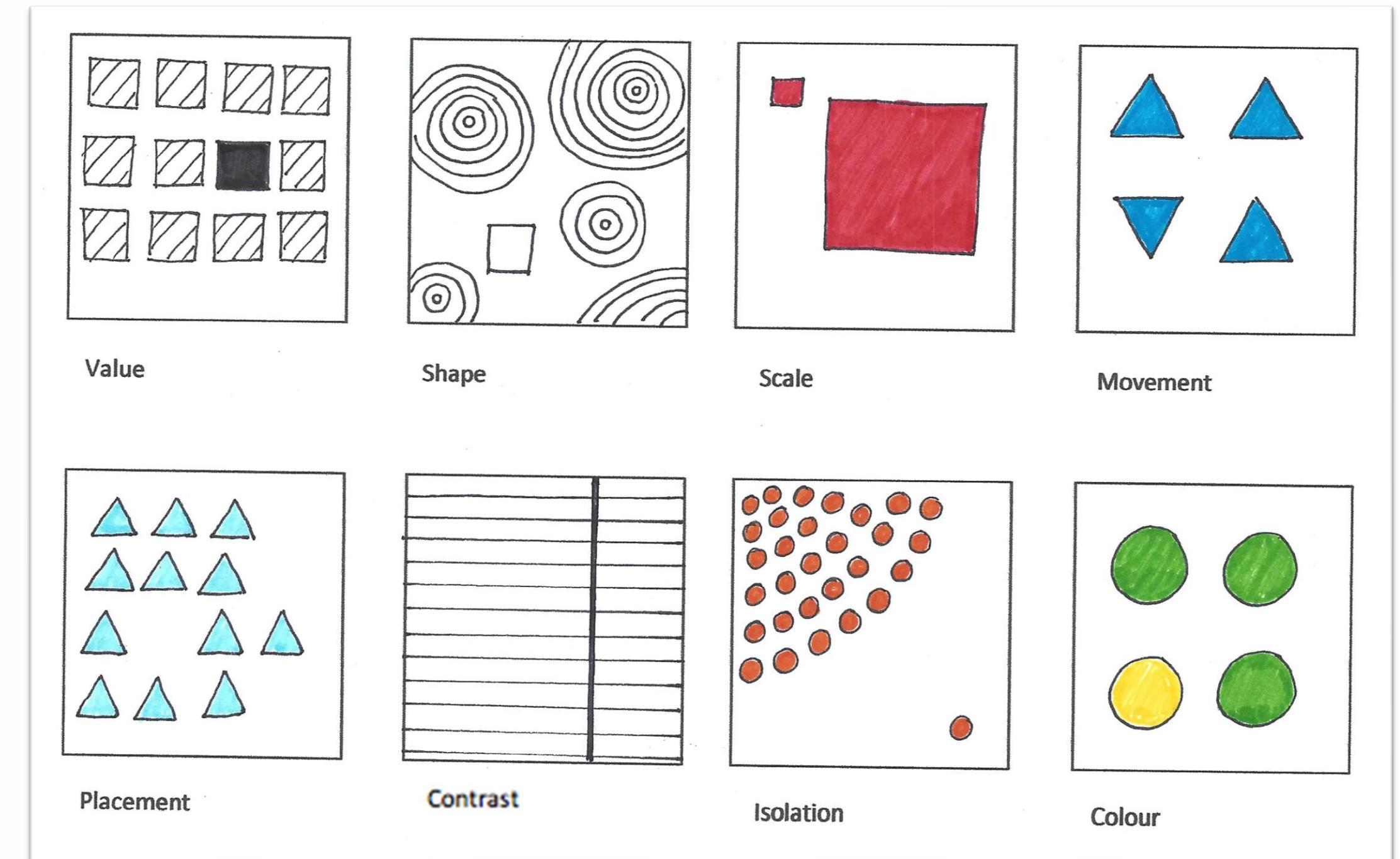
## Balance





# Design Principles

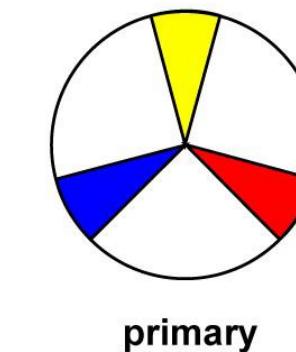
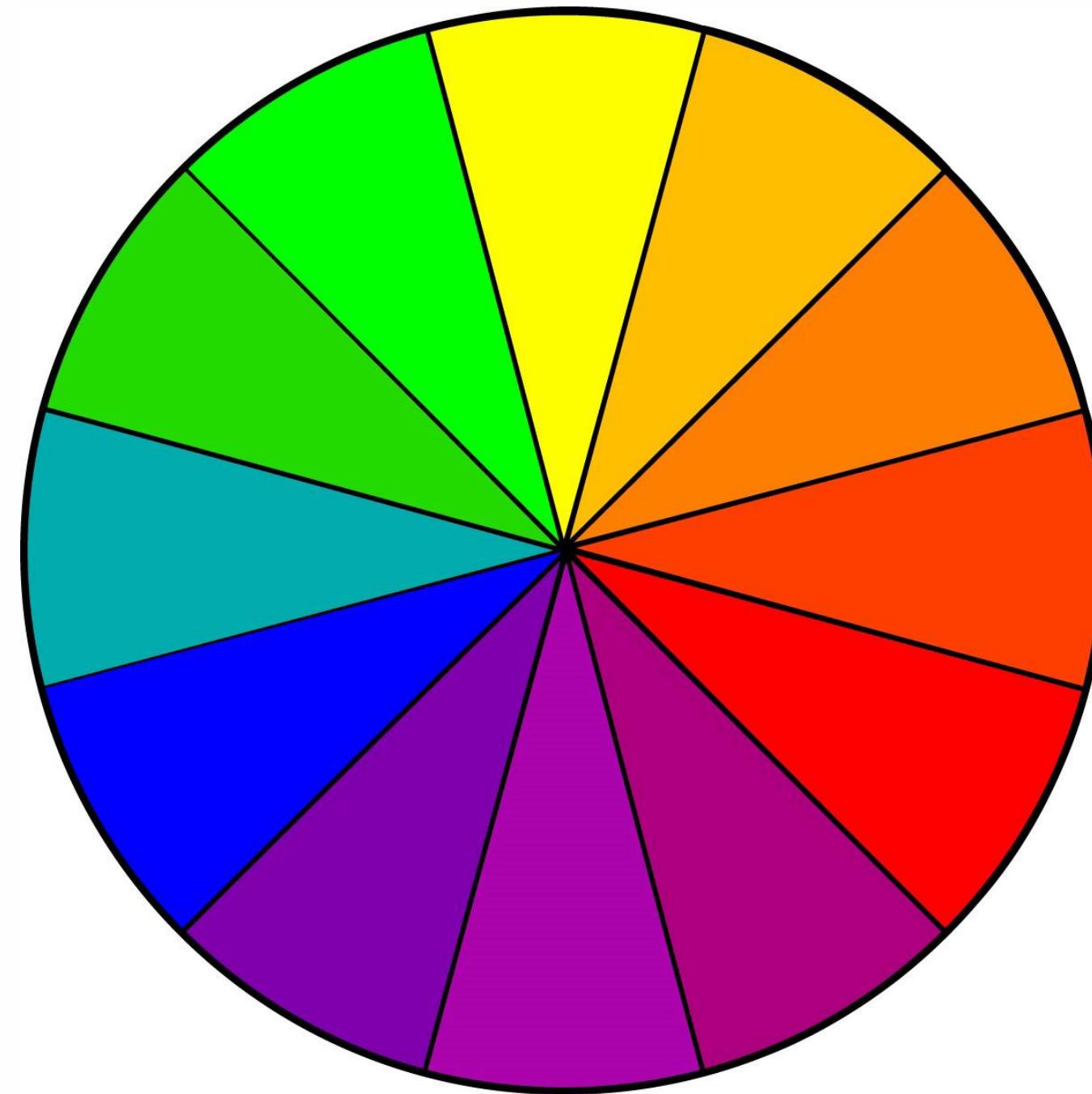
## Focal point



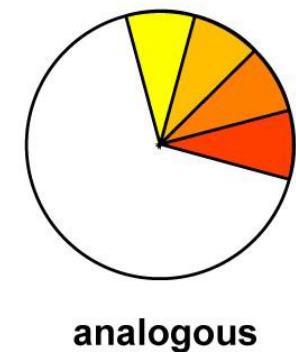


# Colour Theory

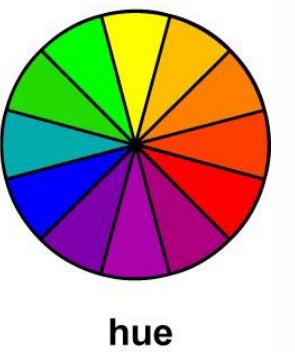
Colour wheel



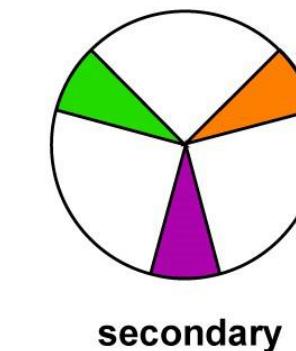
primary



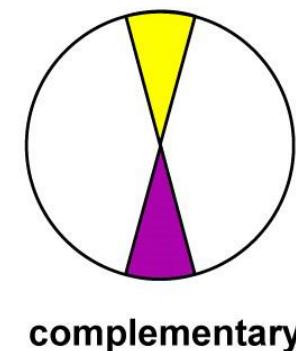
analogous



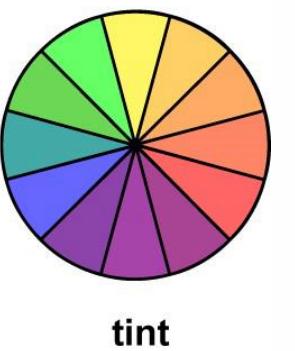
hue



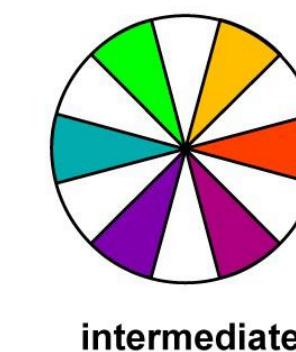
secondary



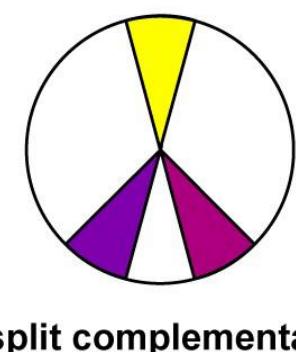
complementary



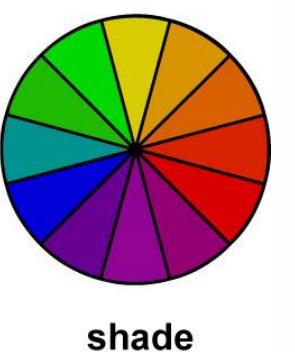
tint



intermediate



split complementary



shade



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# Colour Theory

## Monochromatic



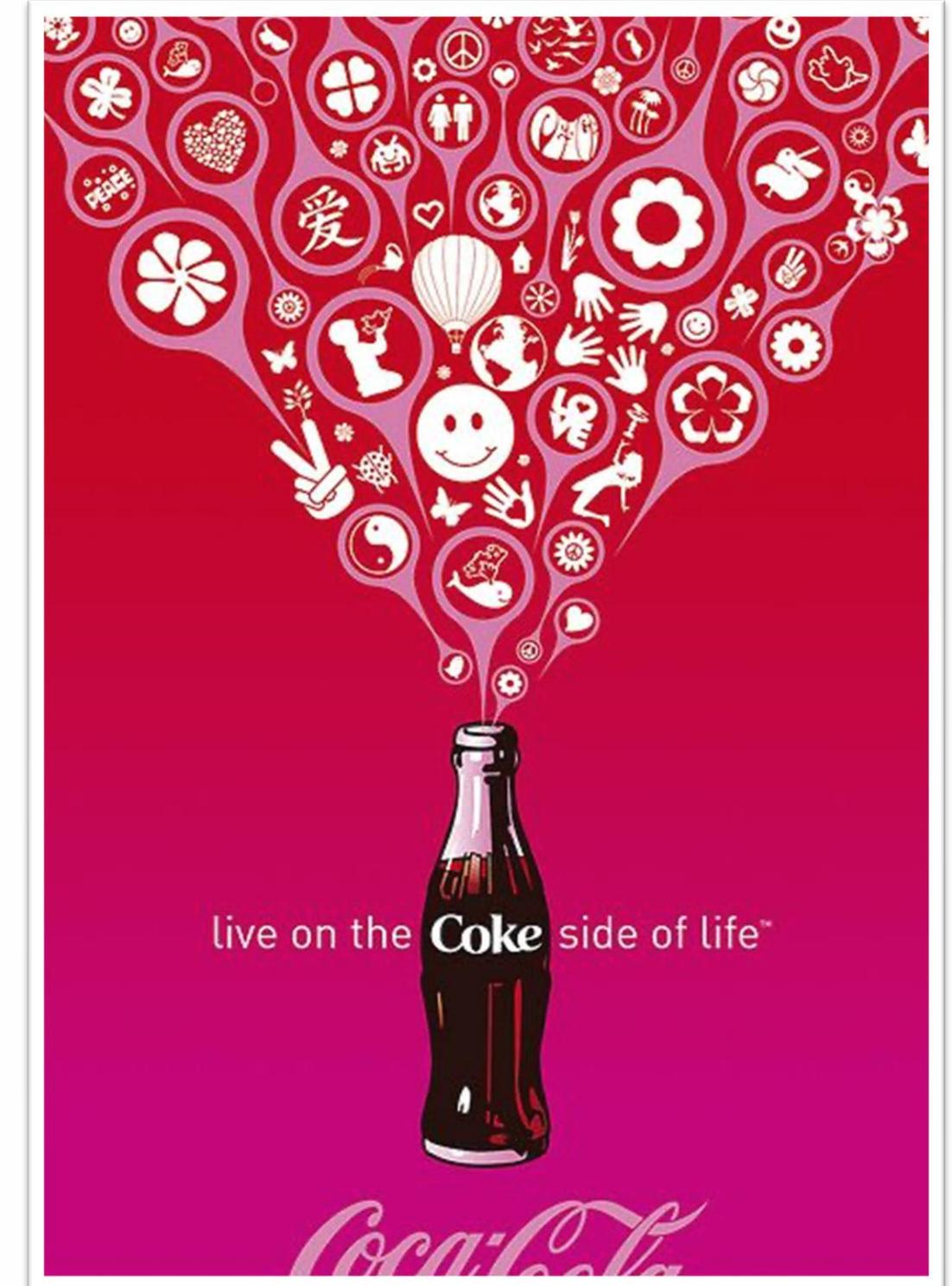
<https://blog.tubikstudio.com/color-theory-brief-guide-for-designers/>



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# Colour Theory

## Analogous





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# Colour Theory

Complementary

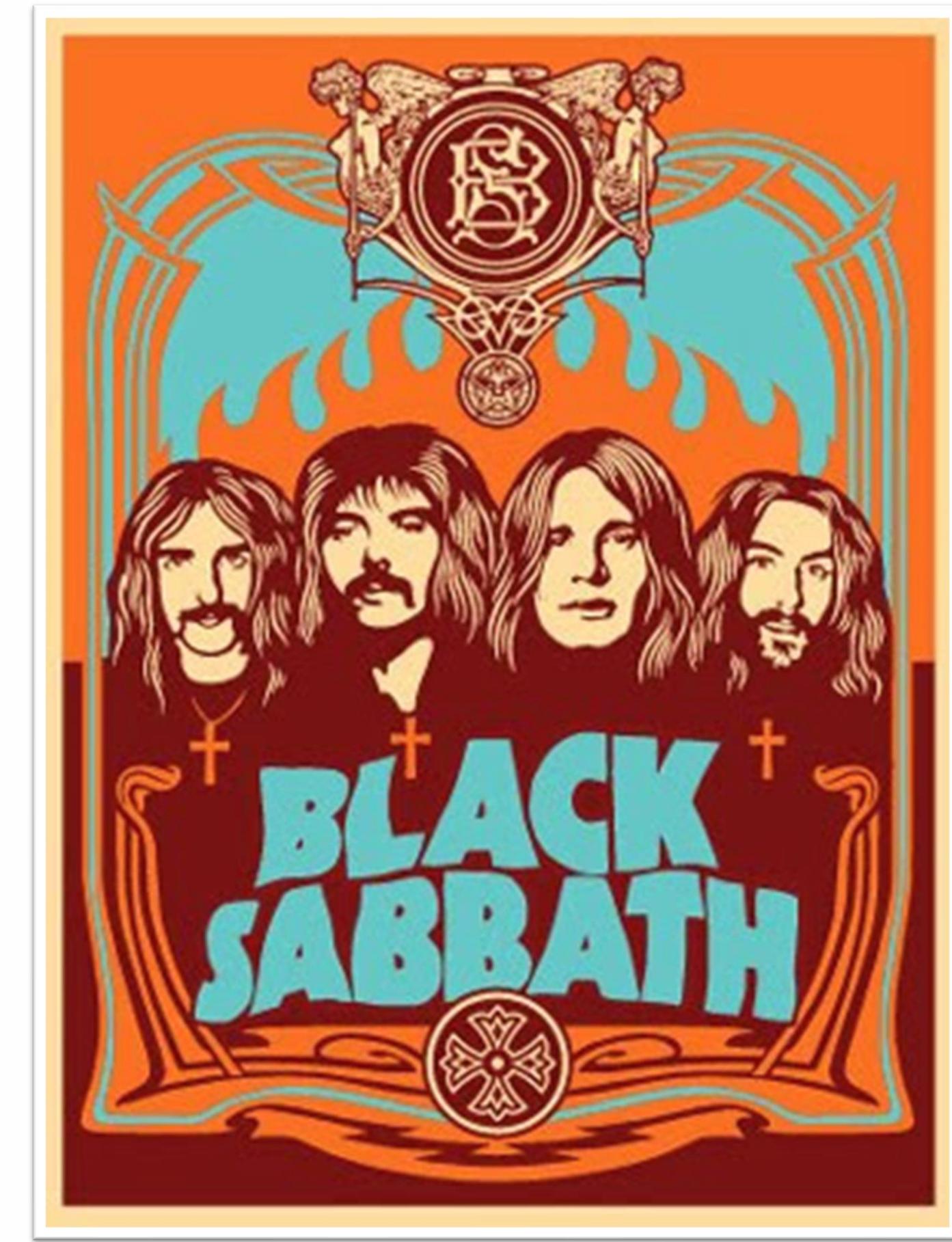




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# Colour Theory

Split Complementary

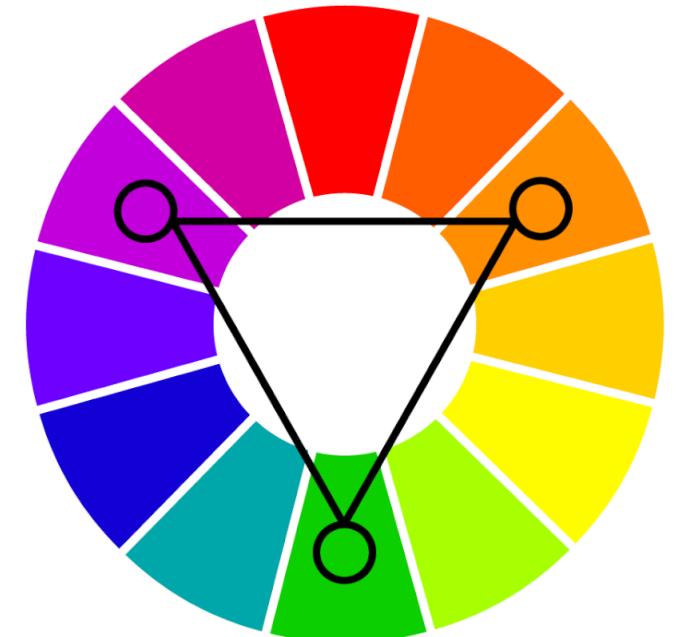




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# Colour Theory

Triadic





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# University Branding

<https://www.universityofgalway.ie/ugbrandguidelines/>

Design Elements | Typography

Headline Font  
Spectral Light and Light Italic

Subhead Font  
Inter Medium

Oversized Body Copy  
Spectral Regular

Equiaspelia vellani voluptio. Consequaeptatem rem sam quame omnimolo.

Body Copy  
Inter Light

Equiaspelia vellani voluptio. Consequeaptatem rem sam quame omnimolo volestem que nulpa audam. Equiaspelia vellani voluptio. Consequeaptatem rem sam quame omnimolo volestem que nulpa audam.

Call-out  
Inter Medium with key-line.

Equiaspelia vellani voluptio. Consequeaptatem rem sam quame omnimolo volestem que nulpa audam. Equiaspelia vellani voluptio. Consequeaptatem rem sam quame omnimolo volestem que nulpa audam.

Call-out  
Spectral Light and Light Italic

URL Lockup  
Spectral Light and Light Italic

University ofGalway.ie

Call to Action  
Inter Light and Medium

Discover more at UniversityofGalway.ie





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# Help picking your own colours

The image displays two side-by-side screenshots of the COOLORS app, a tool for generating color palettes from images.

**Left Screenshot:** Shows a vertical color palette with five main colors: Bright pink (Crayola) in red (#EF476F), Sunglow in yellow (#FFD166), Emerald in green (#06D6A0), Blue (NCS) in teal (#118AB2), and Midnight green in dark teal (#073B4C). Below each color swatch is its hex code and a descriptive name. A small Chatbolt.ai watermark is visible at the bottom.

Color Name	Hex Code
Bright pink (Crayola)	#EF476F
Sunglow	#FFD166
Emerald	#06D6A0
Blue (NCS)	#118AB2
Midnight green	#073B4C

**Right Screenshot:** Shows a horizontal color palette with five main colors: Space cadet in dark blue (#25283D), Plum in magenta (#8F3985), African Violet in purple (#A675A1), Rosy brown in reddish-pink (#CEA2AC), and Champagne pink in light orange (#EFD9CE). Below each color swatch is its hex code and a descriptive name. A sidebar on the right shows a preview of a website with the text "It's about DAM time!" and a "Stockpress Refreshingly simple Digital Asset Management — ADS VIA CARBON". A small Chatbolt.ai watermark is visible at the bottom.

Color Name	Hex Code
Space cadet	#25283D
Plum	#8F3985
African Violet	#A675A1
Rosy brown	#CEA2AC
Champagne pink	#EFD9CE



# Mistakes to avoid



This text is easy to read because the margins and line spacing are large enough to avoid cluttering the space.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

If the line spacing was smaller and the text was placed closer to the margins, it would be more difficult to read.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Using too many fonts on the page looks messy, noisy AND VERY CLUTTERED.

Please don't do it!

THIS  
DOESN'T  
WORK

TOO MANY HUES IN ONE PLACE

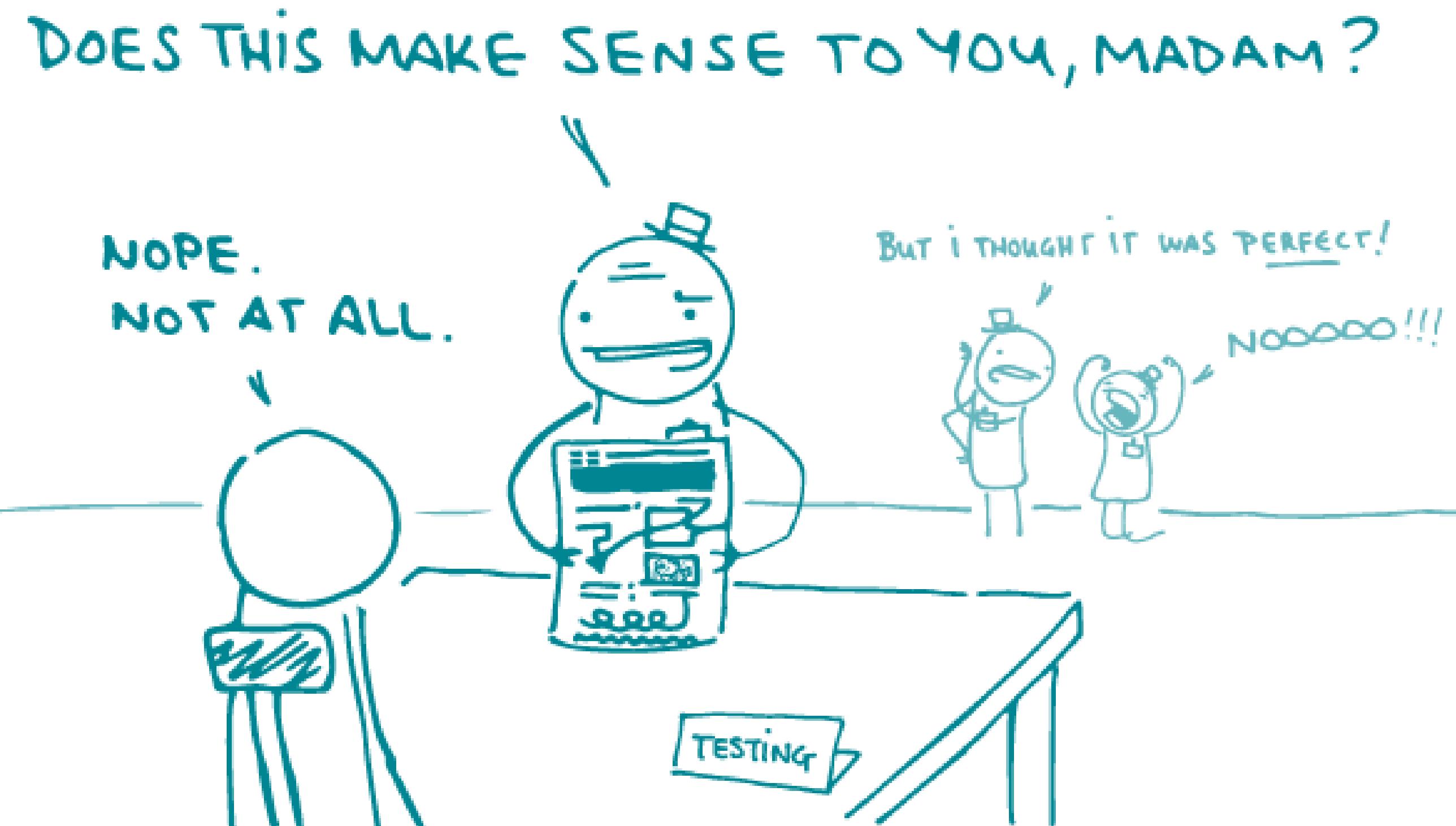
Low Contrast  
Harder to Read

High Contrast  
Easier to Read



# The Challenge

“The curse of knowledge”





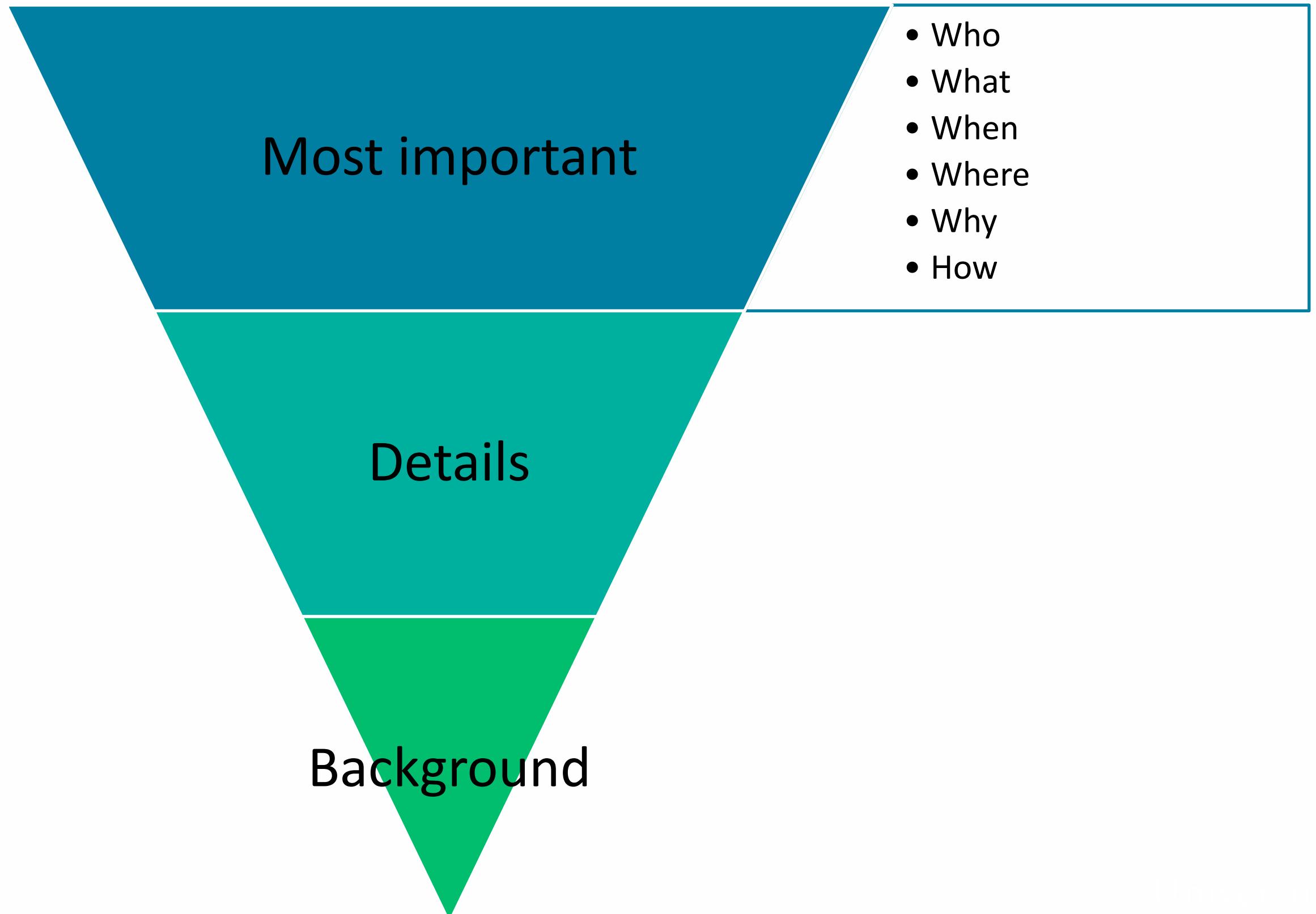
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"Perfection is achieved, not when there is nothing to add, but when there is nothing left to take away."

- Antoine de Saint Exupéry

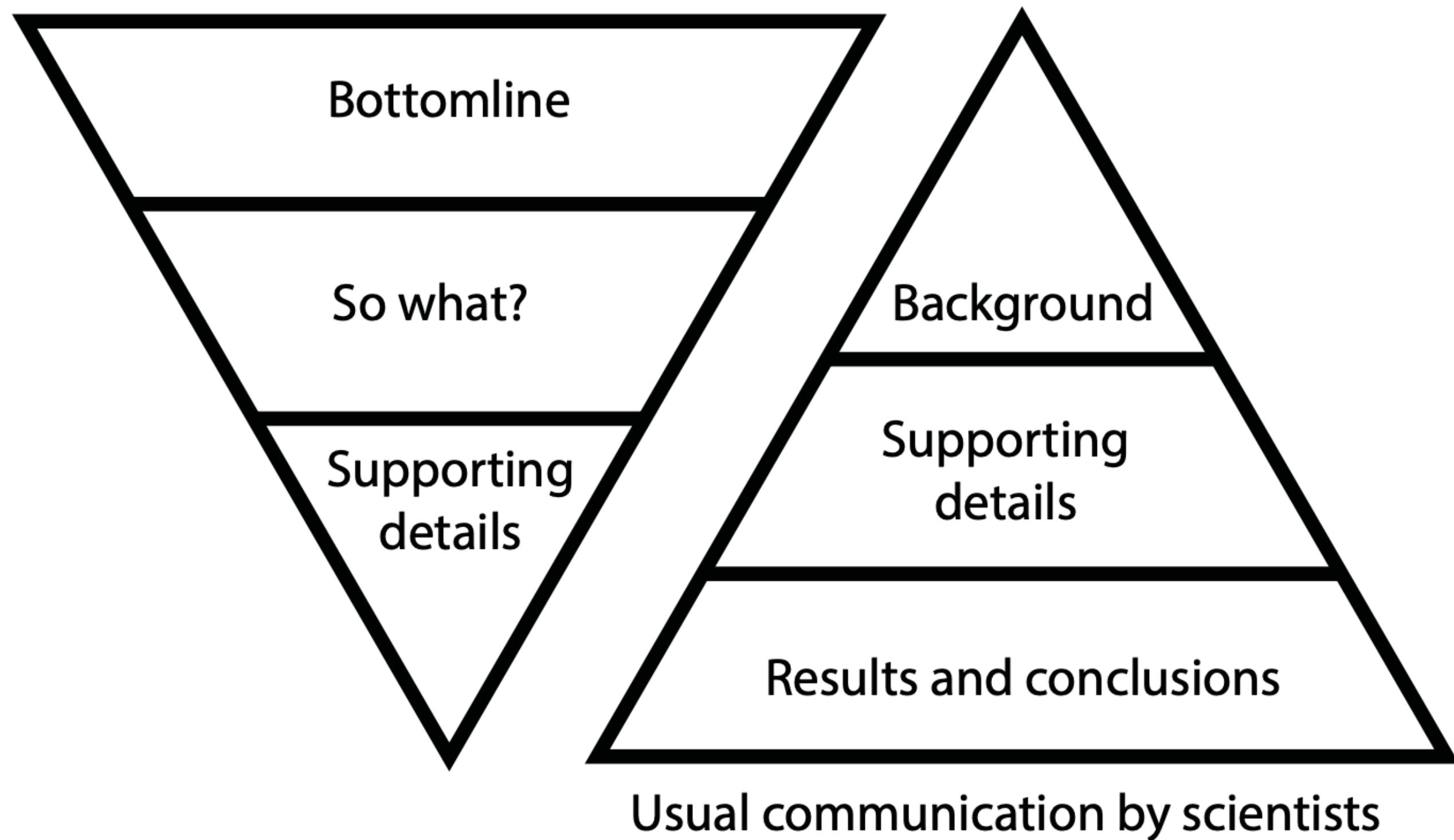


# Inverted Pyramid





## The inverted pyramid



Hut, Rolf, et al. "Geoscience on television: A review of science communication literature in the context of Geosciences." *Hydrology and Earth System Sciences*, vol. 20, 26 Jan. 2016, pp. 2507–2518, <https://doi.org/10.5194/hess-2015-518-rc2>.

## Title of Poster

Author Name and Affiliation

### Abstract

Este tipo de base atípica considera tanto como base sólida  
máscaras de espuma EVA sólida, máscaras de espuma quebrada  
entre laminadas entre plásticos de alta densidade como  
álbum de alta densidad fundido para fabricar una máscara de  
espuma líquida en su interior. Este material se usa como

### Introduction

Ensuite, pour faire évoluer ces dernières, il faudra être à l'aise avec les différents types de données existantes et faire évoluer les méthodes d'analyse et d'interprétation. Il faudra aussi développer des méthodes pour évaluer la validité des résultats obtenus, mais également en adapter le niveau de précision. Pour ce faire, il faudra établir une norme de qualité et une norme de sécurité pour les résultats obtenus par les laboratoires et les autorités sanitaires. Enfin, il faudra développer des méthodes pour évaluer la validité des résultats obtenus par les laboratoires et les autorités sanitaires.

I am grateful to you, my dear friends, for your kind words and for your support.

Банківські фінансові послуги відповідають збільшенню розмежування між банком та клієнтом, яке виникає в результаті залучення фінансових ресурсів, що використовуються для підтримки певної діяльності, яка не пов'язана з основною діяльністю банку. Це може бути залучення фінансових ресурсів з метою отримання прибутку, але не з метою підтримки певної діяльності, яка не пов'язана з основною діяльністю банку.



### Discussion

L'intera storia della nostra umanità è stata una storia di resistenza, di lotta, di difesa, di difesa delle proprie radici, dei propri valori, della propria cultura. L'esperienza di essere uomini, per essere uomini, per trasmettere la propria storia e cultura a nuove generazioni, attraverso i discendenti, è stata la più grande risorsa di sopravvivenza dell'uomo. La sua storia, la sua cultura, sono le sue radici, sono le sue radici, sono il suo sangue.

mai puțină rezistență cu privire adăugarea C8 și C10 în  
aceea cădăcă se obține o băutură deosebit de  
bună. În consecință, este deosebit de interes să se  
adauge în compozitia băuturii deosebit de multă  
ciorâncă sau să se adauge în compozitia băuturii  
deosebit de multă ciorâncă sau să se adauge  
în compozitia băuturii deosebit de multă ciorâncă.

### References

Consequently, the number of individuals in each class is proportional to the number of individuals in the corresponding age group.



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# #BetterPoster

**Main finding** goes here,  
translated into **plain english**.  
**Emphasize** the important  
words.

**Title goes here; make it  
small if you need to free up space.**

Authors

Intro

H1

H2

Methods

1.

2.

3.

4.

Results



Discussion

More research is needed, but...

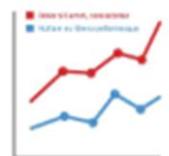
1.

2.

3.

4.

**Extra Tables  
& Figures**



Take a picture to  
download the full paper

<https://osf.io/vxqr6> by Dr Mike Morrison



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# Introduction to Canva

University  
*of*Galway.ie

[+ Create a design](#)

Your starred

Training and Resources

Library Bank

Recent designs

 202411 Imirce Call for ... Untitled Design Sample success models QR codes for Screens Valentine's[See all](#) Trash

Search your content and Canva's



# What will you design today?



Twitter Post

Document  
(A4 Portrait)

Doc



Whiteboard



Presentation



Social media



Video



Print



Website



Custom size



Upload



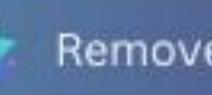
Make me an image



Write my first draft

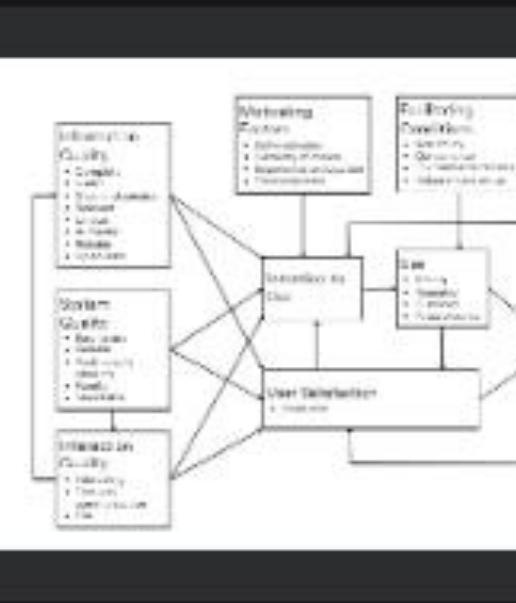
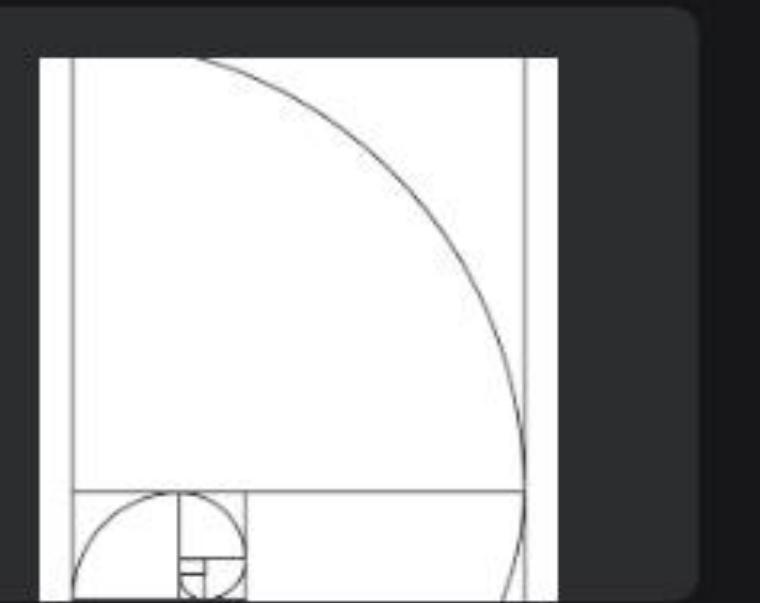


Resize any design



Remove backgrounds

## Recent designs





Search your content and Canva's



+ Create a design

Your starred

Training and Resources

Library Bank

Recent designs

202411 Imirce Call for ...

Untitled Design

Sample

success models

QR codes for Screens

Valentine's

See all

Trash

What will you design today?



Twitter Post

Document  
(A4 Portrait)

Doc



Whiteboard



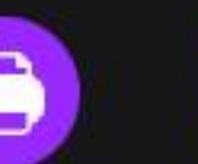
Presentation Social media



Social media



Video



Print



Website



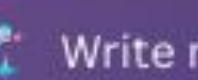
Custom size



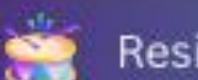
Upload



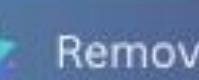
Make me an image



Write my first draft

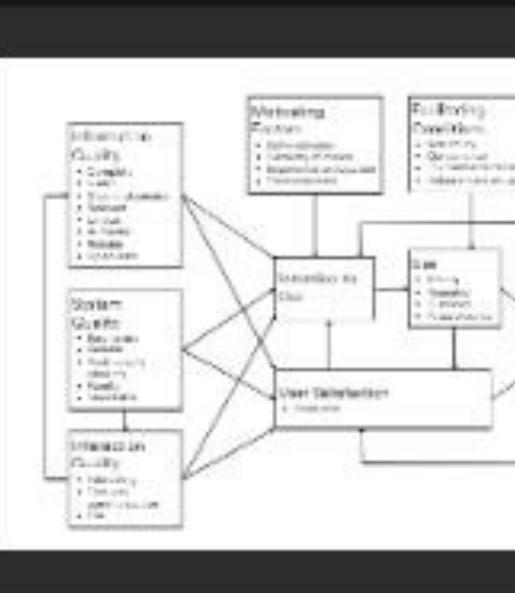
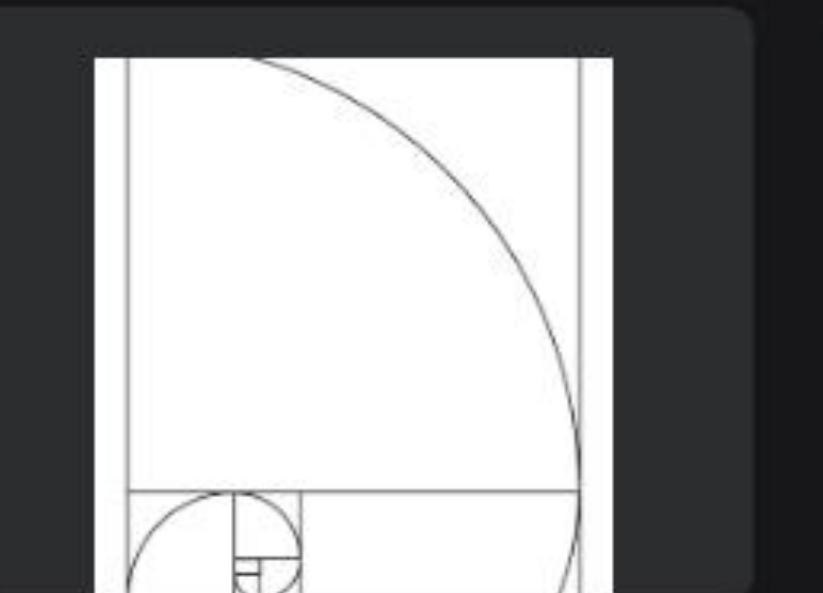
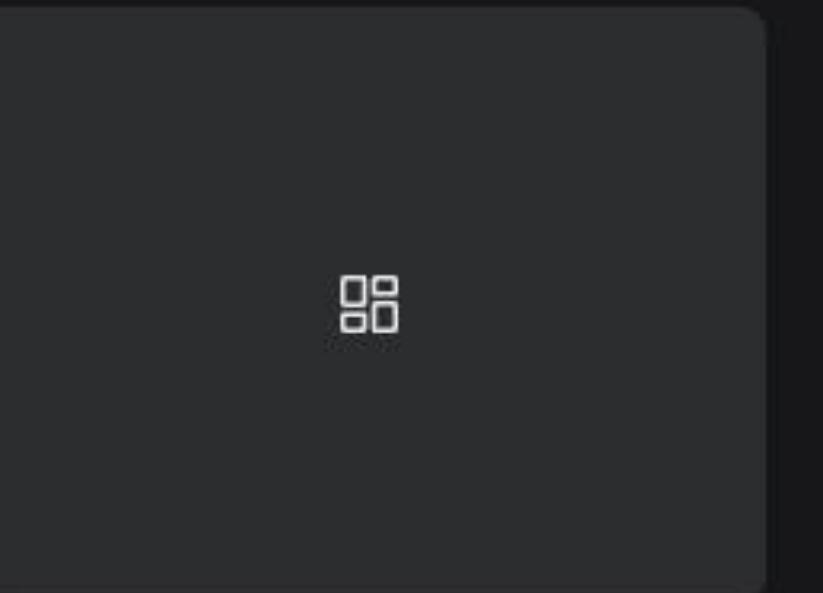


Resize any design



Remove backgrounds

## Recent designs



# Create a design

What would you like to create?

For you

Docs

Whiteboards

Presentations

Social media

Videos

Print products

Websites

Custom size

Upload

More



Presentation  
(16:9)



Graph  
(Unlimited)



Whiteboard



Doc



Resume  
(Portrait)



Twitter Post  
(Portrait)



Instagram  
Post (4:5)



Poster  
(Double...)



Presenta  
(4:3)

## Brand Templates

See all



Digital Brochure

A4



A5 Flyer

A5



A5 Flyer

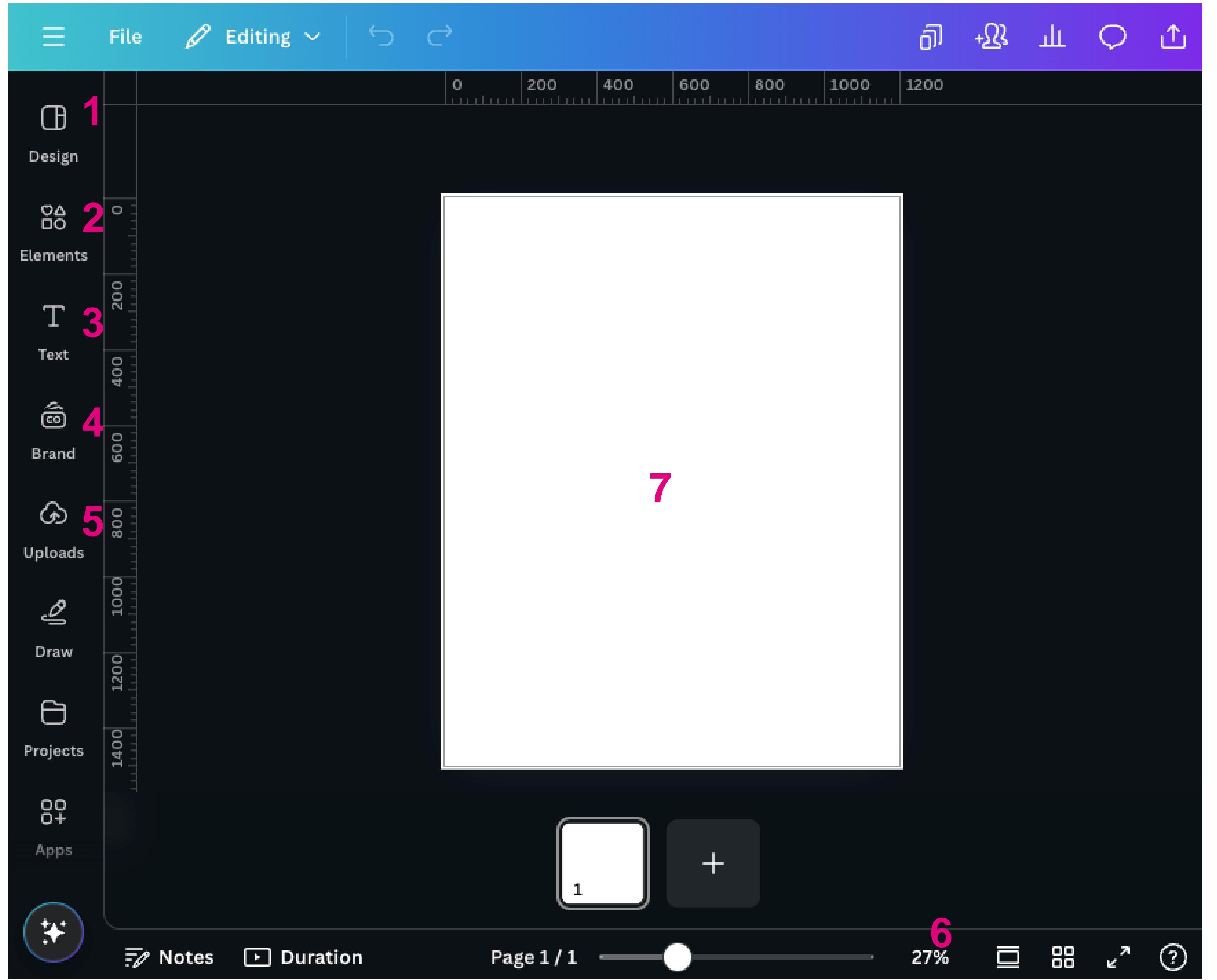
A5

## Templates for you

See all



841x1189mm  
for A0

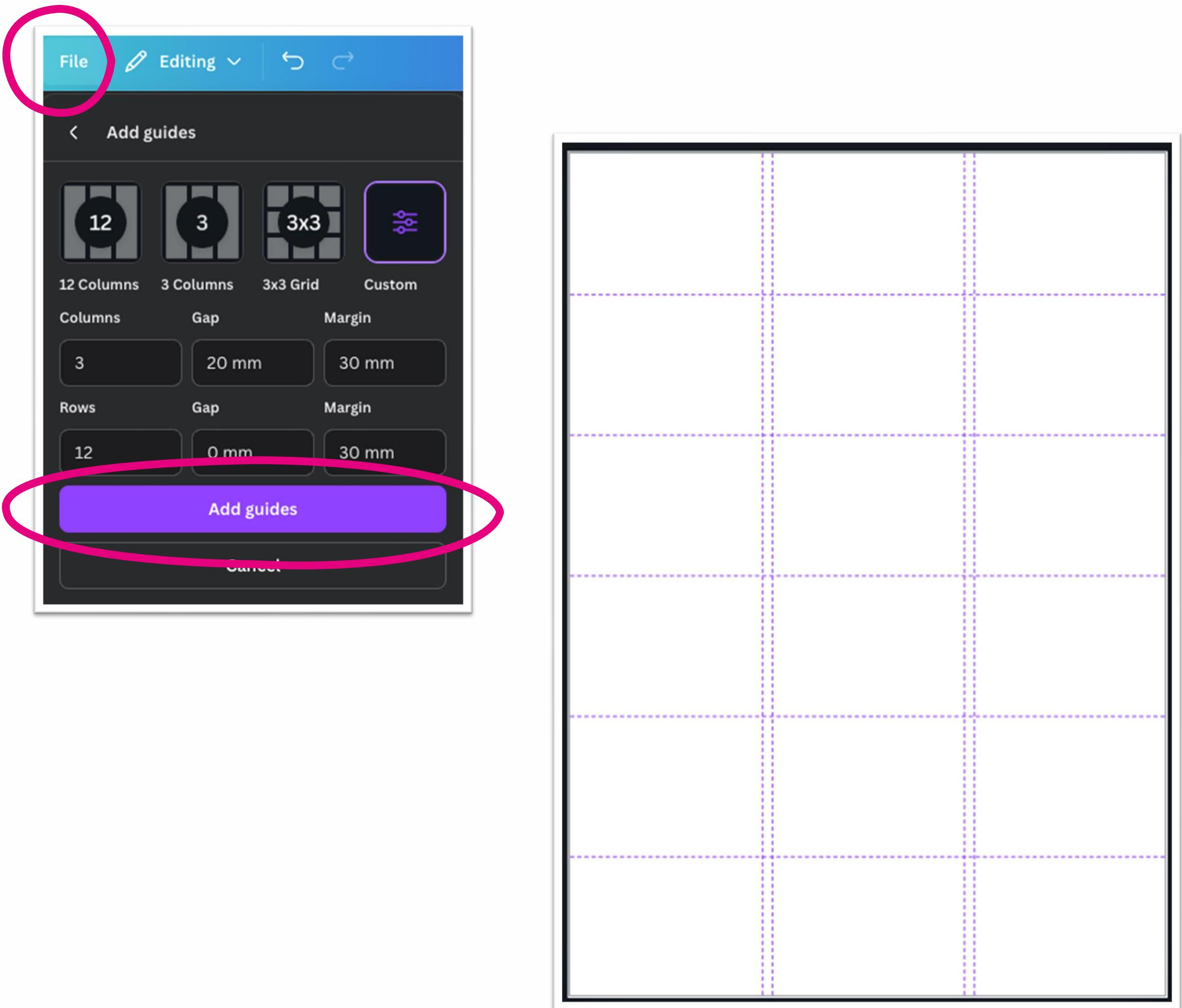


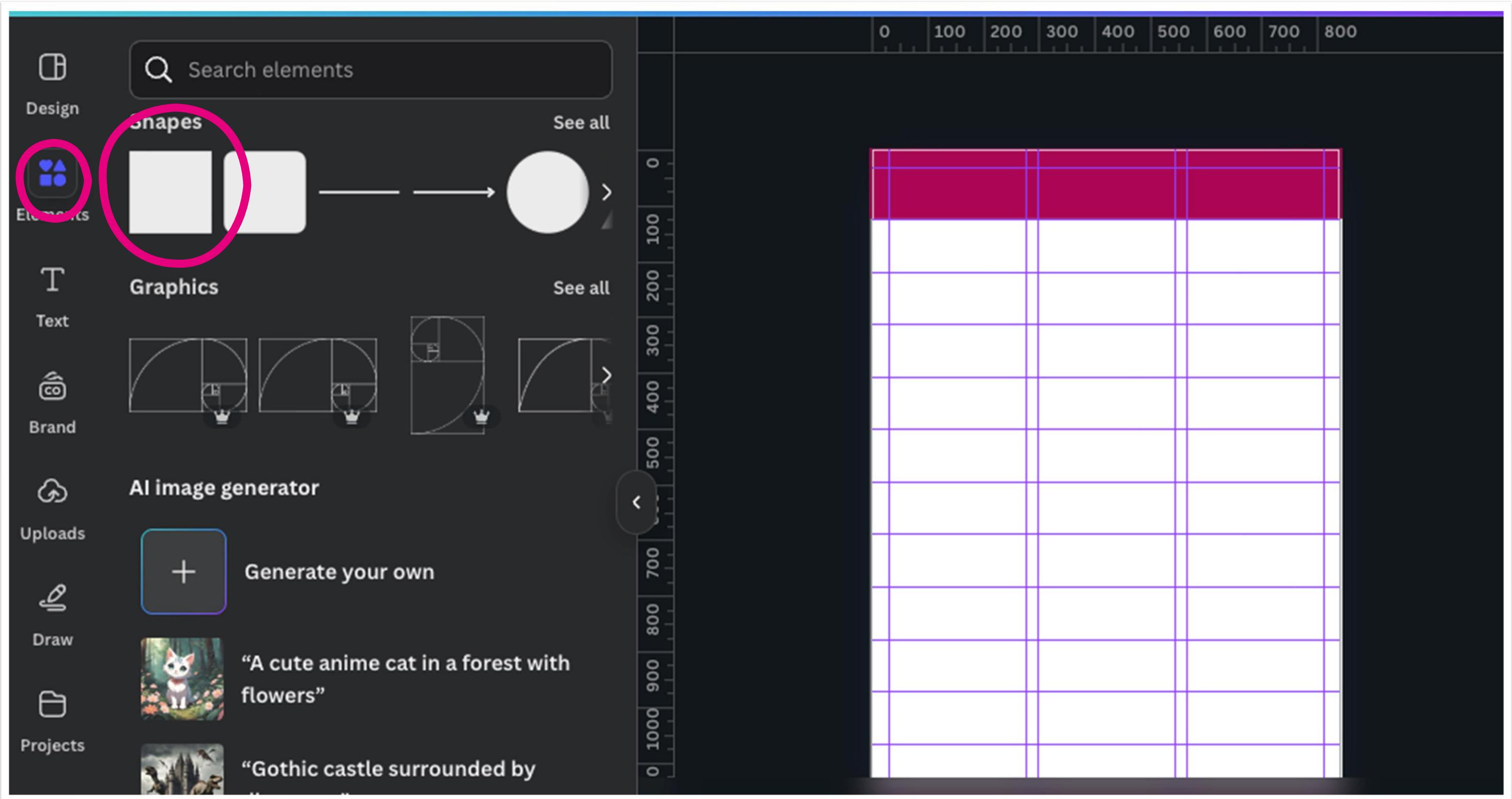
1. Templates and styles (including colour palettes)
2. Shapes and graphics
3. Text
4. Brand templates and logos (pro)
5. Images you or colleagues have uploaded
6. Zoom
7. Canvas



## Add guides

- Click File > Settings > Add Guides
- Select a layout or select custom options
- Click Add guides

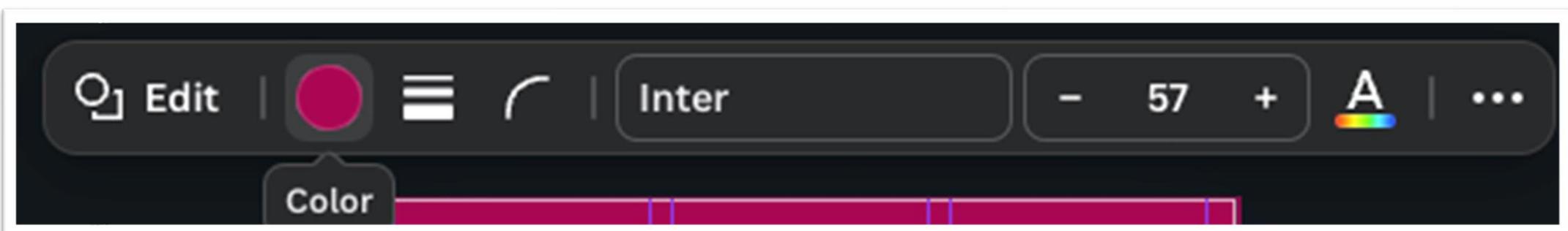


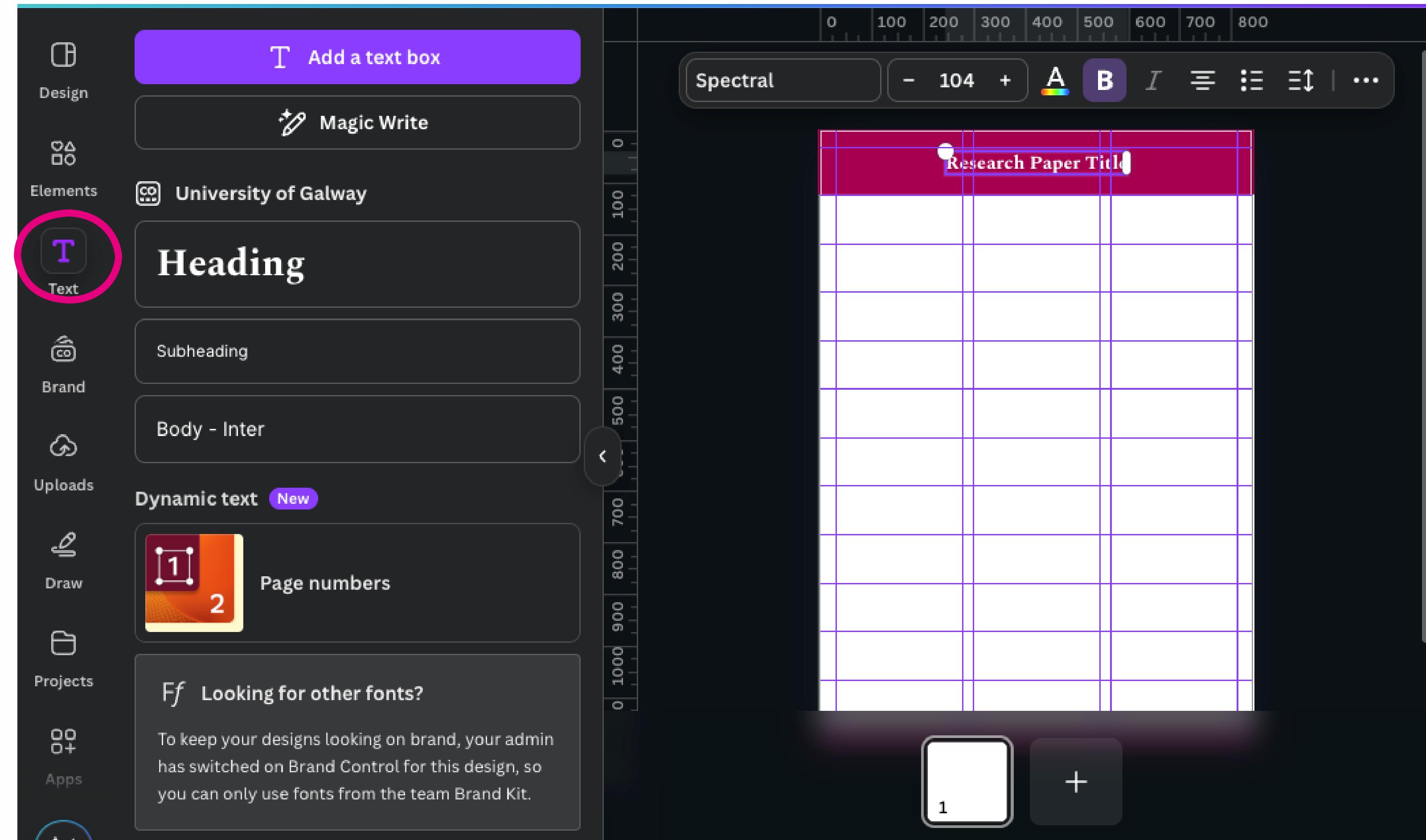


## Add a header

- Click Elements
- Select rectangle
- Change color
- Click and drag to stretch it to make a header

Tip: You can search for other shapes and images in elements too





## Add a Title

- Click Text
- Click Heading
- Edit the text and change font and colour
- Click and drag the text to the header



## Add author details

- Try using Subheading or Body text
- Try adding a text box

The screenshot shows a graphic design application interface. On the left, there's a sidebar with various tools and sections like 'design', 'elements', 'Text', 'Brand', 'Uploads', 'Draw', 'Projects', and 'Apps'. The 'Text' section is currently selected, showing options for 'Heading', 'Subheading', 'Body - Inter', 'Dynamic text' (which is highlighted with a pink oval), and 'Page numbers'. Above the sidebar, a purple button labeled 'Add a text box' is also circled in pink. The main canvas area contains a title slide with a red header bar. The title 'Research Paper Title' is centered in large white font, and below it, the subtitle 'Eileen Kennedy | University of Galway | eileen.kennedy@universityofgalway.ie' is in smaller white font. The slide is set against a grid background. At the bottom of the canvas, there are two buttons: one with the number '1' and another with a plus sign '+'. The top of the interface features a toolbar with icons for selection, text, shape, and other design functions, along with numerical sliders for position and a timer set to 5.0s.



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The screenshot shows the Canva interface. On the left, the 'Design' sidebar is open, displaying various tools: Brand (circled in pink), Uploads (circled in pink), Text, Draw, Projects, and Apps. In the center, there's a search bar for 'Logos'. Below it, several logo options are shown, including 'University of Galway...' and 'University Of Galway...'. On the right, a 'Research Page' template is displayed with a red header containing the university logo and the text 'Research Pa...'. A ruler at the top indicates dimensions from 0 to 400. At the bottom right of the template, there's a counter '1' and a plus sign '+'.

## Add university logo

- If using pro:
  - Click Brand
  - Click See All
  - Select desired logo,
  - Click and drag to resize/move
- If using free:
  - Click Uploads
  - Click Upload files
  - Upload logo
  - Click and drag to resize

## Upload images

- Click Uploads
  - Click Upload files
  - Upload logo
  - Click and drag to resize

File Resize Editing Undo Redo Share

← Shapes

Design

Element (highlighted with a red circle)

T Text

Shapes

Brand

Uploads

Draw

Projects

Apps

Notes Duration Page 1/1 10%

## Block out poster sections

- Click elements
- Select any shapes to represent rough areas of your research structure

Tip: Right click on shapes, select layer to move forward and back



The image shows a digital workspace interface with a dark theme. At the top, there is a toolbar with various icons: a magnifying glass for search, a trash can for delete, a circle for new, a list for list view, a refresh symbol, and a dropdown menu labeled "Inter". To the right of these are zoom controls (-, 57, +), font style (A, B, I, U, S, aA), alignment (E, E), and orientation (E, E) buttons. On the far right is an "Animate" button.

The main content area features a red header bar with the University of Galway logo on the left and the text "Research Paper Title" in large white letters. Below the header, it says "Eileen Kennedy | University of Galway | eileen.kennedy@universityofgalway.ie".

On the left side of the workspace, there is a large, empty rectangular box with a purple border and rounded corners. In the bottom right corner of the workspace, there is a large, solid red circular shape.

In the center-right area, there is a complex network graph with numerous nodes represented by colored circles (green, blue, yellow, pink) and many connecting lines, illustrating relationships between concepts like "social media", "marketing", "e-commerce", and "user-generated-content".

# Change fills, colours, fonts, borders

**Try uploading images and graphics, add text boxes**

- Hint: You can turn the guides on and off under File > Settings > Show rulers and guides



# Font Sizes

Font size guide from UC Davis:

Title: 85pt

Authors: 56pt

Sub-headings: 36pt

Body text: 24pt

Captions: 18pt

To be legible 6 feet use 30 pt.

To be legible 10 feet use 48 pt.

To be legible 12 feet use 60 pt.

To be legible 14 feet use 72 pt.



# Research Paper Title

Steve Kennedy | University of Galway | steve.kennedy@universityofgalway.ie

## Introduction

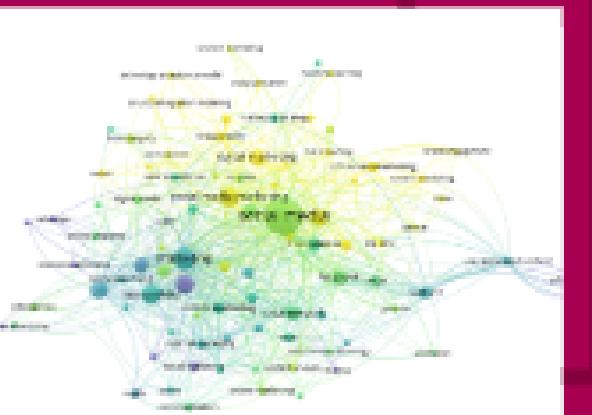
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## Rationale

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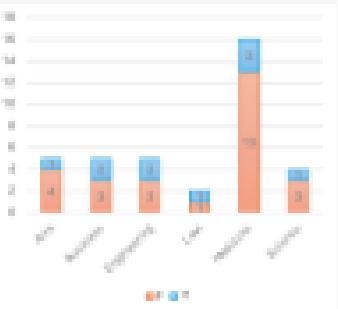


## Literature Review

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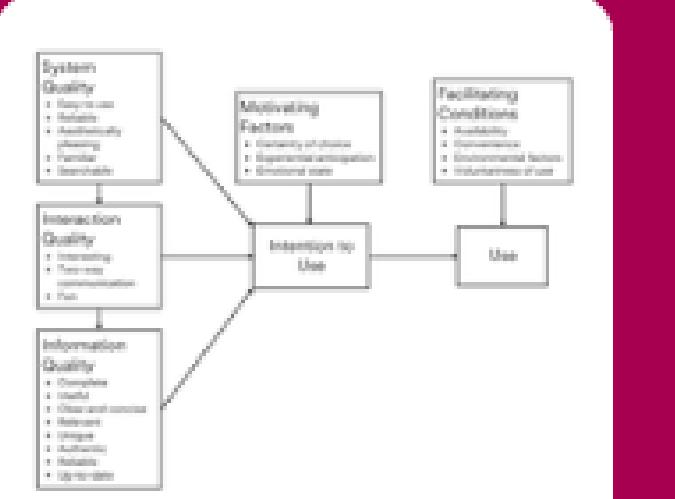
## Methods

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## Results

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## Discussion

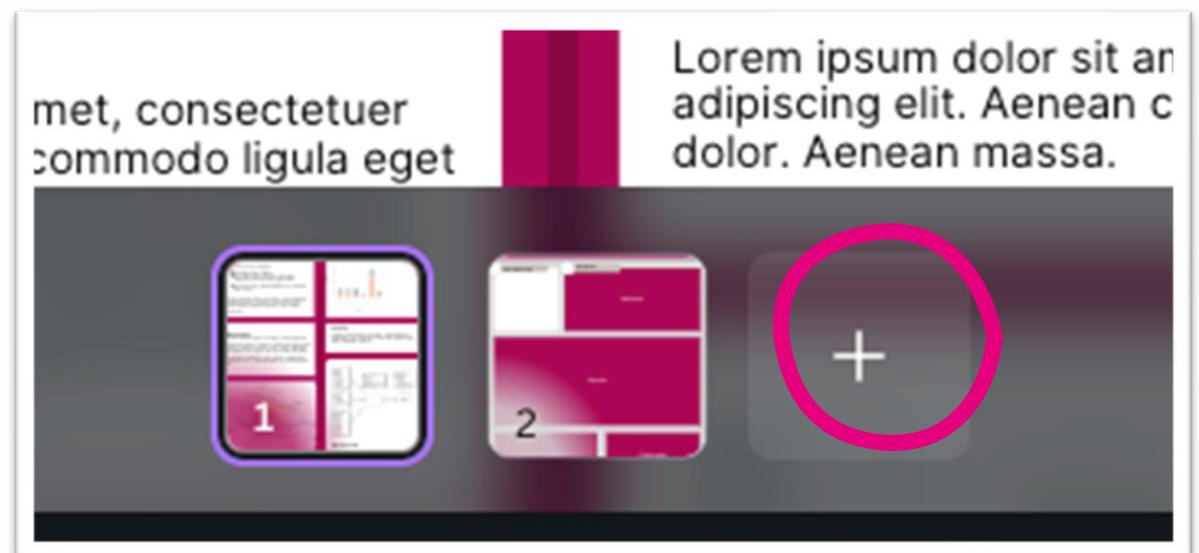
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## Contact

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## Add another version

- On the bottom of screen, click + to add page





# Main Heading of Paper Here

## An exploration in the design of academic posters



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Eileen Kennedy, University of Galway  
 Oksana Dereza, University of Galway

### 1 Introduction

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### 2 Methods

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### 3 Results

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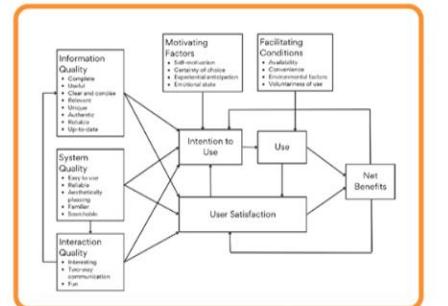


Figure 1: Updated Success Model

**Most important thing!**  
**everyone who walks past my poster should know this!**



Figure 2: Focus groups

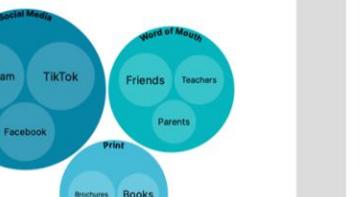


Figure 3: Results

### 4 Discussion

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### 5 Conclusion

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# Main Heading of Paper Here

## An exploration in the design of academic posters



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Eileen Kennedy, University of Galway  
Oksana Dereza, University of Galway

### 1 Introduction

**LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.**  
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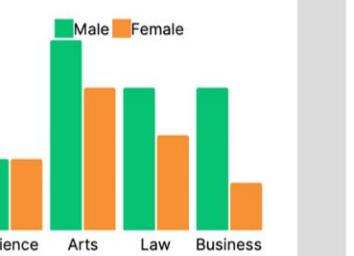
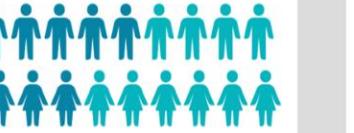
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### 2 Methods

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### 3 Results

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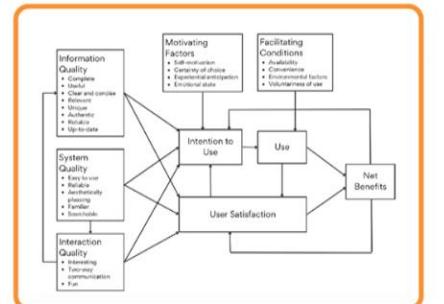


Figure 1: Updated Success Model

**Most important thing!**  
**everyone who walks past my poster should know this!**



Figure 2: Focus groups

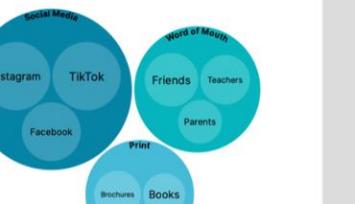


Figure 3: Results

### 4 Discussion

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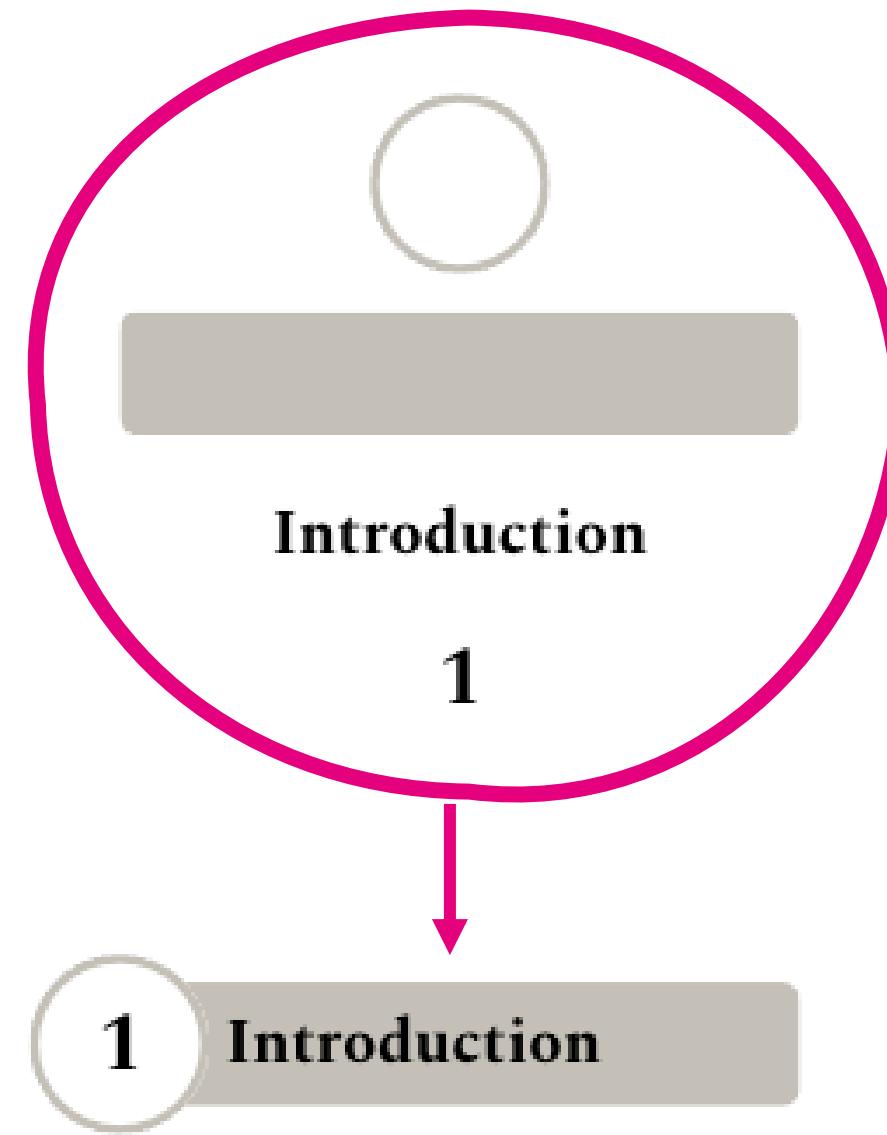
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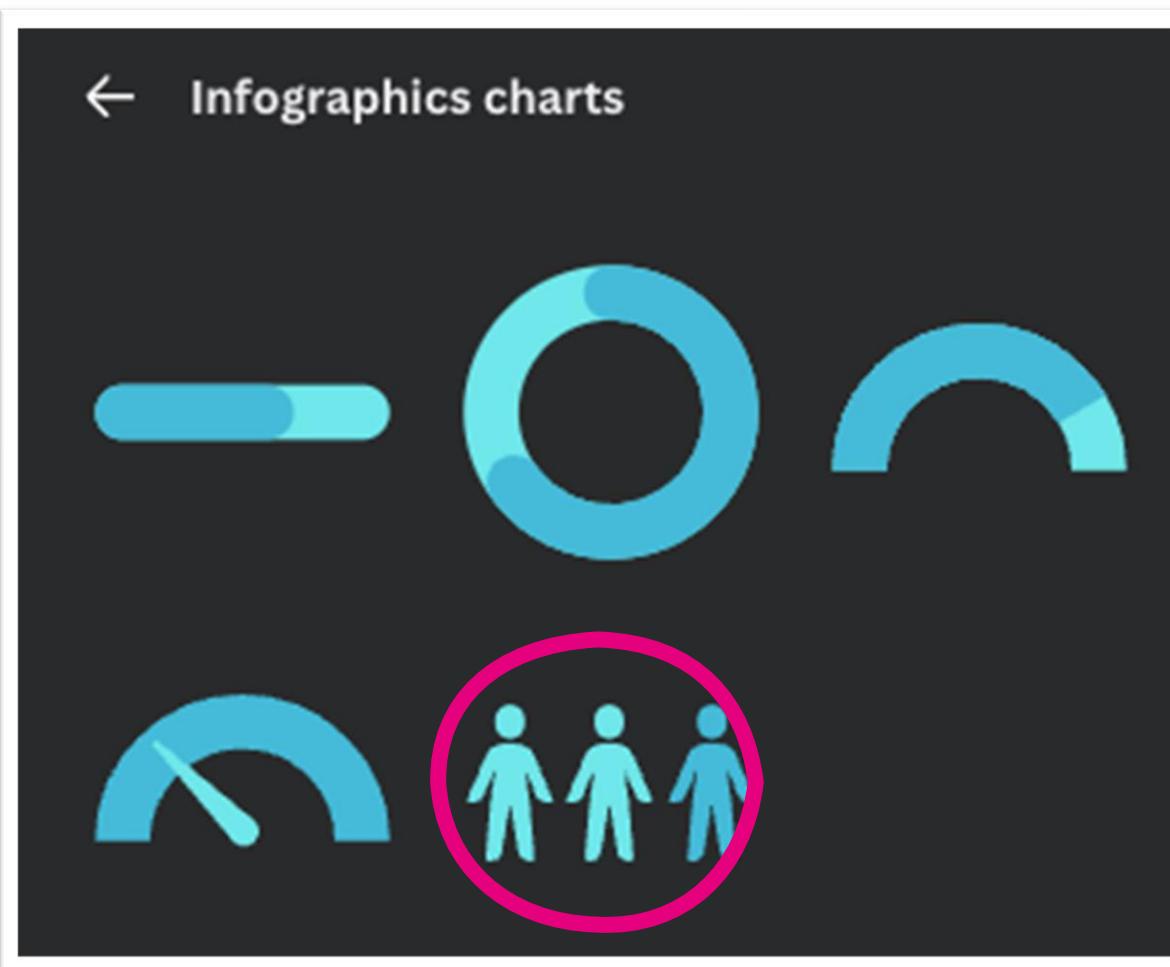
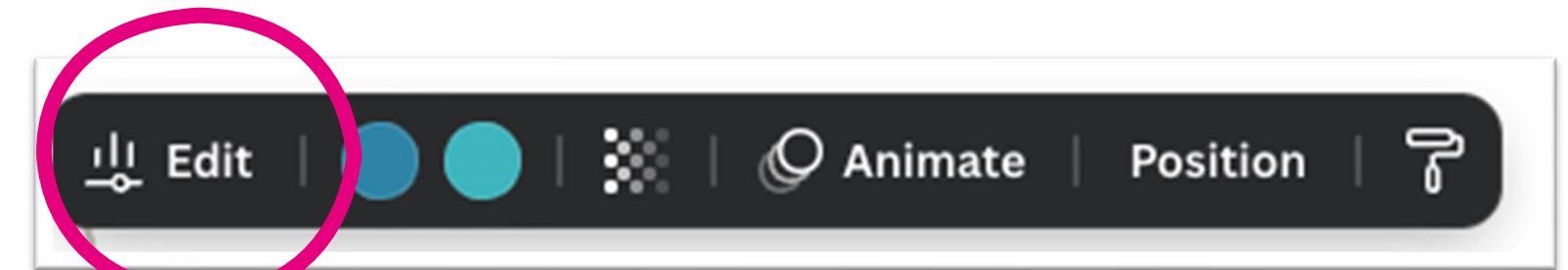
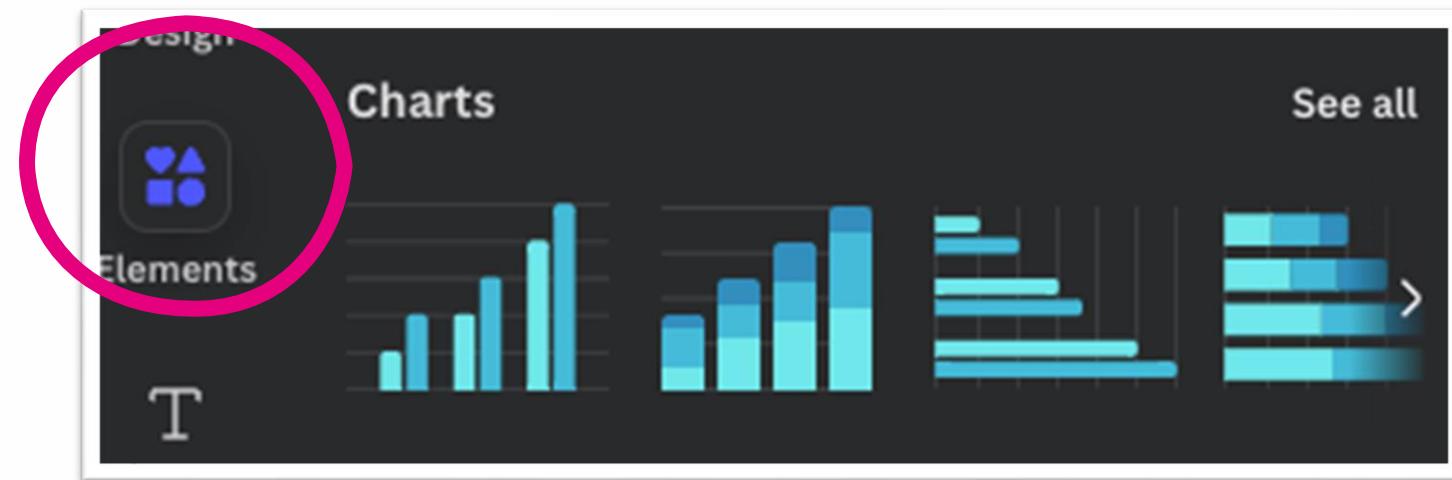
- Clear flow of information 1-5
- Balanced design, eye drawn to top right and bottom left
- Consistent colour palette
- Key point easy to see





A circle, a rounded rectangle and text combine to create a more interesting header

Hold down shift, click on all elements, click Group



- Click Elements
- Scroll down to Charts
- Click Infographic Charts
- Click Edit



Figure 1: Updated Success Model

4 Discussion

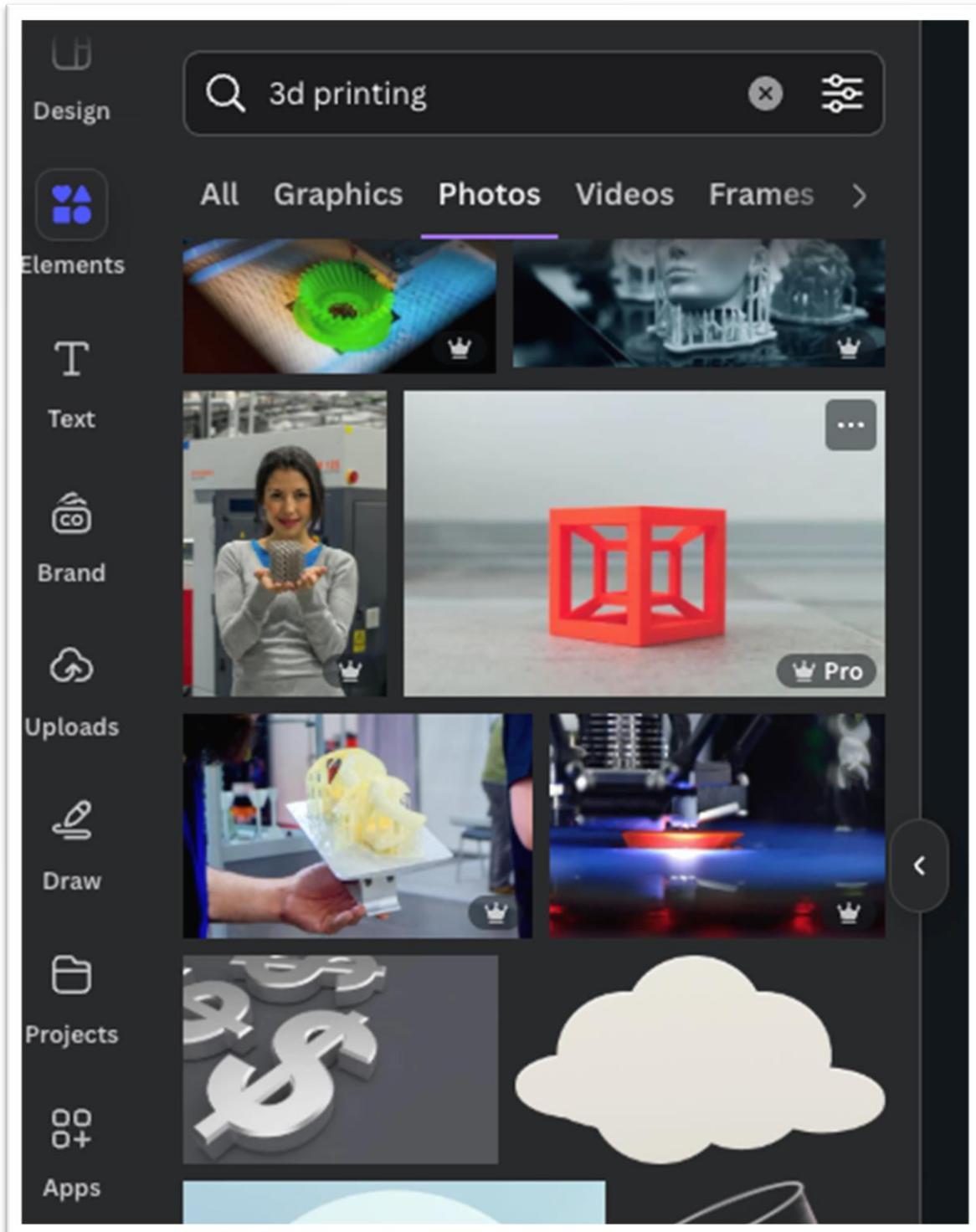
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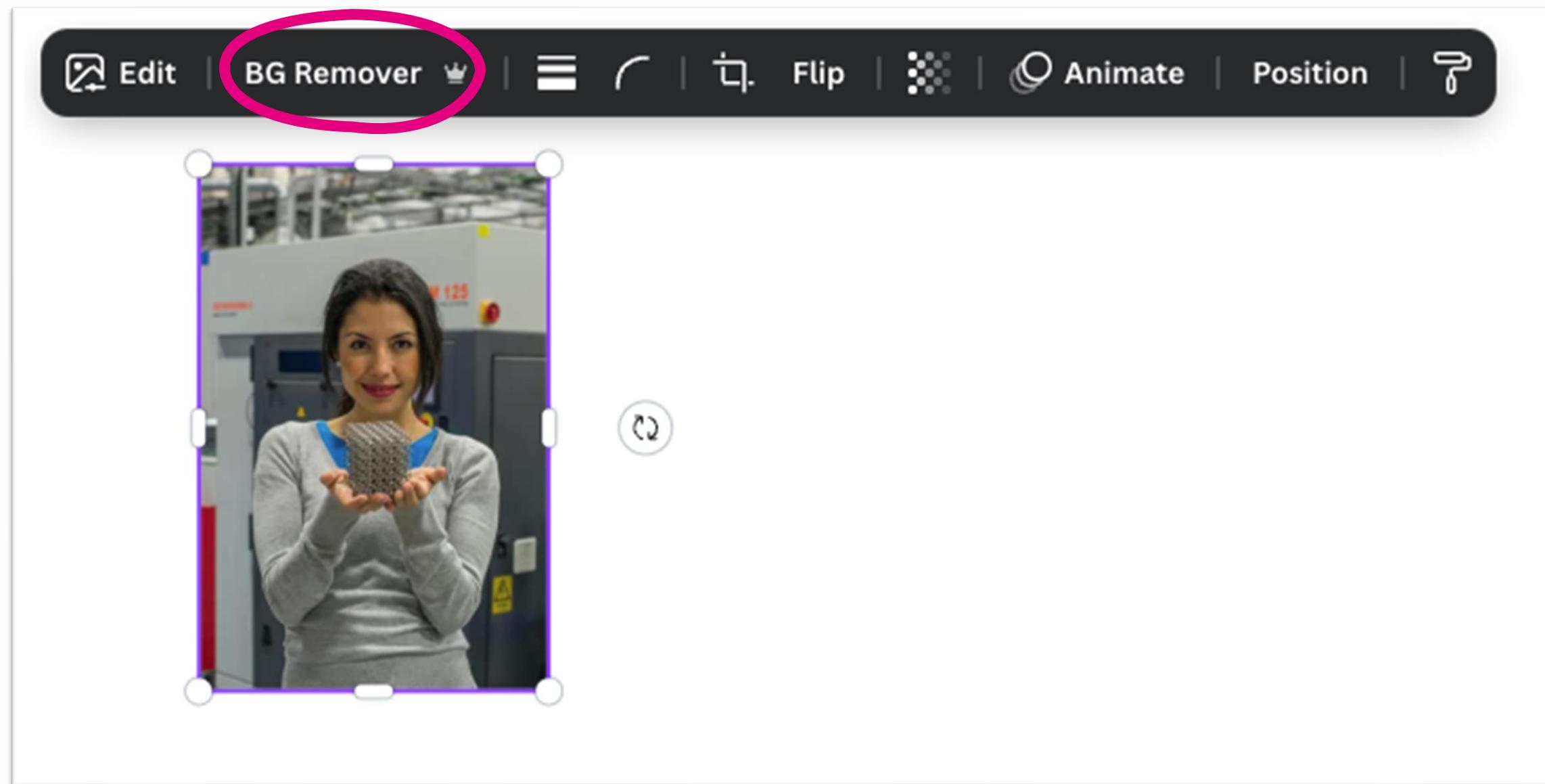
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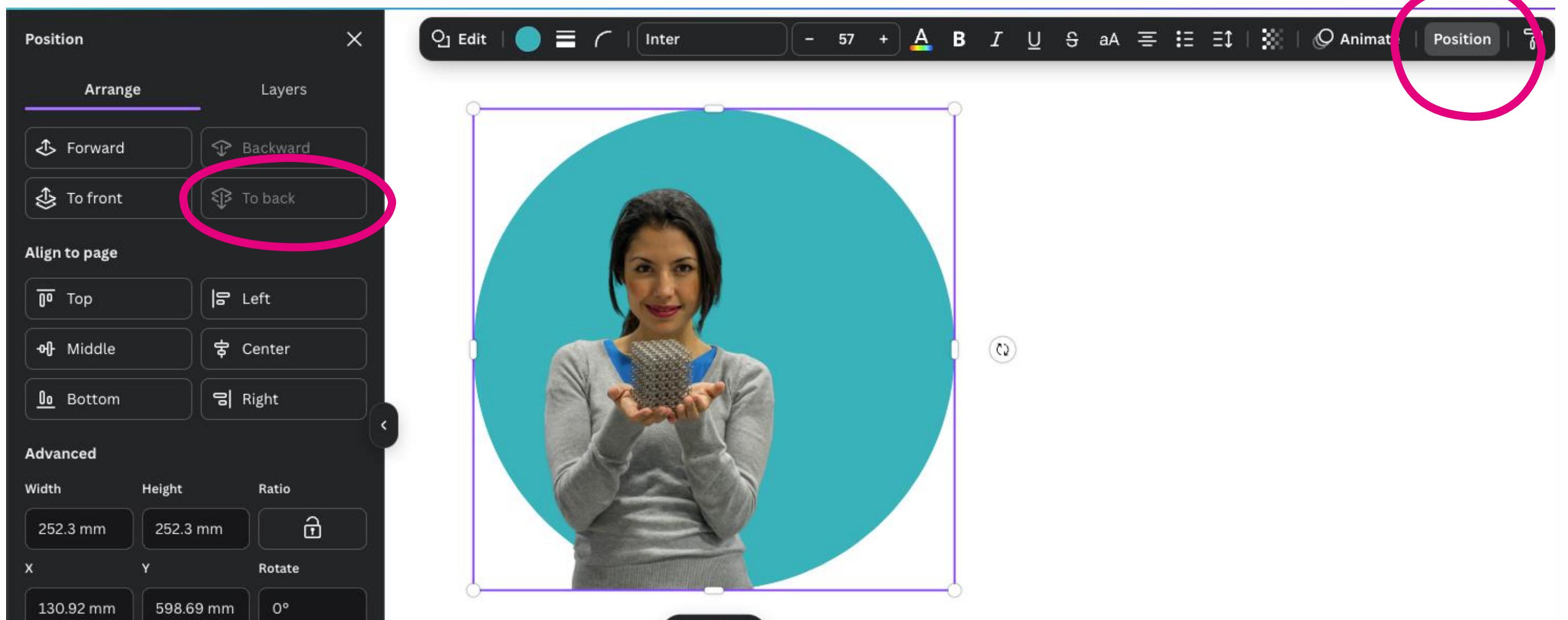
- Click Elements
- Search photos (or upload your own)
- Click the photo to add it to the canvas



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UNIVERSITY OF GALWAY



- Click the photo
- Click BG remover (pro only)

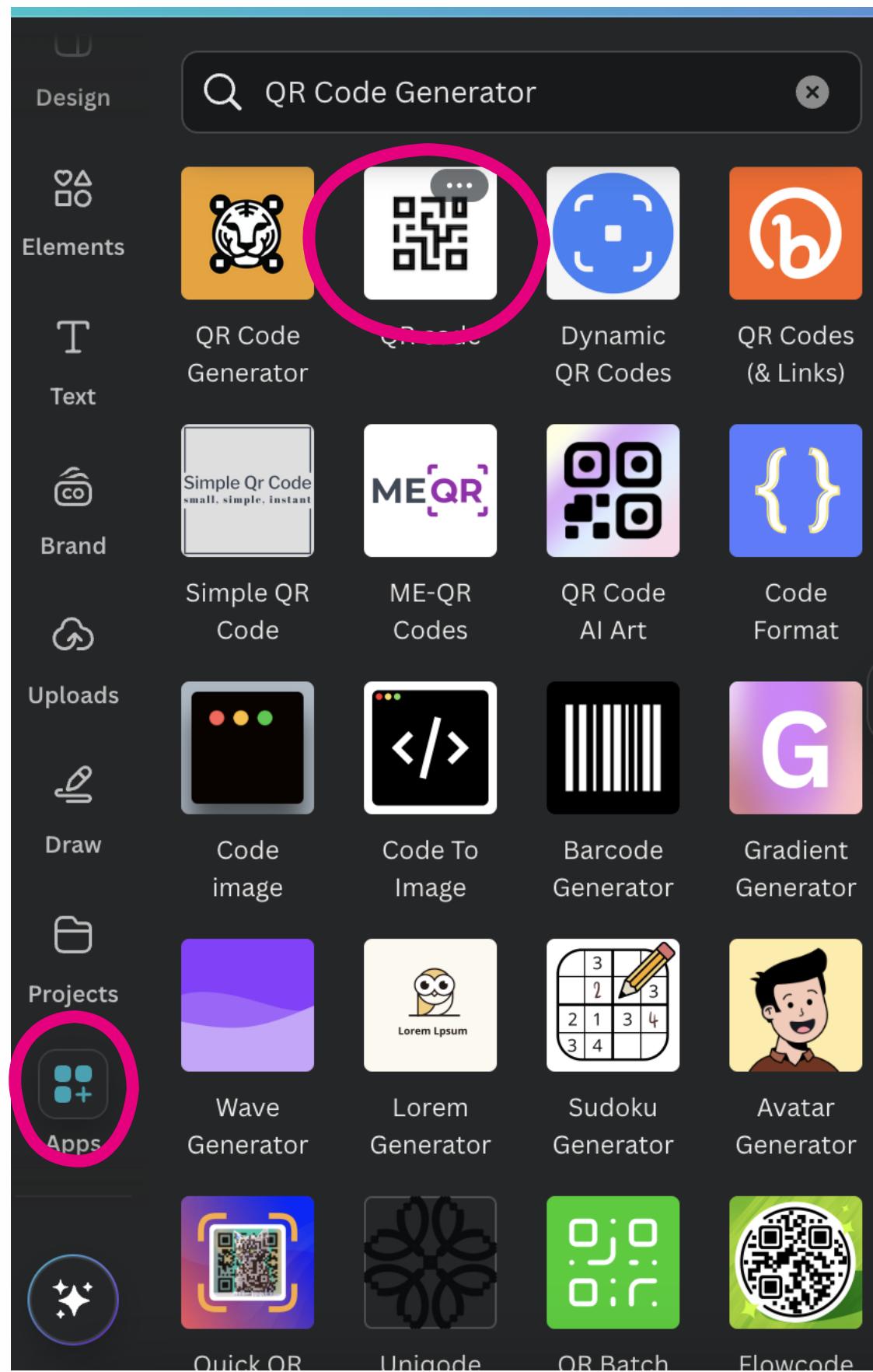


- Add a shape from Elements
- Click on it
- Click Position
- Click To back

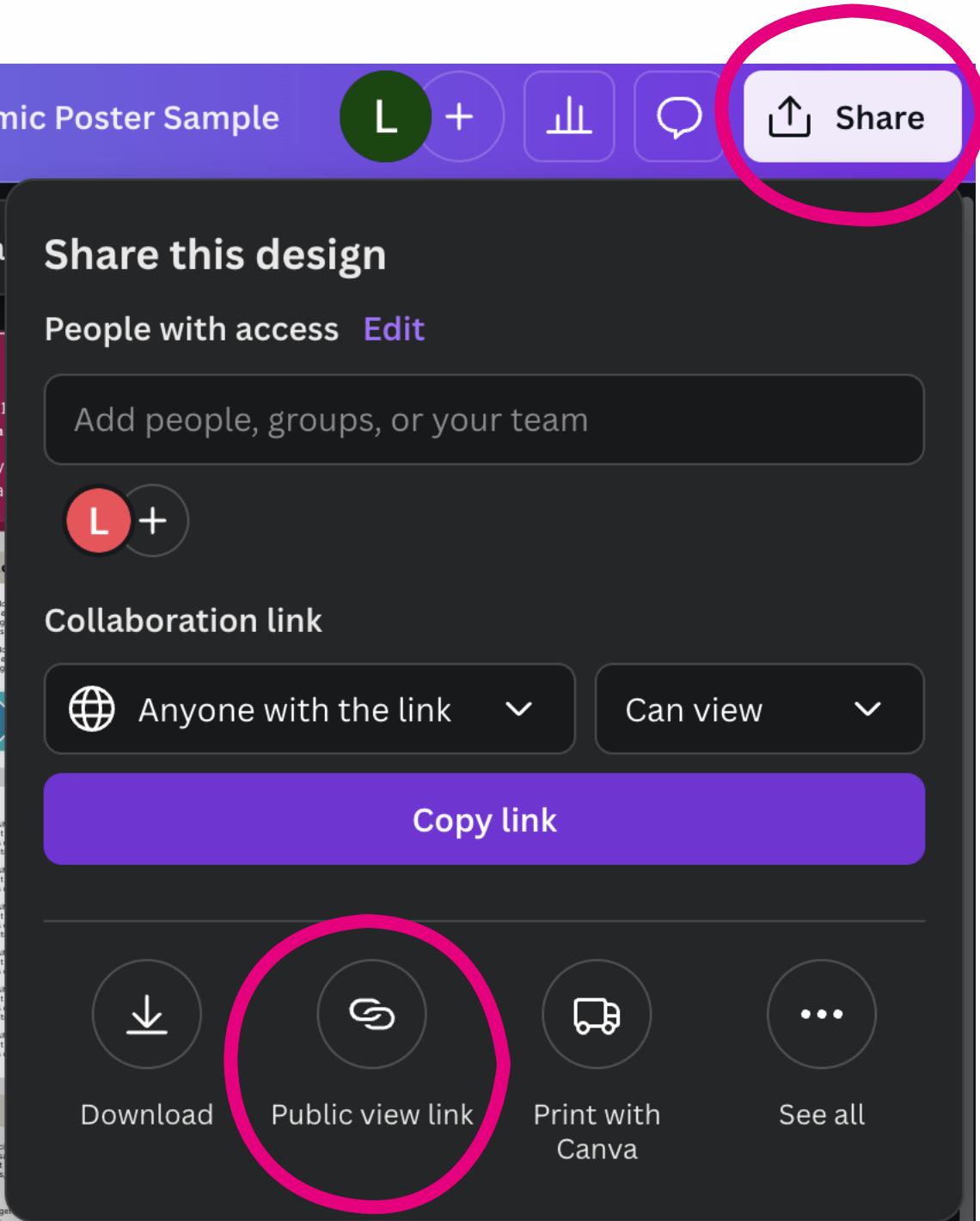
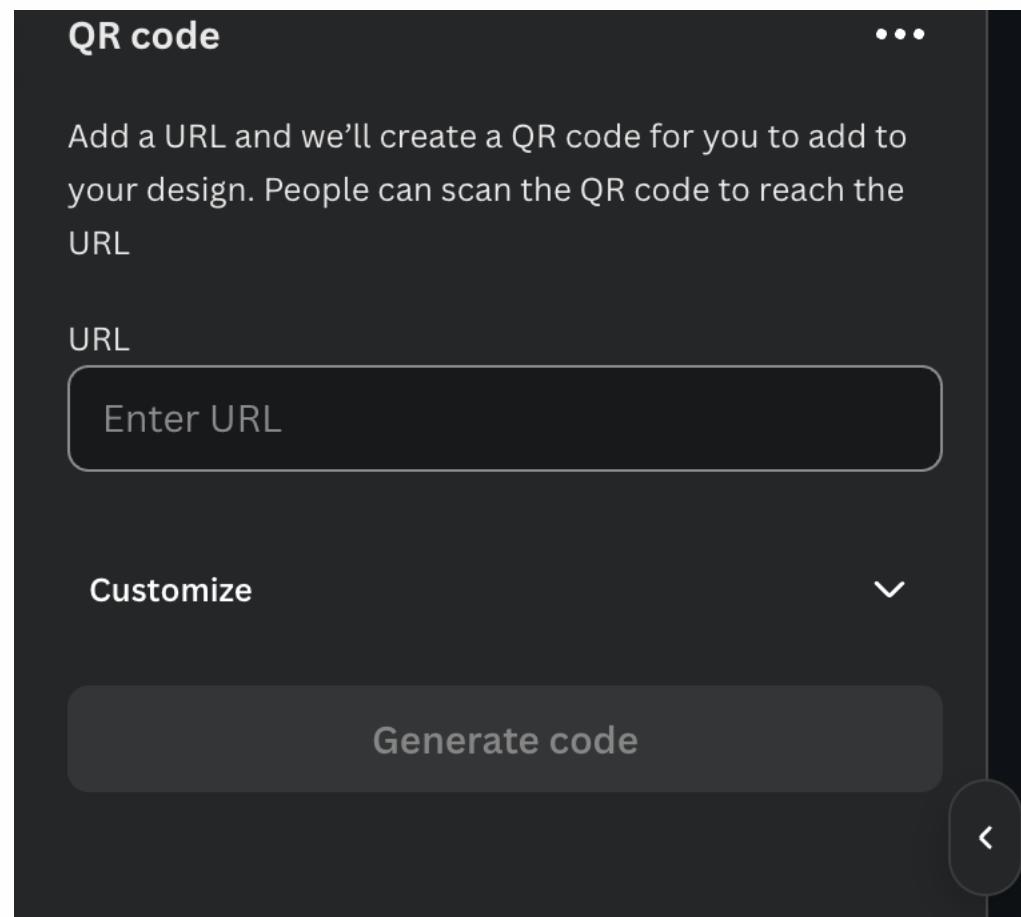


The screenshot shows a graphic design application interface. On the left, a sidebar titled 'Position' contains sections for 'Arrange' (Forward, Backward, To front, To back), 'Align elements' (Top, Middle, Bottom, Left, Center, Right), and 'Advanced' (Width, Height, Ratio, X, Y, Rotate). In the center workspace, a woman is holding a small pile of grey spheres inside a teal circle. The top right toolbar includes icons for Edit, Inter, Undo (57), Redo (+), Text (A), Bold (B), Italic (I), Underline (U), Superscript (S), Subscript (aA), Align, and Position. The 'Position' button is highlighted with a pink oval. Below the workspace, a preview window shows the same image with a white border.

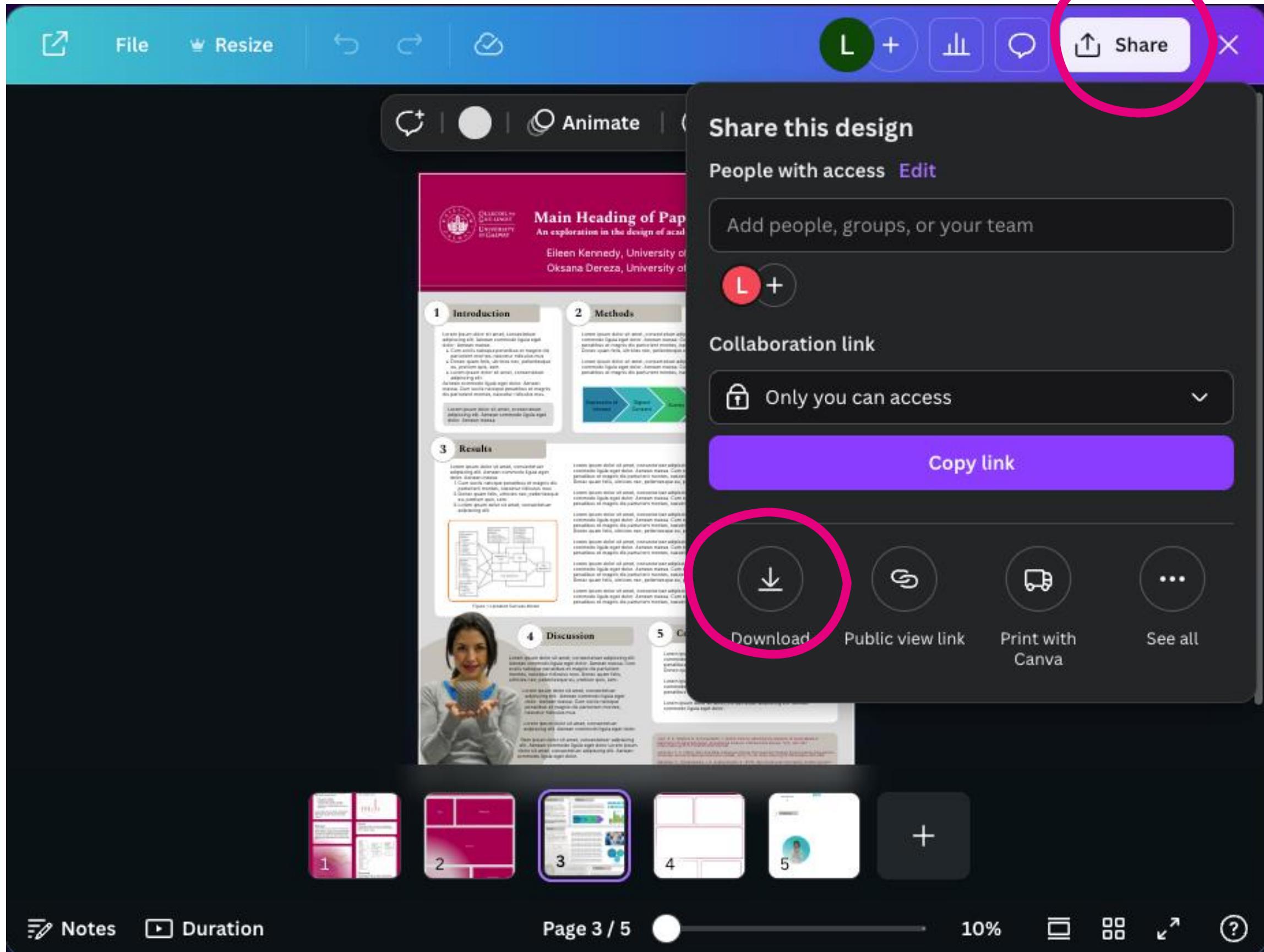
- Click and drag to select shape and image
- Click Position
- Click Center



- Apps
- Search QR Code Generator
- Click QR Code

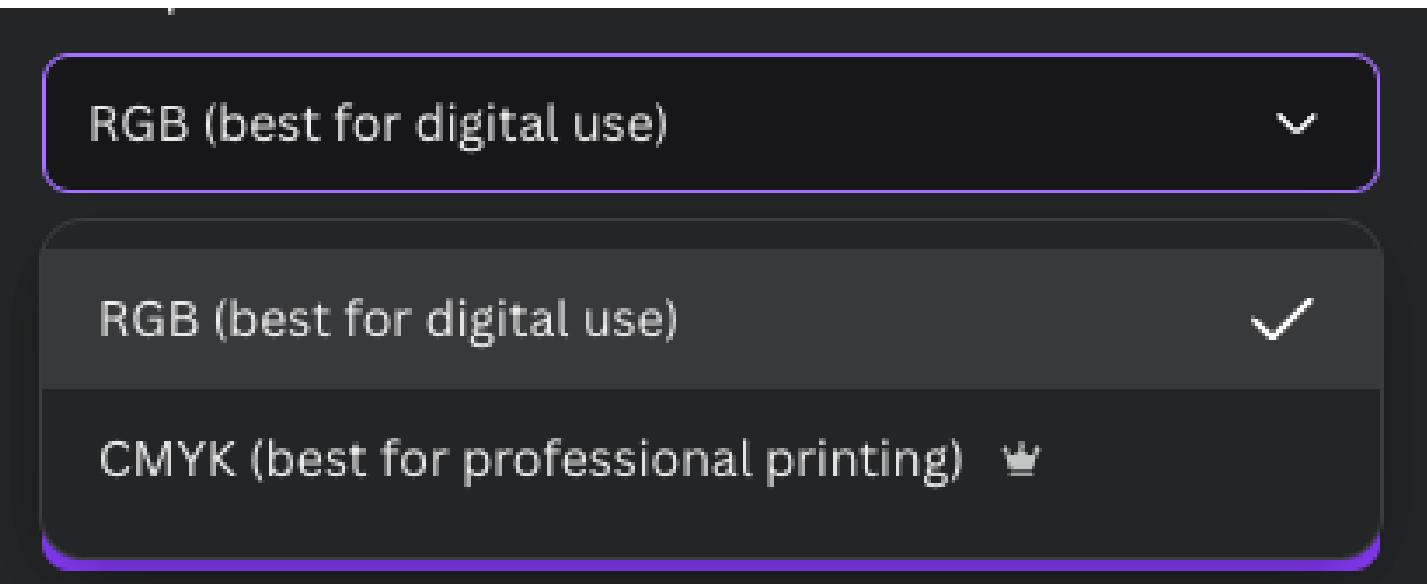
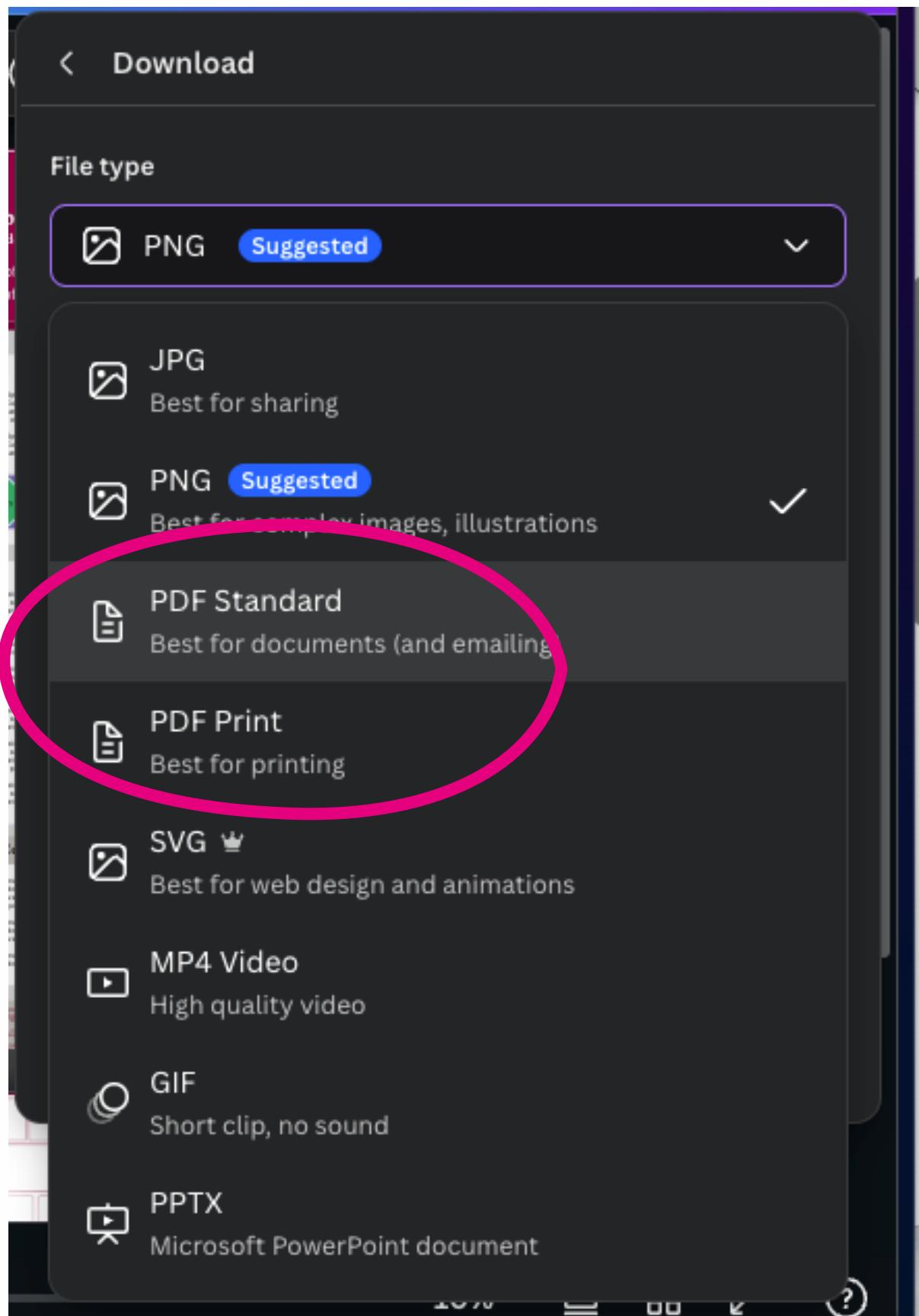


- You will be asked to enter a URL.
- To get the poster address, click **Share** in the top right, Set the link so anyone can view, and click **Public view link**
- Paste the link in the "enter URL" box.



When ready to export your design

- Click Share
- Click Download



- Under file type, select PDF
- On the next screen select RGB for a digital poster and CMYK for a printed poster



The screenshot shows the Canva interface with a search bar at the top containing the text "academic poster". A pink oval highlights the search bar and the results area. The left sidebar is dark-themed and includes icons for Home, Projects, Templates (circled in pink), Work Kits, Photos, Icons, Creators you follow, Starred content, Apps, and Dream Lab. Below the sidebar, there's a purple button labeled "+ Create a design". The main content area displays a grid of 16 academic research poster templates. Each template card includes a preview image, the title, the creator (e.g., "Poster by Canva C..."), and a large blue circular icon with a white letter 'C'. The templates vary in design style, including minimalist, green and blue, beige and white, and portrait styles. Some cards have additional text like "How to make a research poster: A guide for students" or "RECOMMENDED READS". The University of G... Library logo is visible in the top right corner.

- Click +
  - Click templates
  - Search  
“Academic  
Poster”



31st ODR Research Forum Workshop

**Main Heading of Paper Here**  
An exploration in the design of academic posters

Eileen Kennedy, University of Galway  
Oksana Dereza, University of Galway

**1 Introduction**

**2 Methods**

**3 Results**

**4 Discussion**

**5 Conclusion**

Figure 1: Updated Success Model

Figure 2: Focus groups

Figure 3: Results

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QR code

Most important thing!  
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