



Department of Computer Science and Mathematic  
University of Stirling

# Poster Design and Communication

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Scott Bee



Department of Computer Science and Mathematic  
University of Stirling



Name: Scott Bee



@ScottBee11



Name: Mila Goranova



@MilaGoranova



## 01 How to approach a Poster

Before diving into your poster there is a few things we need to consider; audience type, subject matter, subject academic level, poster size, poster type, etc.

**Exercise:** Each group shall sketch out a poster concept using the tools and tricks discuss.



## 02 How to design a Poster

Making a poster is more of an art than a science. In this workshop we shall discuss the appropriate layouts, styles, font sizes, colour schemes, graphics and much more.

**Exercise:** Exam good and bad poster through Poster Bingo!



## 03 How to present a Poster

Poster sessions are a great opportunity to network and communicate your research. In this section we shall discuss how to give a clear and succinct description of your work.

**Exercise:** Come up with a research elevator pitches for your designed poster.



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# How to Approach a Poster?





# Poster Design Life Cycle

## 03 Sketch it Out!

Grab some paper and start drawing it. What are your different sections? What size are they? Where should you put them? does this layout make sense?

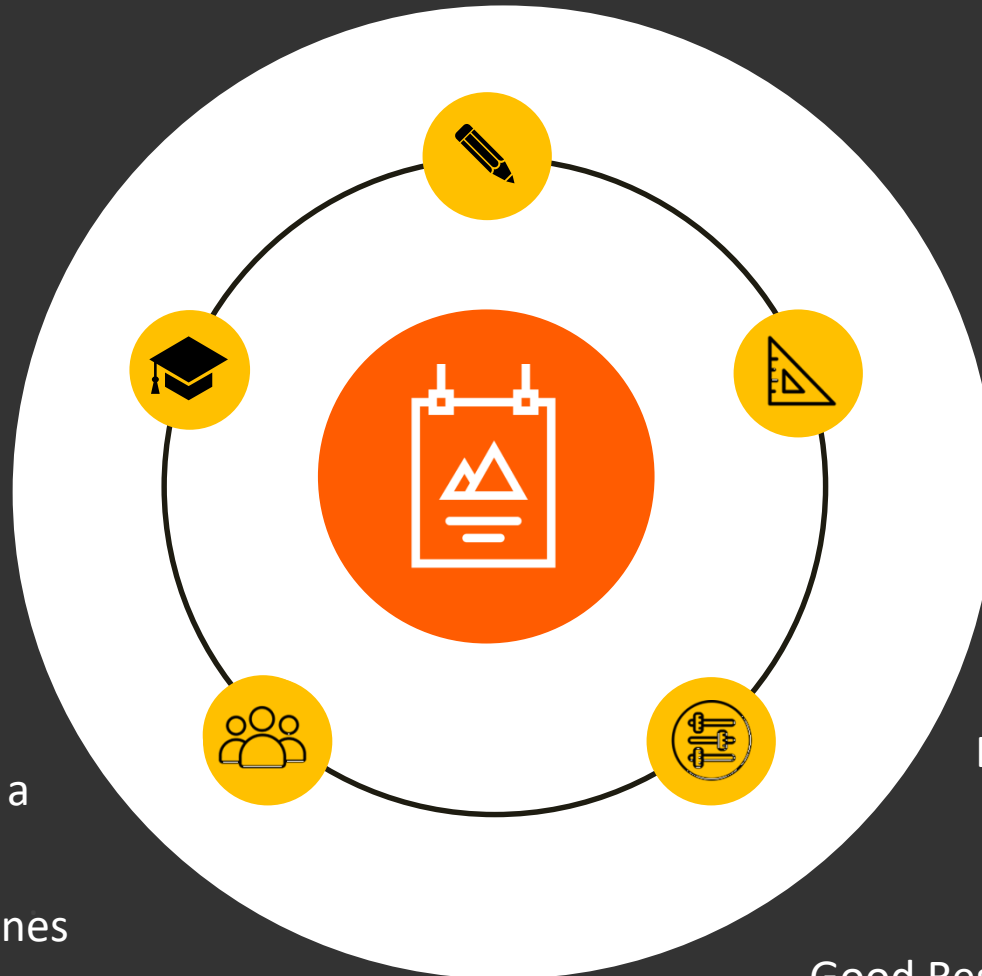
## 02 Research

Now consider what is the best format of your research, what is important, what can be left out, how best to display this information.

## 01 Preparation

Before diving into your poster there is a few things we need to consider,

- Audience
- Conference Guidelines
- Size
- Format



## 04 Design

Start making your poster. We shall discuss this section in further detail later on in the workshop.

## 05 Enhance

Before printing your poster, make sure you get feedback. Ask your advisor, fellow PhD students and friends!

Good Research Deserves Good Communication!



# Poster Design and Communication

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## 01 Preparation

Before diving into your poster there is a few things we need to consider,



- Audience
  - Specialised Conference,
  - General Conference,
  - Public,
  - Job Interview/ Industry Facing
  - Kids (Science Fair)
- Size - Normally A1 or A0
- Paper or Electronic Poster
- Conference Guidelines



# Poster Design and Communication

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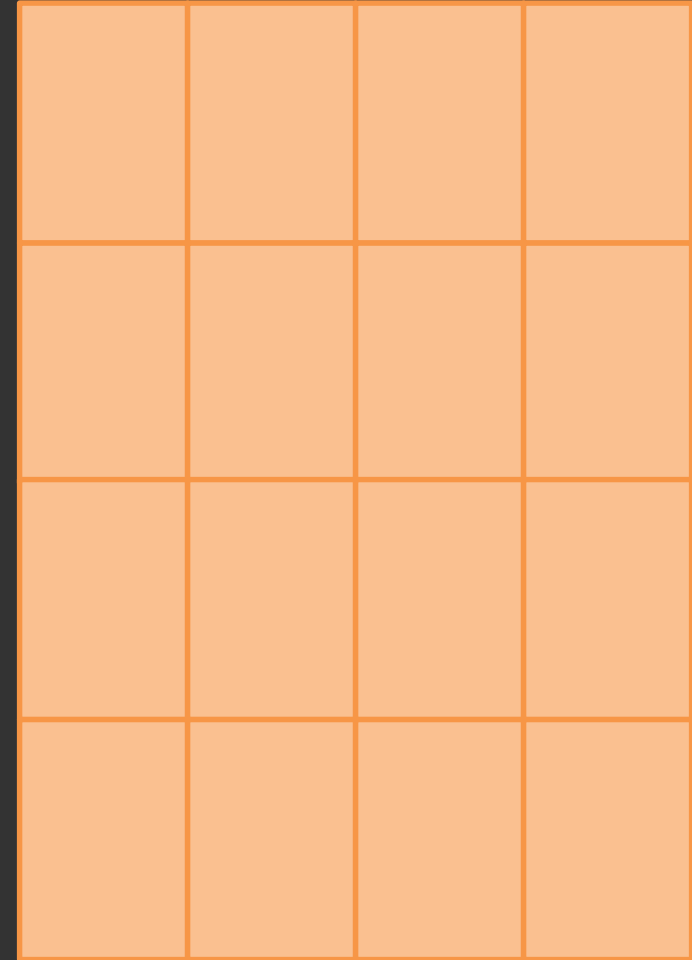


**Common sizes are:**

**A1 = 8 x A4**

**A0 = 16 x A4**

**The size of your poster dictates your level of detail. Always remember a poster should be read easily from one meter away.**





# Poster Design and Communication

## Sketch it Out!

Now that you have done your research! What's the important content and what is the best way to layout it out?



Introduction	Research	Conclusion	Additional
Background	Methodology	Summation	Acknowledgements
Impact	Analysis	Future work	References
Hypothesis	Model	Implication	Contact Info
Objectives	Results	Discussion	Author's Photo
			QR Code

What content should go where? What content is required?

How best to demonstrate this content, could you make this into a diagram instead?

Play around with the placement and try to finalise your poster before starting.

Believe me, this will save you time in the long run!





# Poster Design and Communication

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## Author images

Becoming more common. Useful as, you won't always be in front of your poster.



## QR Code

You can encode loads of data on it.

Papers

Personal Website

Social Media





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# Exercise 1: Sketch it Out





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# How to Design a Poster?





# Poster Design and Communication

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## 01 Creation

Now that you have your sketch, let's start making the poster. Let's first discuss a few basic things you should think about,

- Software
- Template for the poster
- Word Count and Word Style
- Font Type and Size
- Basic Colour Theory
- Layout and Figure Resolution



After this, we shall give a quick demo of useful pieces of software such as,

- Mathpix's and LaTeX Drawer
- Flickr, Pexels, PixaBay
- Noun Project and Streamline Icons
- Gliffy
- Hatchful








# Poster Design and Communication

## 01 Software

Now that you have your sketch, lets start making the poster.



-  **Adobe InDesign**
-  **Inkscape**
-  **Microsoft Publisher**
-  **Microsoft PowerPoint**
-  **LaTeX**

	<b>Intuitive</b>	<b>Capabilities</b>	<b>Fiddly</b>
	Yes	High	Can Be
	Not really	High	Yes
	Somewhat	Medium	Can be
	Yes	Medium	No
	Not at First	Low	Yes



# Poster Design and Communication

## 02 Template

Lets start making the poster, first thing is first, we need a template.



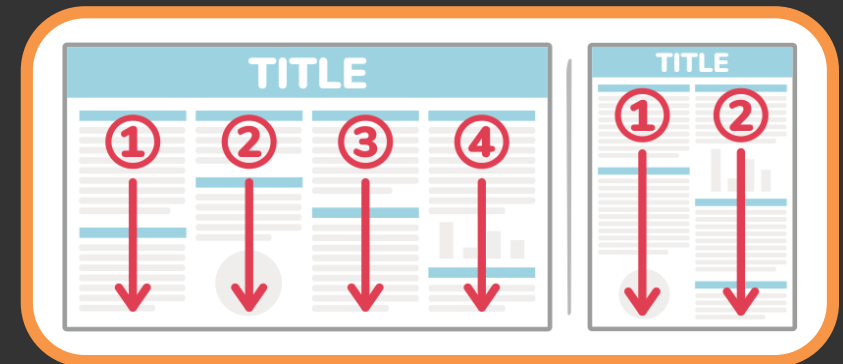
- <https://www.makesigns.com/>



- <https://www.posterpresentations.com/free-poster-templates.html>



- **Your own uni's branding page.**





# Poster Design and Communication

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## 03 Word Style and Word Count



Recommended maximum word count is between 350 – 500. Although, a picture is worth a 1000 words so use as many as possible. If something can be easily explained with a diagram, use one!

A quite note on text style for posters. Clear, succinct and declarative sentence are best! Often academic are sticklers for grammar and exactness. Although with your limited word count, it is best to write as condensed as possible.



# Poster Design and Communication

## 04 Font Type and Size

These pictures outline good suggested font types and word sizing.

Importantly poster should be easy to read and that becomes more difficult with certain fonts.

- Times New Roman
- Arial
- Comic Sans
- Calibri

- Boring
- Acceptable
- Laughable
- Default

**Title: 85pt**  
**Authors: 56pt**

**Headings: 36pt**  
 Body Text: 24pt

Captions: 18pt

Title/Headings: **Bree Serif**  
 Body Text: Open Sans

Title/Headings: **Montserrat**  
 Body Text: Domine

Title/Headings: **Amaranth**  
 Body Text: Titillium Web

Title/Headings: **Libre Baskerville**  
 Body Text: Montserrat

Title/Headings: **Quattrocento**  
 Body Text: Quattrocento Sans

Title/Headings: **Nunito**  
 Body Text: Open Sans





# Poster Design and Communication

## 05 Colour Style

Using colour is a very important aspect of poster design. Colours should capture attention and highlight important information but should not be distracting to the viewer. It's generally a safe bet to use the colors associated with your university or organization, but this is typically not a requirement

Certain colour combinations go well together. Look up basic colour theory and they will give you numerous colours that work well together.

	<b>Main Color</b> RGB: <b>180, 30, 30</b> <b>Accent Color 1</b> RGB: <b>255, 50, 50</b> <b>Accent Color 2</b> RGB: <b>185, 215, 220</b>		<b>Main Color</b> RGB: <b>35, 80, 120</b> <b>Accent Color 1</b> RGB: <b>20, 130, 165</b> <b>Accent Color 2</b> RGB: <b>200, 225, 200</b>
	<b>Main Color</b> RGB: <b>115, 165, 20</b> <b>Accent Color 1</b> RGB: <b>140, 210, 60</b> <b>Accent Color 2</b> RGB: <b>185, 185, 185</b>		<b>Main Color</b> RGB: <b>75, 75, 75</b> <b>Accent Color 1</b> RGB: <b>200, 200, 200</b> <b>Accent Color 2</b> RGB: <b>225, 180, 180</b>
	<b>Main Color</b> RGB: <b>160, 190, 200</b> <b>Accent Color 1</b> RGB: <b>245, 150, 150</b> <b>Accent Color 2</b> RGB: <b>220, 220, 220</b>		<b>Main Color</b> RGB: <b>45, 60, 80</b> <b>Accent Color 1</b> RGB: <b>230, 75, 60</b> <b>Accent Color 2</b> RGB: <b>200, 200, 200</b>



# Poster Design and Communication

## 06 Layout and Figure Resolution

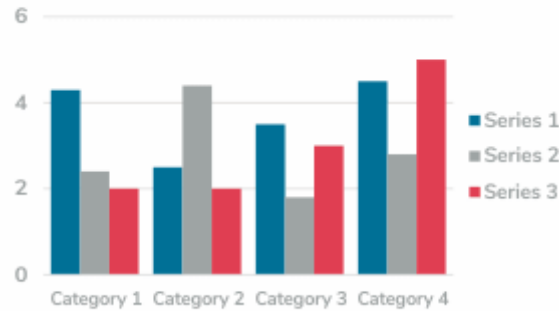
### Good Resolution



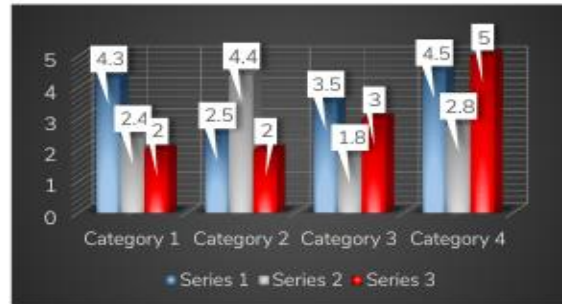
### Low Resolution



### Good Chart



### Bad Chart



### Good Alignment



### Bad Alignment





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# Quick Demo of Some Software

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- Mathpix's and LaTeX Drawer
- Flicker, Pexels, PixaBay
- Noun Project and Streamline Icons
- Gliffy
- Hatchful



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# Exercise 2: Poster Bingo!





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# How to Present a Poster?





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## 01 You're at the Conference, Time to Present!

Poster sessions are a great opportunity to network and communicate your research.



Problem: Too many posters not enough time!

Therefore,

In order for both you and the audience to get out of the most of poster session you need to be precise, succinct and most of all clear!

Elevator Pitch (Max 2 min!)

First: What You found out

Second: How you did it

Third: Why this is important

Last: If you have any other questions feel free to ask!

Then it is up to them, they can leave or stay and ask more.



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## 02 You're at the Conference, Time to Present!



Tips and Tricks

- A5 copy of your poster with your contact details on the other side.
- ipad with possible gifs or interactive explorers.
- Interactive elements such as augmented reality app! I have seen this at a conference and was blown away!



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### 03 Unconscious Bias



Poster sessions, like all networking event can be daunting.

For many people, approaching a random stranger to even basic questions about their research can be nerve-racking experience. As a result, some research suggest that this is another place unconscious bias creeps into academic life.

During a poster session, people tend to approach other researches that are similar to themselves. This has been documented for the following criteria,

- Gender
- Race
- Class
- Age / Academic level

Try thinking about this during your poster sessions.

Approach anyone whose research looks interesting!





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## Exercise 3: Elevator Pitch!

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Think of your research elevator pitch!

You can do this in groups, Either for your group designed poster or your own poster.