Part 2: Designing Your Poster
Agenda

1. Required poster sections
2. Key concepts for print poster design
3. Tips & tricks for designing poster
4. Practice exercise!
Learning Objectives

- List key content sections for poster
- Describe simple design principles
- Access resources to help with print poster design
- Practice creating poster dimensions in PowerPoint and adding rulers and guides
1. Required Poster Sections
Keep in Mind: The Fair Audience

▷ Multidisciplinary
▷ Scholarly
▷ Community members

▷ Reminder: Use plain language
  ▪ Learn more
Required Sections: Part One

▸ Poster Title
  ▪ Catchy, but meaningful

▸ Presenter name(s), faculty associated with course, & course code
  ▪ Omit student #, email & phone #

▸ Abstract
  ▪ Succinct summary of research project

▸ Research question, thesis statement, or hypothesis
  ▪ One to two clear, brief line(s)
Required Sections: Part Two

- **Method, Methodology, or Approach**
  - Short description of how you conducted the research

- **Results**
  - Research outcomes (qualitative, quantitative); Use images, tables, or graphs here if appropriate

- **Discussion, Implications, or Conclusion**
  - Summarize most intriguing / important findings; Potential areas for future research
2. Simple Design Concepts
MacBeth
by William Shakespeare
A production by the Huron Park Secondary School Drama Club

October 18–21 2 & 7pm
October 23–28 3 & 8pm

BUY TICKETS NOW!!!
http://www.hpticketsmacbethshow.com
Key Concepts for Poster Design

1. Well-organized visual flow
2. Create effective contrast
3. Embrace white space
4. Easy-to-read fonts in appropriate sizes
5. Limit amount of text used
1. Well organized visual flow

- Visual elements align with each other & create sense of unity
- Poster uses clear left-to-right OR top-to-bottom flow
2. Create effective contrast

▸ Contrast creates visual interest

▸ Needs to be strong to be effective (i.e. cannot contrast with similar colours)

▸ Don’t use contrast to create focus where it’s not needed
3. Embrace white space

- It’s the area between design elements like text & images
- Can be any colour → it’s the negative space!
- Helps clarify & simplify poster

Learn more
Review this poster & make note of how it’s using:

- Visual flow
- Effective contrast
- White space
4. Easy-to-read fonts in appropriate sizes

- Don’t use too many fonts!
  - 1-2 fonts preferred
- Create contrast with size
- Avoid underlining & italics
- Presenter package includes font size recommendations

Learn more
5. Limit amount of text used

- Keep it short & sweet!
- Don’t copy & paste essay word-for-word
- Succinct text provides white space for images
Review this poster & make note of how it’s using:

● Various fonts
● Amount of text
● Anything else that stands out!
3. Additional Tips & Tricks
Make a plan

Sketch out design on paper first before going straight to PPT

Photo by William Iven on Unsplash
Test your design

Use [Lorem Ipsum](https://wwwLorem Ipsum to block out where your text will go)

Image by tswedensky on Pixabay
Pick a palette
Choose a colour palette that works for your design

#845A6D  #3E1929  #6E75A8  #77BA99  #B0DADF

Red
Green
Blue

HSB  RGB  CMYK  PICK  SETS
119
186
153
Find some images

Use openly licensed images, photos, & artwork. Find out more on the Library’s guide!

Photo by MikesPhotography on Pixabay
Files & Easy Virtual Fair

Files uploaded to Easy Virtual Fair platform can’t exceed 5MB.

- Posters will be uploaded to a different server; however, if you upload other content directly to Easy Virtual Fair consider the following:
  - Large images increase file sizes
  - **Resize images** with GIMP, an open source software similar to Photoshop
    - GIMP image resizing instructions
- Consider using Adobe’s free PDF file compressor tool
4. Let’s Practice!
Let’s Practice!

Go to the activity sheet

Part 1: Follow instructions to setup PPT canvas

Part 2: If you have time, try the colour palette selector, create some boxes for your PPT & add an image

After 5 minutes → we’ll regroup & discuss
Final Reminders

- **Q&A drop-in session:** Monday, February 22nd, 12pm - 1pm EDT
- Submit **photo waiver** to ugfair@yorku.ca
- **Posters due** February 26th
- **March 6th to 8th** is when you review your booth on Easy Virtual Fair & let us know if changes required
- **March 10th** is the Fair Day! Login to Zoom panel by 10:50 am EDT
- **Student Presenter Package** has more details
- Consider **submitting to Revue Your Review** (Undergrad Research Fair Journal); call for submissions will go out in March / April 2021
THANKS!

Any questions?
CREDITS

Special thanks to all the people who made and released these awesome resources for free:

▷ Presentation template by SlidesCarnival
▷ Photographs from Unsplash and Pexels