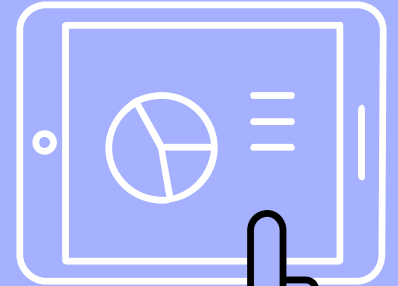
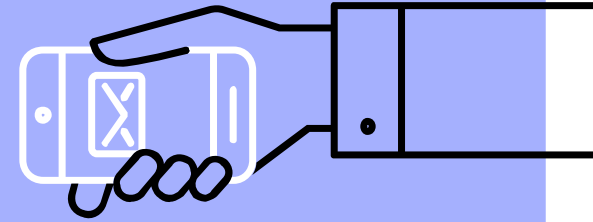
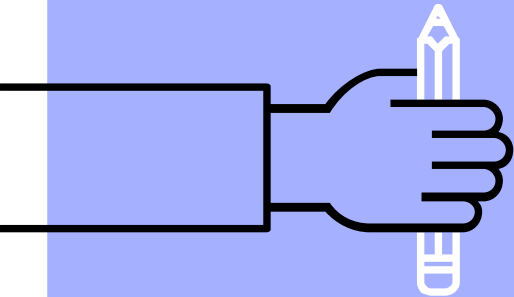
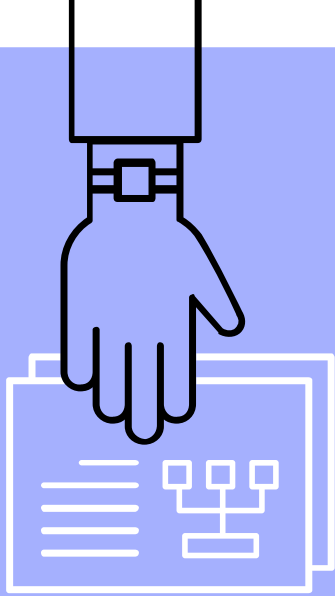


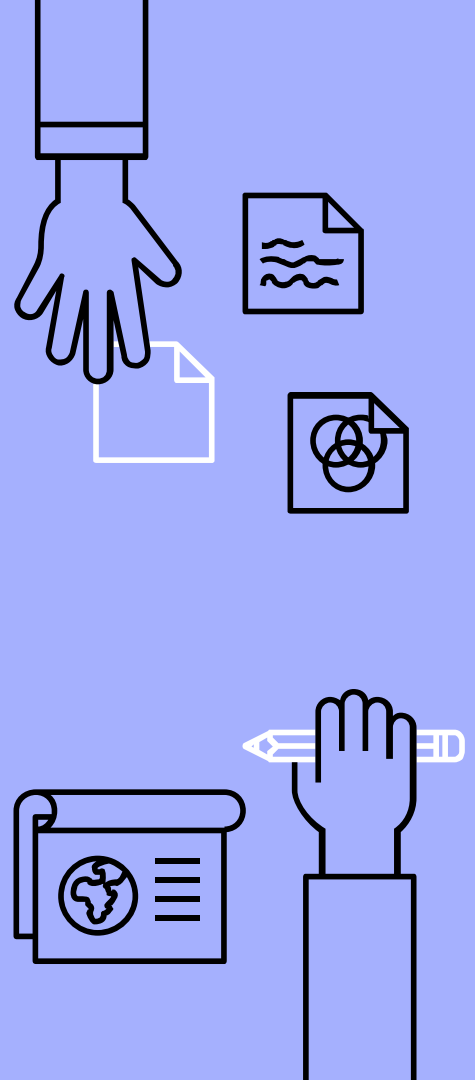
**Quick  
Poll!**

# 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!



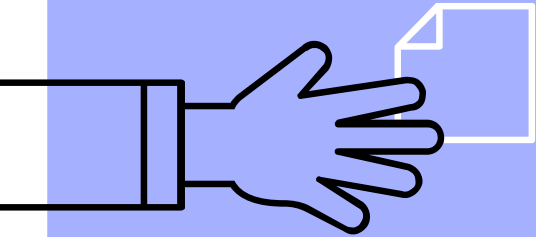
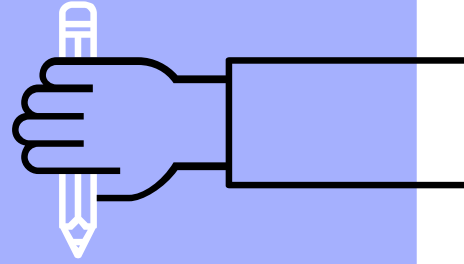


## Learning Objectives

- ▶ 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)

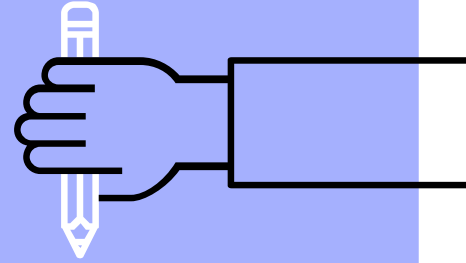
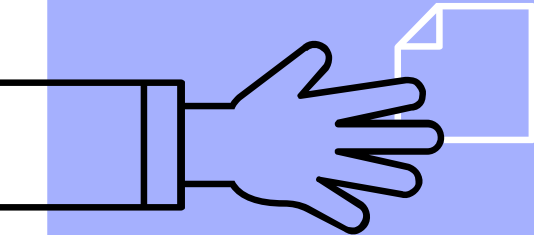


# Required Sections: Part Two

- ▶ **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

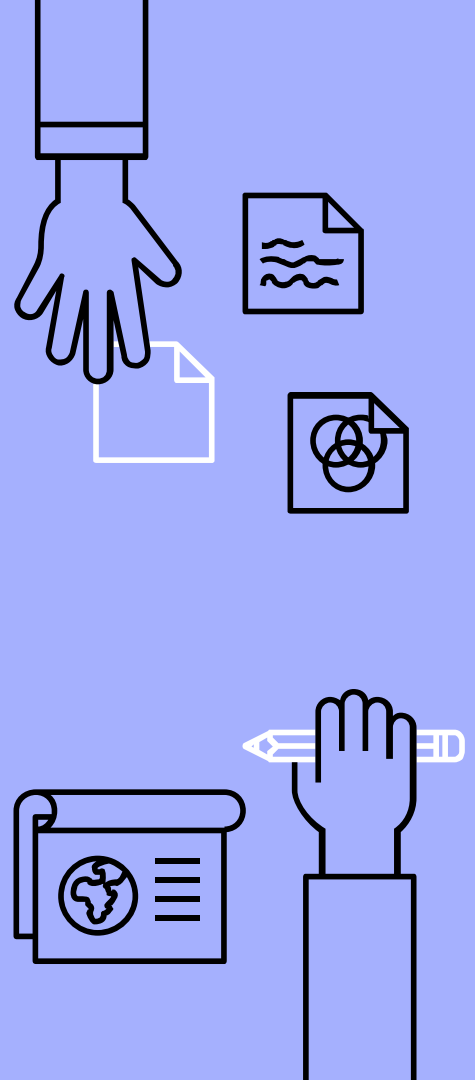
BUY TICKETS NOW!!!

<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



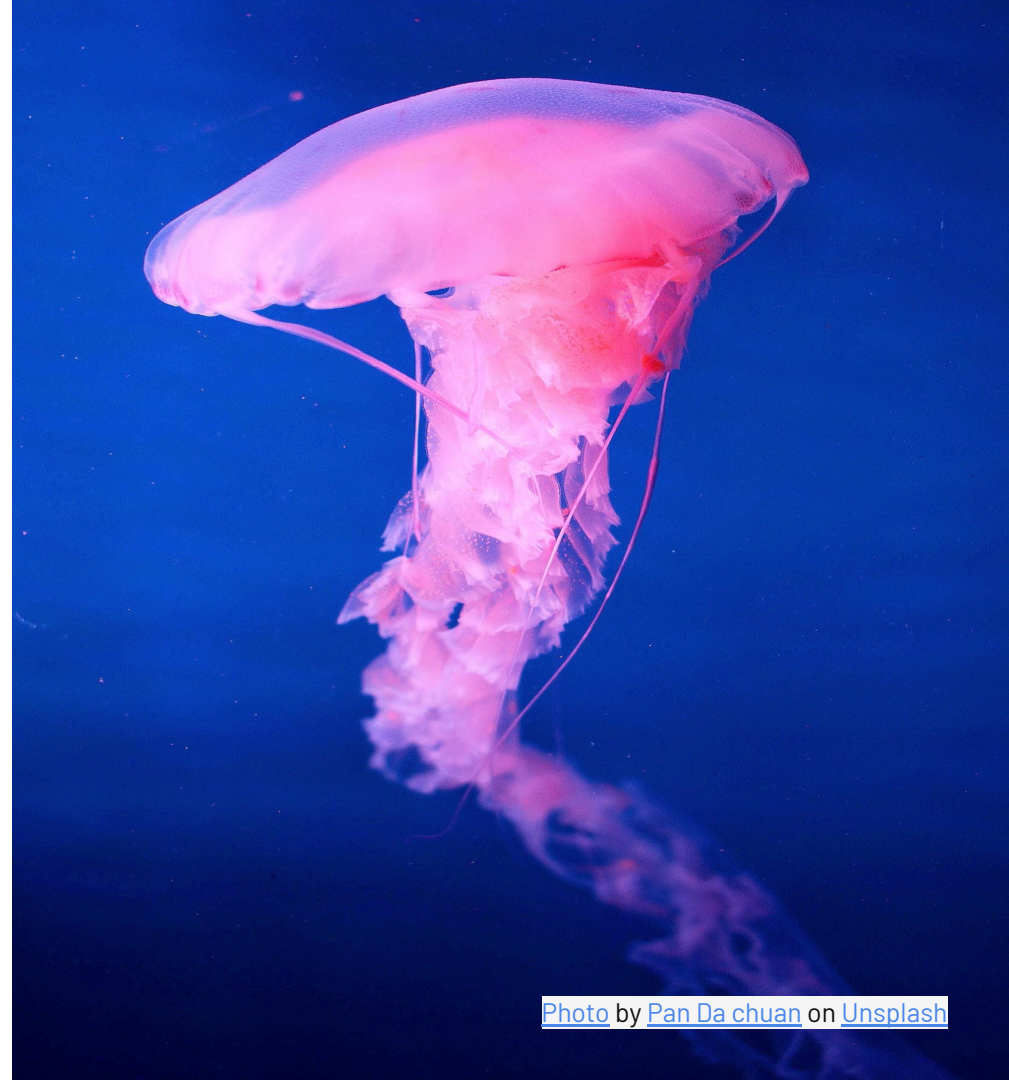
# 1. Well organized visual flow

- ▶ 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](#)

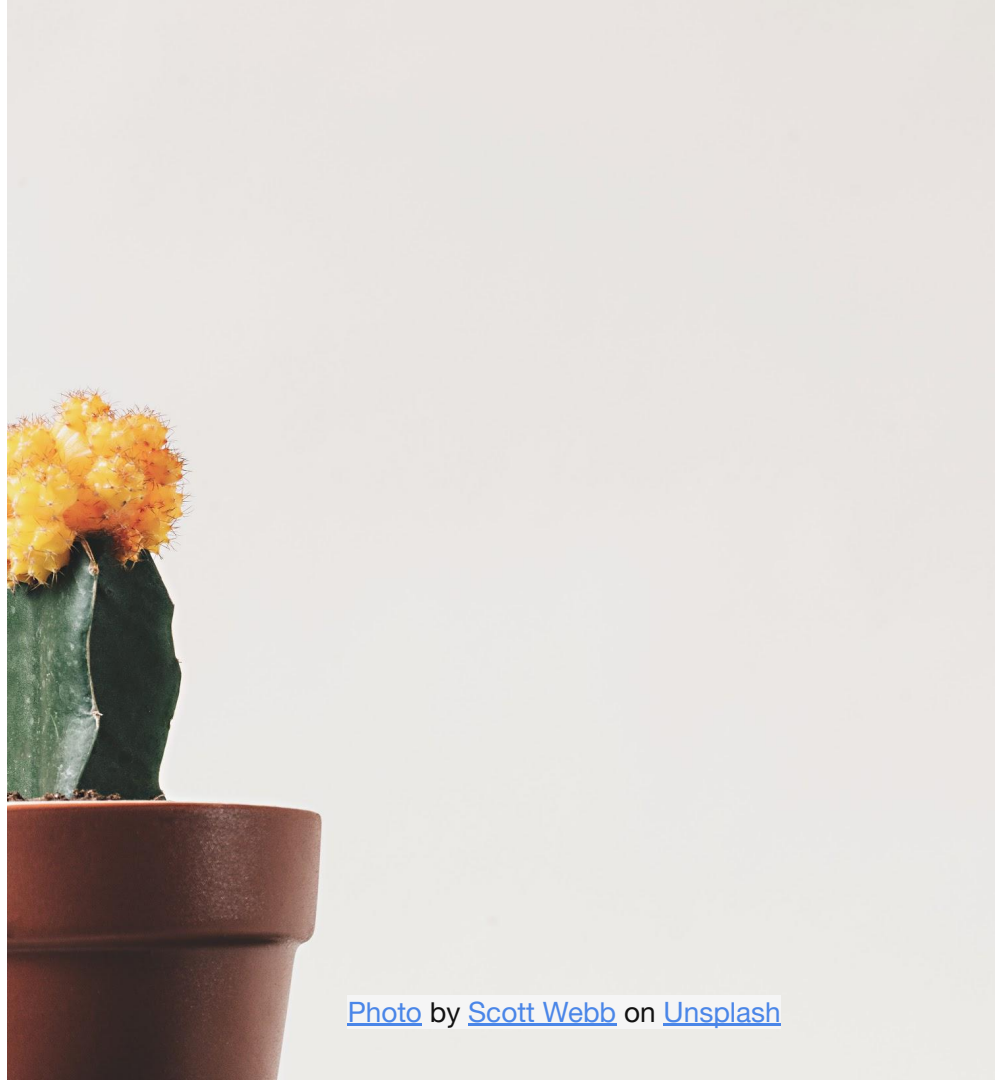


Photo by [Scott Webb](#) on [Unsplash](#)

# Review this poster & make note of how it's using:

- Visual flow
- Effective contrast
- White space

# SEEKER

Learn about invasive species • Help researchers • Share your contributions

## The Problem

Invasive species are a major economic and ecological threat, but not many people know what to do when they see an unknown species.

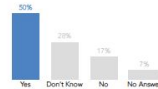
My research started with a literature review and a survey of members of the YorkU community to discover what they know about invasive species.

The ethics approved survey was provided to members of multiple York University faculties in an online format. I analyzed the data trends about respondents' knowledge and perception of invasive species.

## Survey Results

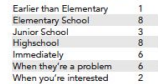
Most respondents could not give a clear definition of invasive species. While 79% have heard of the term, only 50% of respondents said they had actually seen an invasive species in their neighbourhood.

Graph 1 - Have you ever seen an invasive species in your neighbourhood?



Respondents could not agree on a specific time to learn about invasive species, but leaned towards elementary to high school.

Graph 2 - When do you think invasive species should be learned about?



## My Solution

A Citizen Science Seeker app designed to bridge the knowledge gap, and create an interactive flow of knowledge between citizens, researchers, and government.

Seeker App informs citizens about the issues surrounding invasive species. It helps researchers by crowd-sourcing new observations and data collection. New perspectives and trends emerge to help the government develop evidence-based policies for dealing with invasive species.

## App Development

The basic guiding design principles were to create an easily usable and informative tool to help the general public engage in Citizen Science. Seeker app was designed to be a seamless integration of learning, discovery, and engagement through reporting.

It went through multiple iterations and user testing sessions, to find the optimal way of displaying information on such a niche subject.

I had to keep in mind that most users would not be constantly thinking about invasive species, so the points system was embedded to gamify and reward users for helping with research.

## Next Steps

The Seeker app requires back-end coding and support. During Reading Week 2015, we piloted the Seeker app at the York University Libraries Hackfest. A team of 8 computer science students developed a prototype Open Access web-based app to catch first-sightings before new species are able to establish themselves at the invasive level.

## User Interface



Fig 1 & 2 - Home and Menu Screen  
Provides latest news, sightings, and reports. The home screen is easy to navigate and offers the user a variety of ways to discover and learn.



Fig 3 & 4 - Species and Reports Screen  
Users can take a photo to help identify species and make reports. They can track their reports and see their contributions overall.

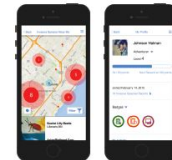


Fig 5 & 6 - Map View and Profile Screen  
Shows geographical plot of reports. Points, titles and badges are tracked, encouraging users to participate for rewards on top of good citizen science.

## 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](#)

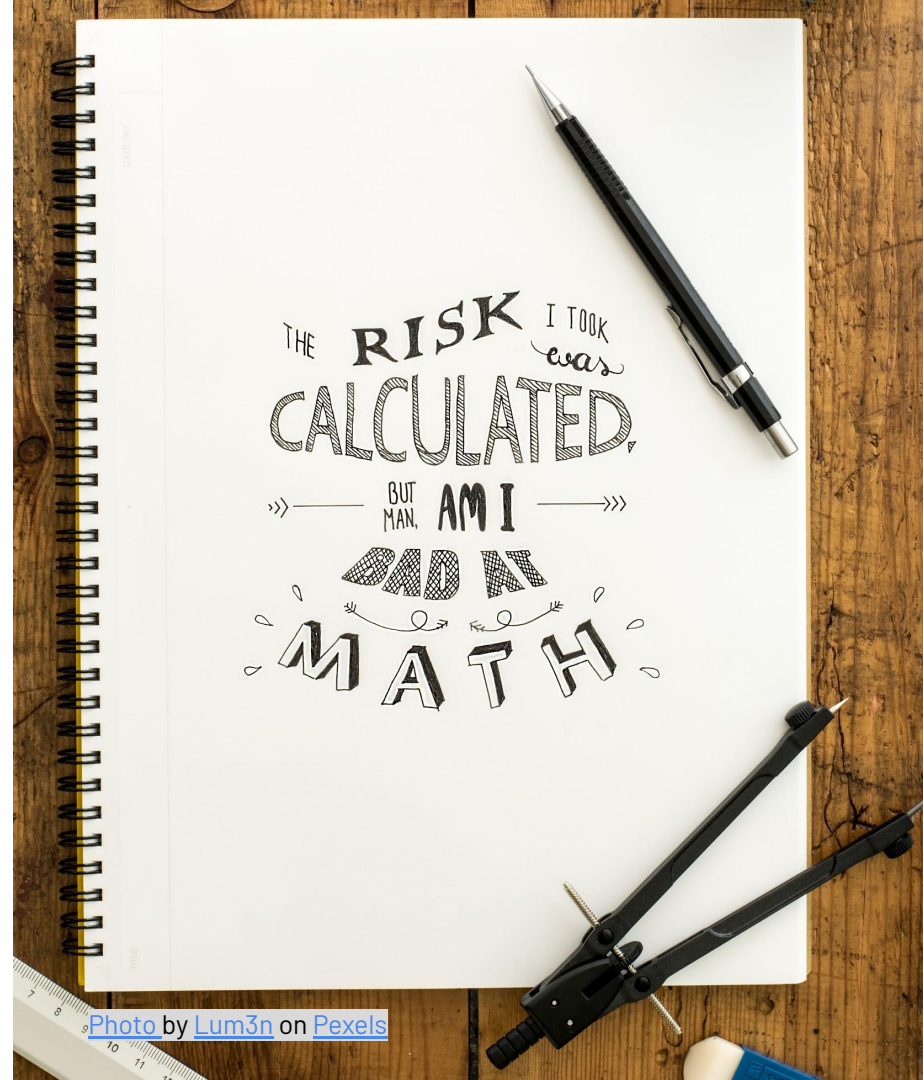


Photo by [Lum3n](#) on [Pexels](#)

## 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

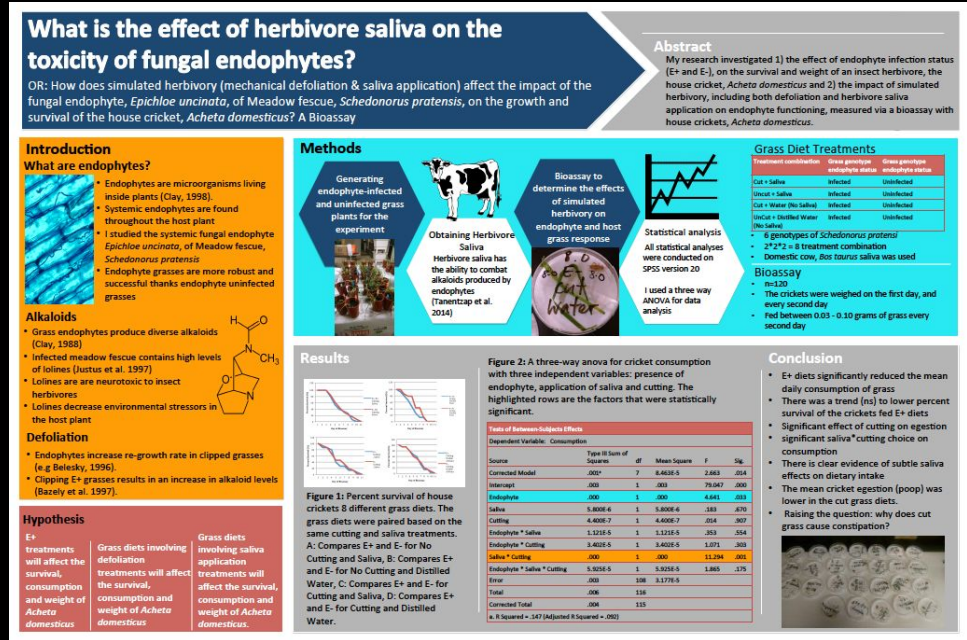


Photo by [Tom Barrett](#) on [Unsplash](#)

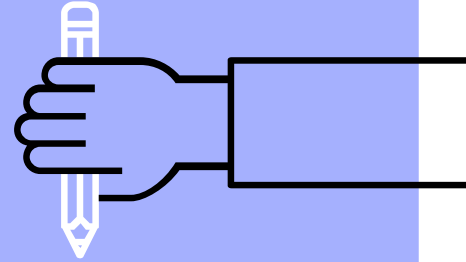
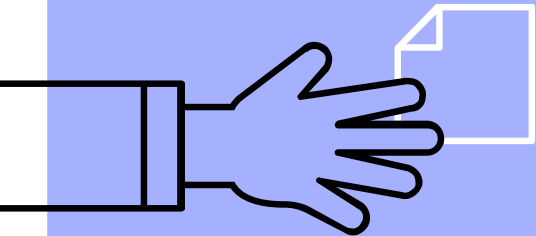


# Review this poster & make note of how it's using:

- Various fonts
- Amount of text
- Anything else that stands out!



# 3. Additional Tips & Tricks

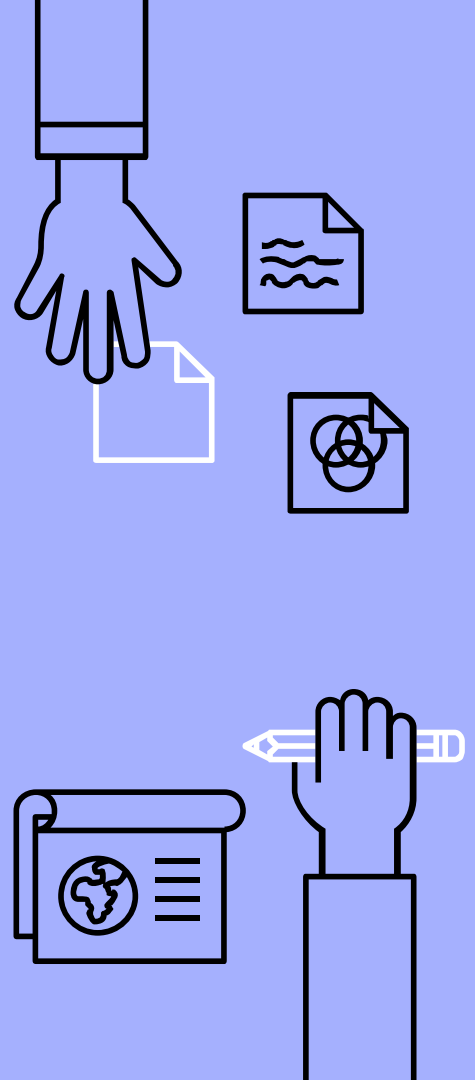


# Make a plan

Sketch out design on paper first  
before going straight to PPT



Photo by [William Iven](#) on [Unsplash](#)

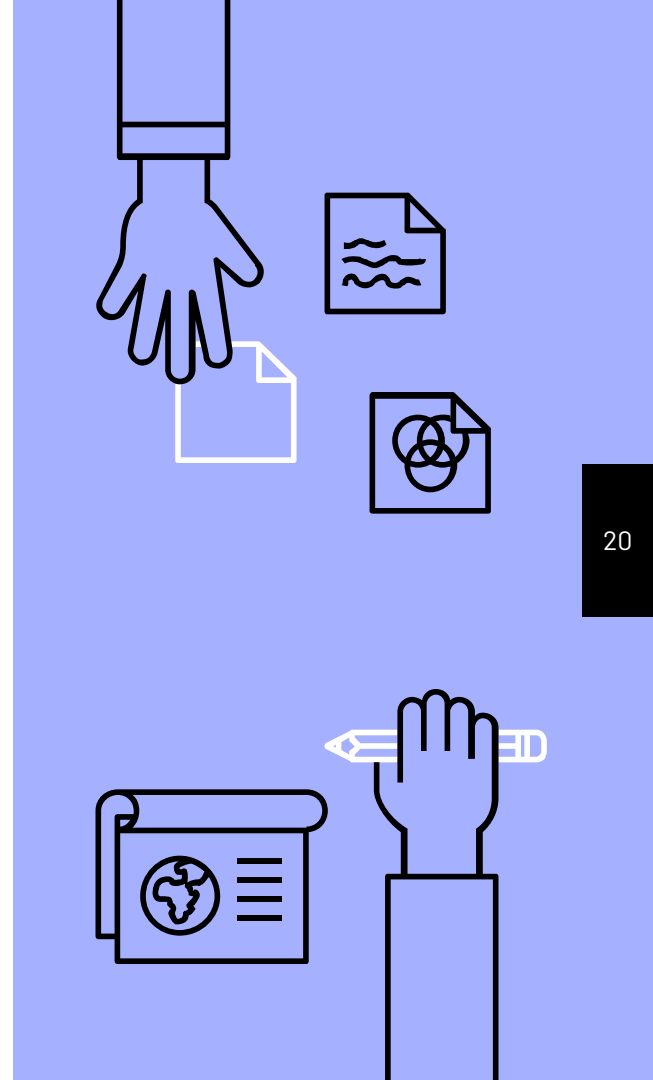


# Test your design

Use [Lorem Ipsum](#) to block out where your text will go

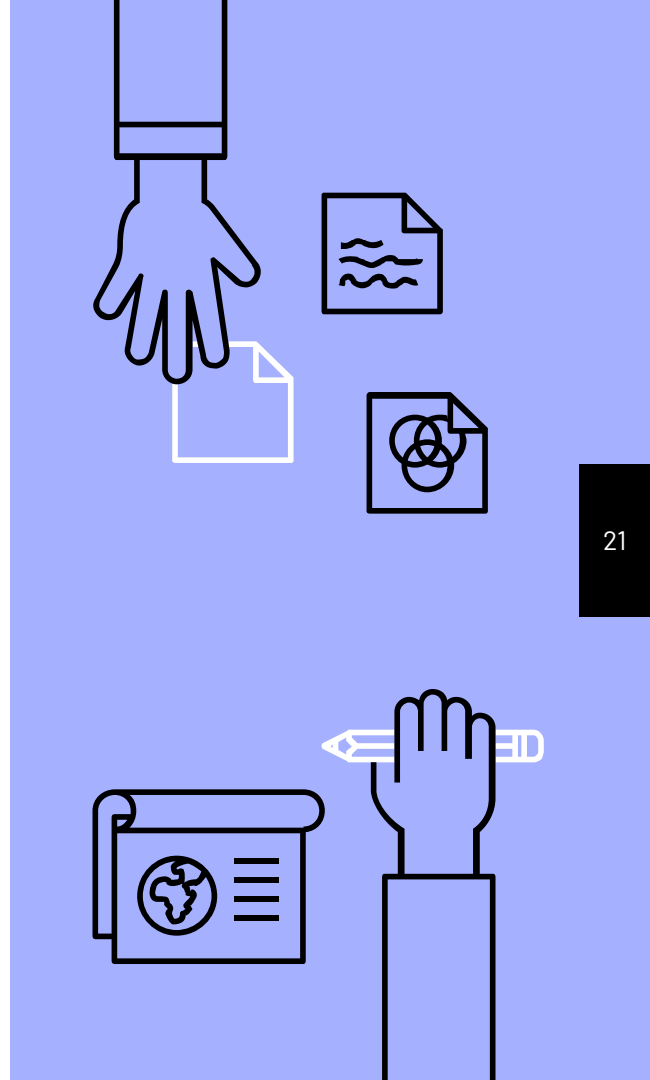
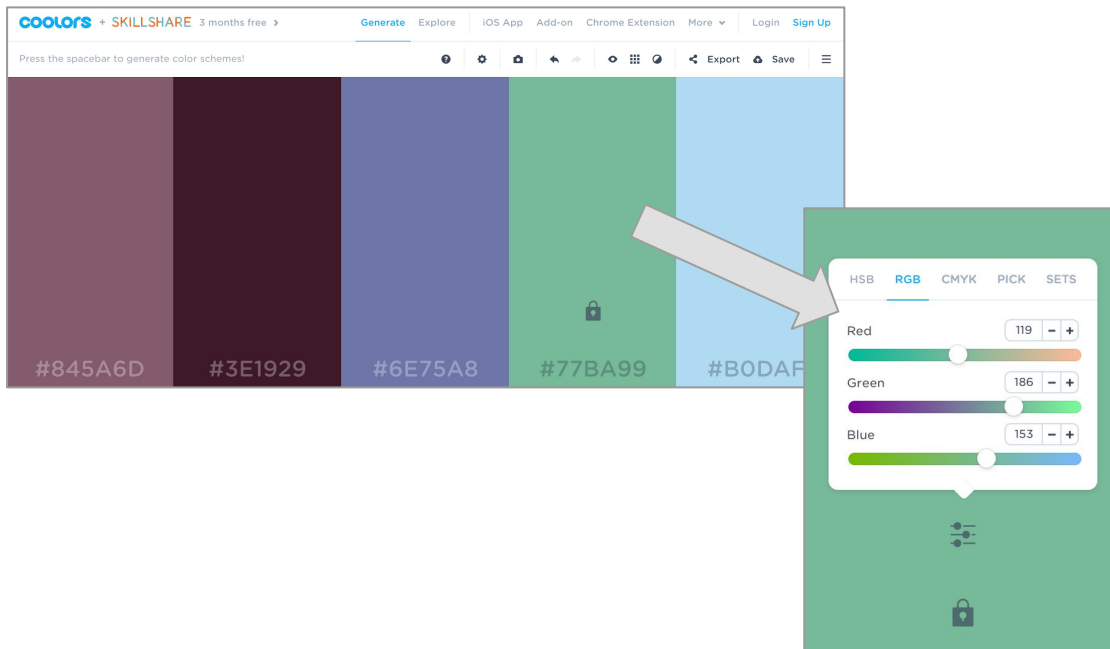


Image by [tswedensky](#) on [Pixabay](#)



# Pick a palette

Choose a [colour palette](#) that works for your design

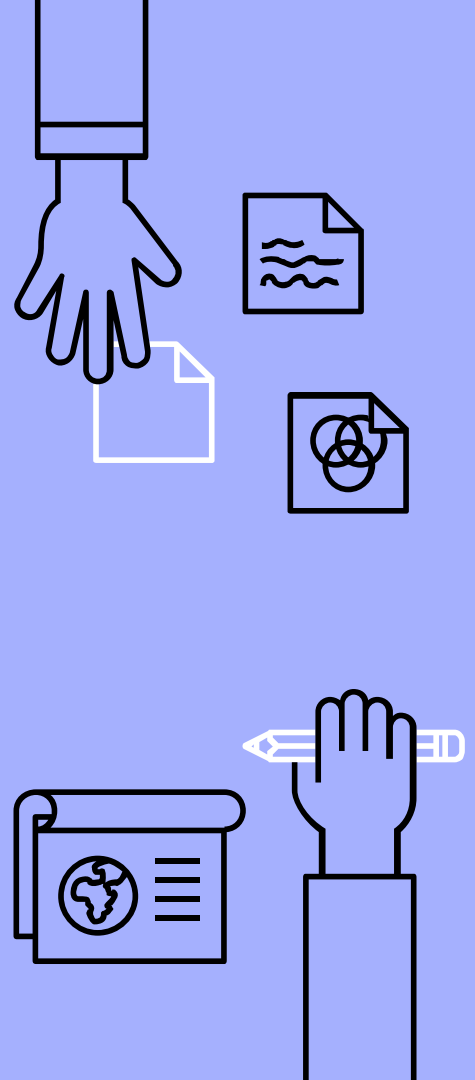


# Find some images

Use openly licensed images, photos, & artwork.  
Find out more on the [Library's guide!](#)



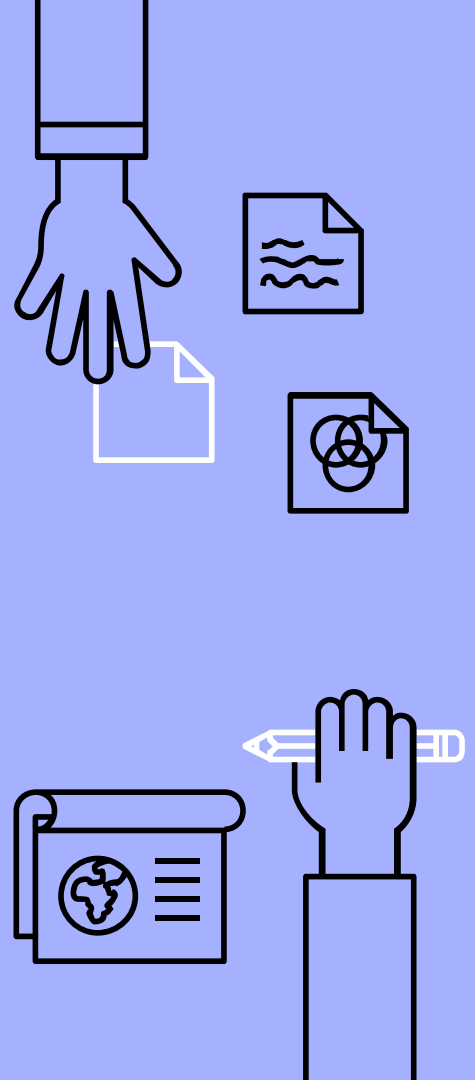
Photo by [MikesPhotography](#) on [Pixabay](#)



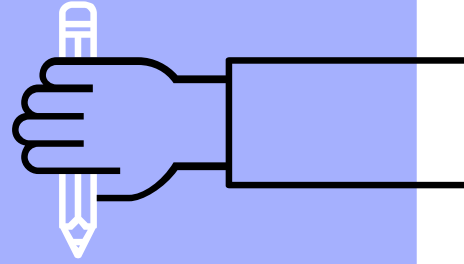
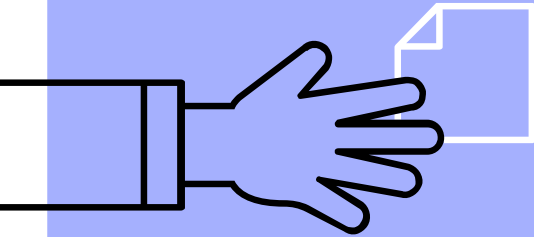
# Files & Easy Virtual Fair

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](#)



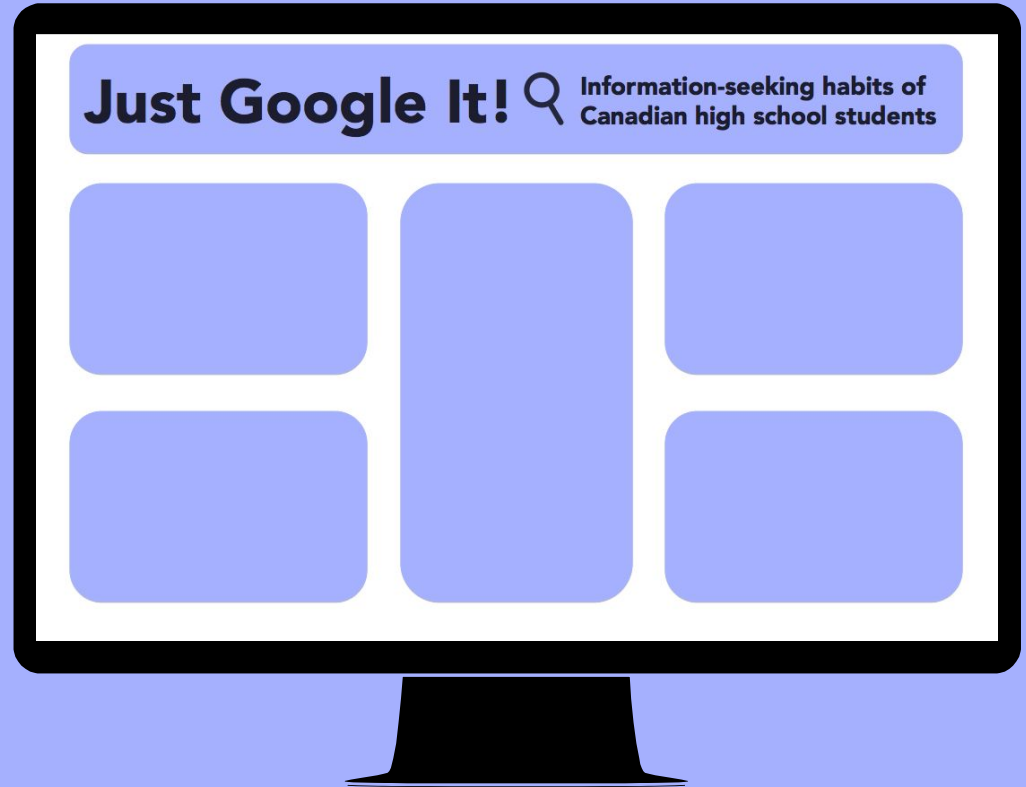
4.  
Let's  
Practice!





# 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](mailto: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](#)

