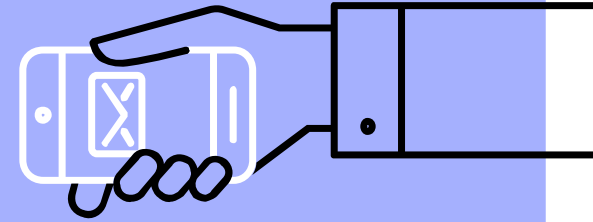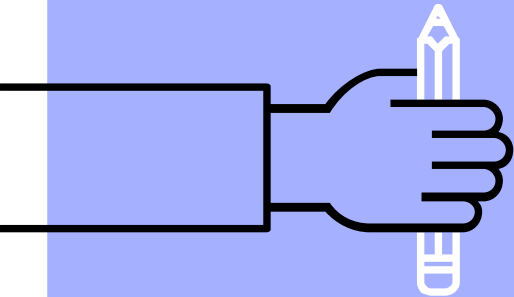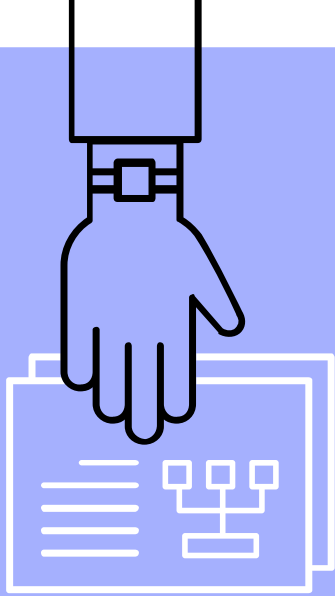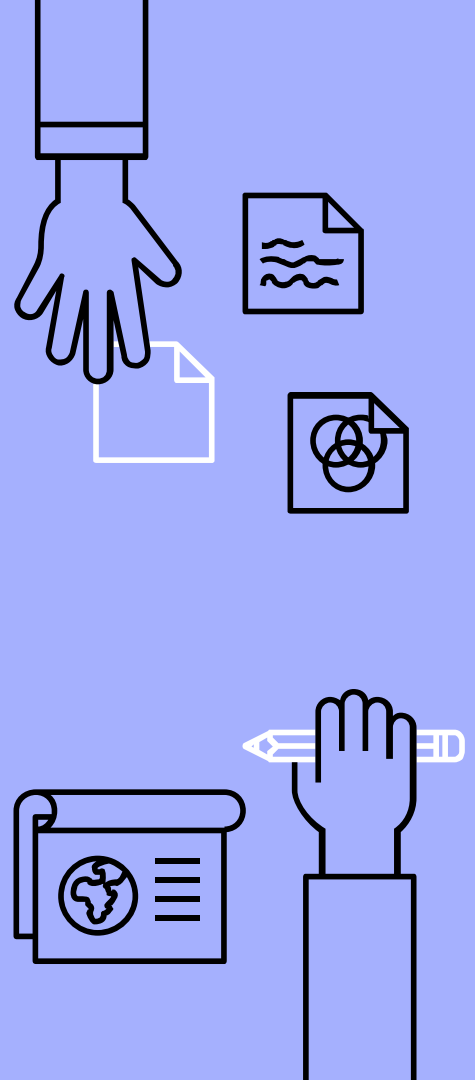Quick Poll!

Part 2: Designing Your Poster
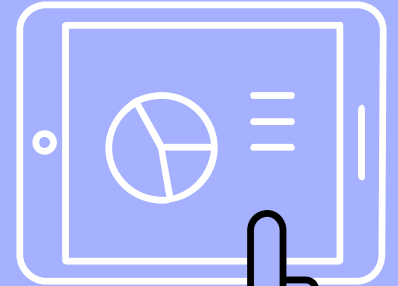
Agenda

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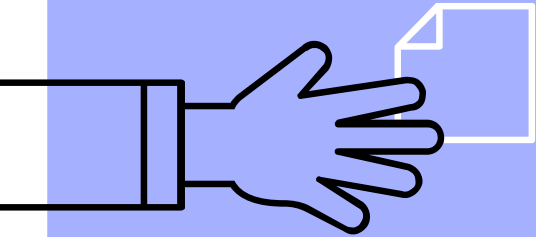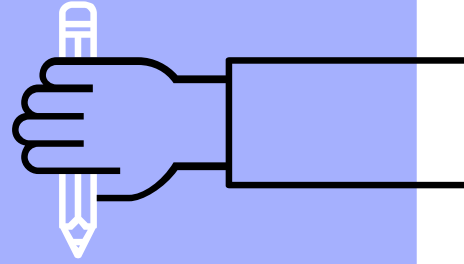4. Practice exercise!

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
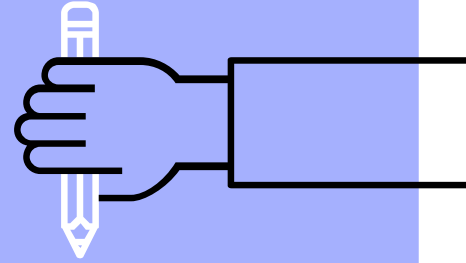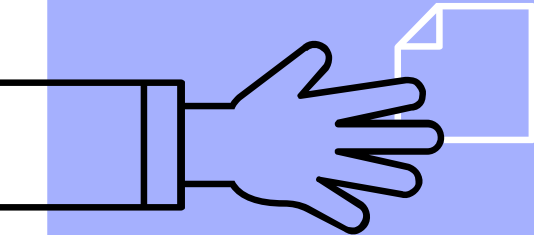
MacBeth

by William Shakespeare

A production by the Huron Park Secondary School Drama Club

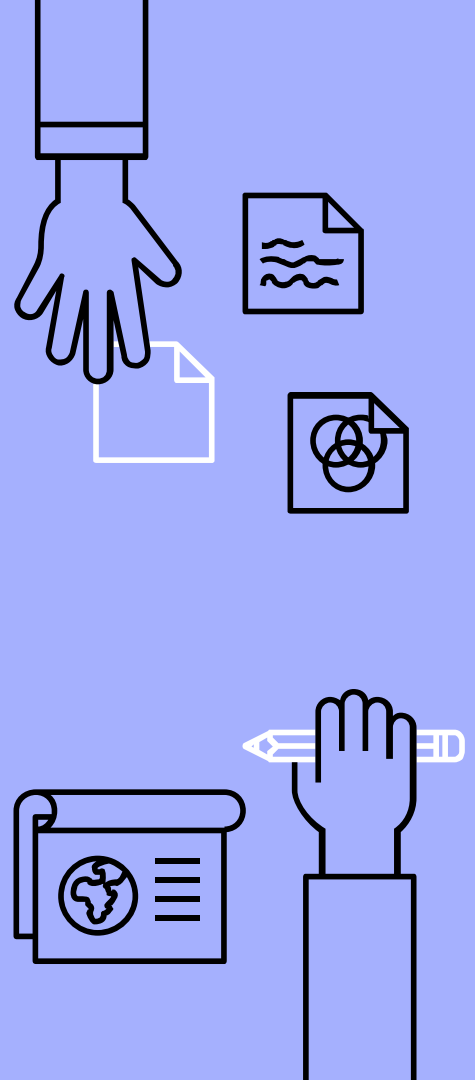|	
October 18-21	2 & 7pm
October 23-28	3 & 8pm

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
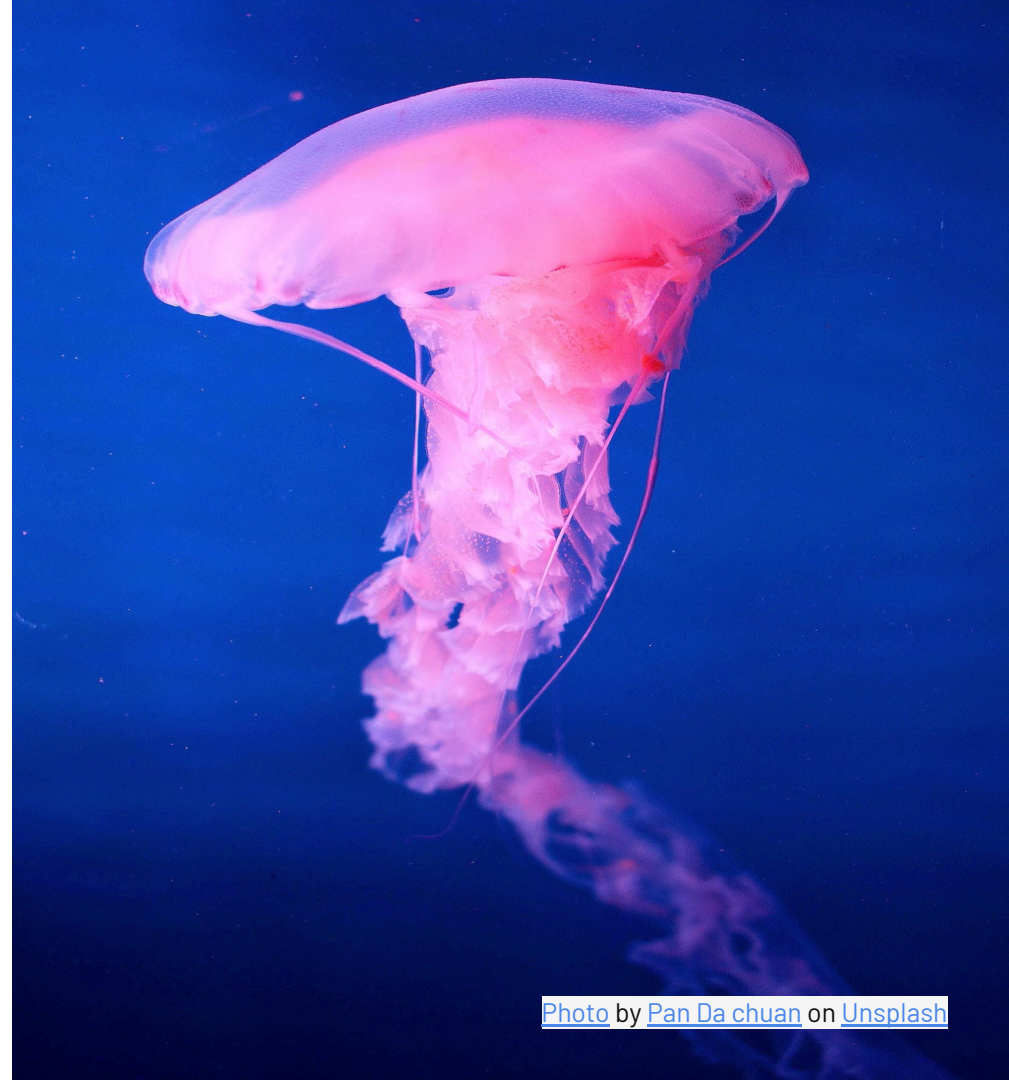5. Limit amount of text used

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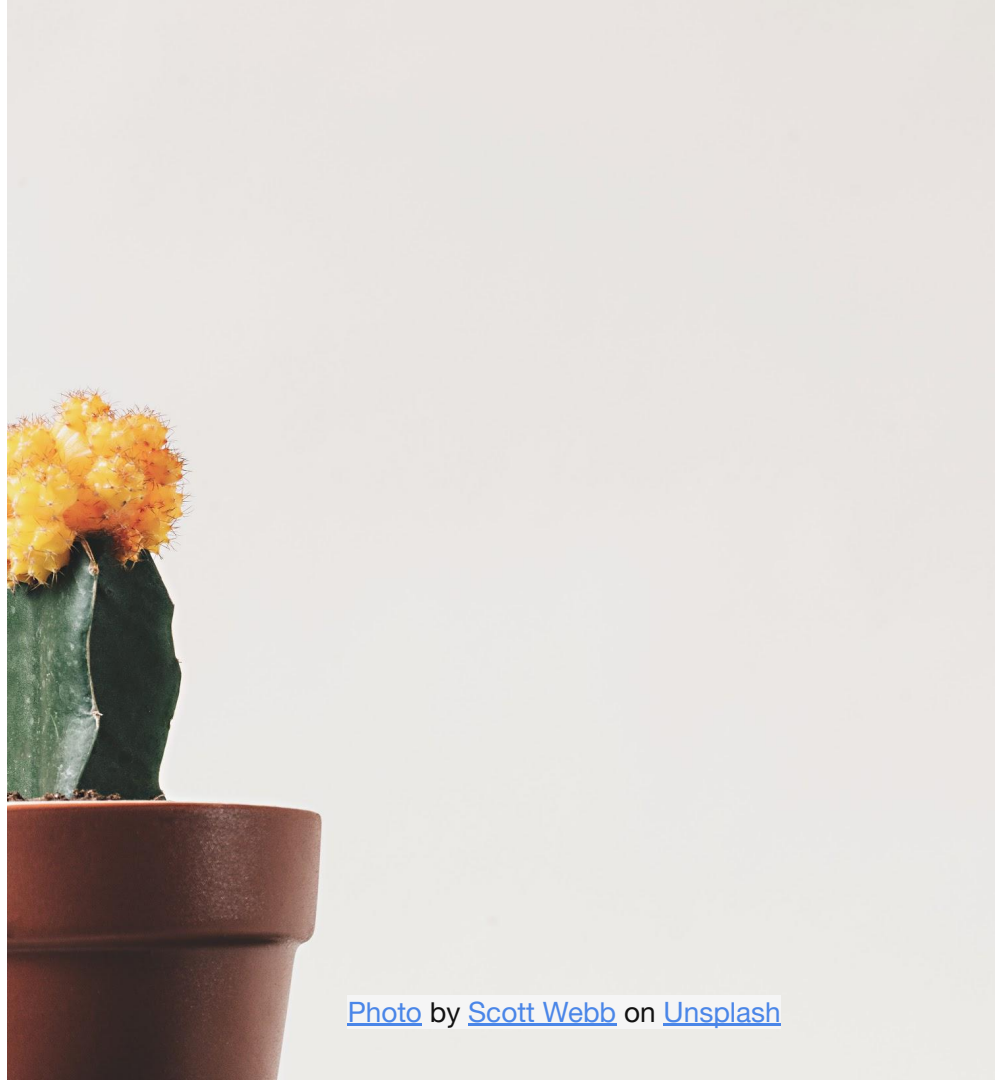
Review this poster & make note of how it's using:

- 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 <u>underlining</u> & *italics*

▷ Presenter package includes font size recommendations

<u>Learn more</u>
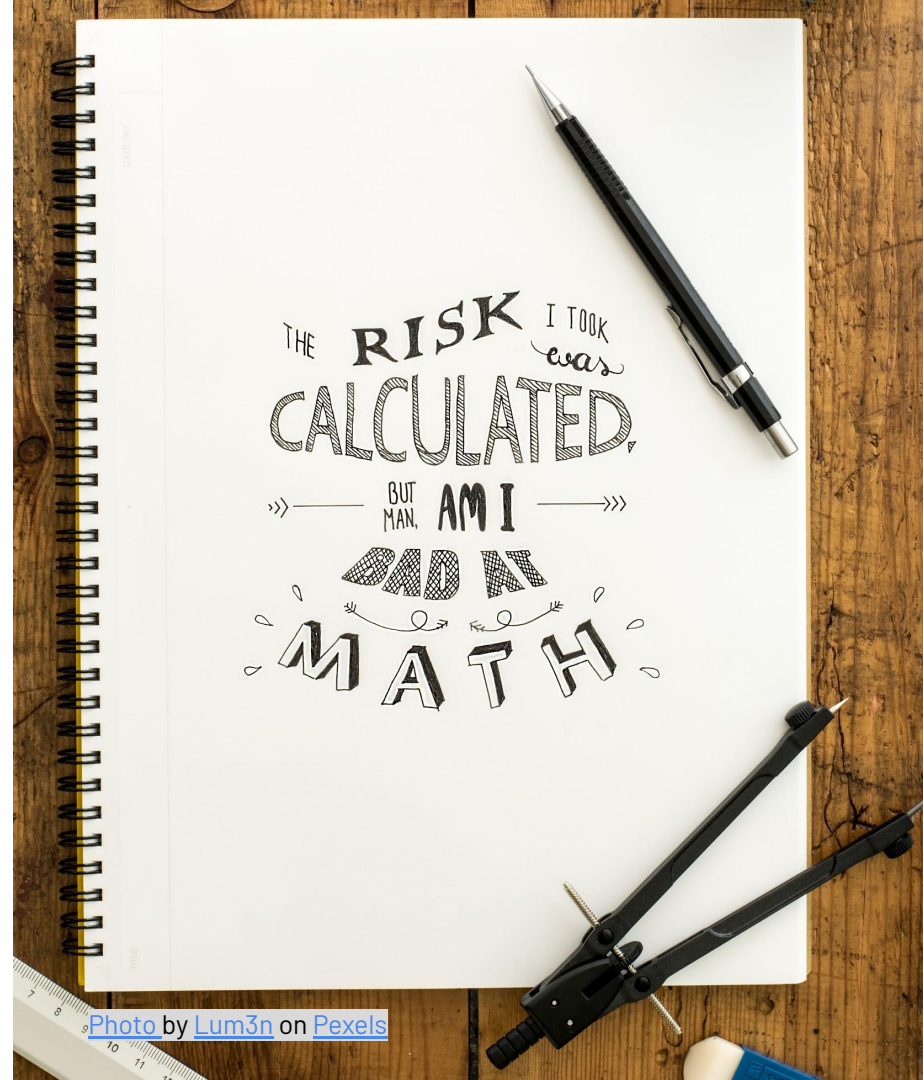
5. Limit amount of text used

▷ 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!
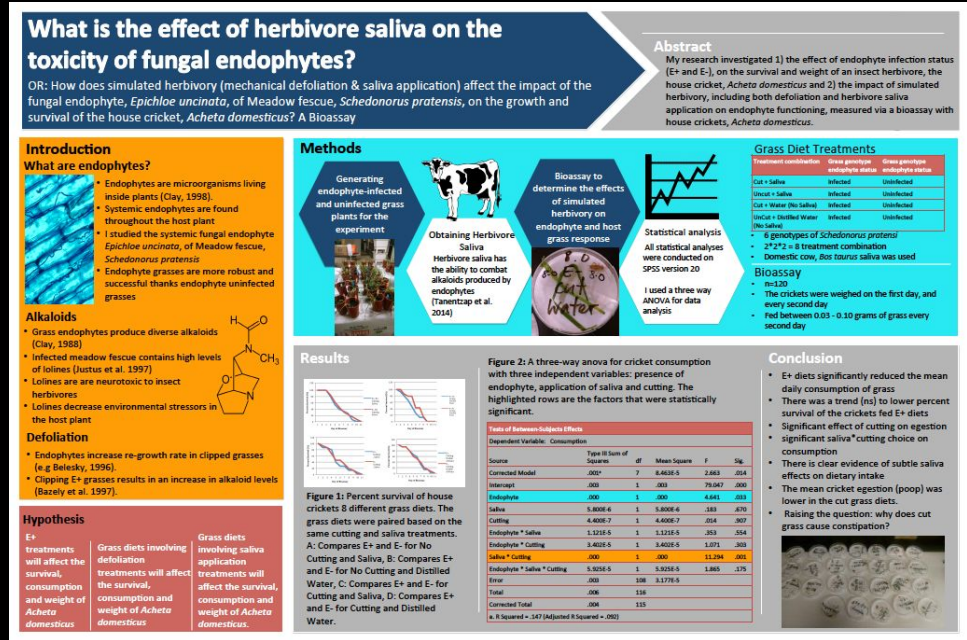
3.
Additional
Tips & Tricks
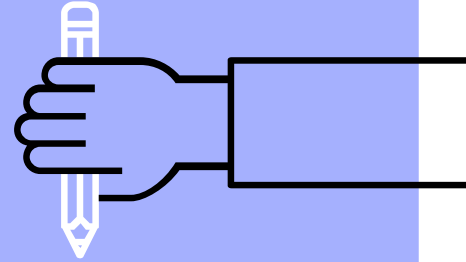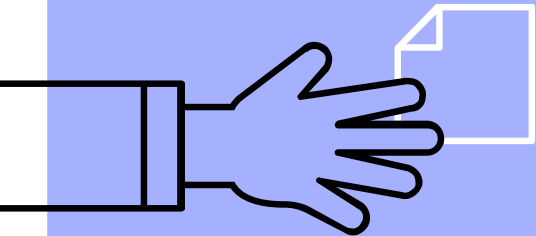
Make a plan

Sketch out design on paper first before going straight to PPT
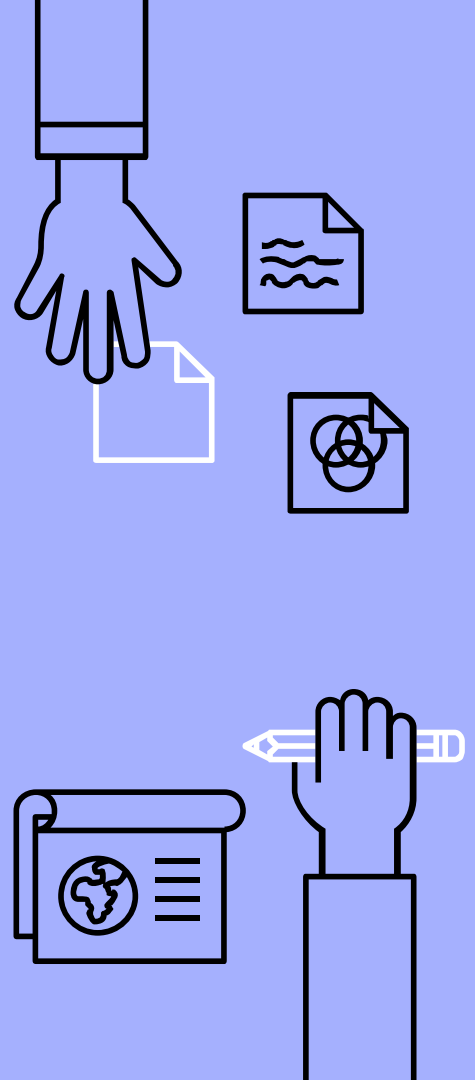
Test your design

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
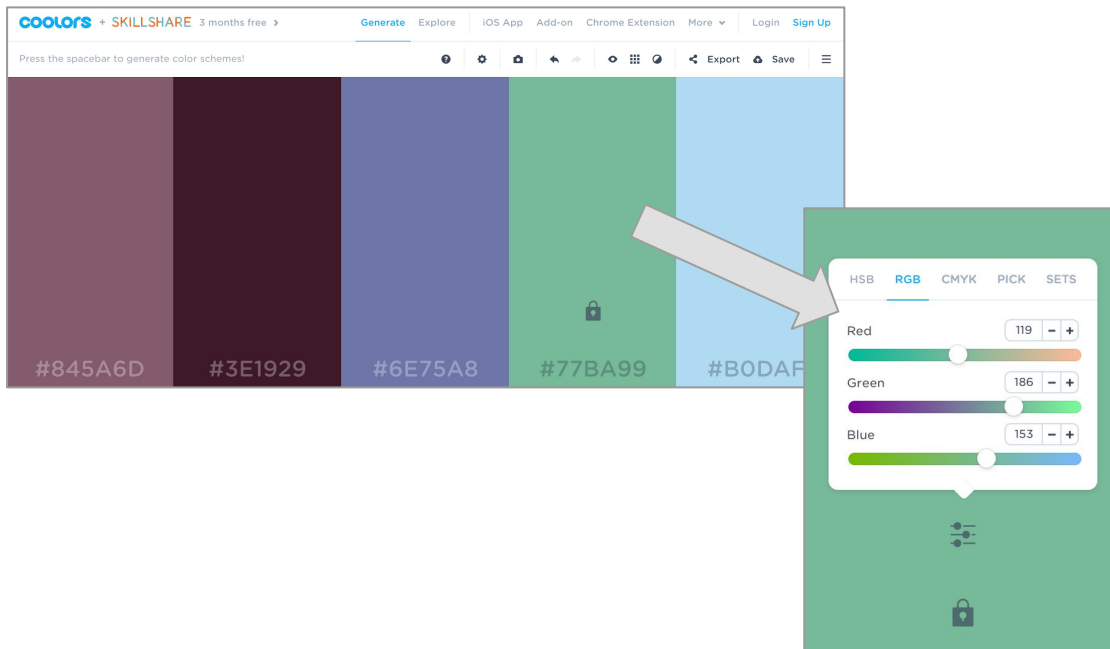
Find some images

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

Photo by MikesPhotography on Pixabay
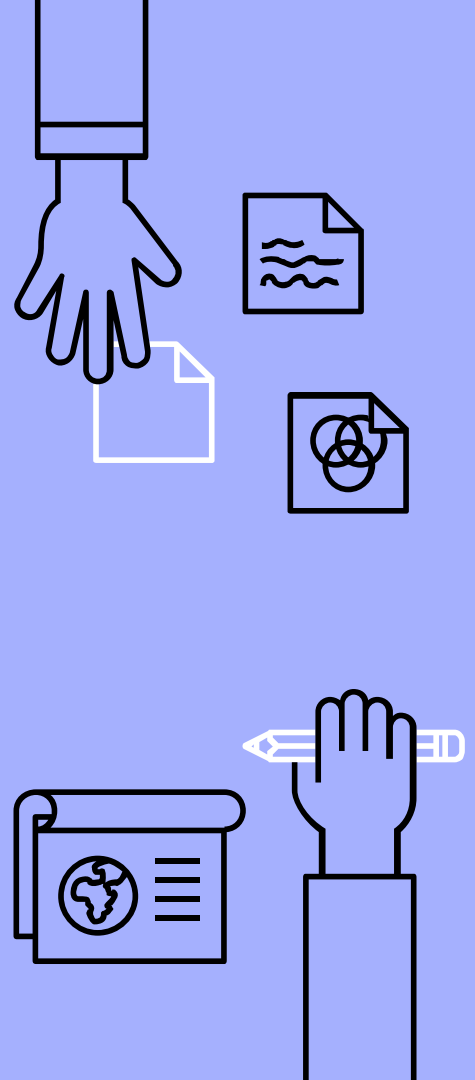
Files & Easy Virtual Fair

Files uploaded to Easy Virtual Fair platform **can't exceed 5MB.**
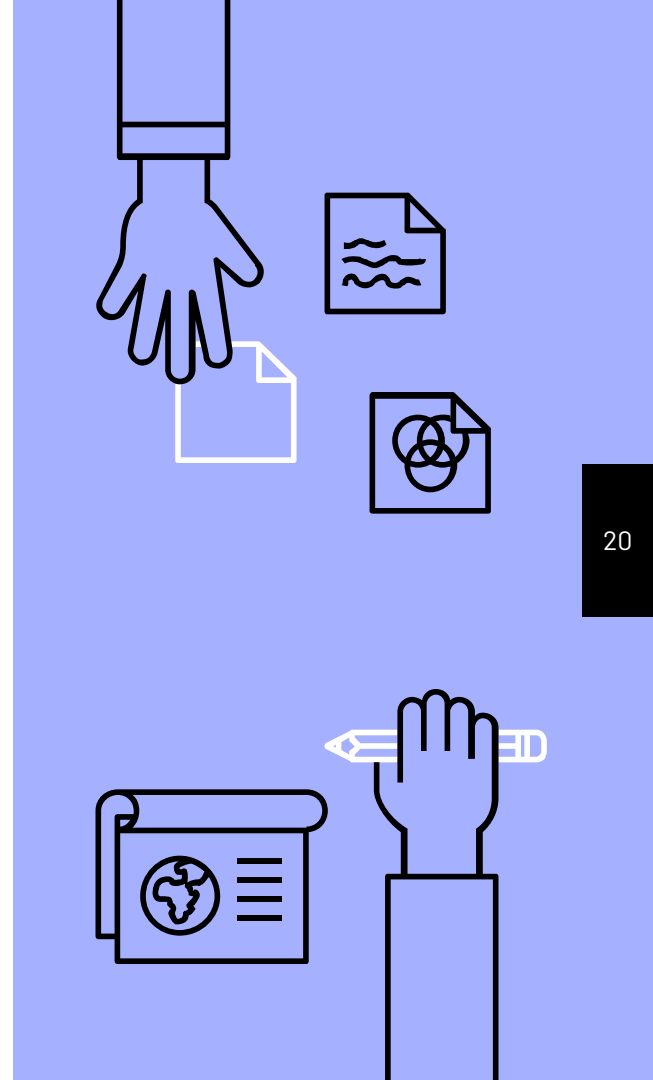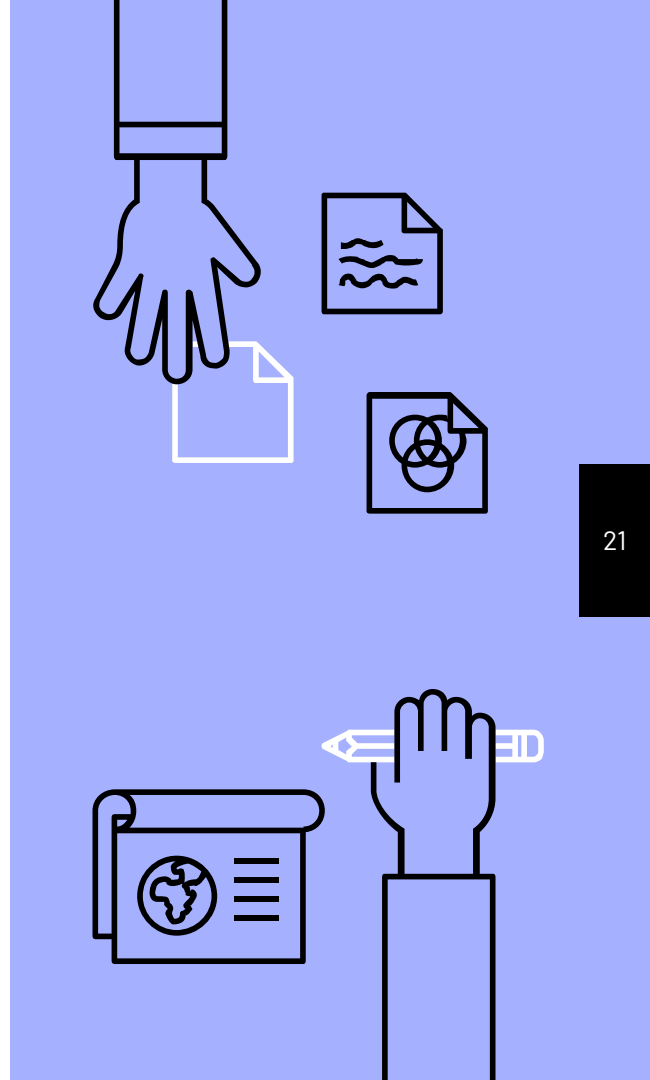
▷ Posters will be uploaded to a different server; however, if you **upload other content** directly to Easy Virtual Fair consider the following:

- 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
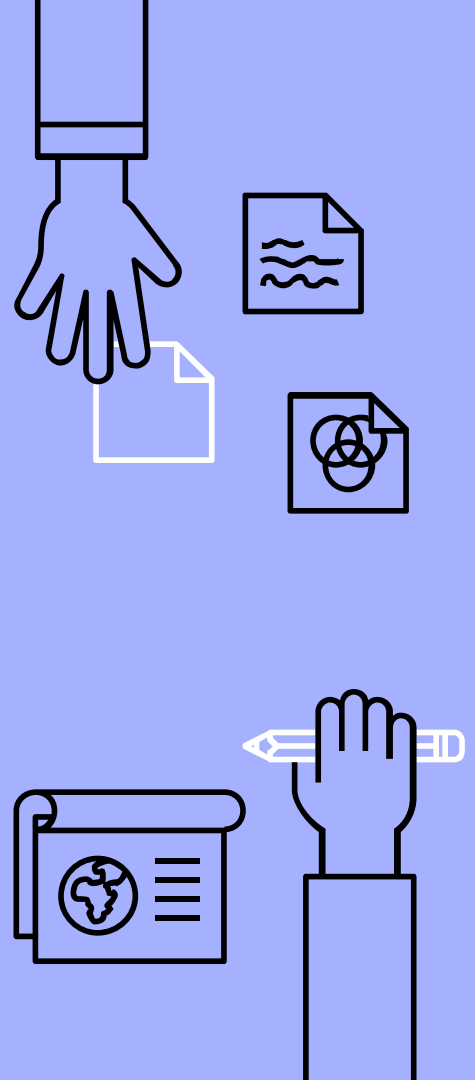
4.
Let's
Practice!
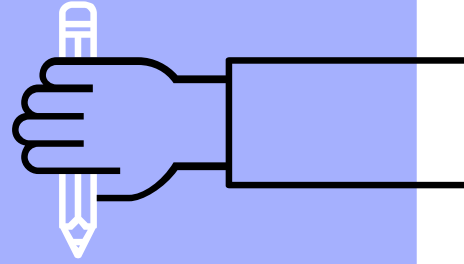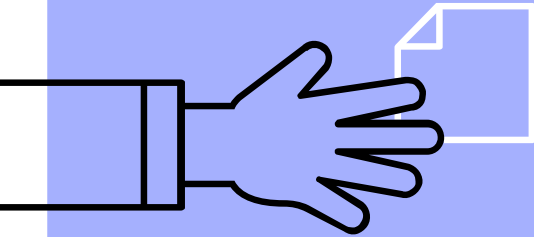
Let's Practice!

▷ 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

Just Google It! 🔍 Information-seeking habits of Canadian high school students

Final Reminders

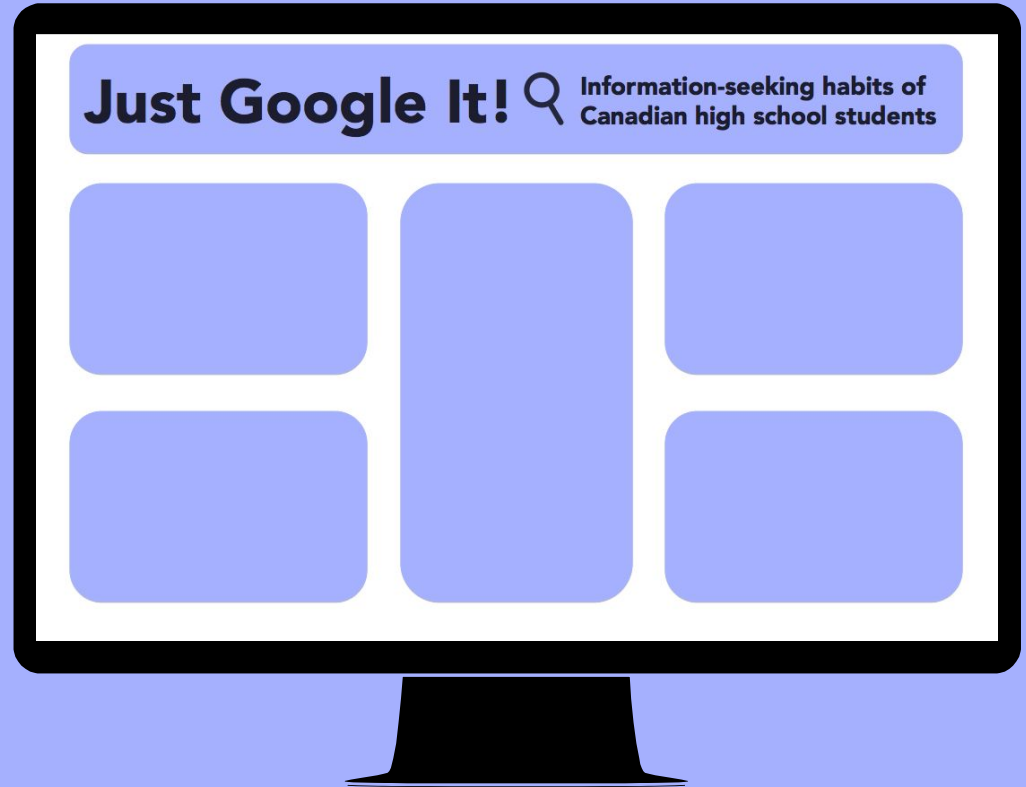▷ **Q&A drop-in session:** Monday, February 22nd, 12pm - 1pm EDT

▷ 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