

Note

Posters are large-format technical documents — typically of A0 size — often used in academic conferences to report research results. As posters are graphic compositions, the *visual elements* (e.g. photographs, diagrams, maps, text boxes) should be appropriately selected to facilitate the communication of the content, while the *layout* should be designed to facilitate the navigation within the document.

1 Visual Elements

TEXT AND TABLES If composing the poster in \LaTeX , then text and tables are likely to be included in the typesetting; main concerns are the text size (e.g. title, summary, bibliography), font family (e.g. Roman or Sans Serif), line spacing, and the size of the text blocks (e.g. paragraphs)

FIGURES Ideally, charts and diagrams should be created in vector-based applications, and saved as EPS or PDF (vector-based), or TIFF or PNG (lossless raster-based) files

PHOTOGRAPHS Since these are by nature raster-based, it is important to consider (a) the total number of pixels^a, (b) the appropriate resolution they should be printed at (usually 300 PPI^b or more), and (c) a *lossless* file format (e.g. TIFF or PNG^c); also important: caption; no skewing;
© YYYY Author

MAPS Cardinal points, scale (preferably relative); caption; © YYYY Author

DIAGRAMS/ CHARTS Legible font (preferably sans serif) at an appropriate size for distance reading; caption; axis labelling (if applicable); © YYYY Author

QR CODE Online anchor/ support material (e.g. the whole poster; author’s website; accompanying article)

^a Practically, this relates to the size of the file — and it is important to know whether compression has been used

^b Pixels per inch (PPI)

^c PNG handles transparency, which may be handy to ‘hide’ backgrounds

2 Composition

COMPOSITION The full poster can be composed in \LaTeX (Perdicoulis, 2014a), or in a vector-based^a application such as *Inkscape*

PALETTE Colours should coordinate well and match the selected fonts; no ‘shouting’; no ‘whispering’

SIZE Appropriate for the content and purpose of presentation; size specifications are usually issued by the conference organisers

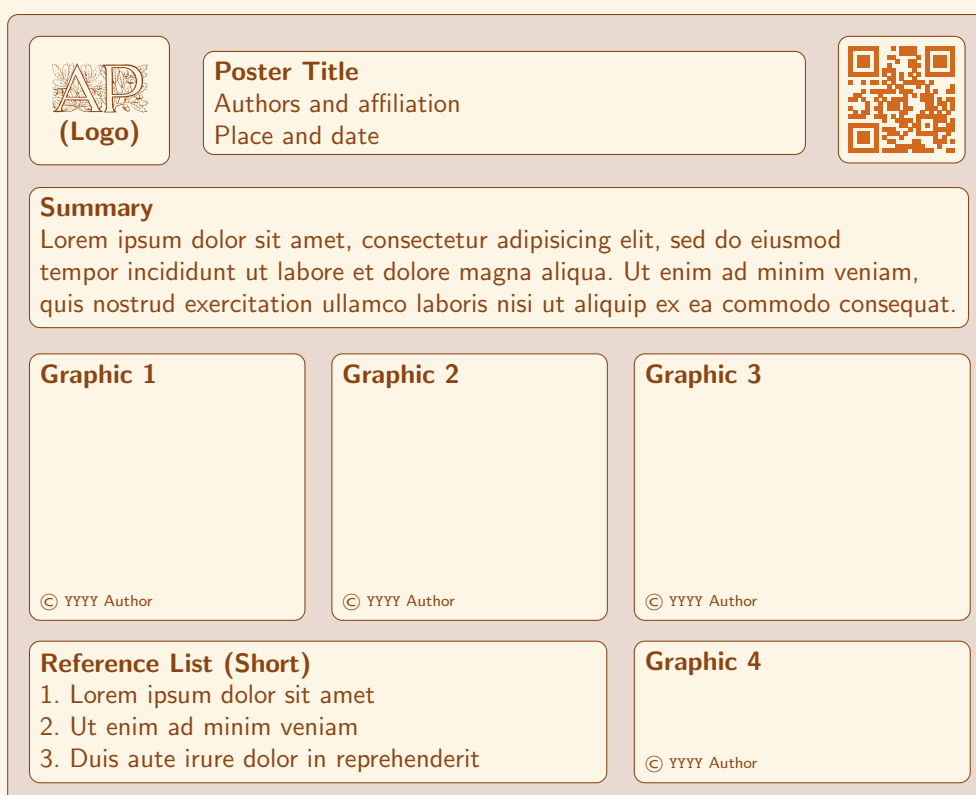
TILES Alternative composition of the poster as A4 sheets of paper (cheaper, suitable for verification)

STORYLINE Scientifically sound and verified content with appropriate sections/ boxes; easy navigation pattern

POSTER Verification of the poster as a complete unit, checking from a distance (usually 1m–2m away)

^a Raster-based applications usually raise issues of *scalability*

3 Layout



Sample layout

Bibliography

Perdicoulis, A. (2014b) *Ailments*. Perdicoulis Publishing: Folio Division, Technical Collection.

Perdicoulis, A. (2014a) *Poster starter file*. Perdicoulis Publishing: Software Division, Training Collection.

Perdicoulis, A. (2012) Scientific writing. *oestros*, 5