



What is a good poster?

Seminar

Task Description

Design a poster based on your FEFLOW assignment and consider the following:

- A1 Format, minimum font size should be 24
- Consider content, tangibility and optics of poster

Assumptions:

1. The Poster is to be published in a public area close to the area of investigation.
2. It's intension is to inform the broad public about the background, methodology and results of your investigation.
3. The expected viewers are not familiar with the basic concepts of hydroinformatics.

Submission deadline: 7.Dezember 2014



Purpose of a Poster

All posters intend to inform viewers on a specific subject.

▶ **Several distinctions made:**

- General information for broad public
- Additional background information for informed public
- Explain complex process for experts

▶ **Pre-knowledge required:**

- What is the intention of the poster?
- Who will be the viewers?

Limitations of a Poster

What are general limitations of a poster?

▶ **Size:**

- Balance of information mass
- Content has to be adapted

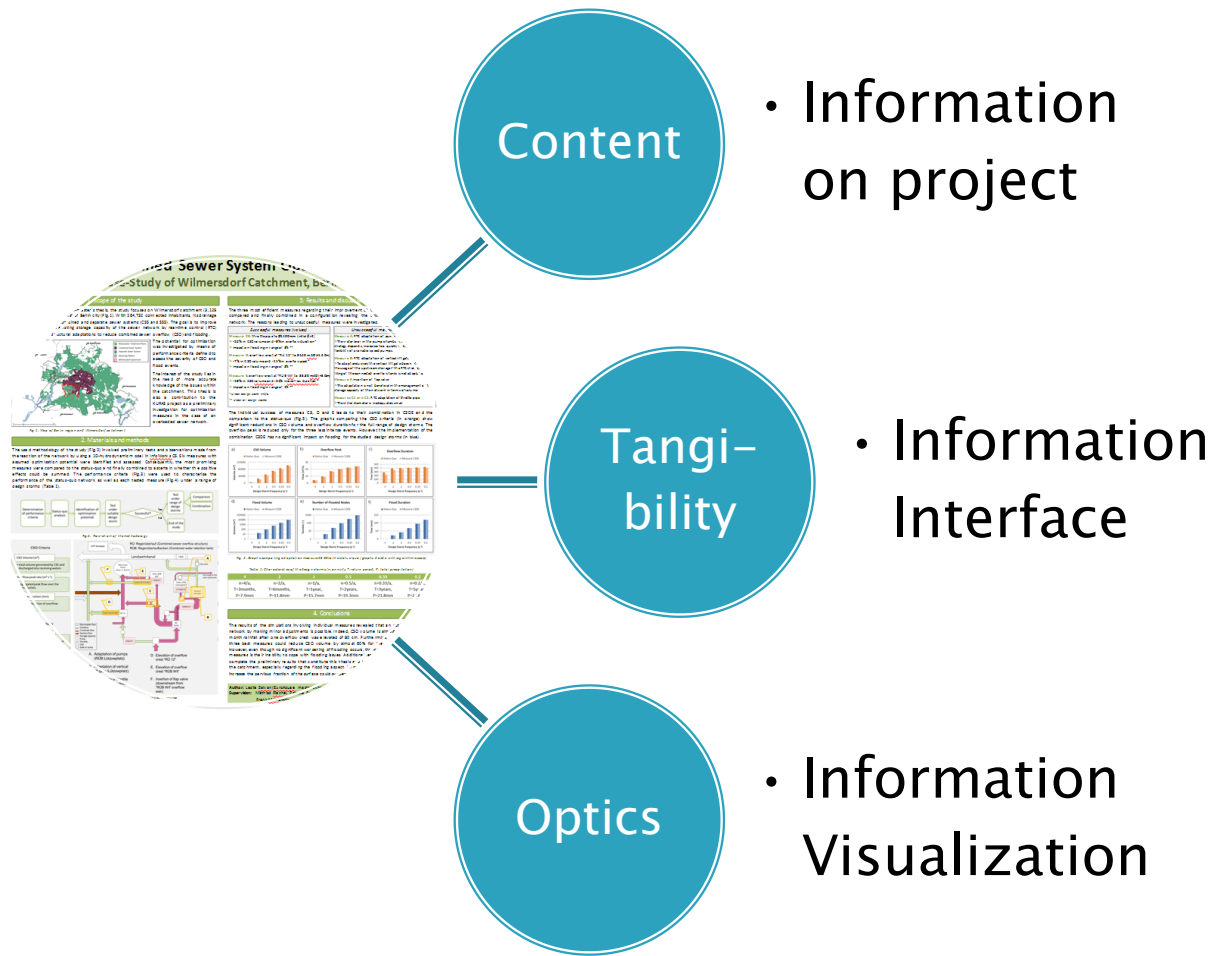
▶ **Viewers unknown:**

- Balance of content complexity
- Poster has to be self-explanatory

▶ **Self-independence:**

- Usually no interaction with viewers

Poster Design



Poster Content

A poster should include information on:

1. Who?

- Organizations, institutes, people involved e.g. logo

2. When?

- Time frame of project, publication e.g. date, timeline

3. What?

- Main content of poster e.g. main body

4. How?

- Methodology, process, background information



Poster Tangibility

A poster is tangible if:

- ▶ Content is comprehensible within **short time**
- ▶ Ambiguities are avoided
- ▶ Content is self-explanatory
- ▶ Complex processes are explained
- ▶ Redundant information avoided



Poster Tangibility

How to improve tangibility?

- ▶ Clear structure in:
 - Poster division e.g. header, footer, main body
 - Main content e.g. headers, subtitles
- ▶ Make use of:
 - Schematics, pictures, tables, graphs

No text, if figures can convey the same message.



Poster Optics

Details are important!

- ▶ Visual gridlines
 - align objects along imaginary straight line
- ▶ Highlights
 - Highlight important facts, figures by e.g. 3D effect, color, bold
- ▶ Consistency
 - Use the same font or figure size in each poster entity
- ▶ Uniformity
 - Avoid use of too many different elements, colors, fonts, highlights

Rule of Thumb

General

- ▶ The viewer should only need ca. 5 min to understand the message

Layout

- ▶ The text should not use more than 50 % of the space
- ▶ Text should be readable from a distance of 2 m

Colors

- ▶ Use dark color on bright background
- ▶ Avoid usage of many different colors e.g. highlight important fact, header

Text

- ▶ Use common script type e.g. arial, timesMessage should be understandable within 5 min

Figures

- ▶ Require titel and hint in text