<div align="center">

(Lecture 10)

Event and Academic Poster

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Poster Design

WHAT IS A POSTER?

A poster is any piece of printed paper designed to be attached to a wall or vertical surface.
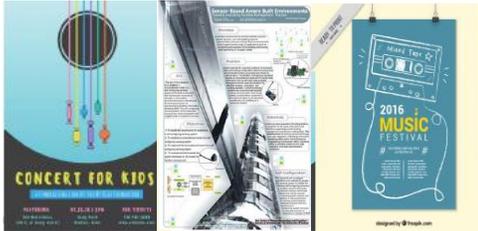
• Typically posters include both textual and graphic elements, although a poster may be either wholly graphical or wholly text.

• Posters are designed to be both eye-catching and informative.

Poster Purpose

Posters may be used for many purposes. They are a frequent tool of advertisers (particularly of events, musicians and film) propagandists, protestors and other groups trying to communicate a message.

❖ There are many types of posters however we only study **Event** and **Academic Posters.**

❖ Students are required to make an event poster and academic poster.

❖ The academic poster is on the debatable report the students wrote.

Event Poster (Flyer)

Posters advertising events have become common. Any sort of public event, from a competition to a play, may be advertised with posters; a few types of events have become notable for their poster advertisements.

Typical requirements of an Event Poster are:

➢ Logo (Organizer and/or Sponsors)

➢ Title

➢ Photo(s)

➢ Motto

➢ Venue, Date and Time

When design an Event Poster consider:

➢ Paper size, A3 (29.7 X 42cm)

➢ Font type and size (experiment with typography)

➢ Effective use of colors (create energy, elicit a mood and attract the eye)

➢ Visual hierarchy

➢ Remove unnecessary elements (say more with less)

➢ Visual interest and attraction (use shapes, fonts, colors, etc.)

➢ Design composition (how graphics interact with words)

➢ The audience (design for your audience)

Academic Poster

▪ Posters are widely used in the academic community.

▪ Most conferences include poster presentations in their program.

▪ Research posters summarize information or research concisely and attractively to help publicize it and generate discussion.

▪ The poster is usually a **mixture** of a brief text mixed with **tables, graphs, pictures, and other presentation formats**.

▪ At a conference, the researcher stands by the poster display while other participants can come and view the presentation and interact with the author.

Advantages of the poster presentation

➢ Meeting organization

➢ Two-way dialogue

➢ Networking for young scientists

➢ Visual communication

➢ Other advantages for the poster session audience

➢ Other advantages for the presenter

Typical requirements of an Academic Poster are:

➢ Get the academic content right

➢ Cut the text down to **300-400 words**

➢ Format the **type**

➢ Prepare your **images**

> ➢ Design the **layout**

> ➢ Choose a **colour** scheme

> ➢ **Check it** (very carefully)

When design an Academic Poster consider:

• Poster size, **A1 (59.4 X 84.1cm)**

• **Font type and size (experiment with typography)**

• Use **colour to attract attention, organize, and emphasize (but don't overdo it)**

• Keeps the **sequence well-ordered and obvious (coherent flow of information)**

• Use of **bullets, numbering, and headlines make it easy to read**

• Organize your poster in **columns (easy to follow)**

• Remove **unnecessary images and texts (say more with less)**

• Keep **posters visual (images and graphics say much more than words)**

• **Design composition (how graphics interact with words)**

• **Keep balance and white spaces (keep the background simple)**

• **The audience (design for your audience)**

• Prepare **a 3-5 minute verbal explanation**

• Prepare **mini size poster handouts**

Structure of academic poster

Like other types of academic writing, an academic poster should be well organized, with clear headings and subheadings.

The structure you choose depends on the task you have been given. Here are two examples:

1. Reporting on research

If you are reporting on a piece of research, your structure will be similar to a research report:

> ➢ Title

> ➢ Introduction

> ➢ Methods

> ➢ Results

> ➢ Discussion

> ➢ Conclusion

> ➢ References

2. Reporting on a solution to a problem

If you are illustrating how a particular problem was solved, or how a challenge was addressed, the structure might be:

➢ Title

➢ Background

➢ Definition of problem

➢ Possible solutions

➢ Rationale for choice of one solution

➢ Implementation

➢ Evaluation

Remember: The structure depends on your content, and what you need to communicate.

Poster fonts

▪ When it comes to fonts and font styles, the possible combinations are endless.

▪ The key is not to go overboard and be sure to follow some basic font guidelines. Generally, putting information in **"bullet"** form is better than using sentences.
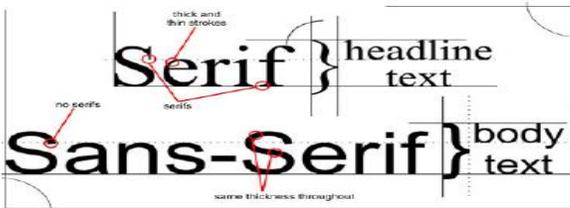
➢ **Use sans serif fonts:** these fonts are more legible than serif fonts from a distance.

➢ Headings and other text having the **same level of   importance should be the same font size.**

➢ **Avoid excessive text.** (Poster should have roughly 20% text, 40% figures, 40% space)

➢ Text and figures should be legible from around roughly **1.5m to 2m**

➢ Leave breathing space around your text.

➢ **Do not use a different font type** to highlight important points

➢ Use the **bold face** or italics or combinations to emphasize words and phrases.

Posters font size

In the competitions of Salahaddin University-Erbil, it is preferred to use poster size A1 (59.4 X 84.1cm).

➢ Main title (70-90)

➢ Subtitle headings (48-54)

- Authors and supervisors name (40-44)

- Department, College and University names (36-40)

- Text body (32-36)

- Captions (20-24)

A poster can be better than giving a talk and more efficient because:

- you totally bomb at giving talks

- can be viewed while you nap

- can hang in the department for years

- can reach folks not in your field of research

- posters serve as an advertisement of your hard work