

BASIC GRAPHIC RULES 2.0 for better COMMUNICATIONS



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Scientific Posters 2.0

(slides doc)

~ *As a scientist, you won't become a graphic designer after reading this, but I hope that you learn some basic practical and conceptual graphic design rules to visually improve your scientific communications. Printed or digital.*

Thinking about what a scientific poster really should be. Get inspired.

Scientific Posters^{2.0} Summary

- ✓ **Concepts** ...
- ✓ **Contents, Text & Graphics** ...
- ✓ **Colors & Contrast** ...
- ✓ **Structure & Reading** ...
- ✓ **Alignments & Margins** ...




Scientific Posters^{2.0} Concepts

~ *Everything should be designed taking into account its purpose, the end user and its conditions of use.*





Scientific Posters 2.0 Concepts

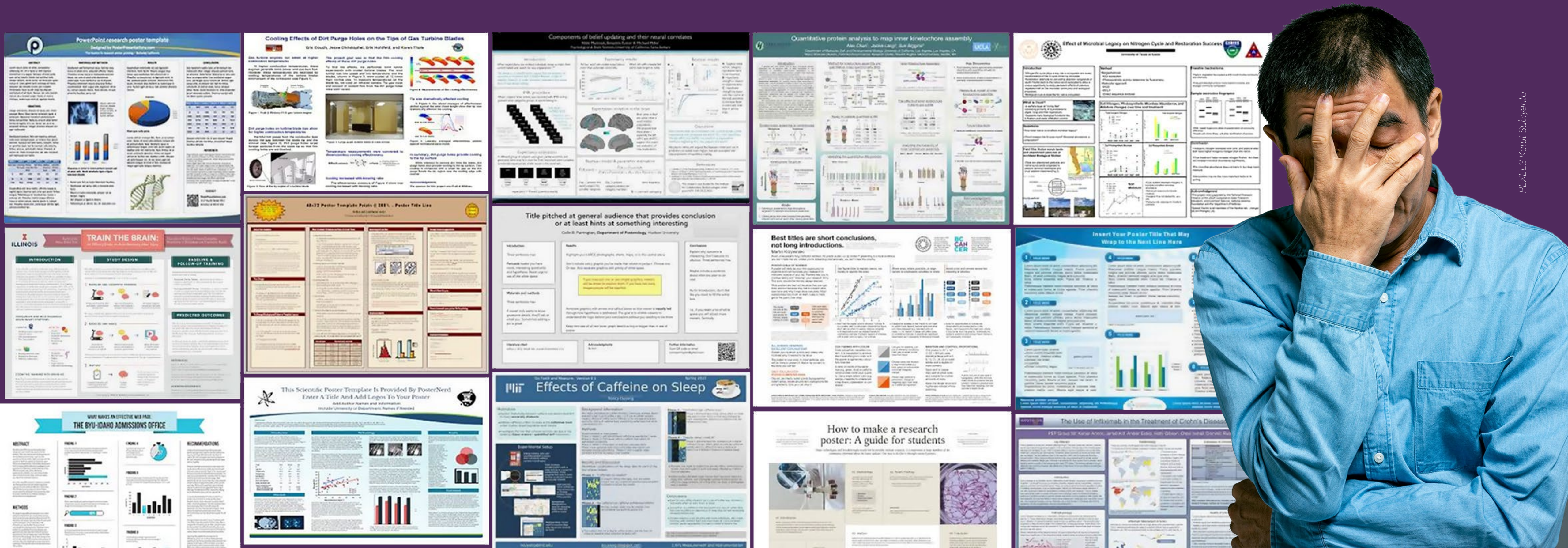


Is your poster designed to efficiently find a future collaborator in this crowded environment?



Scientific Posters 2.0 Concepts

If your poster doesn't communicate effectively, others will miss out on your good science.





Think about it

We are visual animals.

In a few seconds we decide if we like something.

How people consume information nowadays.

A good poster proves your communication skills.

Poster is for the audience not for you.

The more visual the better for non native english speaking people.



Scientific Posters 2.0 Concepts

Think about your ...

... audience

who?
where?
when?

Specialized?
Competitor?
Environment

... goals

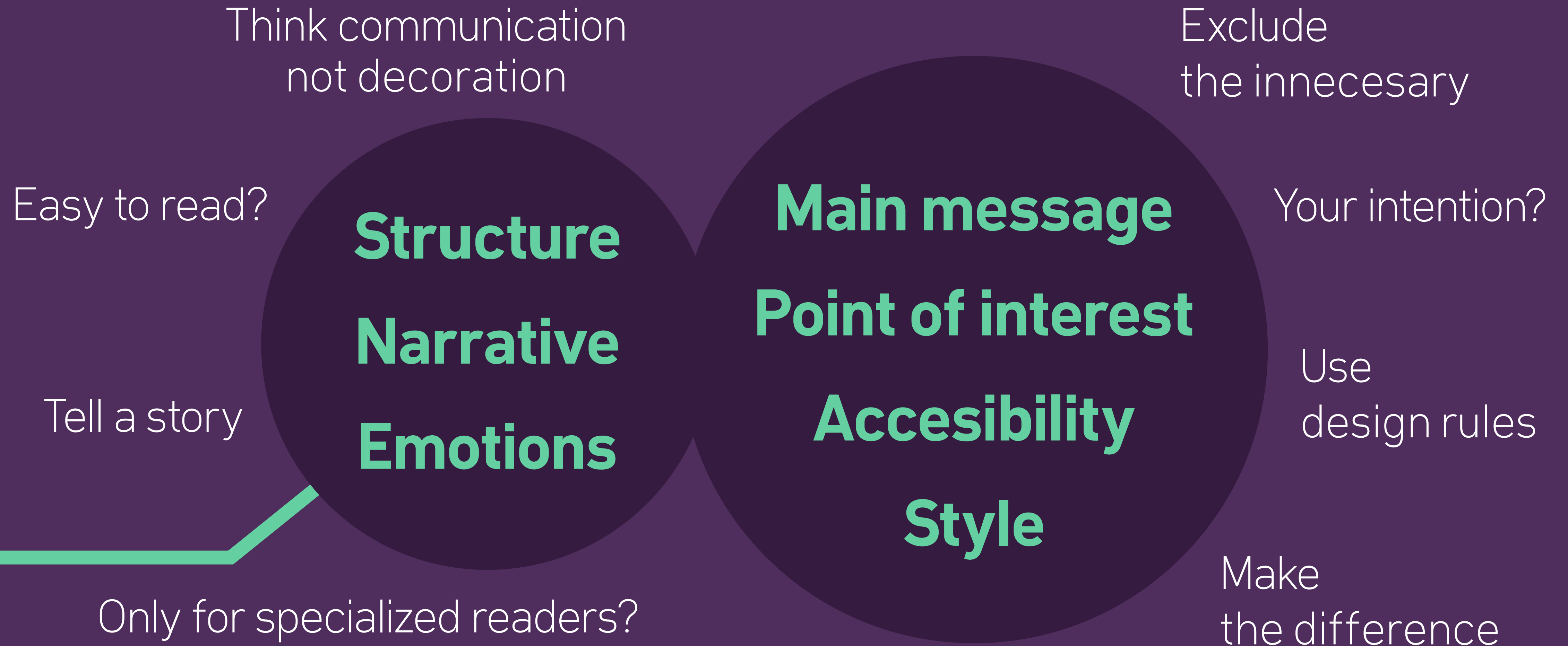
what?
how?

Talk with you
Interesting
Efficient





Scientific Posters^{2.0} Concepts





Scientific Posters^{2.0} Concepts

good
communication

POSTER



VISUAL

ABSTRACT



Scientific Posters^{2.0} Concepts

Your poster should be ...

... an **ADVERTISEMENT** of your work

... a **VISUAL ABSTRACT**



Scientific Posters^{2.0} Concepts



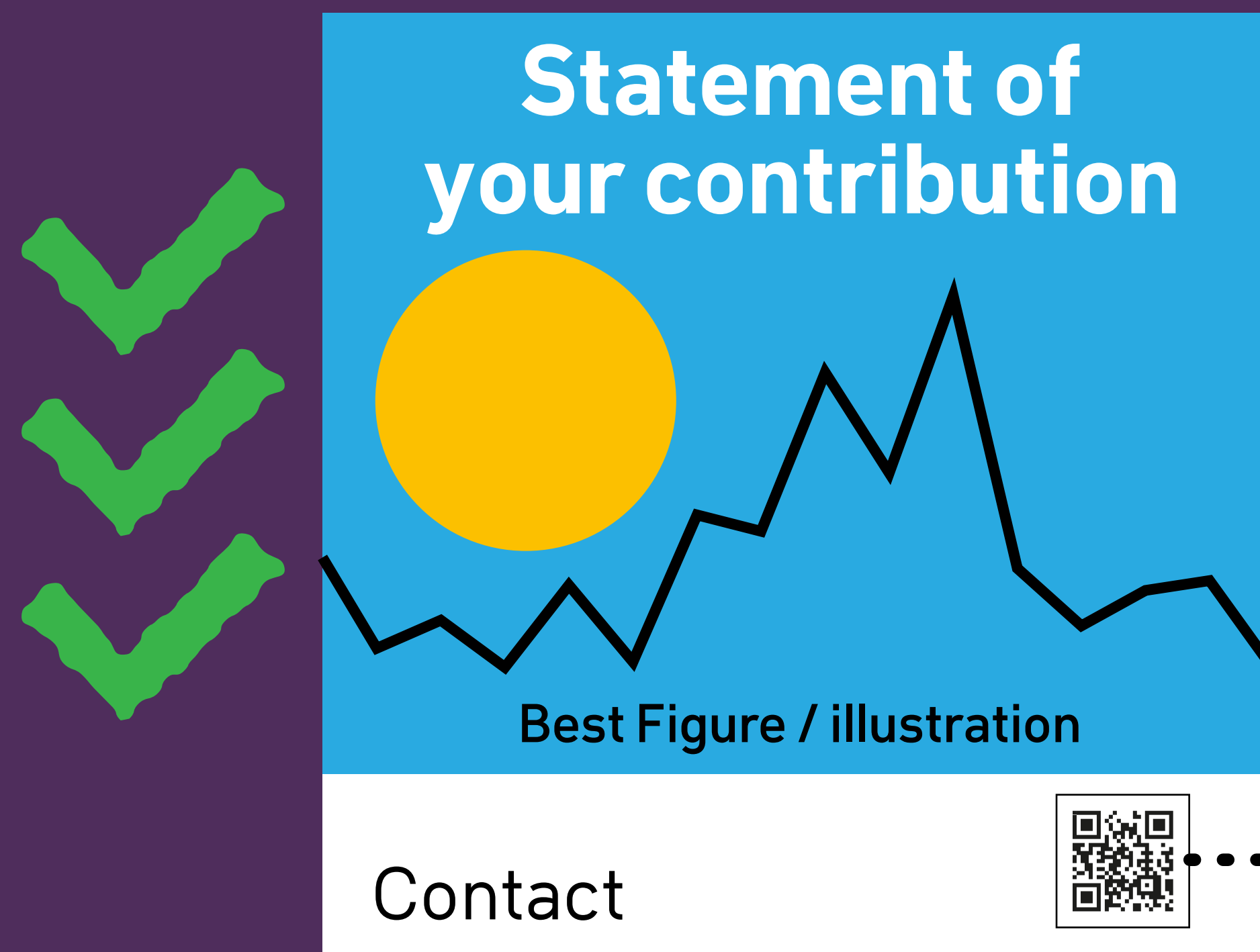
To ...

- ~ Attract attention by being different.
- ~ Arouse interest in learning more.
- ~ Offer a link to your well presented complete article.



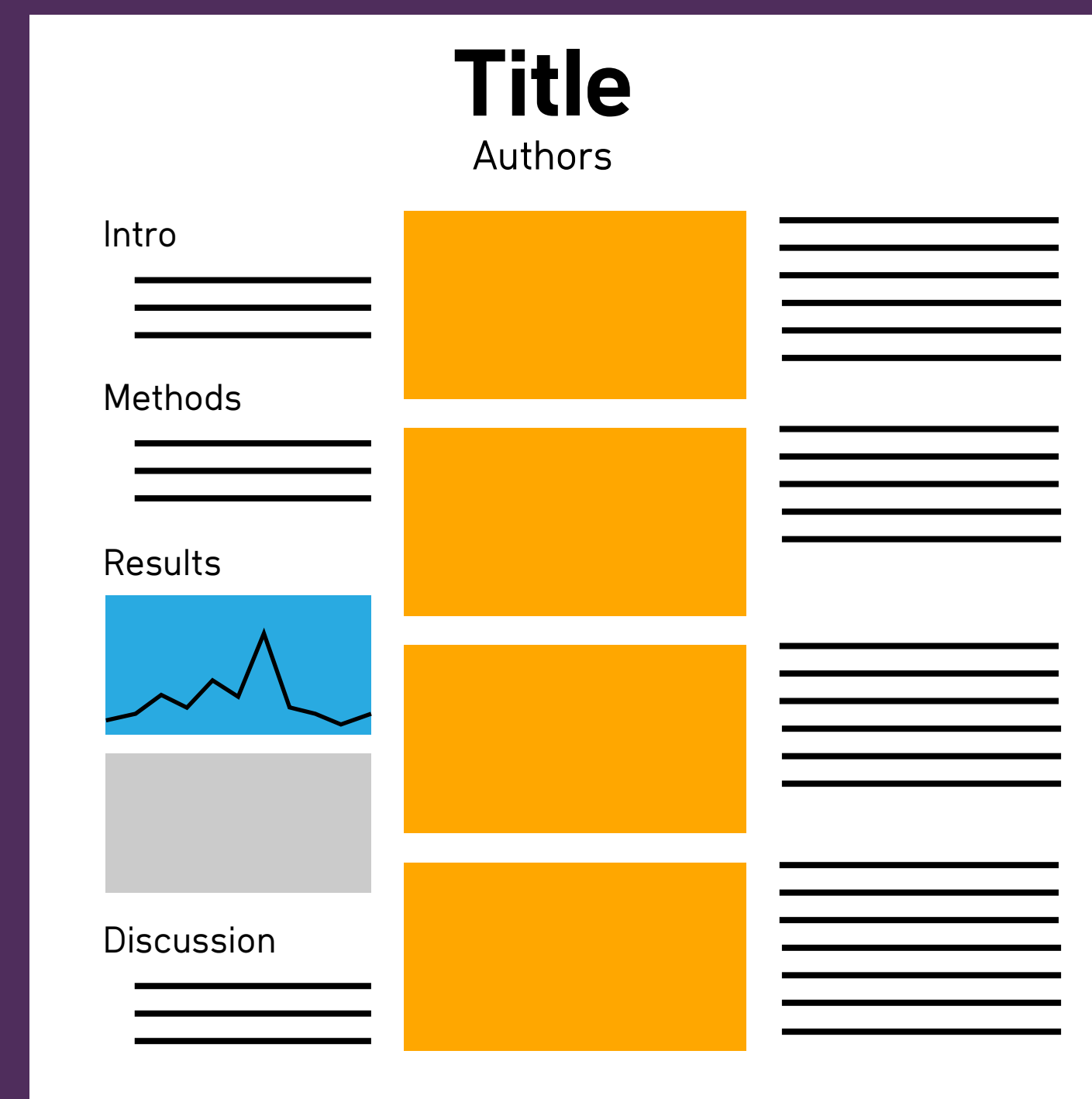
Scientific Posters^{2.0} Concepts

Need! to know



poster

Nice to know



article



Scientific Posters^{2.0} Concepts

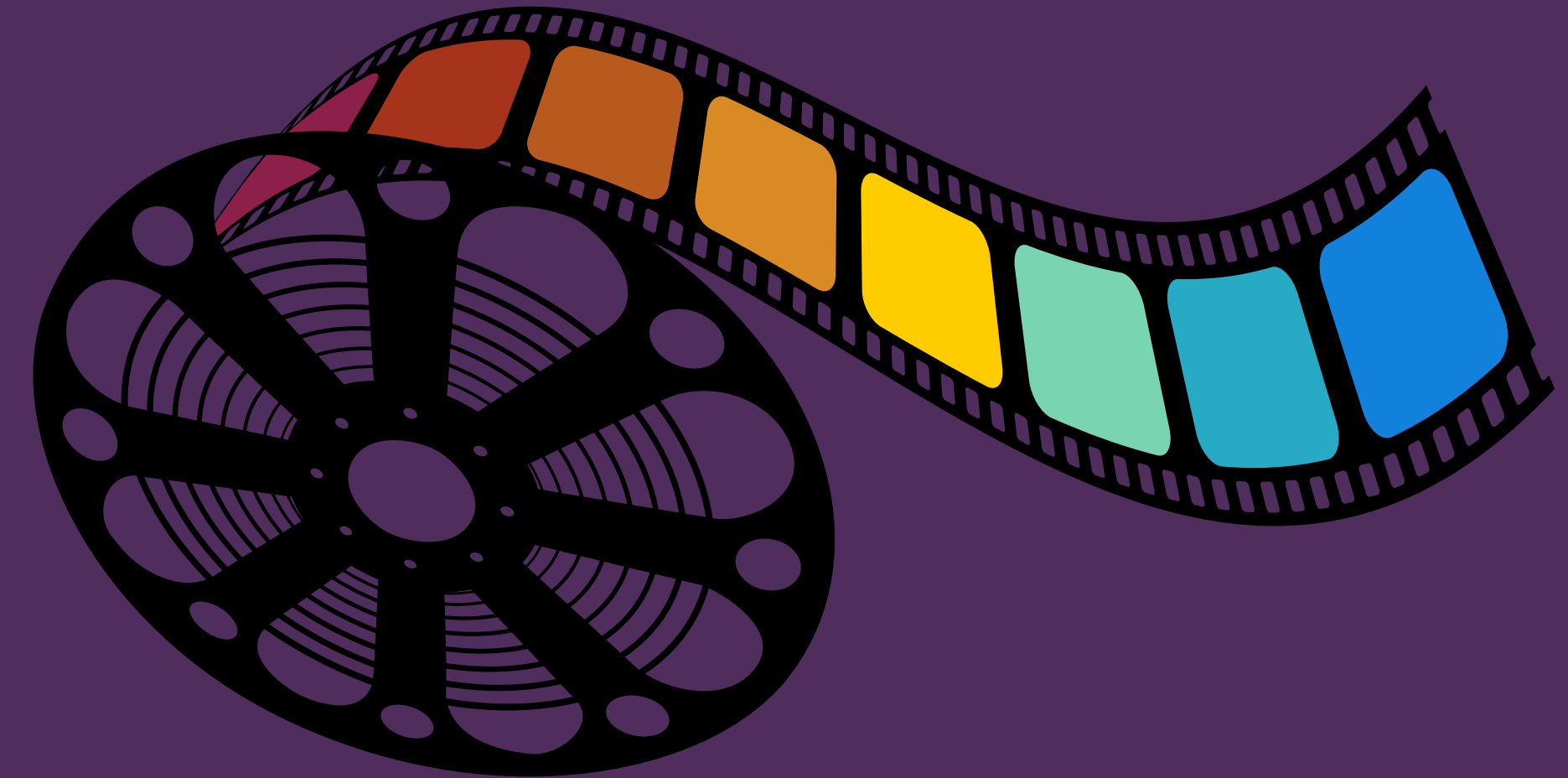
Think about movies



Poster



Trailer



Movie

~ **Scientific Poster**
(the essence)



~ **Scientific Article**
(everything)



Scientific Posters 2.0 Concepts



Movie posters try to communicate their essence and invite you to see them.



Scientific Posters^{2.0} Concepts

the “billboard poster” concept

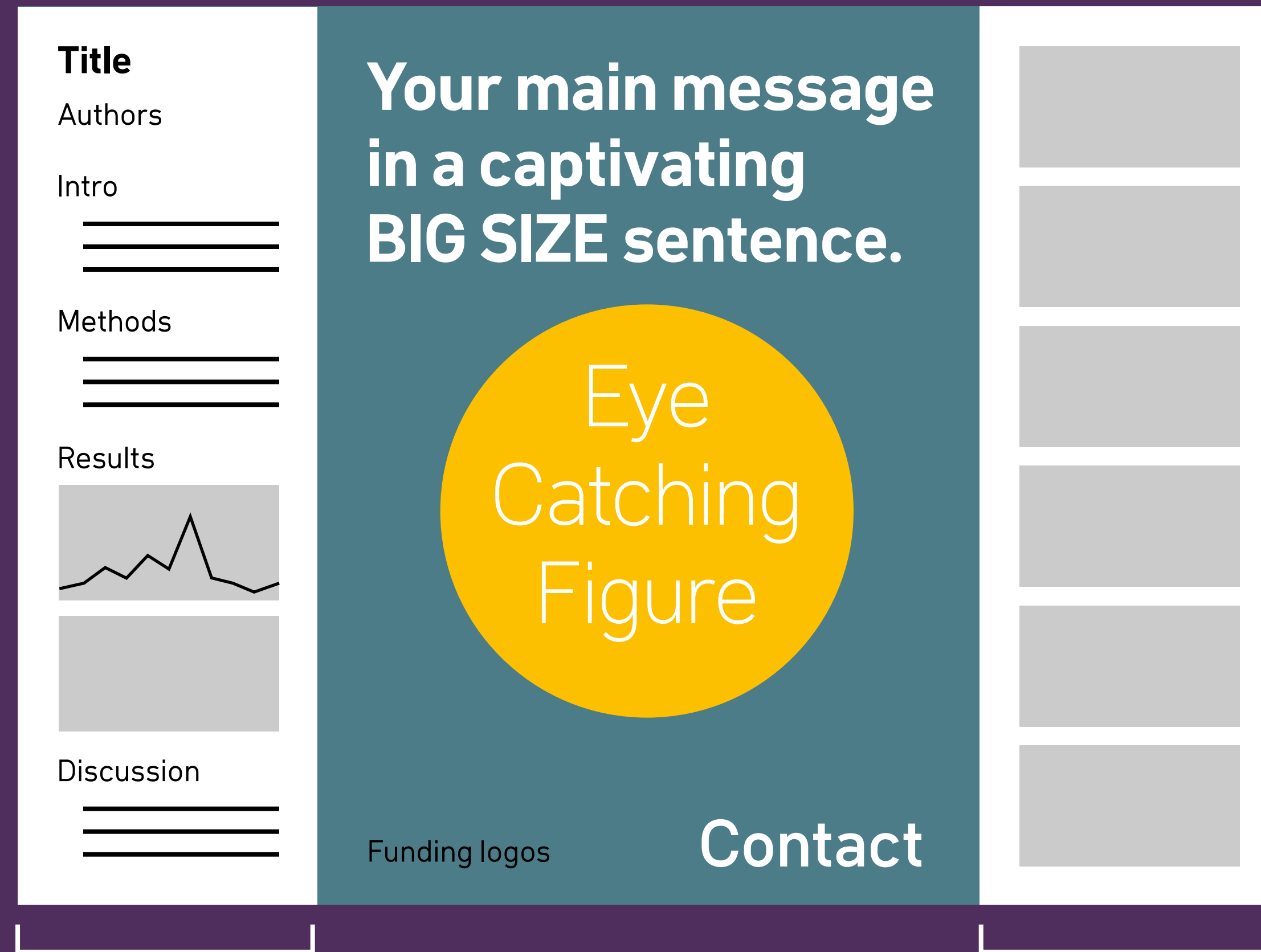
(Mike Morrison, Michigan University)



Mike Morrison
is doing the hard job

To be read by anyone if the author
is not in front of his poster.

Presenter Bar



How to create
a better research poster
in less time



Tables / Figures to be used by the author
to explain details to someone interested.

Ammunition Bar



Scientific Posters^{2.0} Contents

If you still want to make a classic poster:

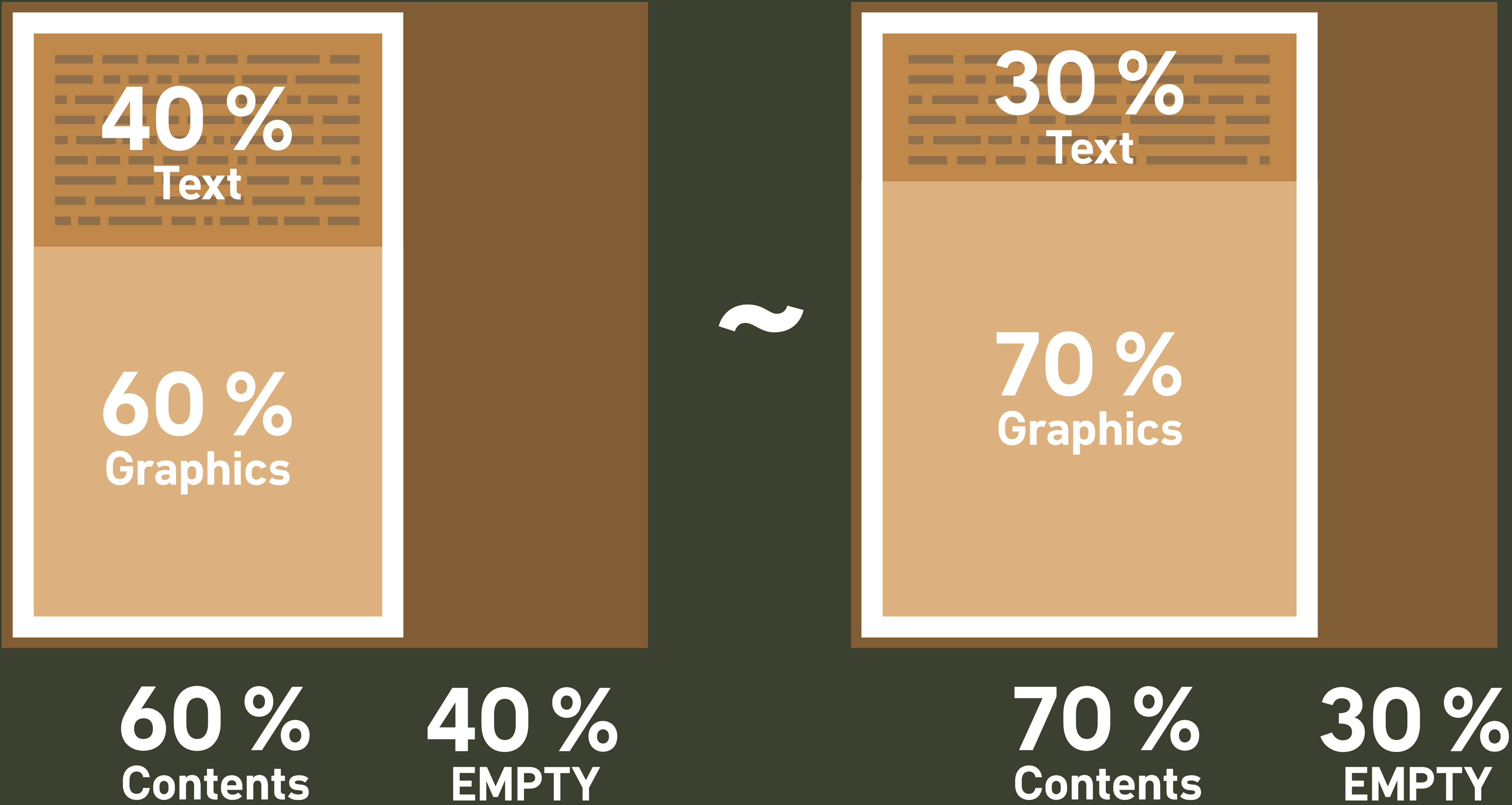
Only the **essentials**
(to be able to read it in 1 - 2 minutes)

Structure for easy reading

Use **free spaces** to breathe!



Scientific Posters^{2.0} Contents





Scientific Posters^{2.0} Contents

TEXT

1 or 2 fonts

(1 for titles, 1 for bodytexts)

Use font styles

(same level > same font, size & style)

Readable (at viewing distance)

< 60 characters per line
(for a quick reading)

TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

CHAPTER

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Fig. 2 *Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*



Scientific Posters2.0 Contents

choose 1



...

CAMBRIA
ARNO PRO
KLIMA
OSWALD
MONTSERRAT

...

TEXT

font families & styles
(commonly named "fonts")

use



Ultralight	Medium
<i>Ultralight Italic</i>	<i>Medium Italic</i>
Light	Bold
<i>Light Italic</i>	<i>Bold Italic</i>
Regular	Heavy
<i>Regular Italic</i>	<i>Heavy Italic</i>



Scientific Posters2.0 Contents

min: ~font size + 10%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.

max: ~font size + 40%

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.

leading

TEXT

alignment

Be aware of
“unpleasant rivers”
(spaces between
words and lines)

side alignment

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

justified

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.



TEXT READABILITY

UPPER CASE ARE LESS READABLE FOR LONG TEXTS

Lower case are more readable for long texts

Artistic Fonts are less readable

It is very uncomfortable to read long lines of text lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae.

FONTS

serif



sans serif
(without serif)



The image is a screenshot of the Google Fonts website. On the left, there is a sidebar with a 'Preview' section showing the text 'Almost we knew it, we had left the ground' at a size of 40px. Below this are filter categories: 'Filter', 'Serif' (selected with a red arrow), 'Sans Serif' (selected with a blue arrow), 'Language', 'Feeling', and 'Appearance'. The main area displays a grid of font cards. The top row includes 'Noto Sans Vithkuqi' (Variable, 1 axis), 'PT Serif' (ParaType, 4 styles), and 'Atkinson Hyperlegible' (4 styles). The 'Atkinson Hyperlegible' card is highlighted with a red border, has a red circle around the 'A' in the preview text, and features five red stars and the text 'Hyperlegible!' below it. The bottom row includes 'Titillium Web' (11 styles), 'Nanum Gothic' (3 styles), and 'Karla' (Variable, 2 axes). All cards show the same preview text: 'Almost we knew it, we had left the ground'.



pairing a second FONT

Font 1 Titles

Font 2 blocks of text

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh

<https://www.figma.com/google-fonts/>



<https://www.fontpair.co/all>



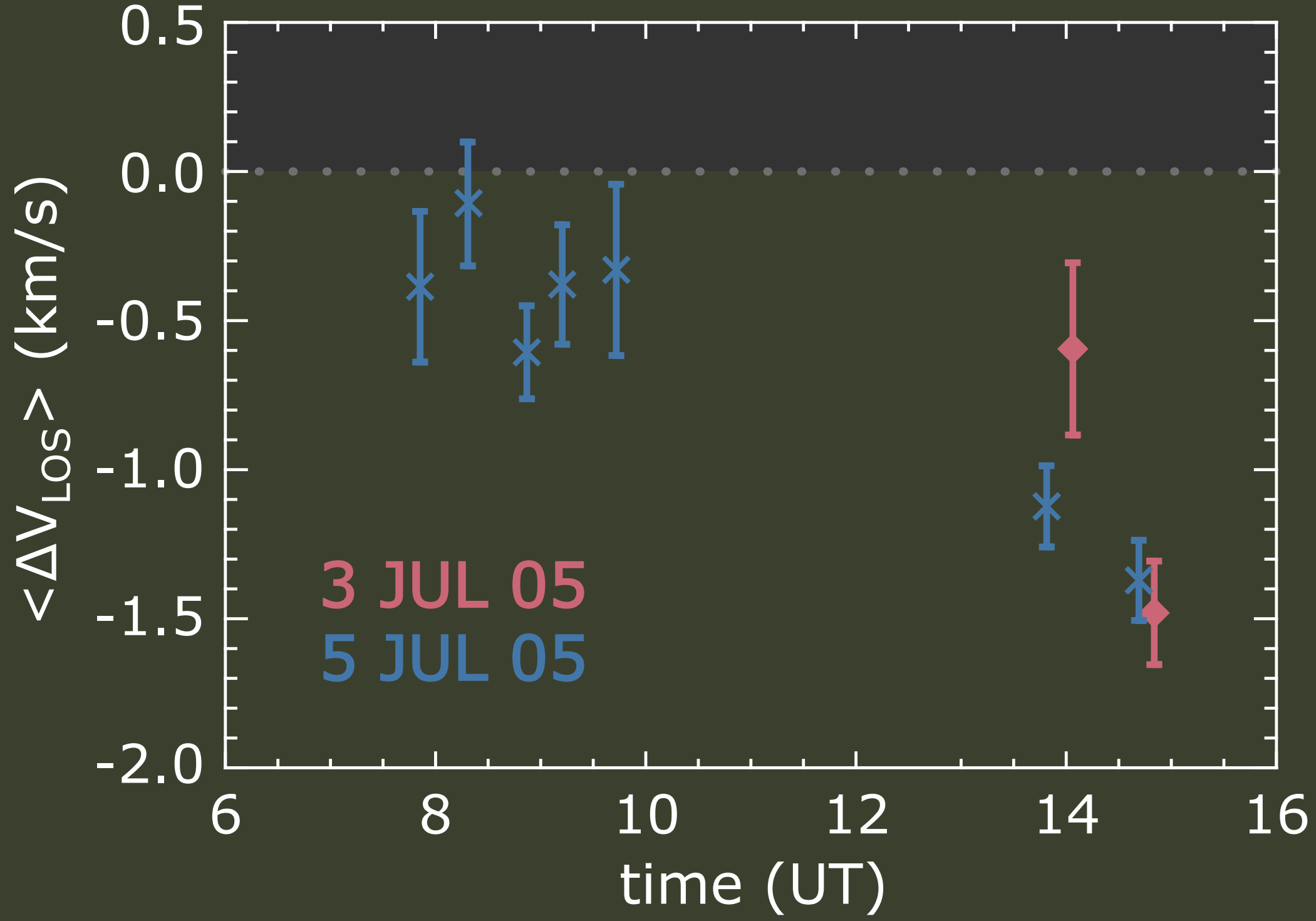
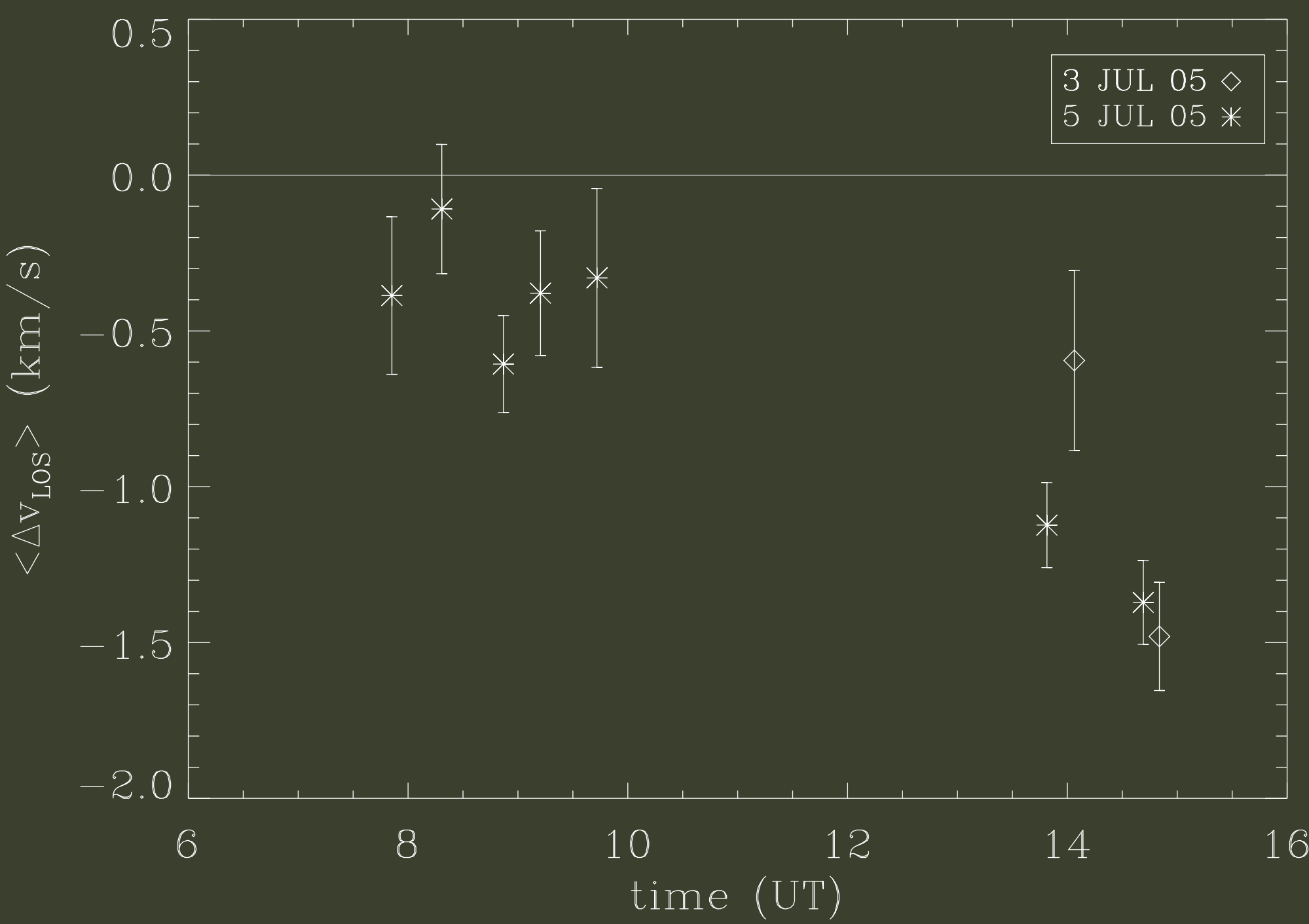
<https://fontjoy.com/>



(2024)



GRAPHICS **Simple & Clear**

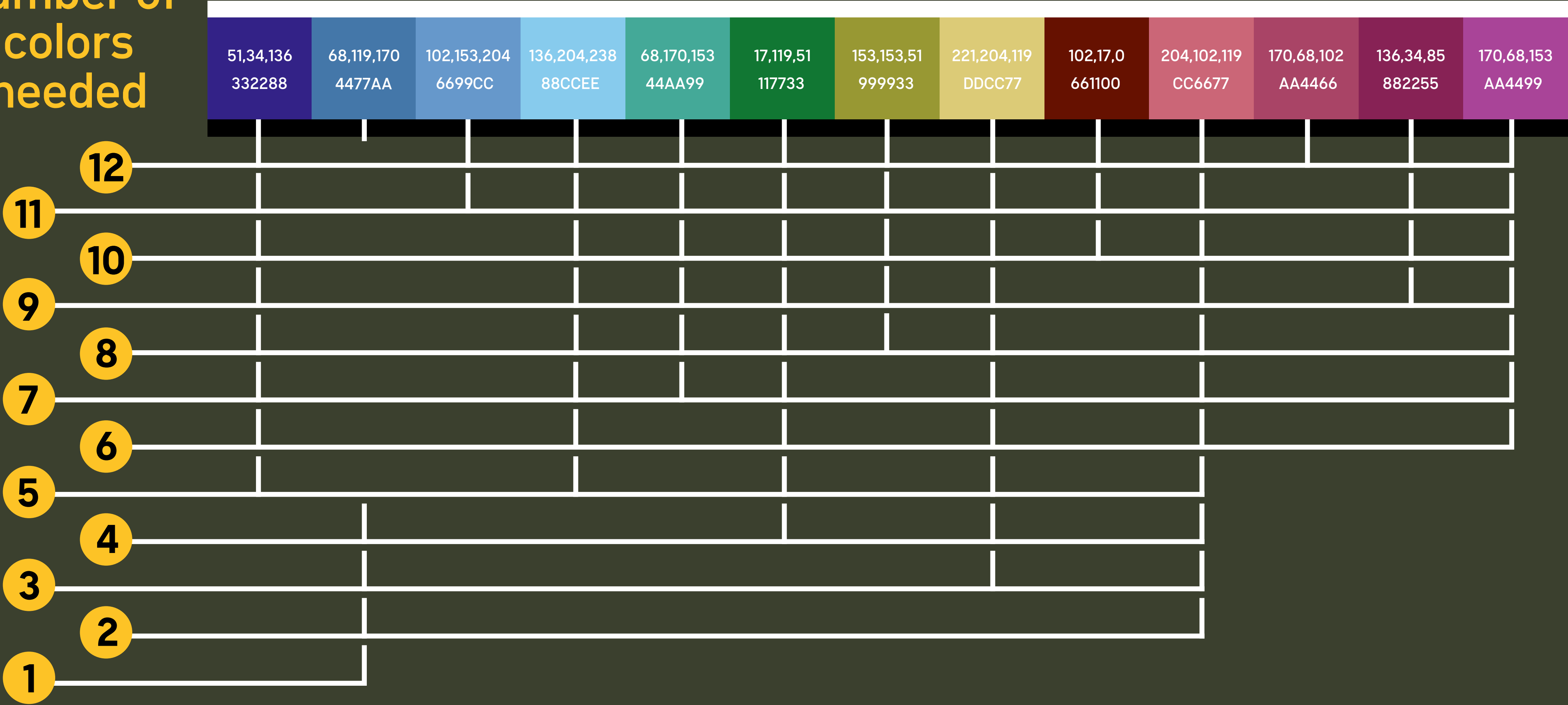




Scientific Posters2.0 Contents

GRAPHICS blind safe colors

number of
colors
needed



RGB
Hex



Scientific Posters2.0 Contents

GRAPHICS blind safe colors
(for sequential data)

number
of colors
needed

9

255,255,229 FFFFE5	255,247,188 FFF7BC	254,227,145 FEE391	254,196,79 FEC44F	251,154,41 FB9A29	236,112,20 EC7014	204,76,2 CC4C02	153,52,4 993404	102,37,6 662506
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RGB
Hex

8

255,255,229 FFFFE5	255,247,188 FFF7BC	254,227,145 FEE391	254,196,79 FEC44F	251,154,41 FB9A29	236,112,20 EC7014	204,76,2 CC4C02	140,45,4 8C2D04
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7

255,251,213 FFFBBD5	254,227,145 FEE391	254,196,79 FEC44F	251,154,41 FB9A29	236,112,20 EC7014	204,76,2 CC4C02	140,45,4 8C2D04
------------------------	-----------------------	----------------------	----------------------	----------------------	--------------------	--------------------

6

255,251,213 FFFBBD5	254,227,145 FFF391	254,196,79 FEC44F	251,154,41 FB9A29	217,95,14 D95F0E	153,52,4 993404
------------------------	-----------------------	----------------------	----------------------	---------------------	--------------------

5

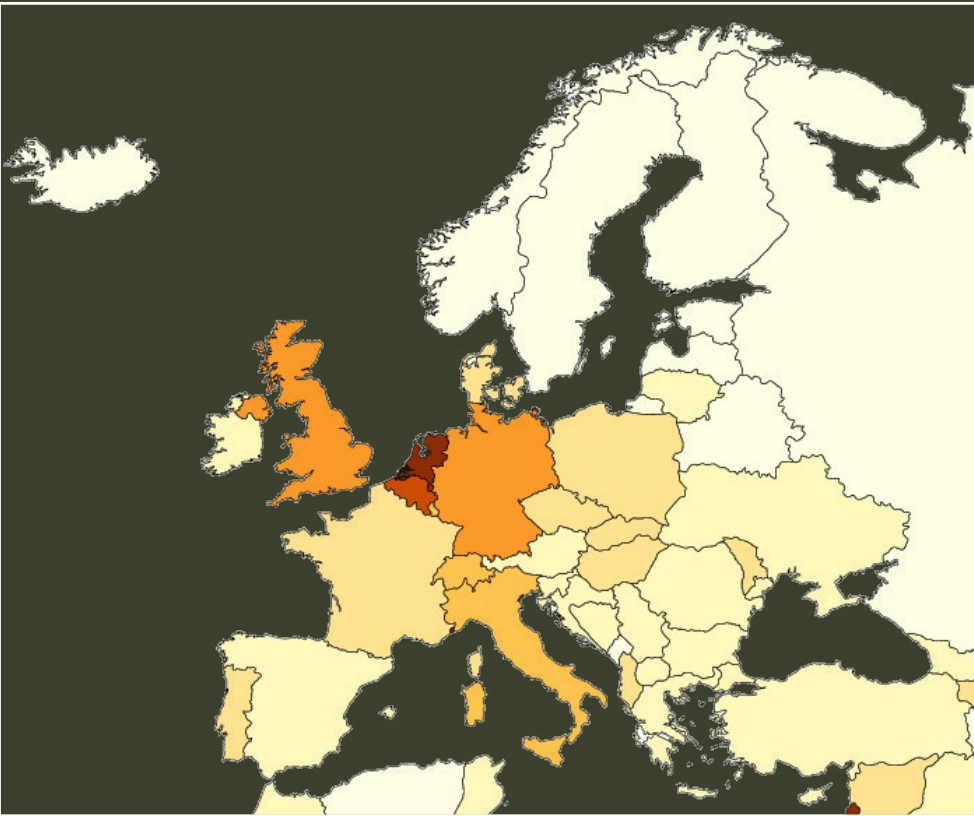
255,251,213 FFFBBD5	254,217,142 FED98E	251,154,41 FB9A29	217,95,14 D95F0E	153,52,4 993404
------------------------	-----------------------	----------------------	---------------------	--------------------

4

255,251,213 FFFBBD5	254,217,142 F3D98E	251,154,41 FB9A29	204,76,2 CC4C02
------------------------	-----------------------	----------------------	--------------------

3

255,247,188 FFF7BC	254,196,79 FEC44F	217,95,14 D95F0E
-----------------------	----------------------	---------------------



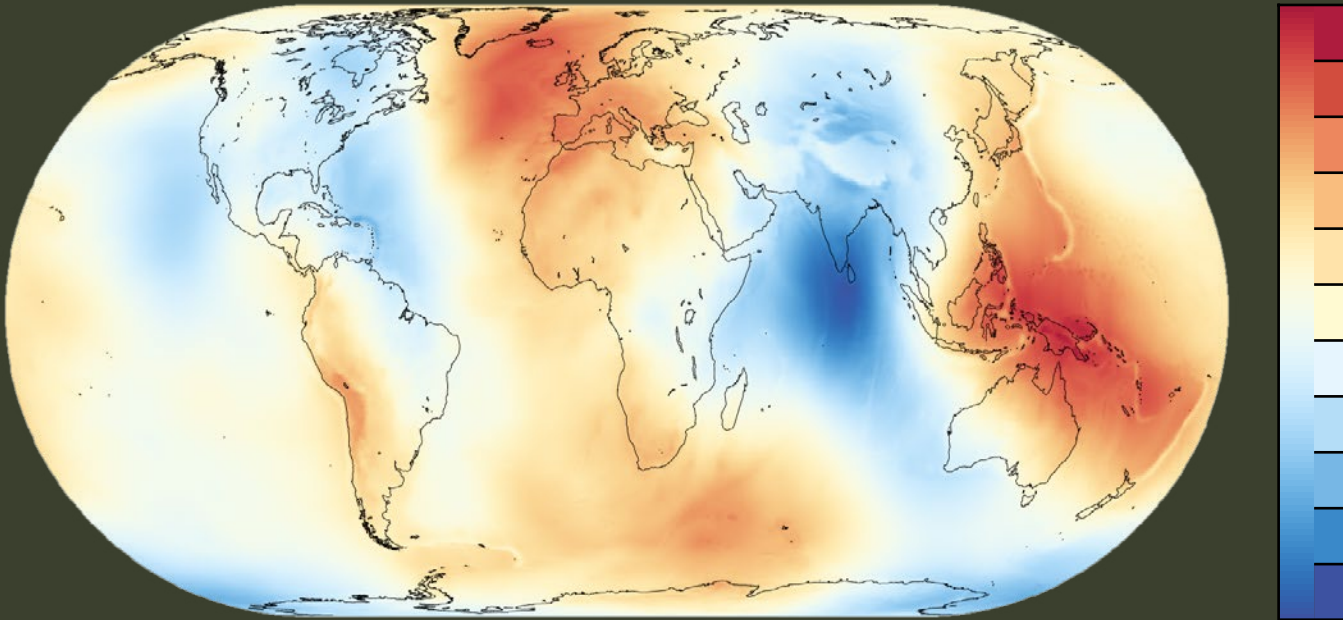


Scientific Posters2.0 Contents

GRAPHICS blind safe colors
(for diverging data)

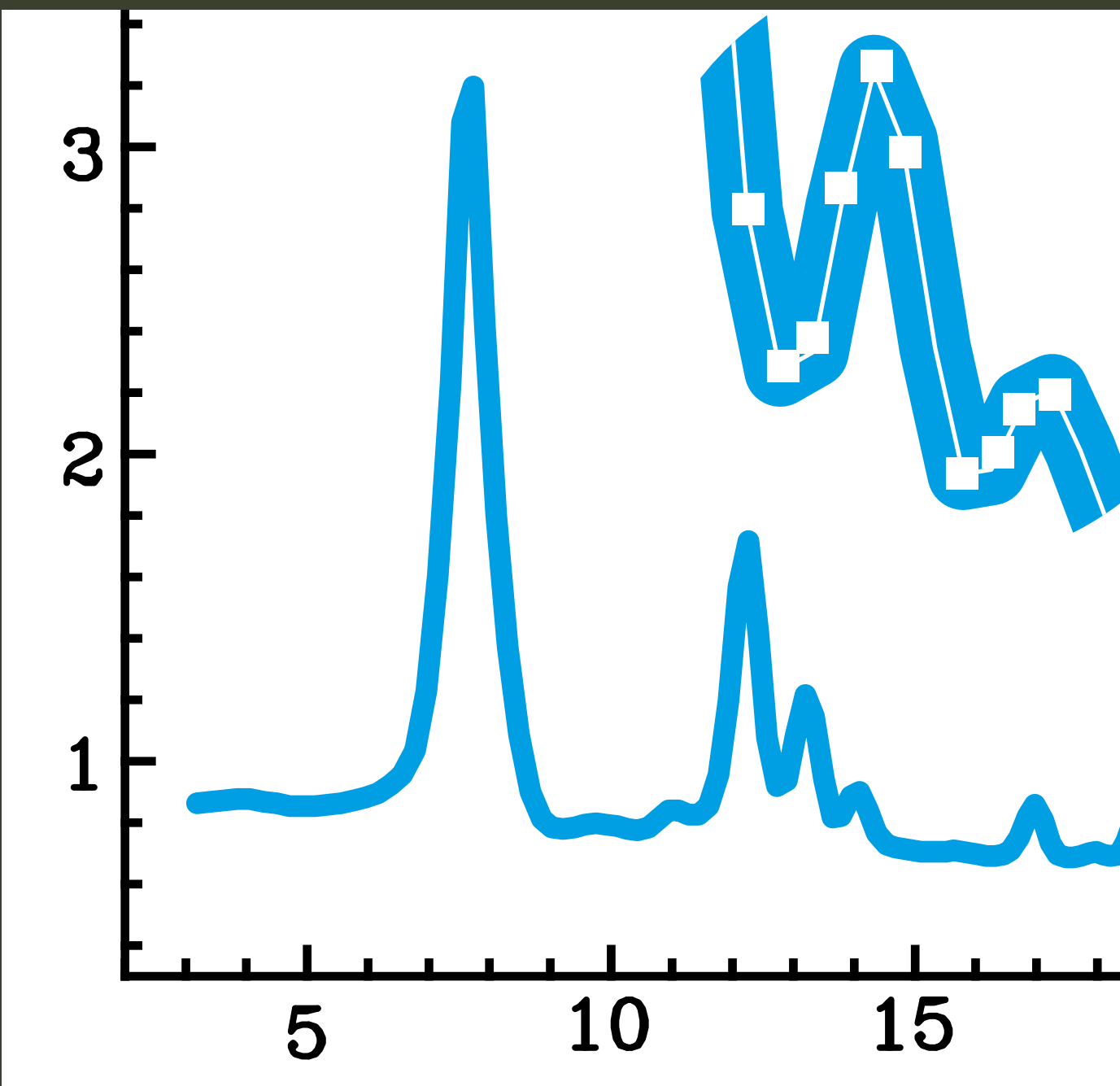
number
of colors
needed

	RGB Hex										
11	61,82,161 3D52A1	58,137,201 3A89C9	119,183,229 77B7E5	180,221,247 B4DDF7	230,245,254 E6F5FE	255,250,210 FFFAD2	255,227,170 FFE3AA	249,189,126 F9BD7E	237,135,94 ED875E	210,77,62 D24D3E	174,28,62 AE1C3E
10	61,82,161 3D52A1	58,137,201 3A89C9	119,183,229 77B7E5	180,221,247 B4DDF7	230,245,254 E6F5FE	255,227,170 FFE3AA	249,189,126 F9BD7E	237,135,94 ED875E	210,77,62 D24D3E	174,28,62 AE1C3E	
9	58,137,201 3A89C9	119,183,229 77B7E5	180,221,247 B4DDF7	230,245,254 E6F5FE	255,250,210 FFFAD2	255,227,170 FFE3AA	249,189,126 F9BD7E	237,135,94 ED875E	210,77,62 D24D3E		
8	58,137,201 3A89C9	119,183,229 77B7E5	180,221,247 B4DDF7	230,245,254 E6F5FE	255,227,170 FFE3AA	249,189,126 F9BD7E	237,135,94 ED875E	210,77,62 D24D3E			
7	58,137,201 3A89C9	153,199,236 99C7EC	230,245,254 E6F5FE	255,250,210 FFFAD2	255,227,170 FFE3AA	245,162,117 F5A275	210,77,62 D24D3E				
6	58,137,201 3A89C9	153,199,236 99C7EC	230,245,254 E6F5FE	255,227,170 FFE3AA	245,162,117 F5A275	210,77,62 D24D3E					
5	0,139,206 008BCE	180,221,247 B4DDF7	255,250,210 FFFAD2	249,189,126 F9BD7E	208,50,50 D03232						
4	0,139,206 008BCE	180,221,247 B4DDF7	249,189,126 F9BD7E	208,50,50 D03232							
3	153,199,236 99C7EC	255,250,210 FFFAD2	245,162,117 F5A275								





generic GRAPHIC FORMATS



Vector
(curves)

.svg

.eps

.pdf

...

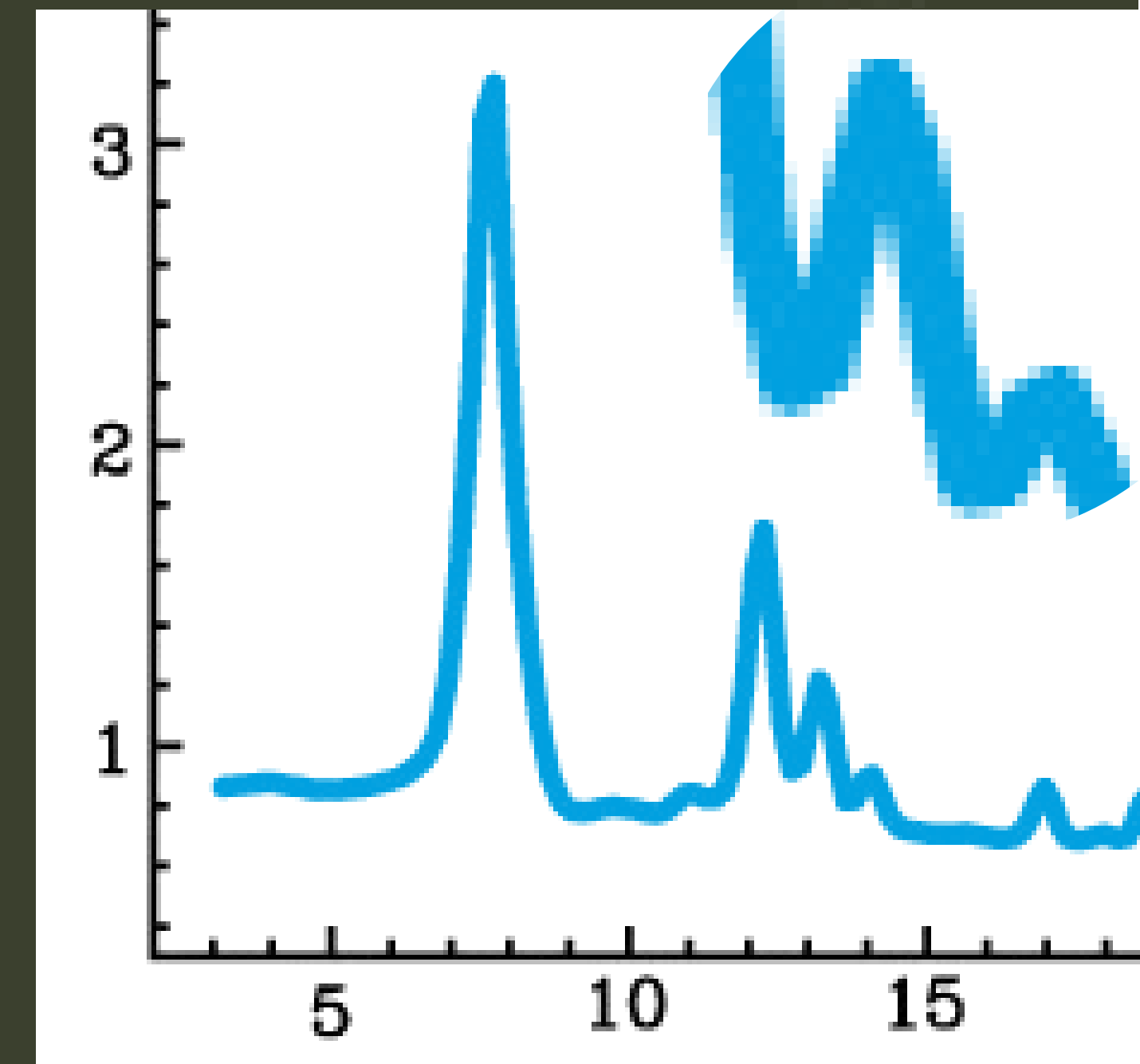
Raster
(pixels)

.jpg

.png

.gif

...



It can also contain raster images
It can have a good transparent background



GRAPHICS

Vector vs. Raster



scaling





PHOTOSHOP, GIMP, ...

Adjusting the image quality of a poster first
will keep its weight as low as possible.

quality = number of pixels
(not resolution)



raster GRAPHIC's minimum needed **QUALITY**

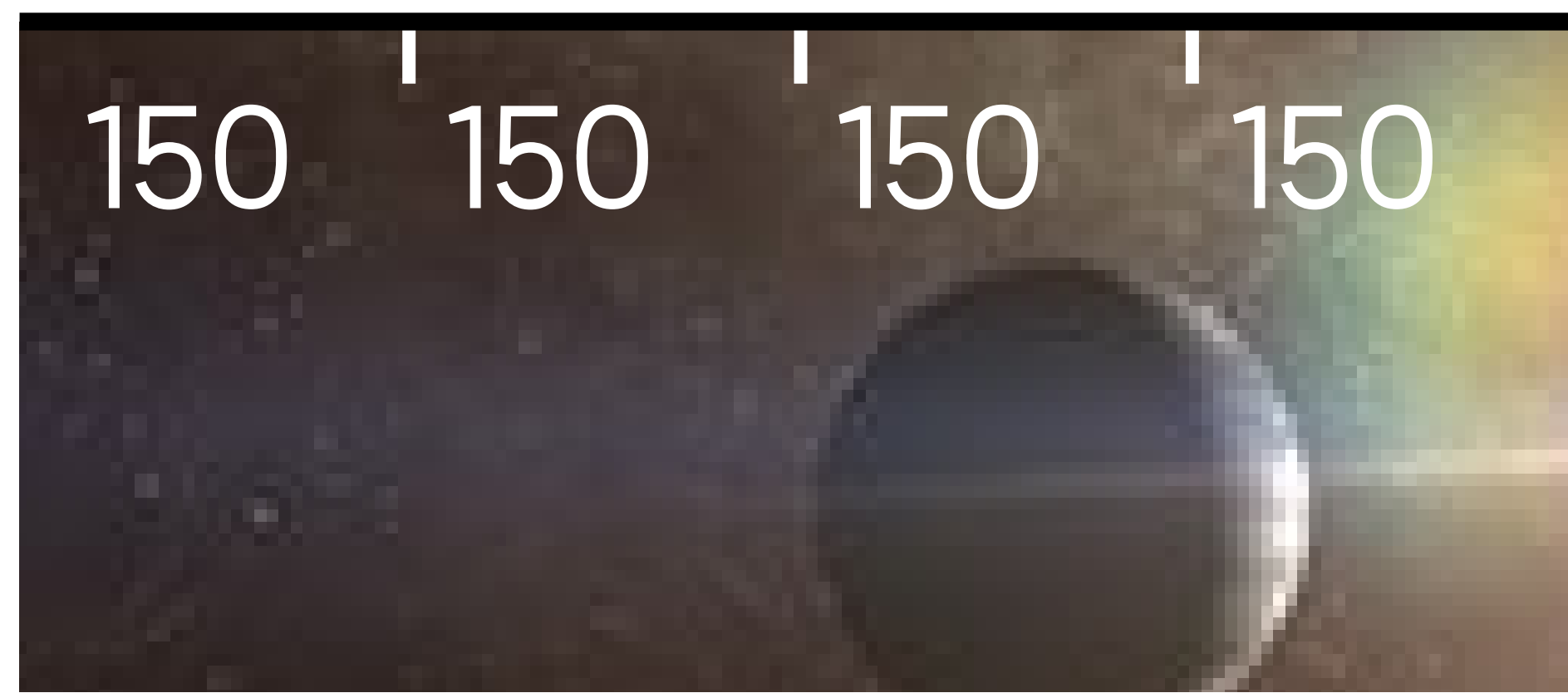
Printed Poster



printing resolution: 150 dpi (dots per inch)



4 inches
(printed size)



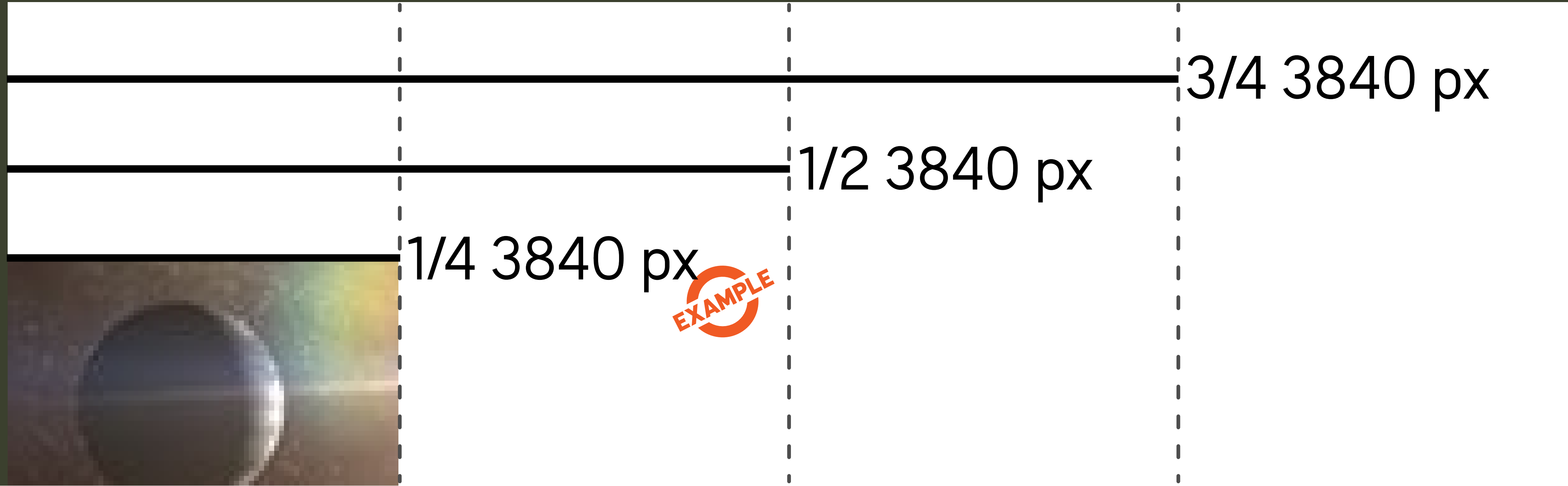
→ $4'' \times \underline{150 \text{ dpi}} = 800 \text{ pixels}$
(dot = pixel)



raster GRAPHIC's minimum needed **QUALITY**

Digital Display

 4K (3840 x 2160 pixels) (WxH)



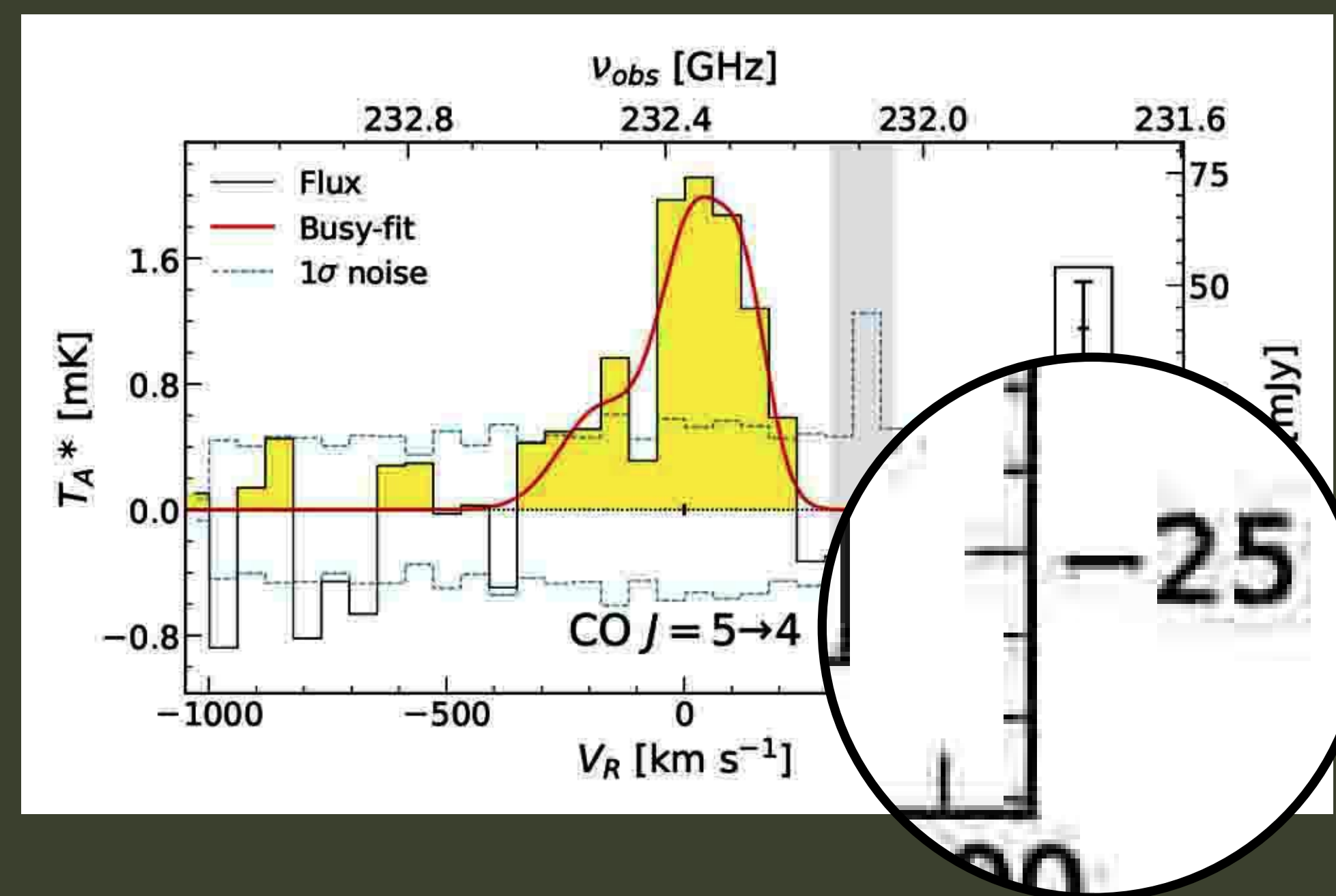
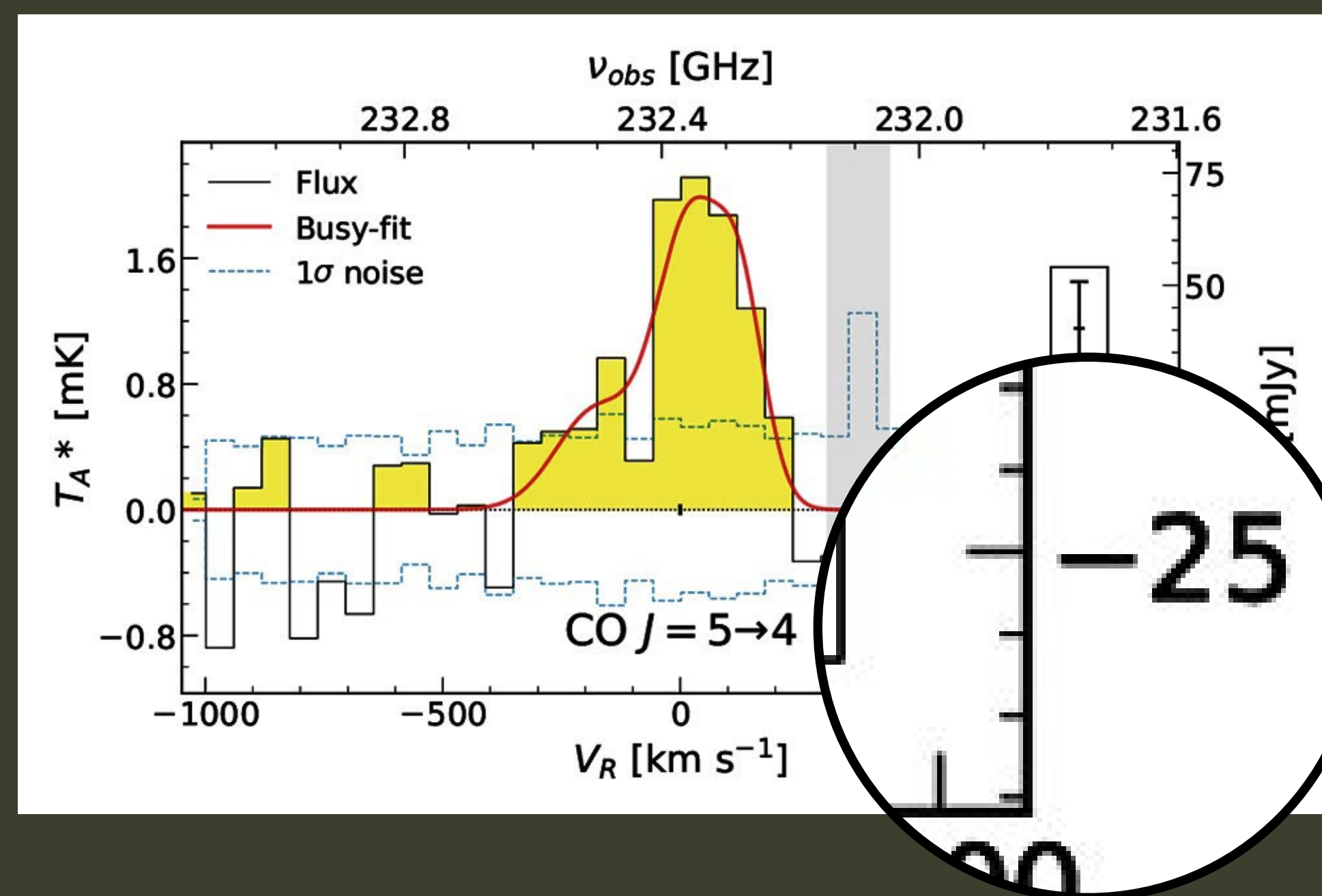


JPEG (.jpg) compression range

.jpg

Same number of pixels

.jpg



Min. compression $\leftrightarrow$ Max. compression
(less quality)



TRANSPARENT BACKGROUND

.jpg



.png





Readability over gradient or textured backgrounds

Readability over gradient or textured backgrounds

Readability over gradient or textured backgrounds

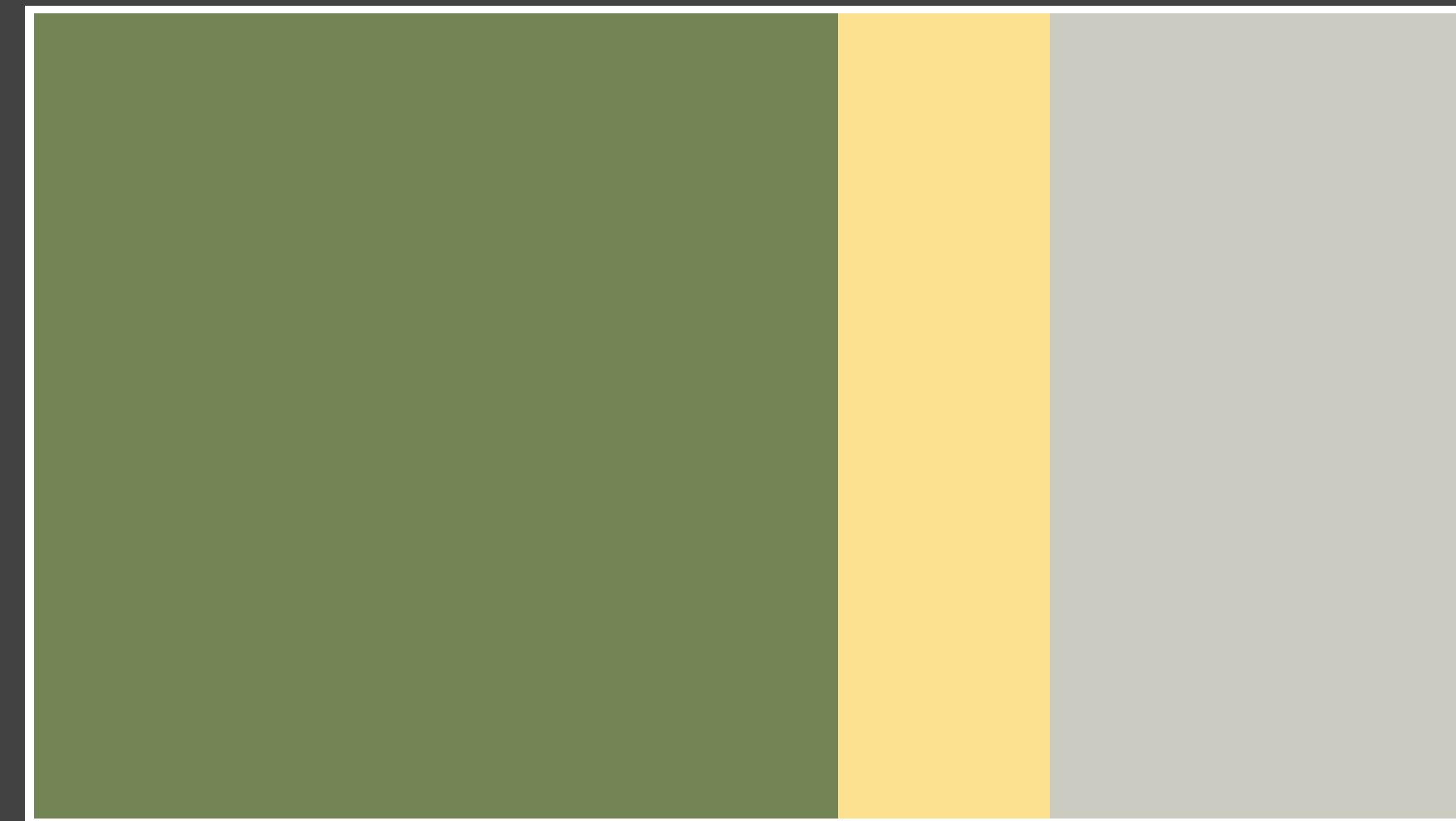
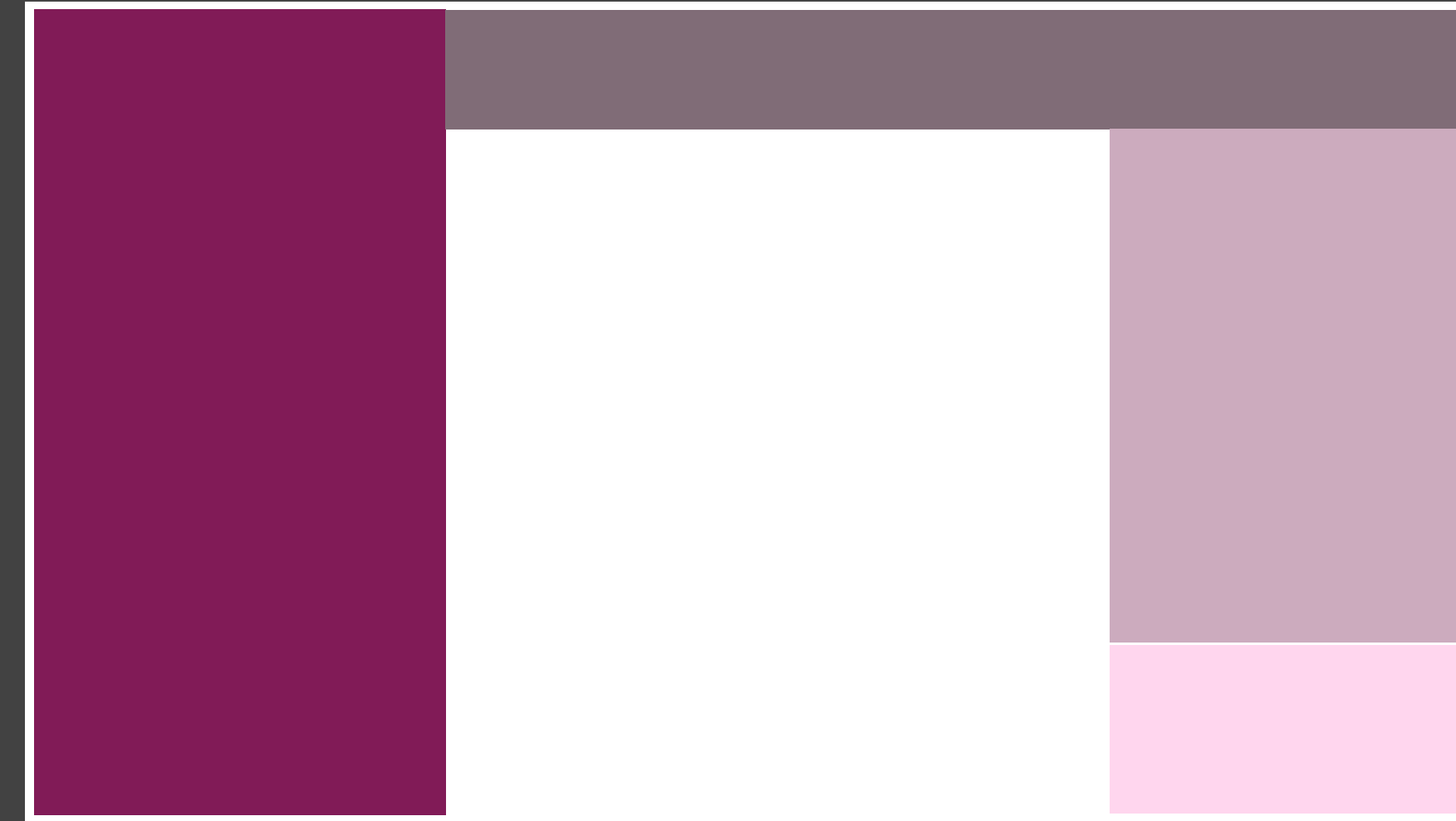
Readability over gradient or textured backgrounds

Shadows are not always a good idea for readability



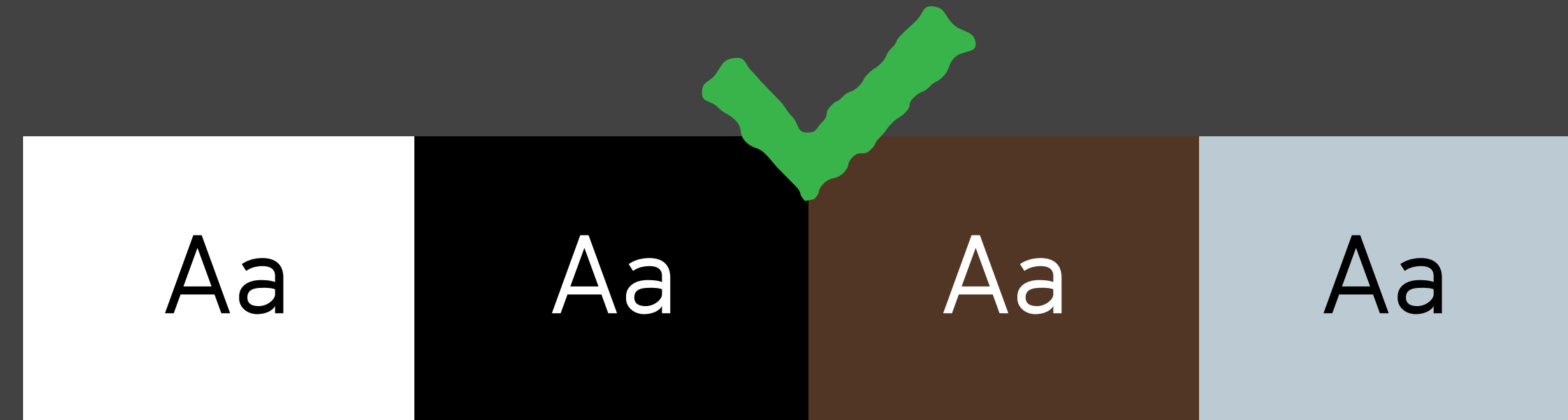
Scientific Posters 2.0 Colors

Use color to
Attract attention!
Relate items

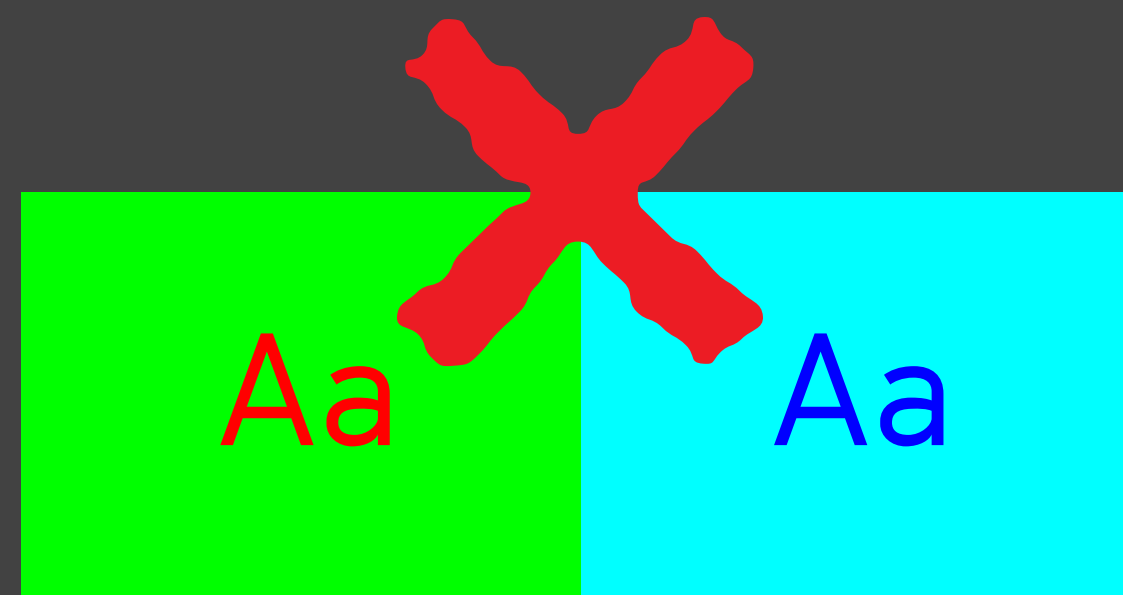




Scientific Posters 2.0 Colors



better **white or black** text



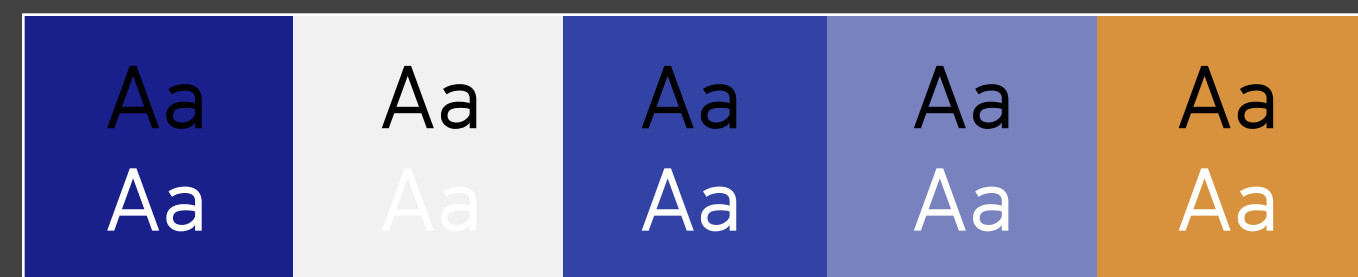
too saturated colors



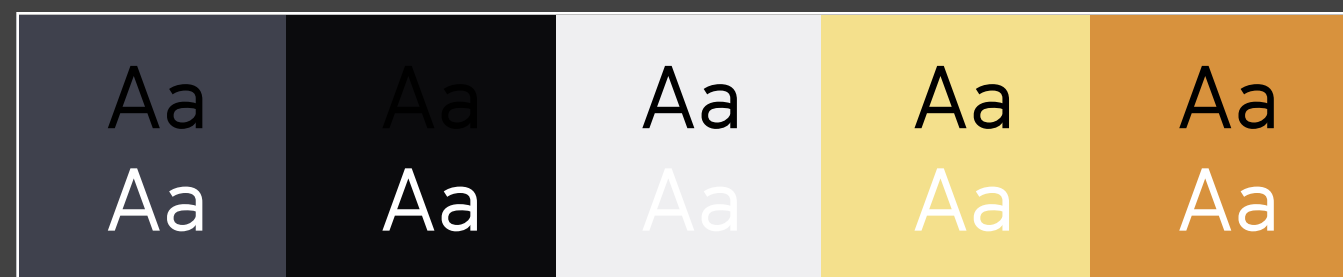
not enough contrast



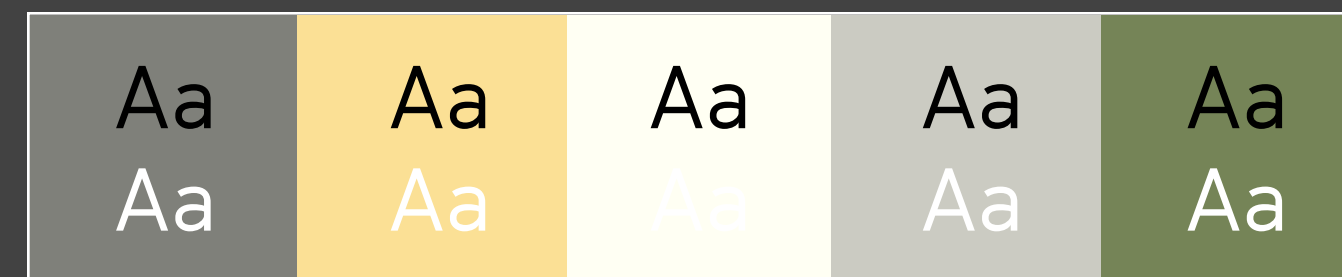
Scientific Posters2.0 Colors



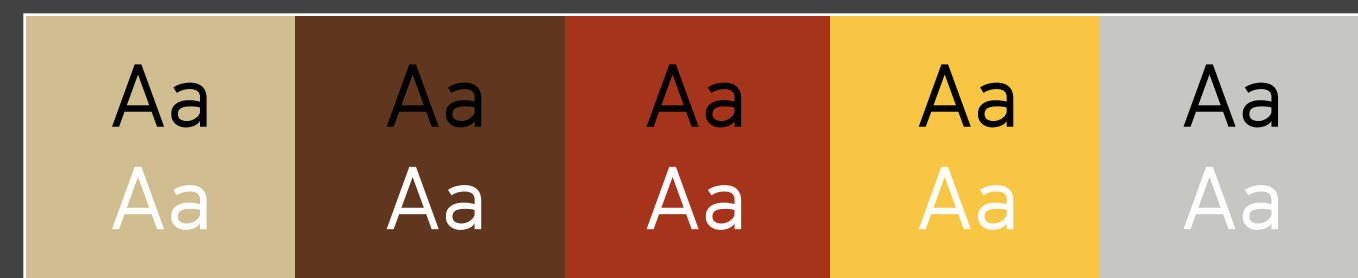
R	25	242	50	120	217
G	31	242	67	131	147
B	140	242	166	191	61
Hex	191F8C	F2F2F2	3243A6	7883BF	D9933D



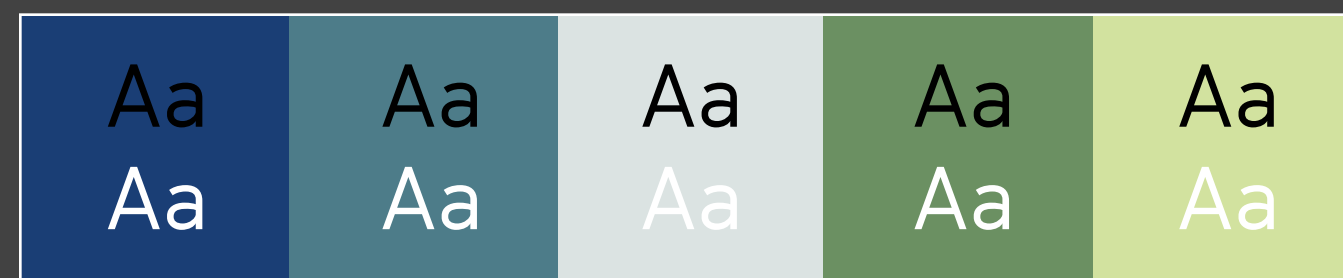
	63	11	240	245	217
	65	11	240	225	147
	77	13	242	141	61
Hex	3f414d	0B0B0D	F0F0F2	F5E18D	D9933D



	127	252	255	204	117
	128	225	255	204	133
	122	150	244	195	87
Hex	7F807A	FCE196	FFFFFF4	CCCCC3	758557



R	209	96	166	249	199
G	191	55	52	199	200
B	145	30	27	67	196
Hex	D1BF91	60371E	A2341B	F9C743	C7C8C4



	26	77	220	107	211
	62	124	228	145	227
	117	138	227	98	160
Hex	1A3E75	4D7C8A	DCE4E3	6B9162	D3E3A0



	127	255	255	127	204
	108	105	216	32	173
	119	192	239	87	191
Hex	7F6C77	FFC0EF	FFD8EF	7F2057	CCADB9



htmlcolorcodes.com/resources/best-color-palette-generators/ (2024)



color palettes

color wheel
harmony rules



Scientific Posters 2.0 Colors



Adobe Color

CREATEEXPLORETRENDSLABLIBRARIES

Color WheelExtract ThemeExtract GradientAccessibility Tools

Color HarmonyColor ModeCustomRGB

AnalogousMonochromaticTriadComplementarySplit ComplementarySquareCompoundShadesCustom

Color wheel with a yellow dot at the top and a blue dot at the bottom, connected by a vertical line. A white arrow points from the yellow dot to the blue dot. A white number 3 is next to the arrow.

#0024A8#194BFF#0035F5#A87C00#F5B400

R025016866

G3675531240

B1682552450

66100966696

Color label

Save toatlas

NameMy Color Theme

TagsEnter or Select from below

BlueOrangeGold

Check for Accessibility

Save





color accessibility

accessibility tools

color blind safe

colors in conflict

blindness
simulations

Scientific Posters2.0 Colors

color.adobe.com (2024)

Adobe Color

CREATEEXPLORETRENDSLABLIBRARIES

Color Wheel

4

Accessibility Tools

5

Tools

Color Blind Safe

Potential Color Conflict

Possible conflicts found. Move the swatches on color wheel to make colors distinct and color blind safe.

Color Mode

RGB

Color Blind Simulator

Deuteranopia

Protanopia

Tritanopia

Color Wheel

Color Wheel

Color Swatches

Color Swatches

Color Blind Simulator

Color Blind Simulator

Save to atlas

My Color Blind Safe Theme

Tags

Enter or Select from below

DistinctColors

CreativityForAll

ColorBlind

Blue

Orange

Theme is not color blind safe

Save



color accessibility

Scientific Posters2.0 Colors

color.adobe.com (2024)



color mode
Hhue
Ssaturation
Bbrightness

6 ▶

Adobe Color

CREATEEXPLORETRENDSNewLABLIBRARIES

Color WheelExtract ThemeExtract GradientAccessibility Tools

Tools

Color Blind Safe

Potential Color Conflict

No conflicts found. Swatches are color blind safe.

Color Wheel

Color Mode

HSB

RGB

HSB

LAB

#0024A8

#264EDE

#6079D1

#A89152

#D6C28B

H

S

B

Color label

Color label

Color label

Color label

Color label

Color Blind Simulator

Deuteranopia

Protanopia

Tritanopia

Save toatlas

Name

My Color Blind Safe Theme

Tags

Enter or Select from below

DistinctColors

CreativityForAll

ColorBlind

Blue

Orange

Theme is color blind safe

Save

7



color accessibility

safe colors

8refinement

Scientific Posters2.0 Colors

color.adobe.com (2024)

Adobe Color

CREATEEXPLORETRENDSNewLABLIBRARIES

Color WheelExtract ThemeExtract GradientAccessibility Tools

Tools

Color Blind Safe

Potential Color Conflict

No conflicts found. Swatches are color blind safe.

Color Mode

HSB

RGB

HSB

LAB

#0024A8

#264EDE

#6079D1

#A89152

#D6C28B

H

S

B

Color label

Color label

Color label

Color label

Color label

Color Blind Simulator

Deuteranopia

Protanopia

Tritanopia

Save toatlas

Name

My Color Blind Safe Theme

Tags

Enter or Select from below

DistinctColors

CreativityForAll

ColorBlind

Blue

Orange

Theme is color blind safe

Save

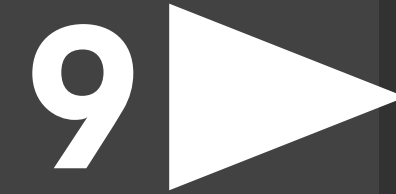


color accessibility

Scientific Posters 2.0 Colors

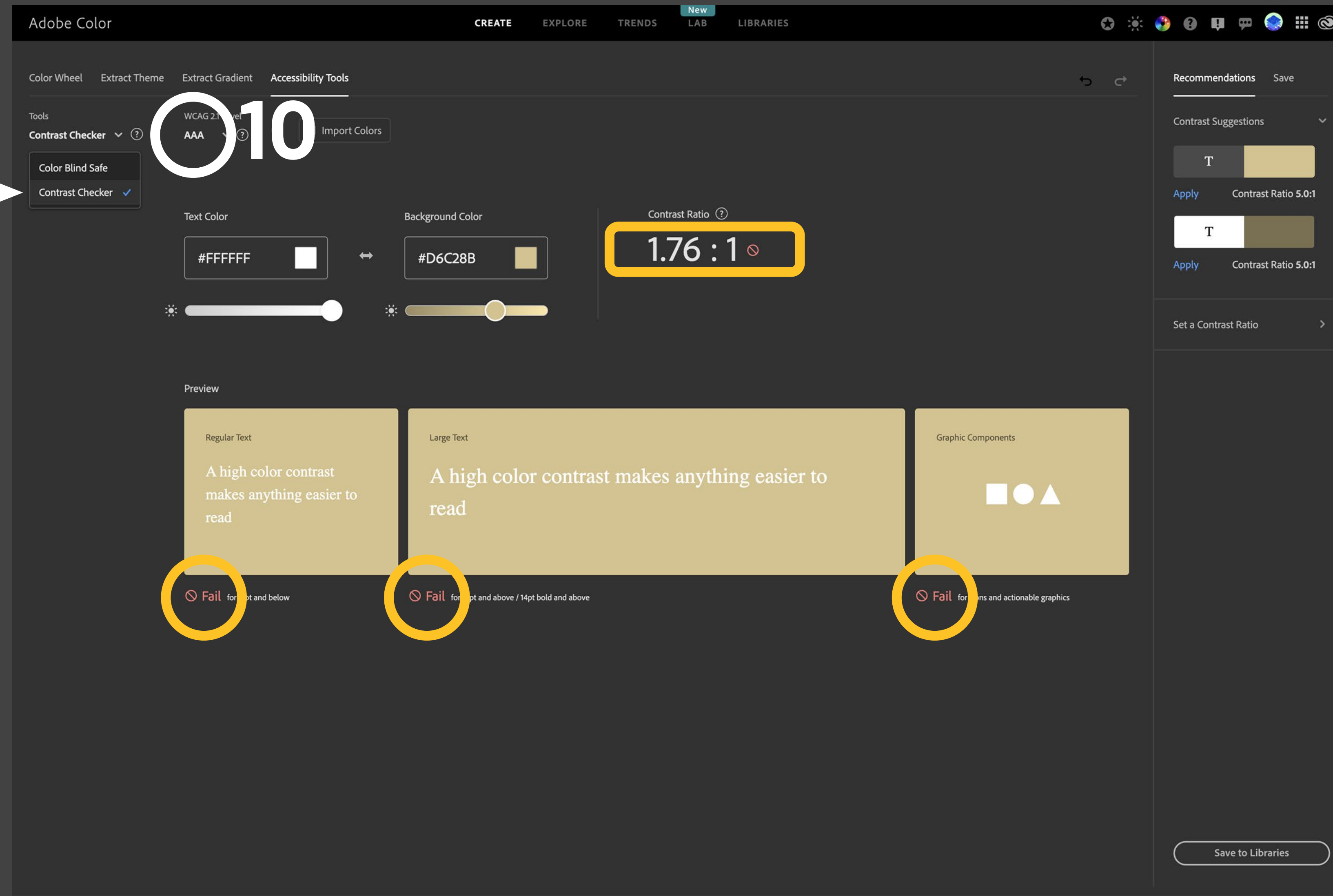
color.adobe.com (2024)

AAA requirements
checking
contrast
with text color



10

not enough contrast
with white text





color accessibility

Scientific Posters 2.0 Colors

color.adobe.com (2024)

checking
with black text

good contrast

Adobe Color

CREATE EXPLORE TRENDS **New** LAB LIBRARIES

Color Wheel Extract Theme Extract Gradient Accessibility Tools

Tools Contrast Checker WCAG 2.1 Level AAA Import Colors

Text Color #000000

Contrast Ratio 11.95 : 1

Color

COLOR WHEEL

RGB SLIDERS

R 0 G 0 B 0

11

Regular Text

A high color contrast makes anything easier to read

for 12pt and below

for 12pt and above / 14pt bold and above

for icons and actionable graphics

Contrast Suggestions

Contrast Ratio 13.0:1

Contrast Ratio 14.0:1

Contrast Ratio 15.1:1

Set a Contrast Ratio

Save to Libraries



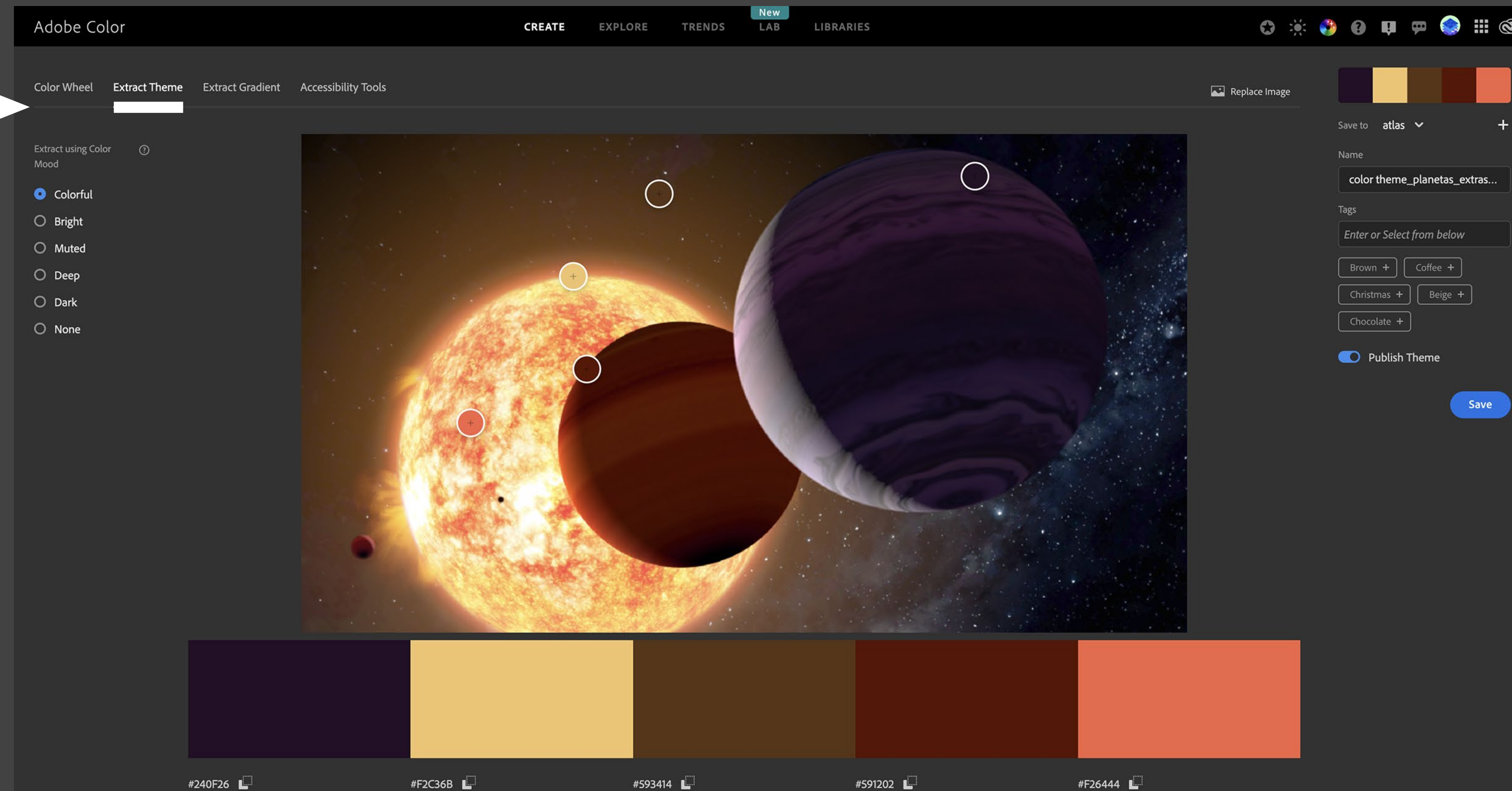
color palettes

extract it
from an image
or graphic
of your poster

OPTION

Scientific Posters 2.0 Colors

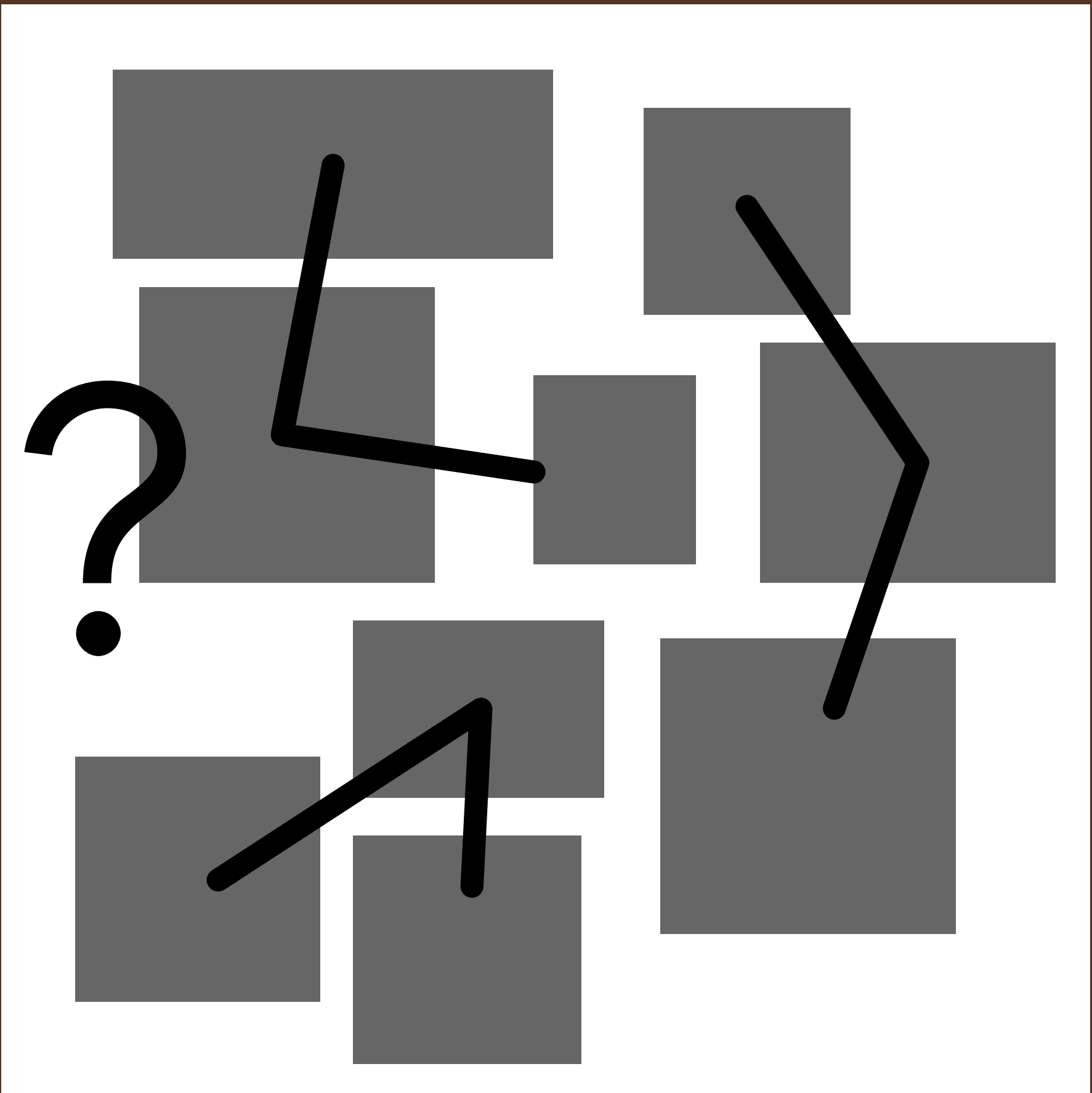
color.adobe.com (2024)



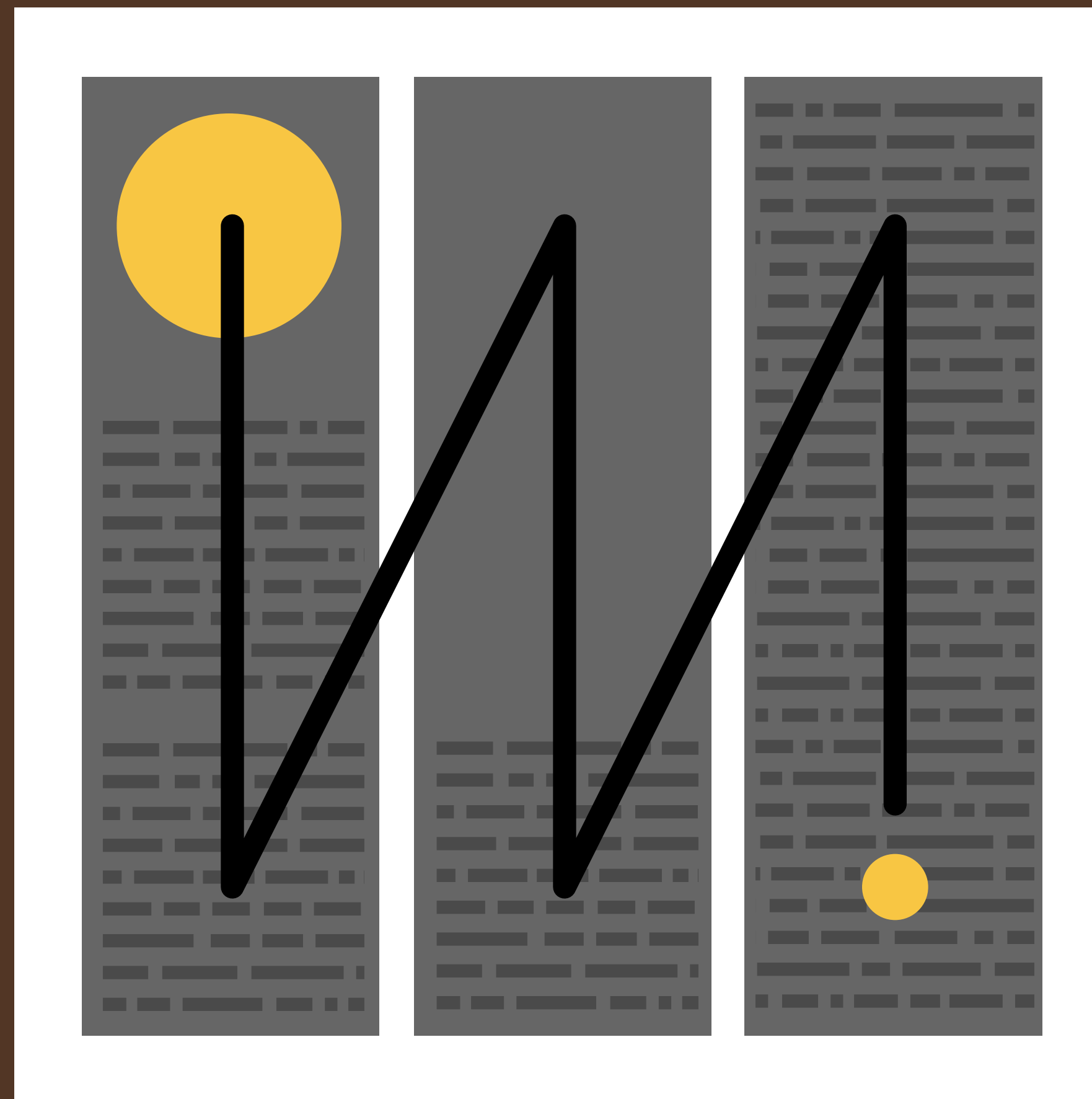
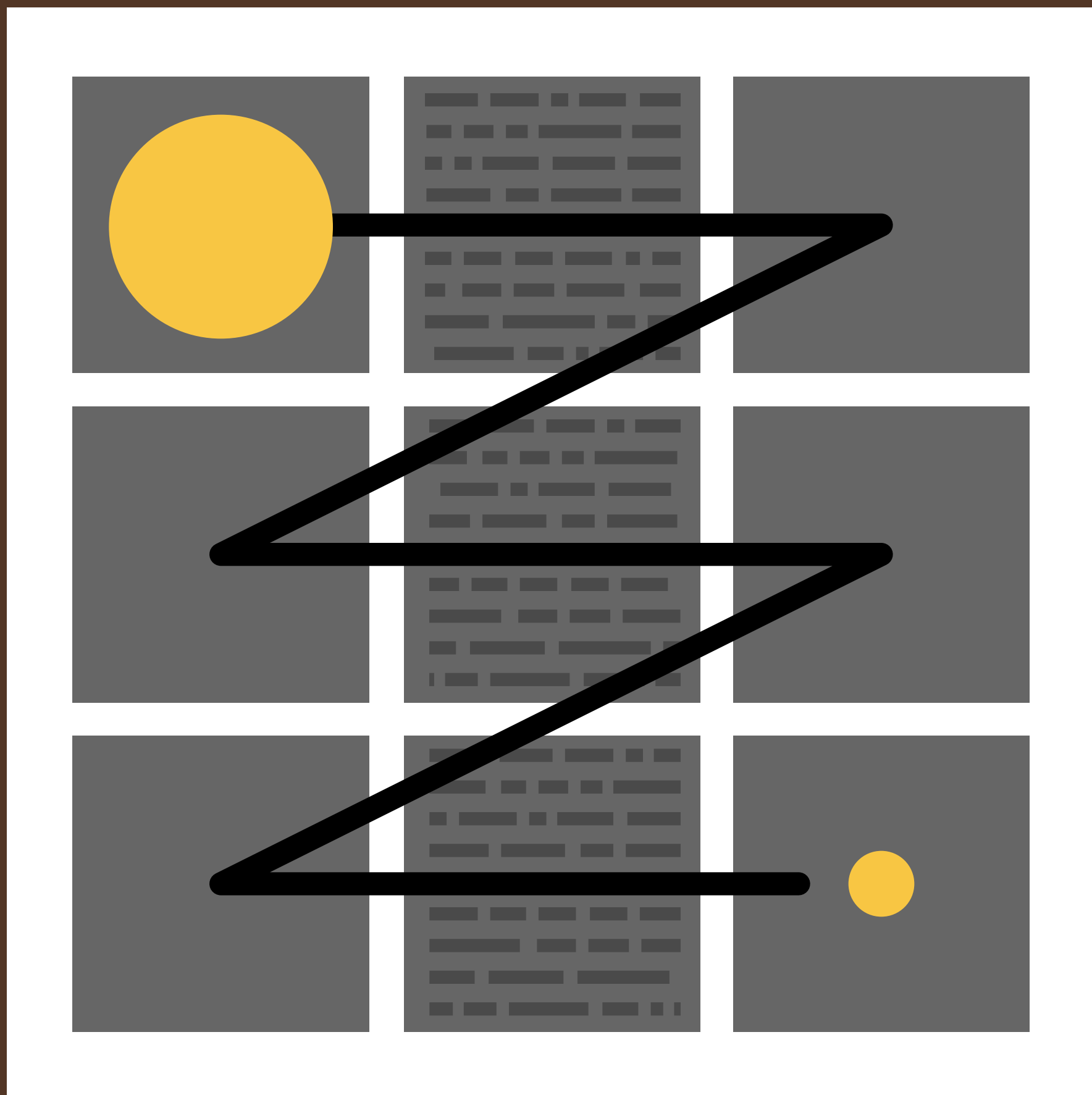


Scientific Posters2.0 Structure & Reading

Without structure,
How to read it



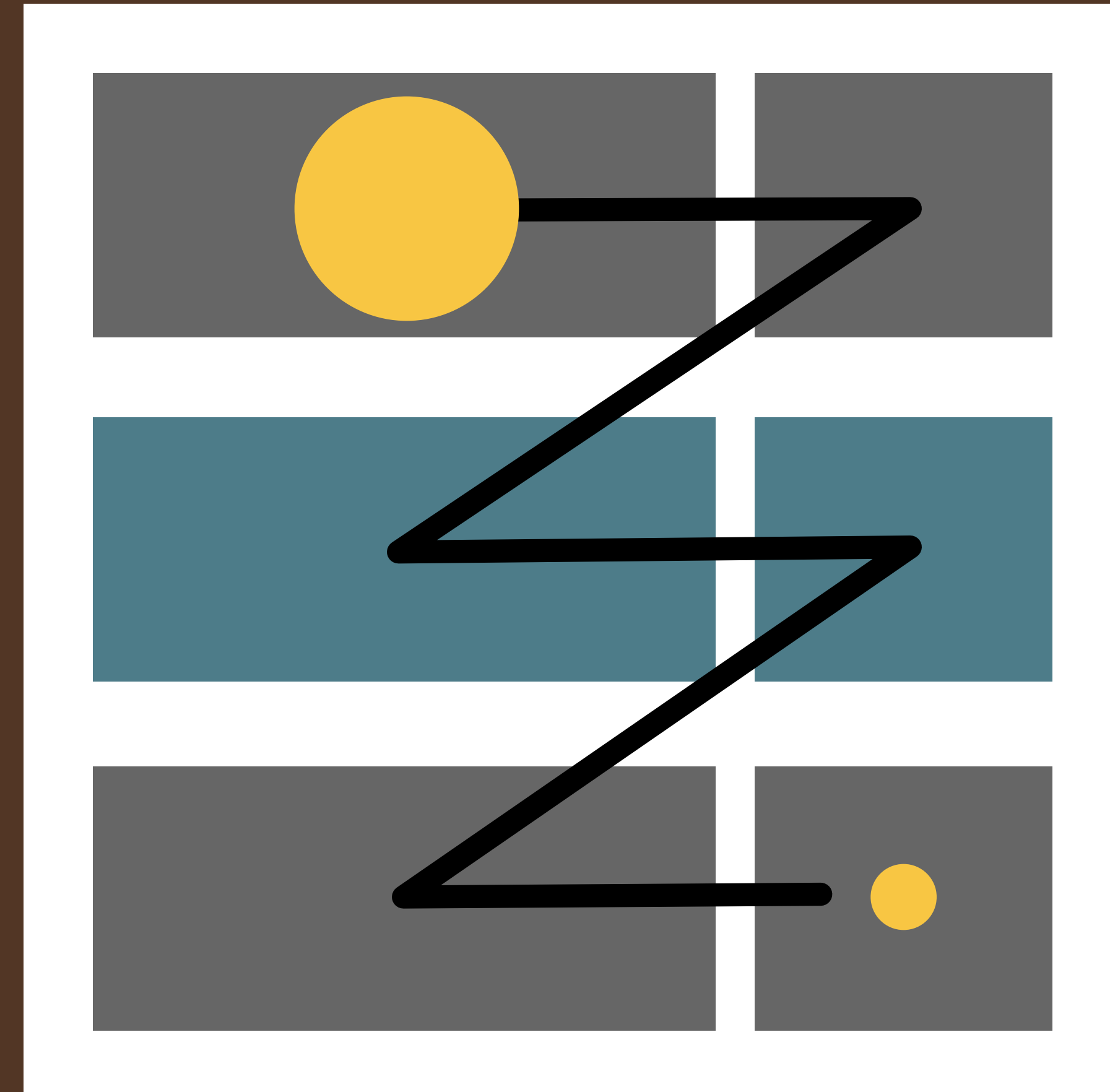
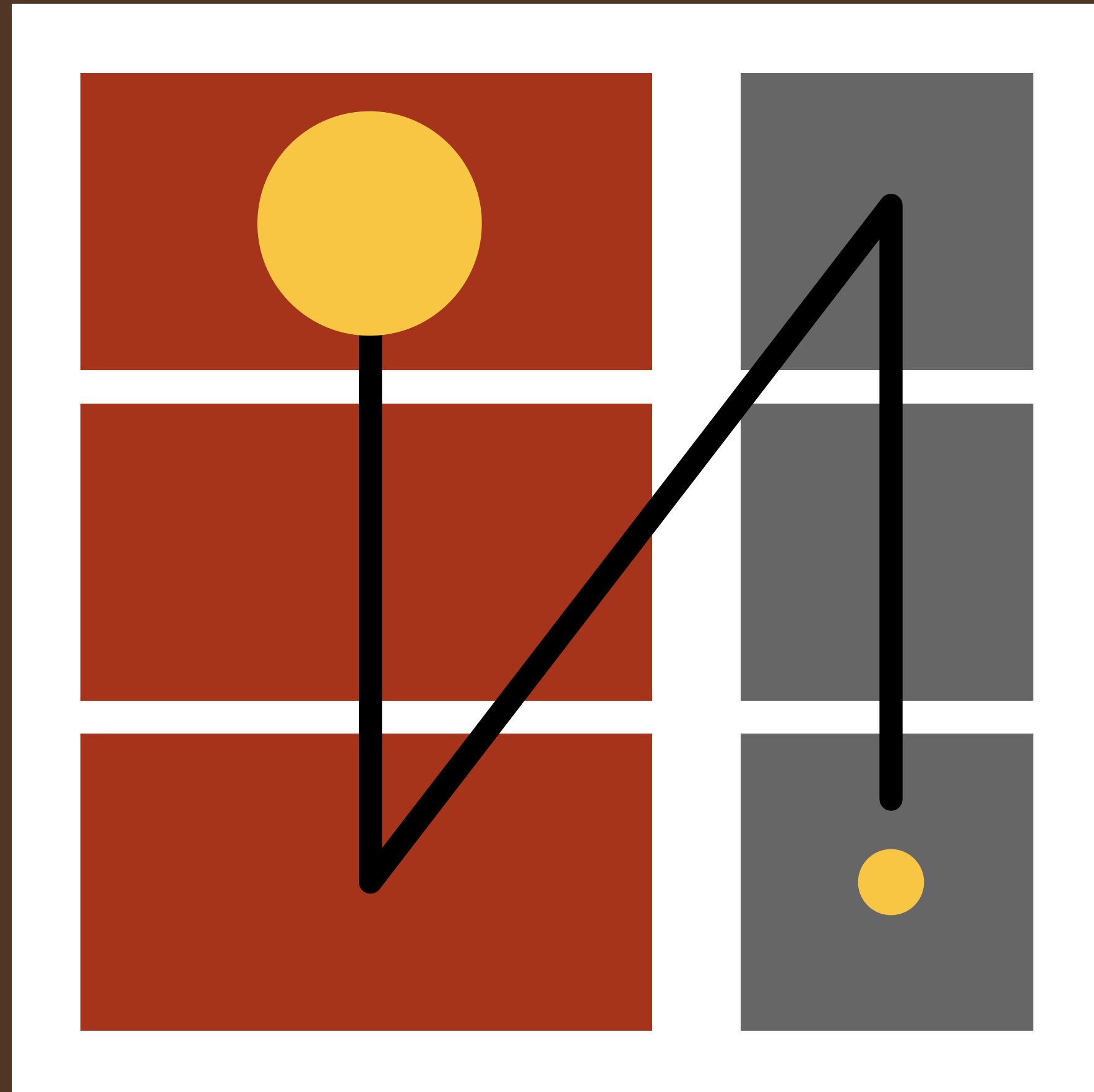
Scientific Posters2.0 Structure & Reading



(*common reading flow in western cultures*)

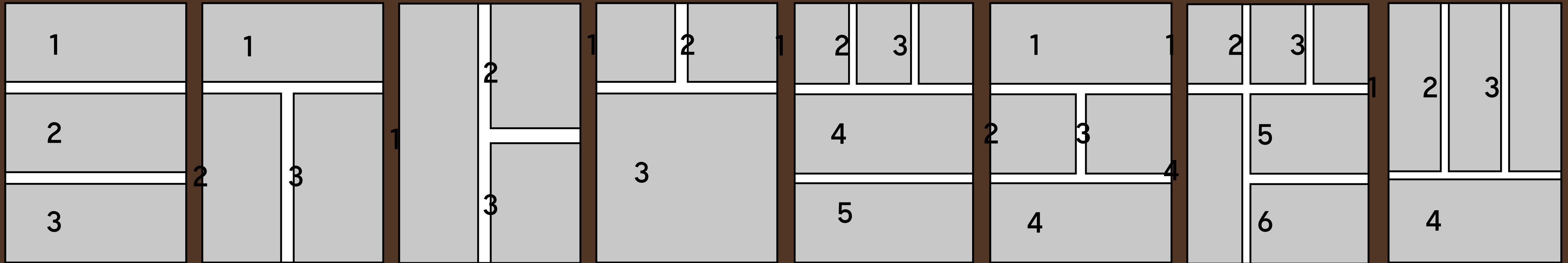


Scientific Posters 2.0 Structure & Reading



Use color & spaces to guide the reading flow.

Scientific Posters2.0 Structure & Reading

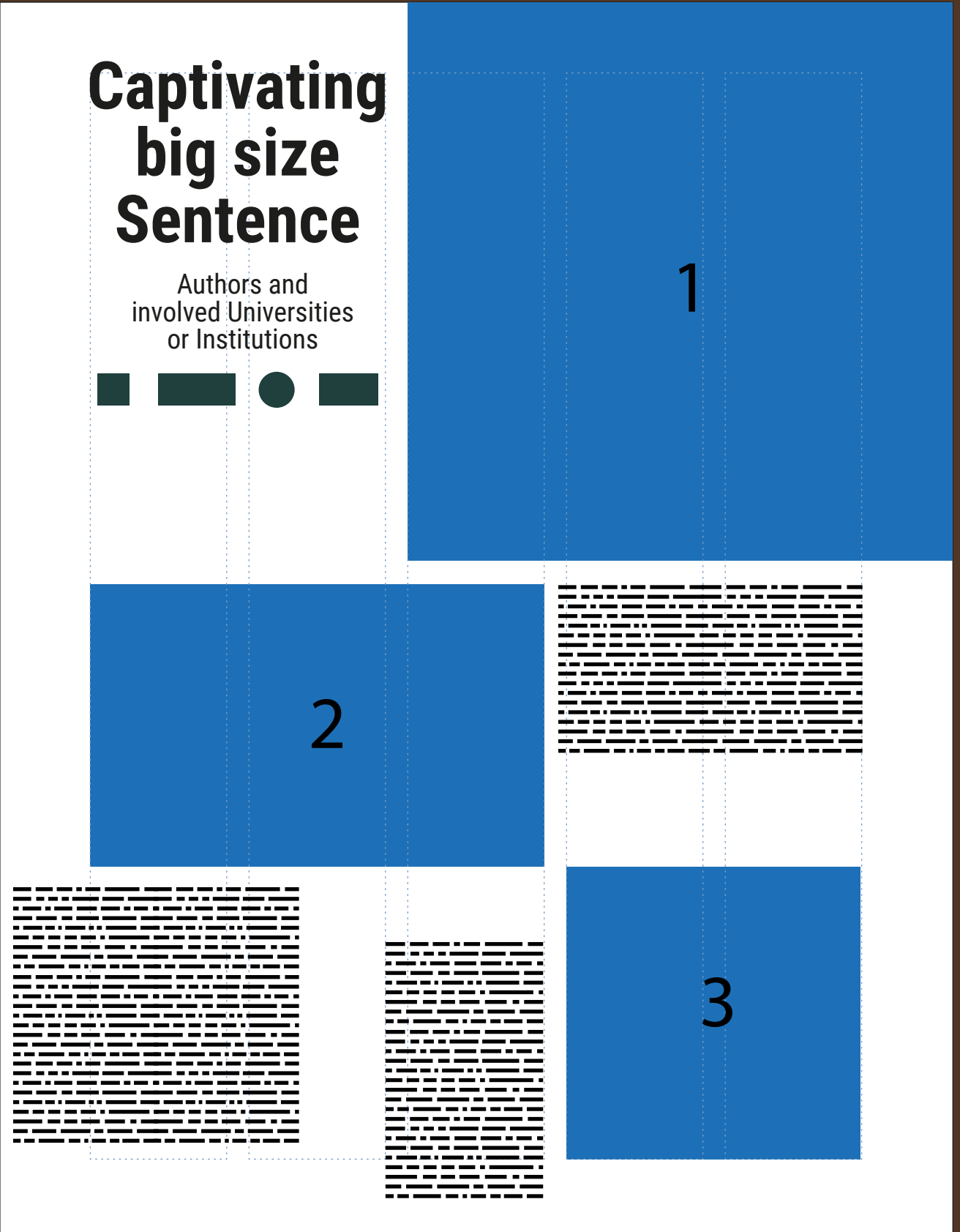
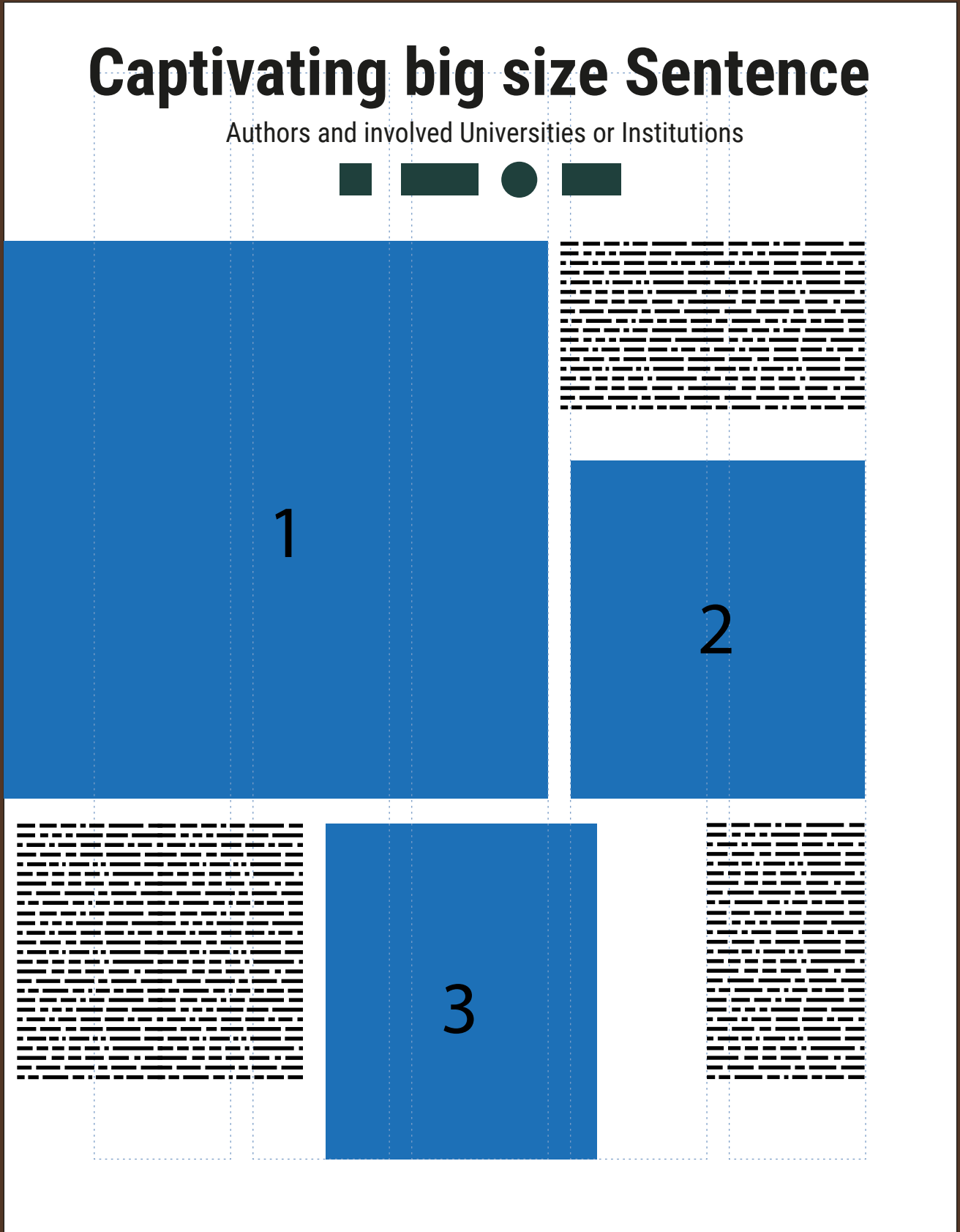
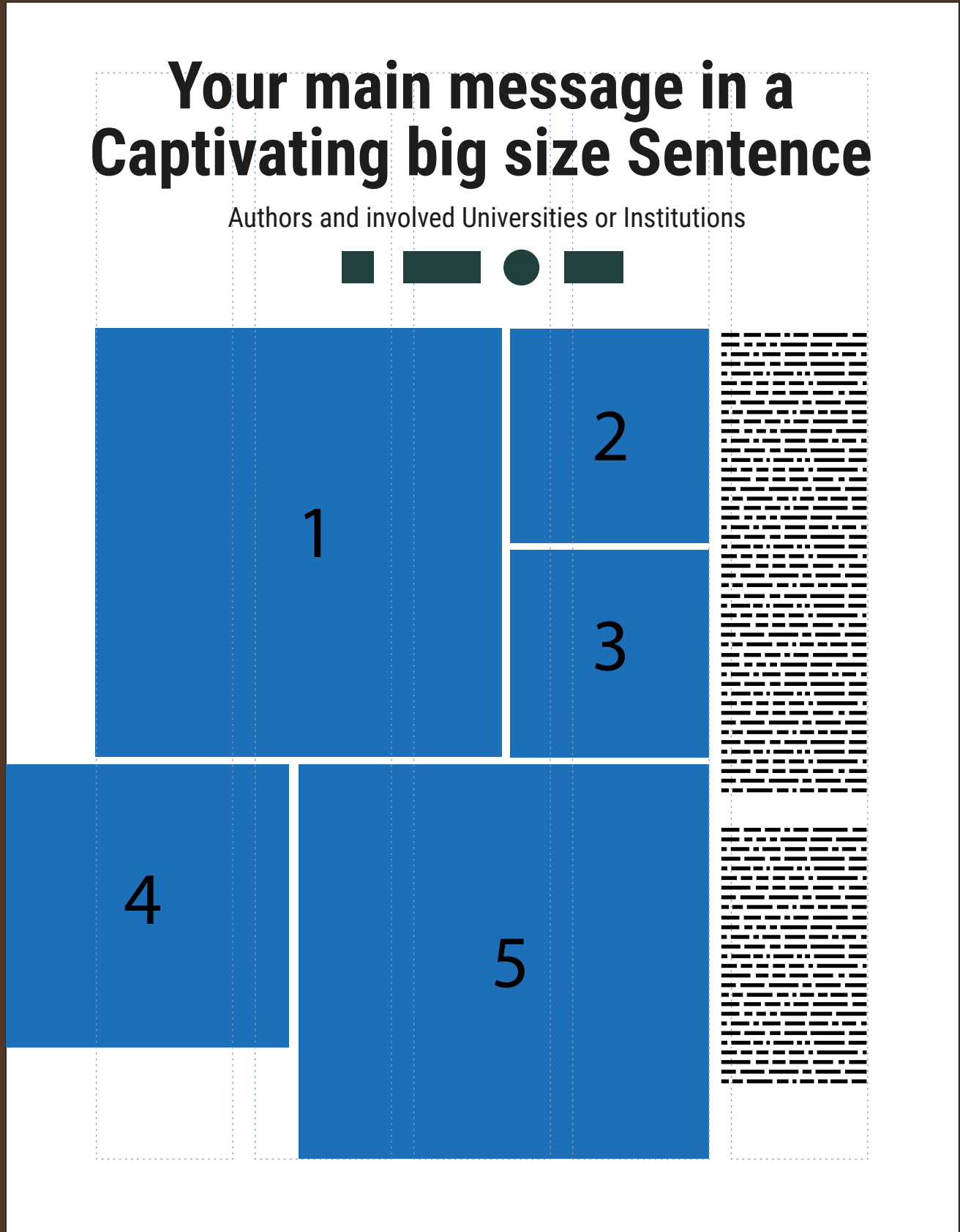
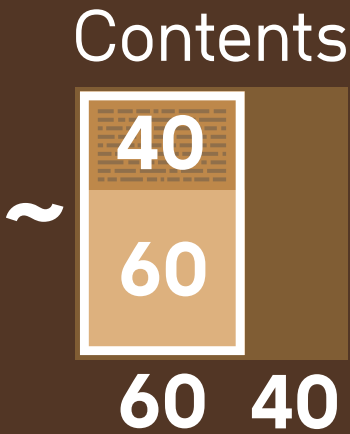


Be inspired by comics & magazines. Structured but visual.



Scientific Posters2.0 Structure & Reading

Size, Balance and Focal Point (for the brave ones)

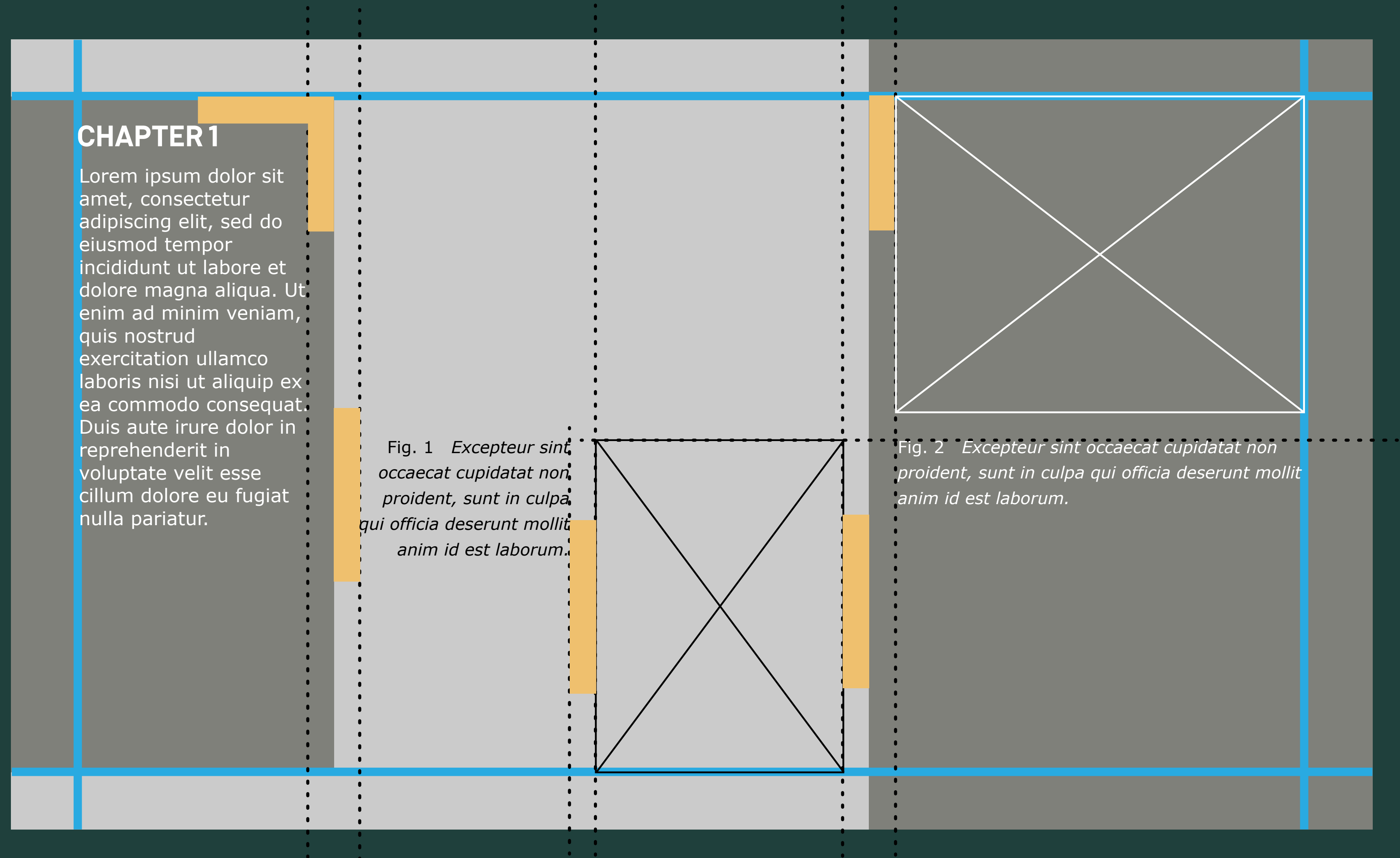


...



Scientific Posters 2.0 Alignments & Margins

use
external
margins
&
free
space
around
contents





Scientific Posters 2.0 Alignments & Margins

same rule,
same spacing

CHAPTER 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

CHAPTER 2

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CHAPTER 3

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

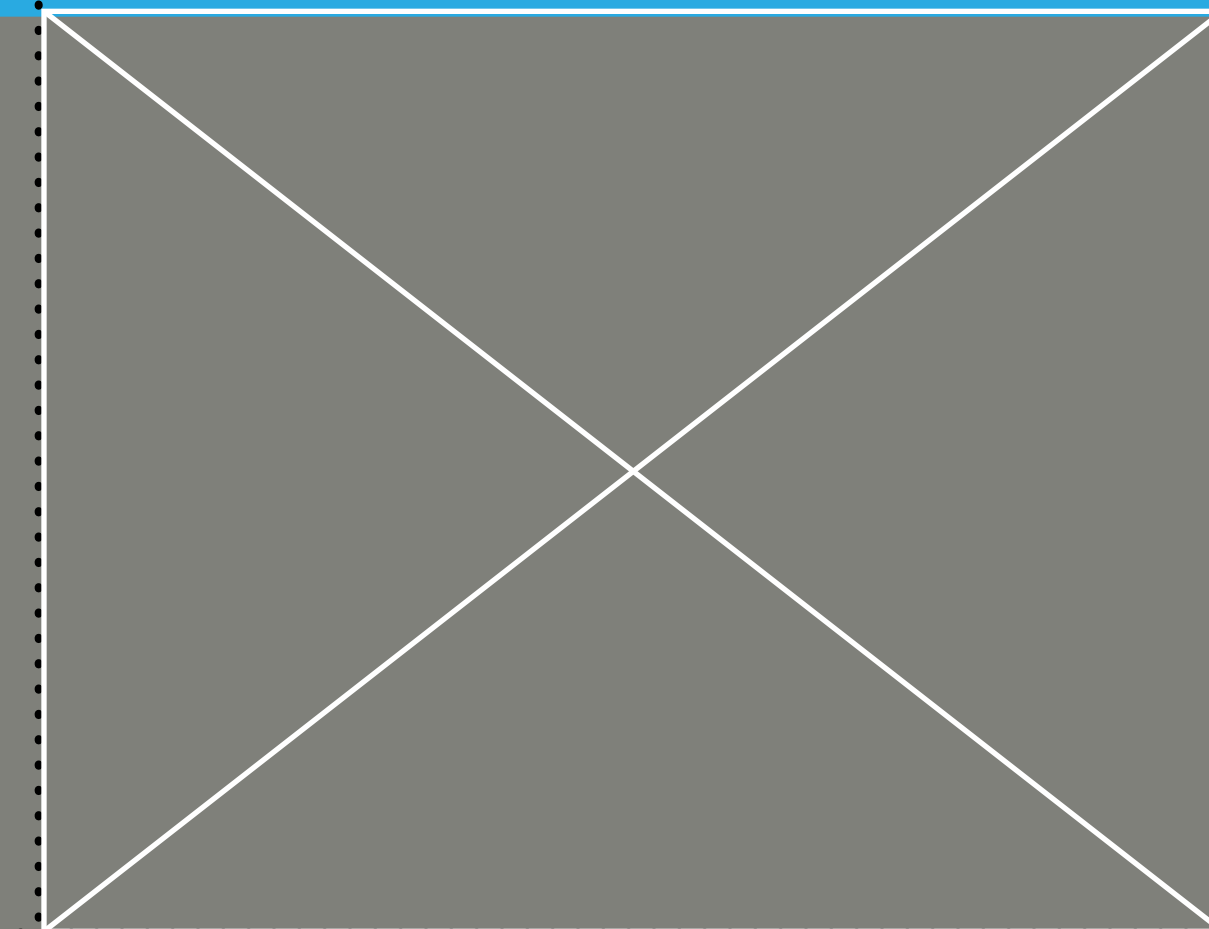
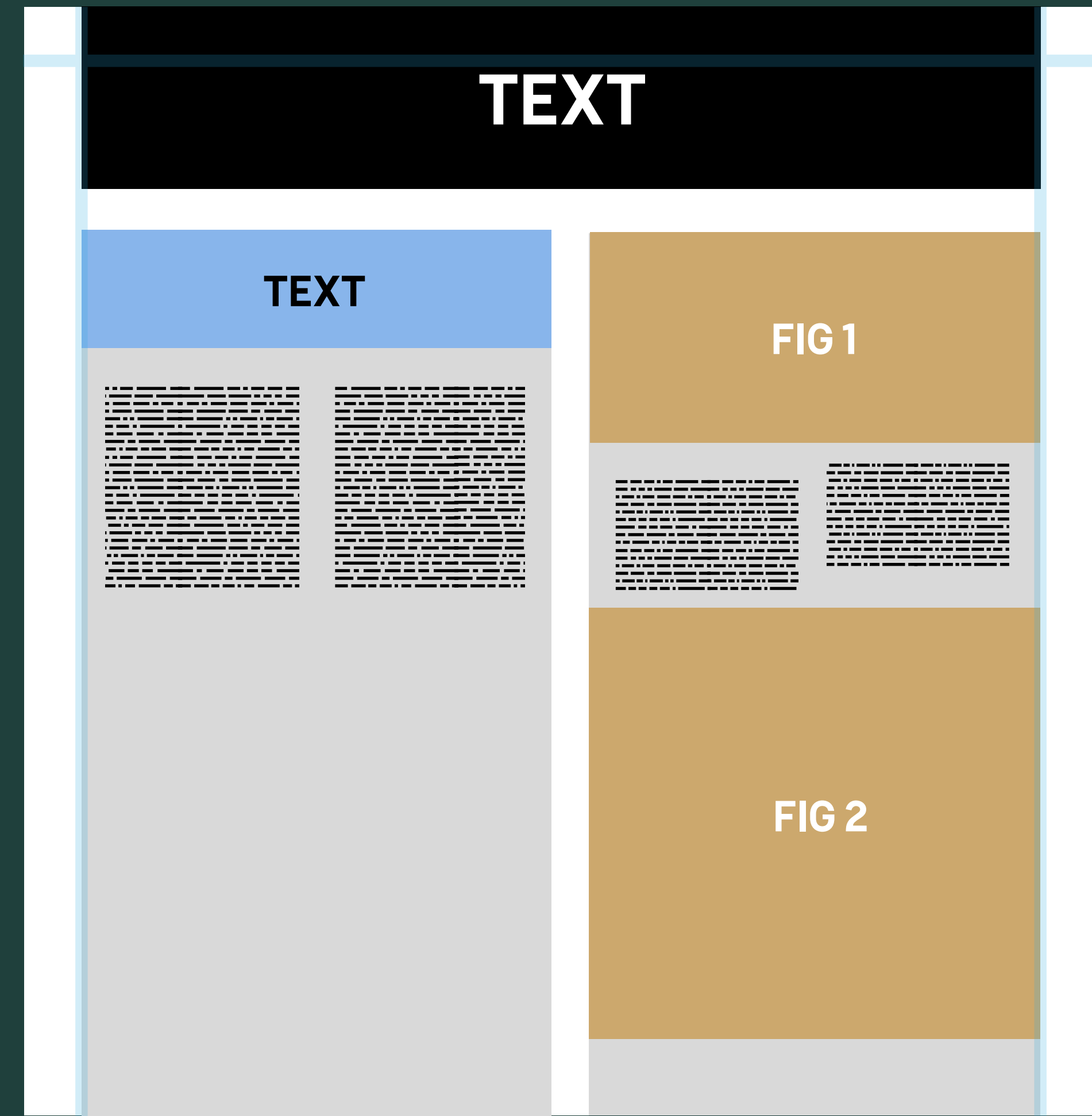
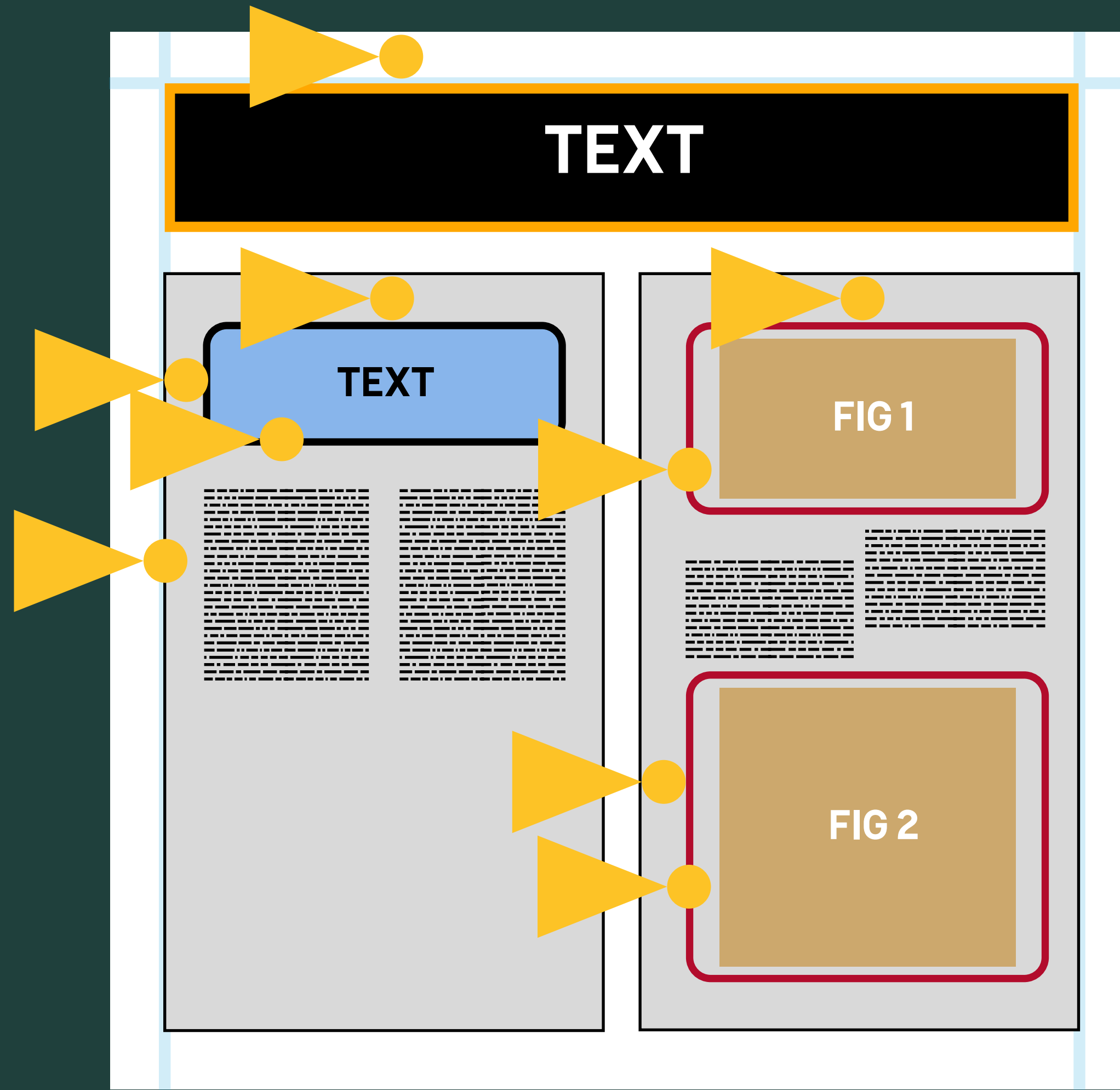


Fig. 2 *Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*



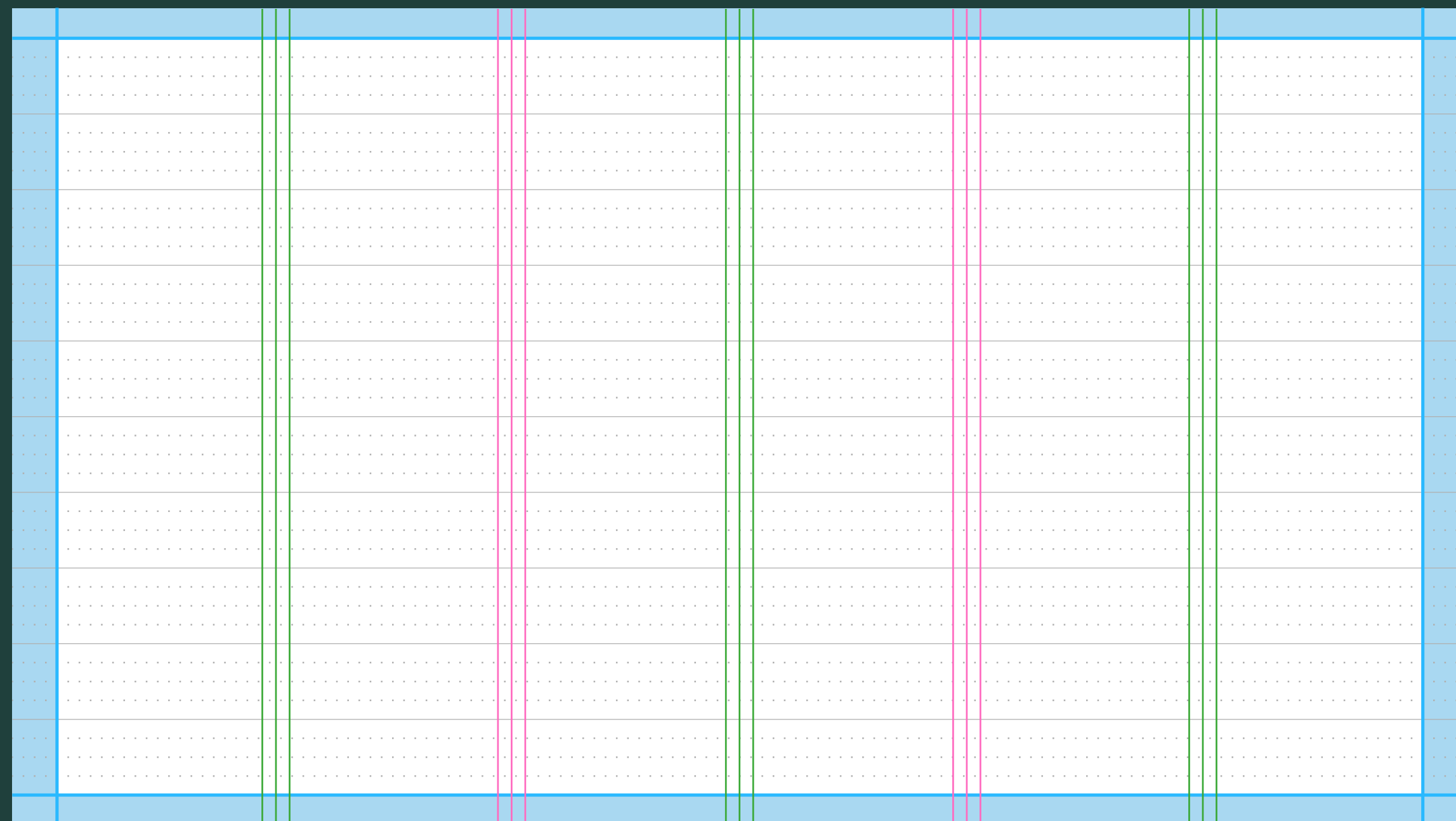
Scientific Posters 2.0 Alignments & Margins

Remove the **unnecessary** and be clean



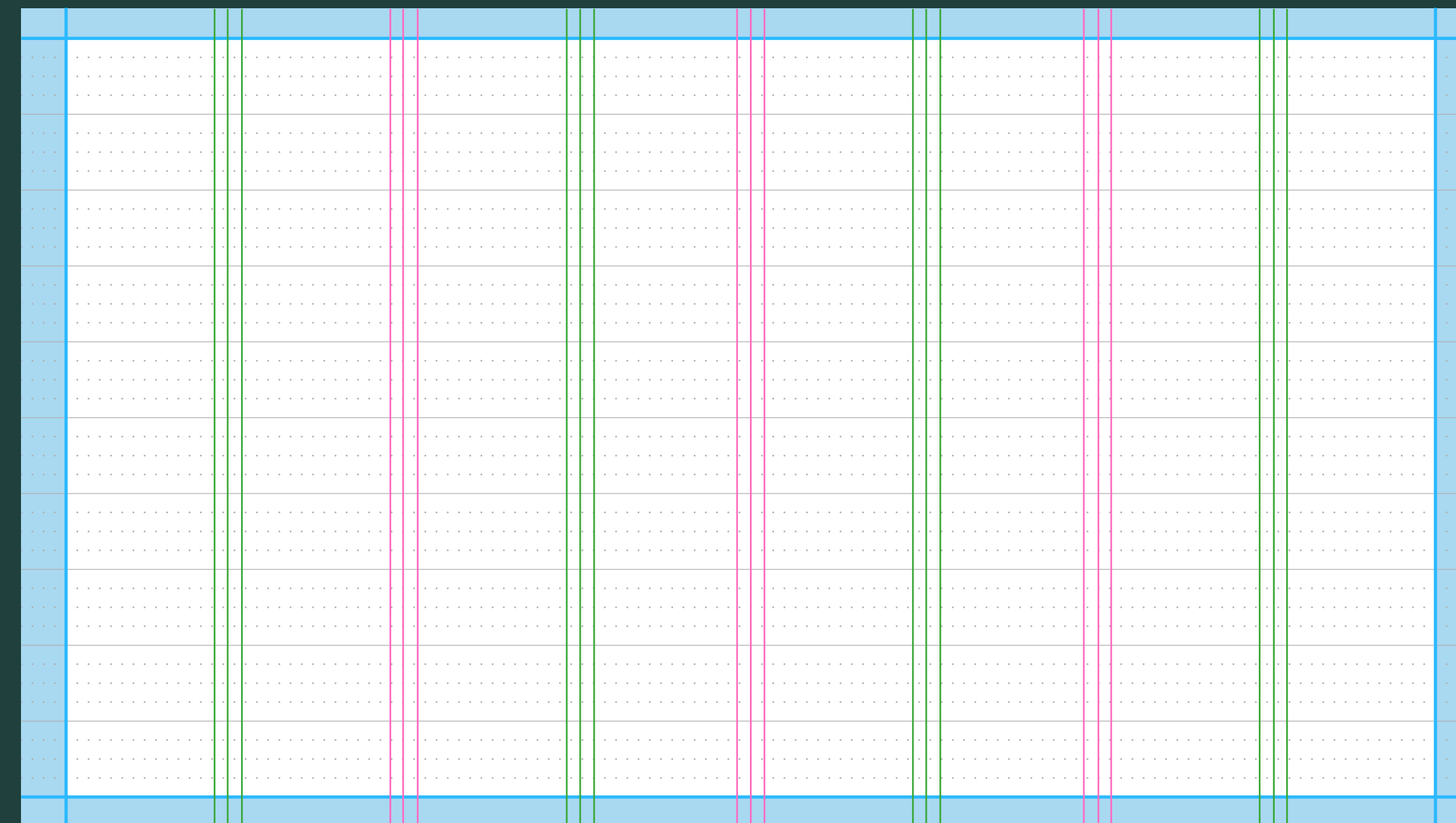


Scientific Posters 2.0 Alignments & Margins



3 / 6 columns

margins



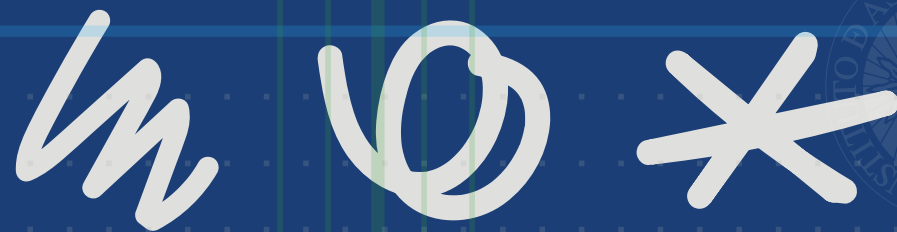
4 / 8 columns

Templates to align elements can be used.

←TITLE LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Vestibulum Dignissim 1,2 Condimentum Risus 3 Posuere Tempus 1

1 Vestibulum Dignissim 2 Condimentum Risus 3 Posuere Tempus



FAUCIBUS

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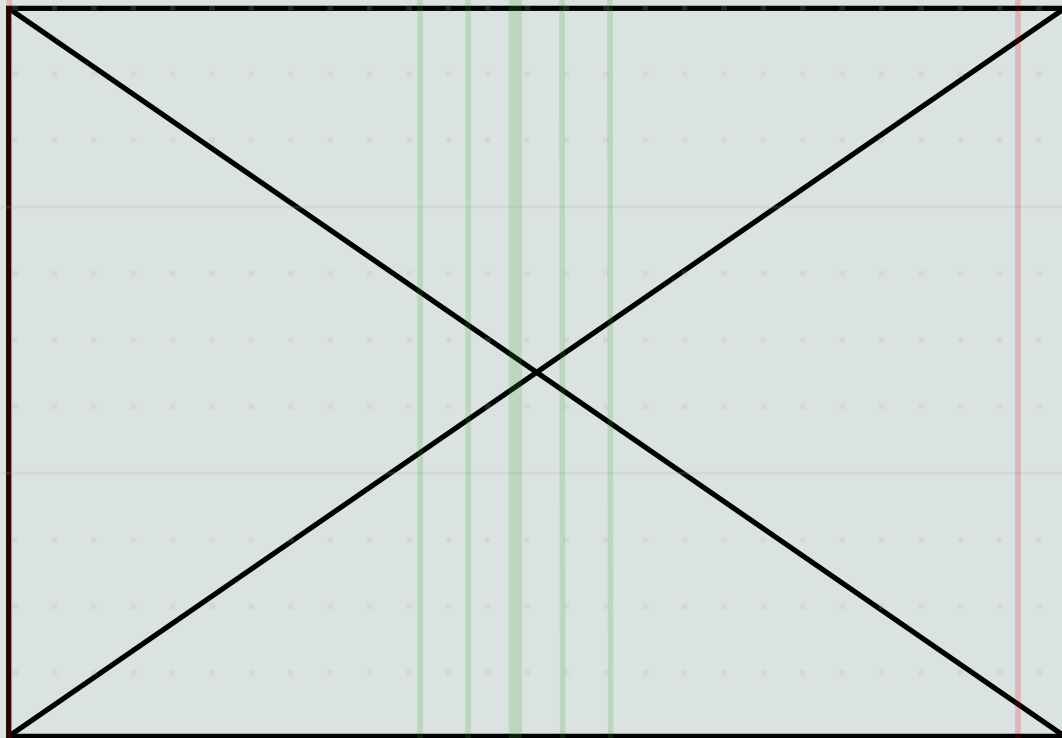


FIG 1. *Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.*

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TITLE LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Vestibulum Dignissim 1,2 Condimentum Risus 3 Posuere Tempus 1

1 Vestibulum Dignissim 2 Condimentum Risus 3 Posuere Tempus



FAUCIBUS

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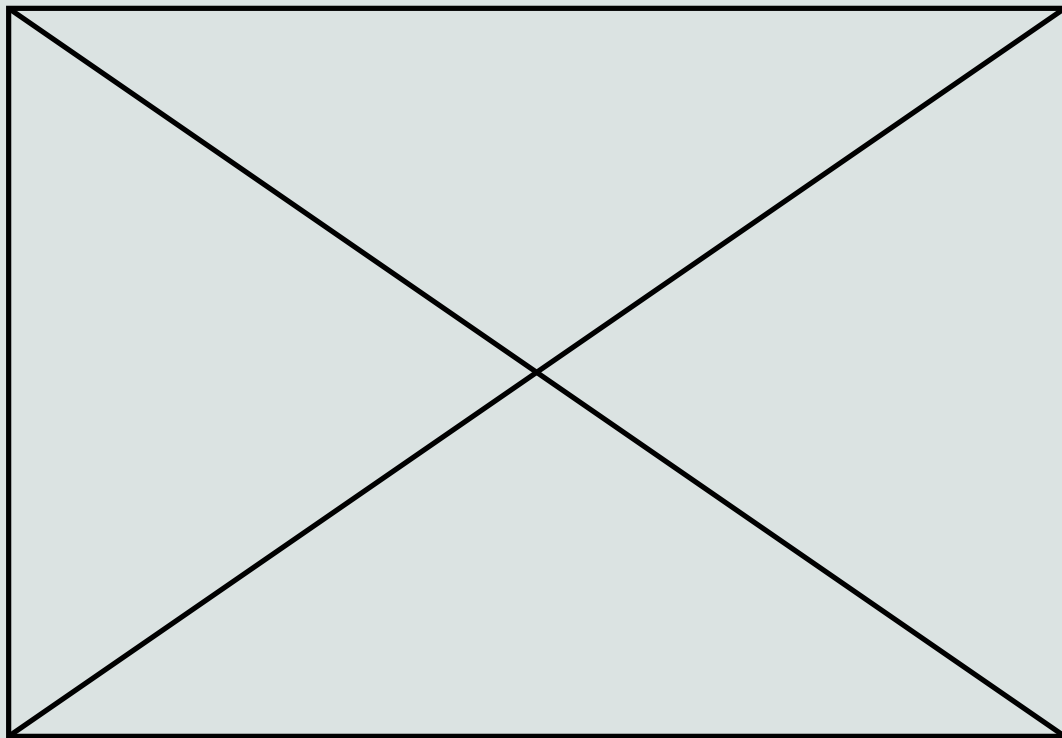


FIG 1. Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.

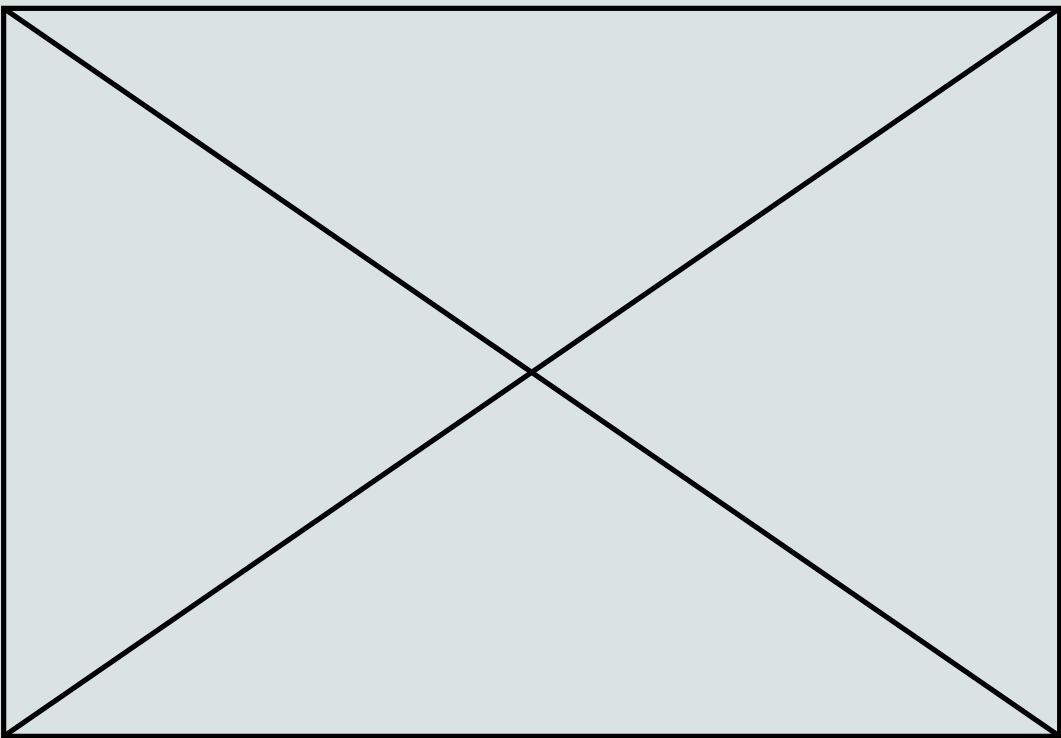


FIG 1. Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.

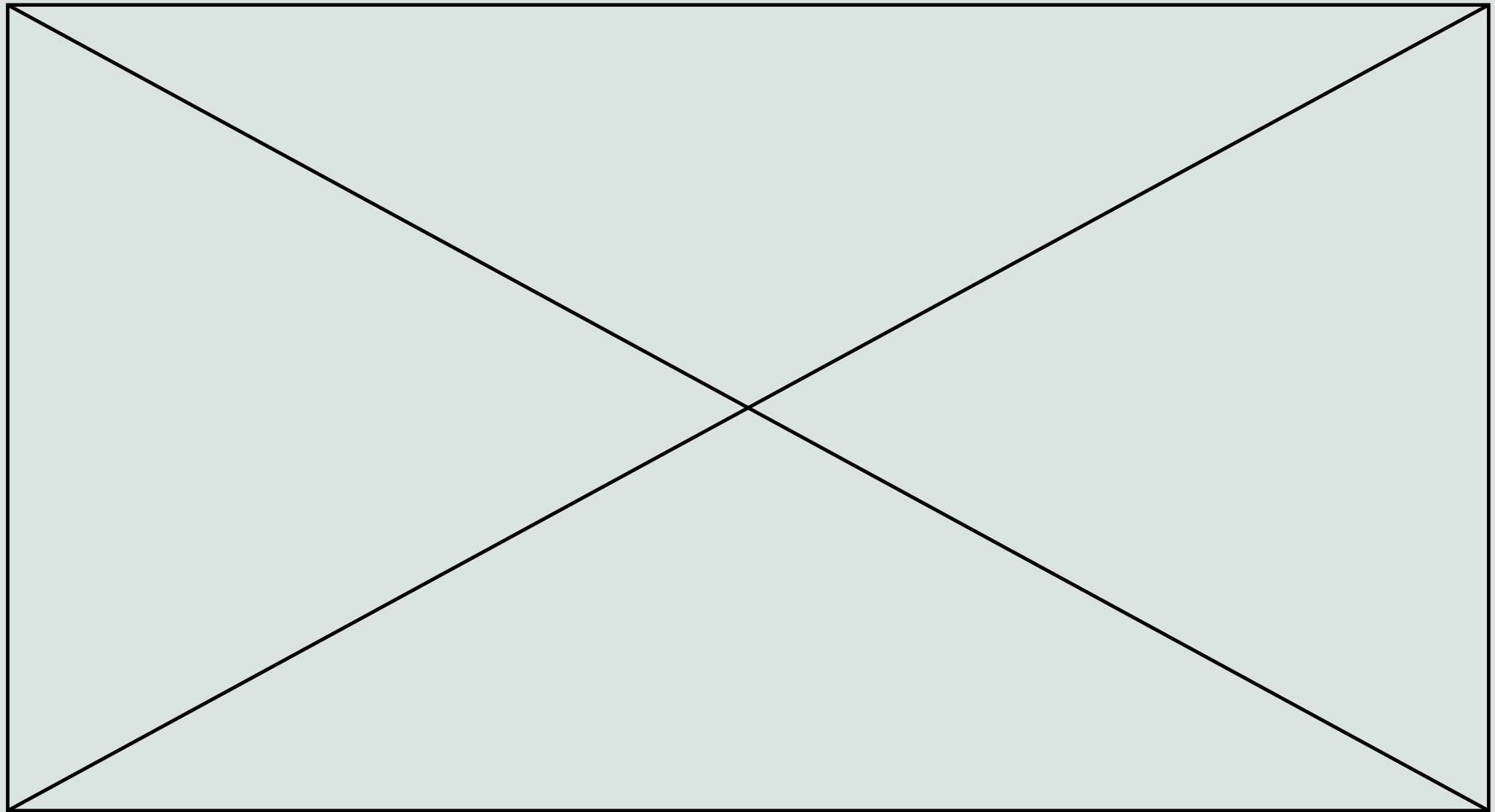


FIG 1. Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.

HABITANT

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PLATEA

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Scientific Posters 2.0

Remember:

Essentials

Structure

Free spaces

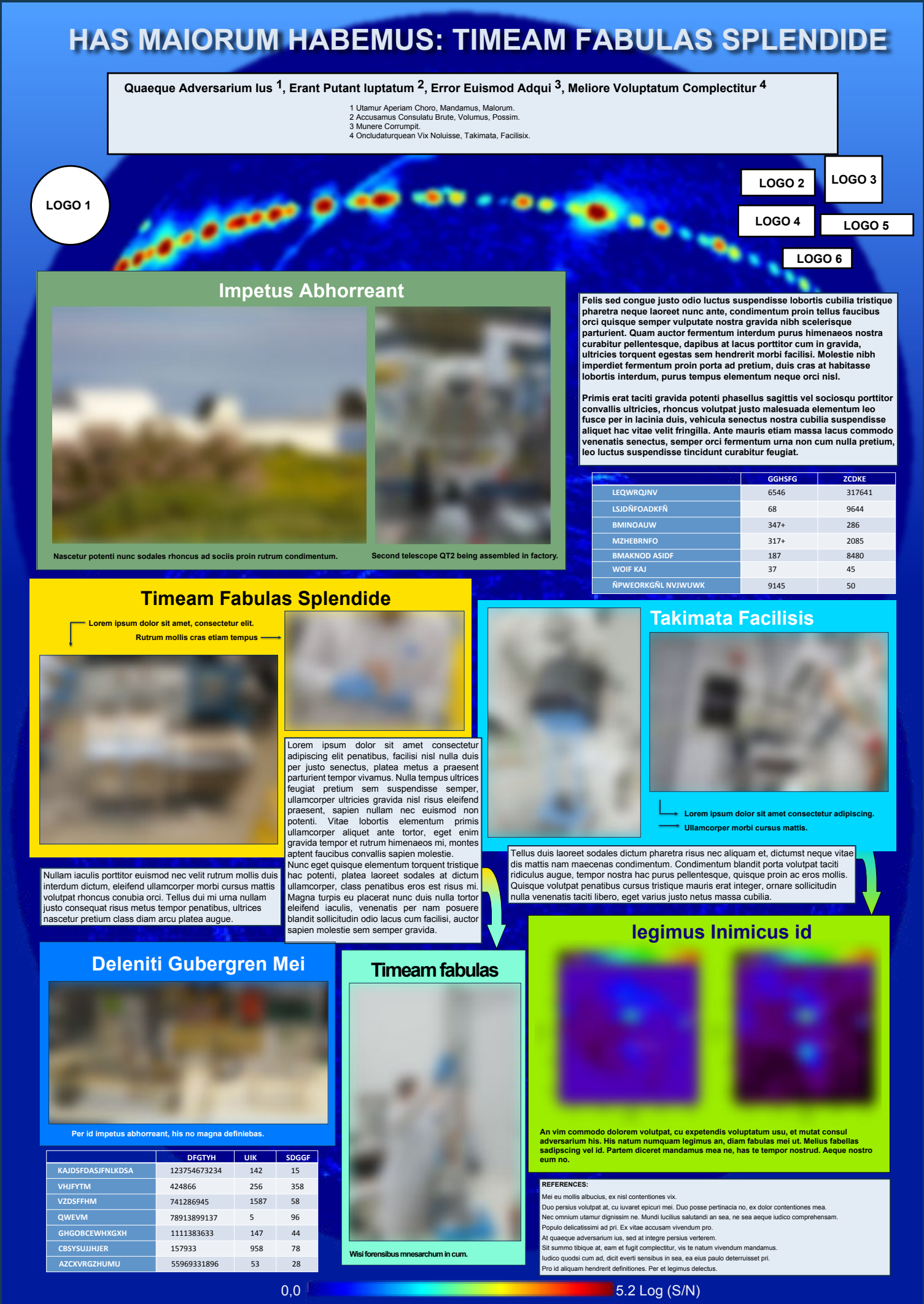


Scientific Posters2.0

demo
(diagnosis)

*Not only is
an old fashioned poster
but a very inefficient one.*

(Real case poster)



no outstanding info

not enough free spaces
too much info
no free space around text

don't have reading structure

missing alignment

too many elements
(boxes, arrows ...)

crazy color scheme

no sense background



Scientific Posters2.0

demo
(treatment)

*Better, but not the best
from a communication's
point of view.*

HAS MAIORUM HABEMUS: TIMEAM FABULAS SPLENDIDE

Quaeque Adversarium Ius ¹, Erant Putant Iuptatum ², Error Eismod Adqui ³, Meliore Voluptatum Complectitur ⁴

1 Utamur Aperiam Choro, Mandamus, Malorum. 2 Accusamus Consulatū Brute, Volumus, Possim. 3 Munere Corrupti. 4 Oncludaturquean Vix Noluisse, Takimata, Facilisx.

LOGO 1

LOGO 2

LOGO 3

LOGO 4

LOGO 5

LOGO 6



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LEQWRQJNV	6546	317641
LSIDNFOADKFN	68	9644
BMINOAUW	347+	286
MZHEBRNFO	317+	2085
BMAKNOD ASIDF	187	8480
WOIF KAJ	37	45
NPWEORRGNL NVIWUWK	9145	50

TAKIMATA ERAT

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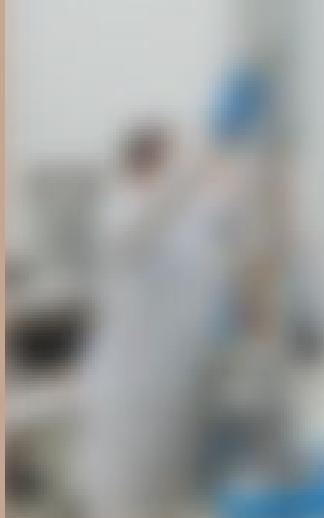
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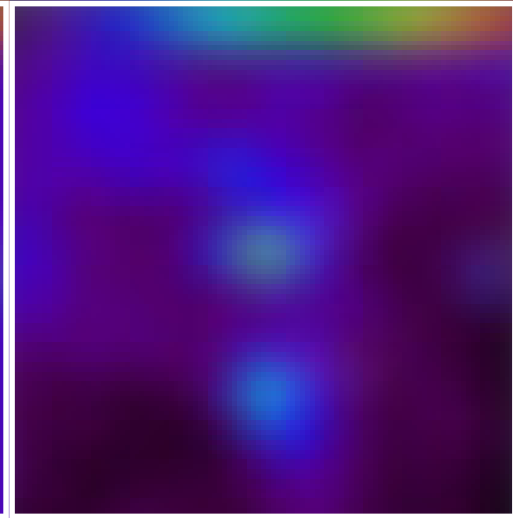
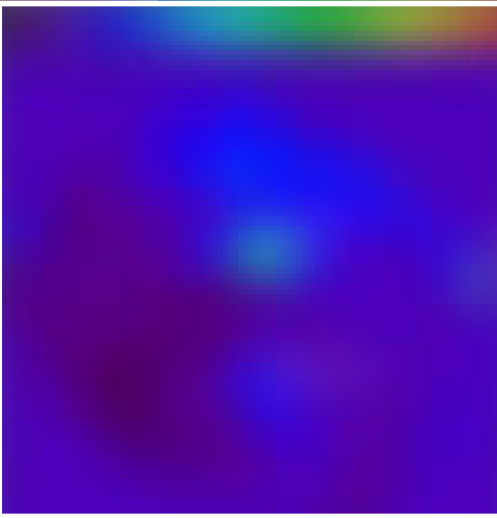
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LEGIMUS INIMICUS

Wisi forensibus mnesarchum in cum.



TIMEAM FABULAS

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~~no outstanding info~~

~~not enough free spaces~~
~~too much info~~

~~no free space around text~~

~~don't have reading structure~~

~~missing alignment~~

~~too many elements
(boxes, arrows ...)~~

~~crazy color scheme~~

~~no sense background~~



Scientific Posters2.0

demo
(better)

*It is better
to communicate
one thing well
than ten things badly.*

HAS MAIORUM HABEMUS: TIMEAM FABULAS SPLENDIDE

Quaeque Adversarium Ius ¹, Erant Putant Iuptatum ², Error Euismod Adqui ³, Meliore Voluptatum Complectitur ⁴

1 Utamur Aperiam Choro, Mandamus, Malorum. 2 Accusamus Consulatu Brute, Volumus, Possim. 3 Munere Corrupti. 4 Oncludaturquean Vix Noluisse, Takimata, Facilsix.

LOGO 1

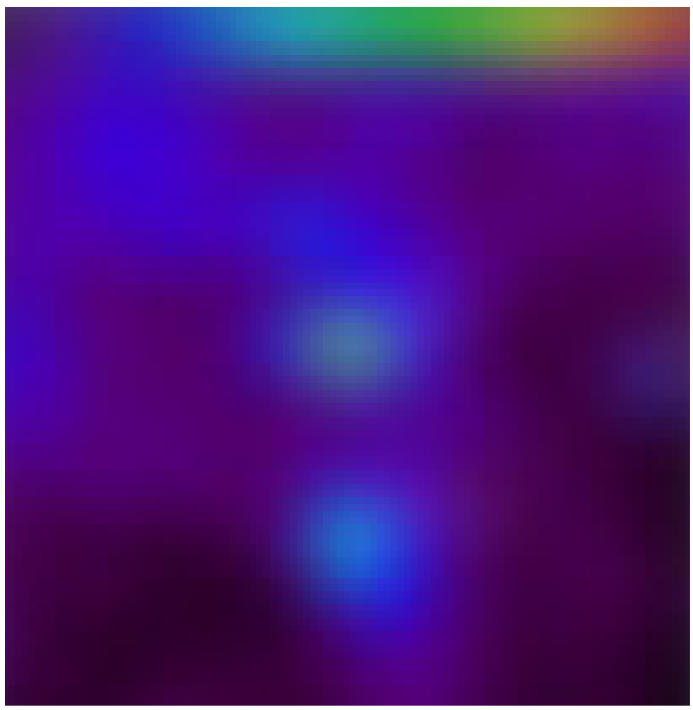
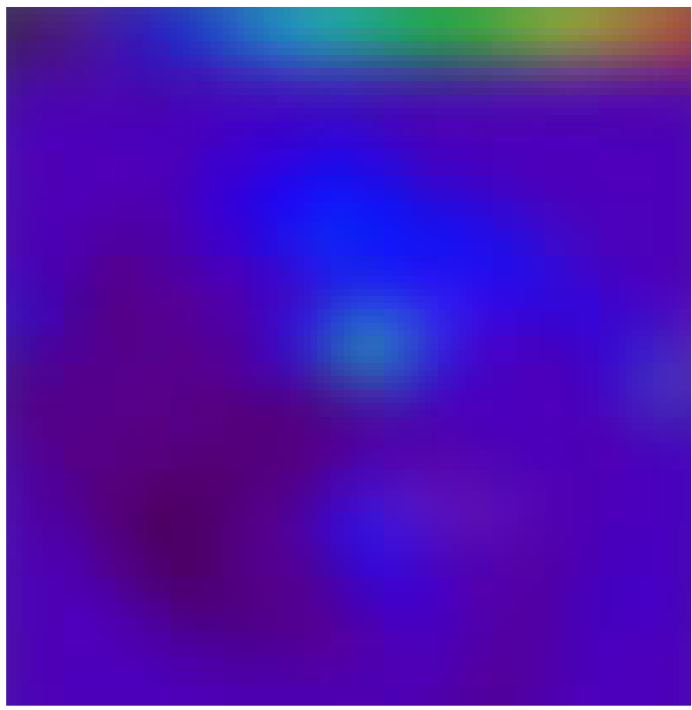
LOGO 2

LOGO 3

LOGO 4

LOGO 5

LOGO 6



TIMEAM FABULAS

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TAKIMATA ERAT

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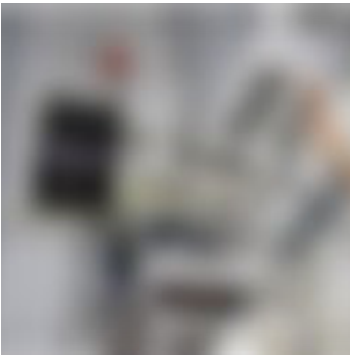
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TIMEAM FABULAS PLENDIDE



VITAE LOBOR

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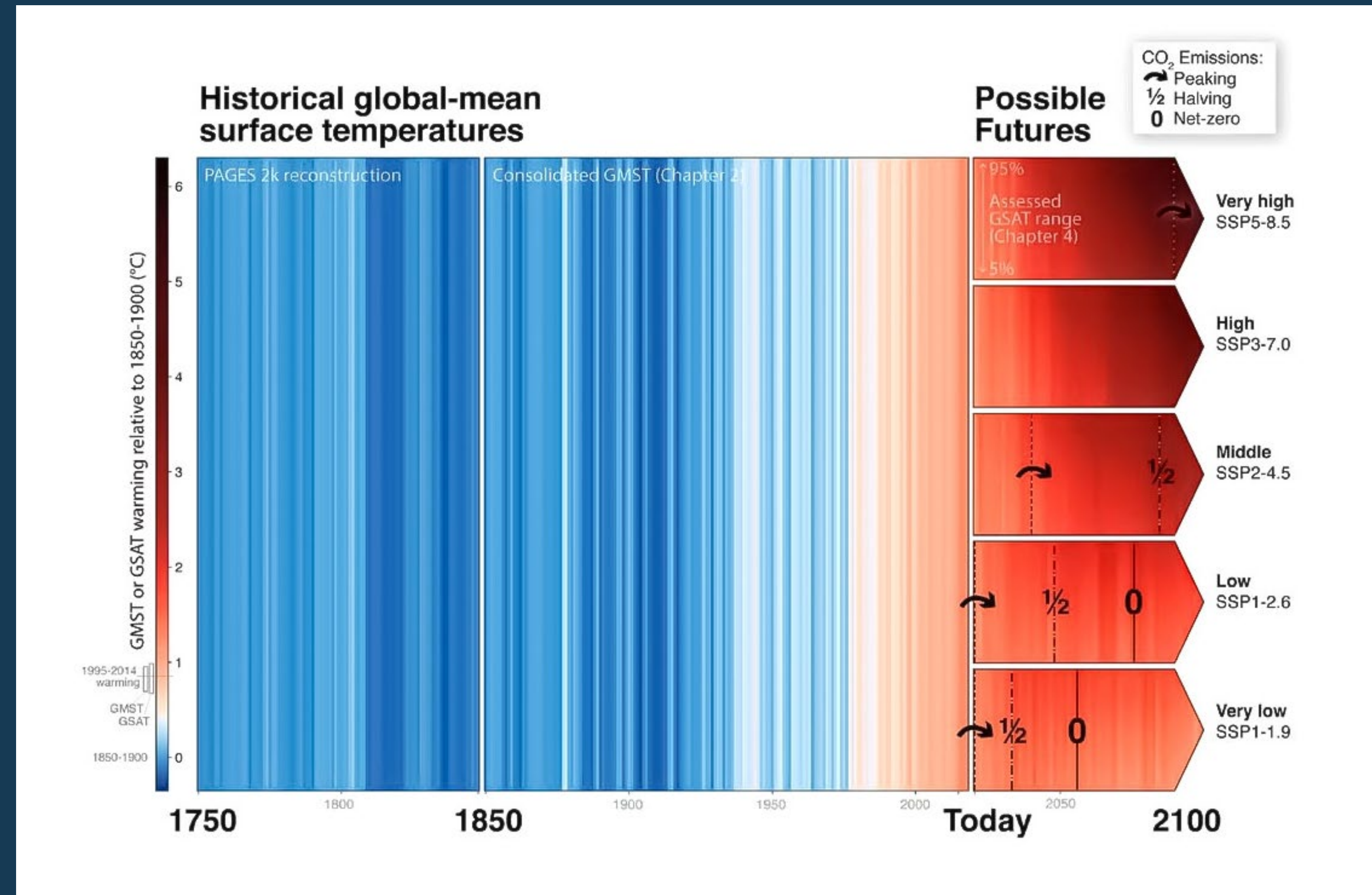


Scientific Posters2.0 Concept

functionality
communication



army
beauty
emotion





Scientific Posters2.0

Inspired to do things differently
and to be more efficient?





Scientific Posters2.0



www.iac.es