

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

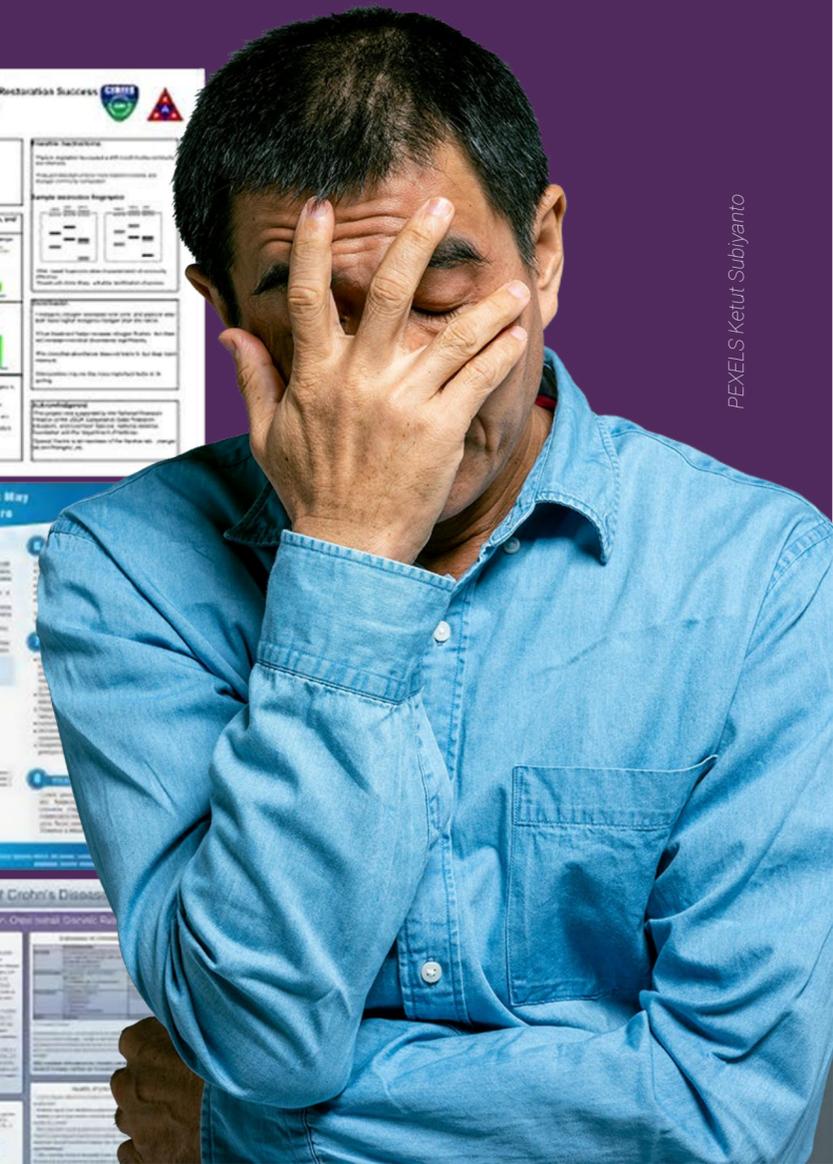


Is your poster designed to efficiently find a future collaborator in this crowded environment?



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

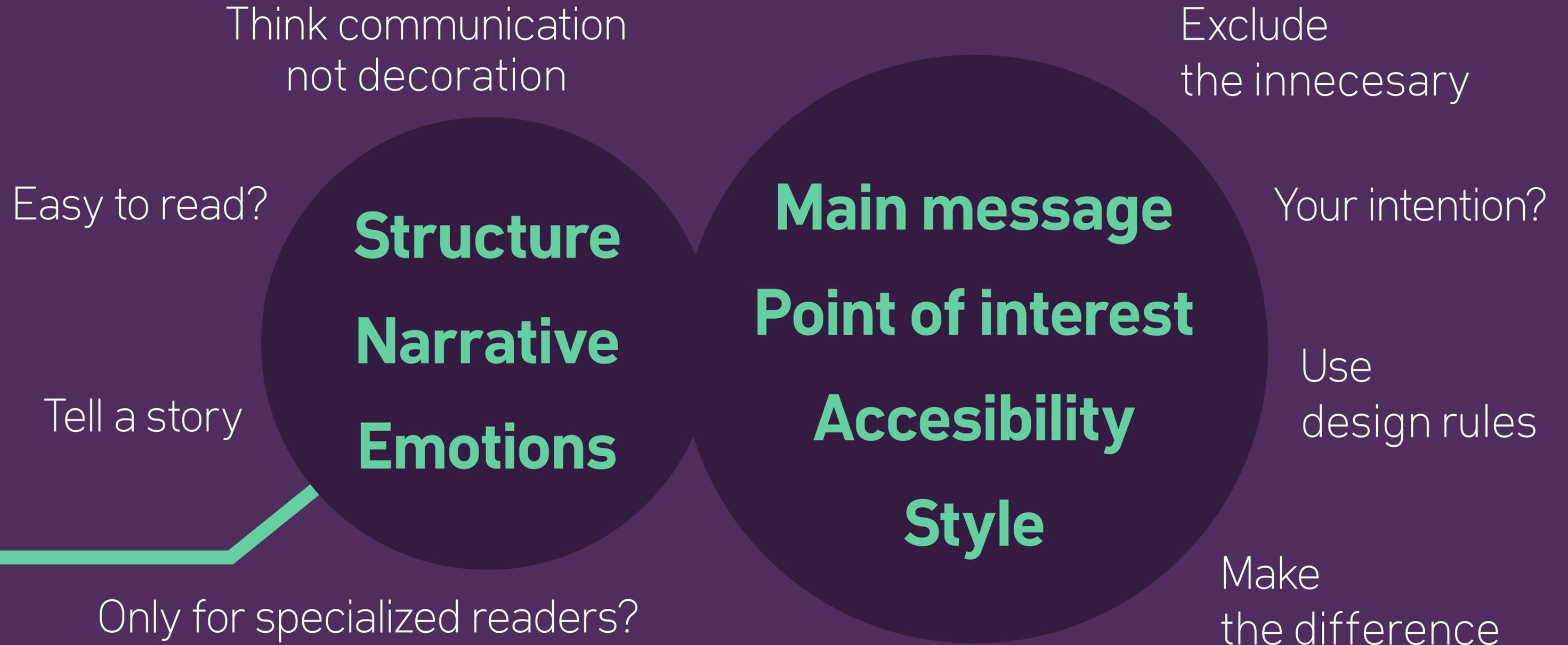
what?
how?

Talk with you
Interesting
Efficient





Scientific Posters 2.0 Concepts





Scientific Posters 2.0 Concepts

good
communication

POSTER





Scientific Posters^{2.0} Concepts



Your poster should be ...

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

... a **VISUAL ABSTRACT**



To ...

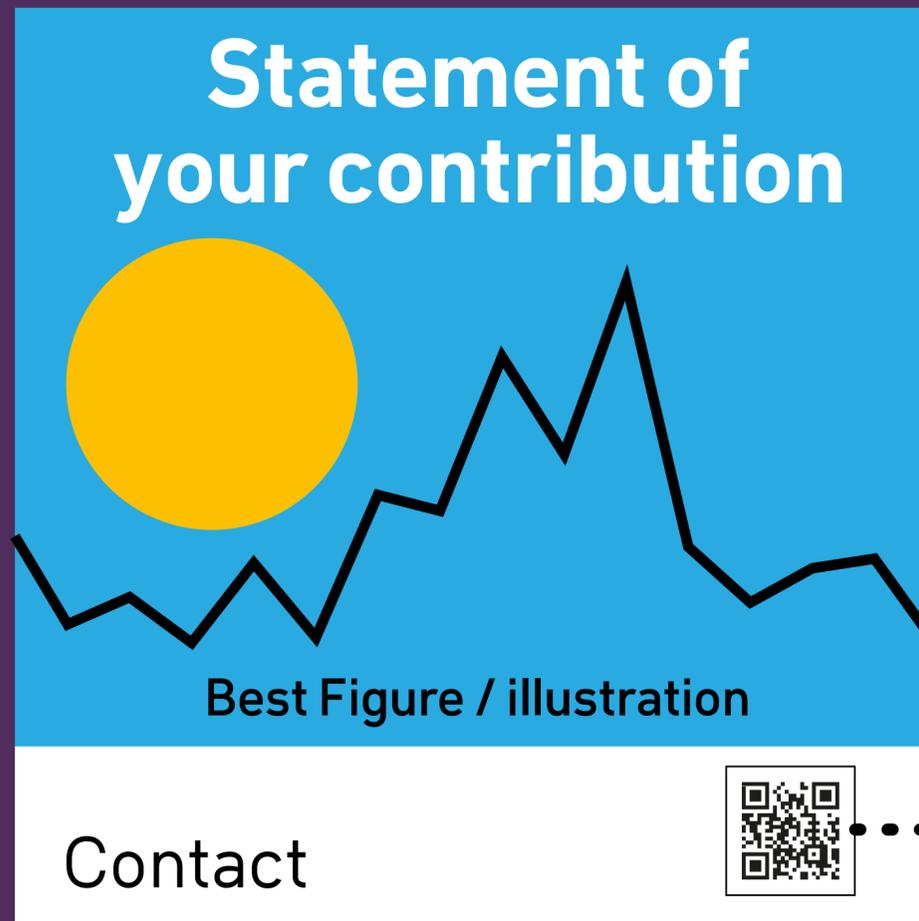
- ~ Attract attention by being different.
- ~ Arouse interest in learning more.
- ~ Offer a link to your well presented complete article.



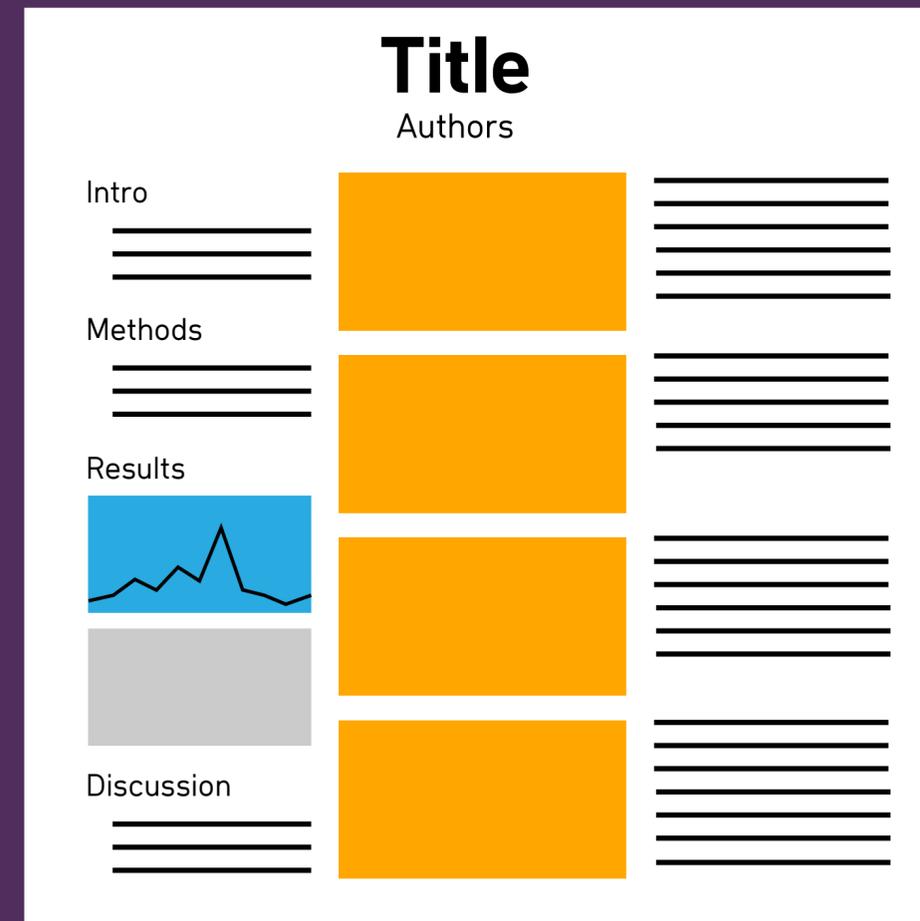
Scientific Posters 2.0 Concepts

Need! to know

Nice to know



poster



article



Scientific Posters 2.0 Concepts

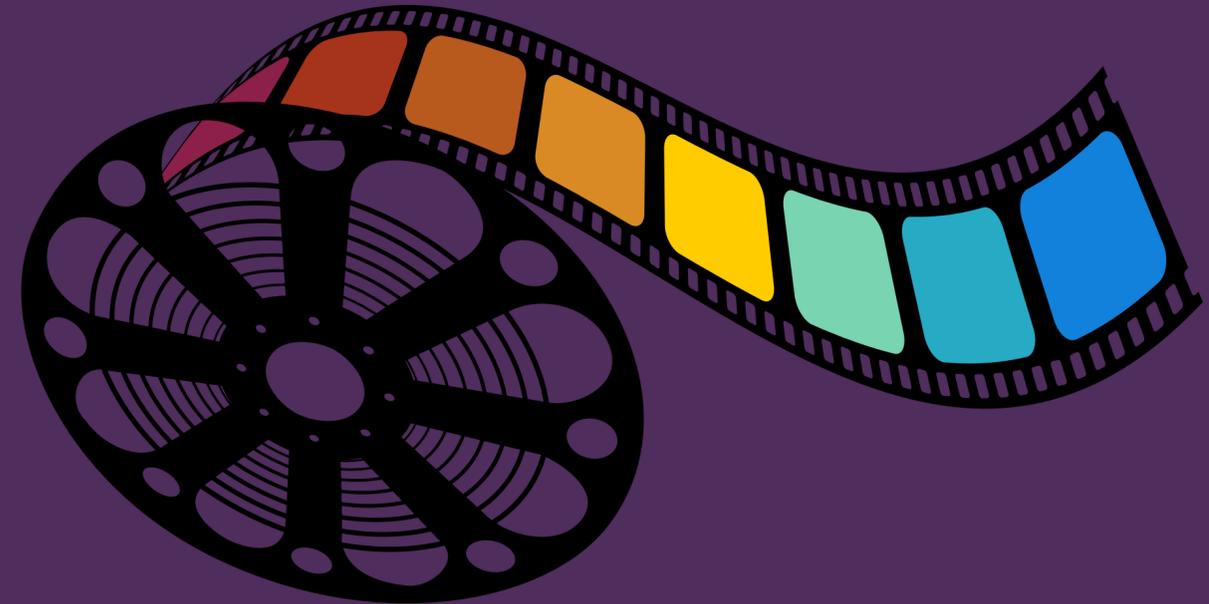
Think about movies



Poster



Trailer



Movie

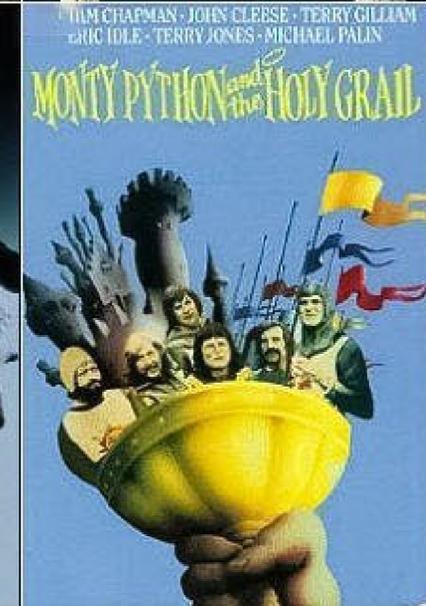
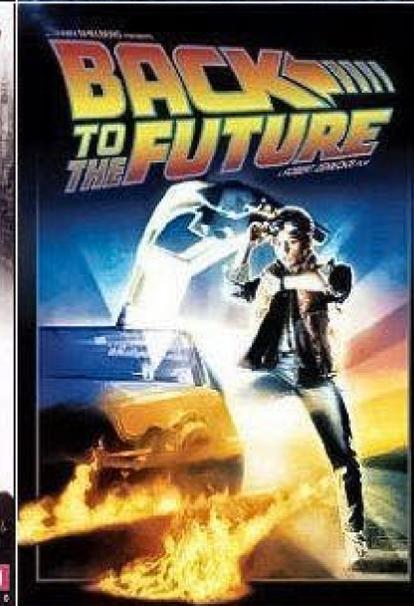
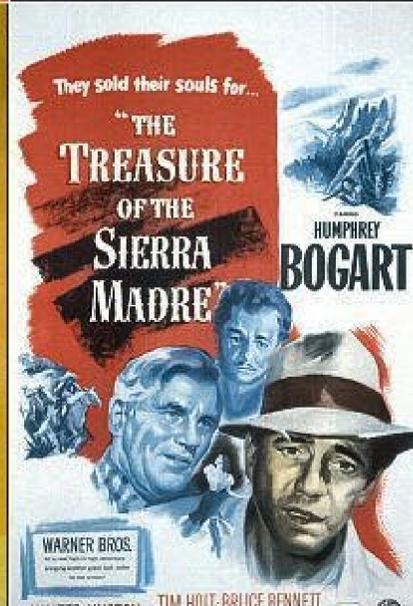
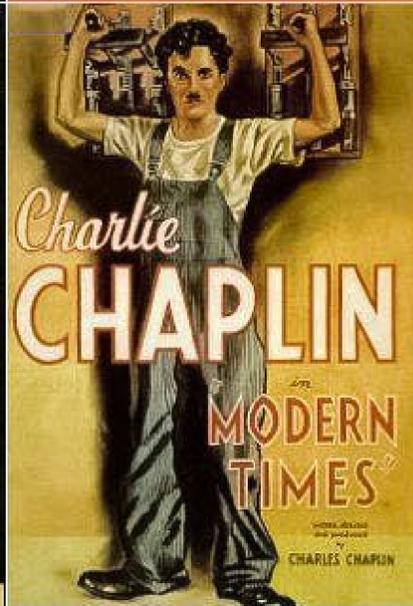
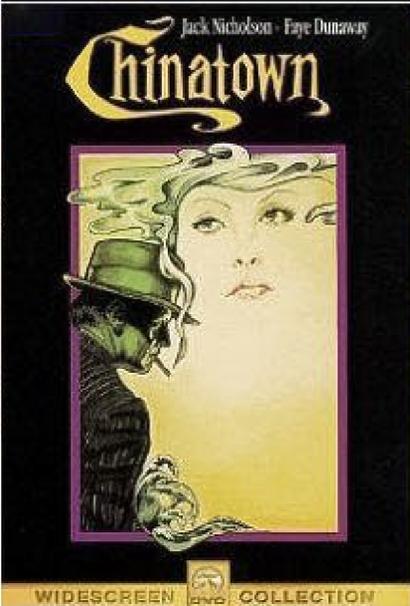
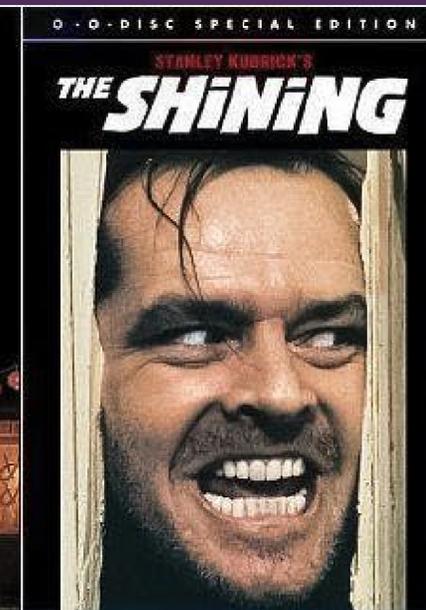
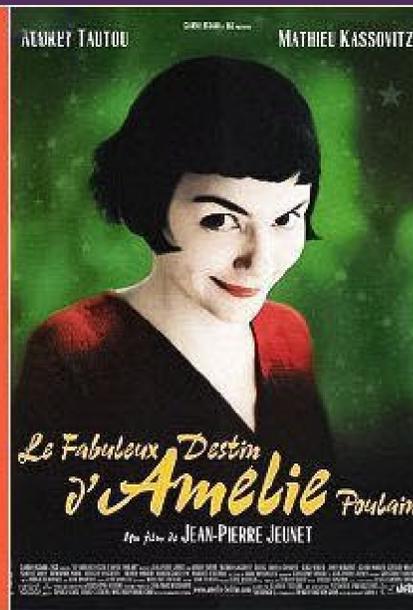
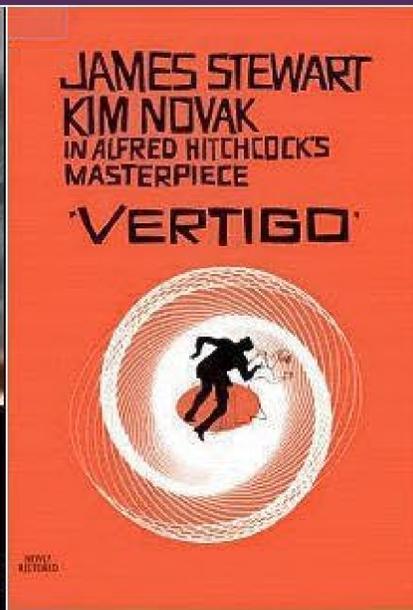
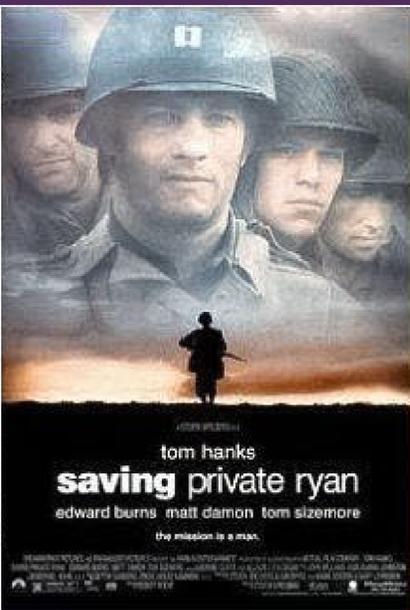
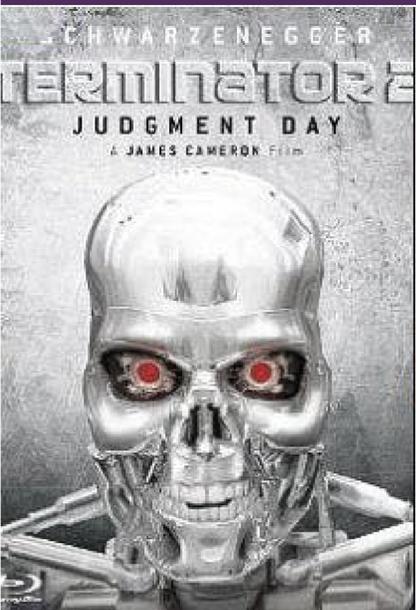
~ **Scientific Poster**
(the essence)



~ **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



If you still want to make a classic poster:

Only the **essentials**

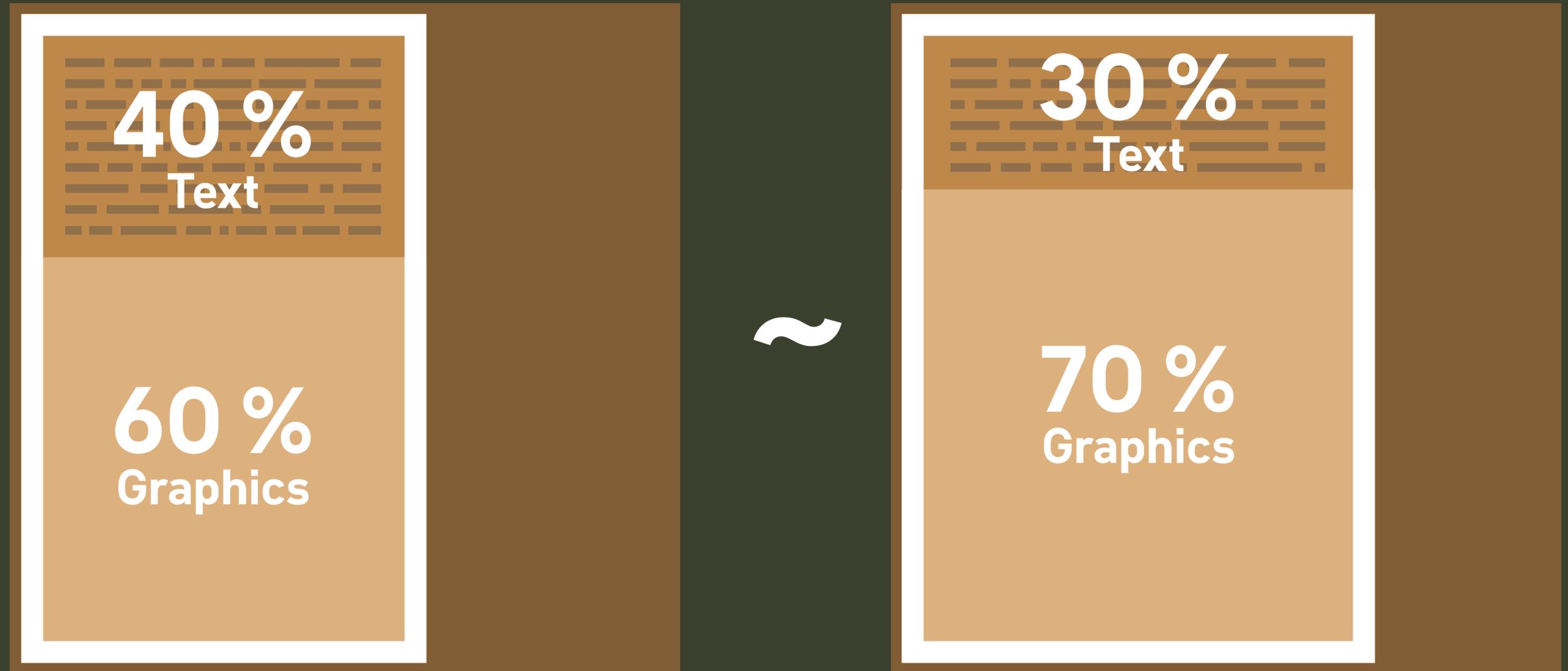
(to be able to read it in 1 - 2 minutes)

Structure for easy reading

Use **free spaces** to breathe!



Scientific Posters 2.0 Contents



60 %
Contents

40 %
EMPTY

70 %
Contents

30 %
EMPTY



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 Posters 2.0 Contents

choose 1



...

CAMBRIA

ARNO PRO

KLIMA

OSWALD

MONTSERRAT

...

TEXT

font families & styles

(commonly named "fonts")

use



Ultralight

Ultralight Italic

Light

Light Italic

Regular

Regular Italic

Medium

Medium Italic

Bold

Bold Italic

Heavy

Heavy Italic



Scientific Posters 2.0 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.



Scientific Posters 2.0 Contents

FONTS



fonts.google.com (2024)

serif



sans serif
(without serif)

The screenshot shows the Google Fonts website interface. On the left, there is a 'Preview' panel with the text 'Almost we knew it, we had left the ground' and a font size of 40px. Below the preview is a 'Filter' section with dropdown menus for 'Serif', 'Sans Serif', 'Language', 'Feeling', and 'Appearance'. The 'Serif' filter is currently selected. The main area displays a grid of font cards. The top row includes 'Noto Sans Vithkuqi', 'PT Serif', and 'Atkinson Hyperlegible'. The 'Atkinson Hyperlegible' card is highlighted with a green border and contains five green stars and the text 'Hyperlegible!'. Below it is the 'Karla' font card. The bottom row includes 'Titillium Web', 'Nanum Gothic', and 'Karla'.



Filter

Serif

Sans Serif

Language

Feeling

Appearance

Google Fonts

Search fonts

Sort by
Trending

Filters

Noto Sans Vithkuqi
Google

Almost we knew it,
we had left the
ground

PT Serif
ParaType

Almost we knew it,
we had left the
ground

Atkinson Hyperlegible
Braille Institute, Applied Design Works, Elliott Scott, ...

Almost we knew it,
we had left the
ground



Hyperlegible!

Titillium Web
Accademia di Belle Arti di Urbino

Almost we knew it, we
had left the ground

Nanum Gothic
Sandoll Communication

Almost we knew it,
we had left the
ground

Karla
Jonny Pinhorn

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,
consectetur adipiscing elit,
sed diam nonummy nibh

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



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



<https://fontjoy.com/>

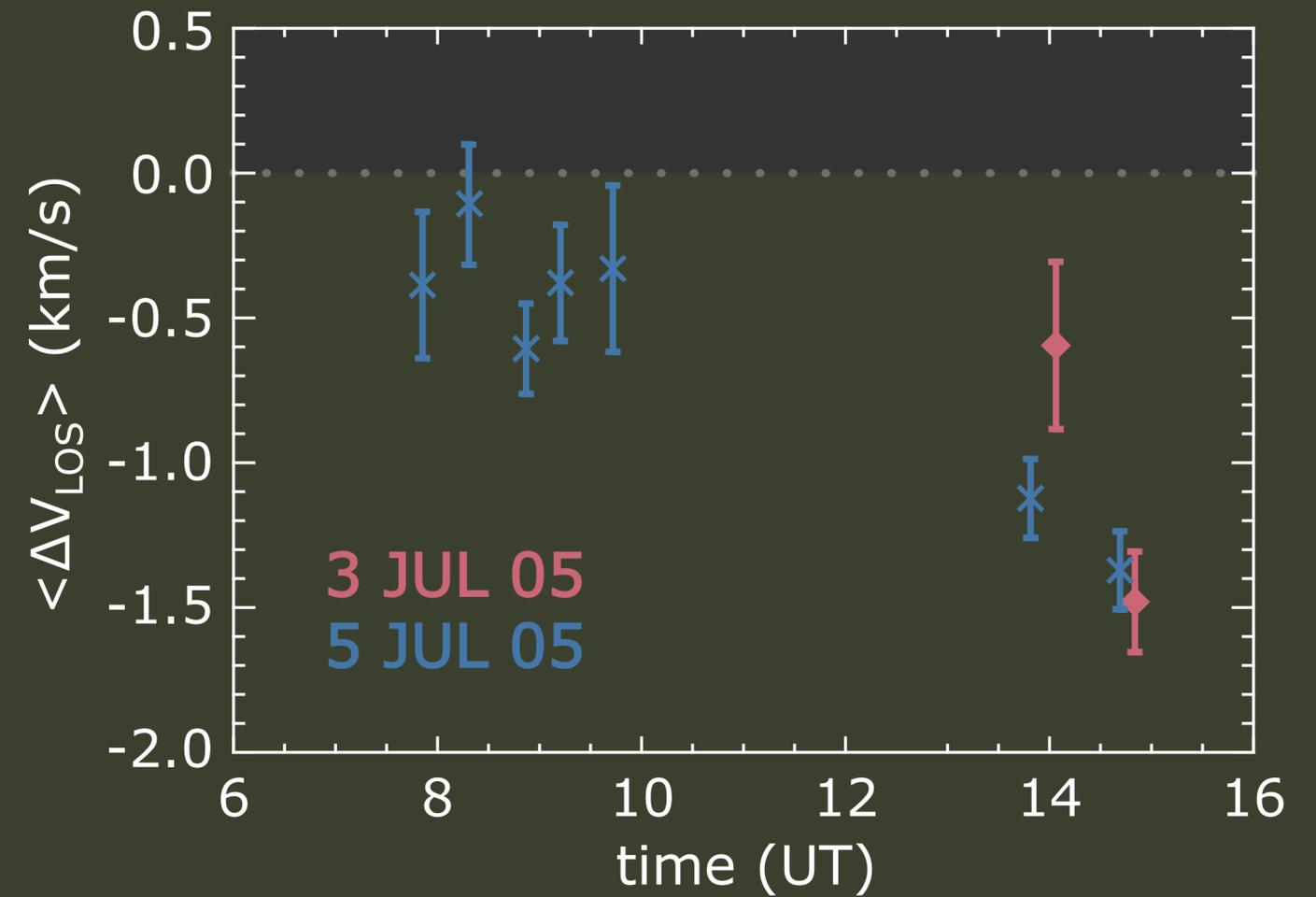
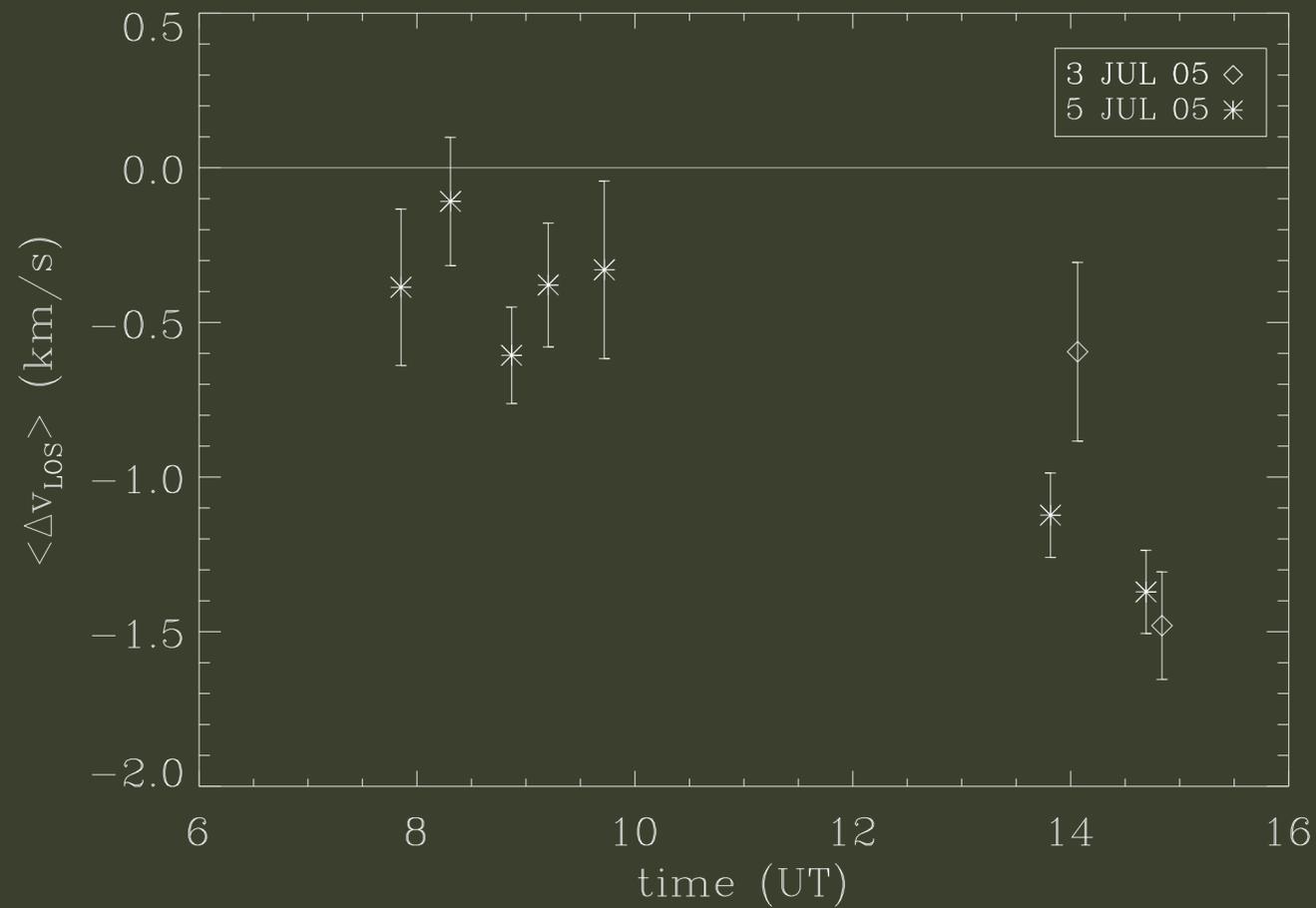


(2024)



Scientific Posters 2.0 Contents

GRAPHICS Simple & Clear

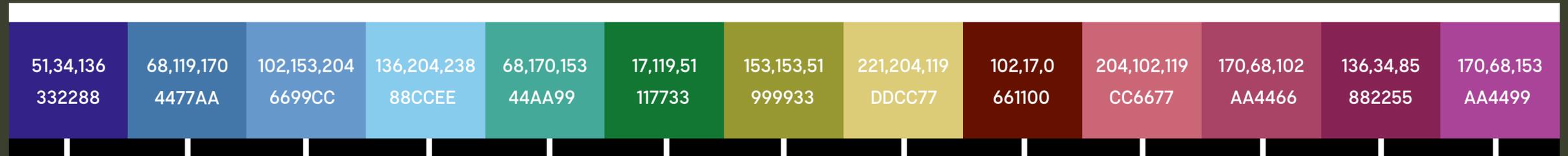




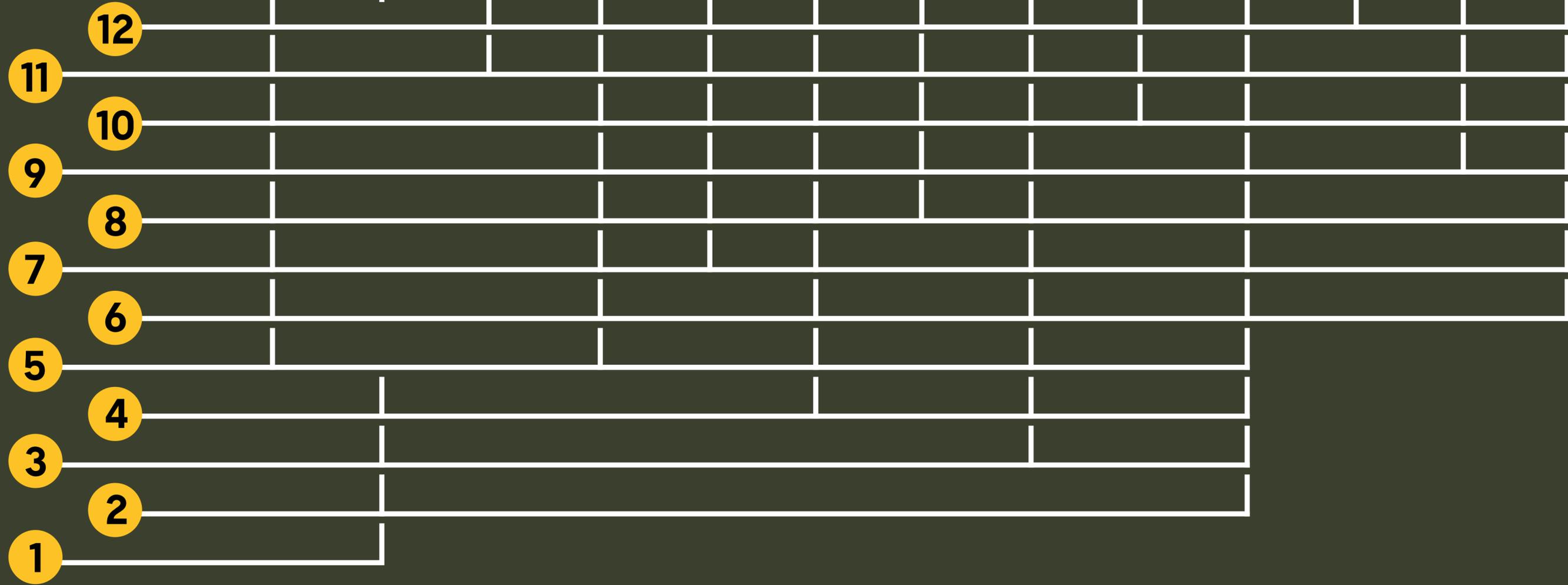
Scientific Posters 2.0 Contents

GRAPHICS blind safe colors

number of colors needed



RGB
Hex



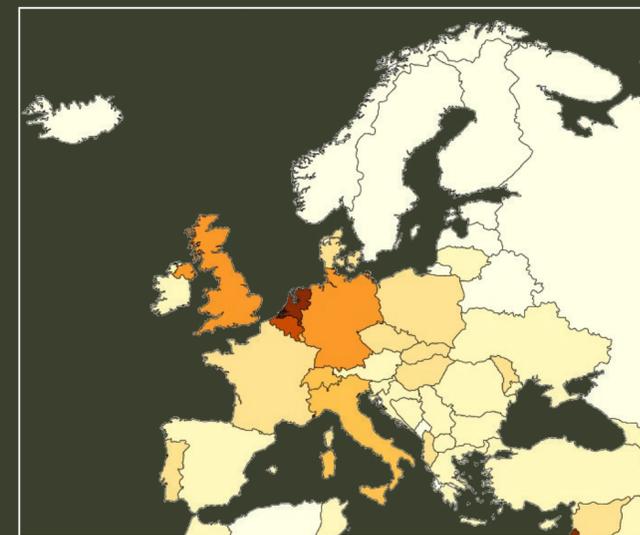


Scientific Posters 2.0 Contents

GRAPHICS blind safe colors (for sequential data)

number
of colors
needed

	255,255,229 FFFE5	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	RGB Hex
9	255,255,229 FFFE5	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	
8	255,255,229 FFFE5	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		
7	255,251,213 FFFB5	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 FFFB5	254,227,145 FFF391	254,196,79 FEC44F	251,154,41 FB9A29	217,95,14 D95F0E	153,52,4 993404				
5	255,251,213 FFFB5	254,217,142 FED98E	251,154,41 FB9A29	217,95,14 D95F0E	153,52,4 993404					
4	255,251,213 FFFB5	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							



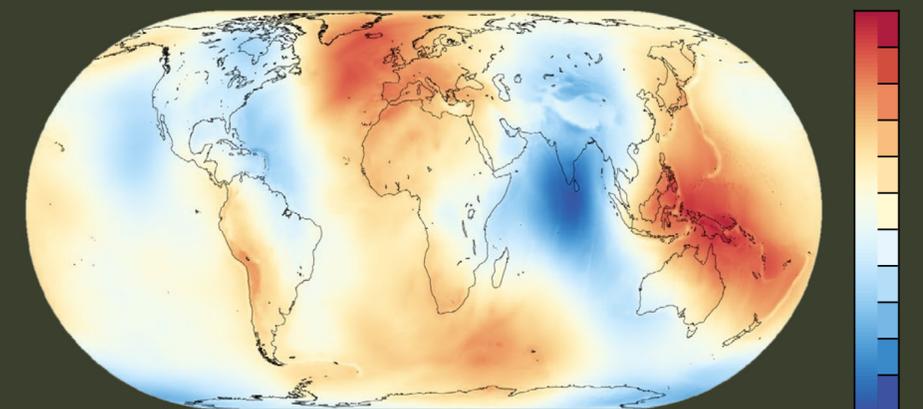


Scientific Posters 2.0 Contents

GRAPHICS **blind safe colors** (for diverging data)

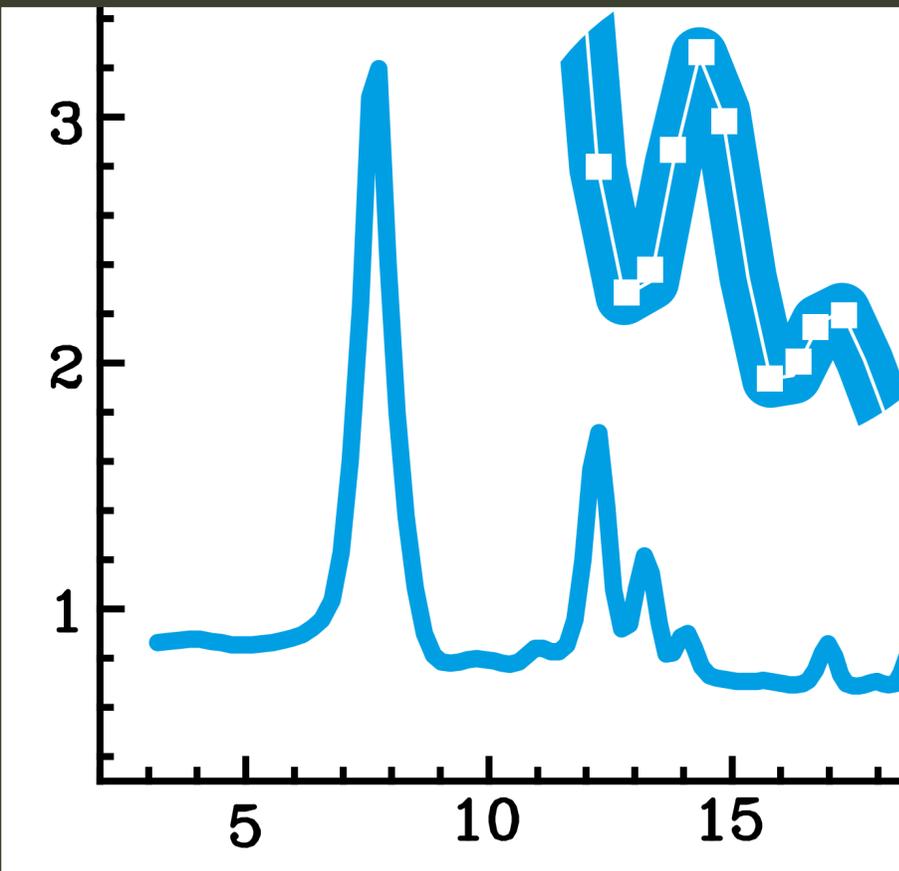
number
of colors
needed

	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

...

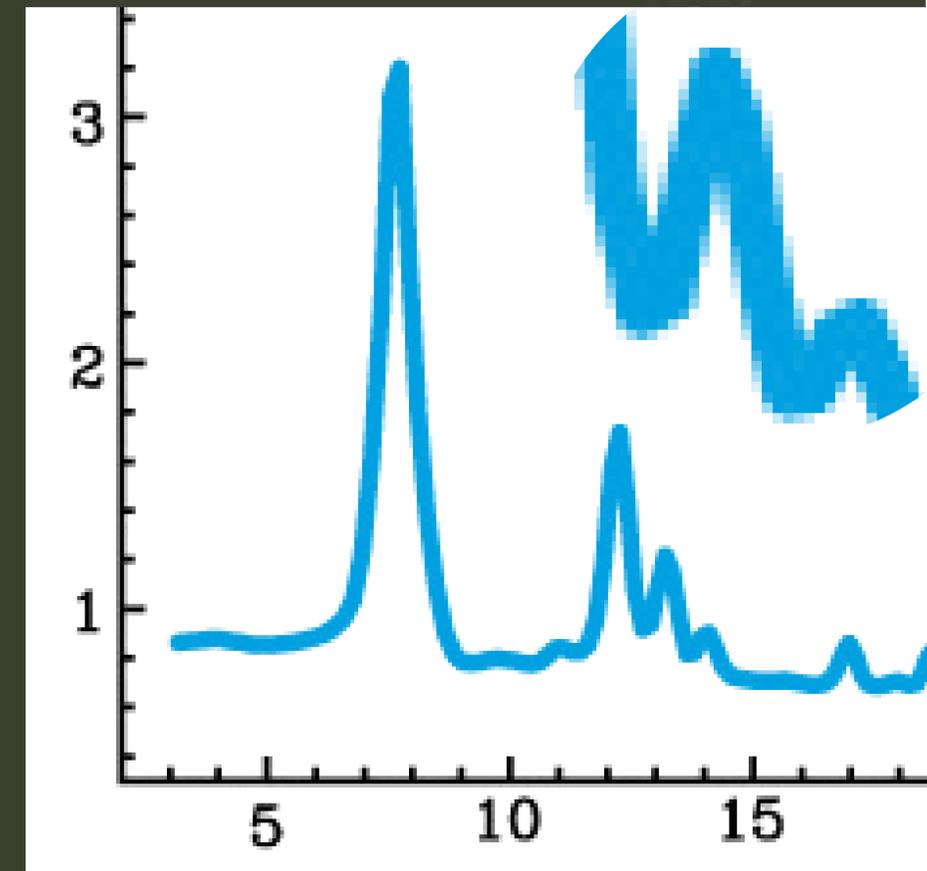
Raster
(pixels)

.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**

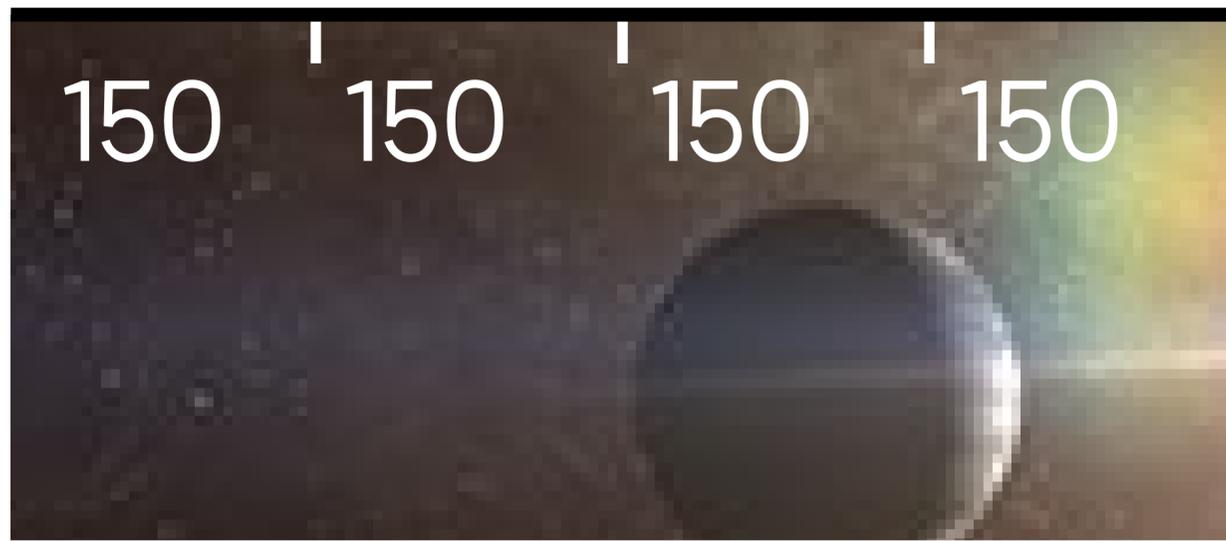
Printed Poster



printing resolution: 150 dpi (dots per inch)



4 inches
(printed size)



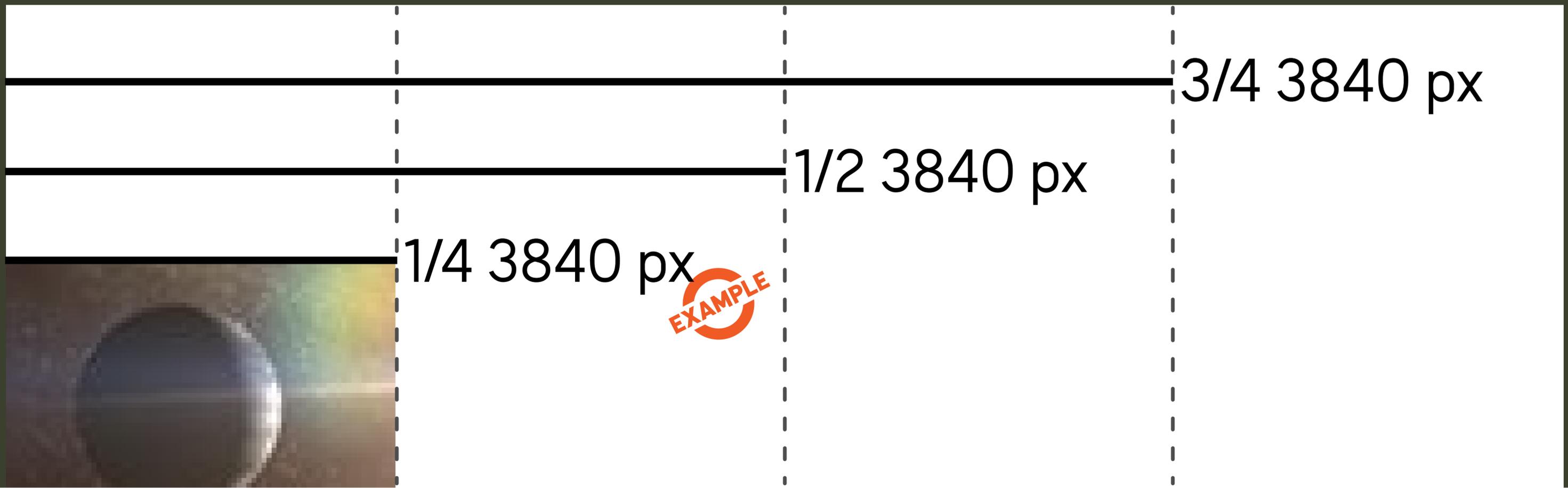
→ $4'' \times \underline{150 \text{ dpi}} = 800 \text{ pixels}$
(dot = pixel)



raster GRAPHIC's minimum needed **QUALITY**

Digital Display

EXAMPLE 4K (3840 x 2160 pixels) (WxH)



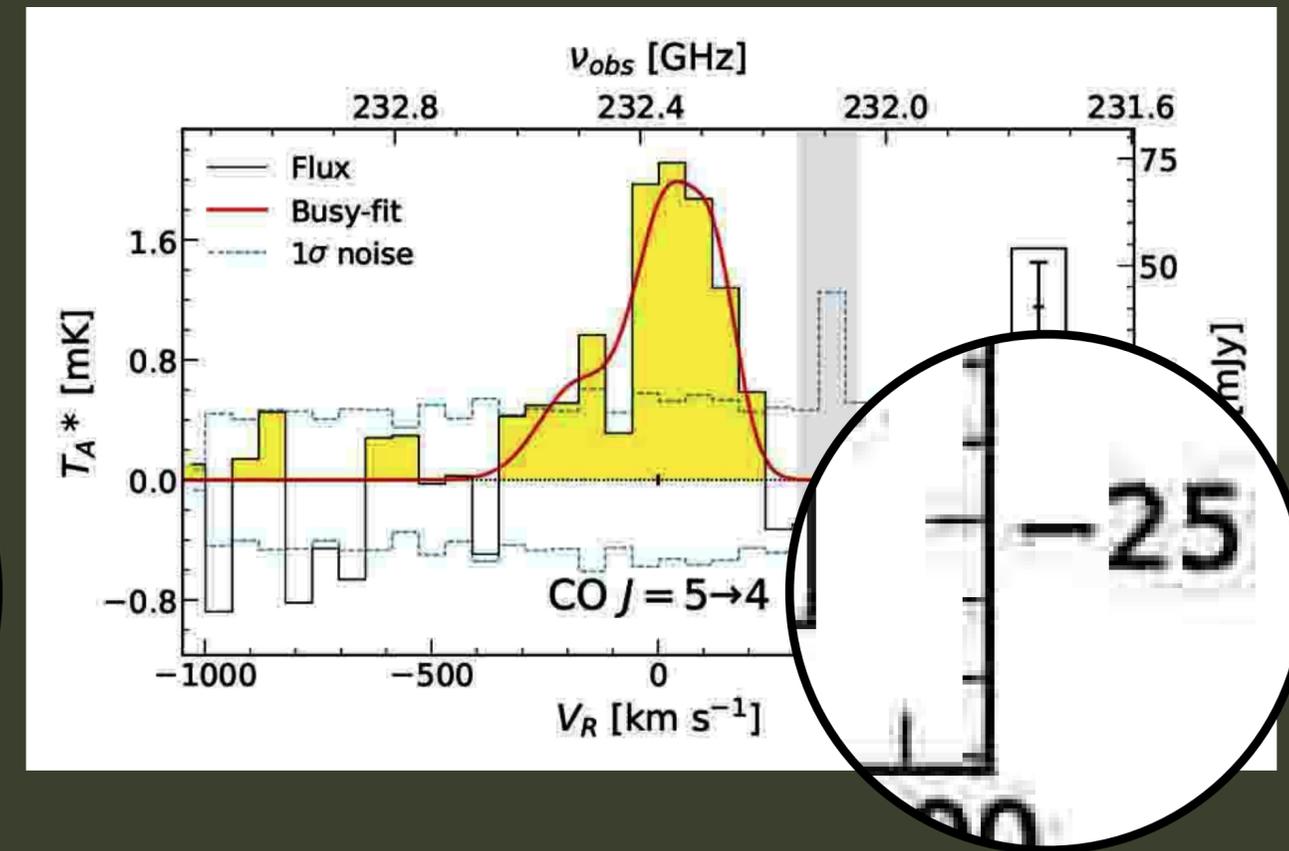
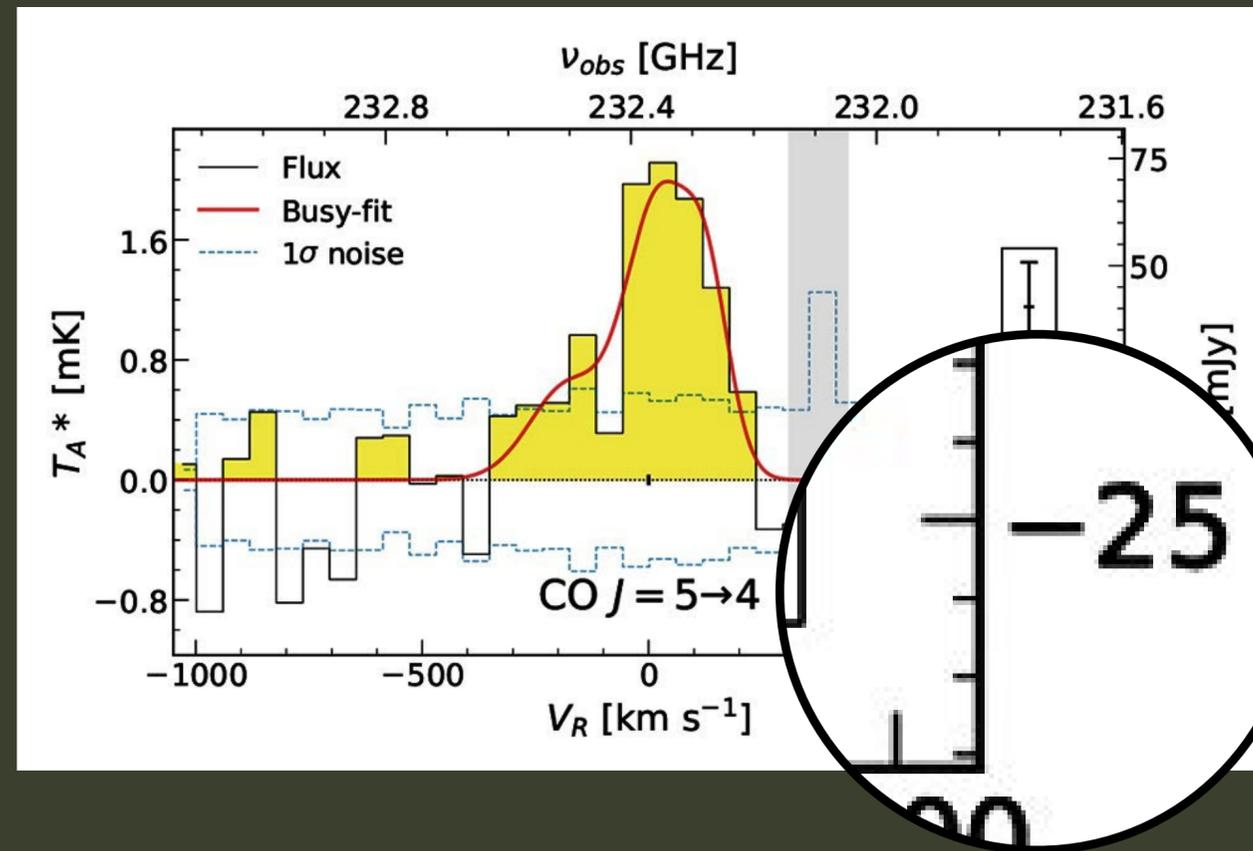


JPEG (.jpg) compression range

.jpg

Same number of pixels

.jpg



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



Scientific Posters 2.0 Contents

TRANSPARENT BACKGROUND

.jpg



.png





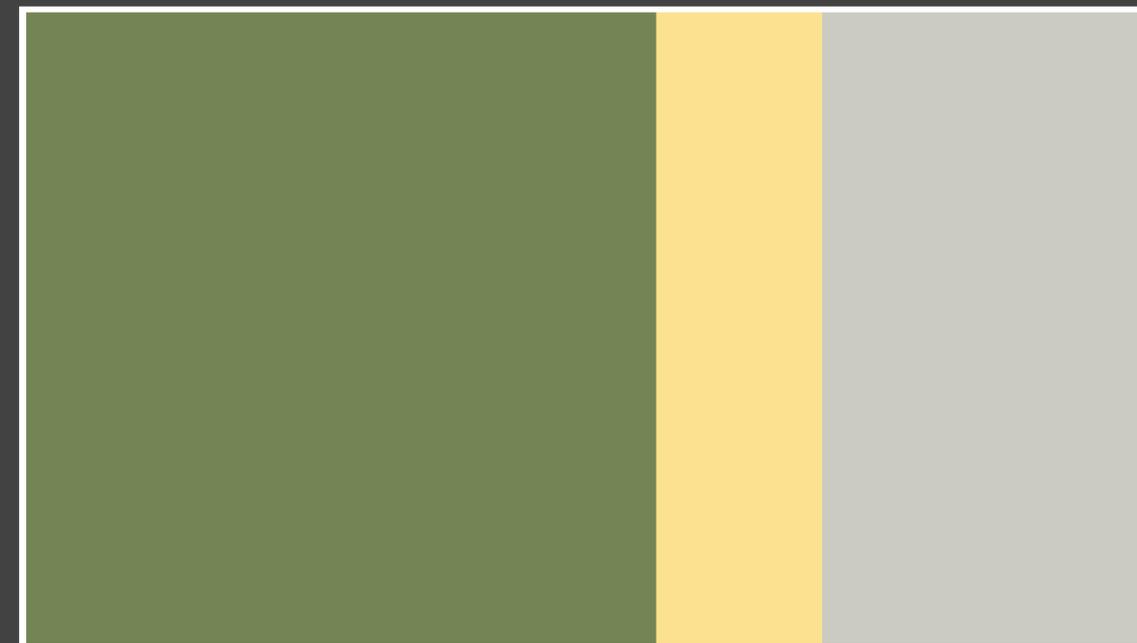
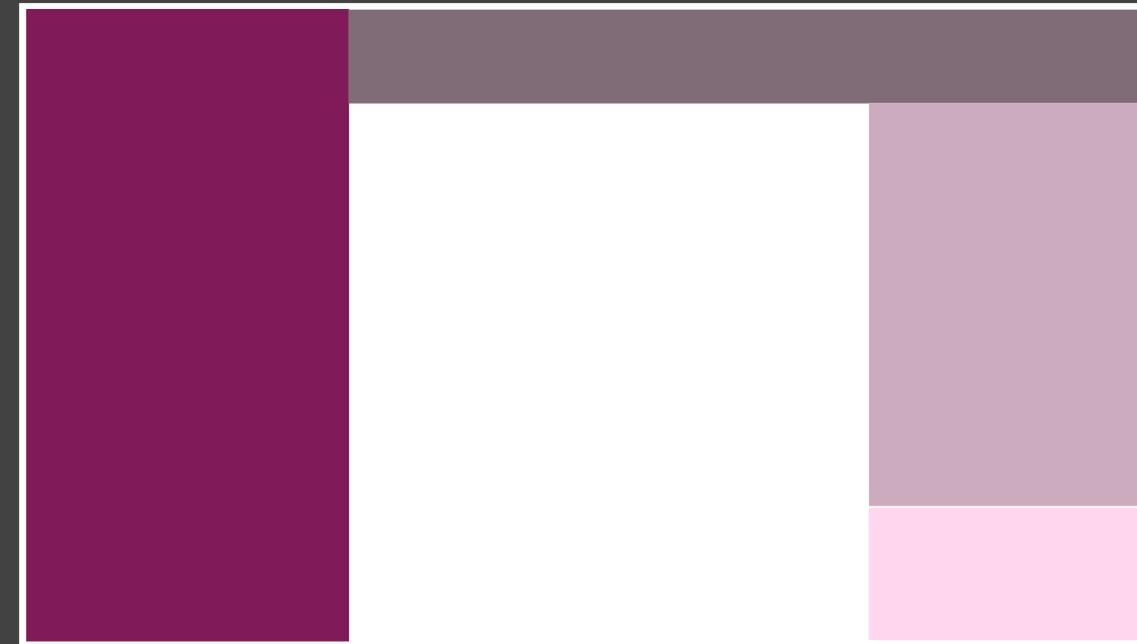
Readability over gradient or textured backgrounds

Shadows are not always a good idea for readability



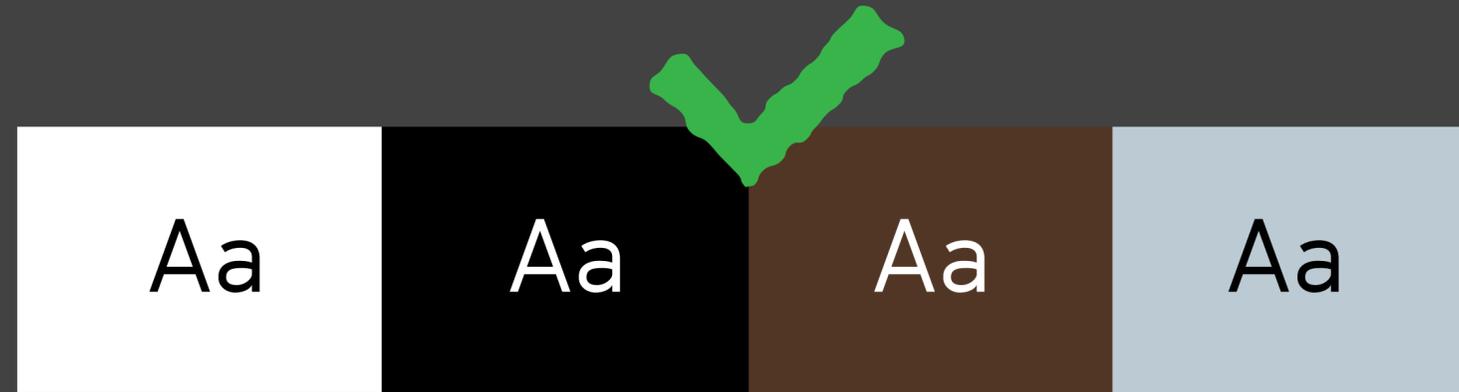
Scientific Posters 2.0 Colors

Use color to
Attract attention!
Relate items

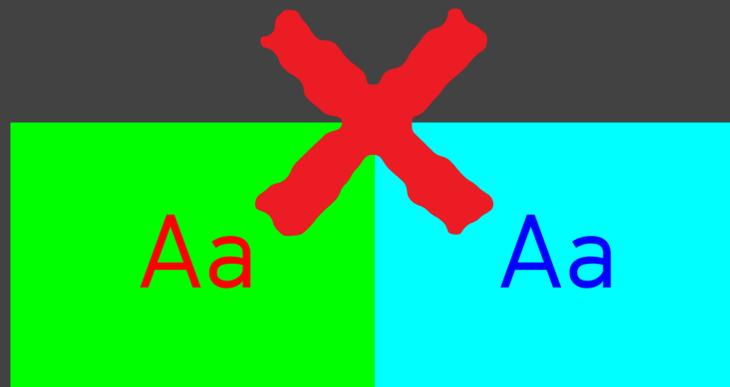




Scientific Posters 2.0 Colors



better **white or black** text



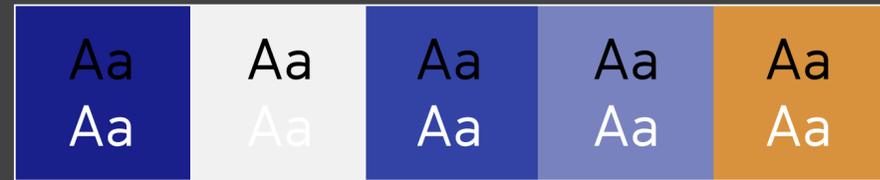
too saturated colors



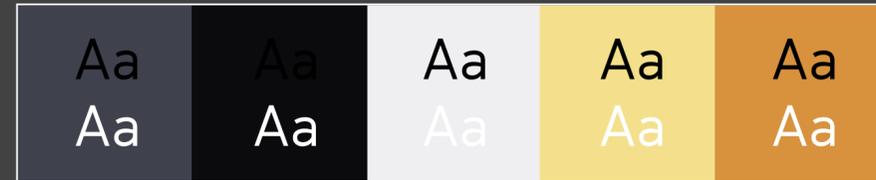
not enough contrast



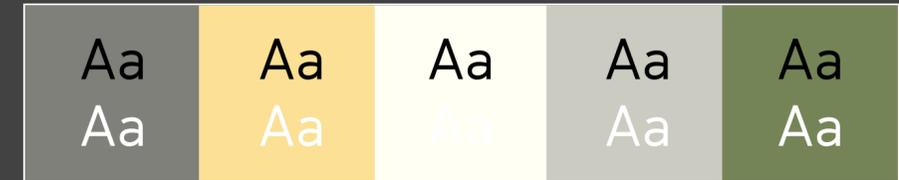
Scientific Posters 2.0 Colors



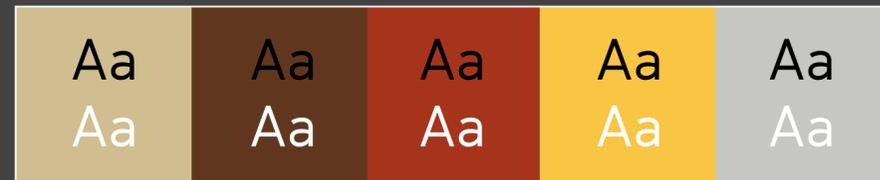
R	25	242	50	120	217
G	31	242	67	131	147
B	140	242	166	191	61
Hex	191F8C	F2F2F2	3243A6	7883BF	D9933D



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



R	127	252	255	204	117
G	128	225	255	204	133
B	122	150	244	195	87
Hex	7F807A	FCE196	FFFFFF4	CCCCCC3	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



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



R	127	255	255	127	204
G	108	105	216	32	173
B	119	192	239	87	191
Hex	7F6C77	FFC0EF	FFD8EF	7F2057	CCADBFBF



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



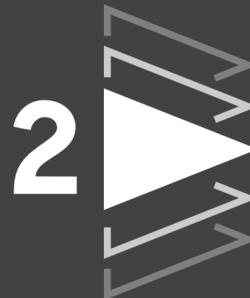


color palettes

Scientific Posters 2.0 Colors

color.adobe.com (2024)

color wheel
harmony rules



The screenshot shows the Adobe Color website interface. At the top, there are navigation tabs: CREATE, EXPLORE, TRENDS, LAB (highlighted), and LIBRARIES. Below the navigation, there are options for Color Wheel, Extract Theme, Extract Gradient, and Accessibility Tools. The Color Wheel is a circular color wheel with a white arrow pointing to a yellow color. A white number '3' is next to the arrow. Below the color wheel, there are options for Color Harmony and Color Mode. The Color Harmony dropdown is set to Custom, and the Color Mode dropdown is set to RGB. A list of harmony rules is shown, with Complementary selected. Below the list, there are five color swatches: #0024A8, #194BFF, #0035F5, #A87C00, and #F5B400. Below the swatches, there are sliders for R, G, B, and a brightness slider for each color. The sliders are labeled with their respective values: R (0, 25, 0, 168, 245), G (36, 75, 53, 124, 180), B (168, 255, 245, 0, 0), and brightness (66, 100, 96, 66, 96). Below the sliders, there are color labels for each color.



color accessibility

Scientific Posters 2.0 Colors



accessibility tools

color blind safe

colors in conflict

blindness
simulations

color.adobe.com (2024)

The screenshot shows the Adobe Color Accessibility Tools interface. At the top, there are navigation tabs: 'Color Wheel', 'Accessibility Tools', and 'Tools'. The 'Color Wheel' tab is active, showing a color wheel with two color swatches selected. A yellow box highlights a 'Potential Color Conflict' warning: 'Possible conflicts found. Move the swatches on color wheel to make colors distinct and color blind safe.' Below the color wheel, there are three horizontal bars representing color combinations. The first bar shows the original colors (blue and yellow) with minus signs in yellow circles, indicating a conflict. The second bar shows the colors after adjustment (blue and olive green), also with minus signs in yellow circles. The third bar shows the colors after simulation (blue and pink), with minus signs in yellow circles. Below these bars is a 'Color Blind Simulator' section with three rows: 'Deuteranopia', 'Protanopia', and 'Tritanopia'. Each row shows the original colors and the simulated colors, with minus signs in yellow circles indicating conflicts. On the right side, there is a 'Save to atlas' dropdown, a 'Name' field with 'My Color Blind Safe Theme', and several tags: 'DistinctColors', 'CreativityForAll', 'ColorBlind', 'Blue', and 'Orange'. A 'Save' button is at the bottom right.

4



5





color accessibility

Scientific Posters 2.0 Colors



color.adobe.com (2024)

The screenshot shows the Adobe Color website interface. At the top, there are navigation tabs: CREATE, EXPLORE, TRENDS, LAB (selected), and LIBRARIES. Below this, there are sub-tabs: Color Wheel, Extract Theme, Extract Gradient, and Accessibility Tools (selected). The main area features a color wheel with two white circles. Below the wheel, a message states: "No conflicts found. Swatches are color blind safe." Below this is a horizontal bar with five color swatches: dark blue, medium blue, light blue, olive green, and yellow. Each swatch has a corresponding HSB color picker with sliders for Hue (H), Saturation (S), and Brightness (B). The HSB values for the swatches are: #0024A8 (H: 227, S: 100, B: 66), #264EDE (H: 227, S: 83, B: 87), #6079D1 (H: 227, S: 54, B: 82), #A89152 (H: 44, S: 51, B: 66), and #D6C28B (H: 44, S: 35, B: 84). A "Color Blind Simulator" section at the bottom shows how the colors appear to people with Deuteranopia, Protanopia, and Tritanopia. On the right side, there is a "Save to atlas" button and a "Name" field containing "My Color Blind Safe Theme". There are also tags like "DistinctColors", "CreativityForAll", "ColorBlind", "Blue", and "Orange". A "Save" button is at the bottom right.

color mode

Hhue
Ssaturation
Bbrightness





color accessibility

Scientific Posters 2.0 Colors



color.adobe.com (2024)

safe colors

8 refinement

Adobe Color

CREATE EXPLORE TRENDS LAB LIBRARIES

Color Wheel Extract Theme Extract Gradient Accessibility 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: 227	H: 227	H: 227	H: 44	H: 44
S: 100	S: 83	S: 54	S: 51	S: 35
B: 66	B: 87	B: 82	B: 66	B: 84
Color label				

Color Blind Simulator

Deuteranopia

Protanopia

Tritanopia

Save



color accessibility

Scientific Posters 2.0 Colors

color.adobe.com (2024)

AAA requirements
checking contrast
with text color



not enough contrast
with white text

Adobe Color

CREATE EXPLORE TRENDS LAB LIBRARIES

Color Wheel Extract Theme Extract Gradient Accessibility Tools

Tools

Contrast Checker ?

Color Blind Safe

Contrast Checker ✓

WCAG 2.1 Level **AAA** ? Import Colors

Text Color #FFFFFF

Background Color #D6C28B

Contrast Ratio ? **1.76 : 1** ⊘

Preview

Regular Text

A high color contrast makes anything easier to read

⊘ Fail font size and below

Large Text

A high color contrast makes anything easier to read

⊘ Fail font size and above / 14pt bold and above

Graphic Components

⊘ Fail font size and actionable graphics

Recommendations Save

Contrast Suggestions

T ⊘ Contrast Ratio 5.0:1

Apply

T ⊘ Contrast Ratio 5.0:1

Apply

Set a Contrast Ratio ➤

Save to Libraries



color accessibility

Scientific Posters 2.0 Colors



color.adobe.com (2024)

checking with black text

good contrast

Adobe Color

CREATE EXPLORE TRENDS 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 Wheel

RGB SLIDERS R G B

Regular Text

A high color contrast makes anything easier to read

Graphic Components

Contrast Ratio 13.0:1

Contrast Ratio 14.0:1

Contrast Ratio 15.1:1

Set a Contrast Ratio

Pass

Pass

Pass

Save to Libraries





color palettes

Scientific Posters 2.0 Colors

color.adobe.com (2024)

extract it from an image or graphic of your poster

OPTION

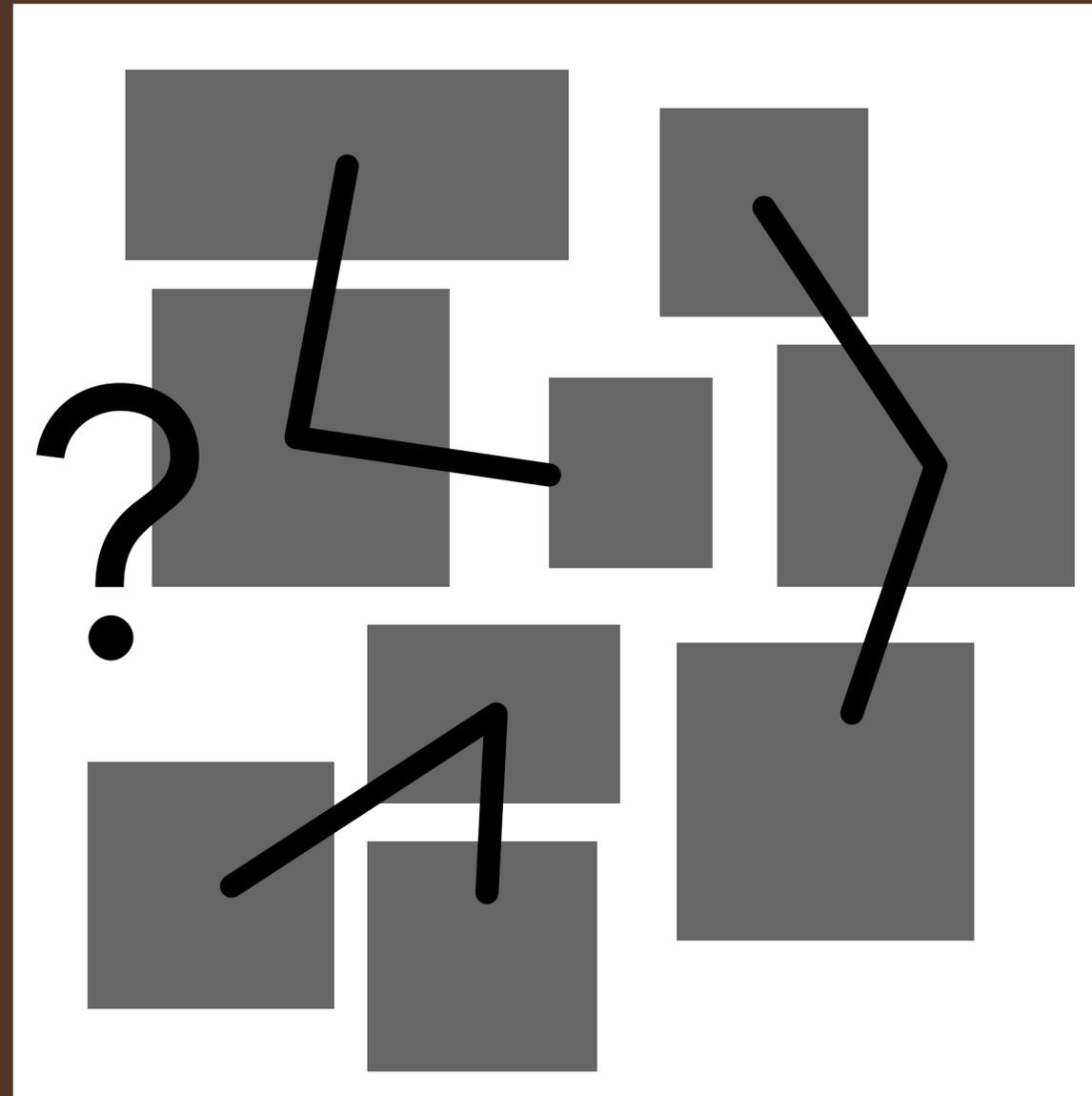
The screenshot shows the Adobe Color interface. At the top, there are navigation tabs: CREATE, EXPLORE, TRENDS, LAB (highlighted), and LIBRARIES. Below these are tool options: Color Wheel, Extract Theme (selected), Extract Gradient, and Accessibility Tools. On the left, there's a section for 'Extract using Color Mood' with radio buttons for Colorful (selected), Bright, Muted, Deep, Dark, and None. The main area displays a space-themed image with a sun and planets, with several white circles indicating points of interest. At the bottom, a color palette is shown with five color swatches and their corresponding hex codes: #240F26, #F2C36B, #593414, #591202, and #F26444. On the right side, there are options to 'Replace Image', 'Save to atlas', 'Name' (color theme_planetas_extras...), 'Tags' (Brown, Coffee, Christmas, Beige, Chocolate), 'Publish Theme' (checked), and a 'Save' button.



Scientific Posters 2.0 Structure & Reading

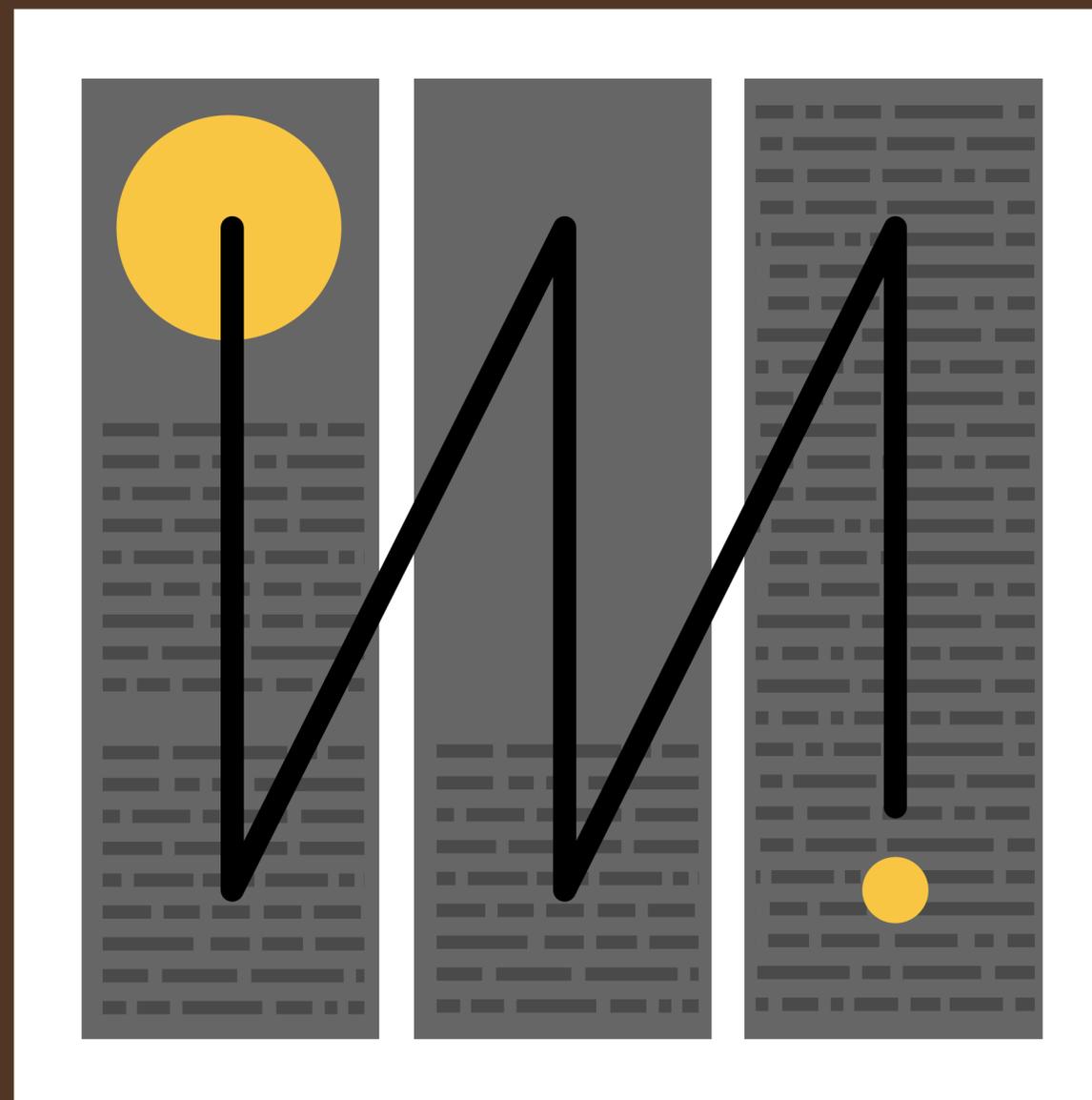
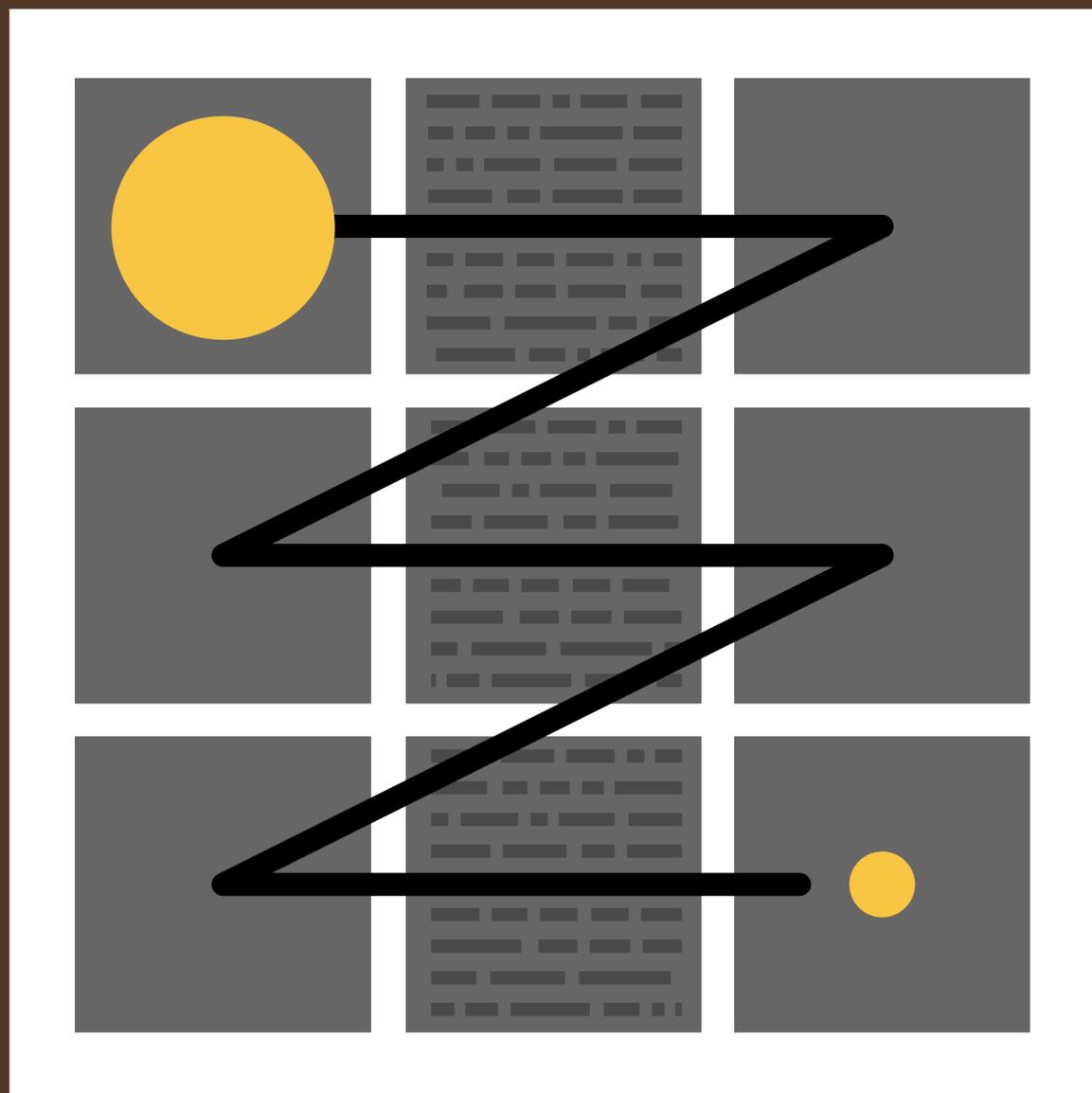


Without structure,
How to read it





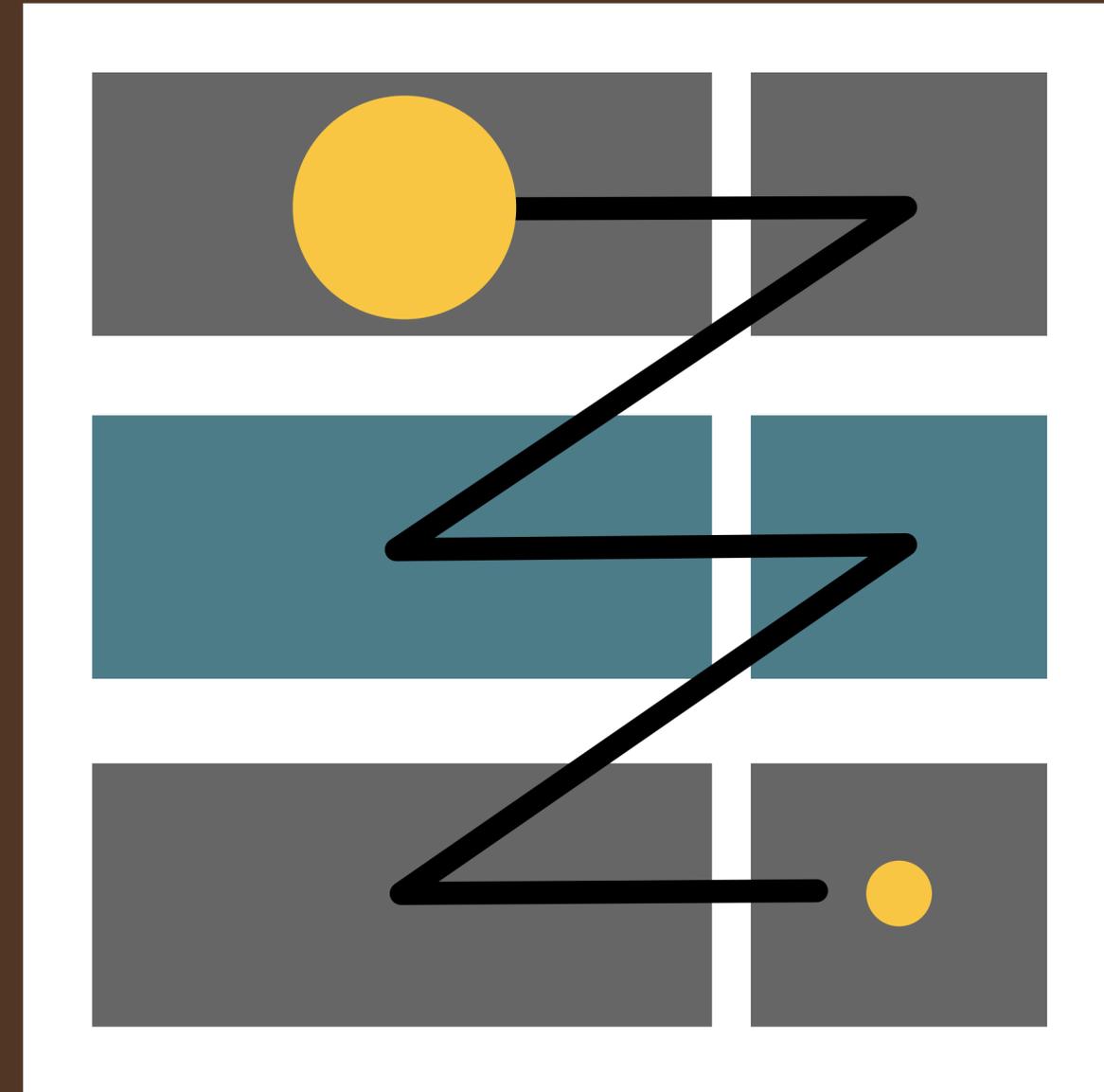
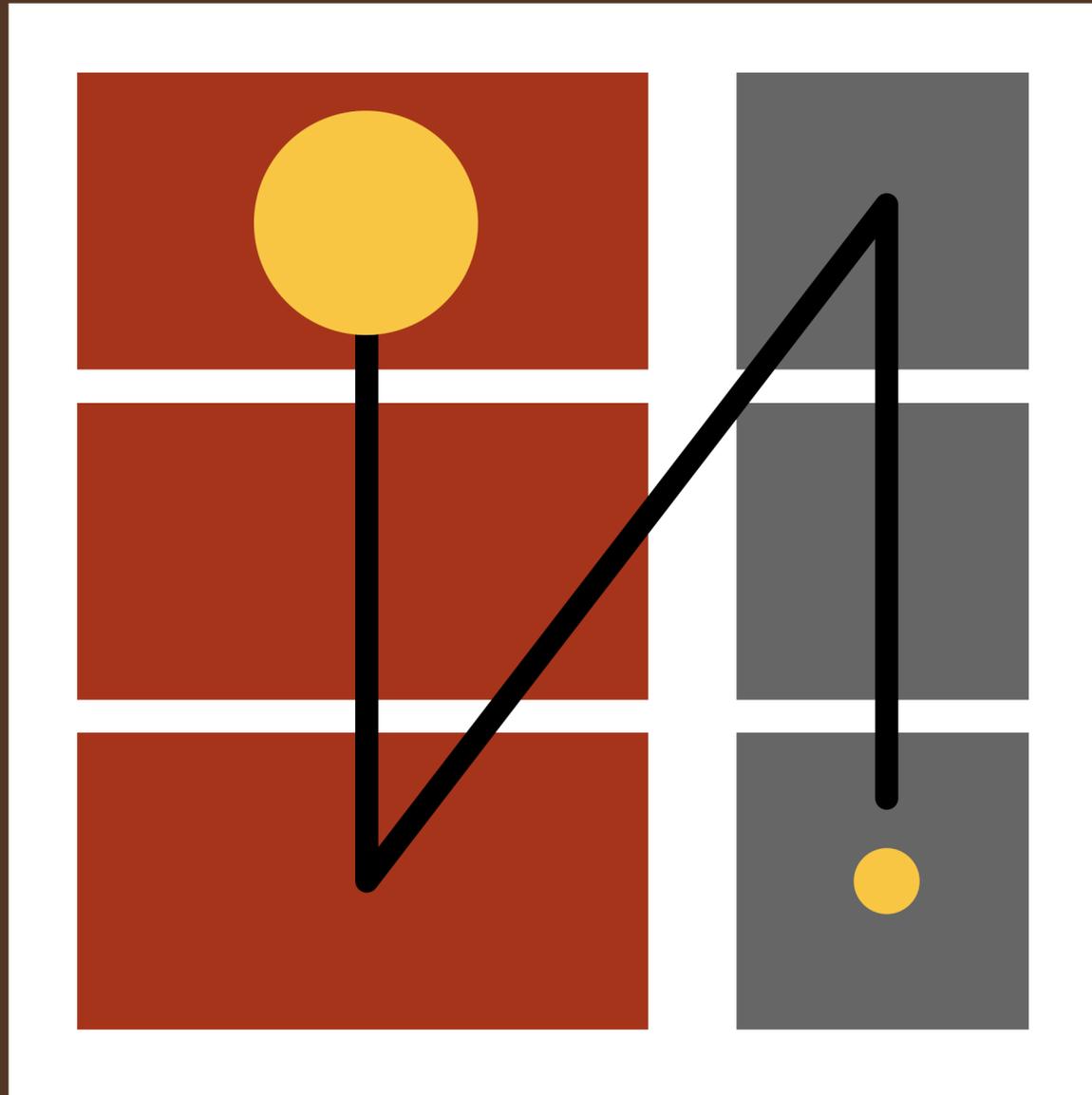
Scientific Posters 2.0 Structure & Reading



(common reading flow in western cultures)



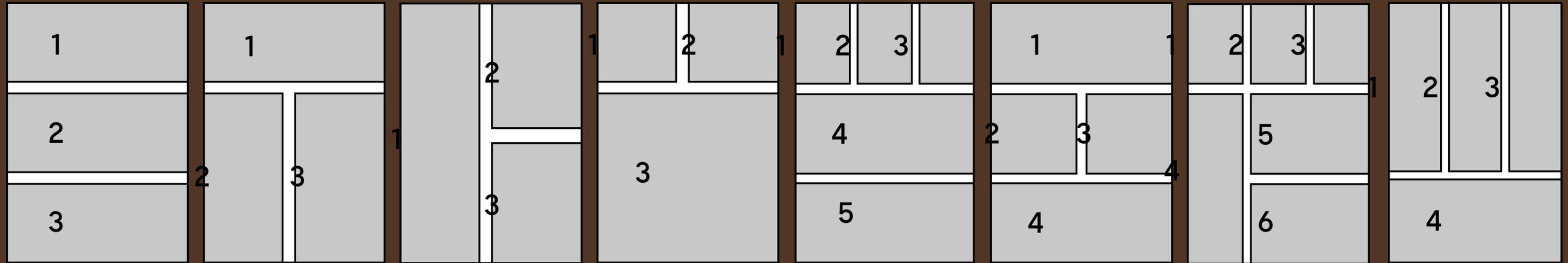
Scientific Posters 2.0 Structure & Reading



Use color & spaces to guide the reading flow.



Scientific Posters 2.0 Structure & Reading

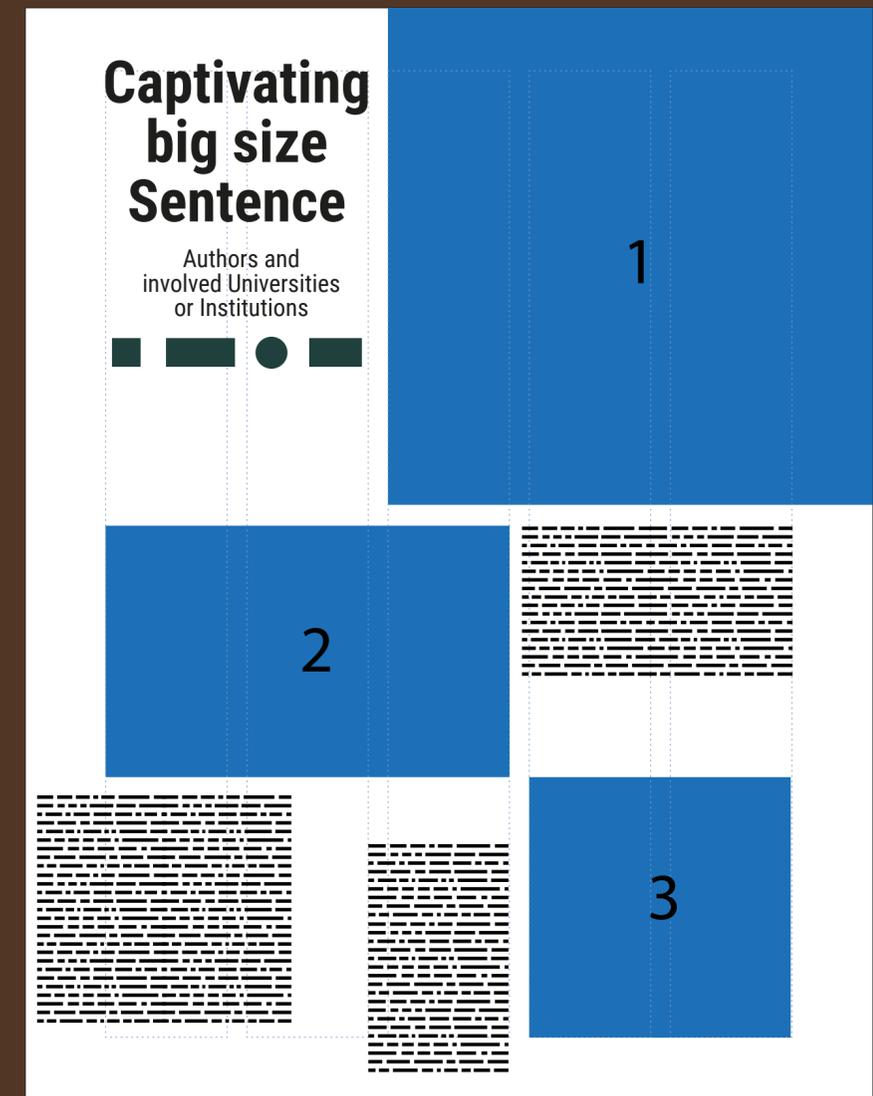
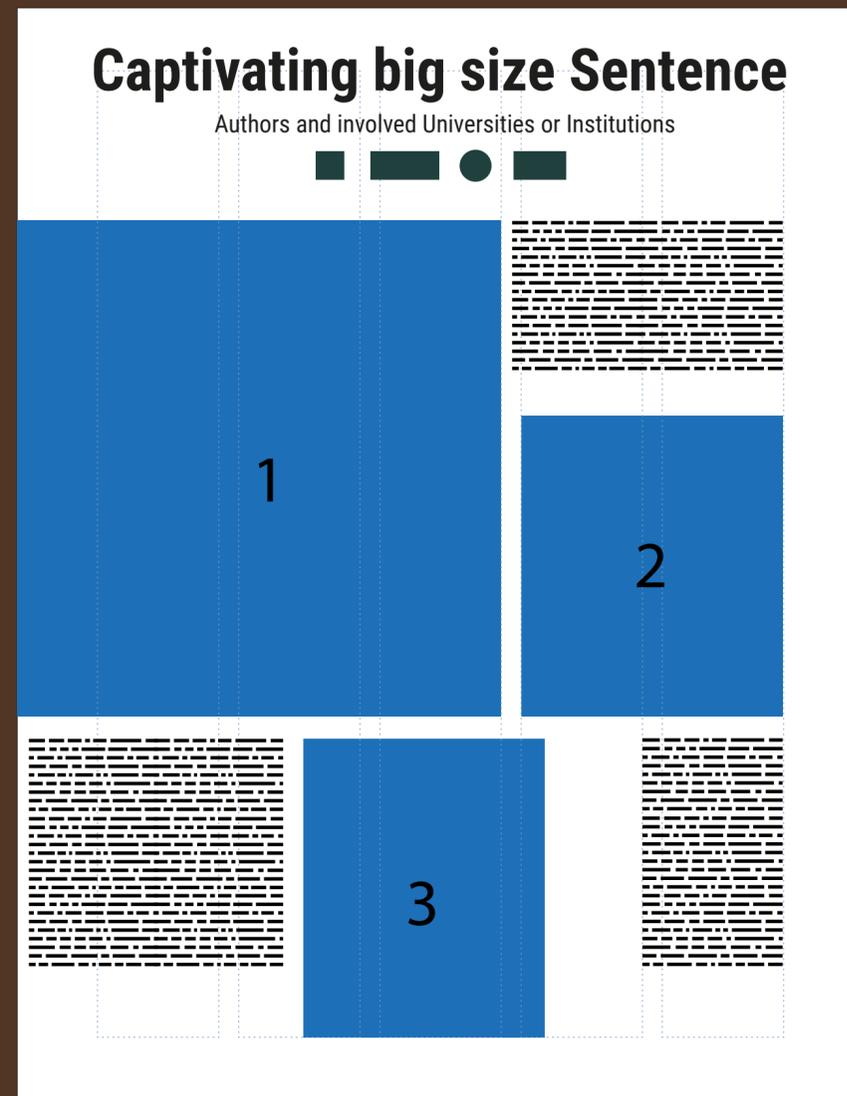
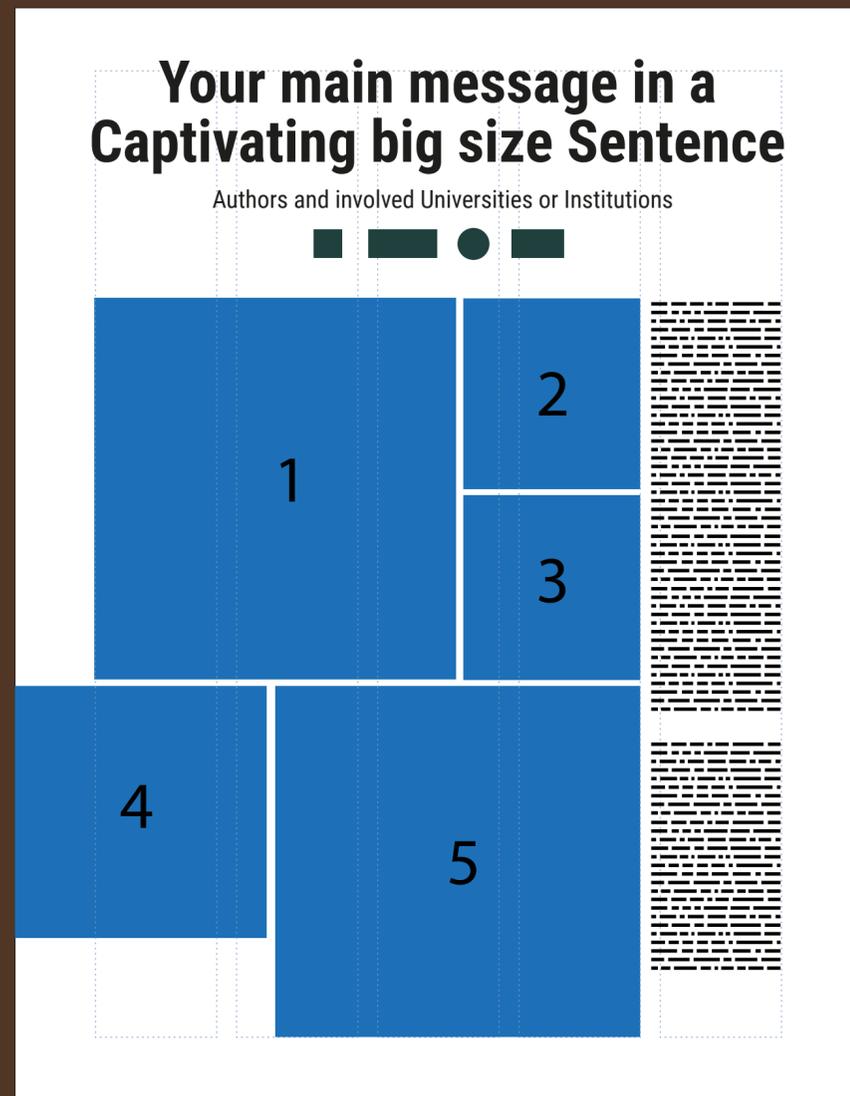


Be inspired by comics & magazines. Structured but visual.



Scientific Posters 2.0 Structure & Reading

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





Scientific Posters 2.0 Alignments & Margins



use
external
margins
&
free
space
around
contents

The diagram illustrates a scientific poster layout with various margins and content elements. A blue border defines the overall poster area. Inside, a grey vertical bar on the left contains the text 'CHAPTER 1' and a paragraph of Lorem Ipsum. To the right of this bar, a large white area contains two figures. Figure 1 is a square with a black border and a white 'X' inside, with a caption below it. Figure 2 is a larger square with a white border and a white 'X' inside, with a caption below it. Vertical and horizontal dashed lines indicate alignment and margin boundaries. Yellow rectangular blocks are placed at the corners of the content area, likely representing decorative elements or additional margins.

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.

Fig. 1 *Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*

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



**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

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.

CHAPTER 3

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

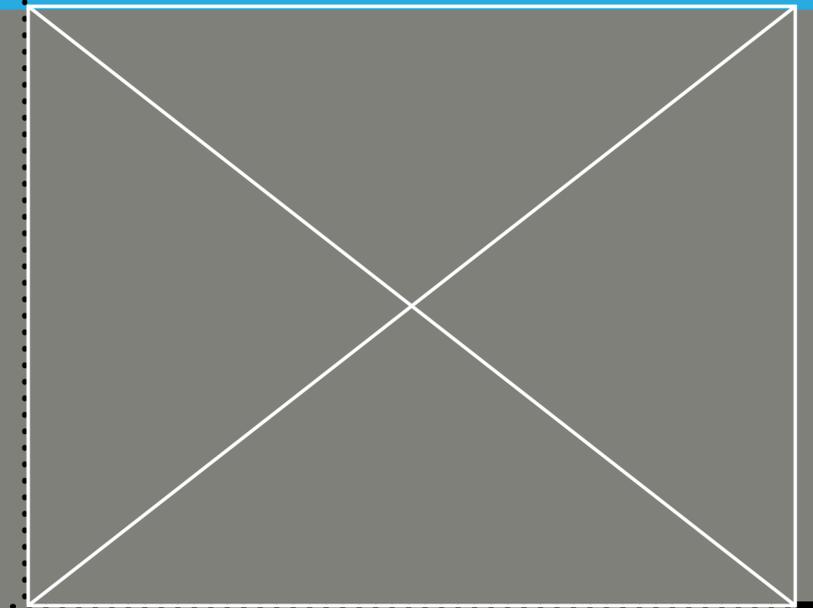


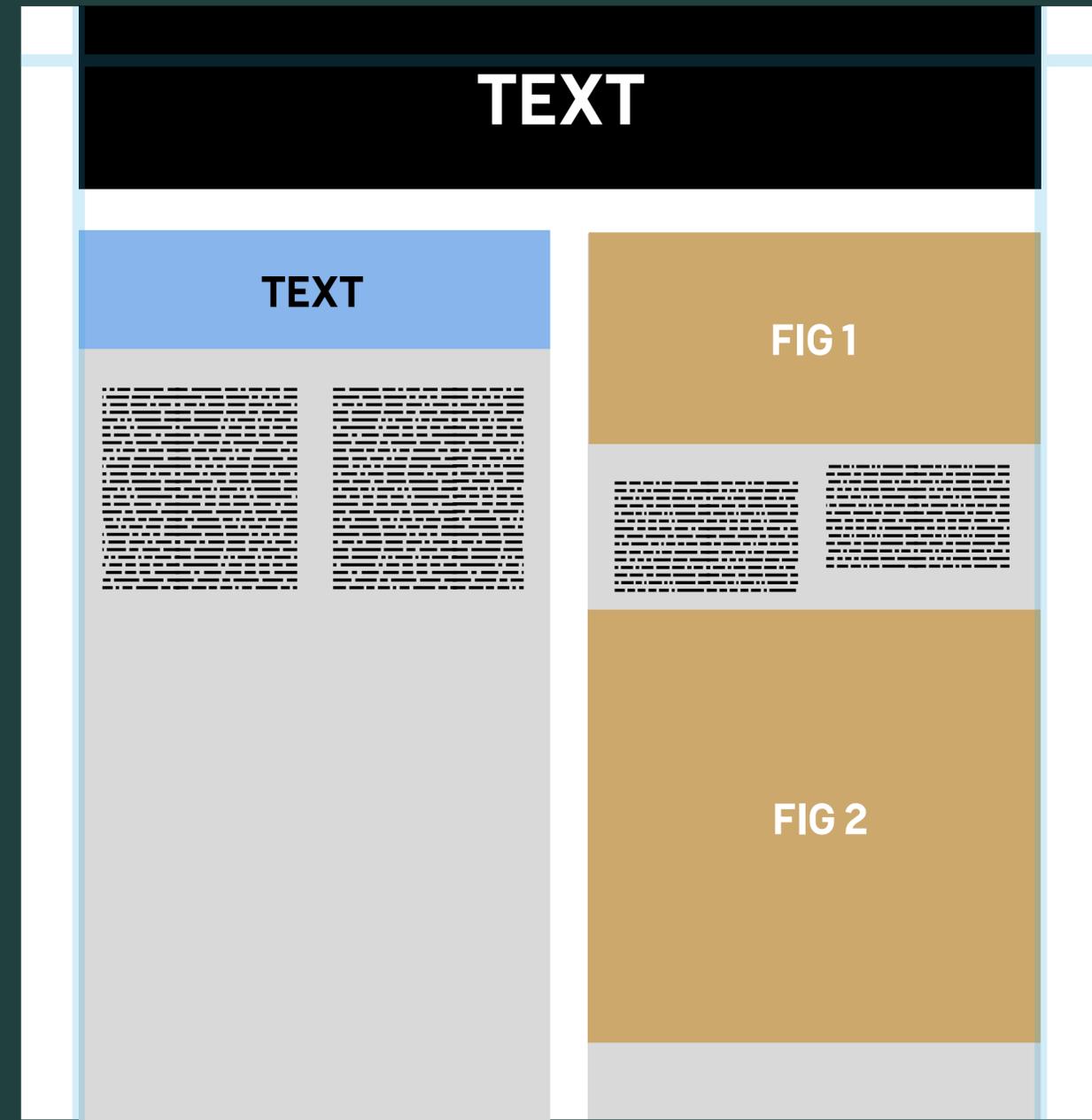
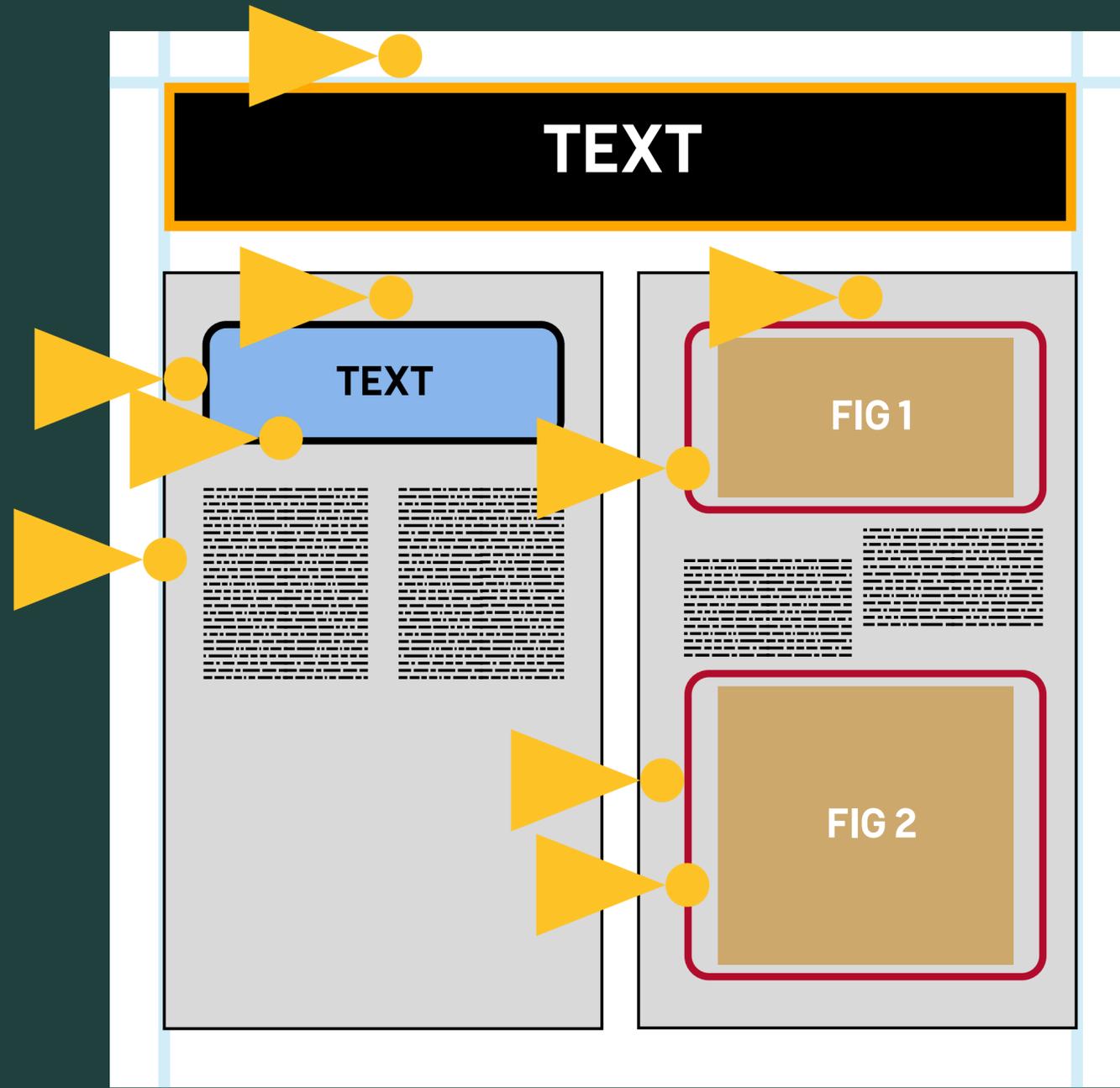
Fig. 2 *Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*



Scientific Posters 2.0 Alignments & Margins

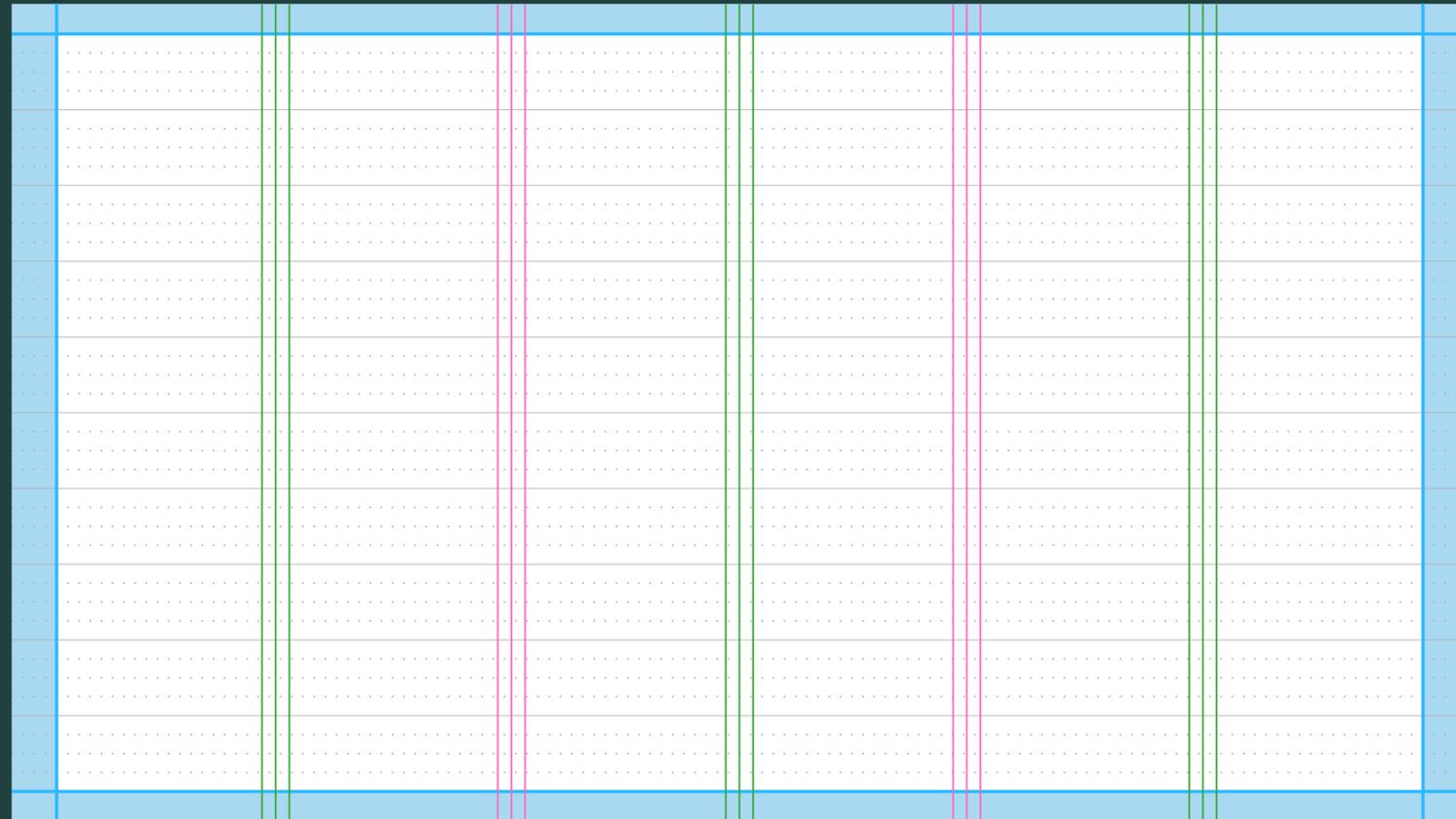


Remove the **unnecessary** and be clean



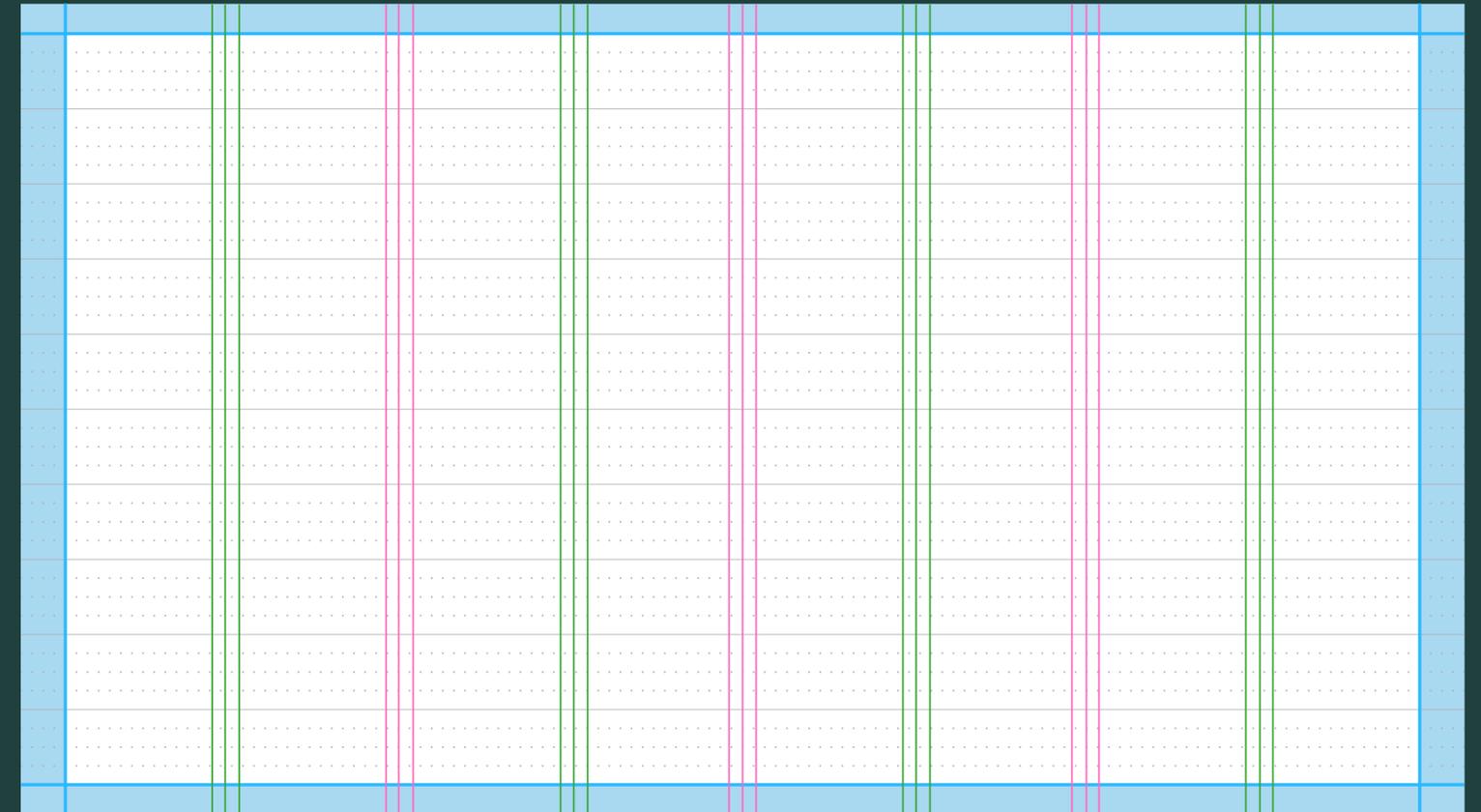


Scientific Posters 2.0 Alignments & Margins



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 Ribus 3 Posuere Tempus 1

1 Vestibulum Dignissim 2 Condimentum Ribus 3 Posuere Tempus



FAUCIBUS

Donec ligula risus, lobortis eget massa vitae, aliquam sollicitudin elit. Sed finibus diam posuere, lacinia metus sit amet, gravida urna. Aenean est elit, eleifend nec dapibus vitae, fringilla vel sapien. Donec nec ipsum leo. Morbi at malesuada mauris, eu pulvinar lectus. Curabitur ut ipsum vehicula, feugiat justo a, eleifend lectus. Phasellus porta sed lacus ac mollis. Cras fermentum dapibus nisi id pharetra.

Praesent sagittis scelerisque mauris ut tincidunt. Aliquam dapibus orci a nunc consequat elementum. Ut blandit sit amet tortor finibus sollicitudin. Fusce tincidunt turpis eget orci sodales, ac bibendum eros facilisis. Duis convallis faucibus lobortis. Pellentesque consectetur odio eget risus egestas, non convallis ex iaculis. Mei eu mollis albuicis, ex nisl contentiones vix. Duo persius volutpat at, cu iuaret epicuri mei.

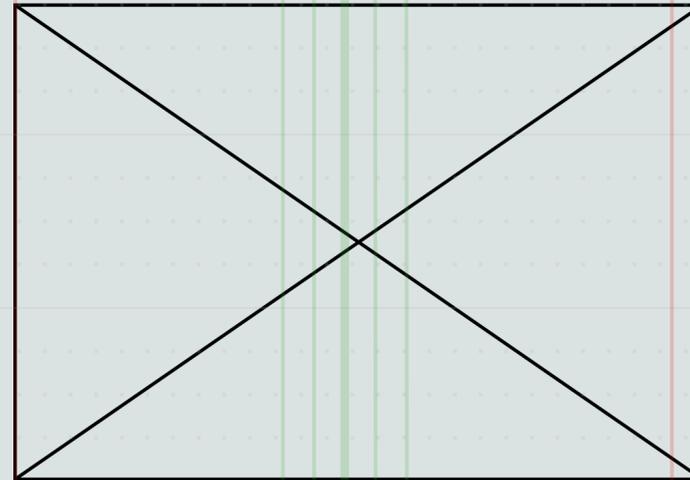


FIG 1. *Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.*

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi congue sapien quis risus varius, quis sodales orci imperdiet. Mauris interdum enim eget leo venenatis pellentesque. Praesent nec egestas eros, nec rhoncus orci. Sed feugiat lorem ut luctus sollicitudin. Suspendisse eros metus, egestas sed urna at, sollicitudin hendrerit massa.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi congue sapien quis risus varius, quis sodales orci imperdiet. Mauris interdum enim eget leo venenatis pellentesque. Praesent nec egestas eros, nec rhoncus orci. Sed feugiat lorem ut luctus sollicitudin. Suspendisse eros metus, egestas sed urna at, sollicitudin hendrerit massa.

← 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

Donec ligula risus, lobortis eget massa vitae, aliquam sollicitudin elit. Sed finibus diam posuere, lacinia metus sit amet, gravida urna. Aenean est elit, eleifend nec dapibus vitae, fringilla vel sapien. Donec nec ipsum leo. Morbi at malesuada mauris, eu pulvinar lectus. Curabitur ut ipsum vehicula, feugiat justo a, eleifend lectus. Phasellus porta sed lacus ac mollis. Cras fermentum dapibus nisi id pharetra.

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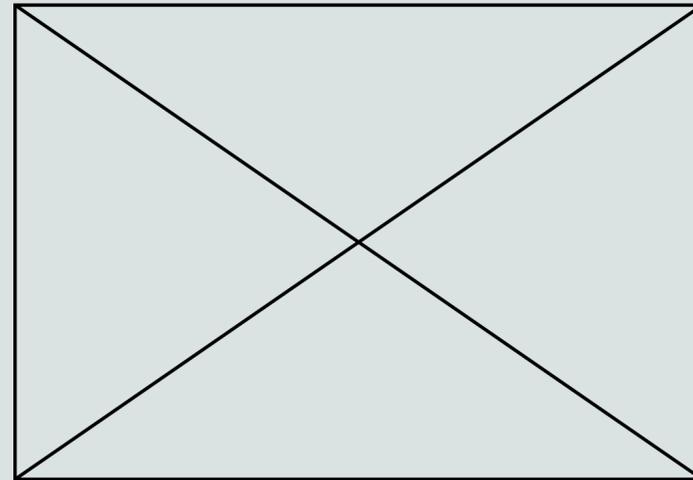


FIG 1. Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.

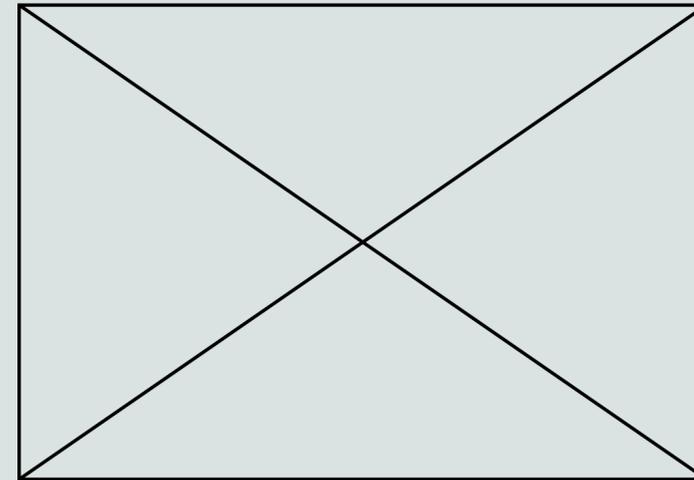


FIG 1. Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.

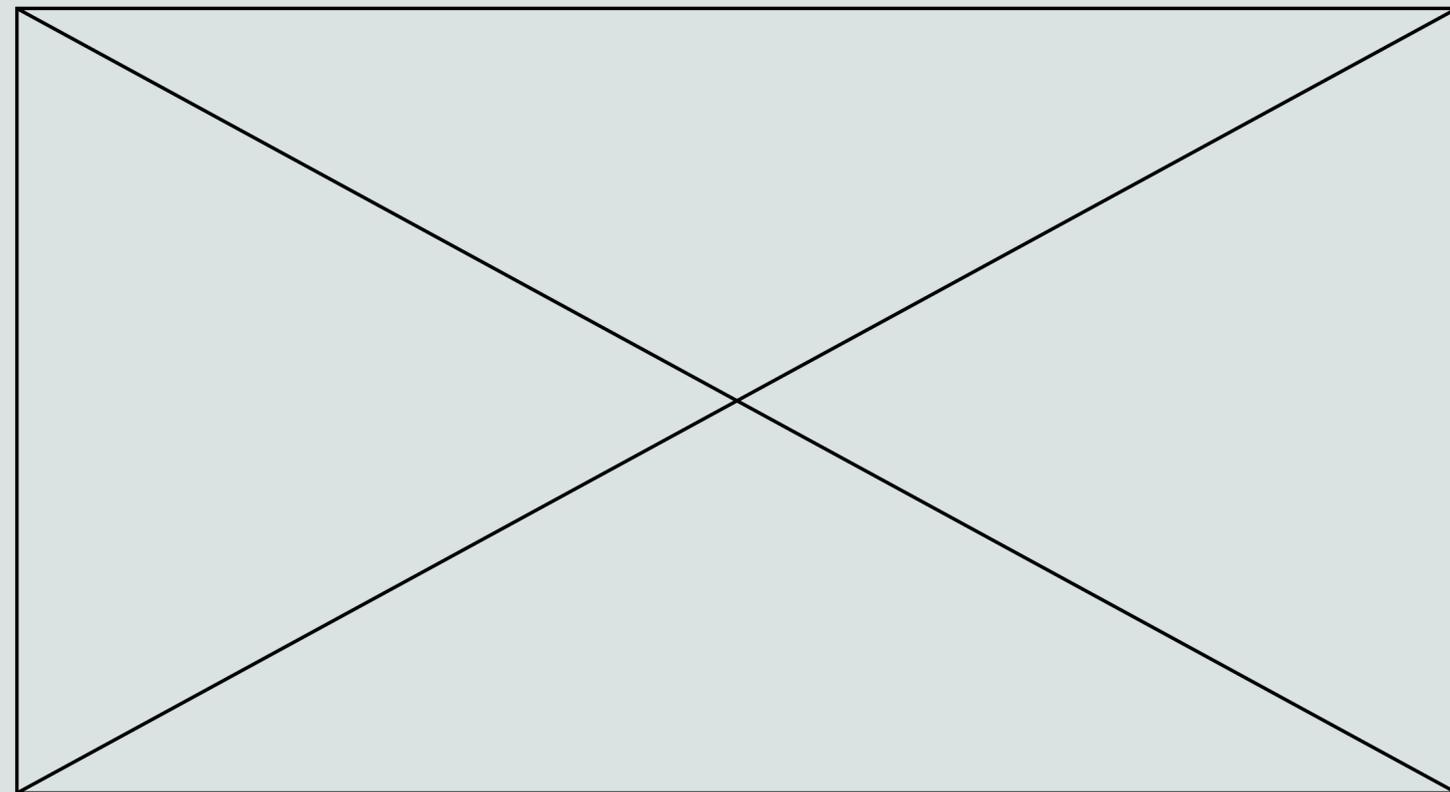


FIG 1. Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.

HABITANT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi congue sapien quis risus varius, quis sodales orci imperdiet. Mauris interdum enim eget leo venenatis pellentesque. Praesent nec egestas eros, nec rhoncus orci. Sed feugiat lorem ut luctus sollicitudin. Suspendisse eros metus, egestas sed urna at, sollicitudin hendrerit massa. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.

PLATEA

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis. Autem quibusdam et aut officiis debitis aut rerum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi congue sapien quis risus varius, quis sodales orci imperdiet. Mauris interdum enim eget leo venenatis pellentesque. Praesent nec egestas eros, nec rhoncus orci. Sed feugiat lorem ut luctus sollicitudin. Suspendisse eros metus, egestas sed urna at, sollicitudin hendrerit massa. Sed feugiat lorem ut luctus sollicitudin.



Scientific Posters 2.0

Remember:

Essentials

Structure

Free spaces



Scientific Posters 2.0

demo (diagnosis)

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

(Real case poster)

HAS MAIORUM HABEMUS: TIMEAM FABULAS SPLENDIDE

Quaeque Adversarium lus ¹, Erant Putant luptatum ², Error Euismod Adqui ³, Meliore Voluptatum Complectitur ⁴

¹ Utamur Aperiam Choro, Mandamus, Malorum.
² Accusamus Consulatu Brute, Volumus, Possim.
³ Munere Corumpit.
⁴ Concludaturquean Vix Noluisse, Takimata, Facillix.

LOGO 1

LOGO 2 LOGO 3
LOGO 4 LOGO 5
LOGO 6

Impetus Abhorreant

Nascetur potenti nunc sodales rhoncus ad sociis proin rutrum condimentum. Second telescope QT2 being assembled in factory.

Felis sed congue justo odio luctus suspendisse lobortis cubilla tristique pharetra neque laoreet nunc ante, condimentum proin tellus faucibus orci quisque semper vulputate nostra gravida nibh scelerisque parturient. Quam auctor fermentum interdum purus himenaeos nostra curabitur pellentesque, dapibus at lacus porttitor cum in gravida, ultricies torquent egestas sem hendrerit morbi facilisi. Molestie nibh imperdiet fermentum proin porta ad pretium, Duis cras at habitasse lobortis interdum, purus tempus elementum neque orci nisi.

Primis erat tacili gravida potenti phasellus sagittis vel sociosqu porttitor convallis ultricies, rhoncus volutpat justo maecenas elementum leo fusca per in lacinia duis, vehicula senectus nostra cubilla suspendisse aliquet hac vitae velit fringilla. Ante mauris etiam massa lacus commodo venenatis senectus, semper orci fermentum urna non cum nulla pretium, leo luctus suspendisse tincidunt curabitur feugiat.

	GGHSFG	ZCDKE
LEQWRQJNV	6546	317641
LSDFFOADKFR	68	9644
BMINDAUW	347+	286
MZHEBRNFO	317+	2085
BMAKNOD ASIOP	187	8480
WQIF KAJ	37	45
RPWEORNGRL NVWUWY	9145	50

Timeam Fabulas Splendide

Lorem ipsum dolor sit amet, consectetur elit.
Rutrum mollis cras etiam tempus

Lorem ipsum dolor sit amet consectetur adipiscing elit penatibus, facilis nisi nulla duis per justo senectus, platea metus a praesent parturient tempor vivamus. Nulla tempus ultrices feugiat pretium sem suspendisse semper, ullamcorper ultricies gravida nisi risus eleifend praesent, sapien nullam nec euismod non potenti. Vitae lobortis elementum primis ullamcorper aliquet ante tortor, eget enim gravida tempor et rutrum himenaeos mi, montes aptent faucibus convallis sapien molestie. Nunc eget quisque elementum torquent tristique hac, potenti, platea laoreet sodales at dictum ullamcorper, class penatibus eros est risus mi. Magna turpis eu placerat nunc duis nulla tortor eleifend laculis, venenatis per nam posuere blandit sollicitudin odio lacus cum facilisi, auctor sapien molestie sem semper gravida.

Nullam laculis porttitor euismod nec velit rutrum mollis duis interdum dictum, eleifend ullamcorper morbi cursus mattis volutpat rhoncus conubia orci. Tellus duis mi urna nullam justo consequat risus metus tempor penatibus, ultrices nascetur pretium class diam arcu platea augue.

Takimata Facillix

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Tellus duis laoreet sodales dictum pharetra risus nec aliquam et, dictumst neque vitae dis mattis nam maecenas condimentum. Condimentum blandit porta volutpat tacili ridiculus augue, tempor nostra hac purus pellentesque, quisque proin ac eros mollis. Quisque volutpat penatibus cursus tristique mauris erat integer, ornare sollicitudin nulla venenatis tacili libero, eget varius justo netus massa cubilla.

legimus Inimicus id

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REFERENCES:

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VHIFTYM	424866	256	358
VZDFFHM	741286945	1587	58
QWELM	78913899137	5	96
GWGORECYMHWGKH	1111383633	147	44
CRYSUJHIER	157933	958	78
AZCKVRGZHMUM	55969331896	53	28

Timeam fabulas

Wisi forensibus mnesarchum in cum.

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missing alignment

too many elements
(boxes, arrows ...)

crazy color scheme

no sense background



Scientific Posters 2.0

demo (treatment)

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

HAS MAIORUM HABEMUS: TIMEAM FABULAS SPLENDIDE

Quaeque Adversarium Ius¹, Erant Putant Iuptatum², Error Euismod Adqui³, Meliore Voluptatum Complectitur⁴

1 Utamur Aperiam Choro, Mandamus, Malorum. 2 Accusamus Consulatu 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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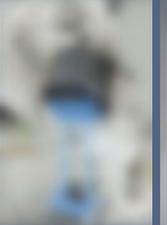
LEQWRQJNV	6546	317641
LSIDNFQADKFN	68	9644
BMINOAUW	347+	286
MZHEBRNFO	317+	2085
BMAKNOD ASIDF	187	8480
WQIF KAJ	37	45
NPWEORRGJL NVJWUWK	9145	50

TAKIMATA ERAT

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TIMEAM FABULAS SPLENDIDE


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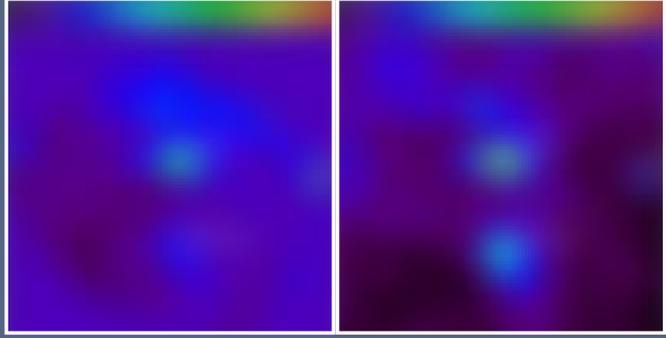
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(boxes, arrows ...)~~

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~~no sense background~~



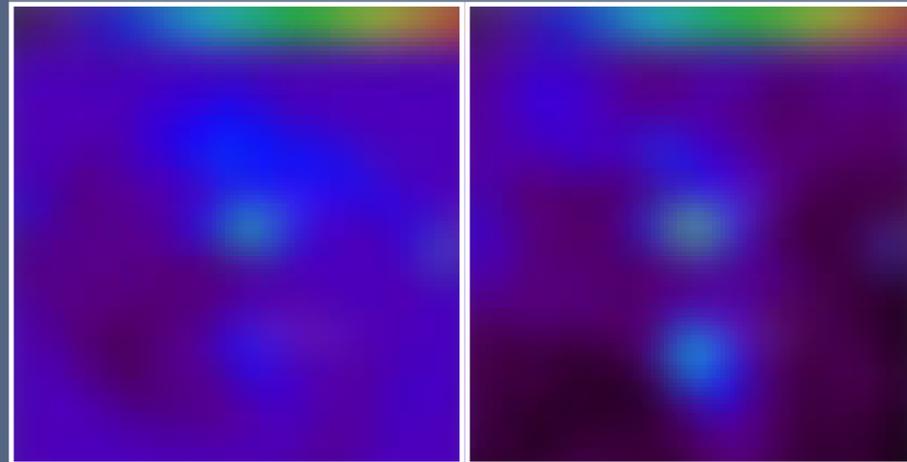
Scientific Posters 2.0

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, Facilisx.



TIMEAM FABULAS

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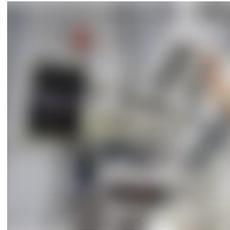
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TIMEAM FABULAS PLENDIDE

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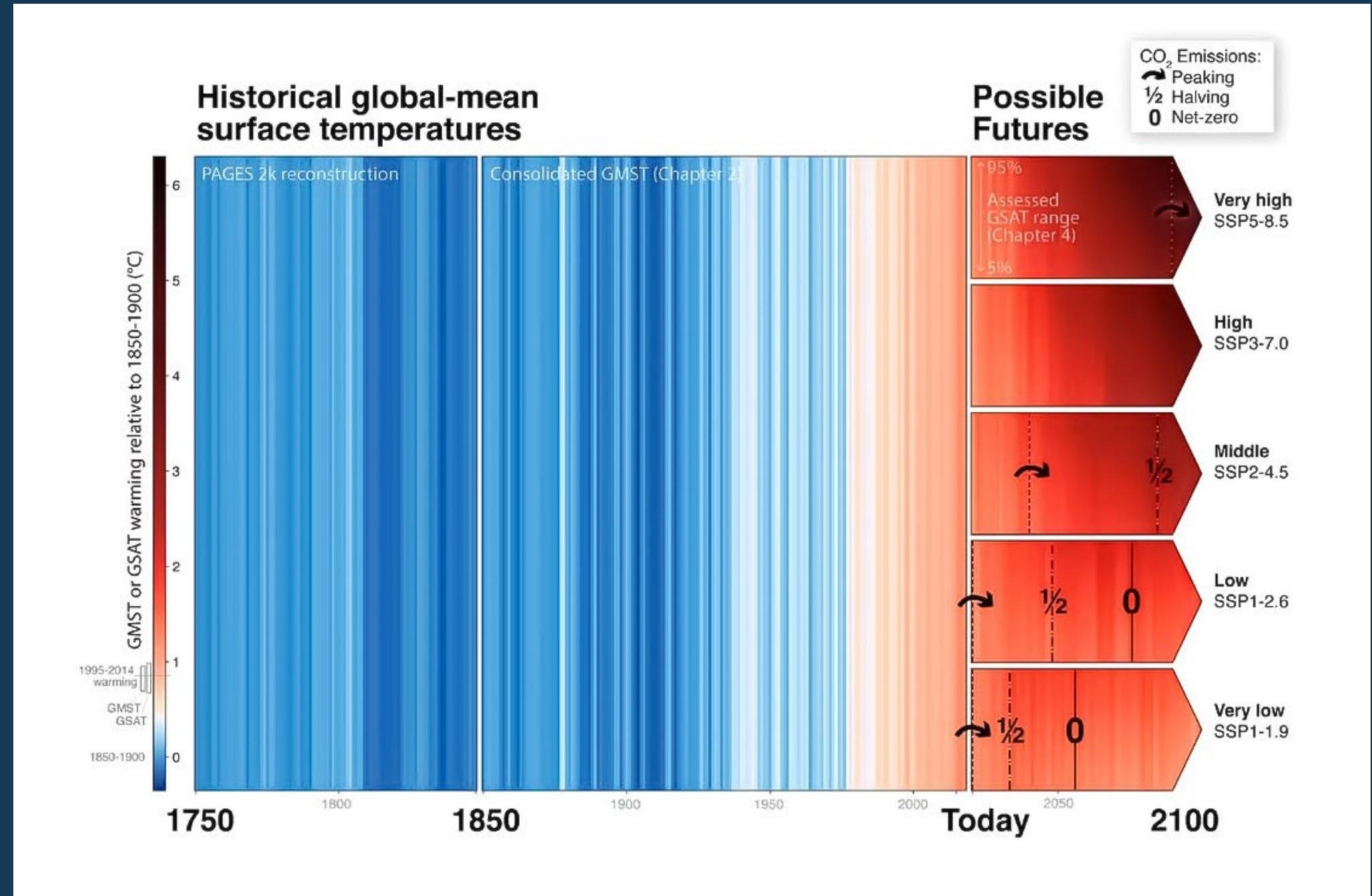


Scientific Posters 2.0 Concept

functionality
communication



armony
beauty
emotion





Scientific Posters 2.0

Inspired to do things differently
and to be more efficient?





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