

Brainstorming about Posters

Viz Winter Break Workshop 2010

Factors that affect where you start your research and what you put on a poster:

Audience	Collaborators
Professor	Potential “market”
Peers	Faculty from other disciplines
Employers	Competitors
Wanderers	Parents
Users of a facility	Judges
Staff	Experts Discipline
Customers	

Text	Evidence
Cool fonts	Purpose
Charts	Author
Color	Conclusion
Pictures	Date
Arrows	Institution
References	Methods
White space	Abstract
Title	Captions
Introduction	Attribution
Statistics	

Components of an effective poster:

Visually stunning
Readable
Communicate simply and directly
Get the point quickly
Help readers with flow
Idea should be interesting
Main point should be most visually salient
Calculate moral impact
Consider how words and letters relate to the audience

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Context:

Some will be explained verbally
Balance visual and verbal components
Do visuals first
Poster sessions
Noisy environment
Should be able to get the story by looking at it
Where items are hung (and how) matters
Taste vs. Intent
Consistency-repetition
Proportionality

Goals:

Make or prove claim
Communicate idea
Make argument
Talk
Visual enough to make people want to stop
Experiencing it vs. observing
Organizing information
Summarizing information
Make a <u>single</u> point- memorable
Catchy
Get to the point
Provide context
Aesthetic pleasure