

# ADDITIONALRESOURCES

Mike Morrison: [How to create a better research poster in less time \(#betterposter Generation 2\)](#)

Mike Morrison: [What do people look at on your research poster?](#)

Miha Maček

- Graphic designer and photographer.
- Design experiences: from Jan Plestenjak to Elan Motor Yachts and a lot of interesting projects in between.
- Photography experiences: from National Geographic Junior to Cosmopolitan and a diverse array of projects in between.

# POSTER COMMUNICATION AND MESSAGE PROGRESSION

**A. Design the poster like a newspaper article:** from most important to least important information.

**B. Title clarity:**

- Use the exact research title?
- Use a more general, attention-grabbing title to attract more participants?

**C. Identify the main message:** what should attendees remember?

# POSTER COMMUNICATION AND MESSAGE PROGRESSION

QR code integration for extended content:

- A. Contact details of the research author.
- B. Research summary (download PDF).
- C. Link to full research publication on a website\*.
- D. Link to a publicly available journal article.
- E. Use of interactive charts.
- F. Viewing videos (Youtube).

\* If you do not have your own website, you can quickly create one using platforms such as **WordPress.com** or **Wix.com**, where you can publish research content and contact details.

# POSTER CONTENT

## A. Main elements:

- Title
- Research Summary / Abstract
- Main Content:
  - » Introduction,
  - » Methodology,
  - » Measurements,
  - » Results,
  - » References,
  - » etc.

B. Grouping information - organize content into sections where similar types of information are presented together.

WHICH ARE THE POSTER CONTENT FOR  
GENERAL PUBLIC? (5 minutes)

# BEFORE YOU START DESIGNING

## Poster size and format:

### A. Options:

- A0,
- A1,
- 36 × 48 inches,
- etc.

### B. Orientation: landscape or portrait?

## Choice of design software:

### A. Adobe Programs: Illustrator, InDesign, Photoshop

### B. Microsoft PowerPoint

### C. Open-source alternatives: GIMP, Inkscape

### D. LaTeX

# BEFORE YOU START DESIGNING

Prior to the design phase, it is essential to determine the specific content elements that must be on the poster:

- A. Institutional logo (University)
- B. Logos of collaborating organizations
- C. Funding acknowledgments: corporate sponsors, EU funds.
- B. Data visualizations: charts, graphs, infographics
- C. Photographs
- D. QR codes

# BEFORE YOU START DESIGNING

## Avoiding Common Issues:

### A. Logos:

- Are logos large enough to remain readable, including fine details?
- If displaying multiple logos, should they appear in colour, grayscale or black and white?
- Compliance with brand manuals (very important!).
- Logo size and placement considerations.



# BEFORE YOU START DESIGNING

## Avoiding Common Issues:

### B. Graphs / Charts:

- Can font sizes be adjusted?
- Are colours editable to match poster colour scheme?
- Can the background of the graph be adjusted so that it is not limited to white?

**SIZE MATTERS**  
Before designing a poster, decide from what distance the text should be readable, and choose appropriate font sizes for headings and regular text.

52pt = Abcdefgh  
48pt = Abcdefgh  
44pt = Abcdefgh  
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**CONTRAST**  
stability.  
Make key elements stand out.

**ALIGNMENT**  
Keep text and graphics neatly lined up.

**PROXIMITY**  
Group related items together.

**REPETITION**  
Repeat colors, fonts, or shapes.

**WHITE SPACE**  
Give elements room to breathe.

**LEGIBILITY**  
Use readable fonts and sizes.

**SIMPLICITY**  
Focus on essentials, avoid clutter.

**COLOUR VS BLACK-AND-WHITE POSTERS (ATTENTION)**

1. Pictures and short text get more focus than long text.  
2. Color significantly increases fixation compared with black-and-white.

**ATTENTION BY POSTER ELEMENT AND COLOR**

Element	Color Fixation (%)	Black & White Fixation (%)
Overall attention (avg.)	77	58
Long text / paragraphs	55	40
Text (headlines / short)	90	75
Pictures / Images	85	60

Source of research: [mdpi.com/2076-3417/16/1/291](https://mdpi.com/2076-3417/16/1/291)

SCAN THE QR CODE TO ACCESS THE RESEARCH RESULTS

COLUMN 1    COLUMN 2    COLUMN 3    COLUMN 4

# BEFORE YOU START DESIGNING

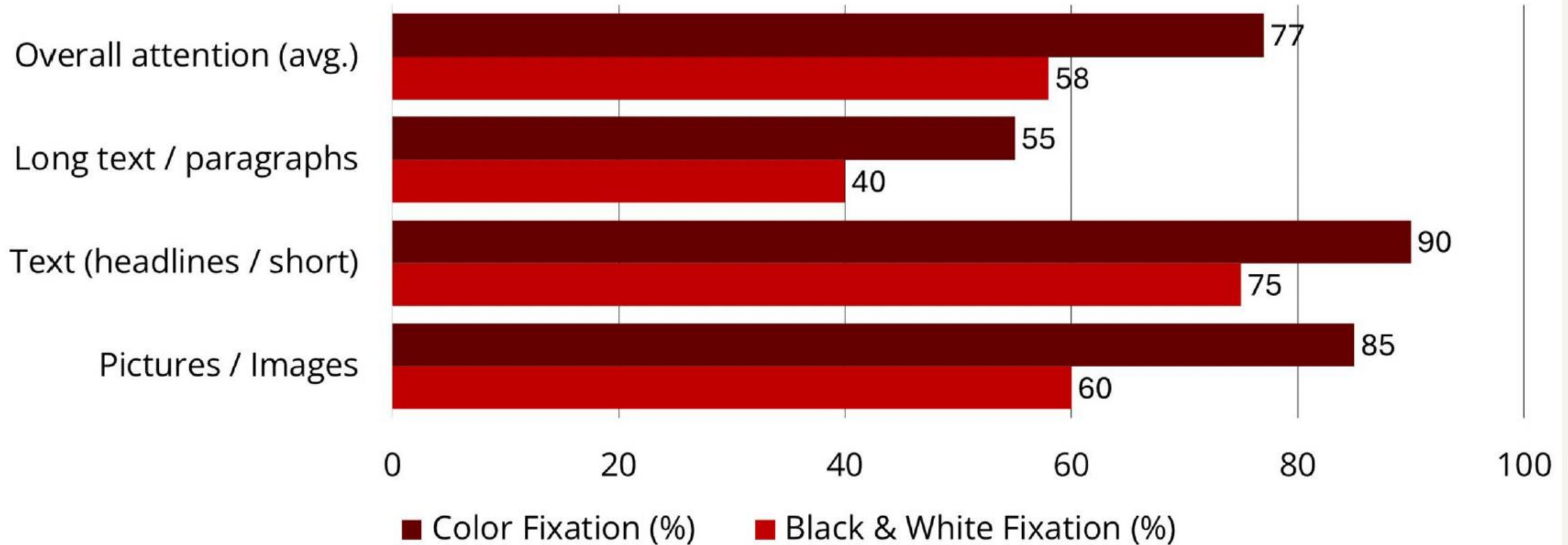
## Avoiding Common Issues:

### A. Photographs:

- Appropriate resolution - to print a 20 × 30 cm photo, the minimum resolution should be 2300 × 3500 px.
- Copyright - are you permitted to publish the images?

# ATTENTION BY POSTER ELEMENT AND COLOUR

## ATTENTION BY POSTER ELEMENT AND COLOR



# VISUAL DESIGN PRINCIPLES

**Less is more!**



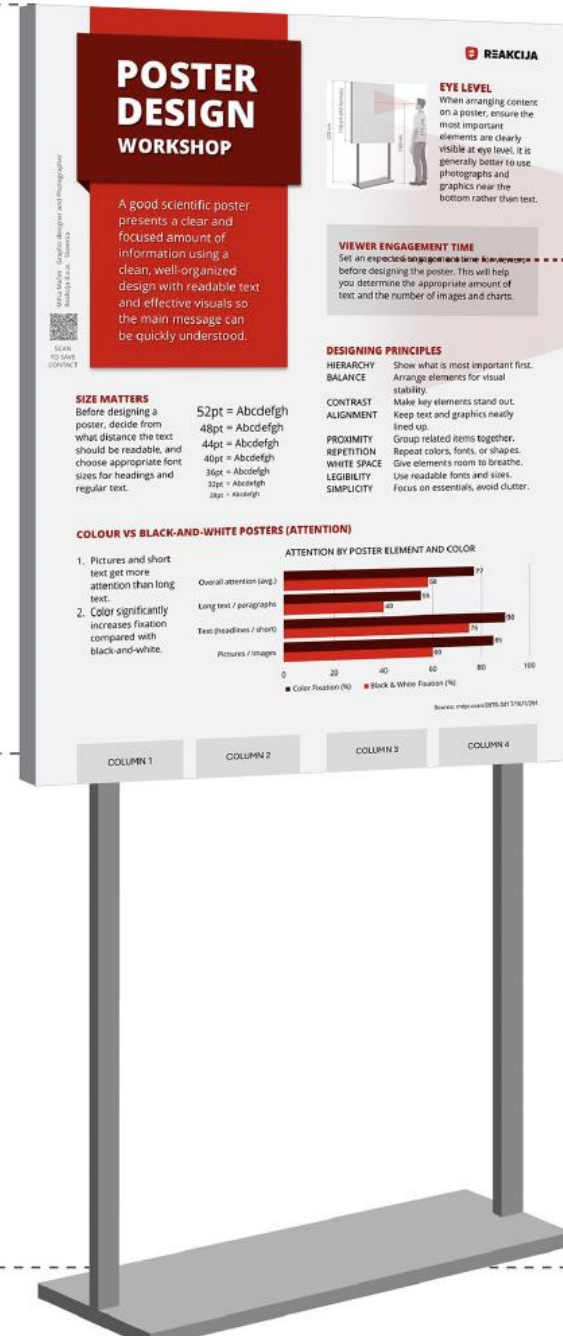
Avoid clutter; prioritize essential information.

# VISUAL DESIGN PRINCIPLES

Place most important elements at eye level for maximum visibility.

200 cm

118 cm (A0 format)



160 cm

175 cm




# VISUAL DESIGN PRINCIPLES

## Colours:

- A. Colour palette consistency:** ensure harmony between graphics, charts, logos, and photos.
- B. Maximum number of colours:** avoid rainbow effects; use variations of a single colour or muted complementary colours.

Miha Mašek, Graphic designer and Photographer  
Reakcija d.o.o., Slovenia



SCAN TO SAVE CONTACT

## POSTER DESIGN WORKSHOP

A good scientific poster presents a clear and focused amount of information using a clean, well-organized design with readable text and effective visuals so the main message can be quickly understood.

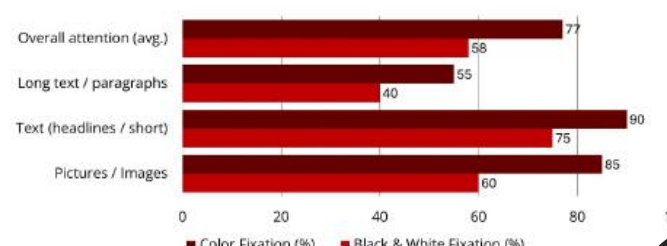
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**COLOUR VS BLACK-AND-WHITE POSTERS (ATTENTION)**

- Pictures and short text get more focus than long text.
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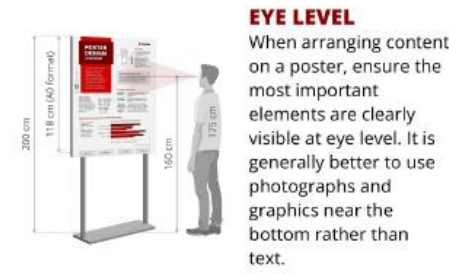
Source of research: mdpi.com/2076-341

COLUMN 1

COLUMN 2

COLUMN 3

COLUMN 4



**VIEWER ENGAGEMENT TIME**  
Set an expected engagement time for viewers before designing the poster. This will help you determine the appropriate amount of text and the number of images and charts.

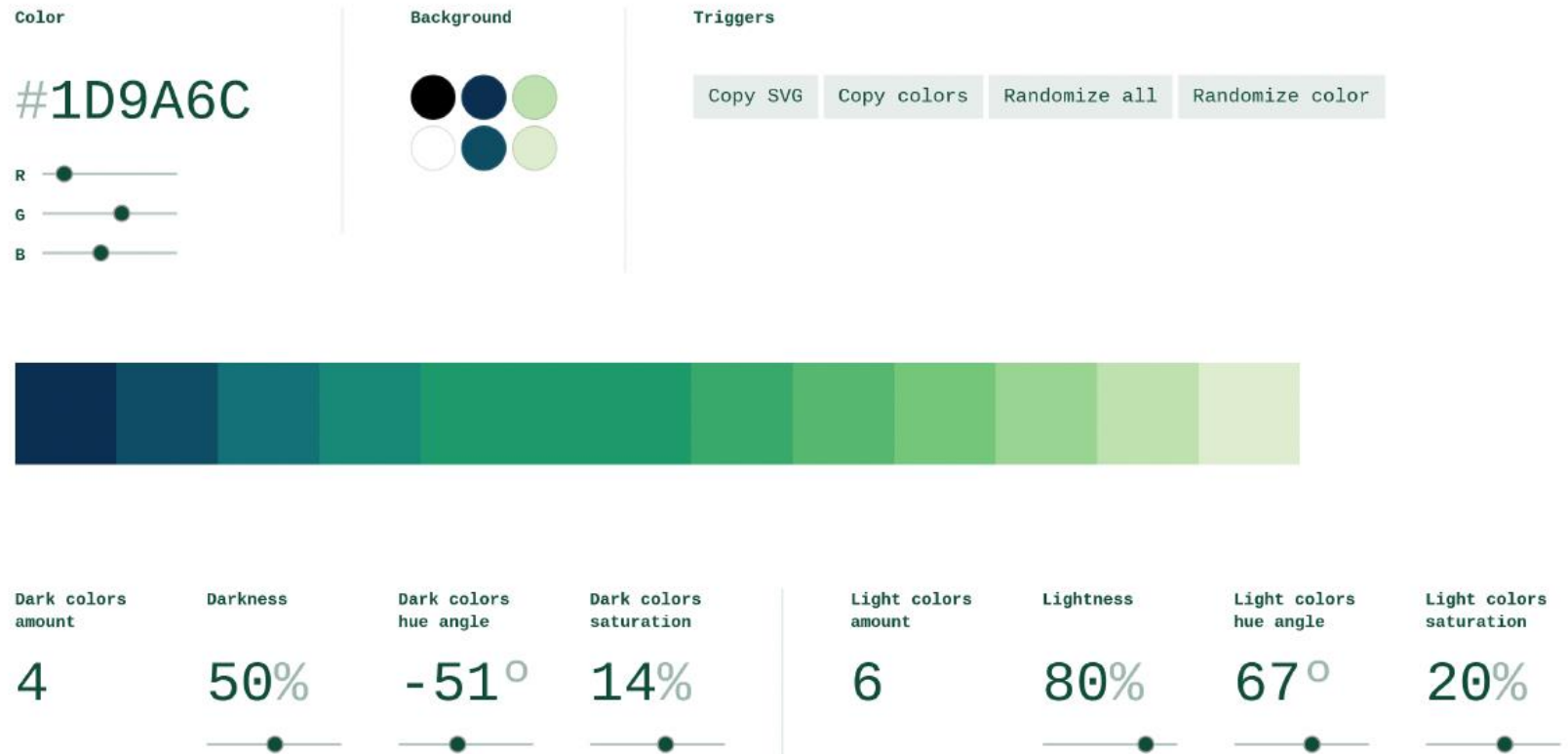
- DESIGNING PRINCIPLES**
- HIERARCHY** Show what is most important first.
  - BALANCE** Arrange elements for visual stability.
  - CONTRAST** Make key elements stand out.
  - ALIGNMENT** Keep text and graphics neatly lined up.
  - PROXIMITY** Group related items together.
  - REPETITION** Repeat colors, fonts, or shapes.
  - WHITE SPACE** Give elements room to breathe.
  - LEGIBILITY** Use readable fonts and sizes.
  - SIMPLICITY** Focus on essentials, avoid clutter.

# VISUAL DESIGN PRINCIPLES

## Colours:

### C. Colour inspiration:

- [colorhunt.co](https://colorhunt.co)
- [color.adobe.com](https://color.adobe.com)
- [hihayk.github.io/scale](https://hihayk.github.io/scale)



# VISUAL DESIGN PRINCIPLES

## Contrast:

A. Ensure text is readable against the background. Avoid light grey text on grey background or yellow text on white background.

B. Online accessibility check:  
[color.adobe.com/create/color-contrast-analyzer](https://color.adobe.com/create/color-contrast-analyzer)

The screenshot shows the Adobe Color Contrast Analyzer interface. It features two color selection boxes: 'Text Color' set to #FFFFFF and 'Background Color' set to #C00000. Below these are sliders for adjusting the colors. To the right, the 'Contrast Ratio' is displayed as 6.48 : 1. Below the sliders is a 'Preview' section with three panels: 'Regular Text' (red background, white text) which fails for 17pt and below; 'Large Text' (red background, white text) which passes for 18pt and above / 14pt bold and above; and 'Graphic Components' (red background, white icons) which passes for icons and actionable graphics.

Text Color: #FFFFFF

Background Color: #C00000

Contrast Ratio: 6.48 : 1

Preview

Regular Text: A high color contrast makes anything easier to read. **Fail** for 17pt and below

Large Text: A high color contrast makes anything easier to read. **Pass** for 18pt and above / 14pt bold and above

Graphic Components: **Pass** for icons and actionable graphics

# VISUAL DESIGN PRINCIPLES

## Grid / Layout System:

- A. Use a construction grid to align all elements consistently.
- B. Example column layouts:
  - 1 + 1 + 1 + 1
  - 1 + 2 + 1
  - 2 + 2
  - 1 + 3
  - etc.
- C. Ensure column width supports readable text.
- D. Maintain consistent spacing between elements both vertically and horizontally.

# VISUAL DESIGN PRINCIPLES

**Avoiding clutter** – ensure all elements have enough “breathing space”:

- A. Columns should not be too close.
- B. Content should not be pushed too close to margins.
- C. Logos, charts, and images should have sufficient spacing around them.

Logical grouping of content – one cluster for the main research, another for detailed interpretation of results, etc.

# VISUAL DESIGN PRINCIPLES

## Consistency of graphic elements:

- A. If most elements have sharp edges (rectangles), maintain consistency; avoid mixing different shapes (e.g. rectangular, rounded rectangular and ellipses).
- B. It is permissible to incorporate different shape to highlight specific aspects of the poster; for instance, an ellipse may be placed beneath the most important text to draw attention – all other texts and shapes stay rectangular.

## POSTER DESIGN WORKSHOP

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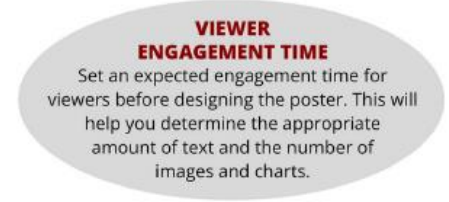
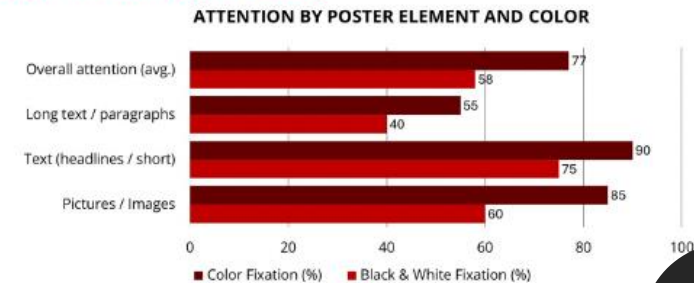
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### COLOUR VS BLACK-AND-WHITE POSTERS (ATTENTION)

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- ### DESIGNING PRINCIPLES
- HIERARCHY** Show what is most important first.
  - BALANCE** Arrange elements for visual stability.
  - CONTRAST ALIGNMENT** Make key elements stand out. Keep text and graphics neatly lined up.
  - PROXIMITY** Group related items together.
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  - WHITE SPACE** Give elements room to breathe. Use readable fonts and sizes.
  - LEGIBILITY** Focus on essentials, avoid clutter.
  - SIMPLICITY**

Miha Mažek Graphic designer and Photographer Reakcija d.o.o. Slovenia



# VISUAL DESIGN PRINCIPLES

## Designing principles:

- A. Hierarchy: show what is most important first.
- B. Balance: arrange elements for visual stability.
- C. Contrast: make key elements stand out.
- D. Alignment: keep text and graphics neatly lined up.
- E. Proximity: group related items together.
- F. Repetition: repeat colours, fonts, or shapes.
- G. White space: give elements room to breathe.
- H. Legibility: use readable fonts and sizes.
- I. Simplicity: focus on essentials, avoid clutter.

Examine a selection of posters from online sources: [1](#), [2](#), [3](#), [4](#), [5](#).

Identify strengths and weaknesses in:

- A. Visual design
- B. Clarity of message
- C. Use of graphics, colour, and typography

1)

<https://www.overleaf.com/latex/templates/tagged/poster>



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Templates

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Account ▾

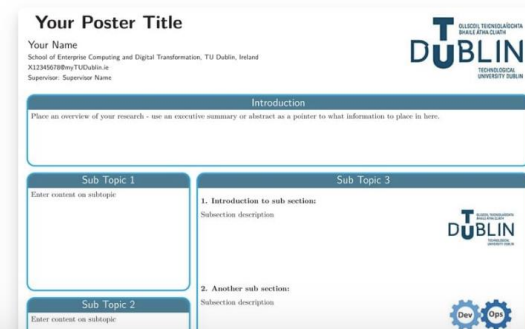
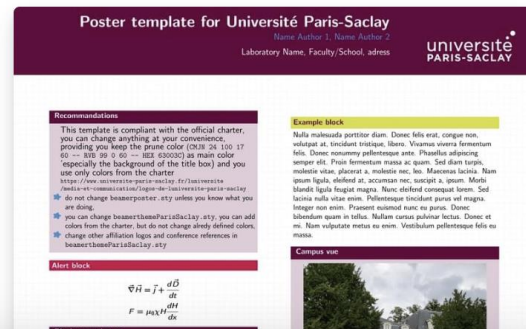
← Back to all templates

Filters: All / **Templates** / Examples / Community articles

# LaTeX templates — Posters

Showcase your work at conferences, class presentations, or university open days with these eye-catching LaTeX poster templates. Switch between landscape or portrait, A0, A1, A2, A3, and A4 size posters.

## Recent



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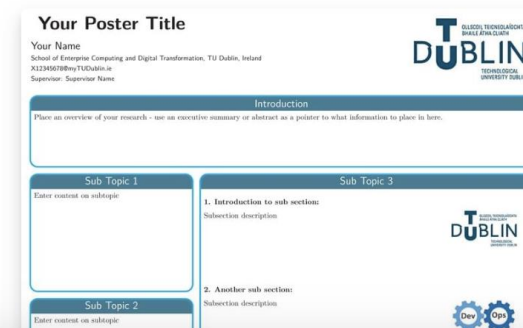
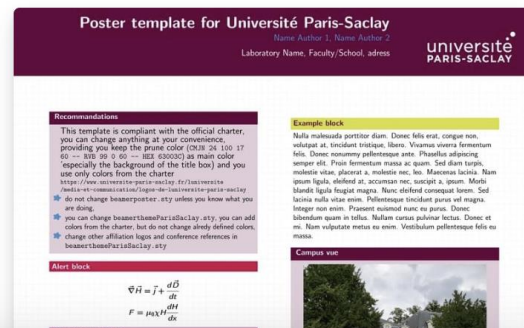
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## Recent



2)

<https://www.adobe.com/express/templates/>

The screenshot displays the Adobe Express website's poster template section. At the top, the Adobe logo is on the left, and navigation links for 'Creativity & Design', 'Adobe Express', 'Create', 'Edit', 'Print', 'Business', 'Education', and 'Plans' are in the center. A blue button labeled 'Go to Adobe Express' is on the right, along with notification and menu icons. The main heading reads 'Adobe Express Editable free poster templates.' Below this is a sub-heading: 'Explore our poster templates to help you easily create your own design online in minutes. Then, get it professionally printed and delivered straight to your door (US, UK, Australia, and Canada Adobe Express desktop users only).' A search bar contains the text 'Search across hundreds of thousands of templates.' Below the search bar are several category buttons: 'Movie Poster', 'Job Poster', 'Concert Poster', 'Missing Poster', 'Research Poster', 'Quote Poster', 'Campaign Poster', and 'Wanted'. A breadcrumb trail shows 'Home / Templates / Poster'. A filter bar at the bottom indicates '14,478 Poster templates' and includes filters for 'Free', 'Static & Animated', and 'Most Relevant'. The bottom of the page shows the top of several poster template cards, including one with the text 'WQVXTS' and 'L-ODEFK'.

3) <https://www.shutterstock.com/search/science-poster>

The screenshot shows the Shutterstock website interface. At the top, the Shutterstock logo is centered, with navigation links for Pricing, a globe icon, a heart icon, a shopping cart icon, and a Log in button. Below the logo is a horizontal menu with categories: Images, Video, Music, Editorial, 3D, Studios, AI data licensing, Business solutions, and AI tools. The search bar contains the text 'science poster' and a search icon. To the right of the search bar is a 'Search by image' button. Below the search bar, there are 'Related searches' with icons and text: Space abstract background, Creative posters, Science background, Science illustrations, Space poster, and Futuristic poster. The main heading is 'Science Poster royalty-free images', followed by a subtext: '761.813 science poster stock photos, vectors, and illustrations are available royalty-free for download. See science poster stock video clips'. Below this is a 'Filters' section with buttons for Photos, Vectors, Illustrations, 3D Objects, and AI Generated. To the right of the filters is an 'Upload date' dropdown menu set to 'Any time'. The main content area displays a grid of image thumbnails. From left to right, the thumbnails include: a green and white pattern of overlapping circles; a dark blue pattern of overlapping circles; two electronic music festival posters for 'LOREM CLUB PRESENTS' and 'ELECTRONIC party' dated '16 APR 19'; a brain diagram with a red circle highlighting a specific area, labeled 'Ligaments'; a brain diagram with yellow highlights, labeled 'BRAIN' and 'Moder Medicine'; a brain diagram with blue highlights, labeled 'Posteriority'; and a brain diagram with purple highlights, labeled 'LEARNING' and 'Moder Medicine'.

https://www.shutterstock.com/search/space-abstract-background

4)

## SCIENTIFIC POSTER GOOGLING

The image shows a Google search interface for 'scientific poster template'. The search bar contains the text 'scientific poster template'. Below the search bar, there are navigation tabs for 'All', 'Images', 'Forums', 'Short videos', 'Web', 'Products', and 'More'. The 'Images' tab is selected. Below the navigation tabs, there are several filter buttons: 'Powerpoint', 'Design', 'Portrait', 'Vertical', 'Creative', 'Layout', 'Presentation', 'Conference', and 'Academic'. Below the filters, there is a section for 'Sponsored products' which displays eight different scientific poster templates for sale on Etsy. Each product listing includes a thumbnail image of the poster, a title, a price in Euros, the seller's name (Etsy), a 'Free' shipping icon, a star rating, and the seller's name (By Productcaster).

Google scientific poster template

AI Mode All **Images** Forums Short videos Web Products More ▾ Tools ▾ Saves

Powerpoint Design Portrait Vertical Creative Layout Presentation Conference Academic

Sponsored products :

- Modello di poster scientifico per...**  
€13.97  
Etsy  
Free  
★★★★★ (7)  
By Productcaster
- Modello di poster scientifico - Google...**  
€13.98  
Etsy  
Free  
By Productcaster
- Modelli di poster scientifici Powerpoi...**  
€13.99  
Etsy  
Free  
By Productcaster
- Modello di poster scientifico più icone...**  
€13.99  
Etsy  
Free  
By Productcaster
- Modello di poster scientifico, studio di...**  
€5.43  
Etsy  
Free  
By Productcaster
- Modello di poster scientifico / layout...**  
€27.83  
Etsy  
Free  
★★★★★ (3)  
By Productcaster
- Modello di poster per la ricerca accadem...**  
€5.16  
Etsy  
Free  
By Productcaster
- Modello di poster scientifico - Google...**  
€14.00  
Etsy  
Free  
★★★★★ (3)  
By Productcaster

5) <https://marcomm.med.washu.edu/items/scientific-poster-templates/>

## Marketing & Communications

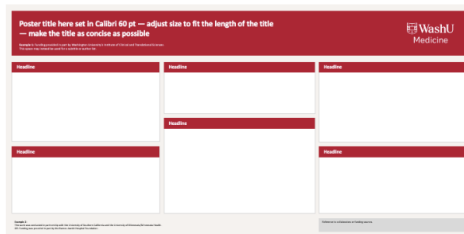


### Scientific Poster Templates

Share your hard work more easily using our handy poster templates.

The PowerPoint templates for scientific posters provide size, layout and logo options to share your research findings.

Download scientific poster templates



Warm Gray background

