Poster Design Workshop for FNAT Students

23 October 2017

http://libguides.viu.ca/presentations

This presentation draws from https://connect.le.ac.uk/posters, an excellent poster tutorial
Why a Poster?

- Share information
- Convey a clear message
- Draw viewers into a discussion

Exercise: Evaluate posters
What is the most important/interesting/astounding finding from my research project? Pick one key message and think of it as a story.

How can I visually share my research with conference attendees? Should I use charts, graphs, photos, images?

What kind of information can I convey during my talk that will complement my poster?
Who’s Your Audience?

- **General audience?** If so, they won’t have any familiarity with your subject area - avoid the use of jargon, use basic descriptions only.

- If you’re presenting for an audience in your field, it’s okay to use jargon and technical terms
This poster contains 300 words


Elit et arcu. Quisque scelerisque massa.

[IMAGE]

This poster contains 500 words

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[IMAGE]
Designing a Logical Reading Flow
Designing a Logical Reading Flow

Title, authors, contact details

Introduction
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus ut libero sed enim semper sollicitudin.

Method

Results


Comparisons of A, B, C, D & E

Figure 2: Nam sollicitudin

Conclusion
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References
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- Aliquam malesuada libero non tortor
- Sed consectetur massa

Figure 1
Design Tips

- Important information should be visible from 3m/10ft away
- Title is short and draws interest; DON’T USE ALL CAPS
- Make your key point obvious
- Text is clear and to the point
- Use headlines, font size, bullets, and numbering to help organize

Title: the biggest text

Heading
Indigenous Place Names & Language Revitalization

“Our place names are holders of story, history, teachings, events – our collective and individual intimate connections and interaction with place... It is time to find these names, learn them, and saturate our homelands with our peoples, our languages and our ceremonies.” - Leanne Simpson

PLACE NAMES AS IDENTITY

Language, sacred history, ceremonial cycle and place are all interwoven and depend on one another to unify a people. A sense of place plays a critical part in forming our sense of self and community. Language of place is a dialogue with the land, surfacing from direct interaction with the physical environment. Indigenous place names hold stories of identity: spiritually, governmentally, and epistemically. Each particular story entails ongoing lived relationships which contain a language that is not separable from the land. This language play. Holding these stories of direct relationship demonstrates an occupancy in the land which counters the mindset of ‘Terra Nullius’ and illustrates Indigenous presence.

HAIDA GWAIK - Resource map

The Haida have demonstrated occupancy and asserted sovereignty through place naming and mapping. Decades of resistance to colonial authority, in part led to the 2010 “giving back” of the name "Queen Charlotte Islands" and the legitimation of a toponym which speaks to Haida self-identity and strengthens relationships to the land and seascape. Though this act was authorized in far detached government offices, and may serve the continuance of provincial and federally drawn colonial cartography, there has been great headway in legitimizing decision making and resource management. The "Ocean & Way of Life" map (left) visualizes some stories that have developed from the interactions of the Haida people on their land and utilizes the Haida language to blend resource mapping and cultural mapping.

POST-COLONIAL GEOGRAPHY

Creating a post-colonial geography requires translation and bridging between different spatial knowledge traditions, and often Indigenous geographies are forced to fit a top-down colonial cartography. There is also a risk that artificially fixed ‘culture maps’ may pedestalize, essentialize, and ‘Other’ Indigenous people, while simultaneously denying political agency. In the case of the Salish Sea eco-zone the impetus came from scientists, and ultimate authority lied in colonial mapping boards. All of this means that creating a truly post-colonial geography requires acknowledging the stories, as well as recognizing the spiritual, governmental, and resource-based values of Indigenous geographies.

Place must inform policy.

By transforming our language of geography we can acknowledge and respect Indigenous presence and sovereignty in the land. It will further create accessible venues of interest and learning of First Nations language, stories, and world-views.
Design Tips cont.

• Use a consistent and uncrowded layout

• Remember acknowledgements, name, institutional affiliation

• Use 2-3 colours + black (best for small text)
  • [http://www.colourlovers.com/palettes](http://www.colourlovers.com/palettes)
Photo Sizes (300dpi vs 72dpi)

This is a picture copied from the internet – it looks ok on screen...

...but if you print it out – it doesn't look so good.

If you enlarge the image by 400% (equivalent of going from A4 to A0) the image quality becomes very poor.
Printing

- Check your poster carefully before printing
- Print it out on a letter-sized piece of paper
- Ensure the printer is able to print the size you’d like (36” x 48”)
- Give the printer as much lead time as possible (>week)
Setting Up Your Powerpoint Slide

- Setting Up Poster Area
  - Design tab → Slide size → Custom slide width

- Turning on Guide Lines & Ruler
  - View tab → Check Guides and Ruler

- To Export (Once Finished)
  - File tab → Export → Create PDF
Exercise

1. Go to https://libguides.viu.ca/kathleen and look for the FNAT Poster Workshop Box
2. Look at the text and photos, then sketch out a poster on the provided sheet
3. Get feedback from a neighbor
4. Begin designing the poster in Powerpoint or Publisher