Poster Design Workshop for MEd Students

16 March 2018

http://libguides.viu.ca/kathleen (Slide Deck)
http://libguides.viu.ca/presentations (Resources)

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
Beginnings

- 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
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

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Figure 1

Figure 2: Nam sollicitudin

Conclusion
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References
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- Aliquam malesuada libero non tortor
- Sed consectetur massa
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 dependent 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 the meanings and language ‘playing’ that constitutes place. Holding these stories of direct relationship demonstrates an occupancy in the land which counters the mindset of “Terra Nullius” and illustrates Indigenous presence.

HAIDA GWAII - Resource map

The Haide 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 legitimization of a toponym which speaks to Haide self-identity and strengthens relationship to the land and seascape. Though this act was authorized in far detached government offices, and may serve the convenience of provincial and federally drawn colonial cartography, there has been great headway in localizing decision making and resource management. The “Ocean & Way of Life” map (left) visualizes some stories that have developed from the interactions of the Haide people on their land and utilizes the Haide 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 planning 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
• Where to get copyright-cleared images? Check http://libguides.viu.ca/presentations/posters
• Use 2-3 colours + black (best for small text)
  • 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. Sketch out a poster based on your topic on the provided sheet
2. Get feedback from a neighbor
3. Begin designing the poster in Powerpoint or Publisher