

How to Create an Attractive Poster

Essential Steps

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attractive poster

Essential steps

1

What is your message?
Who is your audience ?
What are your objectives?



2

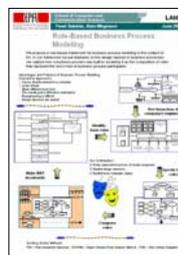
How to create an
understandable
poster

Organize your ideas into
a coherent and logical
whole.

3

How to use visual
grammar

A poster is a presentation,
not a paper.



4

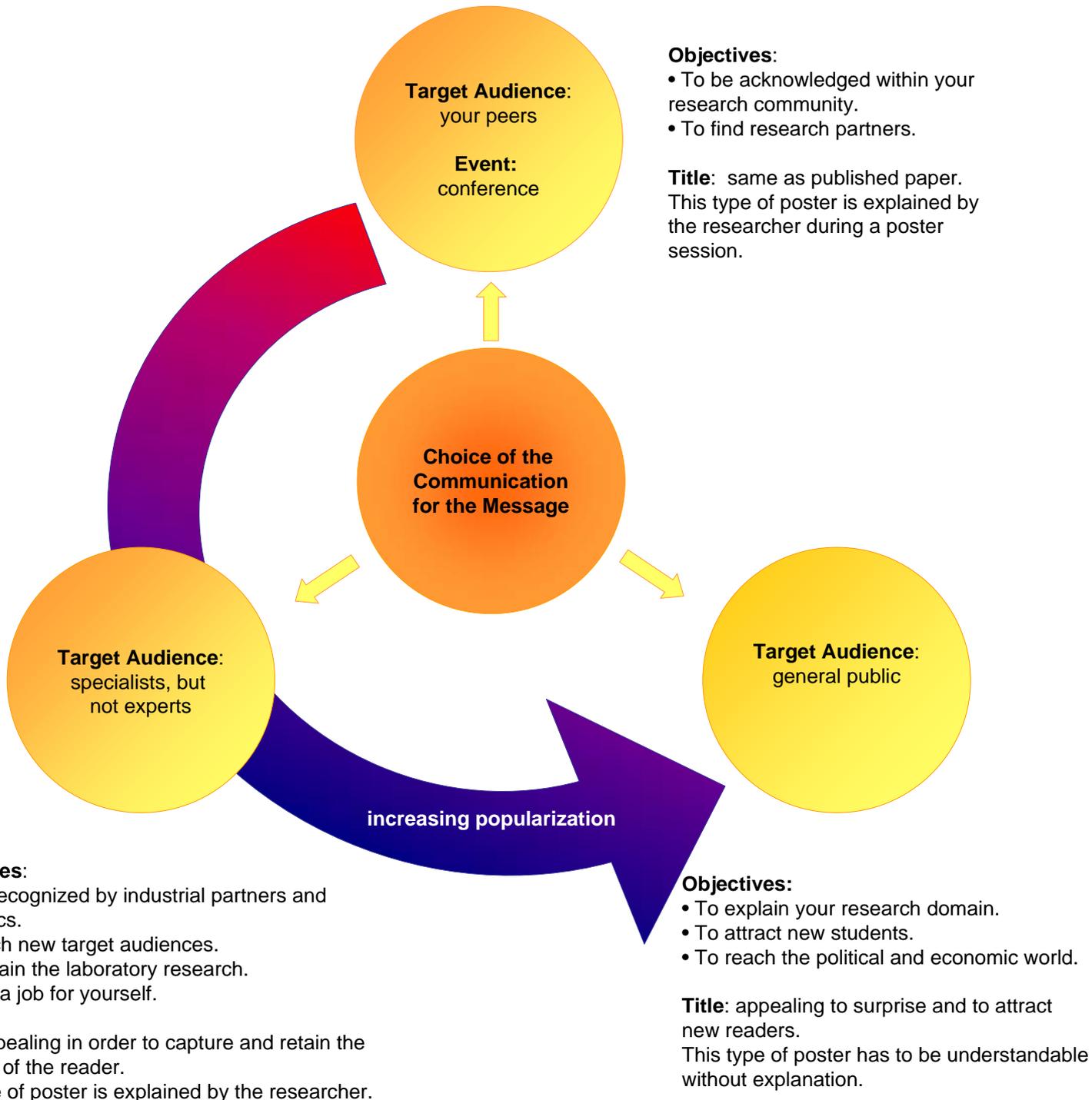
Auto-Evaluation

Questions to « test »
your poster:
does it meet
your objectives ?



1 What is your message? Who is your audience ? What are your objectives?

The complexity and appeal of the message depends on the target audience.



! Be careful: Do not use the same wording for all target audiences !

! Do not “Copy paste” from a publication !

2

How to create an understandable poster

Attractive posters encourage discussions and interest from others. The more carefully you arrange your information, the more quickly and easily it will be understood and the better effect it will create.

The heading is a little introduction ≠ abstract.

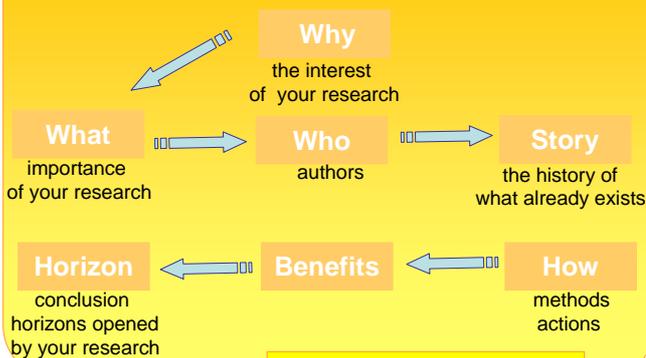
1) Title and Sub-titles

The **title** gives the main information (question, attract, surprise, or use humor).

The **sub-titles** show the poster's organization and briefly explain the subject.

The subject must be given in the introduction or by a clear illustration.

2) Hierarchical Structure



Separate information visually:
features - frameworks - colors

Indicate the reading direction:
arrows - numbers

3) Only Essential Information

- Determine the **key ideas**.
- If necessary, make several posters to explain different subjects.



Develop several versions and delete each time the non-essential information.

4) Benefits

- **Attract** readers' attention.
- **Encourage** discussion.

5) Conclusion / Horizon

- Give a **memorable** conclusion.
- Propose **future** prospects.
- Elaborate on **ideas** spelled out in the intro.
- Challenge the **audience**.

6) For More Information:

www.
Address / Contact
Annex : A4 paper and business cards for people to take away

3

How to use visual grammar

A poster is a presentation, not a paper.
A high-quality presentation helps to sell a concept.

1) Text

- Avoid long texts.
- Use short sentences.
- Emphasize key concepts.
- Use examples to illustrate research.

Vocabulary:

- Use simple and clear words.
- Avoid acronyms.

2) Visualization

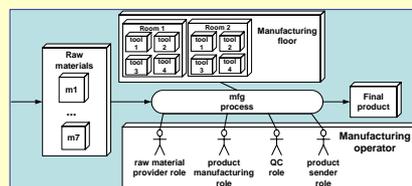
- A roomy and colored presentation draws the attention and encourages reading.
- Apply a grid to align visual objects.
- Local background can give context and highlight important ideas.
- Avoid large areas of dark colored background, it wastes ink and warps the paper.
- Apply a uniform color code.

3) Illustrations

Graphs: simplify them to the maximum.
Include only absolutely necessary data.

Photographs: give the context, the scale...

Complex Equations, Formulas: only if necessary.



4) Size

- **Essential Title:** Arial 80 bold
- **Heading:** Arial 60 bold
- **Title:** Arial 40 bold
- **Sub-title:** Arial 30 bold
- **Text:** Arial 30

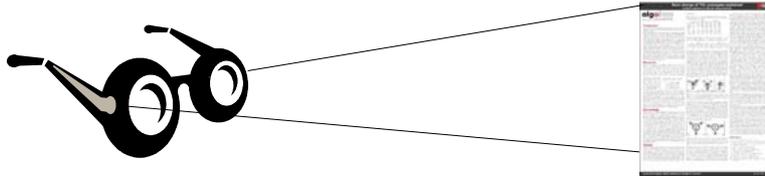
5) Printing

- **Posters:** Posters are typically made in A0 size for conferences
84 cm by 118.8 cm
33.07 in by 46.77 in,

4 Questions to «test» your poster: does it meet your objectives ?

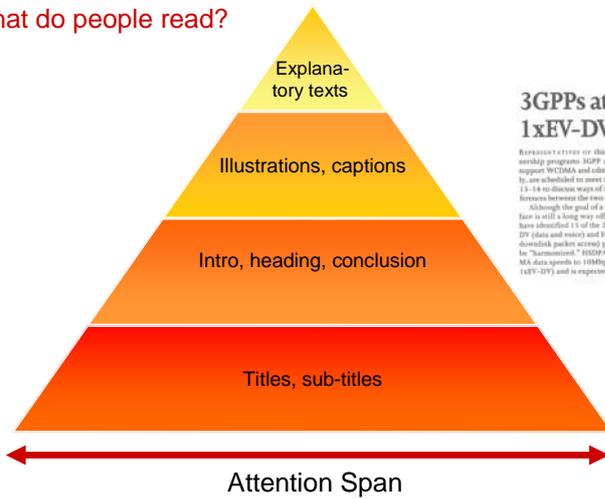
Do you want to test the impact of your poster ? Answer these questions...

- A** Read the posters with the eyes of the targeted audience.
 What does he/she see and understand?
 Ask other people, including your parents or children, to read and comment.



The goal is to link with the audience not to “bore” them!

- B** What do people read?



3GPPs attempt to ‘harmonize’ 1xEV-DV with HSDPA

Representatives of third-generation partnership programs 3GPP and 3GPP2, which support WCDMA and cdma2000, respectively, are scheduled to meet in New Jersey Nov. 12-18 to discuss ways of narrowing the differences between the two systems.

Although the goal of a common air interface is still a long way off, 3GPP and 3GPP2 have identified 15 of the 28 respective 1xEV-DV data and voice and HSDPA high-speed download packet access parameters that can be “harmonized.” HSDPA will boost WCDMA data speeds to 10Mbps (vs. 3.1Mbps for 1xEV-DV) and is expected to be available in 2004, with specs finalized next year.

Last week, 3GPP announced that HSDPA specifications will form part of the 3GPP “Release 5” guidelines scheduled for 2002. The partnership program said work on these specifications is already well advanced.

Colin Lavery, co-leader of ITU-T Study Group 4 and total harmonization of the two air interfaces is unlikely in this revision but that a single air interface was still the goal of the ITU and something both 3GPPs were working toward.

Unfortunately, the five parameters causing the biggest harmonization headaches - the content is not in a

Is the information clear?

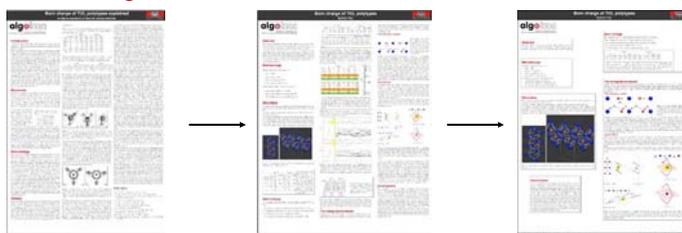
- C** Do not explain the details, convey a general overview.



Map showing electricity consumption in Europe (better overview than a table of figures)

Don't be too complex!
 Stay outside of the problem.

- D** Simplify the message.



Simplify in order to leave a lasting impression on the target audience.

! Use the same language as the targeted audience !