

BASIC GRAPHIC DESIGN

for better
COMMUNICATIONS



Gabriel Pérez Díaz
(IAC's MultiMedia Service)

Scientific Posters 1.0

- ✓ **Concept**
- ✓ **Contents, Text & Graphics**
- ✓ **Colors & Contrast**
- ✓ **Structure & Reading**
- ✓ **Alignments & Margins**

it should be ...

... an **ADVERTISEMENT** of your work

... a **GRAPHIC ABSTRACT**

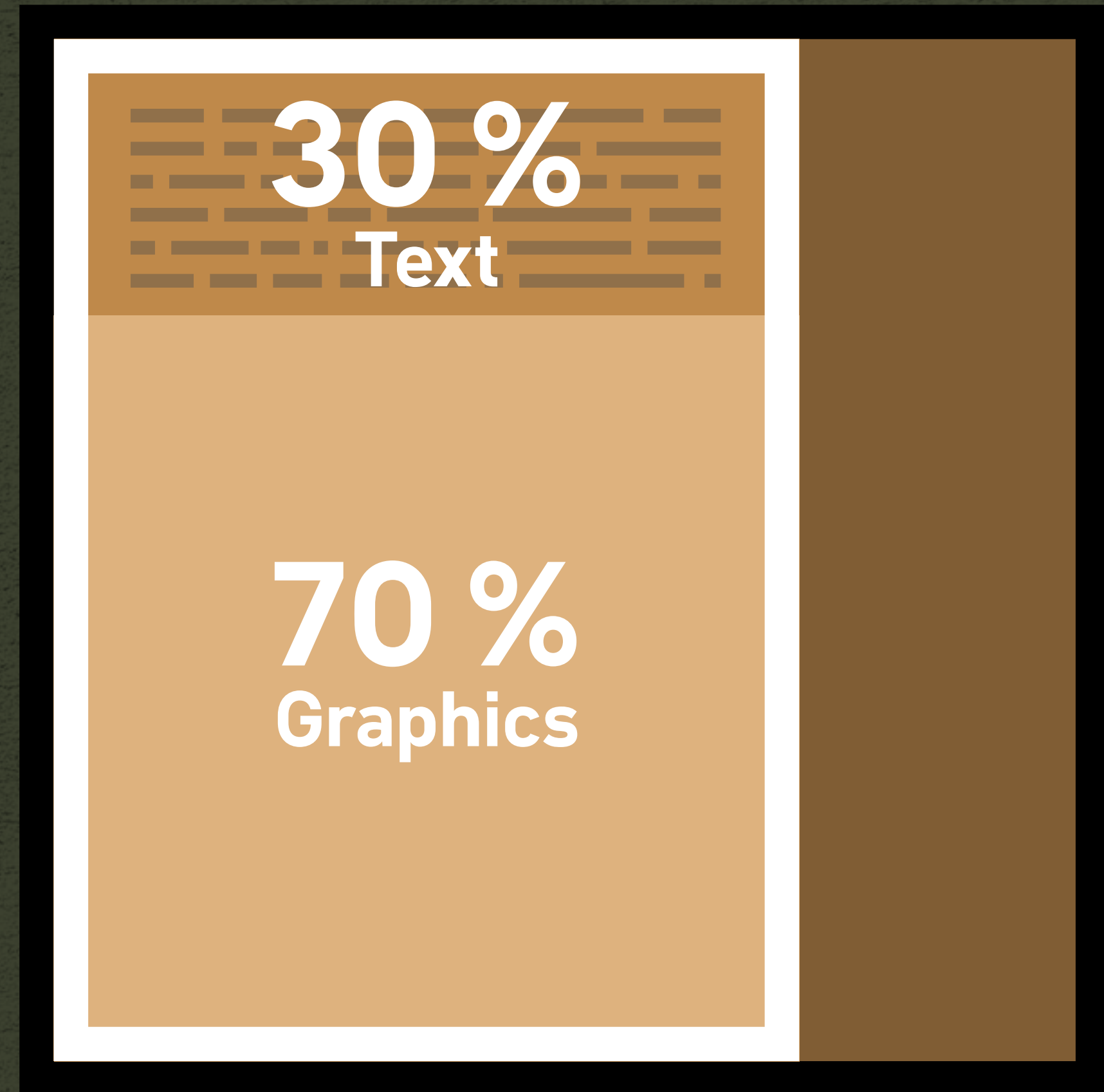
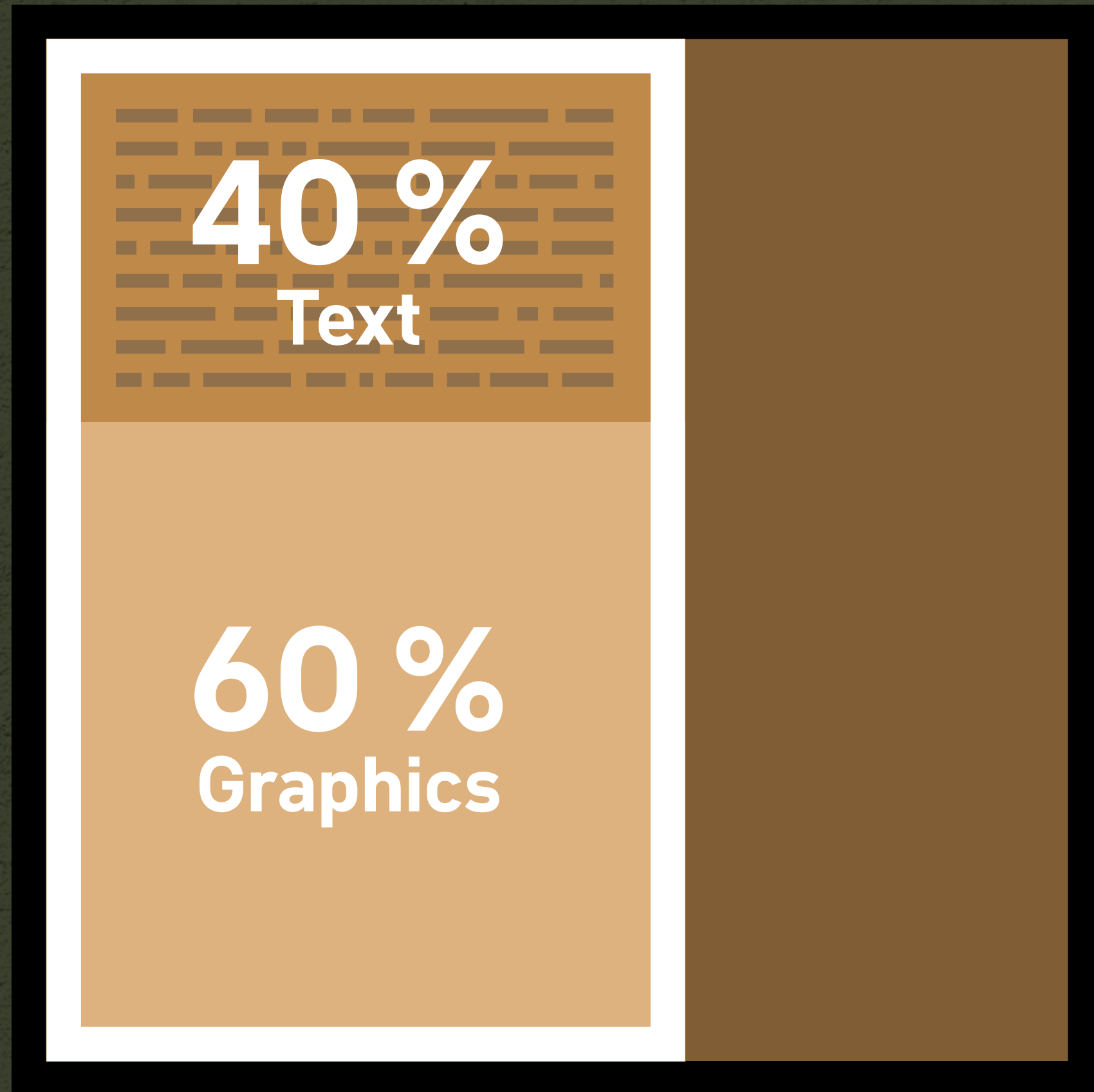
Only the **essentials**

You should be able to read it in **2 minutes**

Use **free spaces** to breathe!

Scientific Posters 1.0

Contents



60 %
Contents

40 %
FREE

70 %
Contents

30 %
FREE

TEXT

1 or 2 fonts

(1 for titles, 1 for bodytexts)

Readable (at viewing distance)

< 60 characters per line

TITLE

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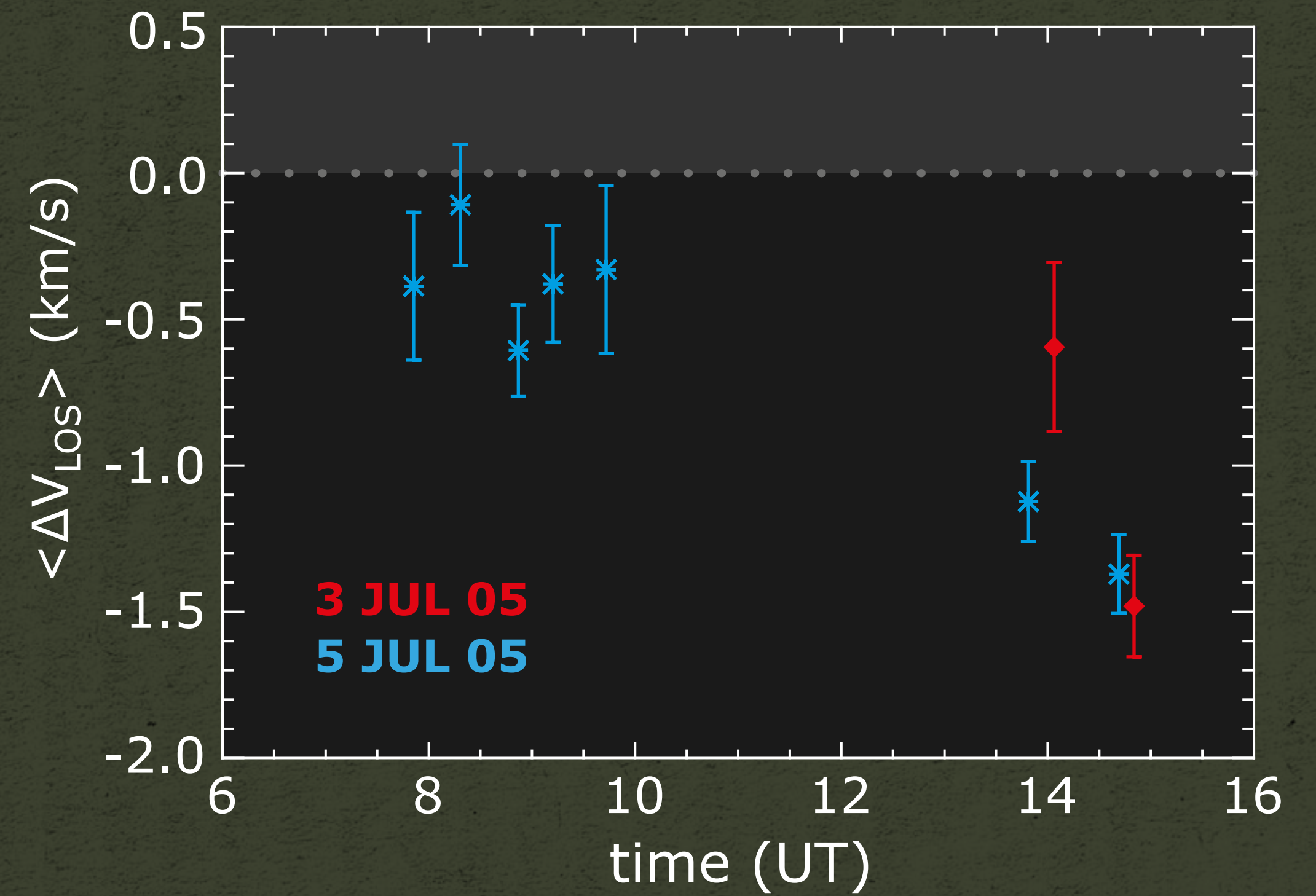
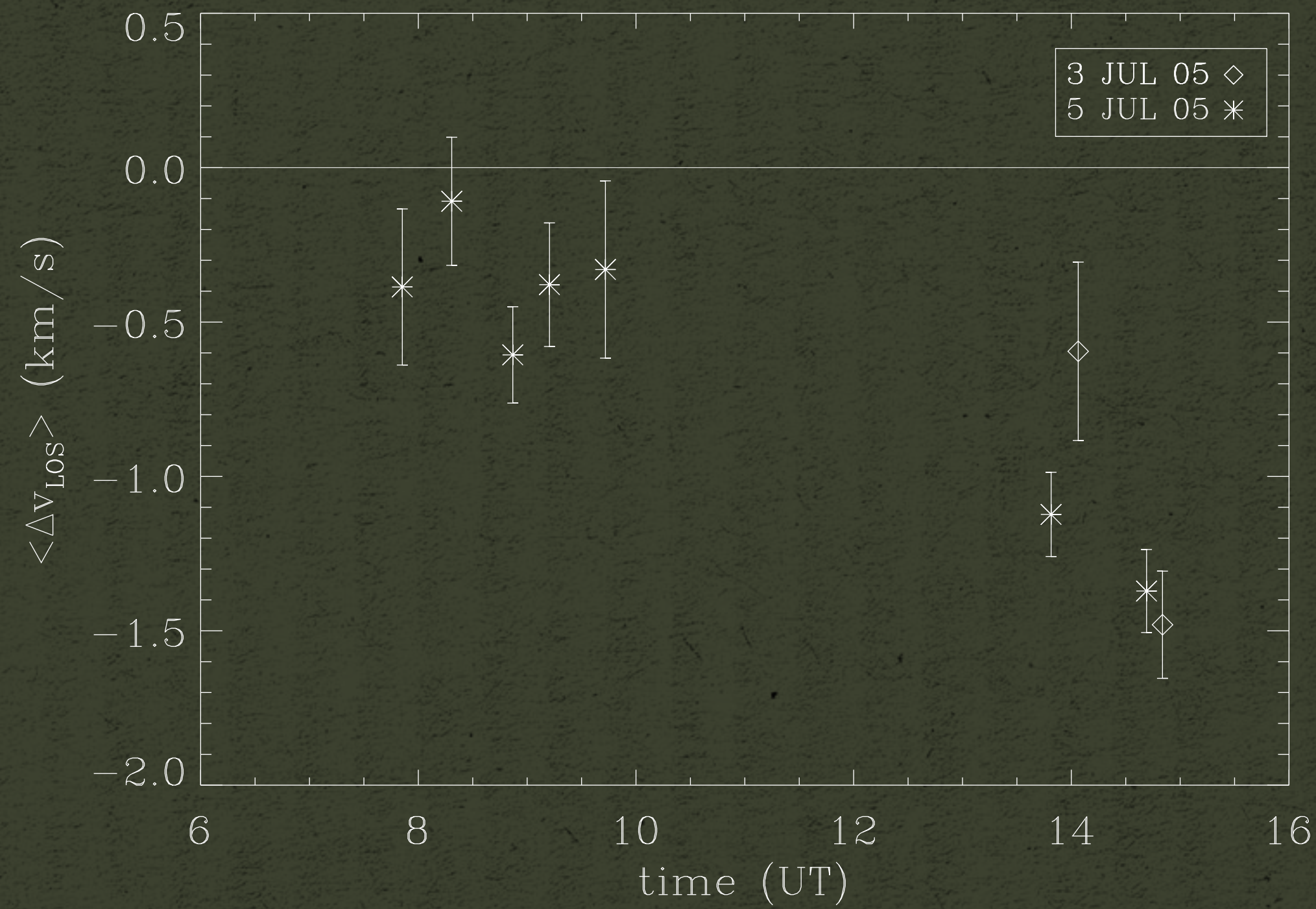
CHAPTER

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

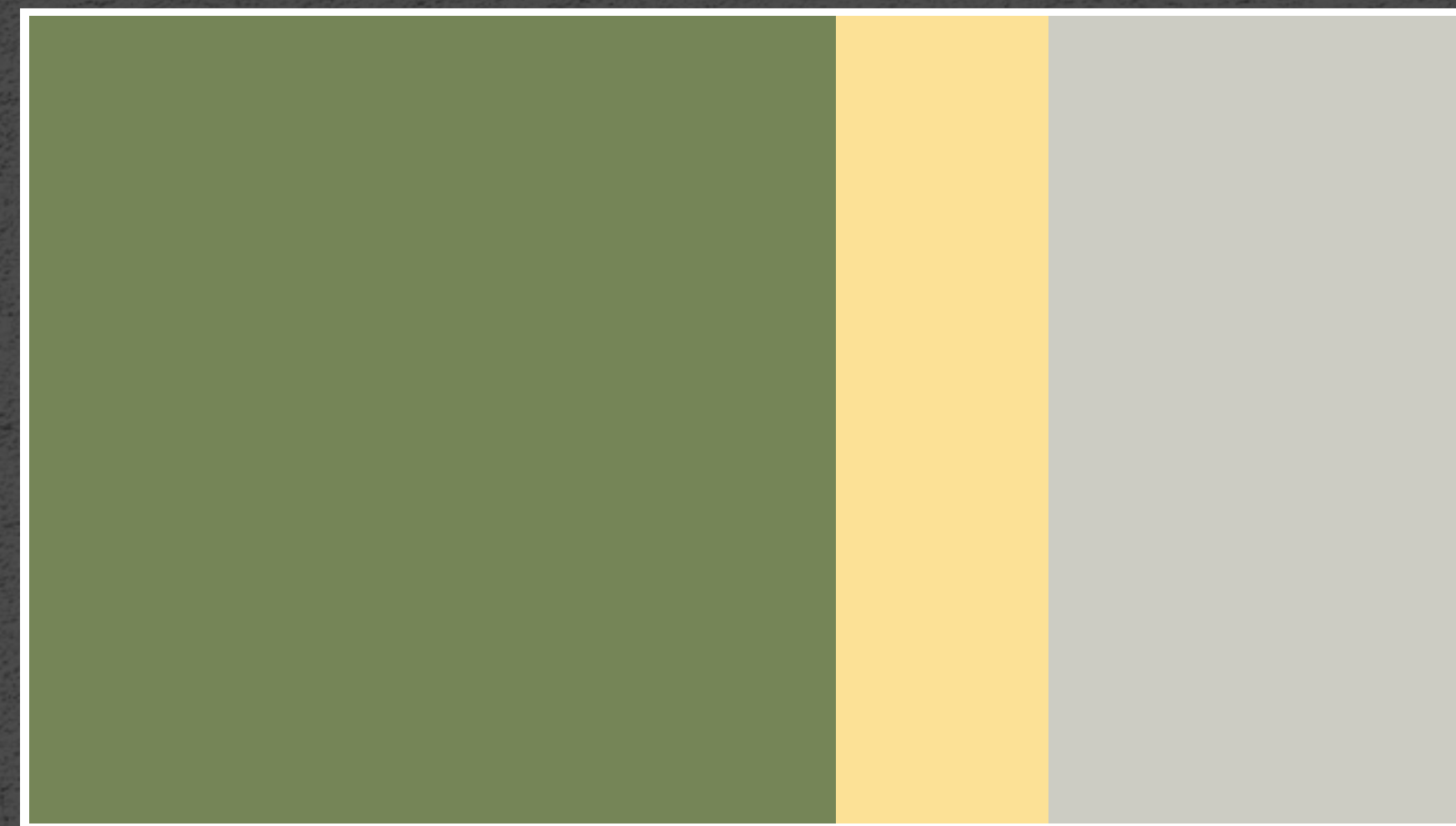
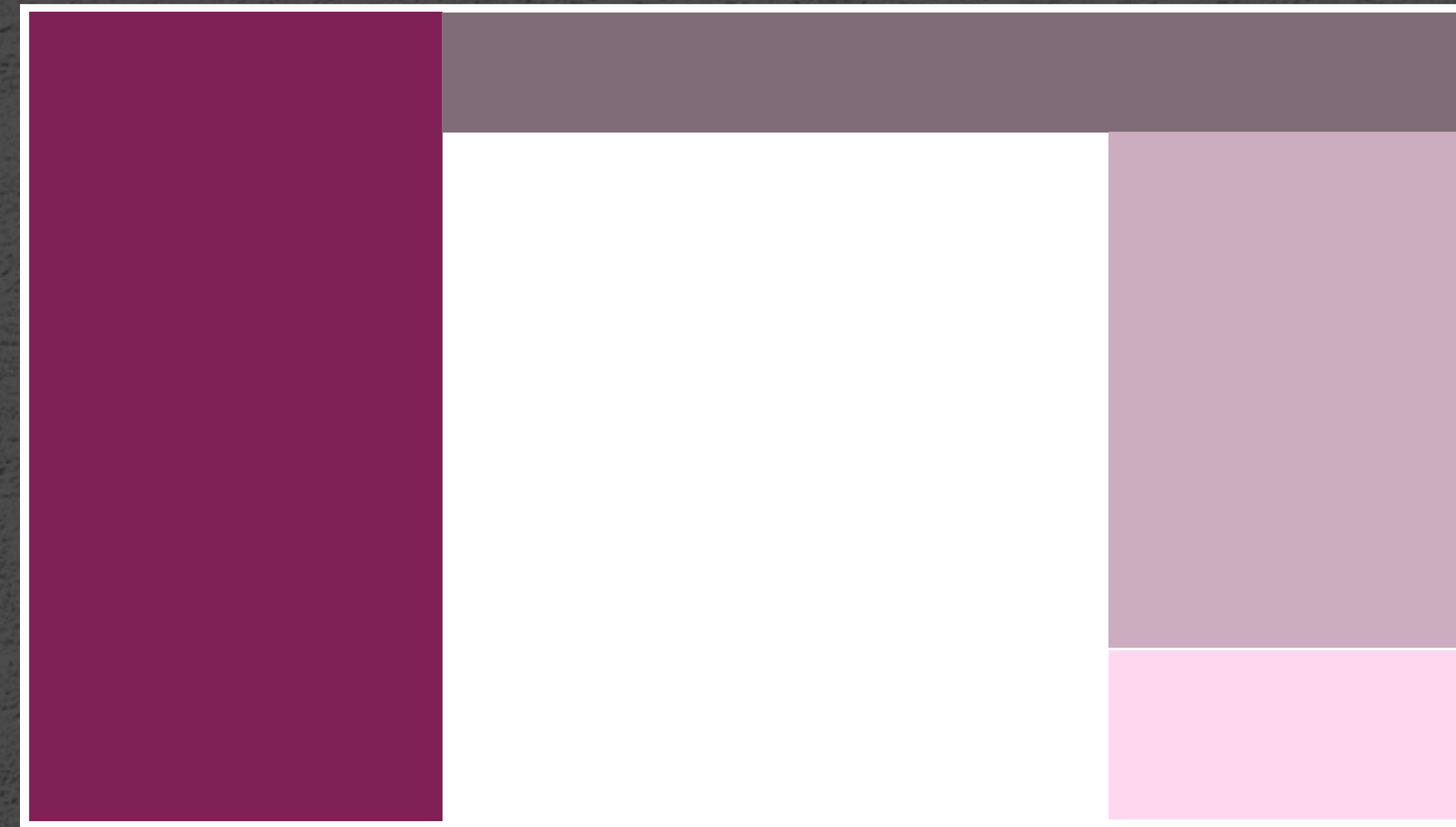
Fig. 2 Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

GRAPHICS

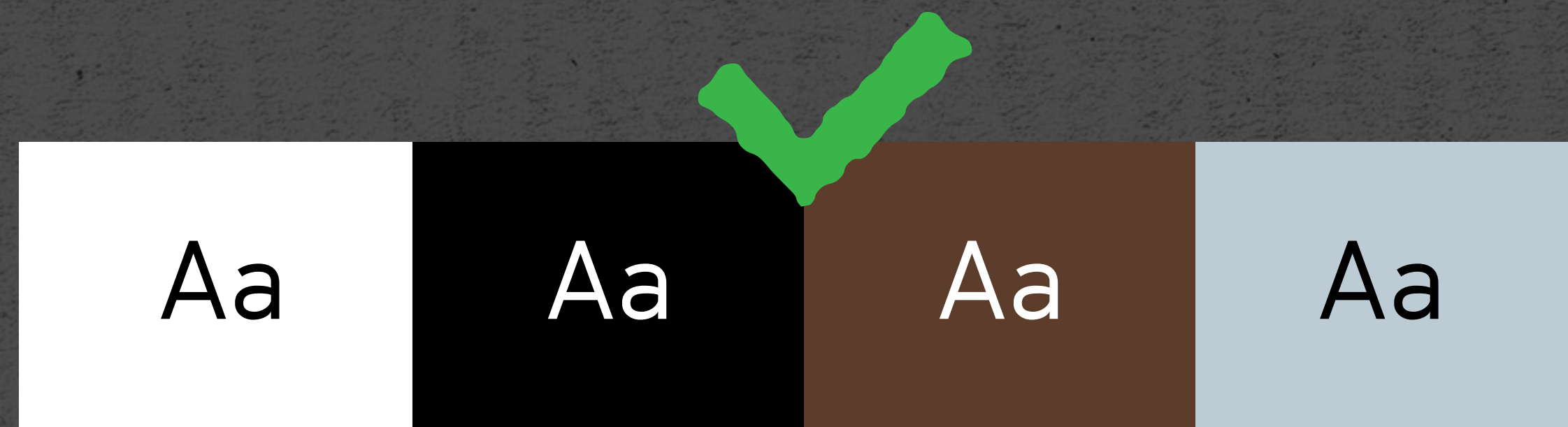
Simple & Clear



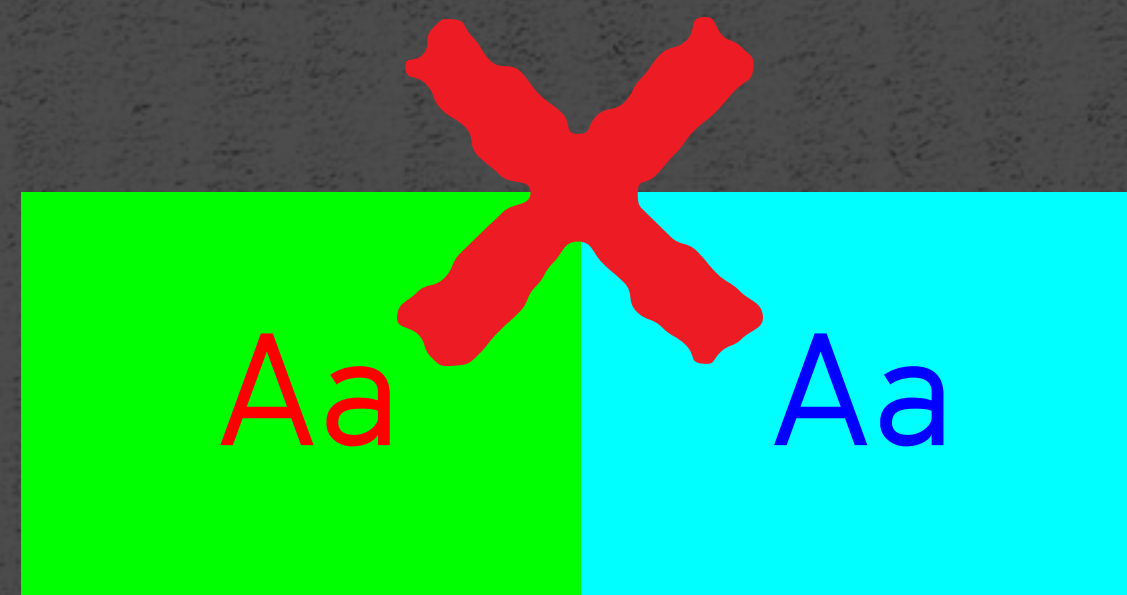
Use color to
Attract attention!
Relate items



Scientific Posters 1.0 Colors



better **white or black** text

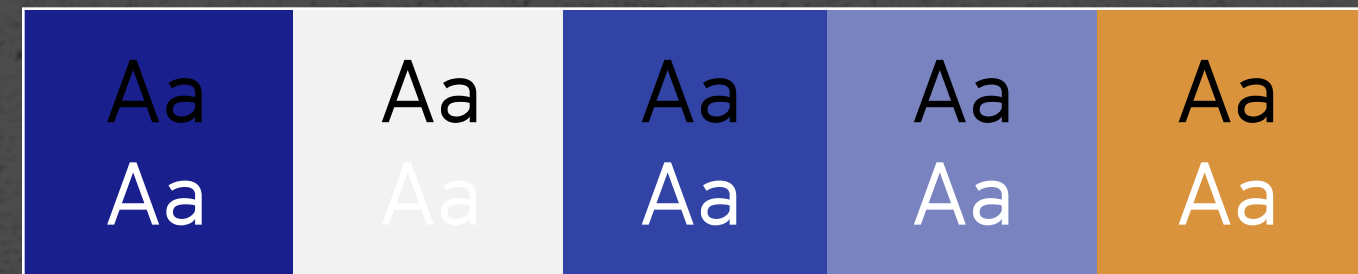


too saturated colors

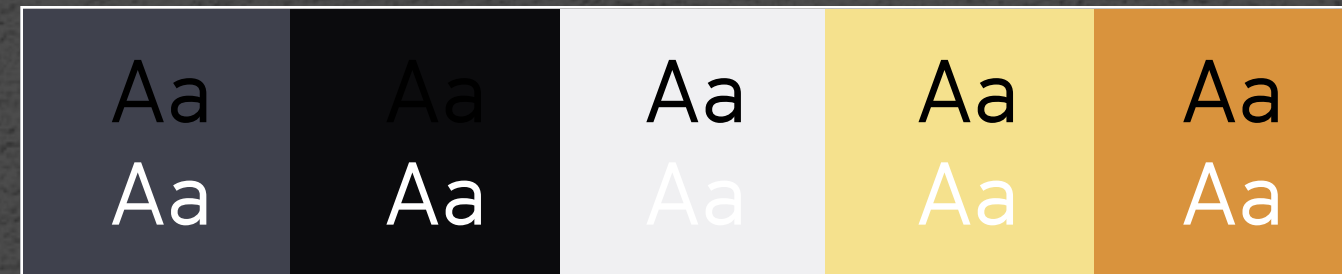


not enough contrast

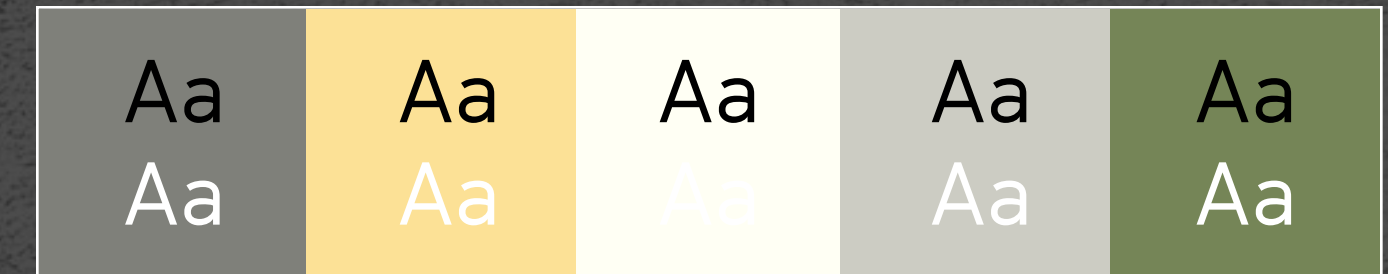
Scientific Posters 1.0 Colors



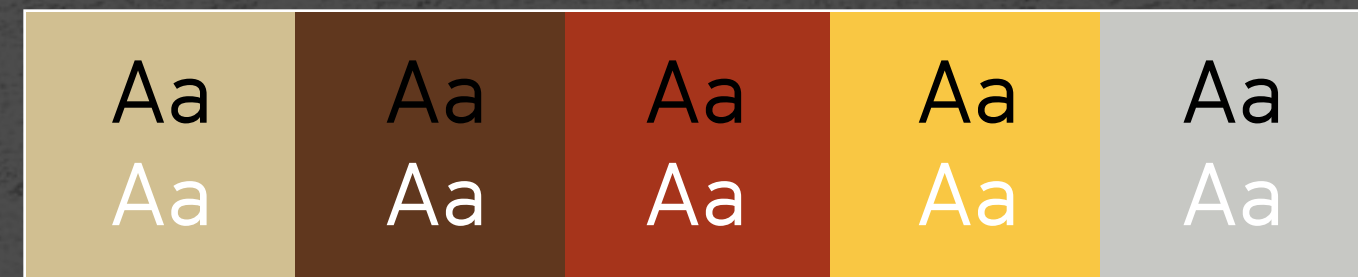
R	25	242	50	120	217
G	31	242	67	131	147
B	140	242	166	191	61
Hex	191F8C	F2F2F2	3243A6	7883BF	D9933D



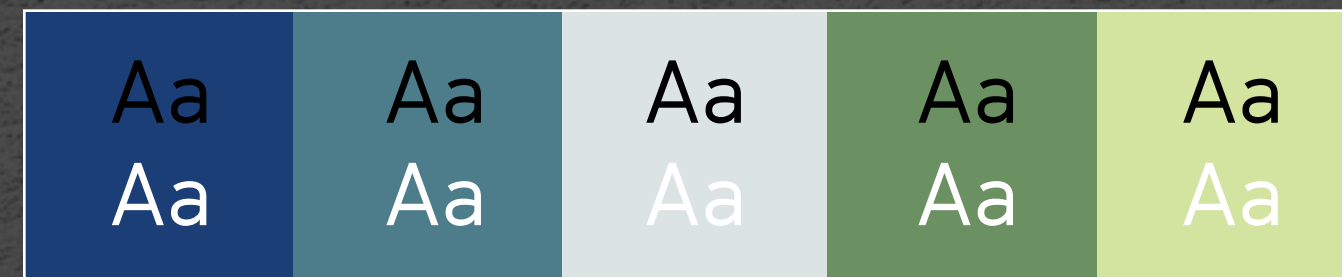
R	63	11	240	245	217
G	65	11	240	225	147
B	77	13	242	141	61
Hex	3f414d	0B0B0D	F0F0F2	F5E18D	D9933D



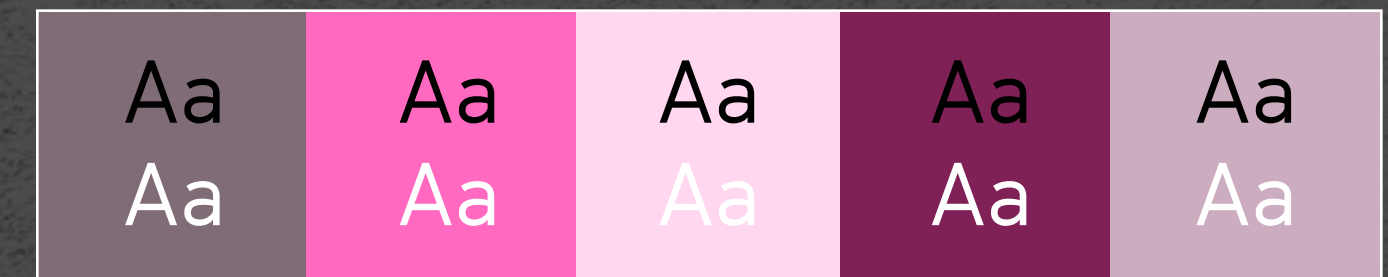
R	127	252	255	204	117
G	128	225	255	204	133
B	122	150	244	195	87
Hex	7F807A	FCE196	FFFFFF4	CCCCCC3	758557



R	209	96	166	249	199
G	191	55	52	199	200
B	145	30	27	67	196
Hex	D1BF91	60371E	A2341B	F9C743	C7C8C4



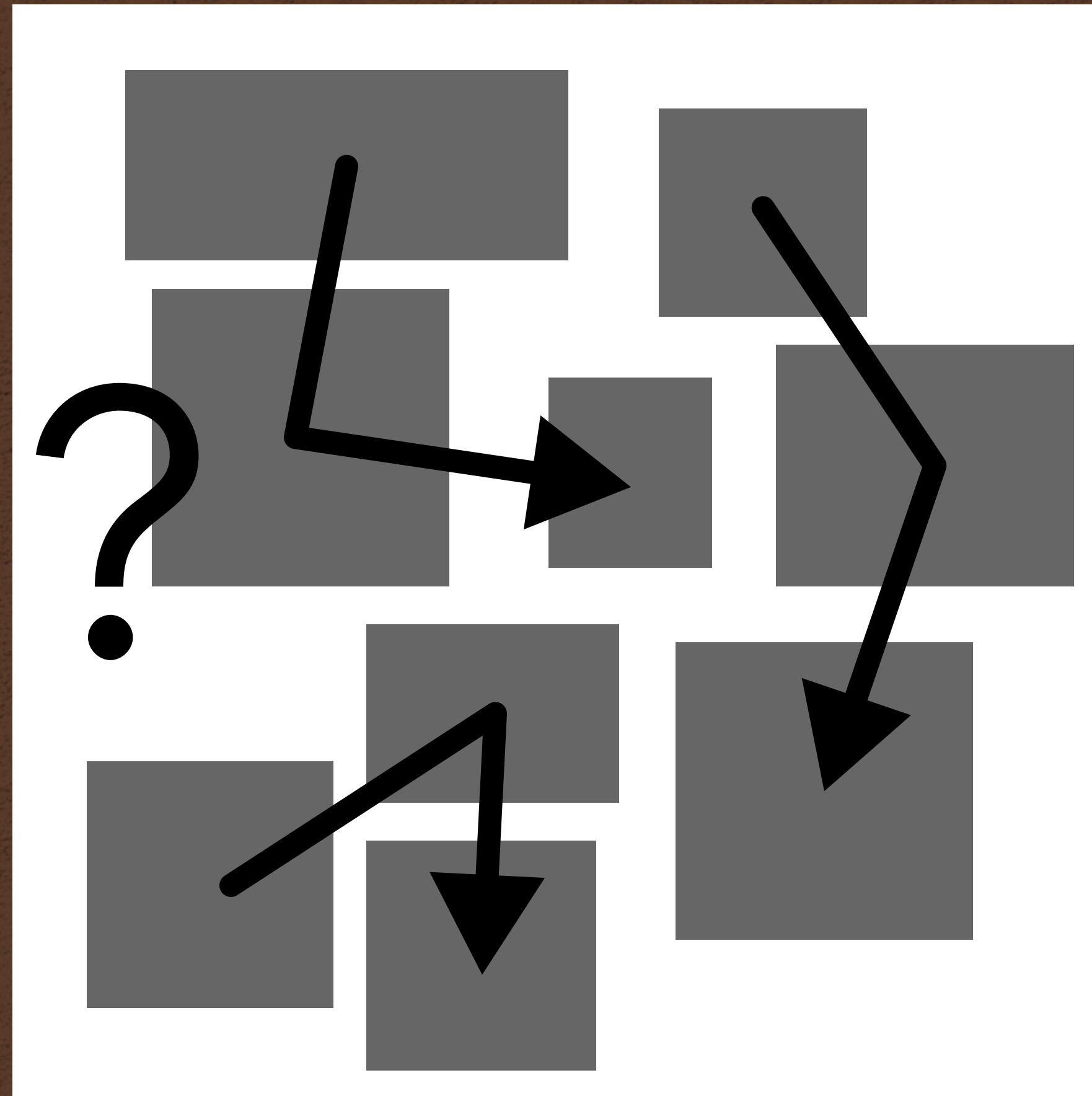
R	26	77	220	107	211
G	62	124	228	145	227
B	117	138	227	98	160
Hex	1A3E75	4D7C8A	DCE4E3	6B9162	D3E3A0

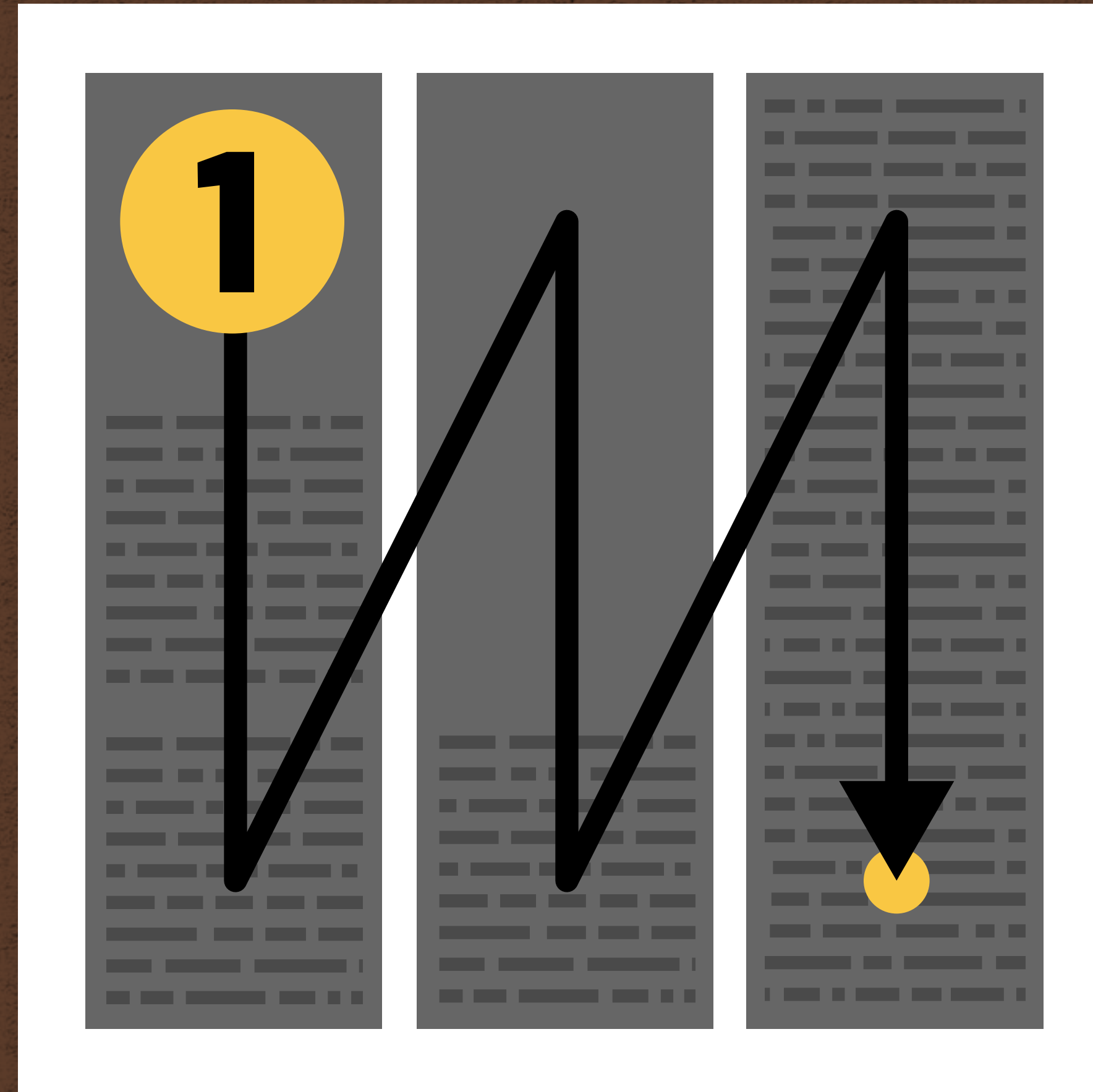
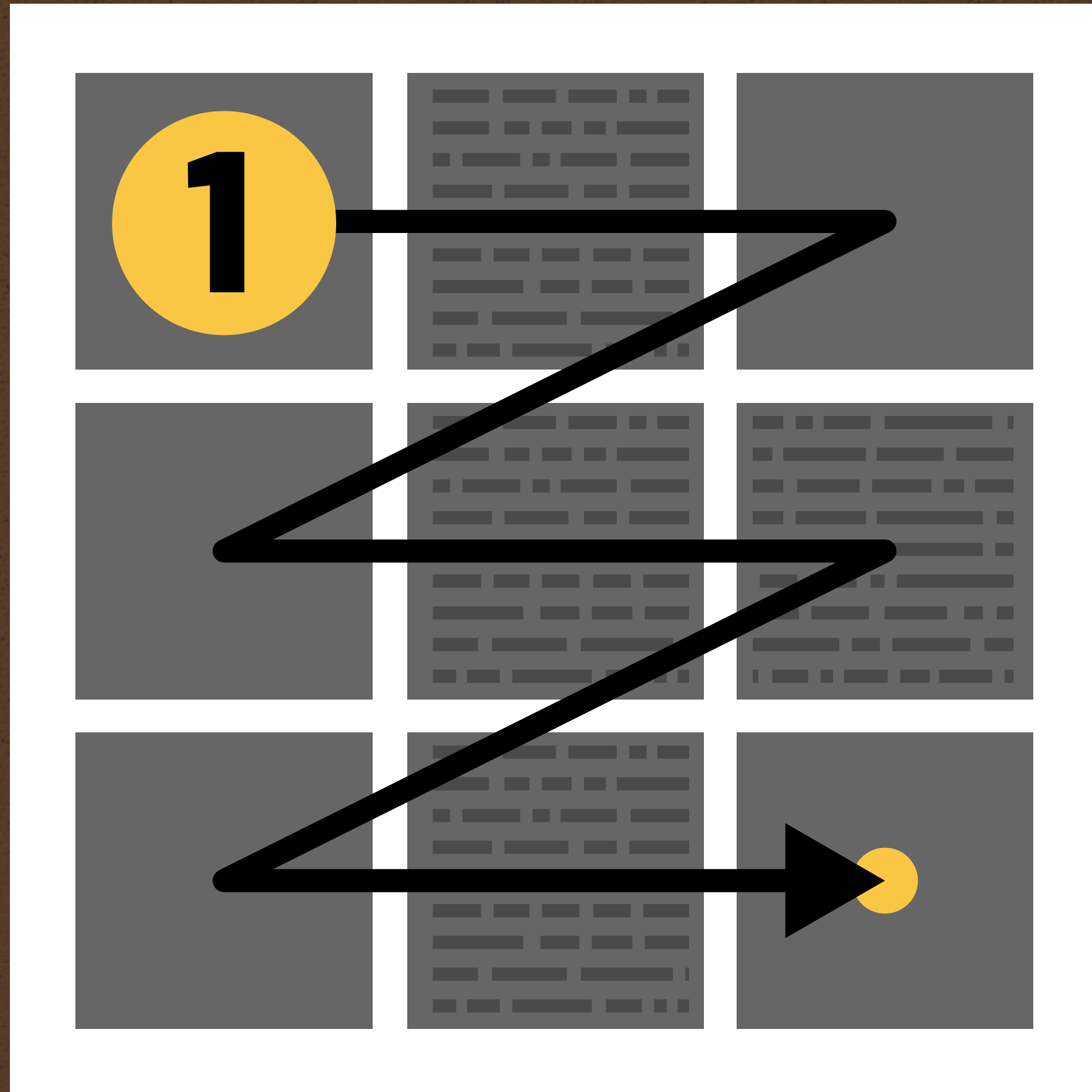


R	127	255	255	127	204
G	108	105	216	32	173
B	119	192	239	87	191
Hex	7F6C77	FFC0EF	FFD8EF	7F2057	CCADBFBF

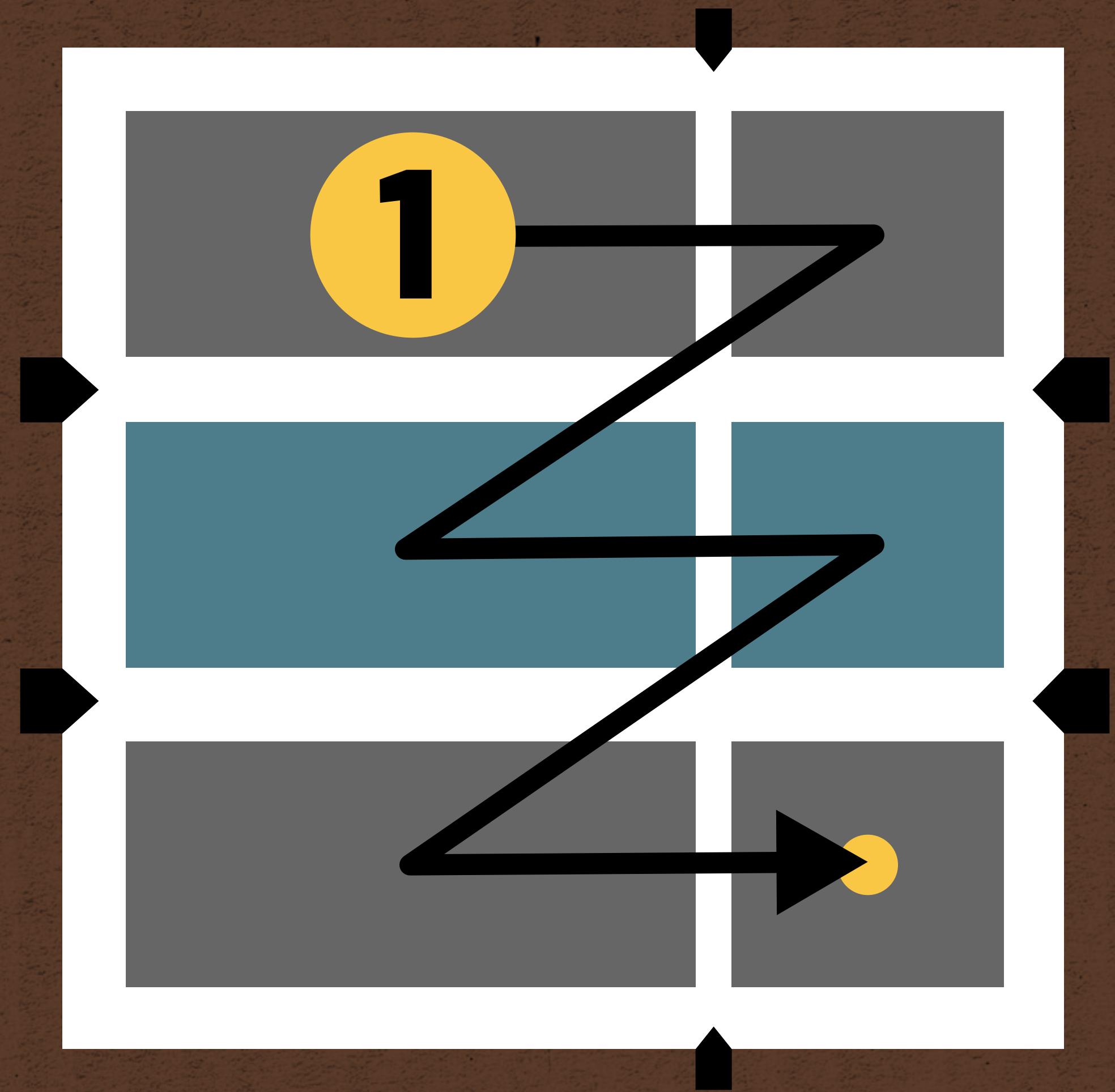
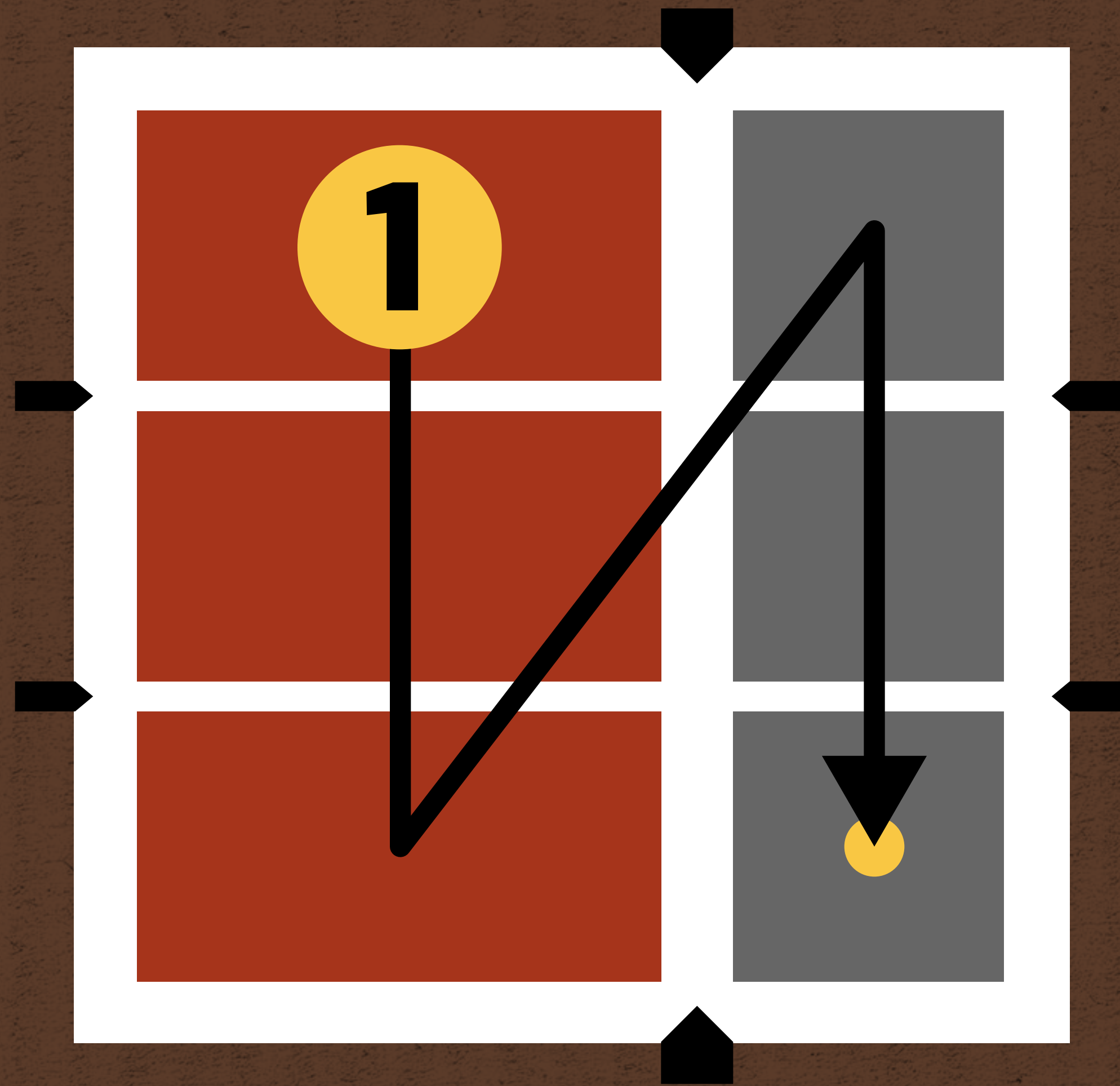


Without structure,
How to read it





(common reading flow in western cultures)



use color & spaces to guide the reading flow

same rule,
same space

CHAPTER 1

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CHAPTER 2

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CHAPTER 3

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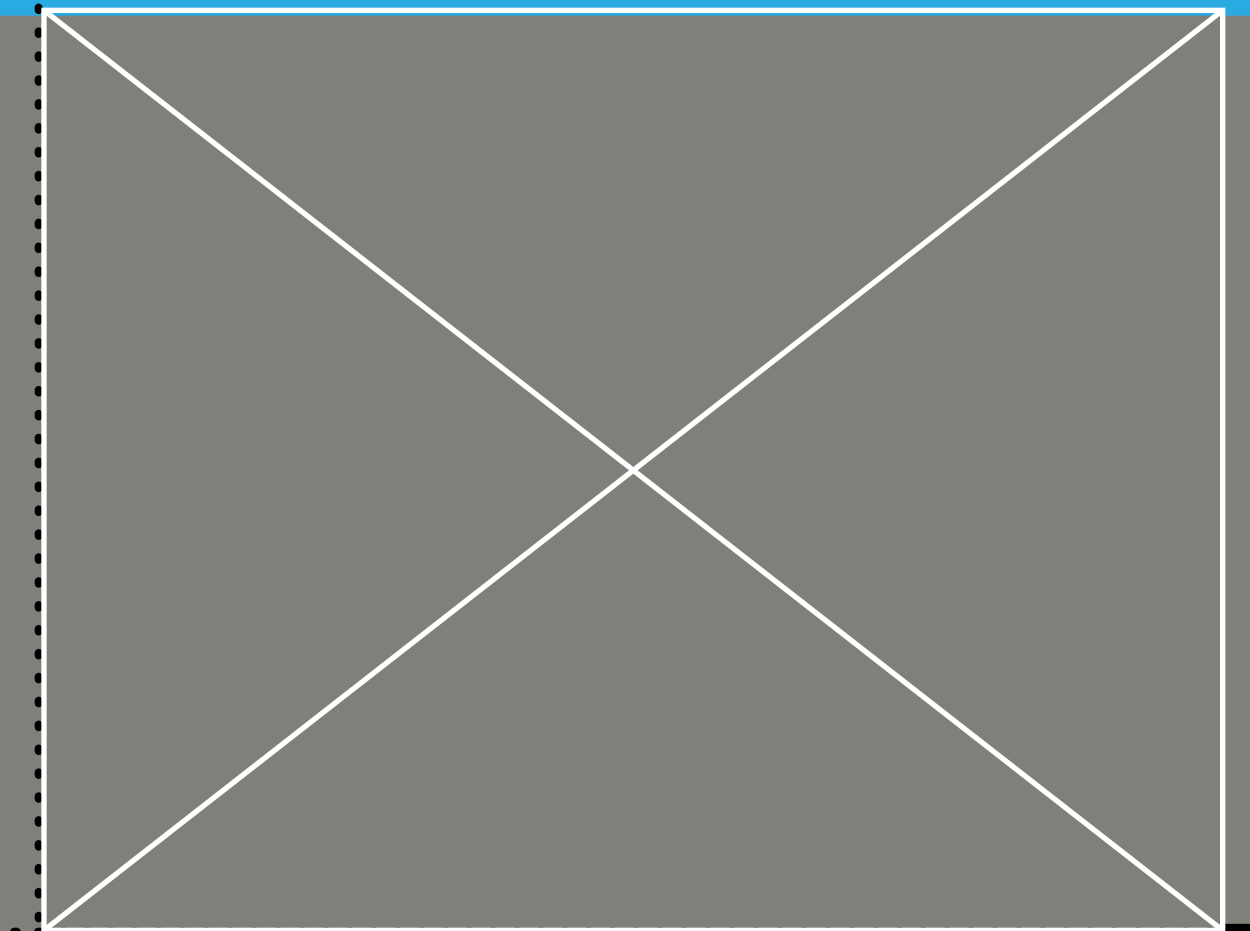
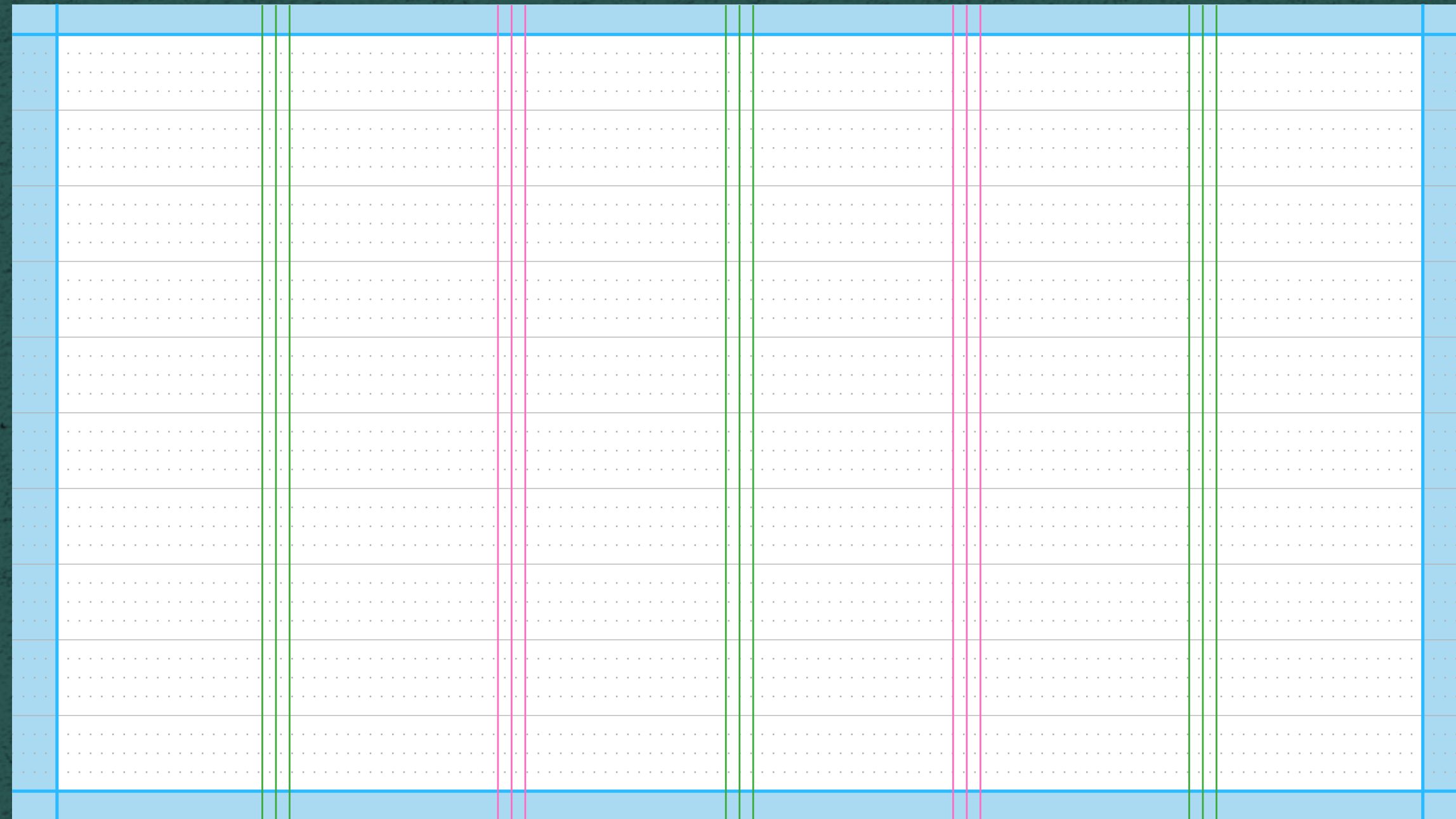
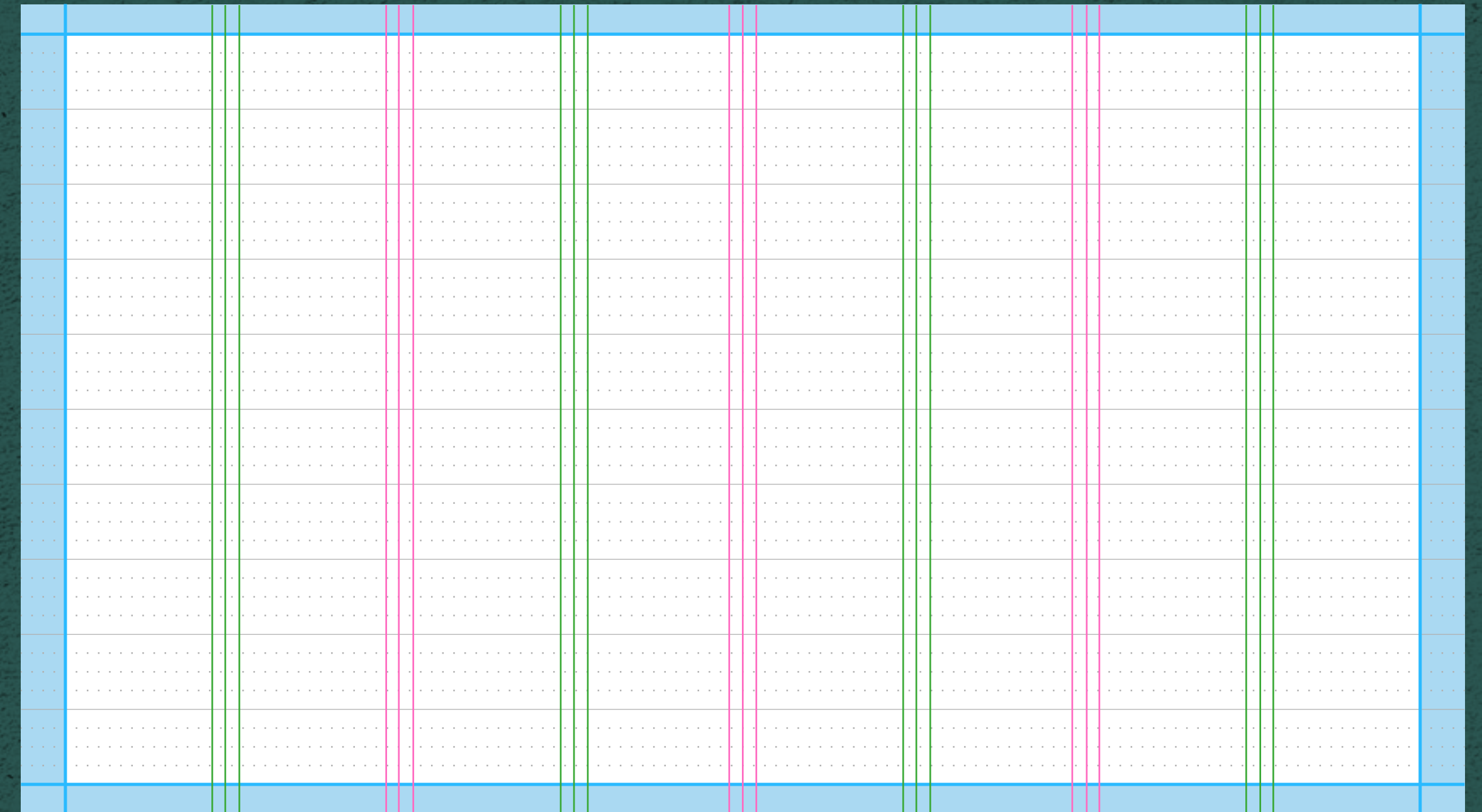


Fig. 2 *Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*



3 / 6 columns

margins



4 / 8 columns

templates to align elements can be used

TITLE LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Vestibulum Dignissim 1,2 Condimentum Ribus 3 Posuere Tempus 1

1 Vestibulum Dignissim 2 Condimentum Ribus 3 Posuere Tempus



FAUCIBUS

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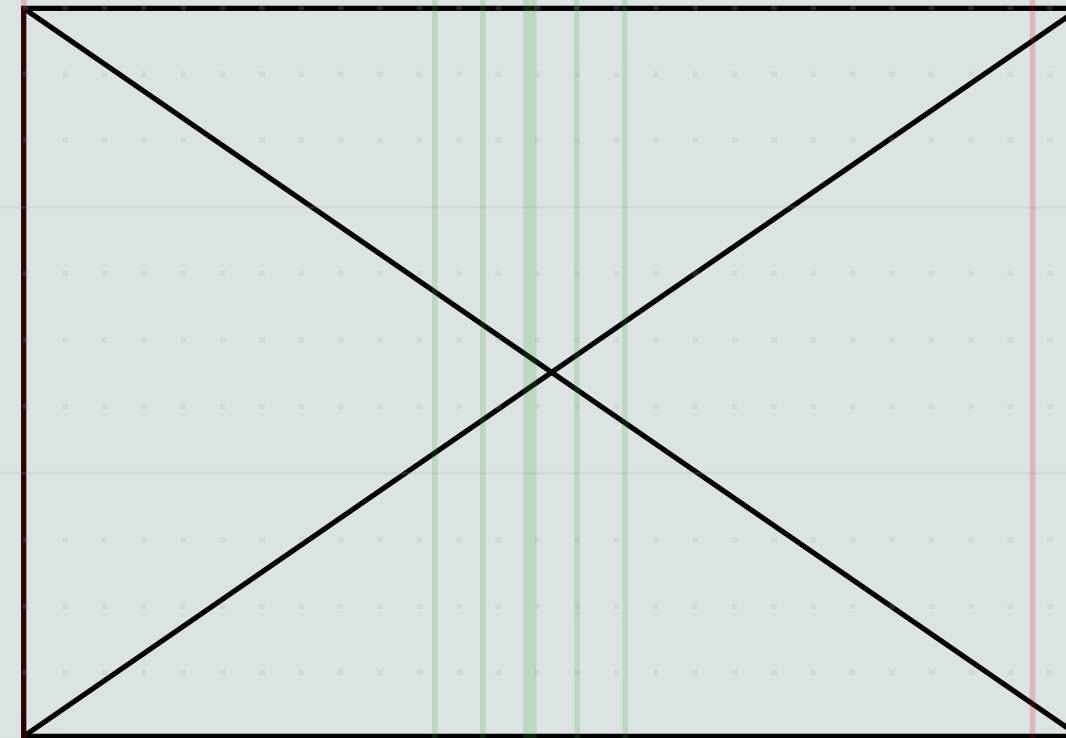


FIG 1. *Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.*

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TITLE LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT

Vestibulum Dignissim 1,2 Condimentum Risus 3 Posuere Tempus 1

1 Vestibulum Dignissim 2 Condimentum Risus 3 Posuere Tempus



FAUCIBUS

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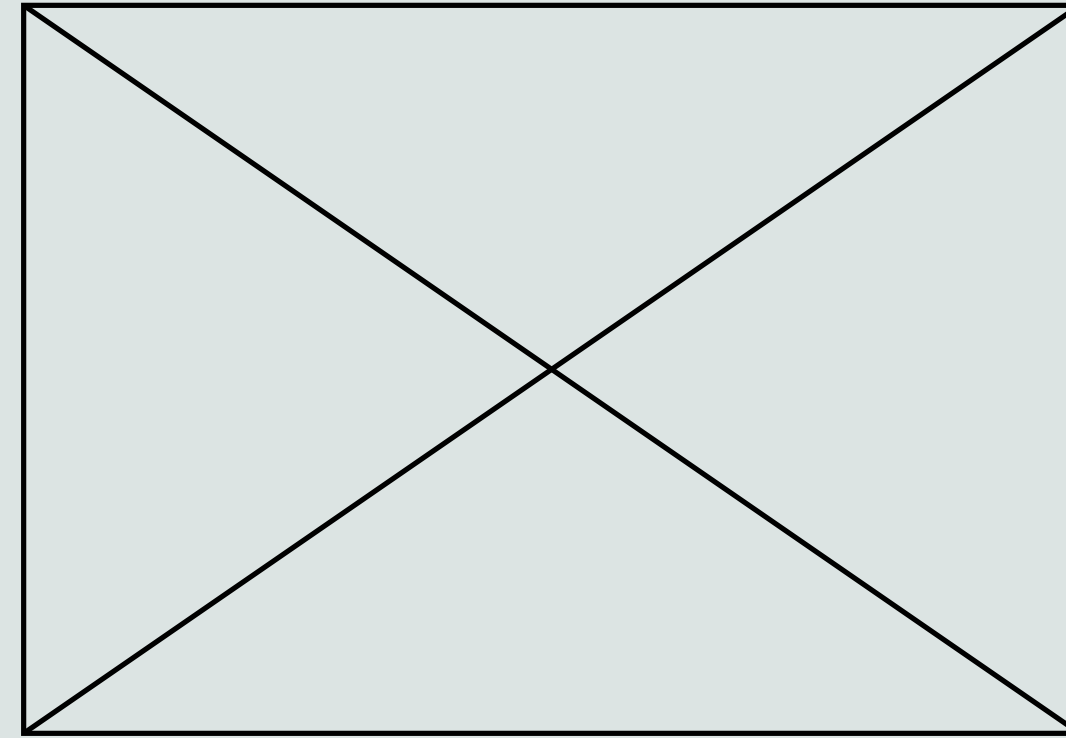


FIG 1. Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.

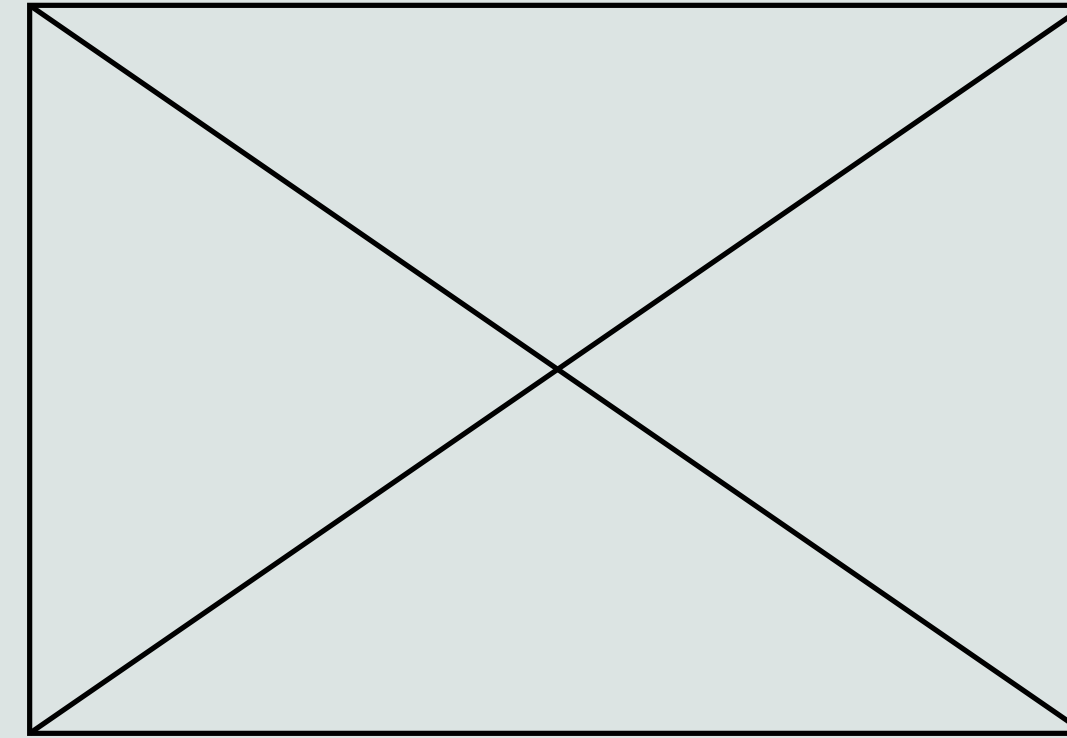


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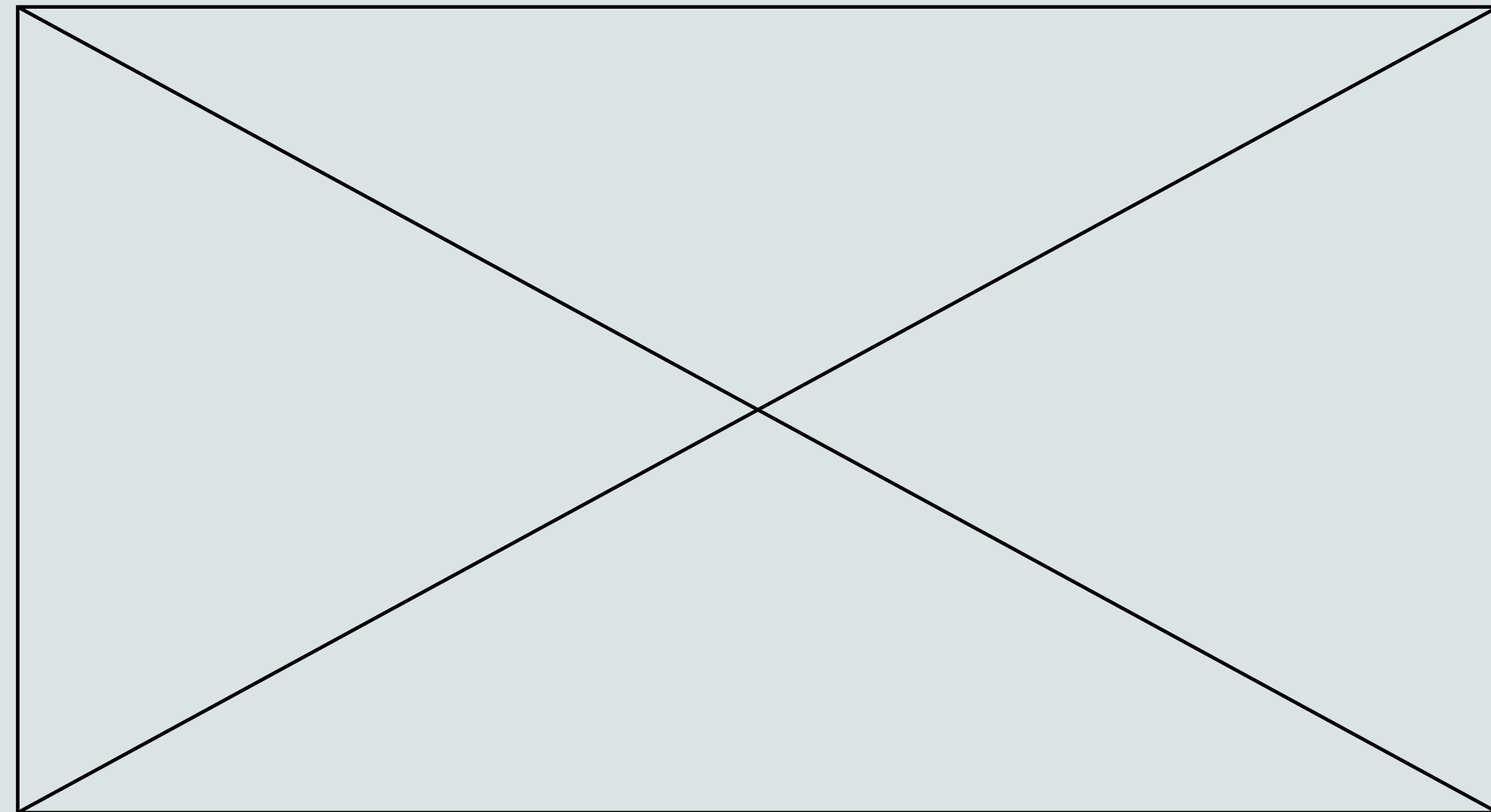


FIG 1. Aliquam ac dolor nunc. Vivamus ut ullamcorper mi, quis sollicitudin orci. Aenean varius feugiat justo et gravida. Mauris non nibh a elit tristique pulvinar.

HABITANT

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PLATEA

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Remember:

Essentials

Structure

Free spaces