

# Sabbatical Showcase

## Presentation Ideas & Poster Design

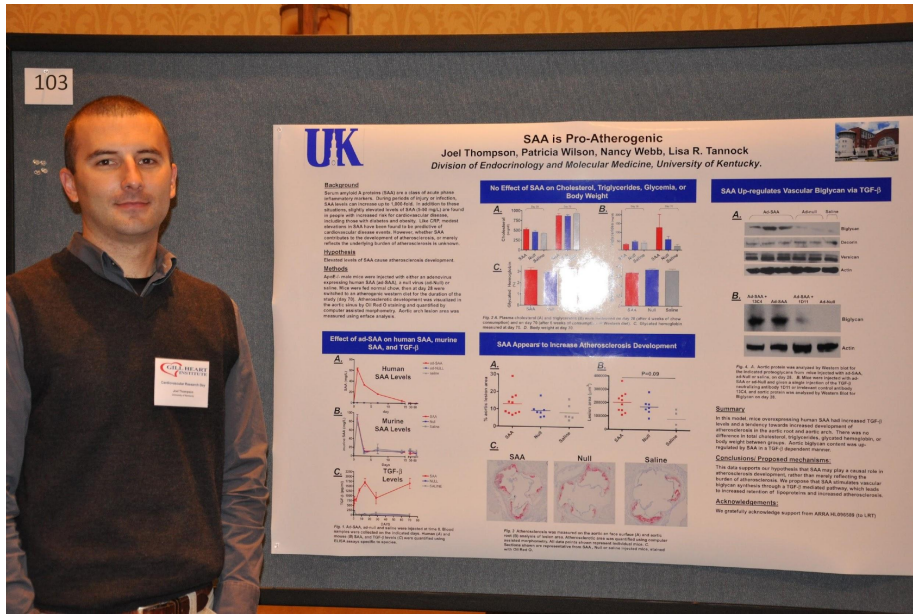
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# Poster presentations

- Great to present productivity in visual and written form
- Great to generate discussion





# Key Information Design Considerations

for poster presentations

Consider the overall “story” or narrative that the poster should convey.

Write in a way that is approachable for a range of people in different subject areas.

Assume that conversation will allow you to elaborate on your ideas; privilege clarity over exhaustive textual coverage.

Sabbatical projects represent a wide range of genres, goals, disciplines, etc. Design the poster around the project rather than fitting the project into a format that won’t serve it.

Convey messages as well as information.

# Visual Design

enhancing the message &  
communicating key information





# Key Visual Design Considerations

there are many considerations but these will get you most of the way to where you need to be

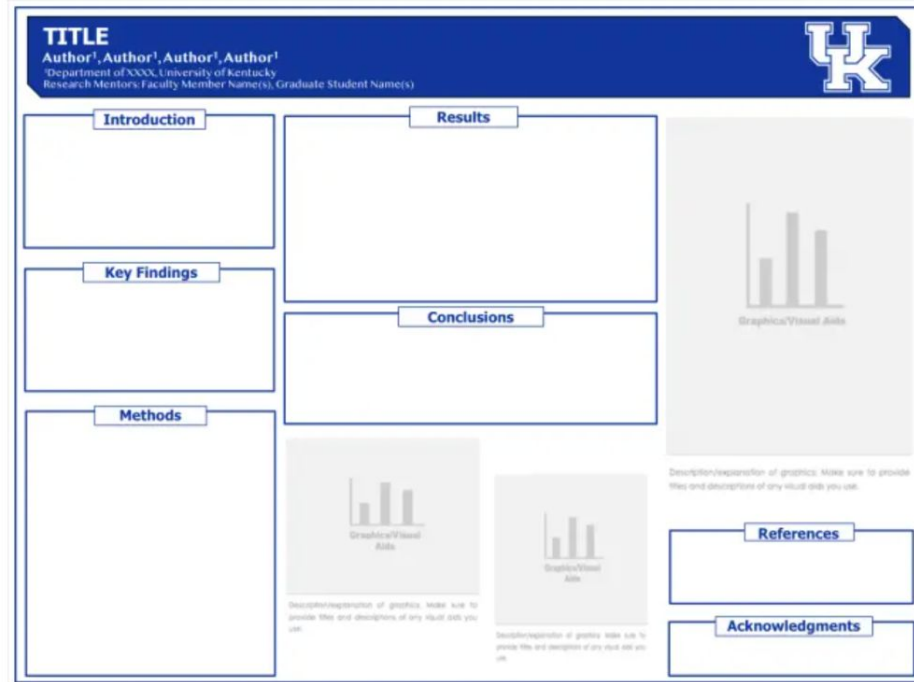
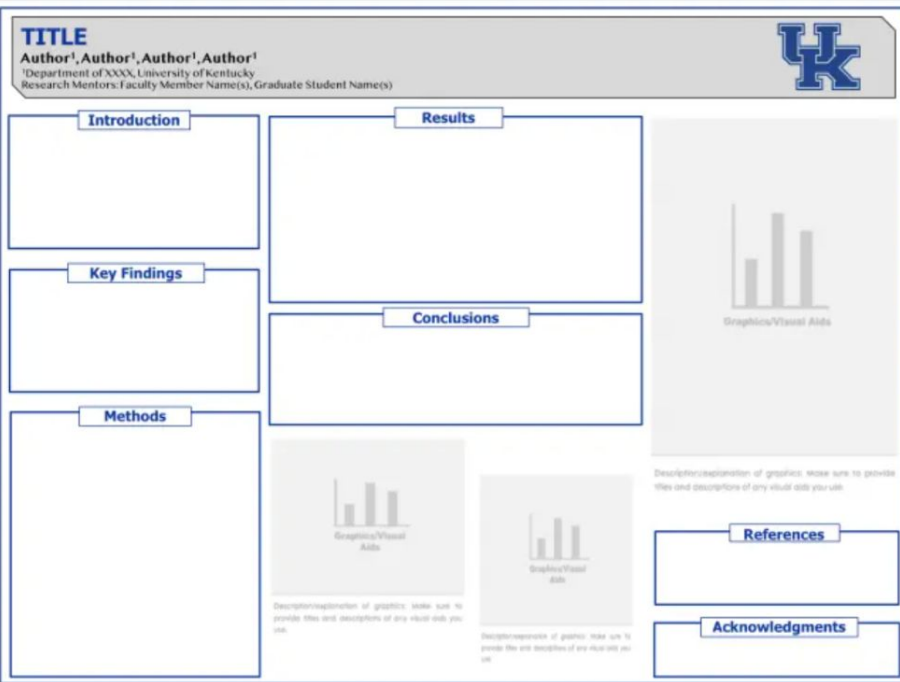
Use a font size that is easily readable.

Use no more than two fonts: one for headers (sans serif) and one for body text (serif or sans serif). If stylizing text with italics, etc., use one style at a time and with a semiotic consistency (i.e., they always “mean” the same thing).

Ensure readable color contrast for text or objects over a background ([checker](#)).

Leave at least a little white space to “break up” the layout for visual interpretation. “Chunk” the poster into sections with clear indications of the hierarchy and sequence of information.

Visuals—used intentionally—convey or reinforce messages, narrative, insights, and takeaways.



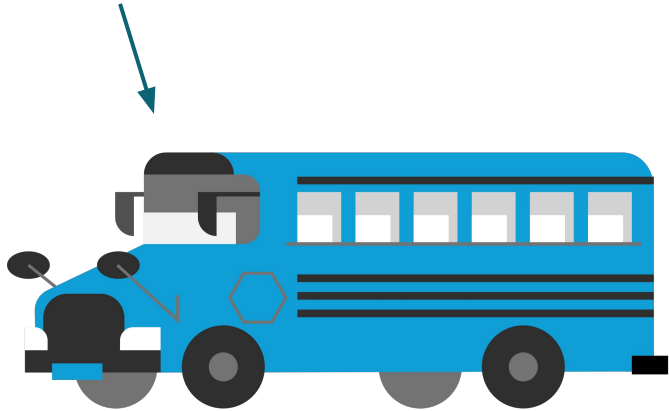
Sections of the poster are clearly labeled, moderately sized, and follow a column-like design (usually three) to make the text, narrative, data, etc., easier to read and understand. The most important aspects for conversation—the results and conclusions—are featured in a prominent way (in this case, the top-middle in the widest column).

While these examples assume empirical and mostly finished research, the design principle can be applied to work that is in-progress and spans a wide methodological range. Generally speaking, you can introduce the sabbatical project, provide relevant background information, indicate your approach or methods, and showcase the results of your work.

# CATCHY TITLE HERE

Author name, department, College

Eye catching image can be useful



The wheels on the bus  
go round and round,  
Round and round,  
round and round.

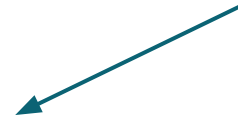
The wheels on the bus  
go round and round,  
All day long.

The wipers on the bus go  
swish, swish, swish ...

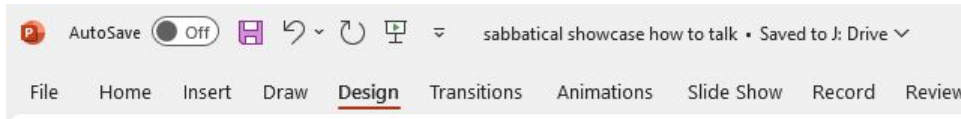
The horn on the bus goes  
beep! beep! beep! ...

The people on the bus go  
chat, chat, chat ...

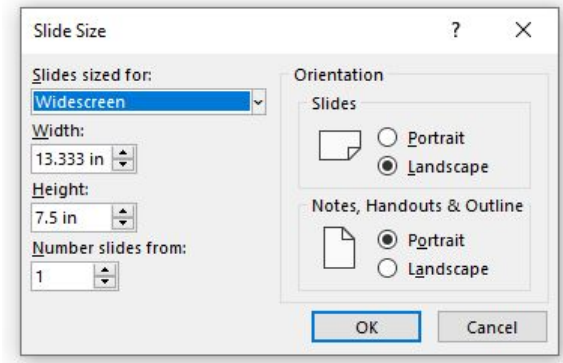
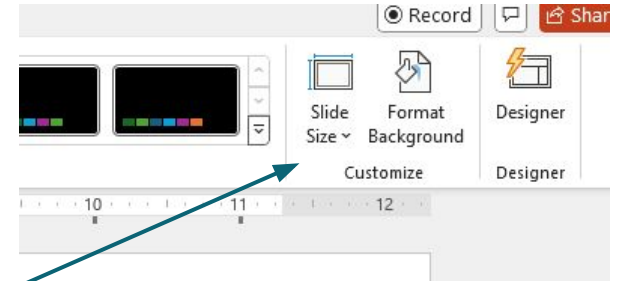
Story line or text



# Setting the Size in PowerPoint



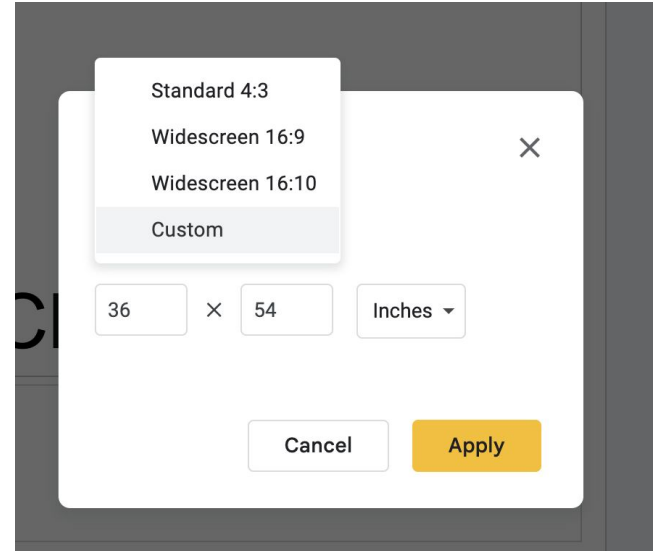
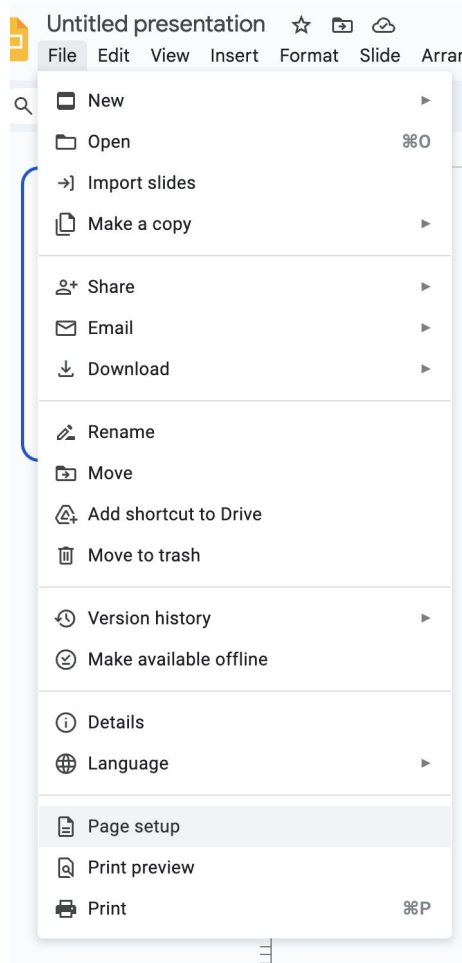
- Click on “Design” across the top
- Then click on “slide size” on the upper right corner
- Click on “Custom slide size”
- In the pop up window enter the height and width as appropriate
- Standard dimensions are 24-36 inches high x 36-54 inches wide (based on poster printer specs)





# Setting the Size in Google Slides

- Go File > Page Setup
- Select “Custom Size” in the drop down
- Type in the size by inches
- Click “Apply”



# Resources

for visual design: ideas, techniques, tools, etc.



# Rules of Document Design

the top 50 most important

[image](#)  
[full text](#)

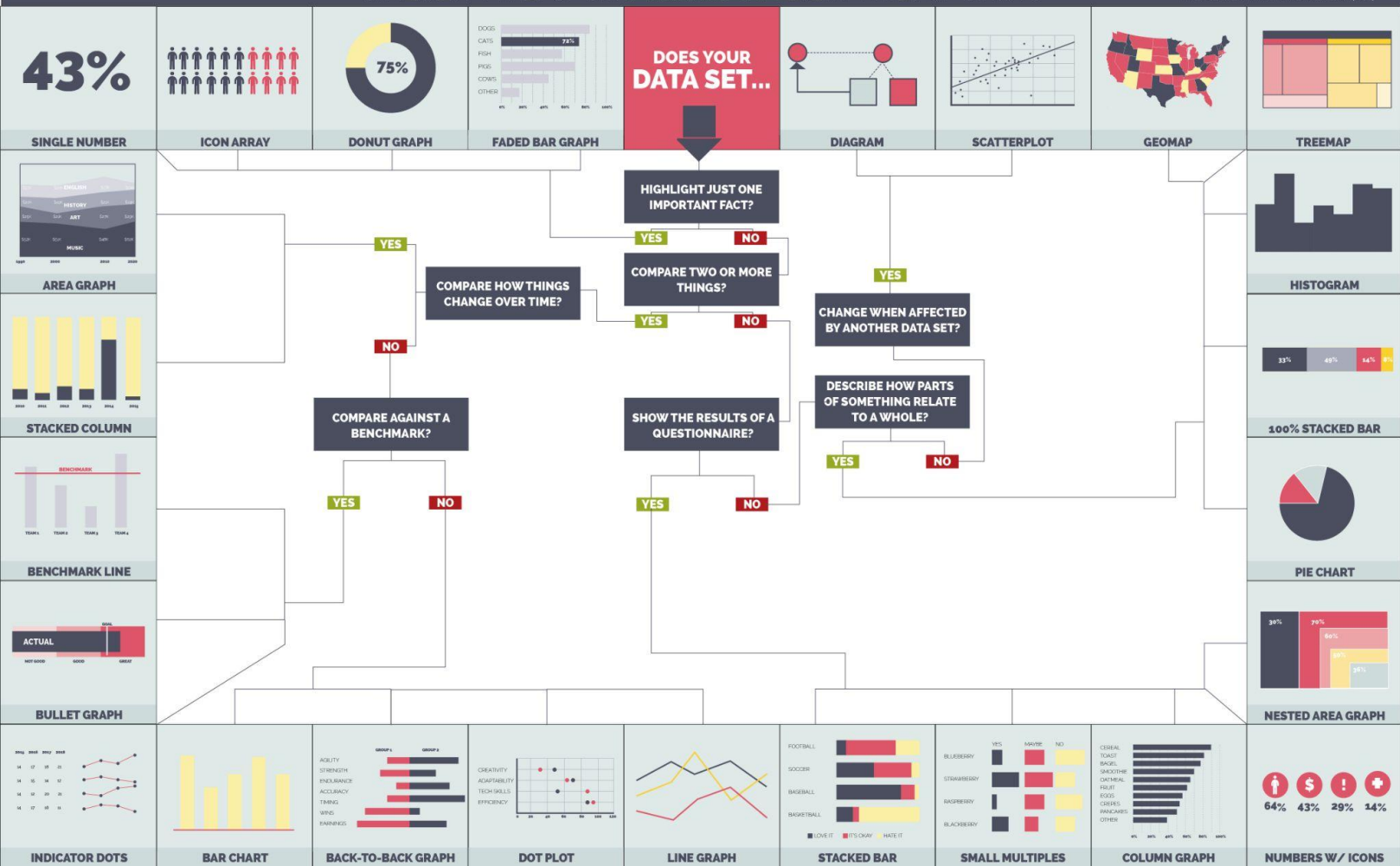
Curtis Newbold's 50 rules of document design offer inspiration and techniques for enhancing the communication efficacy and the design appeal of your poster. It's not about following every rule; it's about looking for inspiration in one or two areas that might enhance your poster.

<h2>COLOR</h2>  <p><b>Emotion Color</b> - Recall + Memory</p> <p><b>The Color Wheel</b> Use contrasting colors to make things stand out. Use complementary colors to make things blend together. Use analogous colors to make things look like they belong together.</p> <p><b>Four or Fewer</b> In most cases, stick to four design colors. Use a color scheme of four or fewer colors.</p> <p><b>Emotion Saturation</b> Use dark, desaturated colors to express serious and professional feelings. Use bright, saturated colors to express friendly and professional. Use high-contrast colors to grab attention or to appeal to children.</p> <p><b>Color Psychology</b> Research how people think colors are required to convey one color to show content, design, happy, sad, serious, trustworthy, and other related emotions and expressions.</p> <p><b>White is Nice</b> There's white in color. Use white to communicate clarity, simplicity, cleanliness, professionalism, and trustworthiness. Use white space to separate content, create focus, and reduce clutter.</p>	<h2>C</h2> <p><b>Contrast</b></p>  <p><b>Eye Different, Make it DIFFERENT</b></p> <p><b>Color</b> Use contrasting colors to clarify and visual interest. If it's a different color, it should be obviously different.</p> <p><b>Size</b> Make the most important thing on the document the biggest and boldest. Use varying different sizes for fonts and icons. If you're using different sizes, they should be significantly different.</p> <p><b>Typelaces</b> Use different font families when comparing them to text. Contrast font body text, for example, with a sans-serif or script heading. If they're different typelaces, they should be very different.</p> <p><b>Highlighting</b> Highlight no more than 10% of objects in a document. Make headings and important text and objects stand out by using boldface, color, italics, underlining, reverse type, and so forth. Only use text or other techniques if you do and don't use ALL CAPS to highlight.</p> <p><b>Overlays</b> When overlaying text on top of an image or watermark, contrast the background with the text significantly to avoid conflicts or visual noise.</p>	<h2>R</h2> <p><b>Repetition</b></p>  <p><b>Repeat, Repeat, Repeat</b></p> <p><b>Repeat Within</b> Repeat all visual elements within a single document. Different typelaces, colors, sizes, shapes, layouts, and so forth should be limited in number and repeated throughout.</p> <p><b>Repeat Across</b> Repeat all visual elements across multiple documents to create continuity, clarity, and branding between documents.</p> <p><b>Visual Cues</b> Consider designing visual cues—shapes, logos, icons—that repeat from page to page or side to side to make a document seem uniform and organized.</p> <p><b>Personality</b> Keep the personality and use the professionalism of the document consistent by repeating styles in dictum, tone, layout, and other content.</p> <p><b>Style Guide</b> Develop a use style guide in order to repeat features of a brand identity, including color, layout, typography, paper weight, logo use, and so forth.</p>	<h2>A</h2> <p><b>Arrangement</b></p>  <p><b>As in life, it's all about relationships.</b></p> <p><b>Purpose</b> Clear purpose and precise relationships to every object on a page. Avoid arbitrary placement of "floating" objects that don't seem visually connected to anything else.</p> <p><b>Alignment</b> Everything on a page should be aligned to something else. Avoid center-alignment for most layouts and text.</p> <p><b>Proximity</b> Put related items close in proximity and unrelated items apart from each other. Avoid random placements of objects and text on a page.</p> <p><b>Stability</b> Anchor objects to show clear stability (or lack thereof). Objects that are flat and horizontal appear stable and calm. Vertical arrangement can appear more active. Tilted objects can appear to move.</p> <p><b>Position</b> Position objects strategically. Space implies time. Tilted objects imply instability. Objects in upper right are free and happy. Keep the position's purpose.</p>	<h2>Y</h2> <p><b>"Why"</b></p>  <p><b>Why? From the way we do.</b></p> <p><b>Expectation</b> Match or exceed what your audience expects. Use the branding, document genres, tone, colors, and so forth that align with what your audience expects or hopes to see.</p> <p><b>Credible Complexity</b> Increase complexity of a design or content to highlight credibility of data. Simply add content to make it seem more complex or sophisticated. Make a document busy to make products or services appear impressive.</p> <p><b>Metaphor</b> Apply diverse visual figures of speech—such as metaphors, puns, hyperbole, irony, and so forth—to increase comprehensibility, creative interest, and meaningful depth of your communication's purpose.</p> <p><b>Propositional Density</b> Simplify visual design elements while increasing communicative propositions for ideas to be communicated. Divide the number of propositions by the number of visual elements and seek for a number greater than 1.</p> <p><b>Rhetorical Power</b> Make your document reach its audience through clear credibility, pathos, ethos, logos, figures, and narrow framing.</p>	<h2>O</h2> <p><b>Organization</b></p>  <p><b>Neat as a clean, organized desk.</b></p> <p><b>Five Hat Backs (LATCH)</b> Know the most effective ways to organize your information. There are only five, by location, shape, by alphabet, by time chronology, by category, or by hierarchy.</p> <p><b>Hierarchy</b> Know the hierarchy of importance of your information. Give visual cues to guide your audience through the most important information to the least important information.</p> <p><b>Satisfic-ability</b> Organize documents that a person can scan in a matter of quality and in seconds. Recognize that people rarely read entire documents—they scan and satiate.</p> <p><b>Rule of Thirds</b> To increase visual interest, divide your document into new equal segments of space in thirds both horizontally and vertically and place the most important interesting details on the intersections where visible lines divide the segments.</p> <p><b>Bleeds</b> To increase aesthetic interest and reduce visual noise, move the edges of printing marks, logos, and images off the edges of the page.</p>	<h2>N</h2> <p><b>Negative Space</b></p>  <p><b>Because what isn't there really is.</b></p> <p><b>Multi-stability</b> Increase interest in some logo designs by making them multi-stable—where negative space appears to become the figure or central subject, then recedes to the background like in the face-image above.</p> <p><b>Empty Noise</b> Observe an empty space and clearly fit it (or don't). In a design, if the white or empty space doesn't appear designed or intentional, it will create unintentional visual noise and reduce credibility.</p> <p><b>Figure-Ground</b> Keep visual designs stable by making clear distinctions between figures and backgrounds. Objects in lighter regions of the image or other objects appear to float and are perceived to move important.</p> <p><b>Margins</b> Be intentional about your margins. Avoid thin or awkward margins between objects and text and avoid objects of page that inadvertently create design and pathos.</p>	<h2>T</h2> <p><b>Typography</b></p>  <p><b>Every letter's a shape. An aesthetic delight.</b></p> <p><b>Two Fonts</b> Most documents should use two different fonts (rarely one or three or more), typically from two different font families. Use one font for headings and titles and the other for body text.</p> <p><b>Font Families</b> Know your font families and use them appropriately. Most fonts can be labeled as one of the following: serif, sans-serif, script, decorative, or grotesque.</p> <p><b>Personality</b> Apply the appropriate font to the personality of your document. Recognize that subtle nuances in typeface make big differences in the personality of your document. Avoid default and overused fonts.</p> <p><b>Legibility</b> Be sure your font is legible for the specific words you are displaying. Some typefaces work well for particular words but not for others. If a word is not common, you can use less legible fonts. For names, use only very legible fonts.</p> <p><b>Readability</b> Increase readability by increasing line spacing, using legible fonts, shortening lines, and using heavy right-align weight to contrast background.</p>	<h2>I</h2> <p><b>Iconography</b></p>  <p><b>Instant recognition - good communication.</b></p> <p><b>The Four Types</b> Use icons to make things easier to see, more recognizable, engaging, and universal. Know the four icon types (literal, example, symbolic, and arbitrary) and apply the appropriate use to your communication's purpose.</p> <p><b>Brand Recognition</b> Use icons and shapes to enhance immediate recognition. While logos are made to be seen, icons and shapes can also be used for navigation, content design, the highlighting signs, handouts, and poster campaigns.</p> <p><b>Mnemonics</b> Use mnemonic devices in icons to make them more likely to stick to a brand name or idea and thus easier to remember.</p> <p><b>Lines and Paths</b> Use lines, arrows, and other pathing, creating visual tools to guide a viewer's eyes and mind in specific, important, and intentional directions. Avoid lines and arrows where repetition is already obvious.</p> <p><b>Pictographs</b> Apply pictorial versions of data in charts and graphs to make information more clear and appealing to target audiences.</p>	<h2>P</h2> <p><b>Photography</b></p>  <p><b>They really are worth 1,000 words.</b></p> <p><b>Picture Superiority</b> For most designs, use a primary picture and icons as long as possible in the important information can be made clear and represented effectively. Audiences will remember communications with images up to 65% more than with text without images.</p> <p><b>Resolution</b> Use the appropriate resolution for the specific medium (72dpi for most digital and 300dpi for most print). Do not use images that are pixelated or distorted in any way; your document will lose immediate credibility.</p> <p><b>Face-ism Ratio</b> When using pictures of people, increase the size of the face and remove body features to communicate personality, vitality, and sensuality. To communicate health, vitality, and sensuality, decrease the size of the face and include more body.</p> <p><b>Direction</b> Make sure all faces look toward the inside or right of the document. Avoid having images of people looking in the direction that goes off the page.</p> <p><b>Style Match</b> When using multiple photos in the same document, make sure that they share the same color palette, lighting, tone, position, and colors are consistent.</p>
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# WHICH CHART SHOULD I USE?

DIFFERENT TYPES OF DATA REQUIRE DIFFERENT TYPES OF CHARTS

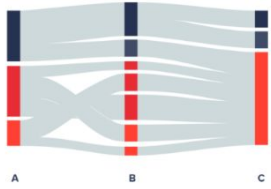
THEVISUALCOMMUNICATIONGUY.COM | 2017



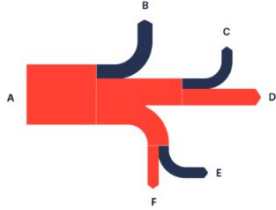
[image](#)

If you have data of any kind that you want to convey in your poster, choosing a form that best suits that data and the message you want to convey about it is an important decision. This slide and the next offer options and ideas for data visualization.

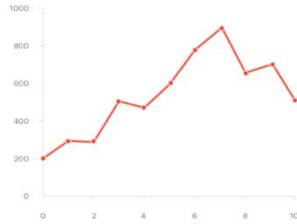
Alluvial Diagram



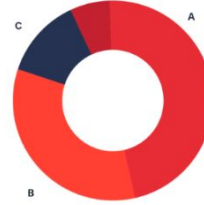
Sankey Diagram



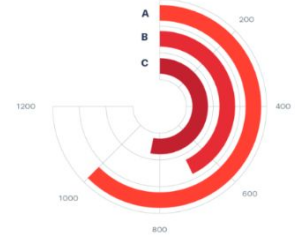
Line Graph



Donut Chart



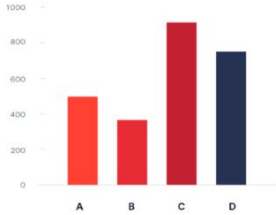
Radial Bar Chart



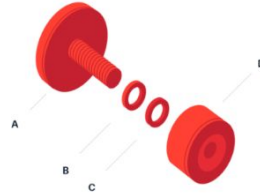
Polar Area Chart



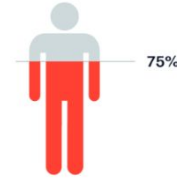
Bar Chart (Vertical)



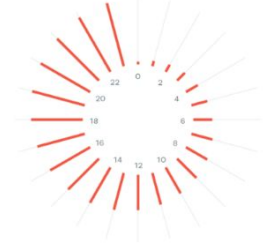
Exploded View Drawing



Pictorial Percentage Chart



Radial Histogram



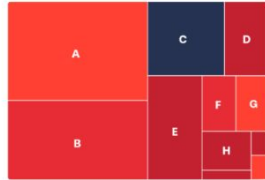
Heat Map



Sunburst Diagram



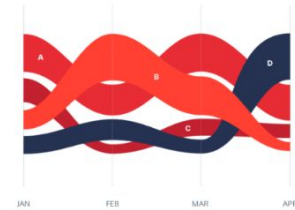
Treemap



Flow Map



Sorted Stream Graph





Iconography can enhance the document design and readability, but it also can detract from the experience if the icons seem unnecessary, irrelevant, low quality, or purely decorative. Use them sparingly to convey meaning in a consistent way.

[The Noun Project](#) website (Creative Commons use icons, 7 million+)

# The Sessions College Color Calculator

Whether you're designing a logo or painting a house, choosing colors can be frustrating. Where do you start? Which colors work together, and why? How can you creatively explore different moods or directions?

Use the free **Color Calculator** to explore creative color options for your design project. Simply pick your base color(s), choose a color harmony, tweak/explore as needed, and see results. You'll get a report of the hex, RGB, and CMYK color values for your project and see your colors applied to design samples. Share or print, rinse and repeat.

1. PICK A COLOR Select a base color for your color scheme. [Add More](#)

2. CHOOSE A HARMONY

3. SEE RESULTS

Lock

RYB Mode

[Clear All](#) [Get Color Scheme](#)

[The color calculator](#) allows you to input any hex code or select a color (though the latter is less precise) and discover colors that complement the design in six different schemes (see buttons to the left).

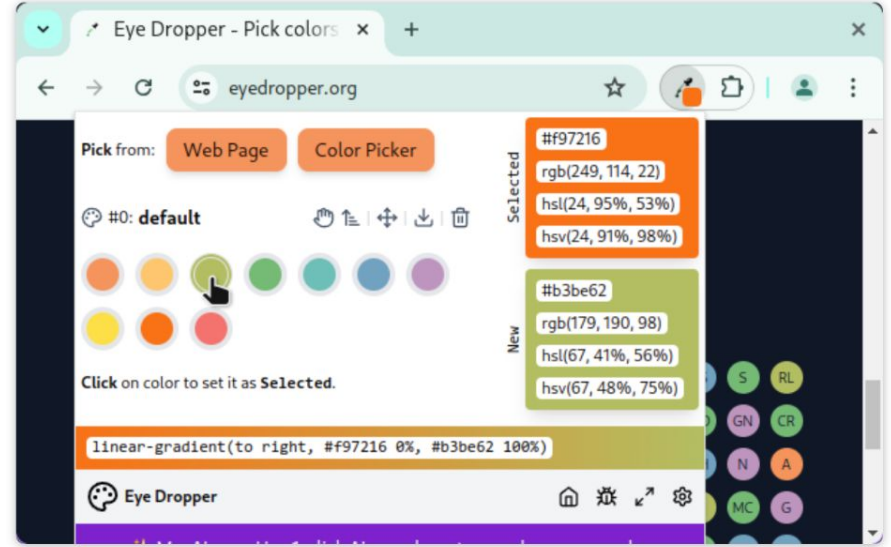
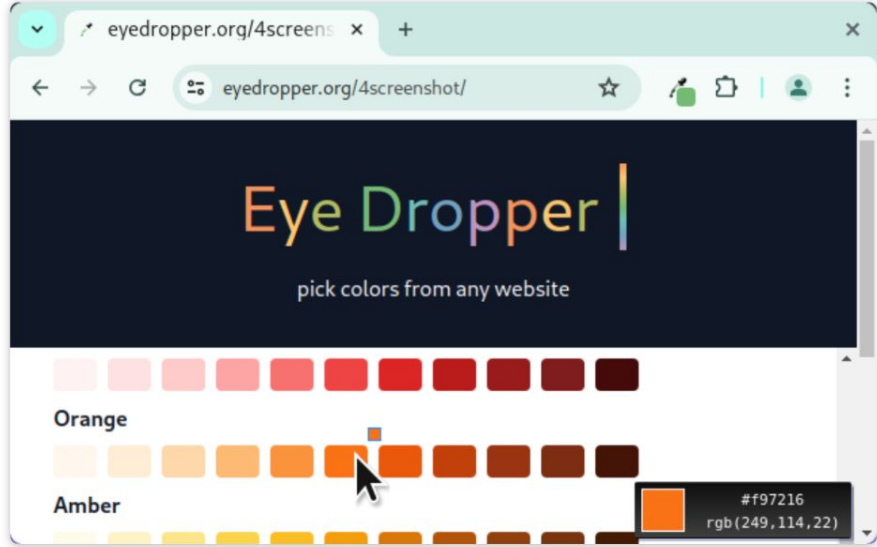


# Eye Dropper

eyedropper.org Featured 4.3 ★ (3K ratings)

Extension Developer Tools 1,000,000 users

[The Chrome Eye Dropper](#) tool lets you “grab” the hex code for any color on a webpage. You can then use the hex code in any app or tool, e.g., Google Slides, the Sessions color wheel calculator.







## Using GenAI for visuals and other design elements

If you want to experiment with GenAI tools to produce visual design elements, keep in mind that the tools may work well or not depending on what you're asking for and what you're prompting.

GenAI, especially multimedia, is still a contested technology for issues of IP, copyright, etc., in the methods for training the models, and the visual output can be problematic, e.g. biased, inappropriate, low quality, inaccurate, error-prone, etc.

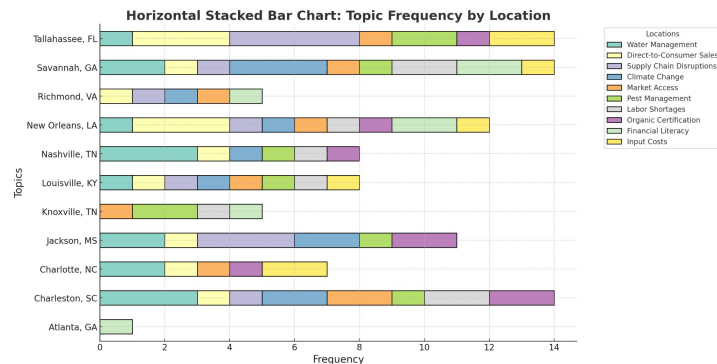
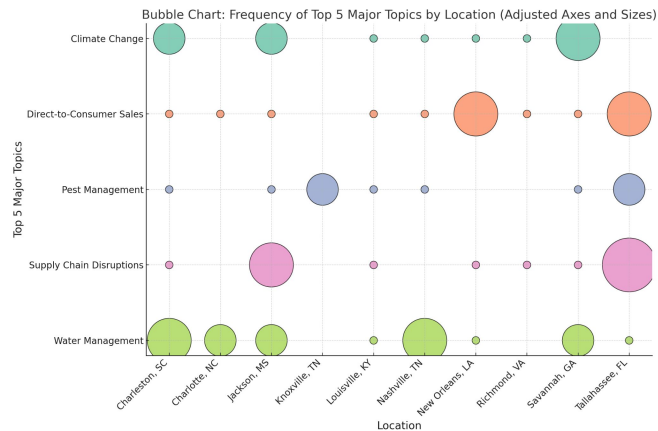


For example, here is something I generated with GPT-4o. It took three iterations with the AI. And, notice that the background is not white, so I would still have to edit this image further to use it on a poster.



# Using GenAI for visuals and other design elements

If you want to experiment with GenAI tools to produce data visualizations, keep in mind that you might need to go back and forth with different AI tools and even work in other software if the output isn't very satisfactory. If you have protected or confidential data be aware that uploading data to AI tools is a form of sharing data.



For example, here is something I generated with GPT-4o based on a synthetic dataset of interview metadata that I also generated with GPT-4o. Neither option is good and took me about 30 minutes while multitasking on other things. These were actually not the final versions but the “least bad” visualizations that GPT-4o produced during the interaction. [Here is the conversation](#) (without images).



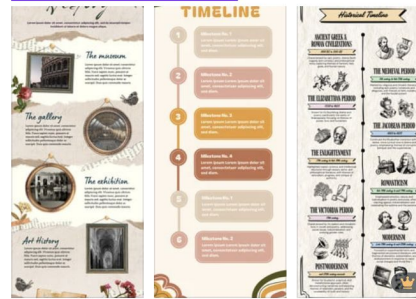
# Make Timelines

with Canva

Timeline Infographic

Templates

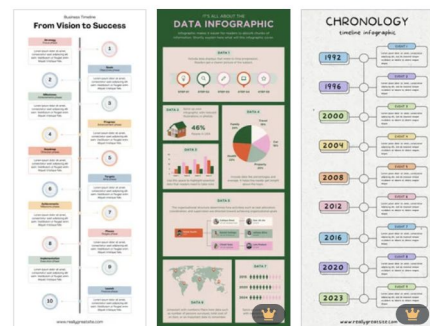
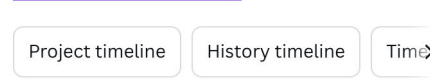
Styles



Timeline Infographic

Templates

Styles



# Tips

- Font should be easily readable if you print to a normal sheet of paper (8 x 10)
- Use large, bold font
- Images useful to draw attention
  
- The goal is initiate conversation, does not need to be stand alone

# Printing your Poster

- <https://libraries.uky.edu/spaces-technology/find-equipment/printing-scanning>
- <https://www.uky.edu/dsc/>
-