## **Designing a poster**

Jonathan Cherry Graphic Designer National Physical Laboratory

# **Stages of a poster**

Split the process into three stages

- Before you start
- Writing the content
- Designing the poster







## **Before you start**

Spend some time thinking about your poster

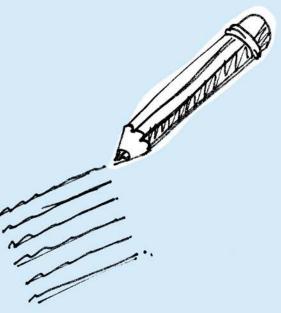
- Who is the audience?
- What do you want the poster achieve?
- Read the conference guidelines
- Timescales
- Get permission from copyright holders



## Writing the content

This is the hardest bit

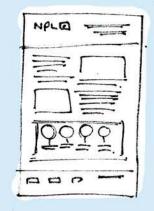
- Structure introduction > content > conclusion
- Concise
- Diagrams, photos, illustrations
- Refer to writing style guides
- Proofread
- Check dates, contact details
- Send document for approval



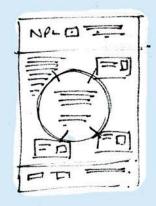
# **Designing the poster**

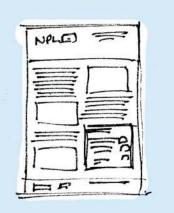
This is the fun bit!

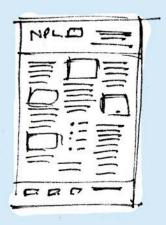
- Set format and size
- Scribble some layouts on paper
- Hierarchy of elements
- Structure
- Leave space around elements
- Colour palette
- Fonts
- Legibility, readability
- Timescale



1.4







## Title to go here

#### This is the subheading

Mr Bucket and his fat forefinger are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

## "Mr Bucket and his fat forefinger"

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

#### Using font weights

## Title to go here

#### This is the subheading

Mr Bucket and his fat forefinger are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

# "Mr Bucket and his fat forefinger"

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

Mr Bucket and his fat forefinger are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

# **Read this first**

Mr Bucket and his fat forefinger are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

## Read this second

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

**W**hen Mr Bucket AND HIS FAT FOREFINGER are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

#### Typeset Using Adobe Caslon Pro, align left, 10/14pt

**M**R BUCKET AND HIS FAT FOREFINGER are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

Typeset Using Adobe Caslon Pro, align left, 10/10pt

**M**R BUCKET AND HIS FAT FOREFINGER are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger. **W** R BUCKET AND HIS FAT FOREFINGER are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

Typeset Using Adobe Caslon Pro, fully justified, 10/12pt

**M**R BUCKET AND HIS FAT FOREFINGER are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

Typeset Using Adobe Caslon Pro, align left, 10/12pt

**When Mr Bucket AND HIS FAT FOREFINGER** are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest/under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

Typeset Using Adobe Caslon Pro, fully justified, 10/12pt

# Partnerships

Therapist

Menswear

Partnerships Therapist Menswear

Awkward hypenation

When Ni further inrequirements, the fait function deman, the fait function deman, the p hosponetic to like type, a like company is also to and its barrent free fait Trought incorrelity per historical conferences of

Defauration milities and on the reliable through a not the follow of e a flowers, and stacks a present to the follow formally a condition of through the reliance of through the reliance of the approximation of the approximation of the approximation. HIS EAT FOREFINGER are much rether under existing circumstances. matter of this pressing interest under his refinger seems to rise, to the dignity of a a it to his ears, and it whispers information; I it enjoins him to secrecy; he rubs it over this seent; he shakes it before a guilty man, a destruction. The Augurs of the Detective er, that when Mr Bucket and that finger are wrible avenger will be heard of before long.

ious in his observation of human nature, ant philosopher not disposed to be severe okind, Mr Bucket pervades a vast number bont an infinity of streets: to outward uishing for want of an object. He is in the wards his species, and will drink with most h his money, affable in his manners, innocen but, through the placid stream of his life, uurrent of forefinger. **M**R BUCKET AND HIS FAT FOREFINGER are much in consultation together under existing circumstances. When Mr Bucket has a matter of the pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his cars, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he cars in over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be head of bufore long.

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosophic not disposed to be severe upon the follies of markind. Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drift with most of them. He is free with his money, affable in his manners innocent in his conversation — but, through the plactif stream of his life, there glides an under-current of forefoget

Legibility, yellow text on yellow background

Legibility, black text over greyscale picture

*Mr Bucket and bis fat forefinger* are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

### "Mr Bucket and his fat forefinger"

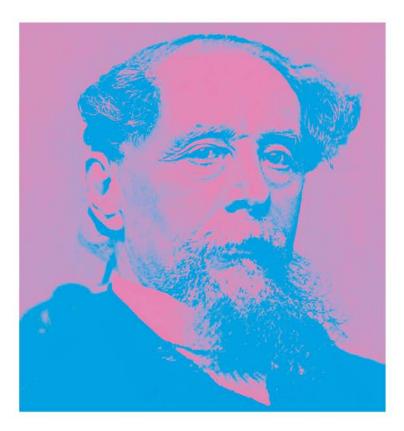
Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.

Simple use of colour to link items

*Mr Bucket and bis fut forefinger* are much in consultation together under existing circumstances. When Mr Bucket has a matter of this pressing interest under his consideration, the fat forefinger seems to rise, to the dignity of a familiar demon. He puts it to his ears, and it whispers information; he puts it to his lips, and it enjoins him to secrecy; he rubs it over his nose, and it sharpens his scent; he shakes it before a guilty man, and it charms him to his destruction. The Augurs of the Detective Temple invariably predict, that when Mr Bucket and that finger are in much conference, a terrible avenger will be heard of before long.

### "Mr Bucket and his fat forefinger"

Otherwise mildly studious in his observation of human nature, on the whole a benignant philosopher not disposed to be severe upon the follies of mankind, Mr Bucket pervades a vast number of houses, and strolls about an infinity of streets: to outward appearance rather languishing for want of an object. He is in the friendliest condition towards his species, and will drink with most of them. He is free with his money, affable in his manners, innocent in his conversation — but, through the placid stream of his life, there glides an under-current of forefinger.



#### Poor use of colour

## **Questions**

Thank you

