

TIPS TO ENHANCE YOUR POSTER SESSION

Time and Effort

The Poster Session is **NOT** an easy way out of giving a speech. Poster sessions require ten times the amount of work imagined. Once the research for a speech is completed, you must still print out, mount, and display the work for a Poster Session.

Inspiration

Where the competition is keen, you must pay attention to all aspects of your presentation. If your work is intelligent, but you are unable to communicate that, it will be ignored. Communication is the key to why there is graphic art.

Intent

Keep it simple. Offer just enough to have them clamoring for more. Don't overwhelm with too much information.

Art in the Science of Color

Use complementary colors, not matching colors. Cool colors recede and are known as calming. Warm colors advance and are known as aggressive.

Composition or Arrangement

- "Everything that is beautiful is orderly, and there can be no order unless things are in their right arrangement to each other" (Robert Henri, art teacher/painter, 1920s).
- Compose your work to best illustrate the idea you wish to convey. The eye should be led to the central theme.
- Try to see both the negative and positive spaces of your layout. Each carries similar importance.
- Symmetry is a good rule: however, in art, rules are made to be broken. Knowledge of the rules is necessary in order to successfully break them.
- Visual illustrations: allow a larger margin at the bottom.
- Use the appropriate media for the message at hand. Example: Don't use Spanish Round Gothic calligraphy for a high-tech product.
- Limit the typefaces used in a Poster Session. The general rule is not over three.

Tricks of the Trade

Materials Required:

- Spraymount or Photomount - rubber cement or glue stick will curl the paper and release the hold if you change climates or humidity. Use adequate ventilation for any of these products.
- Knife and cutting surface
- Matboard
- Soft (HB, 2B) Pencil and kneaded eraser
- Metal straightedge
- Rubber cement pickup
- T-square or parallel rule
- Burnisher and cover sheet
- Clear spray finish: Blair Spray-Fix
- PMTS, color Xeroxes, and halftones or continuous-tone Photographs

Poster Data

- Color xeroxes can be made from slides or prints and are much less expensive than photographs. There is also a faster turnaround.
- Graphs, charts, and maps
- Title, author, university affiliation
- Spec. sheet for size of allotted space, minimum type size. etc.

Mistakes Made Most Often

Haste, poor color choices, excessive verbosity, poor arrangement/layout.