DPRPO: Poster HowTo

Technical Viewpoint

Petr Sojka

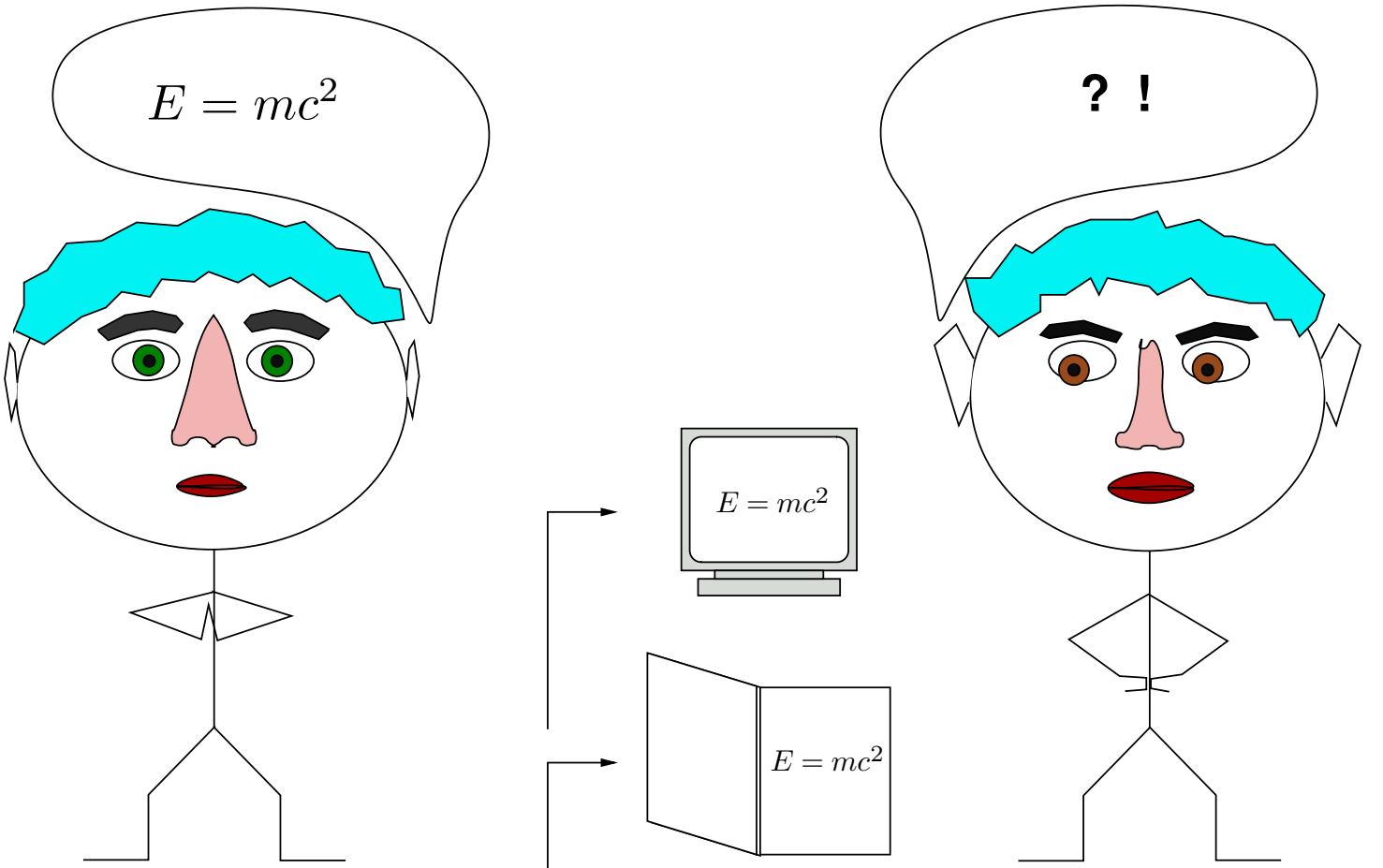
Masaryk University, Faculty of Informatics, Brno, Czech Republic
<sojka@fi.muni.cz>

Masaryk University, April 4th, 2012, 12AM, room C416

Outline and two take-home messages

1. Poster Preparation Specifics
2. Content and Design
3. Typesetting the Beast
4. Prepress, PDF Preparation
5. Printing
6. Transport, Posting and Presentation
7. Summary
8. Examples, Q&A

Lean Development with Reader-Centric Iterations



Take care! “God is in the details.” (Mies van der Rohe)

How to DIY? Some thoughts first!

① Waterfall or Lean-Agile?
- Try the whole workflow ASAP!
- Put yourself in the reader's place and iterate!

② Scientific paper or puff add?
- Proportion of text vs. graphics
- Conservative or not?
- Attentative reading or not?

③ Batch or Interactive preparation?
- Both extremes suck (long iteration vs. inconsistencies, no precision).
- Try several possibilities on *examples*, choose what suits best.

From idea to the poster on paper

① Content (Marked) – What?
- Text, data, graphics (?accepted paper)

② Form (Design) – How?
- How to visualize, present content?
- Size (travel), time or money (?color) constraints.
- Attentative reading or not?

③ Typesetting (Apply Desing on Content)
- Batch/algorithmic vs. WYSIWYG?
- From TEX to Quark/Corel, both extremes suck (long iteration vs. inconsistencies, no precision.)
- Try several possibilities on examples, choose what suits best.

④ Print (paper size and type).

⑤ Delivery and presentation to the Reader(s).

Design thinker

Content and Design

① "No, Watson, this was not done by accident, but by *design*."
— Sherlock Holmes

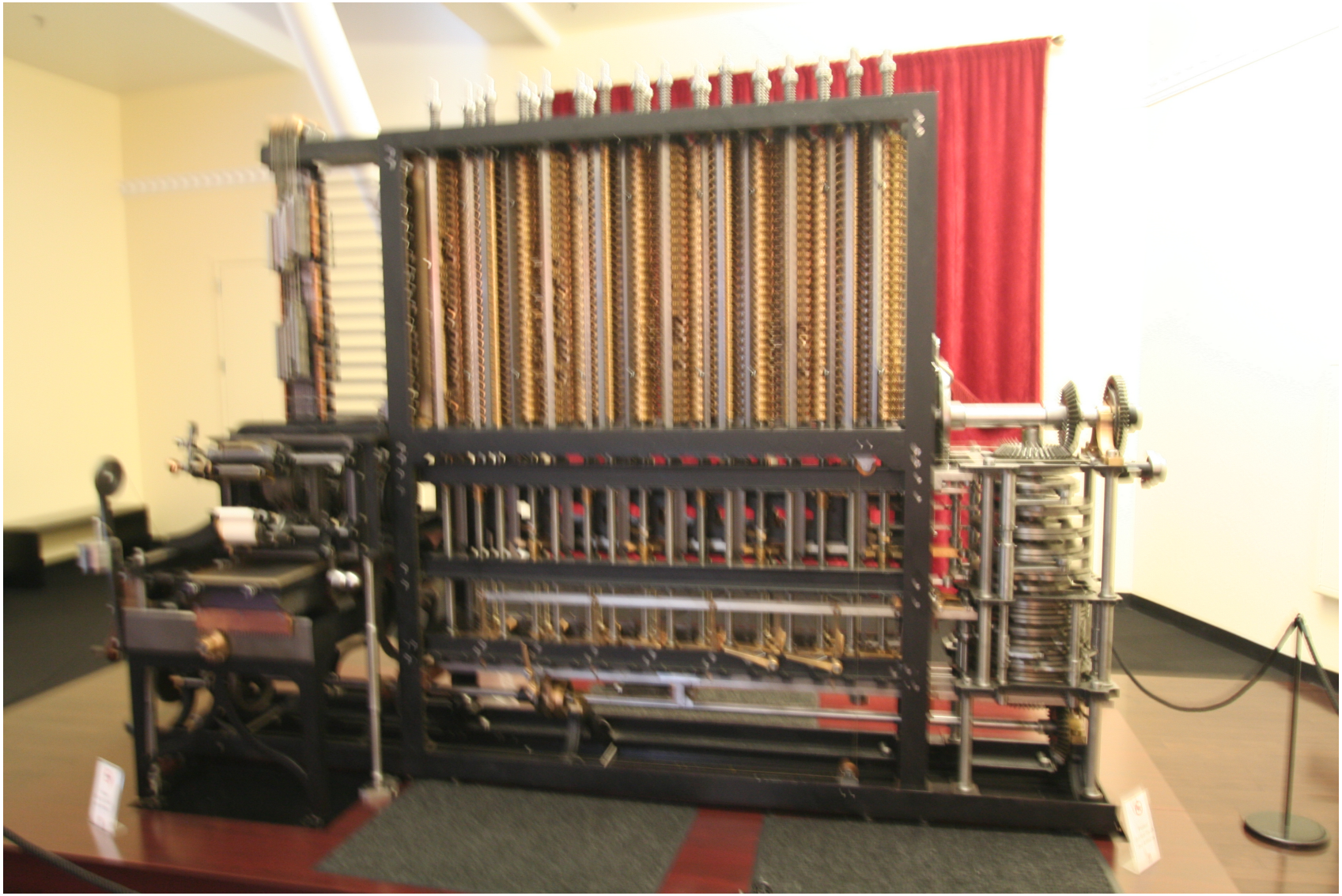
② Having what, how?

③ Not to be absent!

④ Has to serve to convey the [main] message.

⑤ Should be covered in previous lectures (Malíková).

Typesetting — different engines



Typesetting engine

① programmable graphics: PostScript, APIs, cairographics.org
② TEX et al. (with frontends)
③ 3B2, InDesign
④ Inkscape, Scribus
⑤ QuarkXpress, CorelDraw
⑥ PowerPoint, Word
⑦ Engine comparison, pros and cons (layout, text, math, graphics, level of control)

The Engine makes the difference

The TEX way

① Front ends or directly.

② <http://dexy.it>, <http://dexy.it/docs/examples#newspaper>.

③ baposter class – relative positioning, templates (not yet in TeXlive 2011).

④ sciposter class – classics, many examples, font scaling options.

⑤ a0poster, tikz, beamer, ...

⑥ 'texdoc jmeno_baliku'

Tips and tricks

① Positioning by picture environment in the footer.

② The same fonts, color models (CMYK) in text and picture.

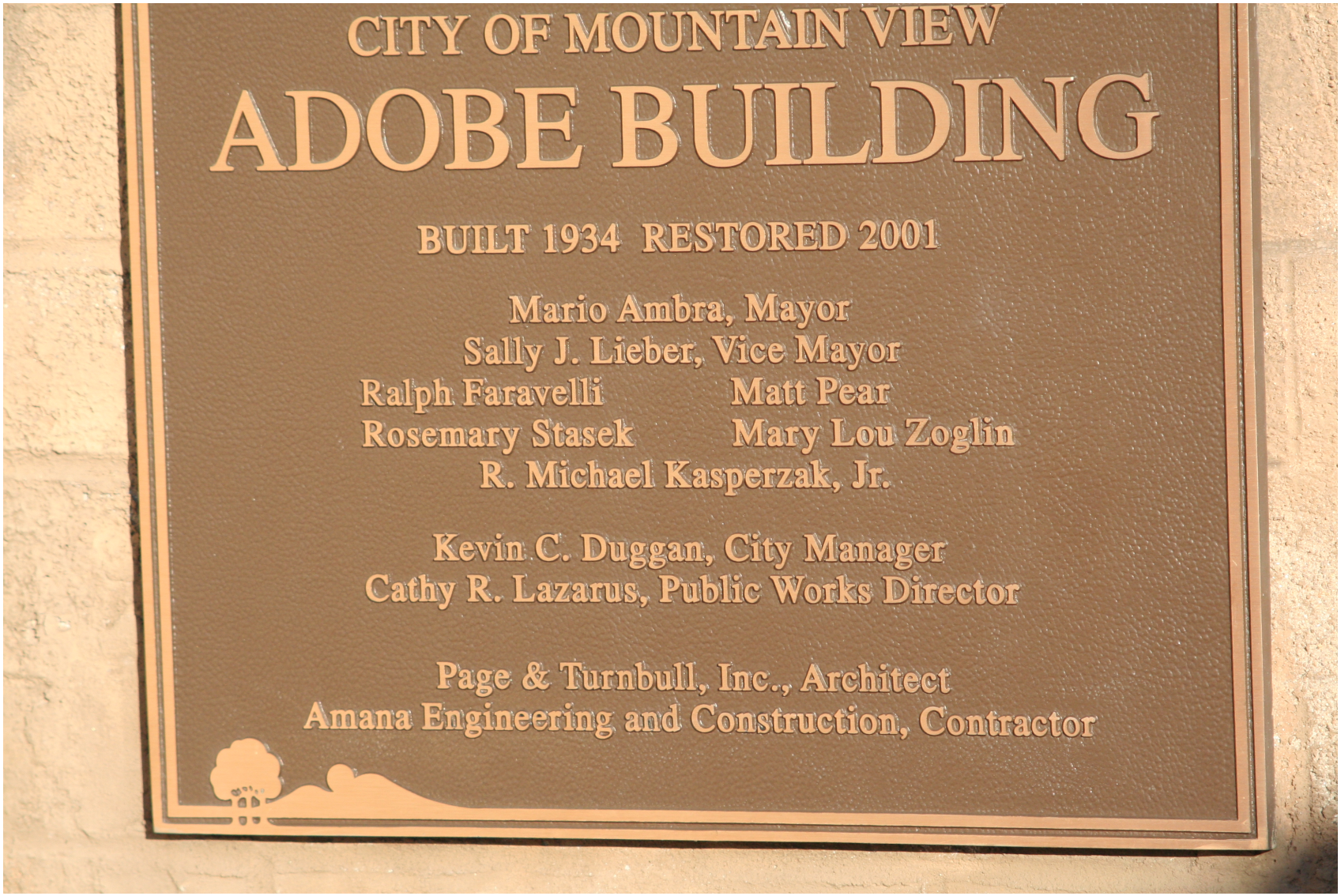
③ Pictures by various tools but finally in the [transparent] PDF.

④ The same fonts, color models (CMYK) in text and picture.
Fonts *embeded* in picture PDFs.

⑤ Use make, prepare Makefile, with options stored/shared.

⑥ A3/ A4 printing.

Prepress: Adobe's building



Prepress

① PostScript vs. PDF (language vs. format).

② PostScript → PDF — Distiller's joboptions, ghostscript's ps2pdf.

③ PDP → PostScript — `acroread -toPostScript` plus psutils.

④ PDF/X, PDF/X3.

⑤ Preflight (Adobe Acrobat Pro, Distiller profiles).

⑥ High resolution JPEG as fallback.

Printing – good services

Printing – on the spot services

Printing

① Paper types (plain, glossy) and weight considerations.

② Laser printers up to A3 (copy5c, lj5b,...). Recommended to print a few A3 poster copies as gift to interested parties.

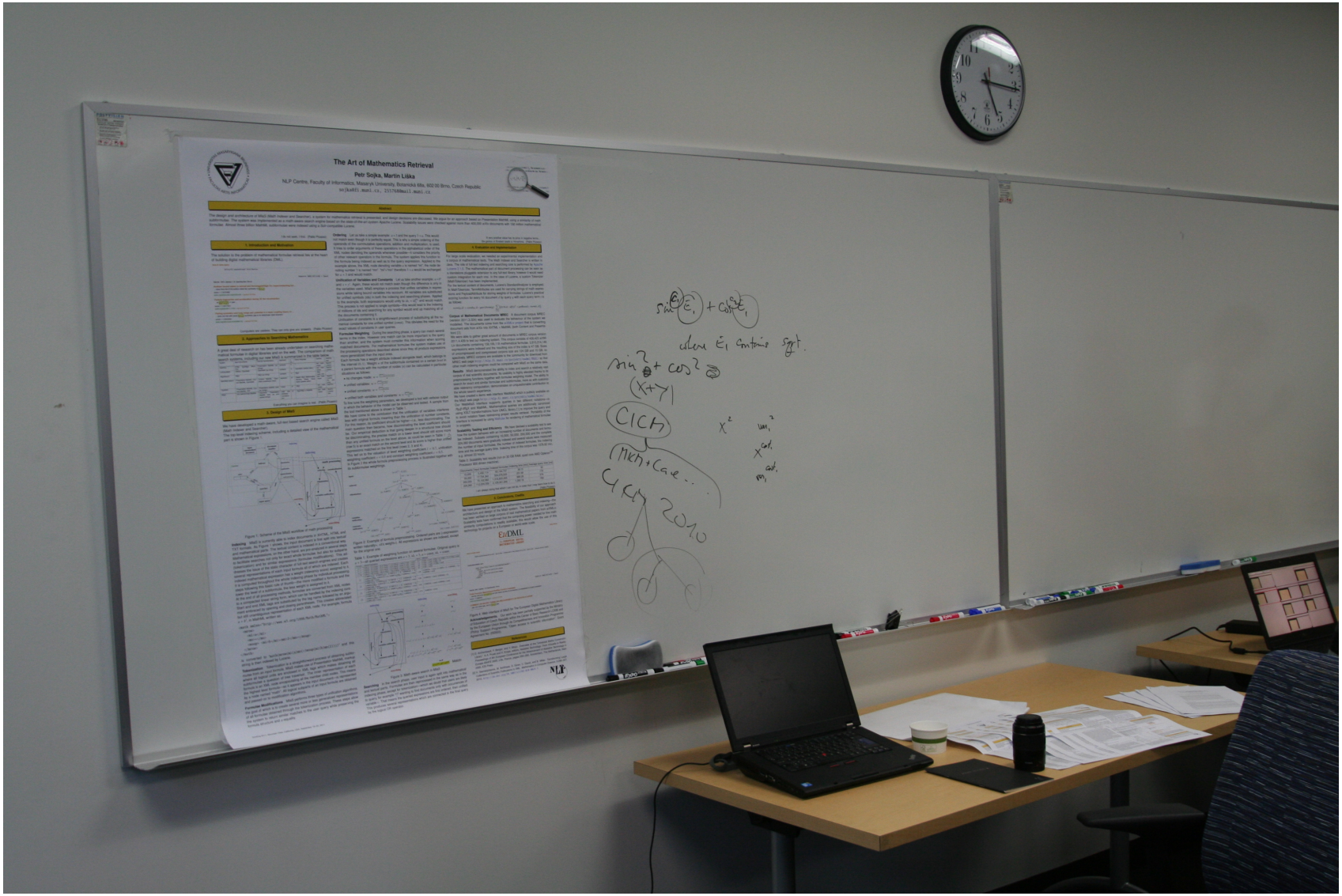
③ Plotters@FI: C4 (Atelier, A0plus) bought from my FRVŠ grant, controlled access and printing secured *for free*.

④ or B3 (NLP, A1).

⑤ Plotters@UVT: C1 (<http://www.muni.cz/plotter>), wide range of papers, cost precalculation by Inet.

⑥ Print by organizers not recommended (no check possible in advance).

Possibilites on the spot



Transport, Posting

① Tube transport by airplane, check with airlines.

② Size check in advance, A4/A3 sheets as fallback.

③ Digital delivery not recommended.

④ Posting poster PDF on the web with hypertext DOI of original papers.

Joy of understanding

Finale: presentation

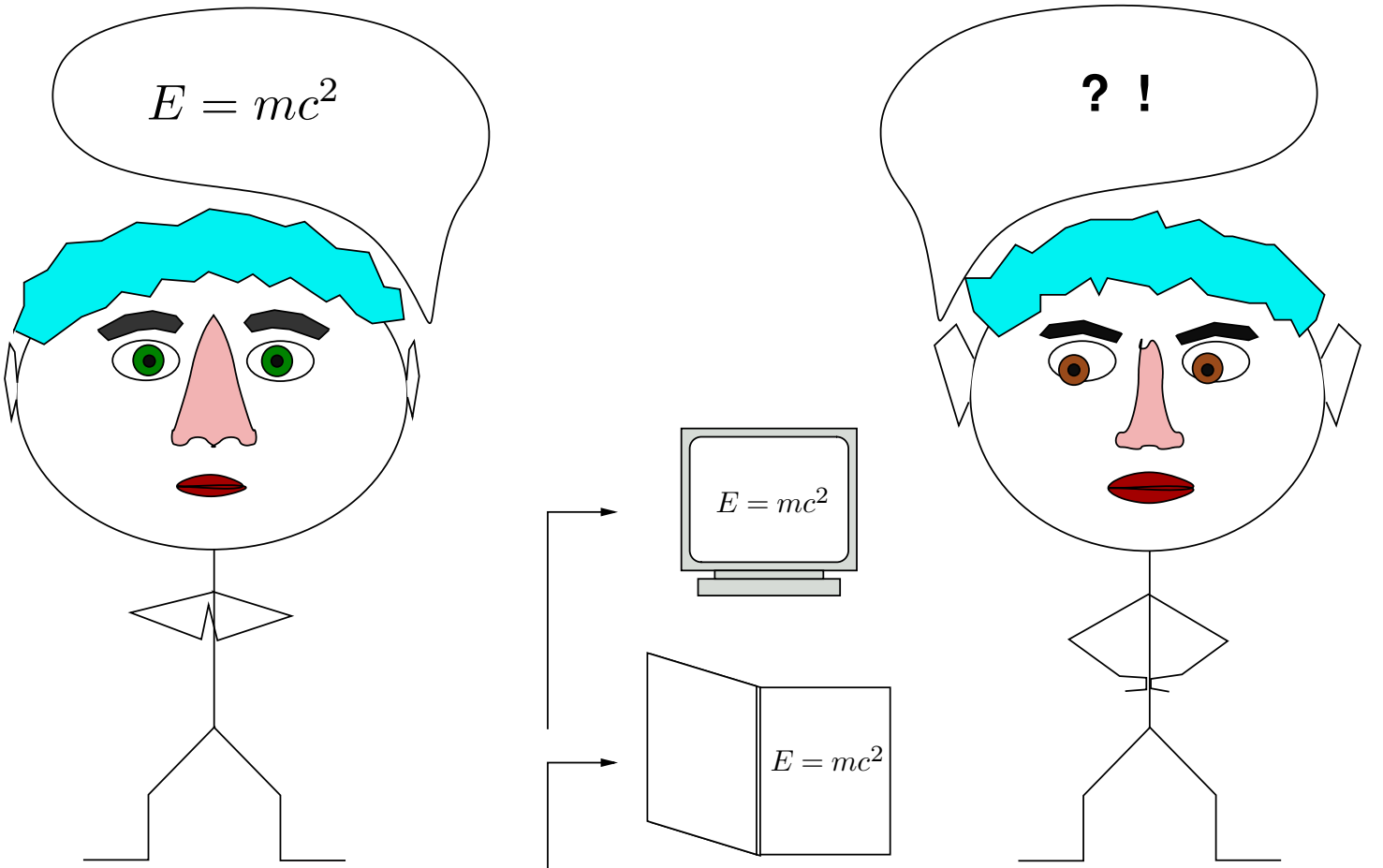
① demo?

② A3 to go? A4 to go? Leaflets?

③ Eye contact.

④ . . . mission completed!

Lean Development with Reader-Centric Iterations



Take care! “God is in the details.” (Mies van der Rohe)

Commented examples posted

Questions?

① Examples from discussion group and IS.

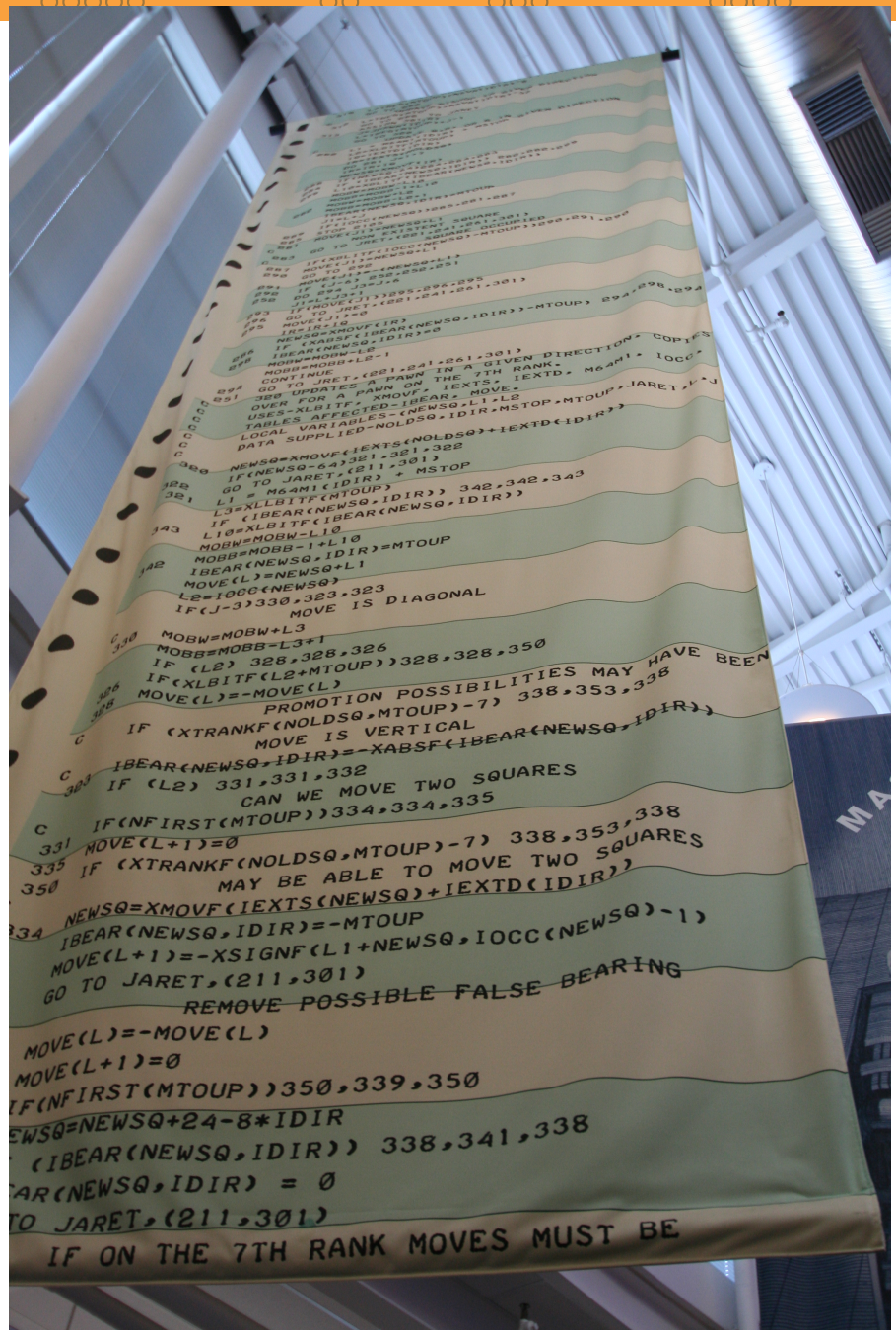
② General Q&A session — all you wanted to know about poster preparation but was affraid to ask.

Goog or bad?

Good way

Bad examples

Microsoft
1045
4
Microsoft


IF ON THE 7TH RANK MOVES MUST BE
REMOVE POSSIBLE FALSE BEARING
MAY BE ABLE TO MOVE TWO SQUARES
CAN WE MOVE TWO SQUARES
MOVE IS DIAGONAL
MOVE IS VERTICAL
PROMOTION POSSIBILITIES MAY HAVE BEEN

Examples

① Fousek
② Filipovič
③ Bauch
④ Růžička
⑤ Madzin
⑥ . . .