

DPRPO: Poster HowTo

Technical Viewpoint

Petr Sojka

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

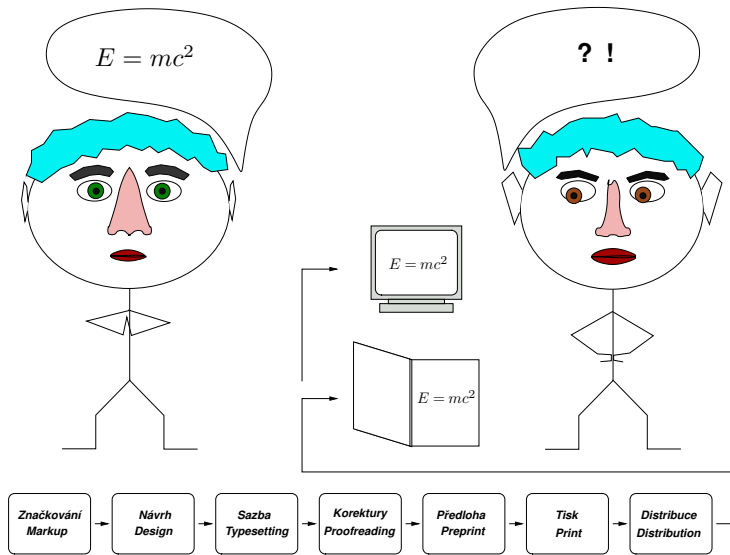
Masaryk University, April 22nd, 2013, 4PM, room G111



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 Design on Content)
 - Batch/algorithmic vs. WYSIWYG?
 - From T_EX 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).

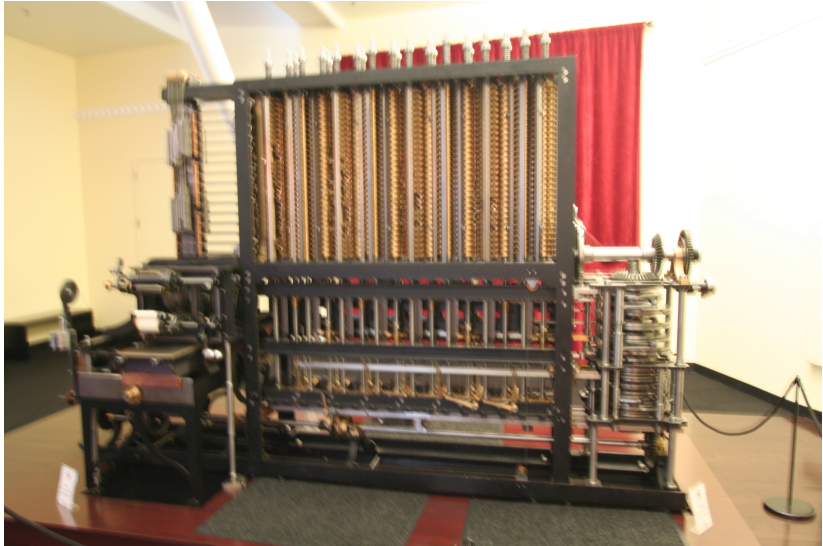
Design thinker



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 Typography should be covered in the previous (or next) lecture (Malíková).

Typesetting — different engines



Typesetting engine

- ① programmable graphics: PostScript, APIs, cairographics.org
- ② T_EX 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

$R = x^2 + x + 41$			
X	R	DIFF1	DIFF2
0	41	2	2
1	43	4	2
2	47	6	2
3	53	8	2
4	61	10	2
5	71	12	
6	83		

$R = x^3 - 2x^2 + 1$				
X	R	DIFF1	DIFF2	DIFF3
1	0	1	8	6
2	1	9	14	6
3	10	23	20	6
4	33	43	26	6
5	76	69	32	
6	145	101		
7	246			

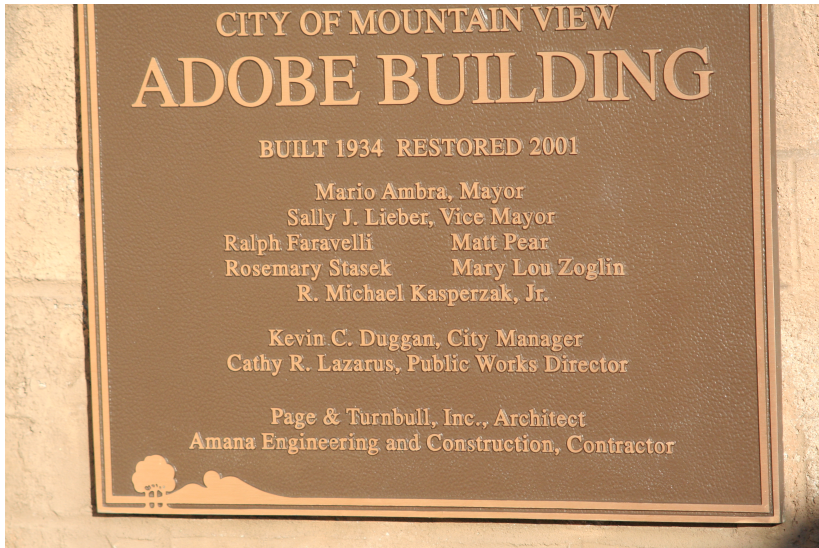
The T_EX way

- ① Front ends or directly.
- ② `<http://dexy.it>`,
`<http://dexy.it/docs/examples#newspaper>`.
- ③ `ba`poster class – relative positioning, templates (not yet in TeXlive 2012).
- ④ `sciposter` class – classics, many examples, font scaling options.
- ⑤ `a0`poster, `tikz` graphics.
- ⑥ `beamerposter`, ...
- ⑦ Overview documentation by: ‘`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 *embedded* 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 PDF → PostScript — `acroread -toPostScript` plus `psutils`.
- ④ PDF/X, PDF/X3.
- ⑤ Preflight (Adobe Acrobat Pro XI (Eur 82 in Level-3 discount), Distiller profiles).
- ⑥ *High* resolution JPEG as fallback.

Printing – good services



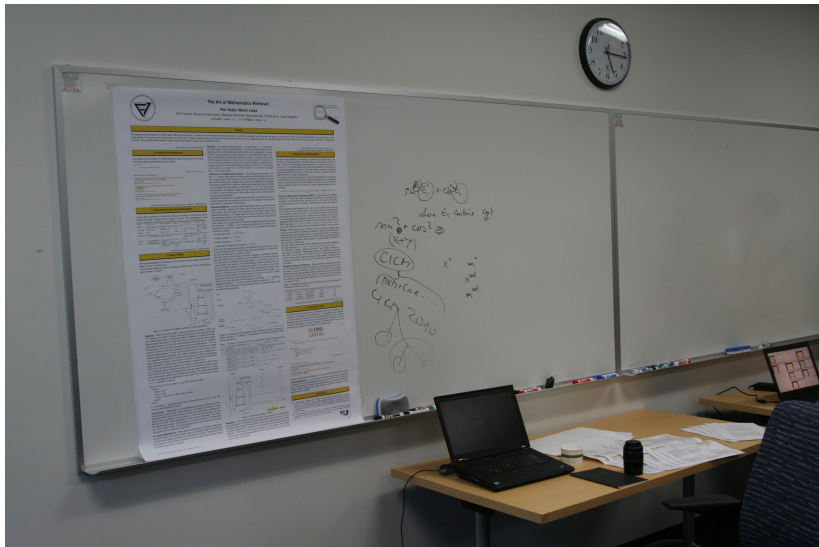
Printing – on the spot services



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).

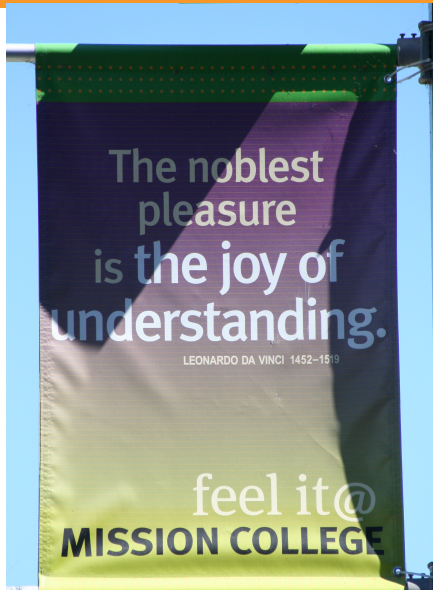
Possibilities on the spot



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 Hint: Posting poster PDF on the web with hypertext DOI of original papers.i
- ⑤ Hint: Prepare electronic poster version as standalone with PDF metadata properly set up (cf. this PDF in Acrobat, File → Properties

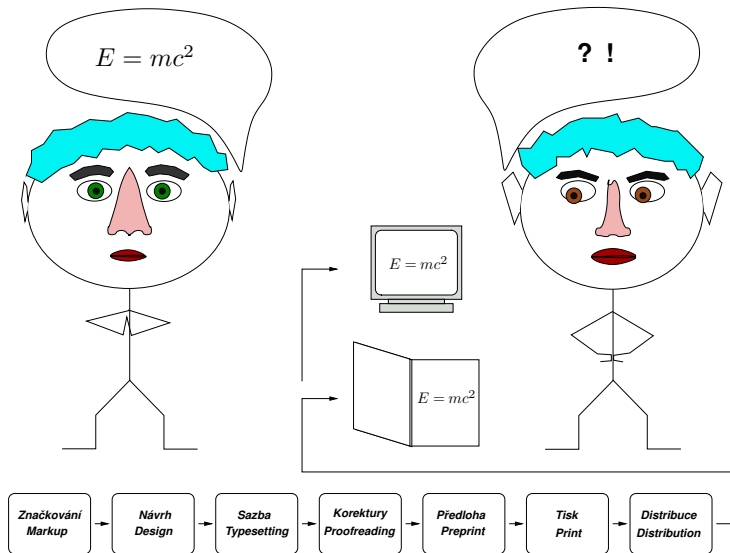
Joy of understanding



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 afraid to ask.

Good or bad?

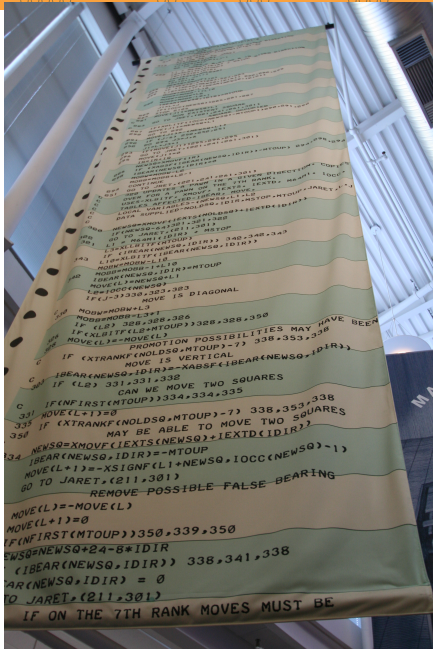
Good way



Bad examples







Examples

- ① Drařar
- ② Stoklasa
- ③ Jurka
- ④ Kabát
- ⑤ Klement
- ⑥ Procházka
- ⑦ Nguyen
- ⑧ ...
- ⑨ The Art...
- ⑩ Růřička