

DPRPO: Poster HowTo

Technical Viewpoint

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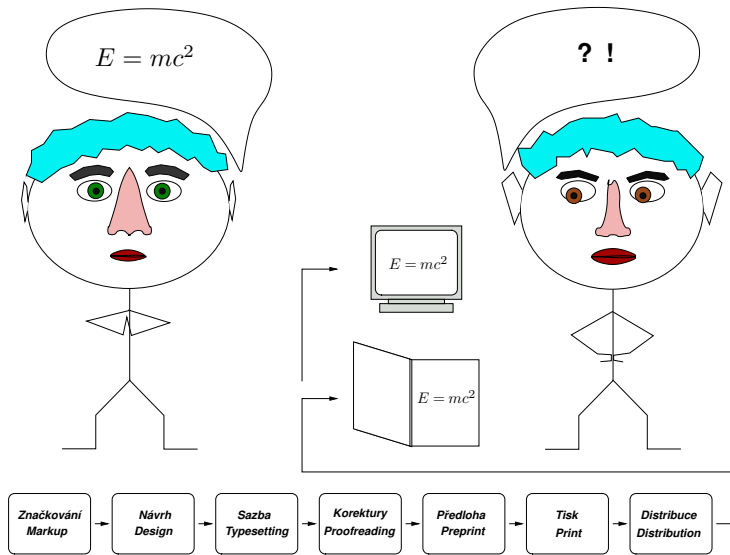
Masaryk University, April 22nd, 2014, 4PM, FI MU, Gotex 3rd floor



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 Poster as standalone scientific paper or puff add/cheat sheet for you?
 - Proportion of text and graphics, references, acknowledgements?
 - Conservative or not?
 - Attentive reading or not?
- ③ Batch or Interactive preparation?
 - Extremes suck (long iteration vs. inconsistencies, no precision).
 - *Try* several workflow 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.
 - Attentive reading or not?
- ③ Typesetting (application of design on marked content):
batch/algorithmic vs. WYSIWYG?
- ④ Print (paper size and type).
- ⑤ Delivery and presentation to the Reader(s).

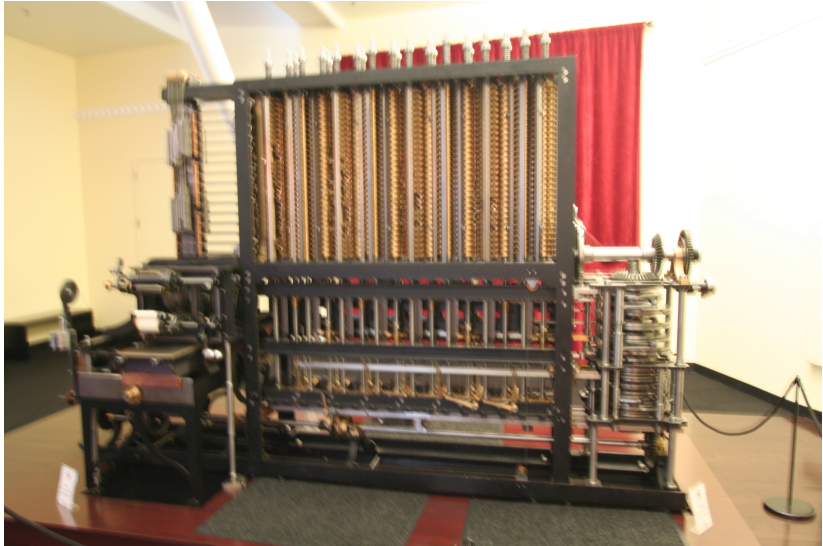
Design thinker



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 message*.
- ⑤ Some typography and design rules has been covered in the previous lecture by Malíková.

Typesetting — different engines



Typesetting engine

- ① programmable graphics: PostScript, APIs, cairographics.org
- ② T_EX et al., with frontends: Lyx, writelatex.com
- 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			

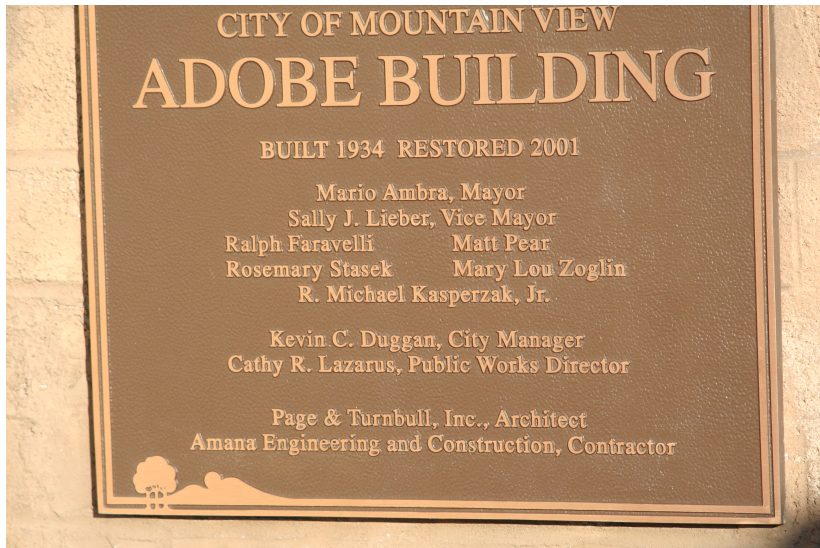
The T_EX way, with front ends or directly

- ① writelatex.com, Lyx, AucTeX, TeXlive
- ② <<http://dexy.it>>,
<<http://dexy.it/docs/examples#newspaper>>.
- ③
<[http://tex.stackexchange.com/questions/341/how-to-create-beamerposter, a0poster, tikz graphics](http://tex.stackexchange.com/questions/341/how-to-create-beamerposter-a0poster-tikz-graphics) (cf. printed examples).
- ④ baposter class – relative positioning, templates (not yet in TeXlive 2013).
- ⑤ sciposter class – classics, many examples, font scaling options.
- ⑥ 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, share via svn
`<http://www.fi.muni.cz/sojka/PB029/2013cv6.xhtml>`.
- ⑥ A3/ A4 printing to test.

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 If everything fails: *very high* resolution JPEG as fallback.

Printing – good services



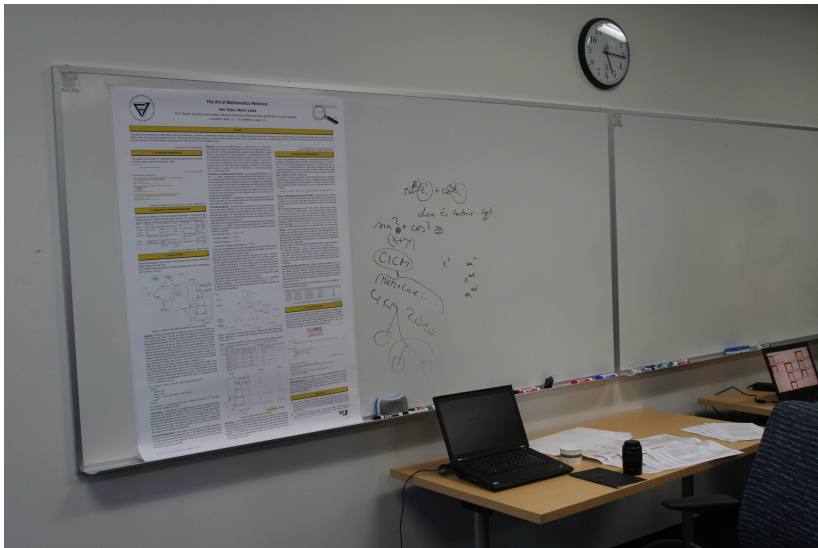
Printing – on the spot services



Printing

- ① Paper types (plain, glossy) and weight considerations.
- ② Laser printers up to A3 (copy5c, lj5b, . . .). Tip: print a few A3 'poster as paper' copies as gift to interested parties.
- ③ Plotters@FI: loc:C4 (AGDAMM, A0plus) bought from [my] FRVŠ grant, controlled access and printing *secured for free*.
- ④ or loc:B204 (NLP, A0).
- ⑤ Plotters@UVT: loc:C111
(<http://www.muni.cz/plotter>), wide range of papers, cost pre-calculation by Inet.
- ⑥ Print by organizers *not* recommended (possible surprise on the spot).

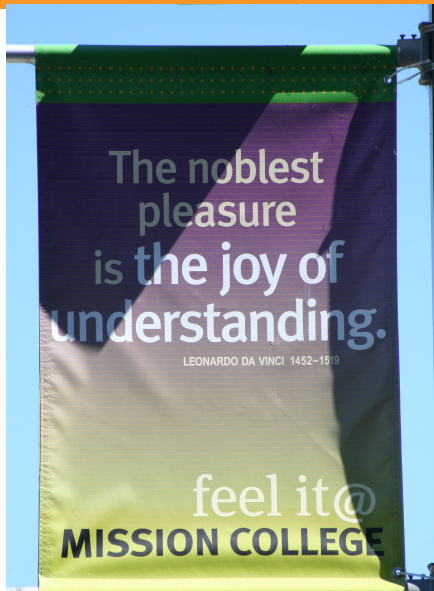
Possibilities on the spot



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.
- ⑤ Hint: Prepare electronic poster version as standalone with PDF metadata properly set up (cf. this PDF in Acrobat, File → Properties)

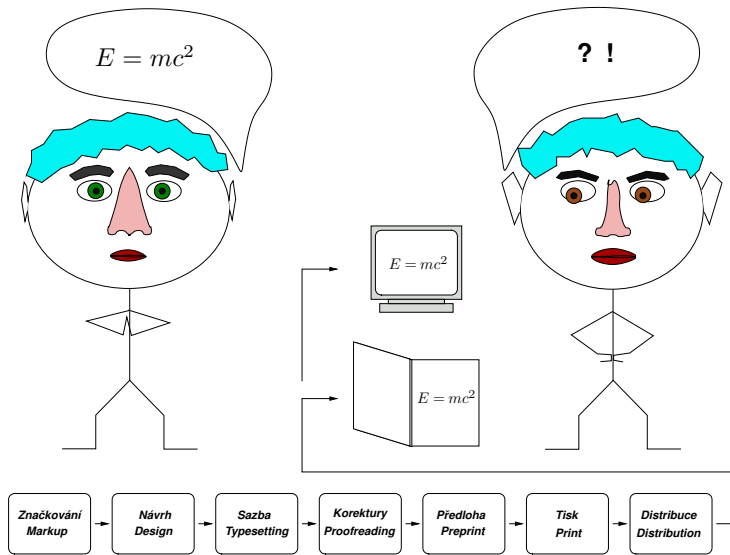
Joy of understanding



Finale: presentation

- ① approved libreto?
- ② PC demo?
- ③ A3/A4 to go? Leaflets?
- ④ Eye contact.
- ⑤ ...
- ⑥ mission completed!

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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 Suchomel, pros and cons
- ② Nevěřilová, pros and cons
- ③ others???
- ④ ...
- ⑤ The Art of Math Information Retrieval ...
- ⑥ winner example: Růžička
- ⑦ ...