DPRPO: Poster HowTo

Technical Viewpoint

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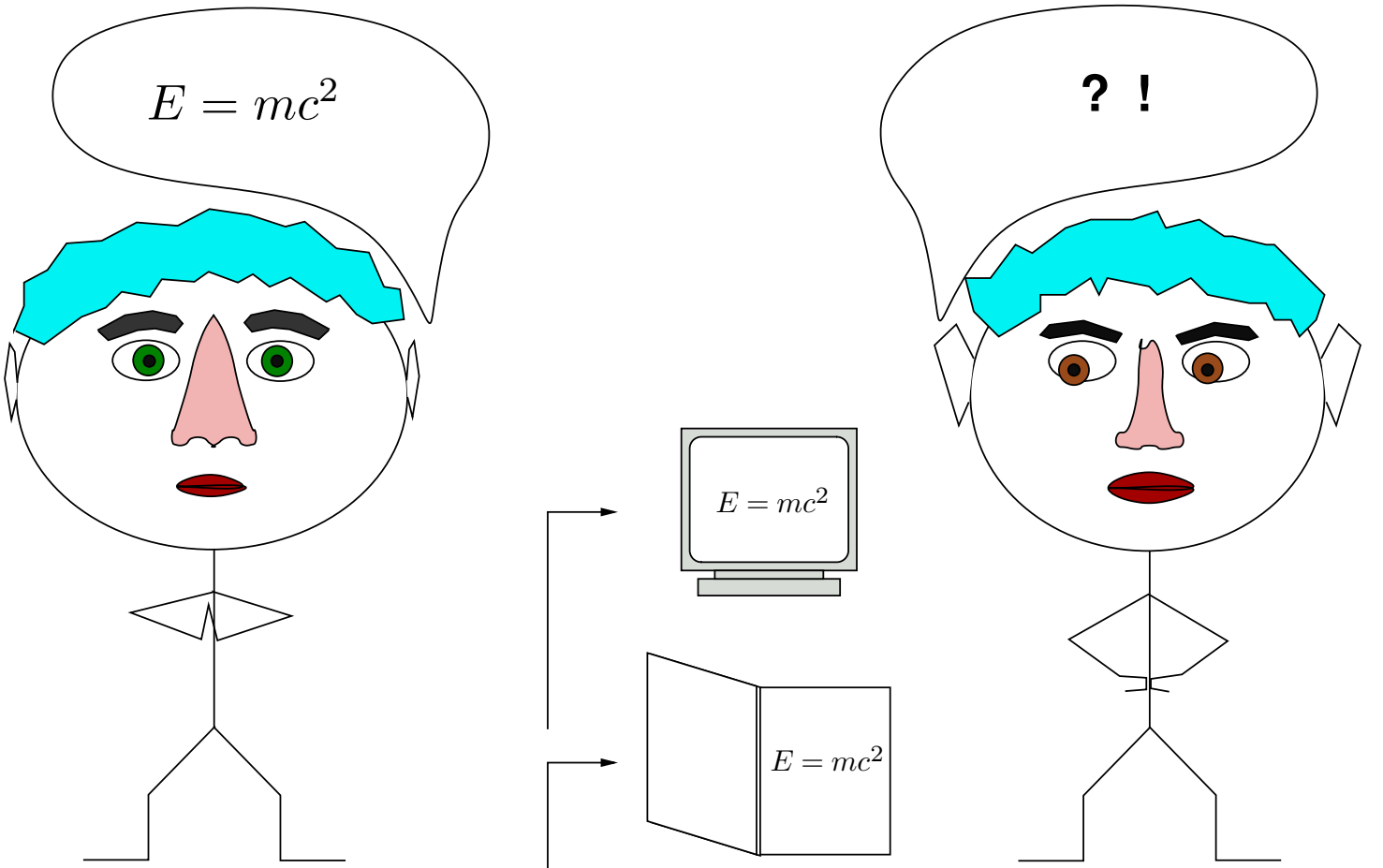
Outline and two take-home messages

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

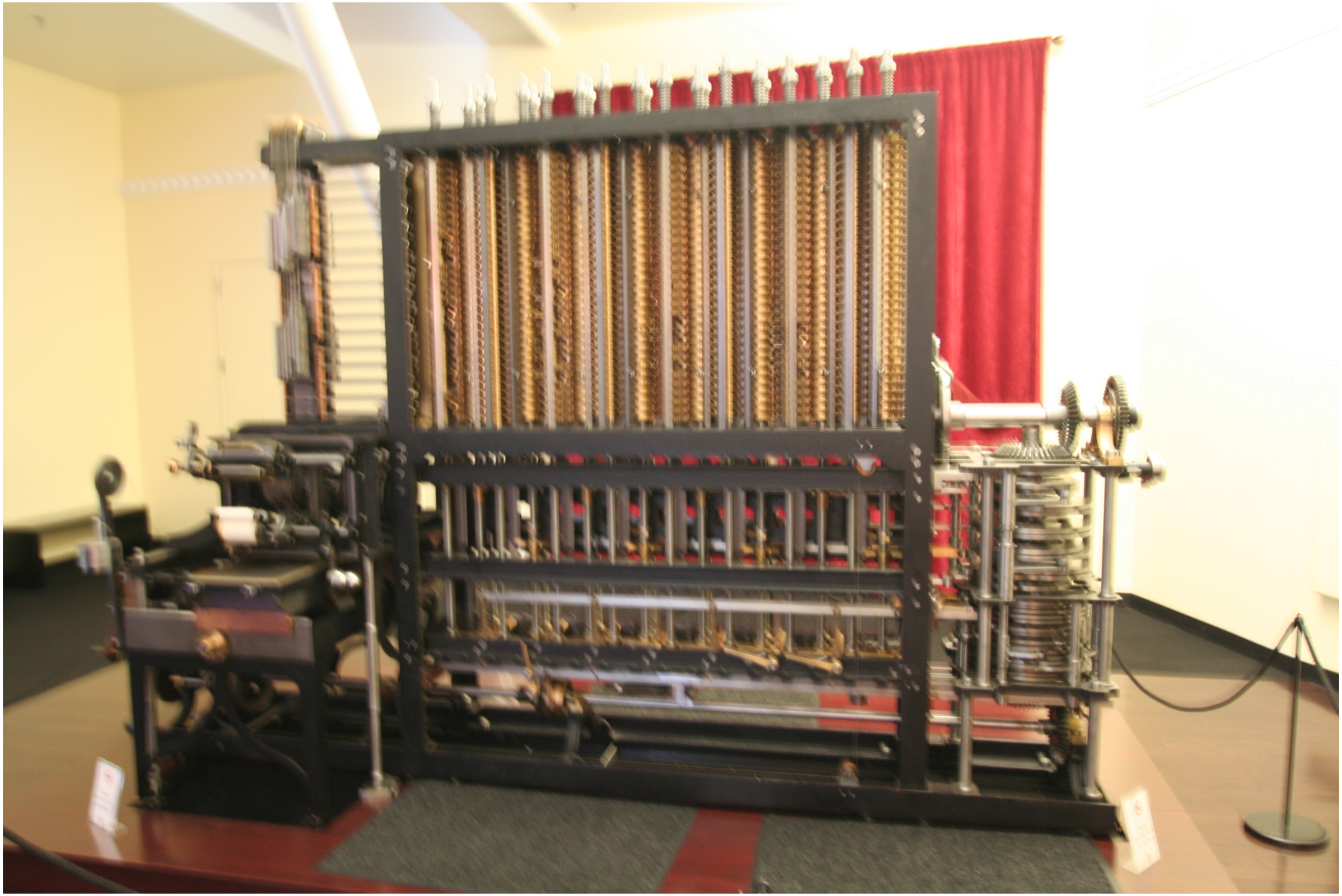
② Having what, how?

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 TEX 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

The TEX 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-crea 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.

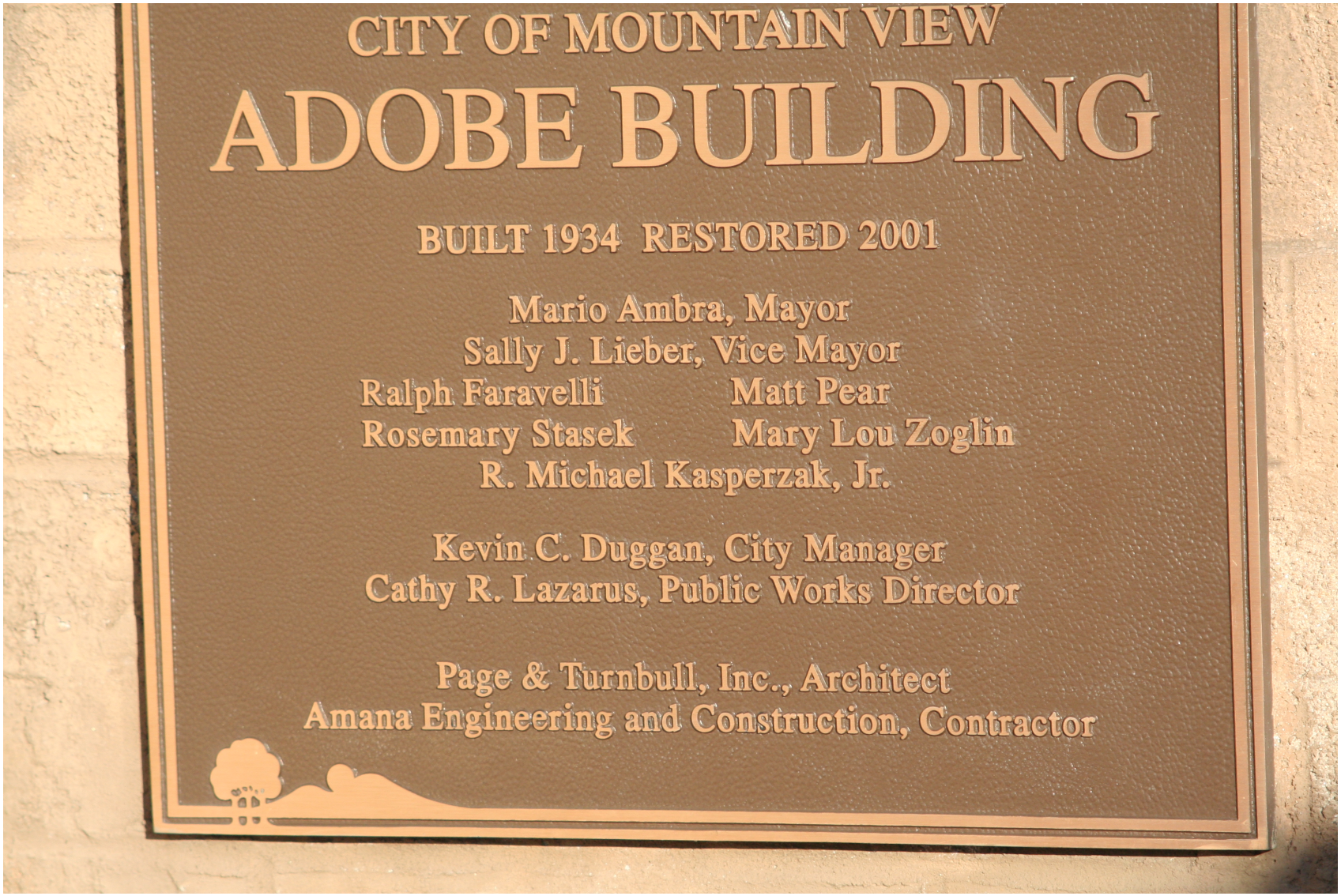
⑥ Overview documentation by: 'texdoc jmeno_baliku'

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

   `<https://www.fi.muni.cz/lemma/PB029/practices/automatizace-sazby/>`.
6. A3 (A4) printing to test readability.

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.

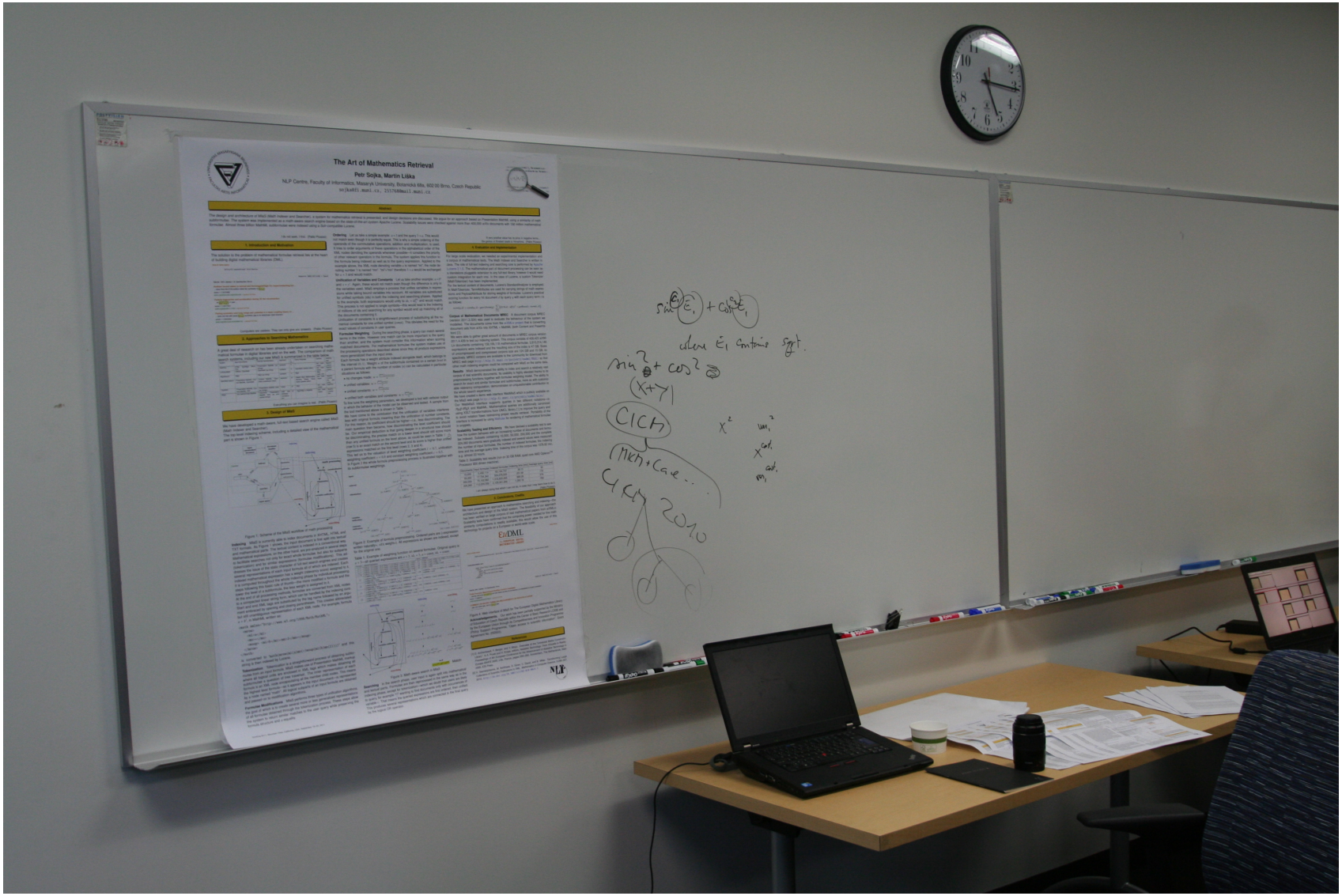
③ Plotters@FI: loc:C4 (AGDAMM, A0plus) bought from [my] FRVŠ grant, controlled access and printing *secured for free*.

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).

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

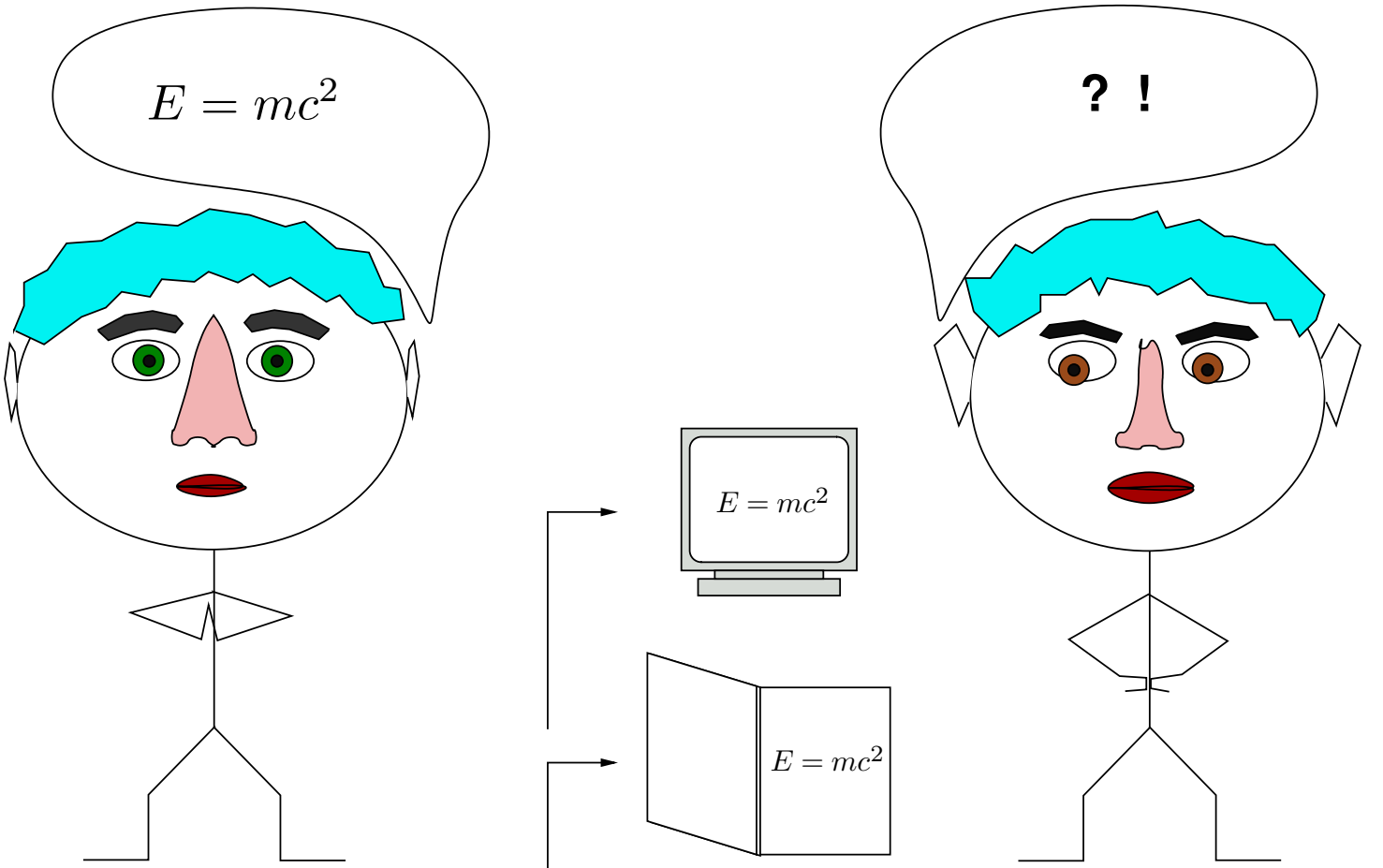
⑤ Hint: Prepare electronic poster version as standalone with PDF metadata properly set up (cf. this PDF in Acrobat, `File` → `Properties`)

Joy of understanding

Finale: presentation

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

Lean Development with Reader-Centric Iterations



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Commented examples posted

Questions?

① Examples from discussion group and IS.

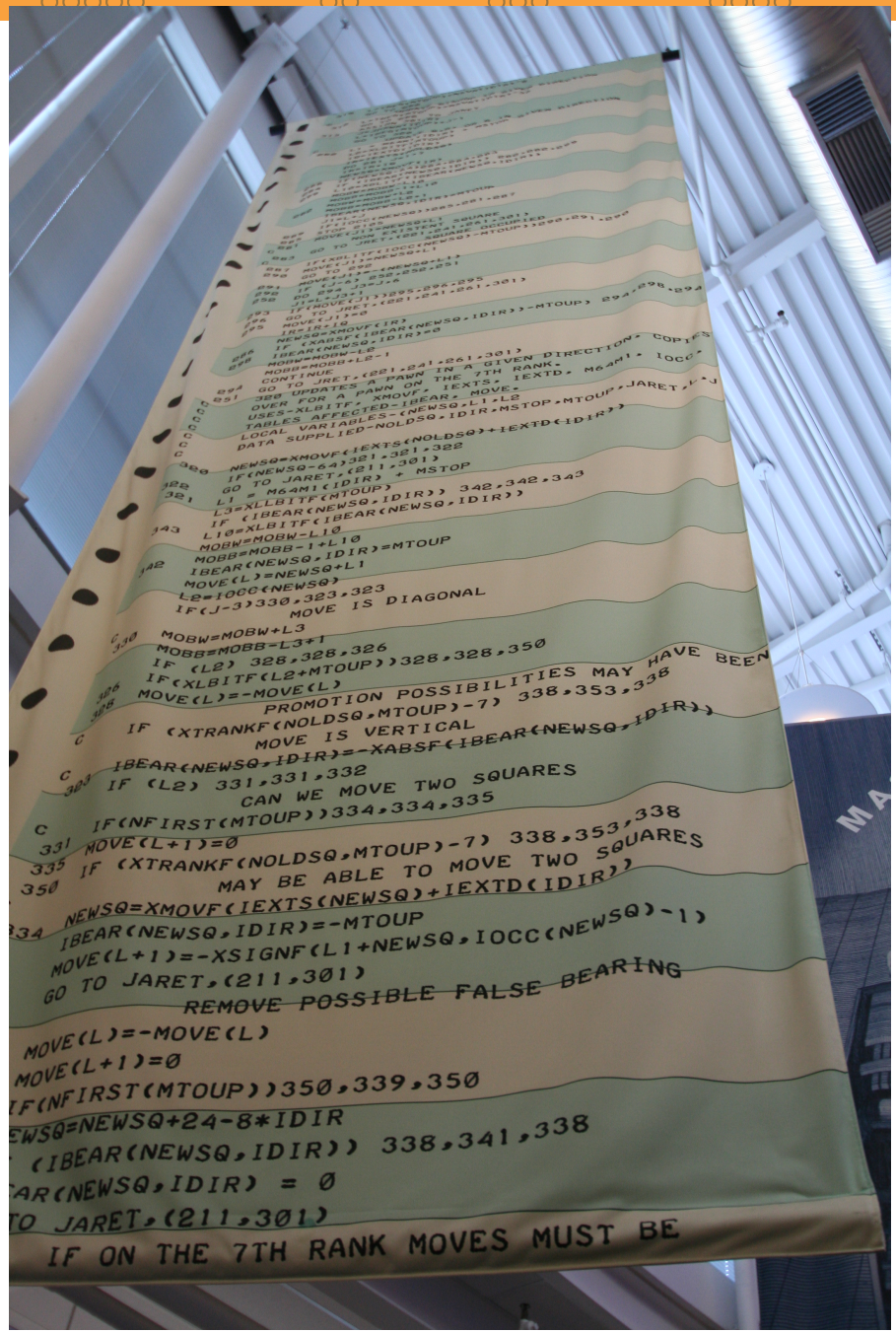
② General Q&A session — all you wanted to know about poster preparation but was afraid to ask.

Good or bad?

Good way

Bad examples

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 VERTICAL
PROMOTION POSSIBILITIES MAY HAVE BEEN
MOVE IS DIAGONAL

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 . . .