

PÓSTER CIENTÍFICO

¿Qué es?

¿Qué es?

Es un resumen

¿Qué es?

Es un resumen

GRÁFICO

¿Qué es?

Es un resumen

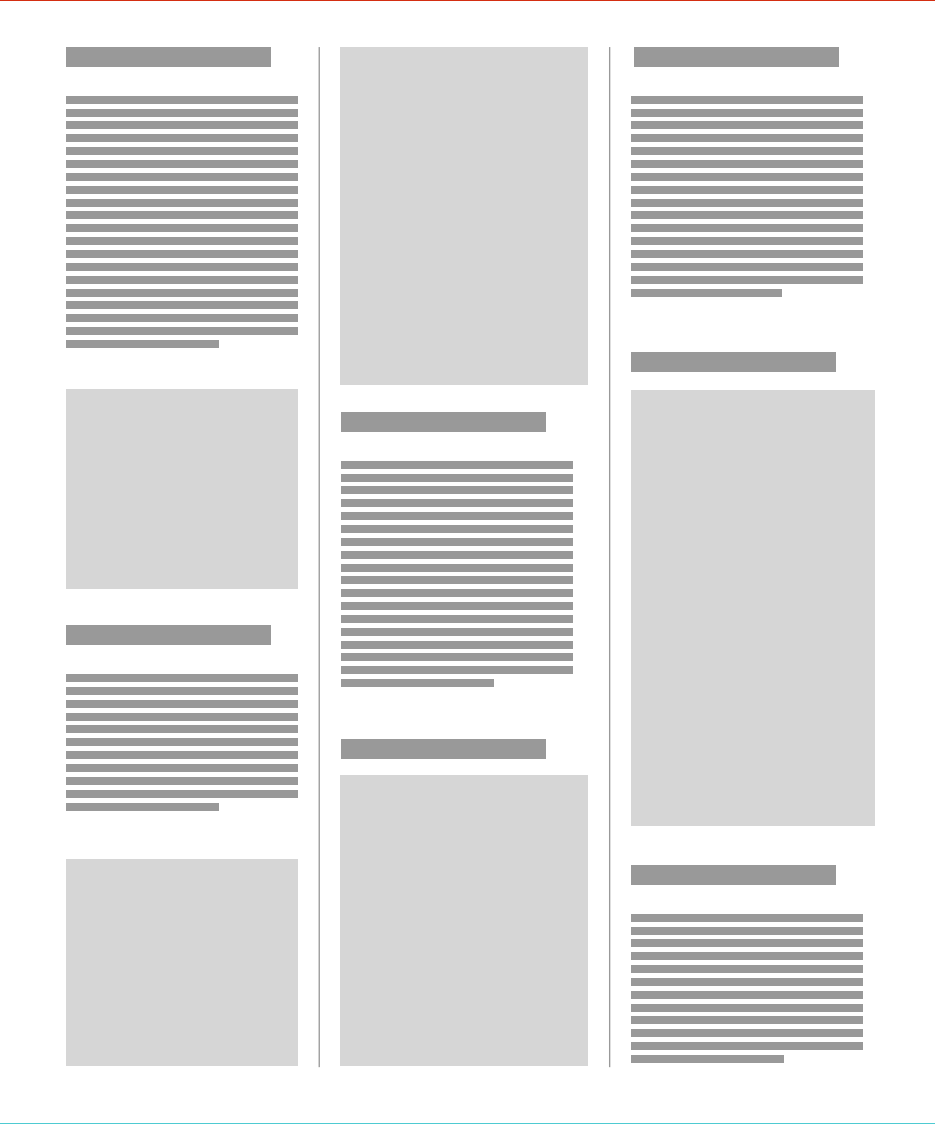
GRÁFICO

de tu investigación

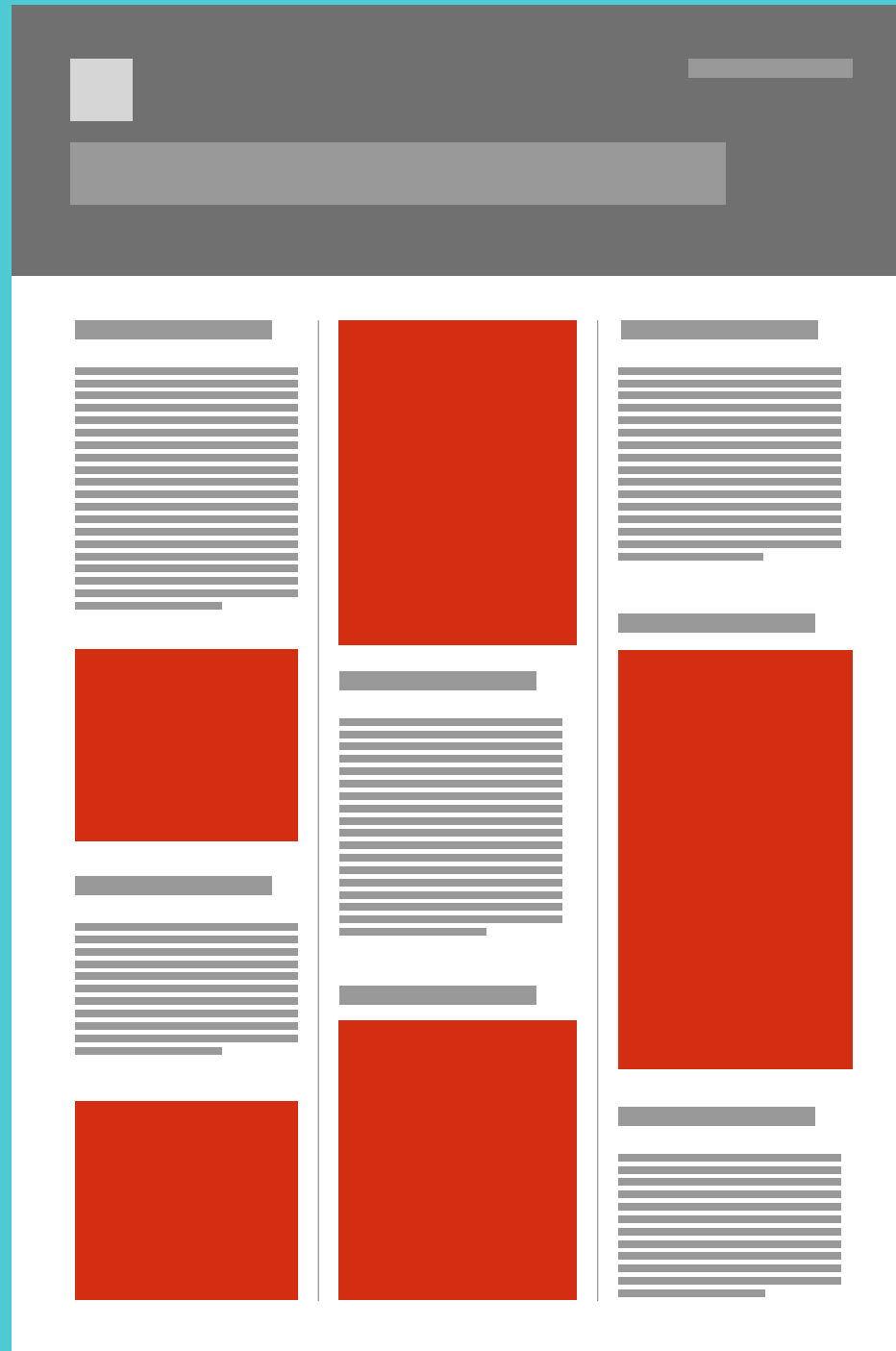


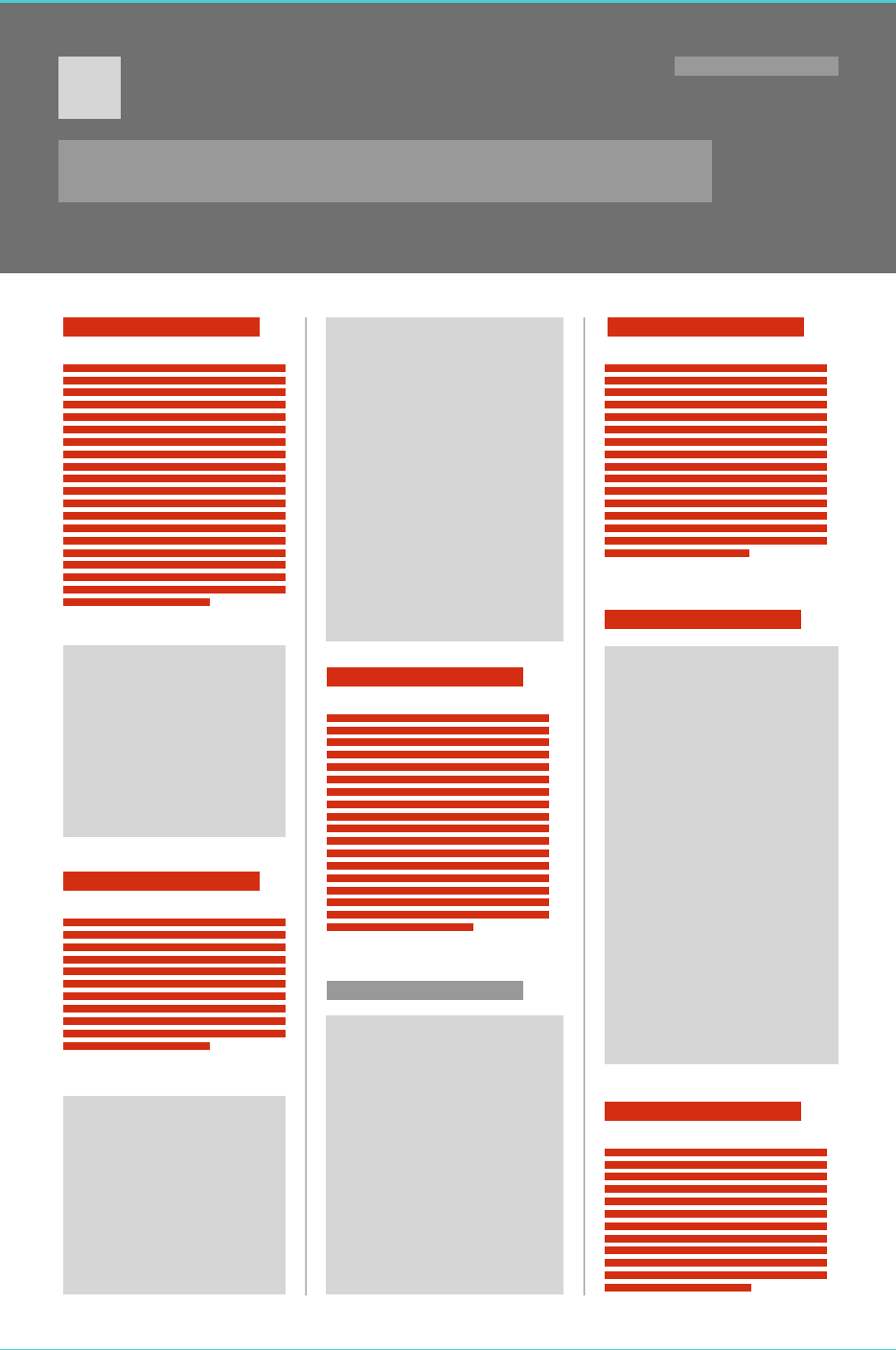


ENCABEZADO



IMÁGENES





TEXTOS

**¿CUÁL ES
SU OBJETIVO?**



**Llamar la
atención**

1

**Llamar la
atención**

2

**Ser inicio
de una
conversación**

1

**Llamar la
atención**

2

**Ser inicio
de una
conversación**

3

**Tener
información
necesaria para
explicar la
investigación**

1

**Llamar la
atención**

2

**Ser inicio
de una
conversación**

3

**Tener
información
necesaria para
explicar la
investigación**

4

**Generar
interés
sobre la
investigación**

**¿CON QUÉ
RECURSOS?**

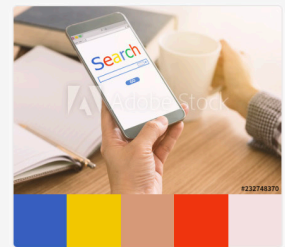
1 COLOR

Paleta de color

color.adobe.com
pinterest.com

Adobe Color

search



1 COLOR

Paleta de color

Entre 3 y 5 colores

OSCURO

CLARO

DESTACAR

TEXTO 1

TEXTO 2

TITULO

- Lorem ipsum dolor sit amet consectetur, adipiscing elit himenaeos magnis.
- Nisl suspendisse fusce mauris himenaeos dis quis, justo etiam nisi lacinia.
- Vulputate commodo quis magna ornare, a sem ad, ante curabitur placerat.

87%

1 COLOR

Paleta de color

Entre 3 y 5 colores

OSCURO

CLARO

DESTACAR

TEXTO 1

TEXTO 2

TITULO

- Lorem ipsum dolor sit amet consectetur, adipiscing elit himenaeos magnis.
- Nisl suspendisse fusce mauris himenaeos dis quis, justo etiam nisi lacinia.
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87%

1 COLOR

Paleta de color

Entre 3 y 5 colores

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- Nisl suspendisse fusce mauris himenaeos dis quis, justo etiam nisi lacinia.
- Vulputate commodo quis magna ornare, a sem ad, ante curabitur placerat.

87%

1 COLOR

→ Paleta de color

→ Entre 3 y 5 colores

→ Cuidado con el contraste

FÁCIL DE LEER

DIFÍCIL DE LEER

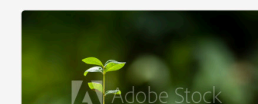
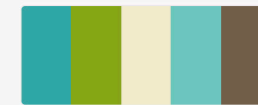
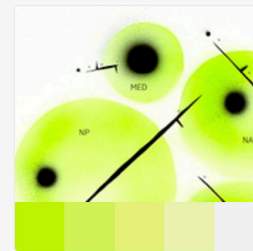
DIFÍCIL DE LEER

DUELE AL LEER

1 COLOR

- Paleta de color
- Entre 3 y 5 colores
- Cuidado con el contraste
- Considerar las connotaciones que se le dan al color

ECOLOGY



2 TIPOGRAFÍA

Escoger 1 o 2 como máximo

TÍTULO TÍTULO

Rem consequ e iur? Iderum
consequatus militius conesti alit

Título título

Rem consequ e iur? Iderum
consequatus militius conesti

Título título

Rem consequ e iur? Iderum
consequatus militius conesti

Título título

Rem consequ e iur? Iderum
consequatus militius conesti

2 TIPOGRAFÍA

→ Escoger 1 o 2 como máximo

→ Preferir una tipografía con variantes

googlefonts.com

Texto de prueba

Texto de prueba

Texto de prueba

Texto de prueba

2

TIPOGRAFÍA

Escoger 1 o 2 como máximo

Preferir una tipografía con variantes

Evitar las tipografías que son poco legibles

*Ab ipsa et quam volupta temposae
velenti aut alit, ut liciae non ratibusam,
aut eum rehendi. At ea dis verciis ad
magni doloria quiscia tiuntinus aut ut
lique di bla comni utat eatem re ide
velique in*

**Ab ipsa et quam
volupta temposae
velenti aut alit,
ut liciae non
ratibusam, aut
eum ea dis**

2

TIPOGRAFÍA

Escoger 1 o 2 como máximo

Preferir una tipografía con variantes

Evitar las tipografías que son poco legibles

Evitar tipografías temáticas o “polémicas”

Ab ipsa et quam
volupta temposae
velenti aut alit, ut
liciae non ratibusam,
aut eum rehendi

Ab ipsa et quam
volupta temposae
velenti aut alit, ut
liciae non ratibusam,
aut eum rehendiAt

Sin Serif

Con Serif

Hola

Hola

Sin Serif

Hola

Con Serif

Hola

3

IMÁGENES

Esquemas, gráficos, fotografías e ilustraciones

Tienen que ser fáciles de entender y autoexplicativas

flaticon.com
freepik.com
pixabay.com



3

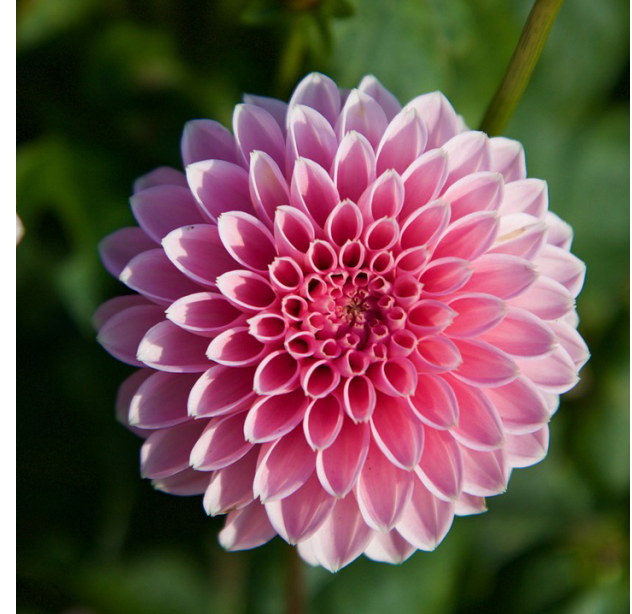
IMÁGENES

Esquemas, gráficos,
fotografías e ilustraciones

Tienen que ser
fáciles de entender y
autoexplicativas

Seleccionar imágenes de
calidad (300 ppi)

Preferir formatos
vectoriales
.ai / .svg / .eps / .pdf



¿CÓMO?

SIMPLE

DESTACAR LO IMPORTANTE

ALINEAR ELEMENTOS

NO SOBRECARGAR

1 REFERENTES



scientific poster design

Templates

Layout

Science

Landscape

Ideas

Graphics

Inspiration

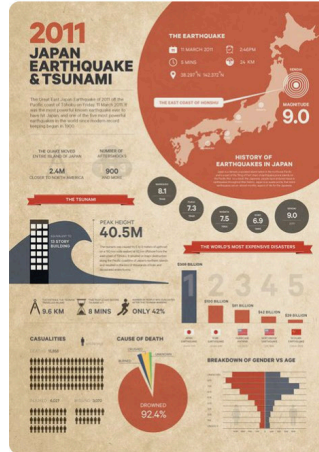
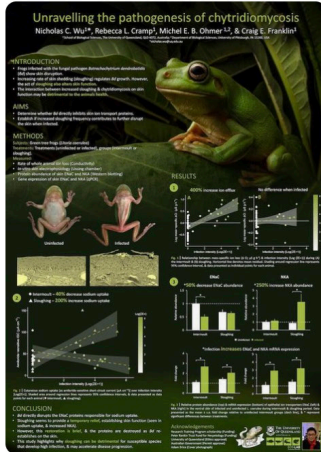
Awesome

Illustrations

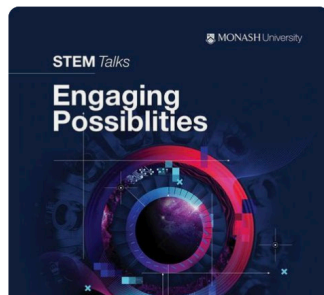
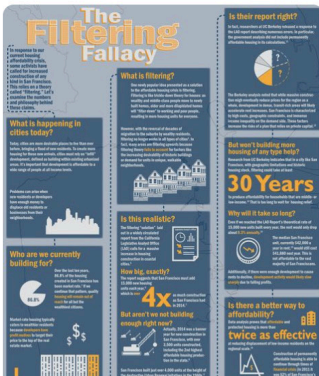
Botanical Prints

Más ideas para tu
tablero
Gráfico

Explorar

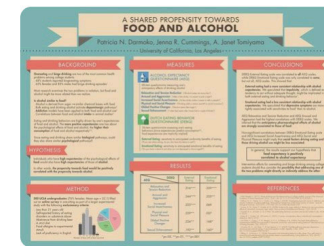


por Chica Yoshida



Title: 85pt
Authors: 56pt

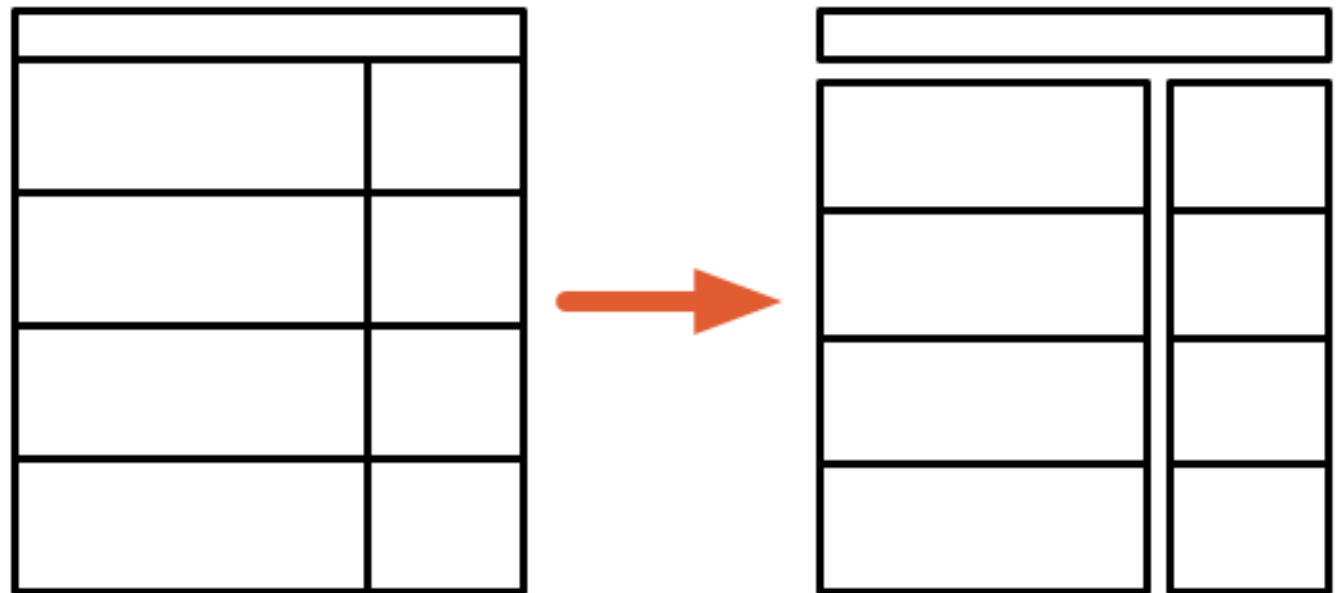
Headings: 36pt
Body Text: 24pt



¿Cómo vemos?

Ley de la proximidad

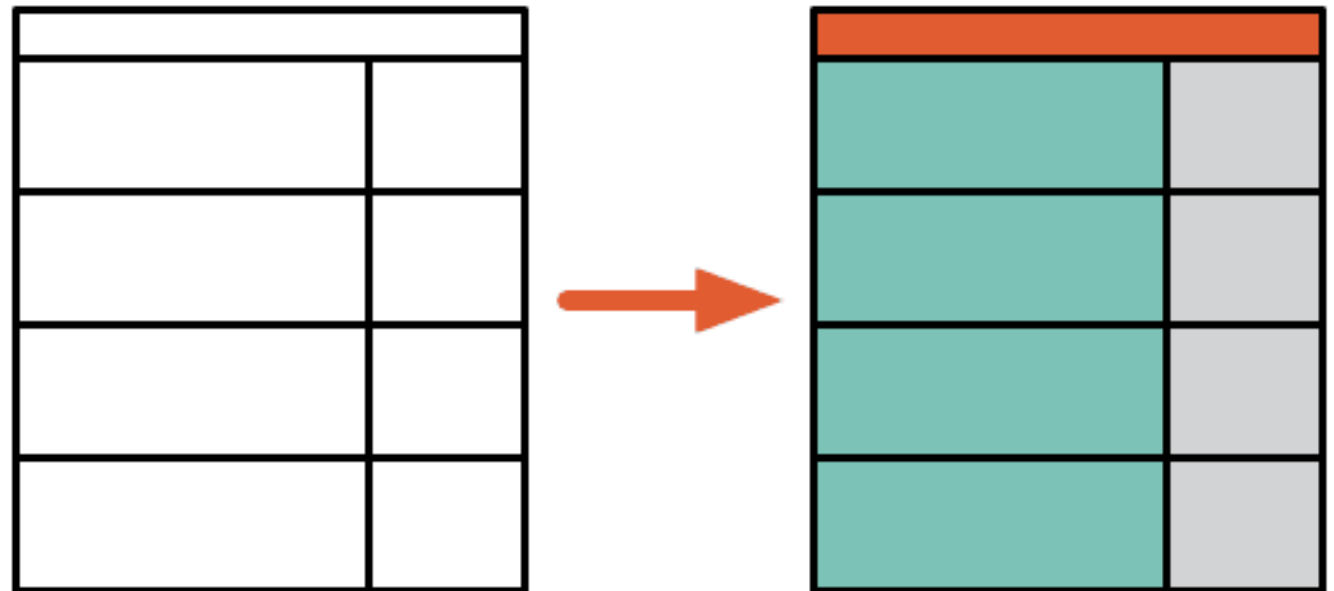
Agrupar los elementos que tienen relación y separarlos del resto



¿Cómo vemos?

Ley de la proximidad

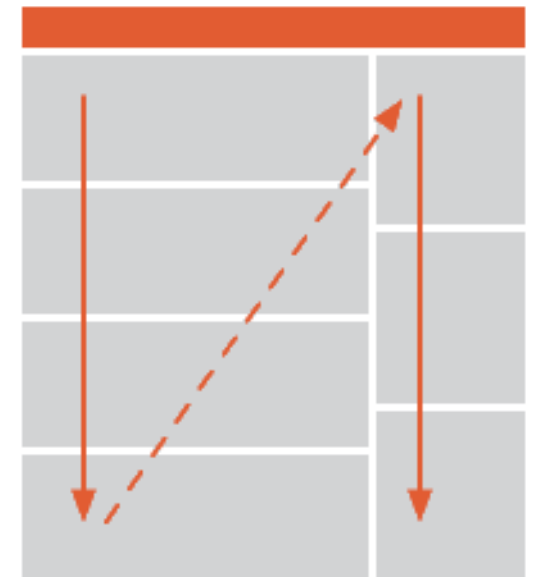
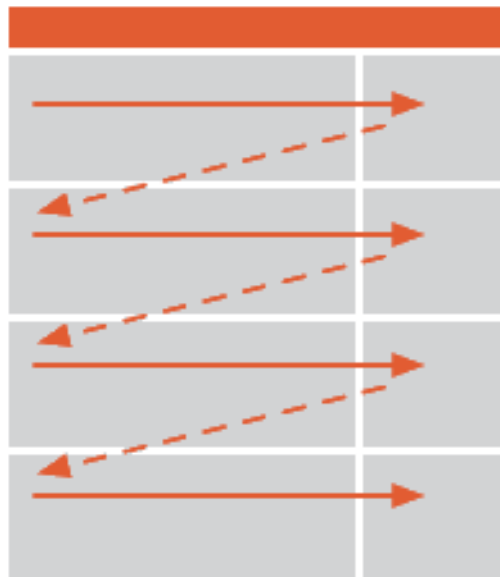
Agrupar los elementos que tienen relación y separarlos del resto



¿Cómo vemos?

Ley de continuidad

Elementos que se sitúan siguiendo algún tipo de alineación, se perciben como un conjunto



¿Cómo vemos?

Ley de contraste

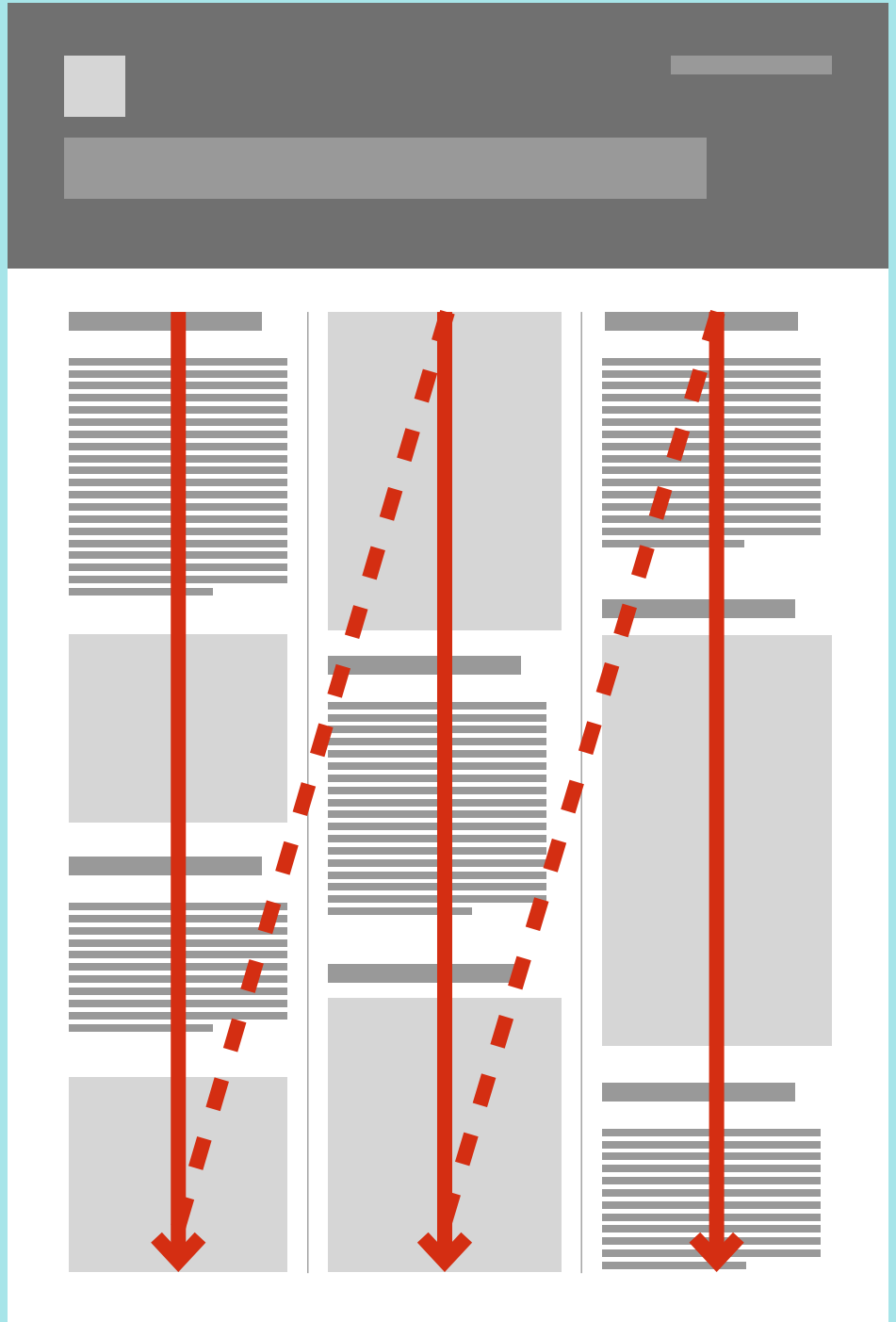
Contraste mínimo entre figura y fondo



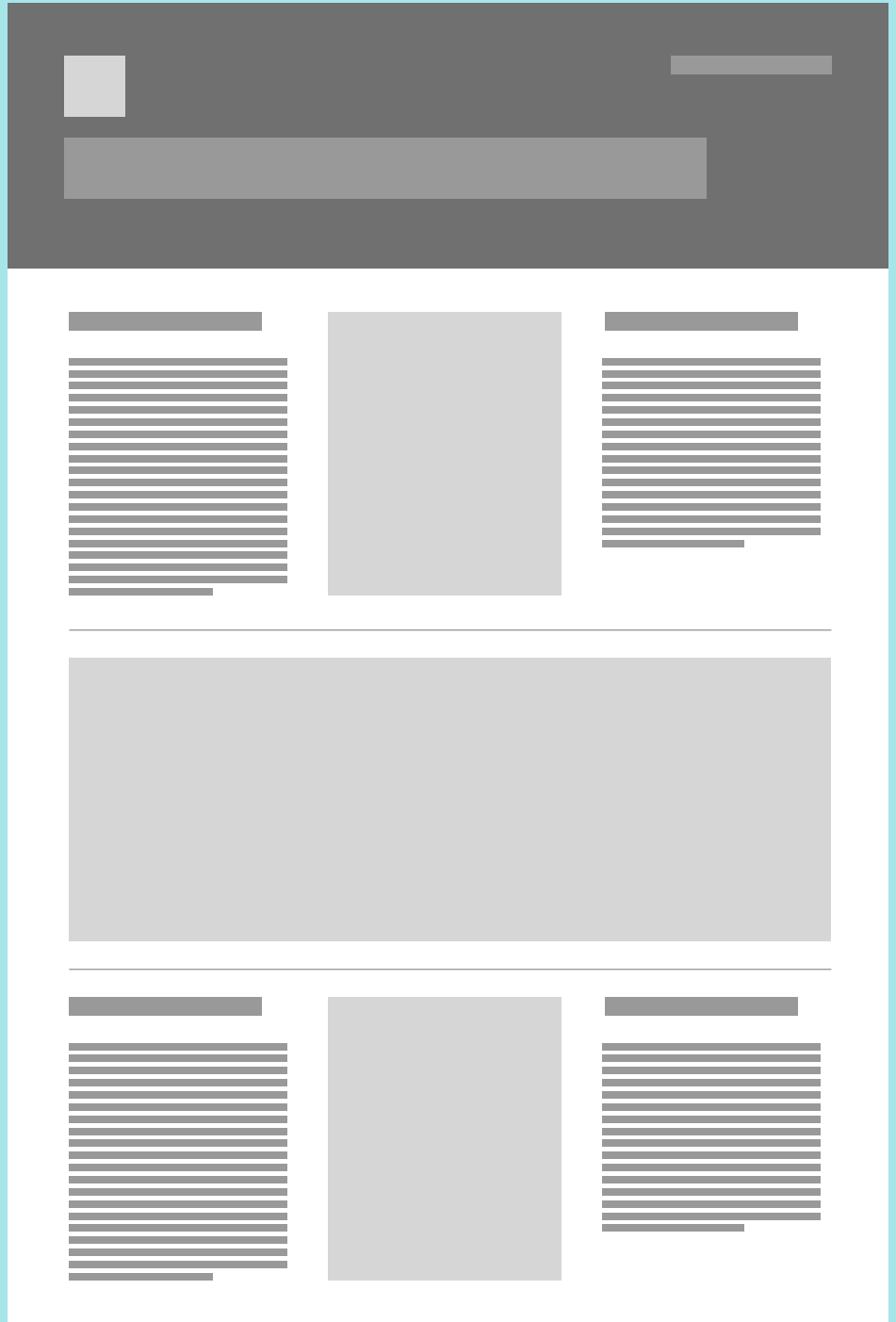
¿Cómo leemos?



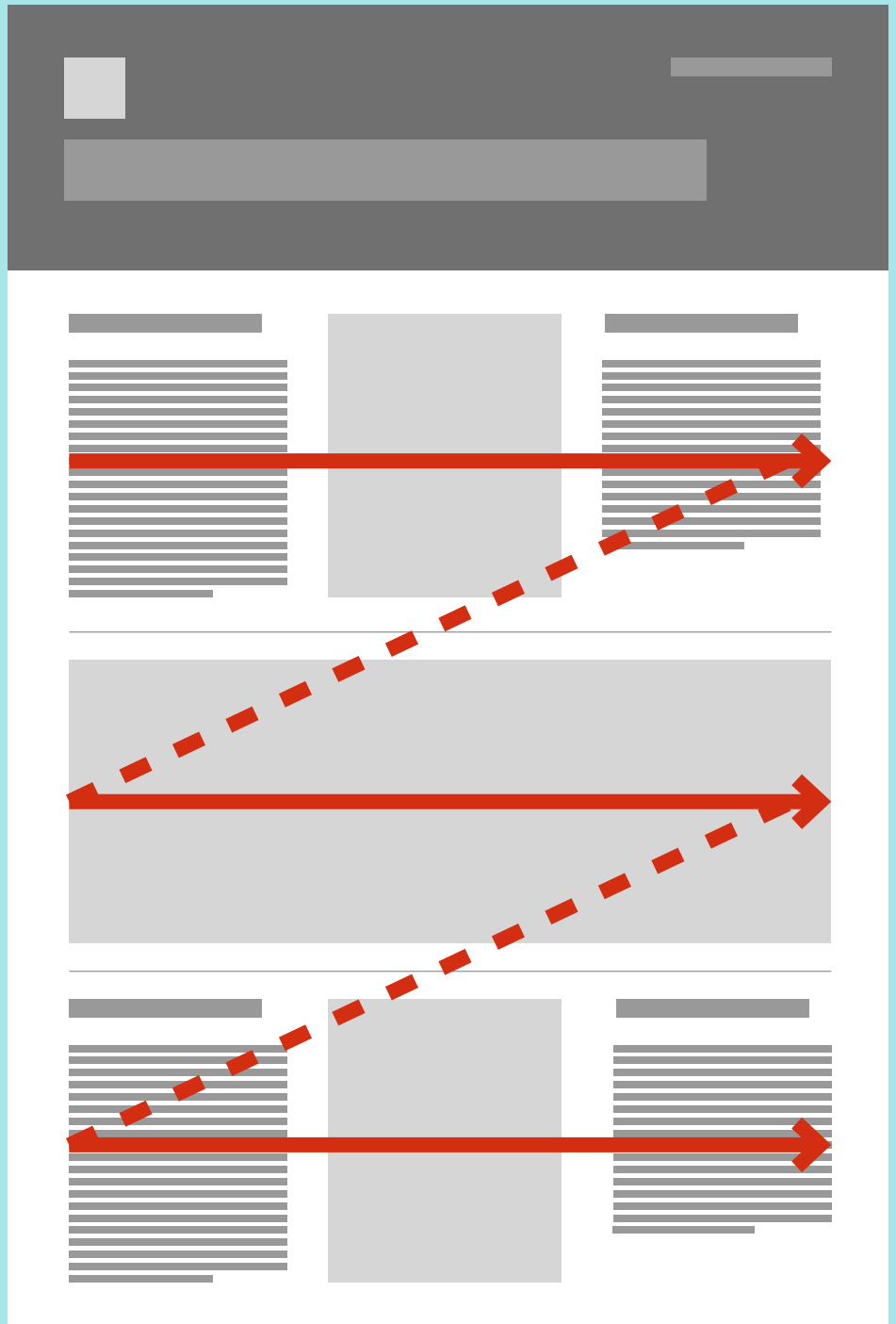
¿Cómo leemos?



¿Cómo leemos?



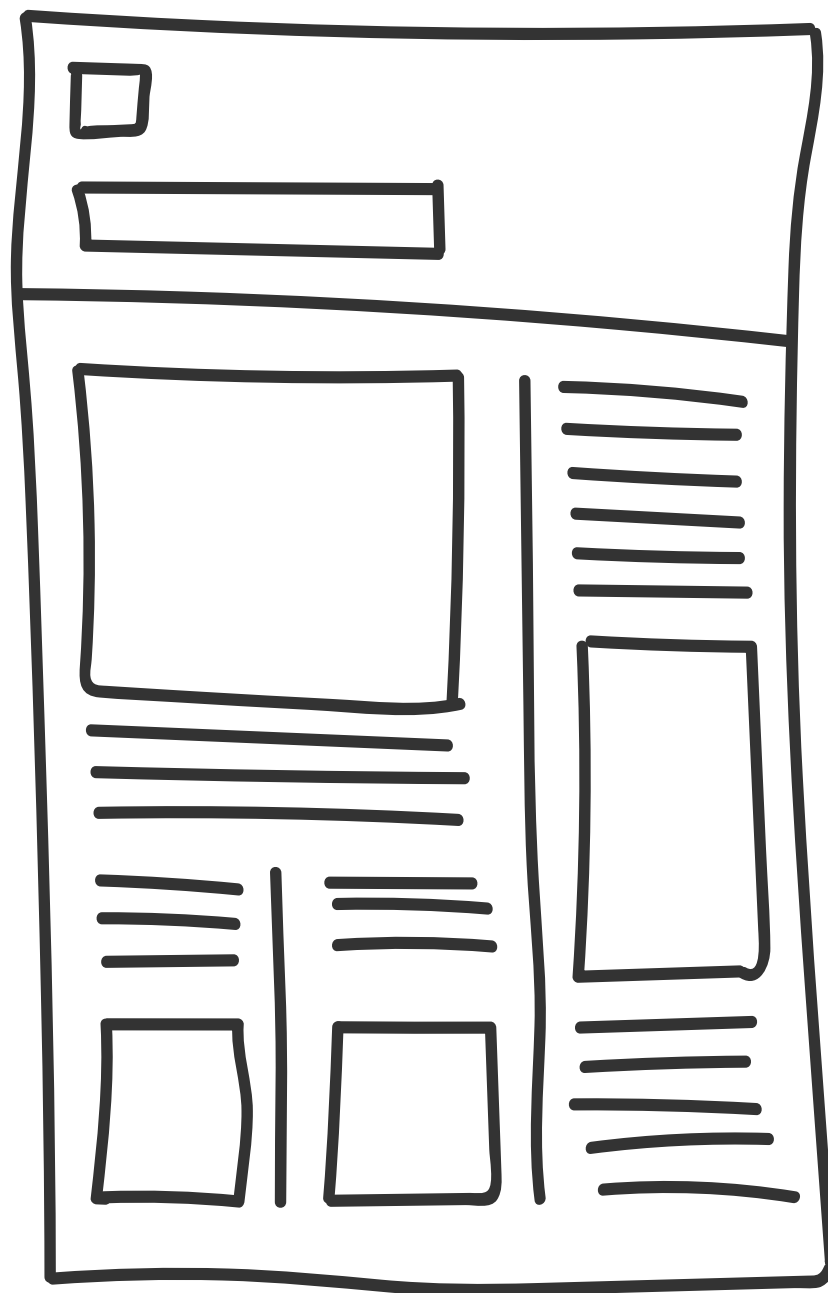
¿Cómo leemos?



2

BORRADOR

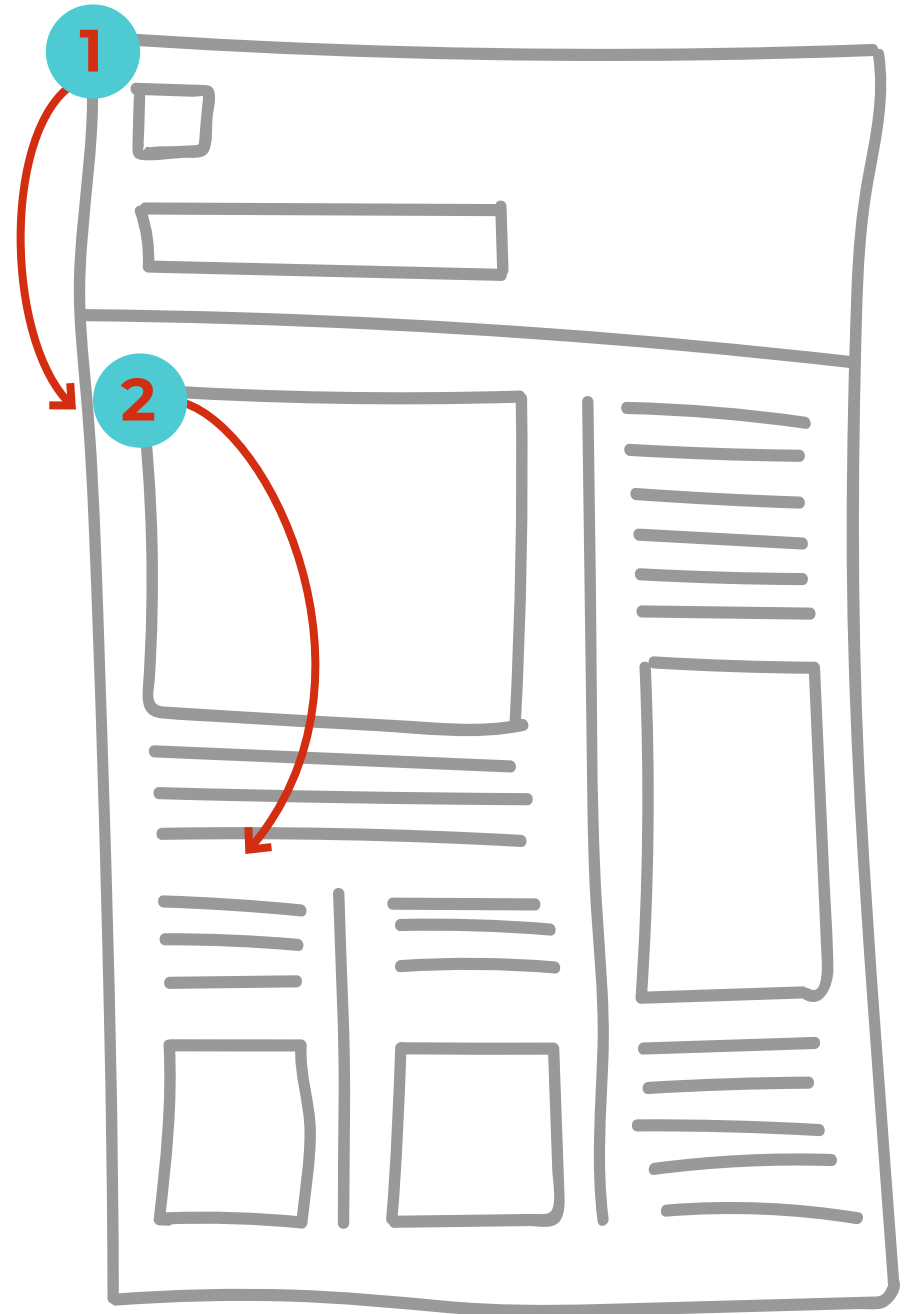
Pensar la estructura y
orden de lectura





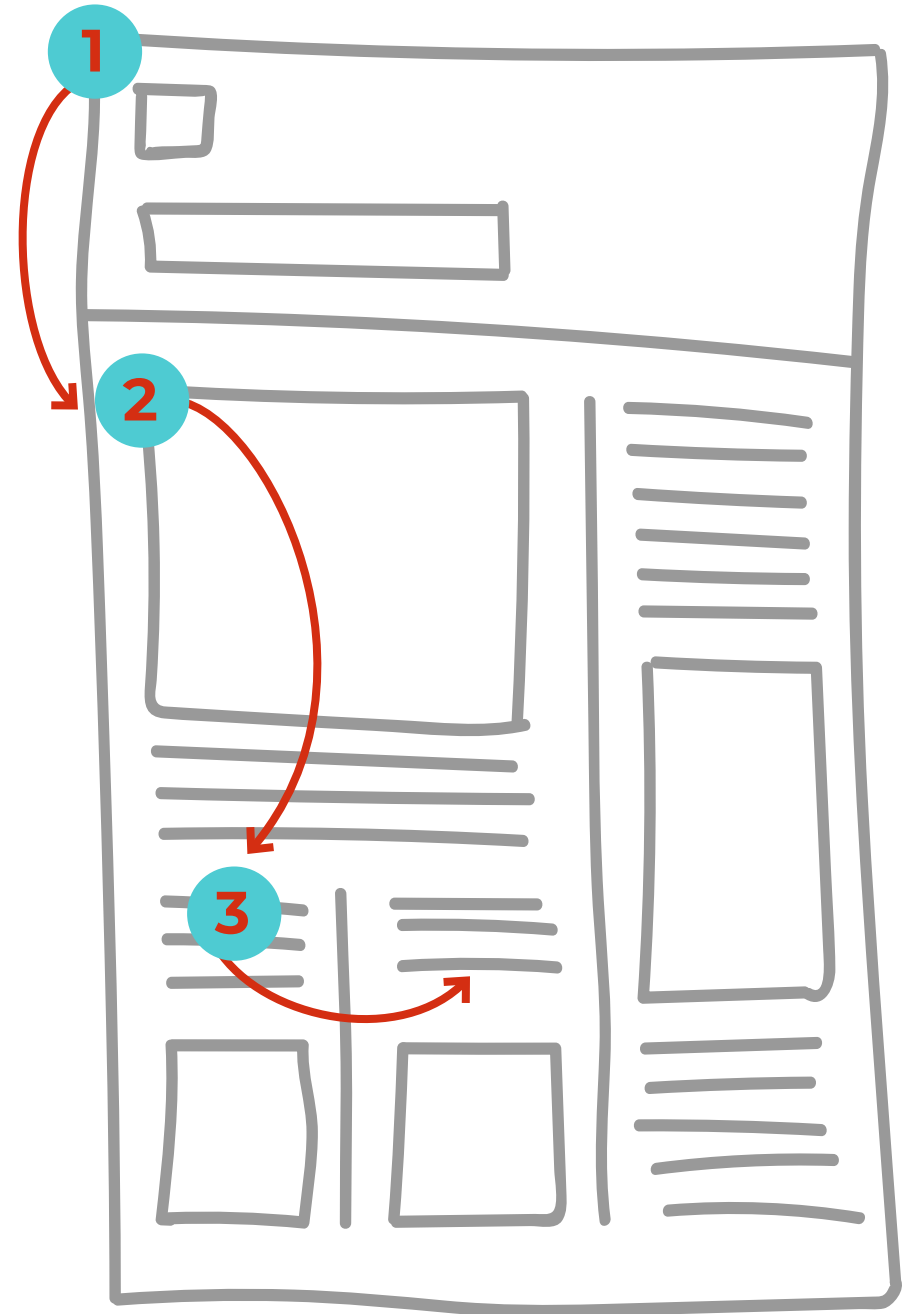
2 BORRADOR

Pensar la estructura y
orden de lectura



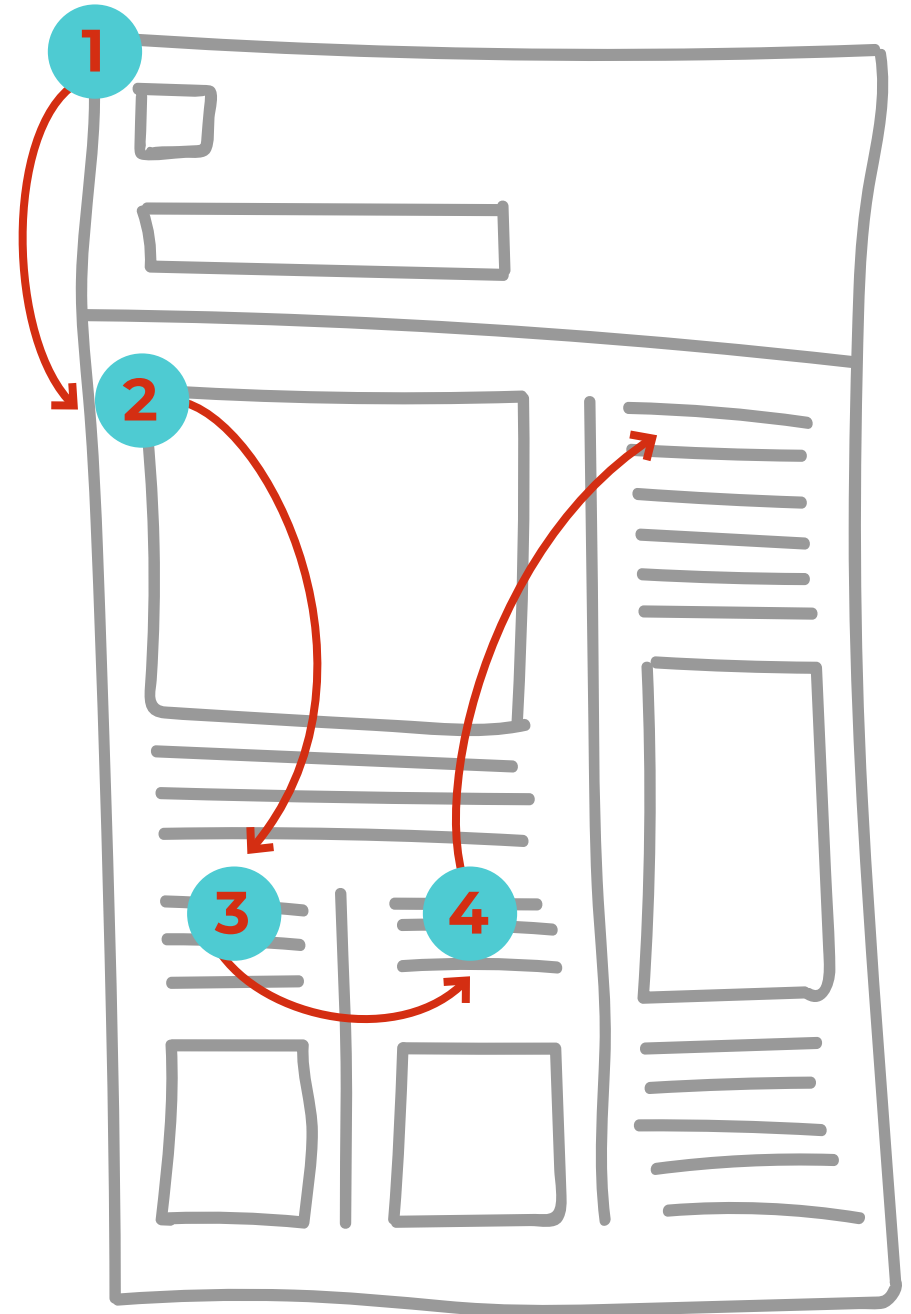
2 BORRADOR

Pensar la estructura y
orden de lectura



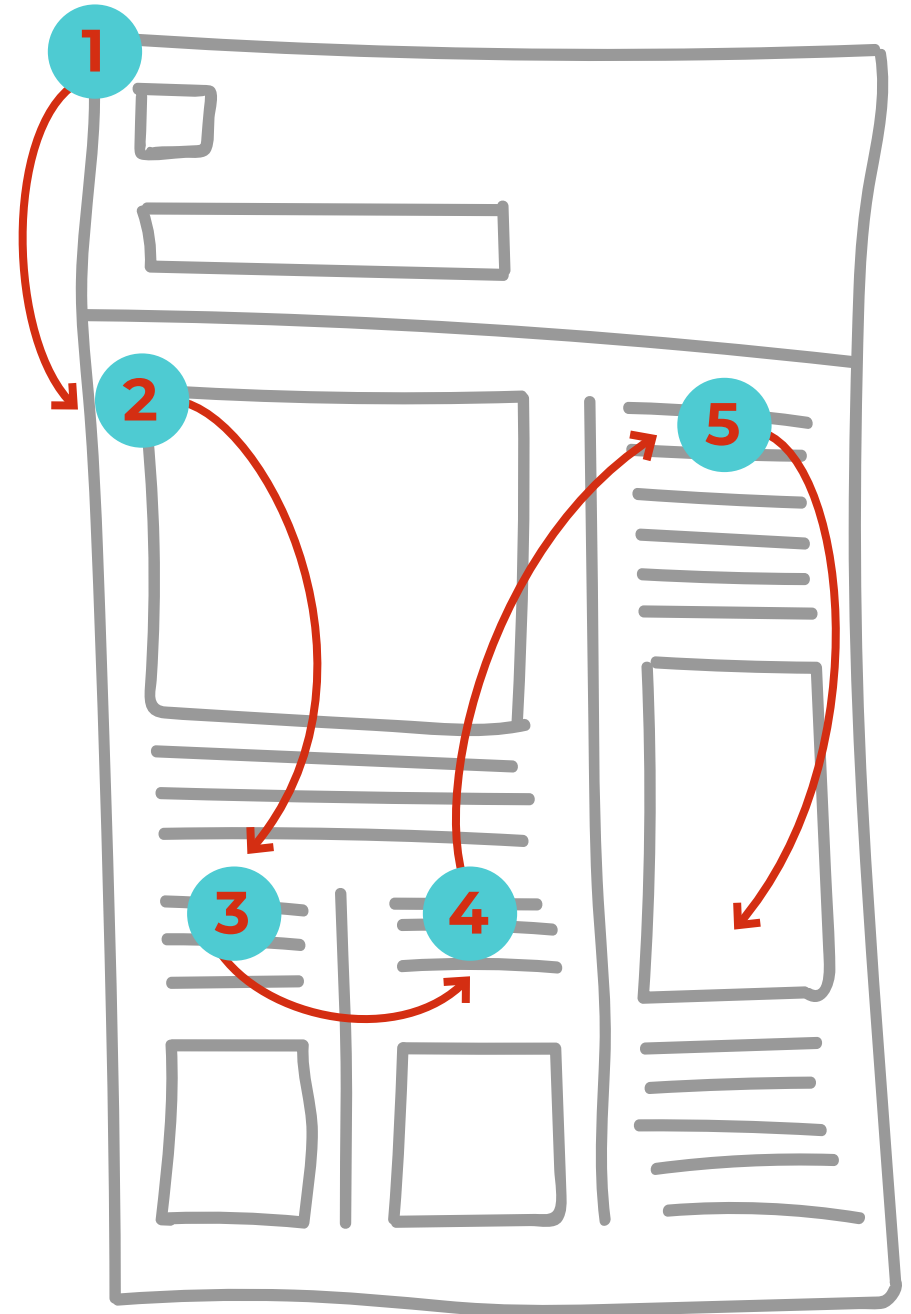
2 BORRADOR

Pensar la estructura y
orden de lectura



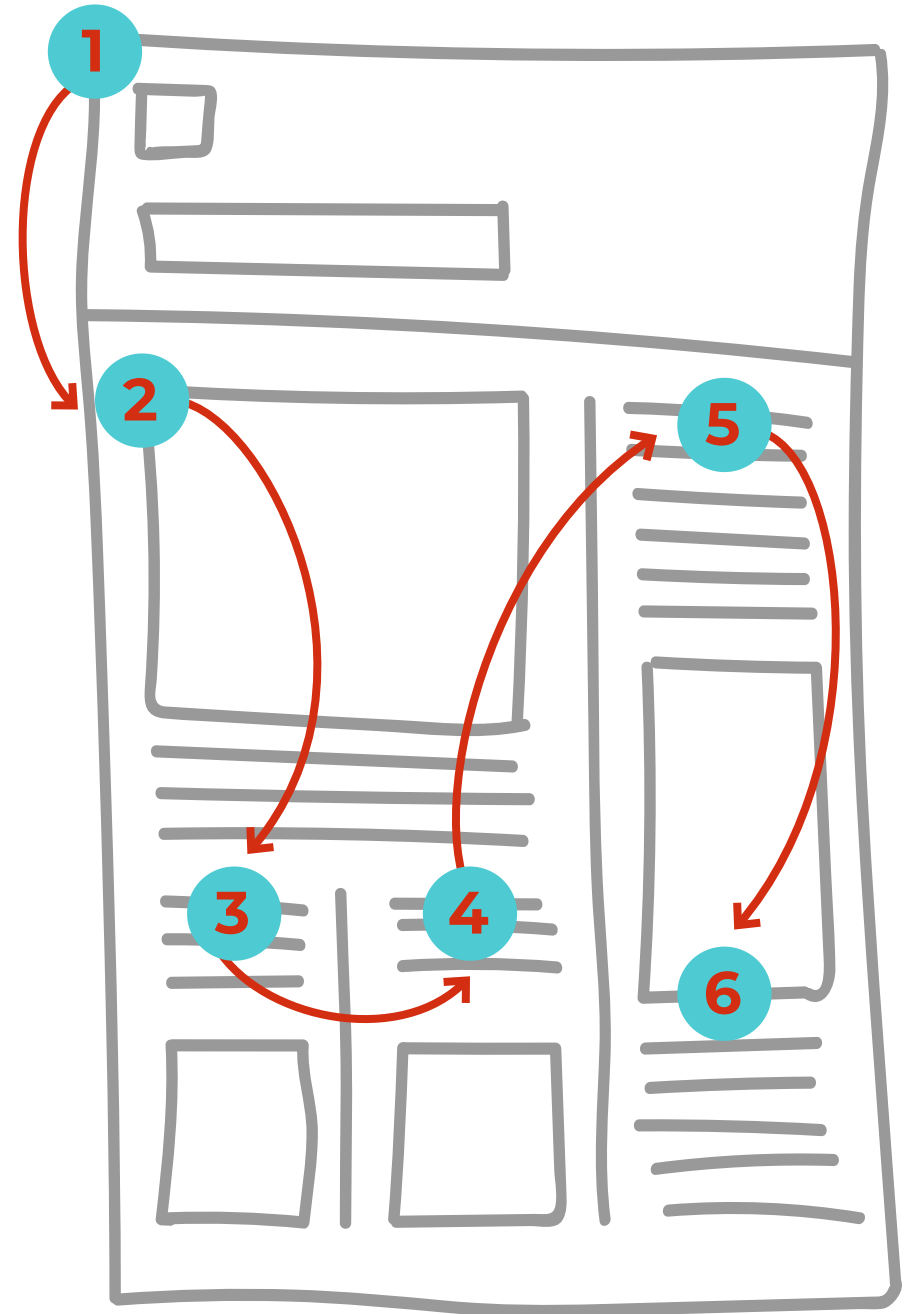
2 BORRADOR

Pensar la estructura y
orden de lectura



2 BORRADOR

Pensar la estructura y
orden de lectura

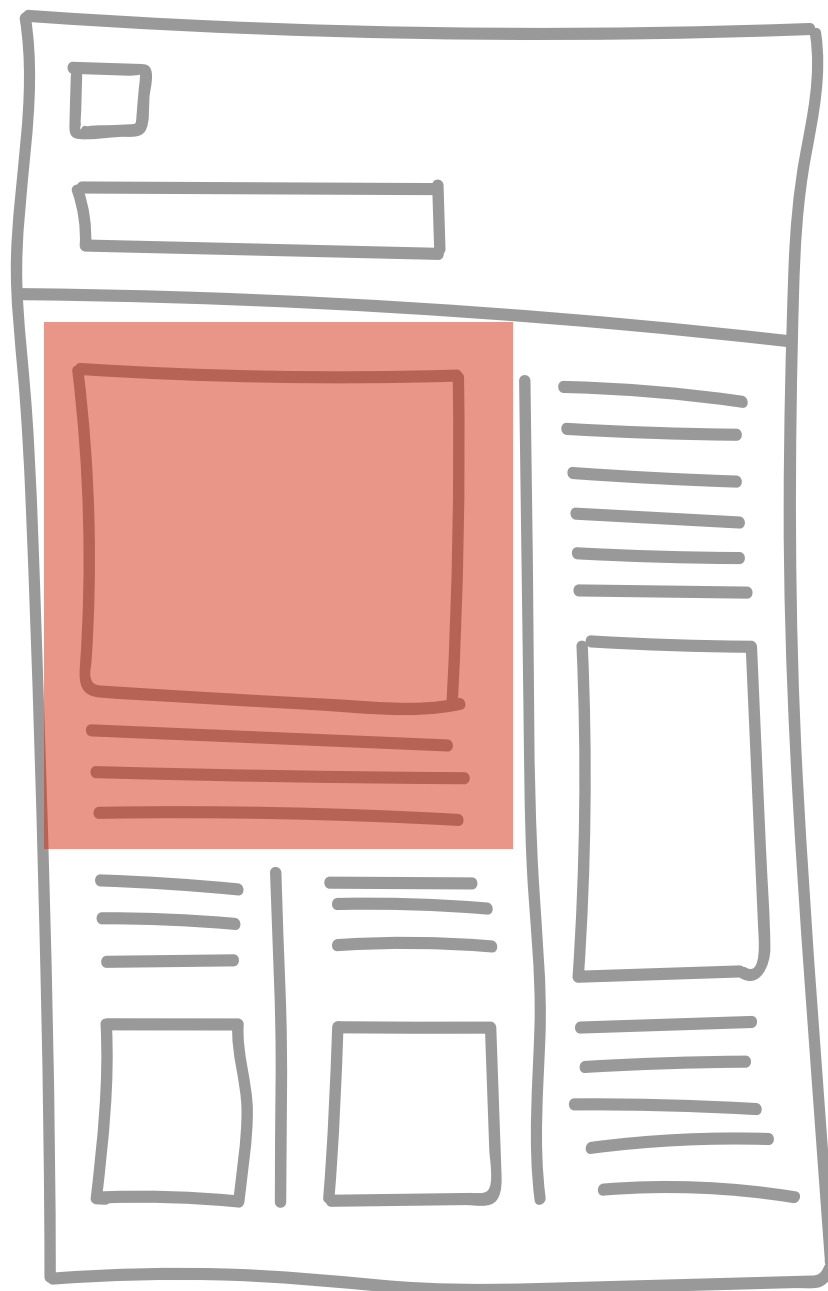


2

BORRADOR

Pensar la estructura y
orden de lectura

Jerarquía



3 DIAGRAMAR

Escoger un programa



Power Point



Illustrator



InDesign

3 DIAGRAMAR

Escoger un programa

Definir orientación y formato

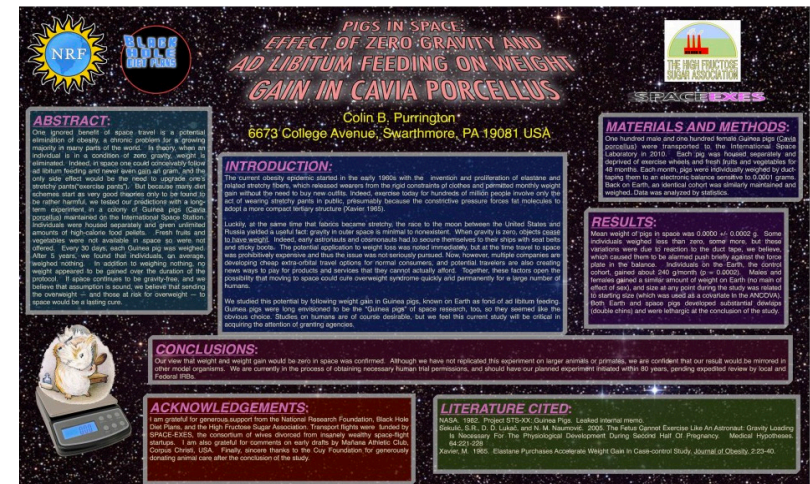


3 DIAGRAMMAR

Escoger un programa

Definir orientación y formato

Elegir un fondo adecuado

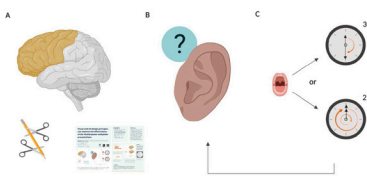


Visual and UX design principles can improve the effectiveness of Morrison's Better Poster and poster presentations

Derek B. Crowe¹, Melanie Rogala², S.P. Margolis³, Luke H. Shaw^{1,2}, David Sanchez³, Sarah Rutherford³, Amber V. Odhner³

¹ University of Rochester, Rochester, NY
² Karolinska University, Helsingborg, Sweden
³ College of The Holy Cross, Worcester, Massachusetts

Correspondence: derek_crowe@rochester.edu



(A) Plan, lay out, and draft your message. Write a brief, descriptive title. Use a layout that takes advantage of the whole poster. Prepare four versions of your poster: one short and one long, one with a large image, one with a large image and a large text area. (B) Once you have a plan, lay out your poster. Use the layout that takes advantage of the whole poster. Prepare four versions of your poster: one short and one long, one with a large image, one with a large image and a large text area. (C) Once you have a plan, lay out your poster. Use the layout that takes advantage of the whole poster. Prepare four versions of your poster: one short and one long, one with a large image, one with a large image and a large text area. (D) Once you have a plan, lay out your poster. Use the layout that takes advantage of the whole poster. Prepare four versions of your poster: one short and one long, one with a large image, one with a large image and a large text area.

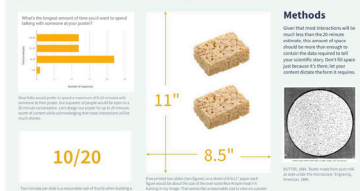
Highlights

- A well-crafted message is more important than any layout design.
- Visual design strategies can be employed to incorporate lessons from Morrison's Better Poster without sacrificing valuable poster space.
- Posters are performance arts and audience members should have a voice in their experience.
- All academic disciplines can help us approach our world with curiosity.

Summary

Morrison's better poster style encourages scientists to distill their message, a critical step in creating effective posters. Dynamic physical poster constraints are the primary mechanism employed to help users communicate their story, through this strategy, only a significant portion of the available poster space. Principles of visual design can guide users to achieve the same effective communication as Morrison without sacrificing valuable real estate, as demonstrated here in a series of better poster layouts. These designs also incorporate user experience (UX) considerations of layout, color, and visual organization during conference poster presentations. Multiple variations are offered to accommodate a wide range of preferences and use cases. Also they're just some free poster presentation ideas in a poster, you must find out what you want with them.

Let's choose a design that considers the preferences of presenters and audience members at poster sessions



Design Invitations

Designers and artists: Don't forget to consider the preferences of presenters and audience members at poster sessions. Use the white borders as modular borders to facilitate reading and navigation. Use the white borders as modular borders to facilitate reading and navigation. Use the white borders as modular borders to facilitate reading and navigation. Use the white borders as modular borders to facilitate reading and navigation.

3

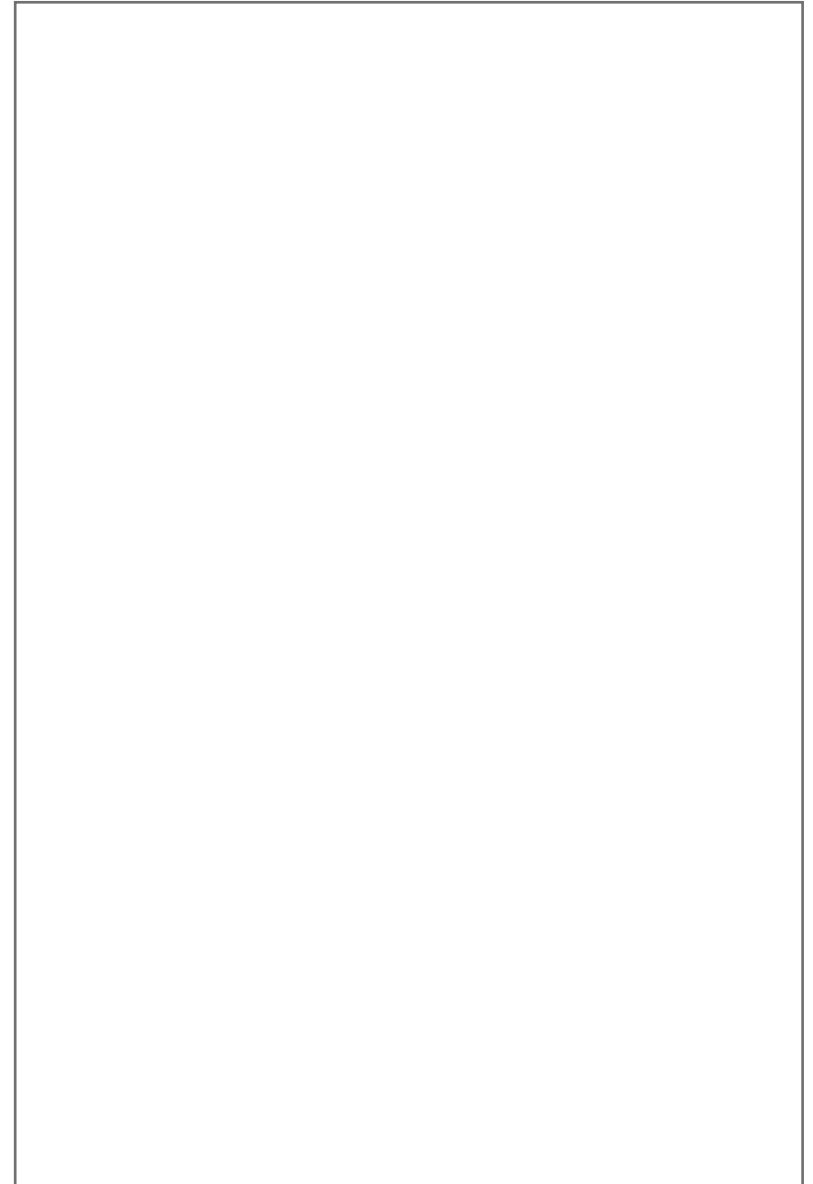
DIAGRAMAR

→ Escoger un programa

→ Definir orientación y formato

→ Elegir un fondo adecuado

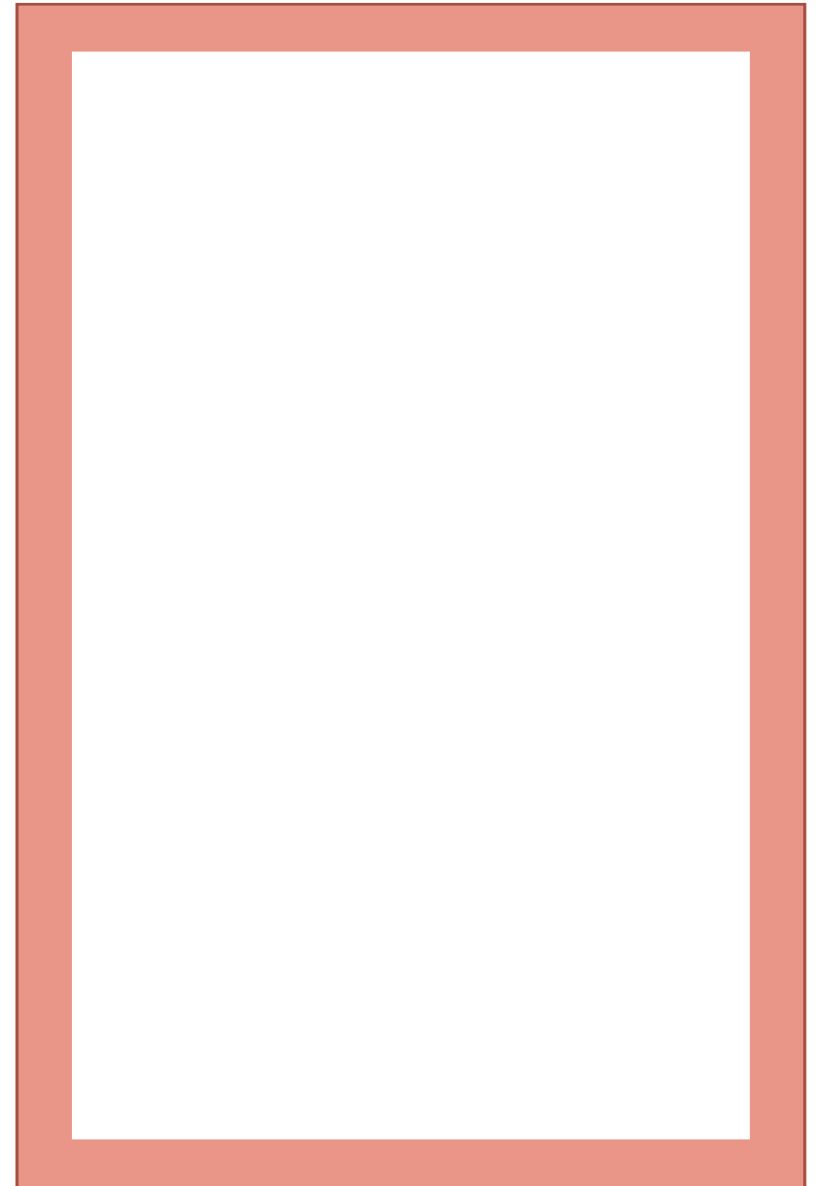
→ Definir márgenes y guías



3

DIAGRAMAR

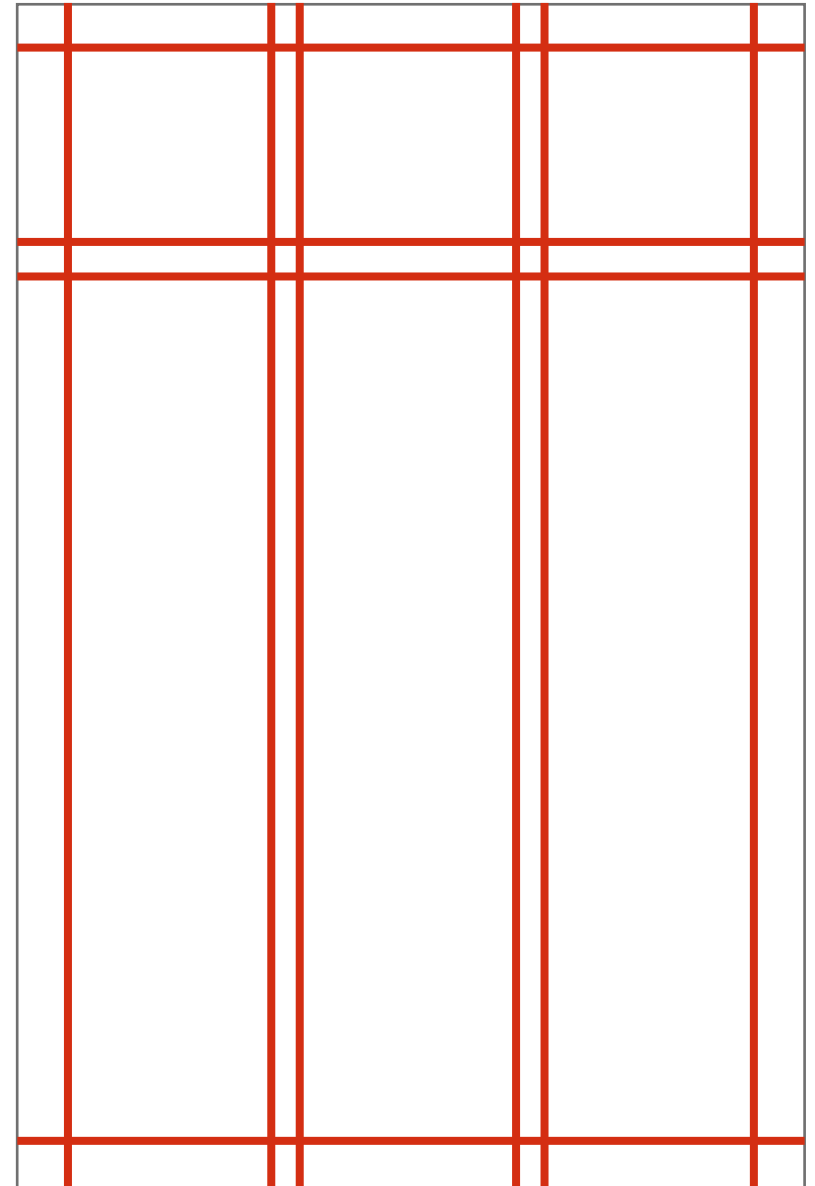
- Escoger un programa
- Definir orientación y formato
- Elegir un fondo adecuado
- Definir márgenes y guías



3

DIAGRAMAR

- Escoger un programa
- Definir orientación y formato
- Elegir un fondo adecuado
- Definir márgenes y guías



3

DIAGRAMAR

Escoger un programa

Definir orientación y formato

Elegir un fondo adecuado

Definir márgenes y guías

Diagramar imágenes y textos



4

JERARQUIZAR

Usar el tamaño de los elementos para dirigir la atención

W UNIVERSITY of WASHINGTON

First Name Last Name

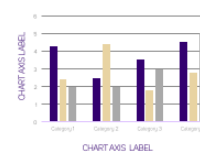
PROJECT TITLE HERE

SECTION HEADER

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CHART TITLE



SECTION HEADER

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PHOTO HERE

Photo caption here Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vel massa eu ipsum tincidunt congue sit amet ac orci. Donec.

BOX HEADER FOR YOUR QUICK FACTS

- > 2 Lorem ipsum dolor sit amet
- > 20 Lorem ipsum dolor sit amet
- > 56 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- > 76 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
- > 167 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor
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- > 56 Lorem ipsum dolor sit amet, consectetur adipiscing elit.
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SECTION HEADER

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CHART TITLE



SECTION HEADER

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SECTION HEADER

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4 JERARQUIZAR

Usar color para destacar ciertos elementos

> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis vel massa eu ipsum tincidunt congue sit amet ac orci. Donec vulputate condimentum

4

JERARQUIZAR

Usar el tamaño de los elementos para dirigir la atención

Usar color para destacar ciertos elementos

Niveles de información

W UNIVERSITY of WASHINGTON

First Name Last Name

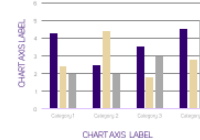
PROJECT TITLE HERE

SECTION HEADER

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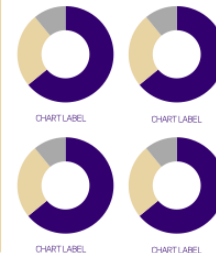
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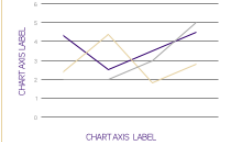


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4

JERARQUIZAR

Usar el tamaño de los elementos para dirigir la atención

Usar color para destacar ciertos elementos

Niveles de información

W UNIVERSITY of WASHINGTON

First Name Last Name

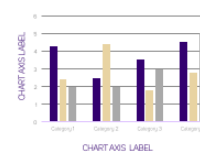
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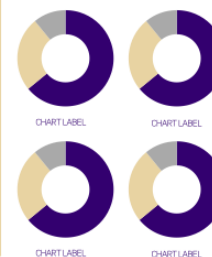
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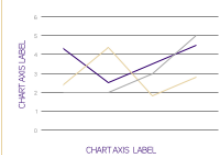


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4 JERARQUIZAR

Usar color para destacar ciertos elementos

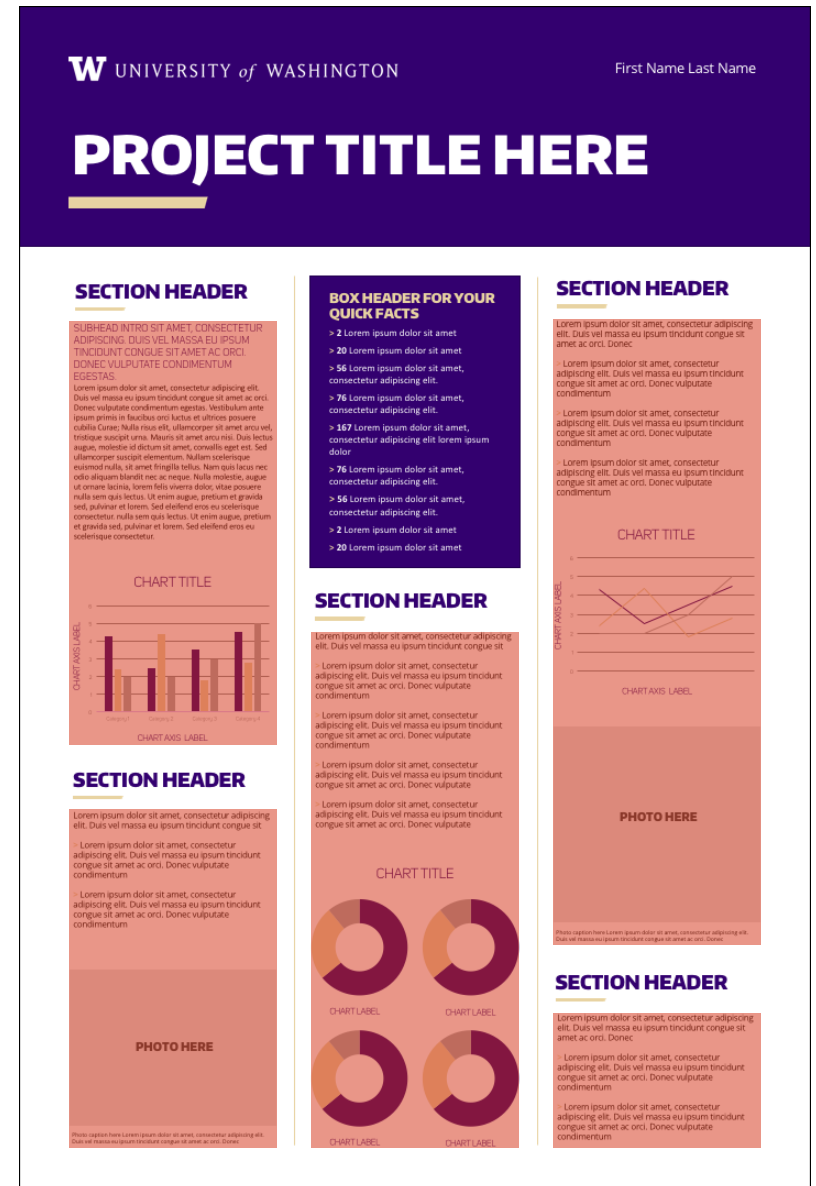
Niveles de información



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Usar color para destacar ciertos elementos

Niveles de información



4

JERARQUIZAR

Usar el tamaño de los elementos para dirigir la atención

Usar color para destacar ciertos elementos

Niveles de información

Blancos para dar balance, fluidez y foco



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JERARQUIZAR

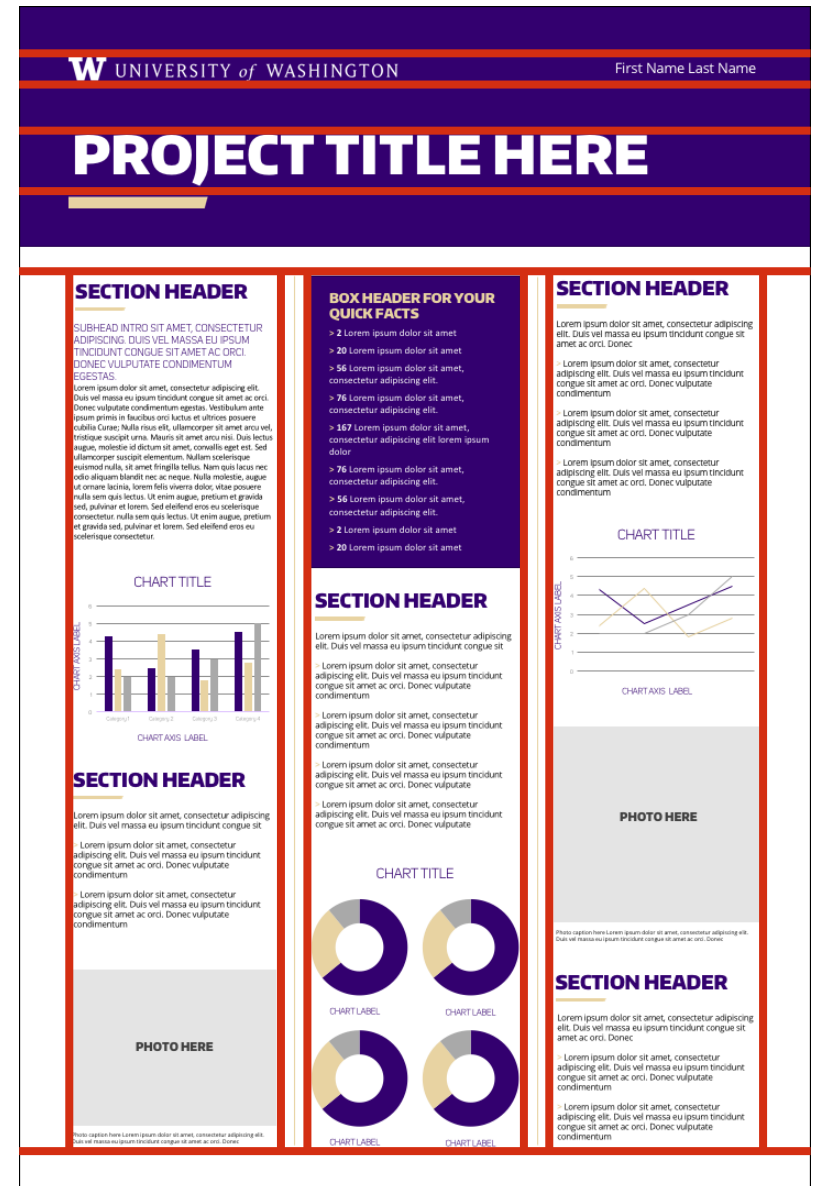
Usar el tamaño de los elementos para dirigir la atención

Usar color para destacar ciertos elementos

Niveles de información

Blancos para dar balance, fluidez y foco

Alinear



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JERARQUIZAR

Usar el tamaño de los elementos para dirigir la atención

Usar color para destacar ciertos elementos

Niveles de información

Blancos para dar balance, fluidez y foco

Alinear

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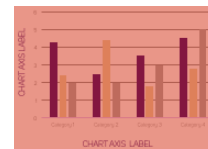
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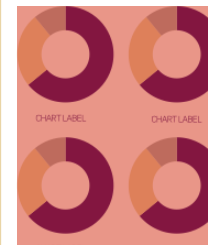
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TEXTOS

Niveles de información

Párrafos breves, punteos y secciones definidas

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TEXTOS

→ Niveles de información

→ Párrafos breves, punteos y secciones definidas

→ Cuidado con los párrafos justificados

→ Orientación del texto

Título

Título

5

TEXTOS

→ Niveles de información

→ Párrafos breves, punteos y secciones definidas

→ Cuidado con los párrafos justificados

→ Orientación del texto

→ Uso de mayúsculas

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CONTACTO

Paulette Filla
pfilla@dcc.uchile.cl