Schokkende beelden: De deplorabele toestand van grafische vormgeving in de wetenschap

Judith van Stegeren

Meteoriet Design













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Functional Languages



- Used mainly by academics and researchers
- Programming in a formal mathematical style using pure functions
 - Lisp, Python, (Ca)ML, F#, Miranda, Haskell, Clean
- ▶ Basic idea: declarative style of programming Focus on what should be done, let the compiler decide how to do it
- Advantages
 - Functions are very flexible tools for making abstractions
 - Self contained building blocks out of which new ones can be composed
 - Strong type system: compositions are type safe
 - Based on well-understood mathematical framework: λ -calculus
 - Reasoning can be done with classical mathematics (substitution,
 - induction)
- Disadvantages
- - Other way of thinking (help! no assignments!)

■ Imperative style cannot always be avoided

Walls of text (at least over 9000 words per slide)

Everything is a bullet point

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Fancy department logo with embossed effects, designed by a PhD student in 1993

Powerpoint background from the 90s

- Lecture 1: introduction

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Functional Languages



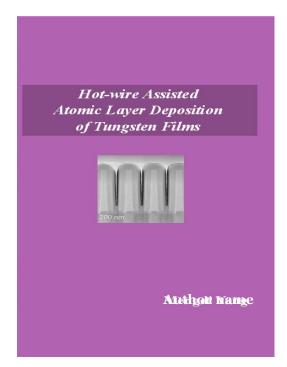
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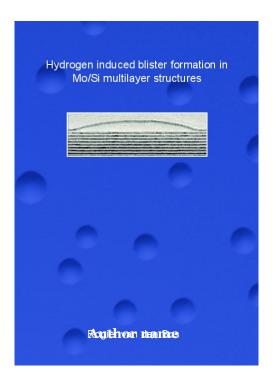
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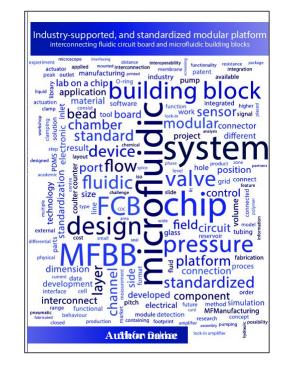
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Academia aesthetic







3 dissertations from a Dutch university, printed in 2018



2. Poster content and format

- The poster should not contain too many text elements: don't overload your poster with text. Avoid for instance to simply present large copies of your original paper.
- Pictures, photographs, figures, graphics, workflow diagrams etc. are usually easier and more pleasant to look at, rather than long text blocks.
- · Indicate at least the key words or the strongest messages, regarding :
 - The context and the objectives of your work
 - The approach or followed methodology
 - o The major results and conclusions
 - Future perspective
- Strictly commercial matters should absolutely be excluded but don't hesitate to clearly mention calls for future collaboration or needed partnership, if relevant.
- It is advised to write the number of your paper on your poster. This will be very helpful for other people to find more details about your work by looking at your paper in the conference proceedings.
- It is mandatory to use the CIRED 2019 poster template (http://www.cired2019.org/page/authors) to prepare your poster. It is formatted for easy printing in A0 format. All presenters have to bring their printed copy of their poster in Madrid (even if they send the E-poster file). The printed poster must be 1 page.

3. Poster board

- A display board in portrait format will be provided. It is strongly recommended to limit the usable surface to 841X1189 mm (standard A0 format). Using several A4 sheets on poster board will not be allowed.
- The organisation will equip it with the identification reference number of your paper (the reference you got when submitting your abstract online and as it appears in the programme).

Source: CIRED2019 Poster guidelines



How to Create a Research Poster: Poster Basics

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Poster Basics Design Tips

Logos & Images

Printing

What is a Research Poster?

Posters are widely used in the academic community, and most conferences include poster presentations in their program.

Research posters summarize information or research concisely and attractively to help publicize it and generate discussion.

The poster is usually a mixture of a brief text mixed with tables, graphs, pictures, and other presentation formats. At a conference, the researcher stands by the poster display while other participants can come and view the presentation and interact with the author.

What makes a good poster?

- Important information should be readable from about 10 feet away
- · Title is short and draws interest
- · Word count of about 300 to 800 words
- · Text is clear and to the point
- Use of bullets, numbering, and headlines make it easy to read
- · Effective use of graphics, color and fonts
- Consistent and clean layout
- Includes acknowledgments, your name and institutional affiliation

Where do I begin?

Answer these three questions:

- 1. What is the most important/interesting/astounding finding from my research project?
- 2. How can I visually share my research with conference attendees? Should I use charts, graphs, photos, images?
- 3. What kind of information can I convey during my talk that will complement my poster?

What software can I use to make a poster?

PowerPoint: A popular, easy-to-use option. It is part of Microsoft Office package and is available on the library computers in rooms LC337 and LC336. (Advice for creating a poster with PowerPoint).

Adobe Illustrator, Photoshop and InDesign: Feature-rich professional software that is good for posters including lots of high-resolution images, but they are more complex and expensive.

Open Source Alternatives: OpenOffice in the free alternative to MS Office (Impress is its PowerPoint alternative). Inkscape and Gimp are alternatives to Adobe products. For charts and diagrams try Gliffy or Lovely Charts. A complete list of free graphics software.

A sample of a poorly designed poster

O*-Benzylguanine Inhibits Tamoxifen Resistant Breast Cancer Cell Growth
and Resemitizes Breast Cancer Cells to Anti-Estrogen Therapy

Source:



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Source: NYU.edu



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A sample of a well designed poster



Image credit: Poster Session Tips by mousejockey@psu.edu, via Penn State

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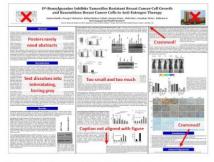


Image Credit: Critique by Better Posters

Horrendous (but representative for the majority of scientific posters)

Source: NYU.edu



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Borderline acceptable

A sample of a well designed poster



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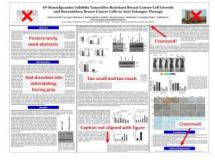


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Horrendous (but representative for the majority of scientific posters)

Image credit: Poster Session Tips by mousejockey@psu.edu, via Penn State

Source: NYU.edu

Last Updated: Jan 2, 2020 9:30 AM URL: https://guides.nyu.edu/posters Print Author Log-in Report a problem.

Accessibility



- Planning
- Layout
- Fonts
- Color
- Images
- Resources



Designing Communications for a Poster Fair

A poster session is a good opportunity to present yourself and your research in a favorable light, make contacts, and get useful feedback. There will be considerable competition for the audience's time; you'll need to capture their attention

Source: psu.edu

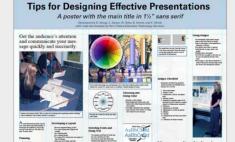
http://writing.colostate.edu/guides/speaking/poster/

Writing Guides/Overview of Poster Sessions by the Writing Center, Colorado State University

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Design guidelines last updated in

2005

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Writing Guides/Overview of Poster Sessions by the Writing enter, Colorado State University

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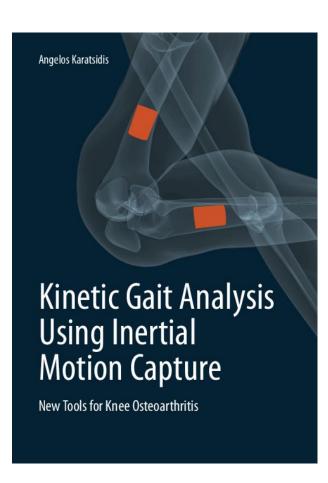


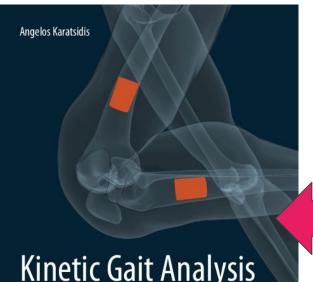




So how are we going to fix this?







Kinetic Gait Analysis Using Inertial Motion Capture

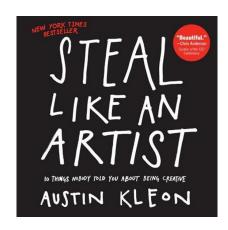
New Tools for Knee Osteoarthritis

Justin Zobel

Writing for Computer Science

Third Edition



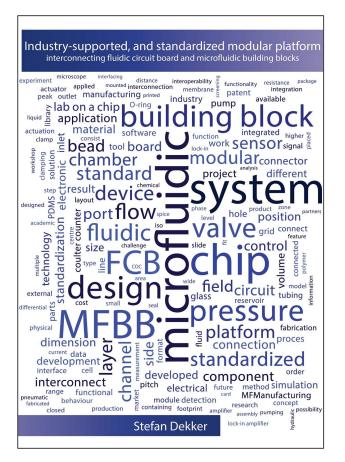






Hiroshige, 1857

Van Gogh, 1887



Electrographic signatures of postanoxic brain injury

























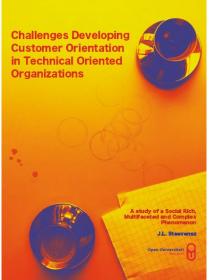


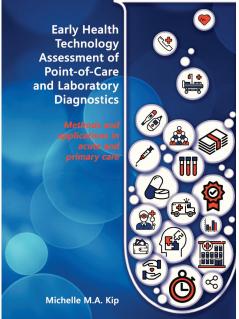


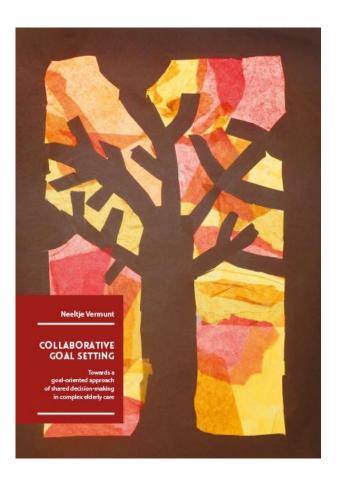


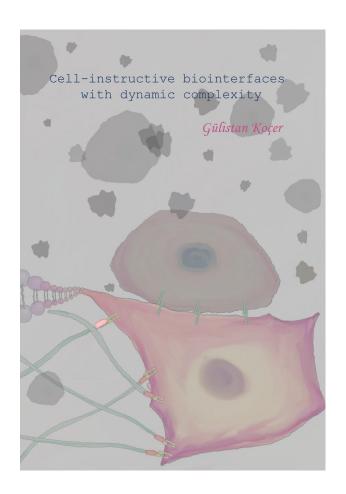


Barry Ruijter









Hypersonic Poration of Membranes:
From Triggered Release and
Encapsulation to Drug Delivery

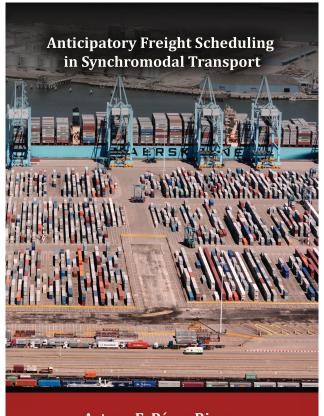


CAUSAL MODELS FOR WELL-BEING

Knowledge Modeling, Model-Driven Development of Context-Aware Applications, and Behavior Prediction



Steven Bosems



Arturo E. Pérez Rivera

