

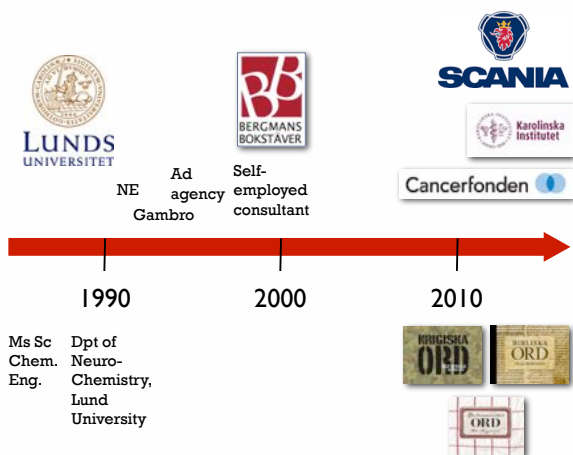
The poster – a visual tool for information transfer

Lund, 11 November, 2018

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M.Sc. Chemical Engineering

“Communications Consultant,
Public Speaker & Professional
Writer with a passion for
people, science, language &
history.”



3 weaknesses of scientific communication

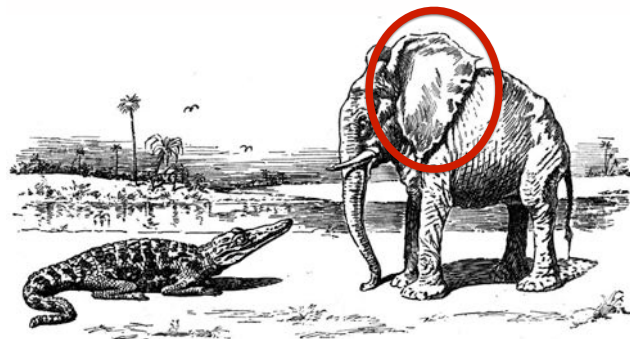
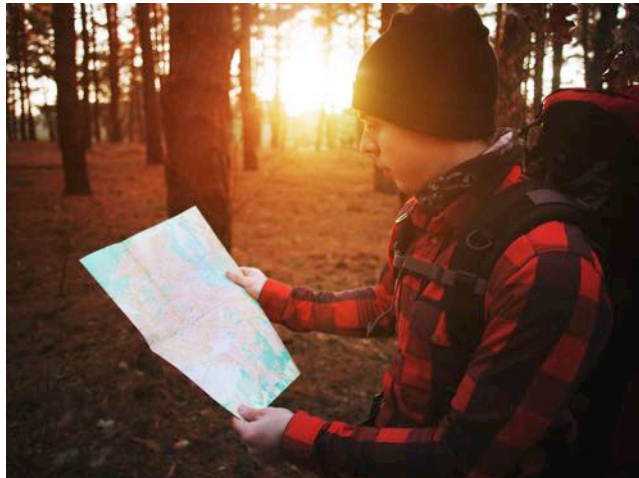
1. Poor emotional engagement.
2. Strong, yet dysfunctional conventions.
3. Widespread DIY culture.

DON'T BE BORING

PP

Basic principles of communication

§ why rhetoric is still relevant in AD 2015



1 Define your task.

- ▶ Transfer information?
- ▶ Create understanding?
- ▶ Convince opponent?
- ▶ Sell an idea or a product?
- ▶ Influence decisions?
- ▶ CHANGE THE WORLD!!

What ...

- ▶ ... do they know?
- ▶ ... do they want?
- ▶ ... do they need?
- ▶ ... motivates them?

Microsoft®

WHERE DO YOU WANT TO GO TODAY?™

2 Analyze your target group.



Australopithecus afarensis

HOMEOSTASIS
SECURITY
HIERARCHY
REPRODUCTION

What ...

- ▶ ... do they think they know?
- ▶ ... do they want to be?
- ▶ ... makes them feel insecure?
- ▶ ... boosts their ego?

Exercise 1



Know yourself.
3

*"To thine own
self be true"*

Hamlet Act 1, scene 3

SWOT



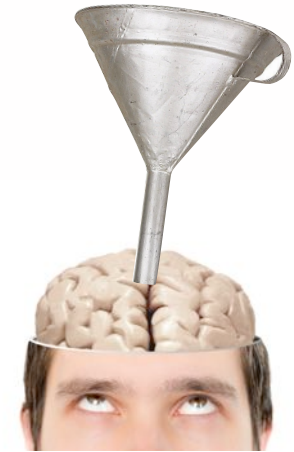
Flyswatter



I-SWOT-er

Passion

Understand
the limitations
at hand.

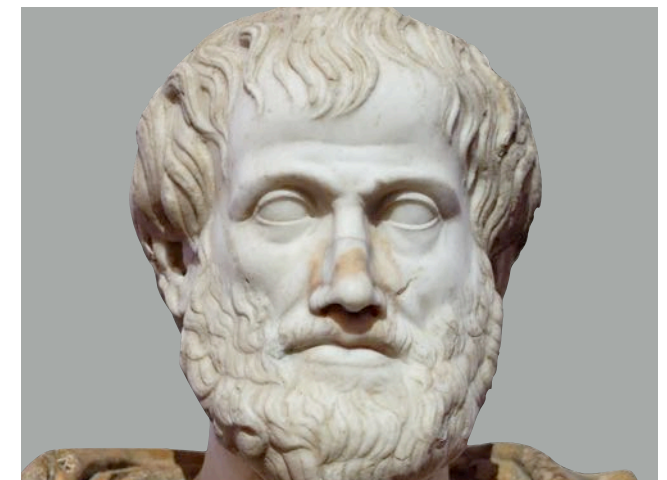


Seek inspiration
in all types of
communication.



- ▶ *Exordium*
- ▶ *Narratio*
- ▶ *Propositio*
- ▶ *Probatio*
- ▶ *Refutatio*
- ▶ *Peroratio*
- ▶ *Introduction*
- ▶ *Background*
- ▶ *Thesis*
- ▶ *Proof*
- ▶ *Refutation*
- ▶ *Conclusion*

- ▶ Title
- ▶ (Abstract)
- ▶ Introduction
- ▶ Materials & Methods
- ▶ Results
- ▶ Conclusions
- ▶ References
- ▶ Acknowledgements



ETHOS
PATHOS
LOGOS

ETHOS

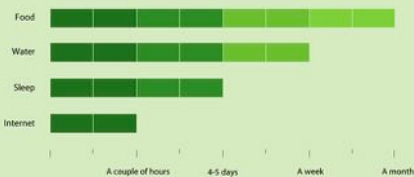
PATHOS

LOGOS

Exercise 2



HOW LONG A HUMAN CAN LIVE WITHOUT...



HOW TO
SURVIVE A
MID-LIFE CRISIS.
WITH DIGNITY.



The ferociously quick, incredibly elegant Volvo 740 Turbo. Drive one and the only thing
you're likely to confess is the other gas.
THE VOLVO 740 TURBO.

Marketing

Attention

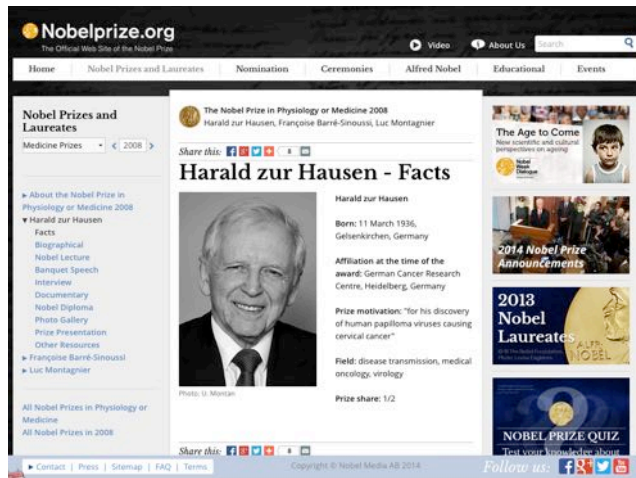
Interest

Desire

Action



Storytelling



Journalism



The inverted pyramid

Really interesting stuff

Not so
interesting
stuff

► What? ► Who?

► When? ► Why?

► Where? ► How?

DRAMA FICTION WRITING
STAND-UP COMEDY
MANUALS MUSIC
ANIMATION SOCIAL MEDIA
COMICS

Exercise 3



1. Define your task.
2. Analyze your target group.
3. Know yourself
4. Understand the limitations at hand.
5. Seek inspiration in all types of communication.

Research posters

1. PURPOSE

2. ENVIRONMENT

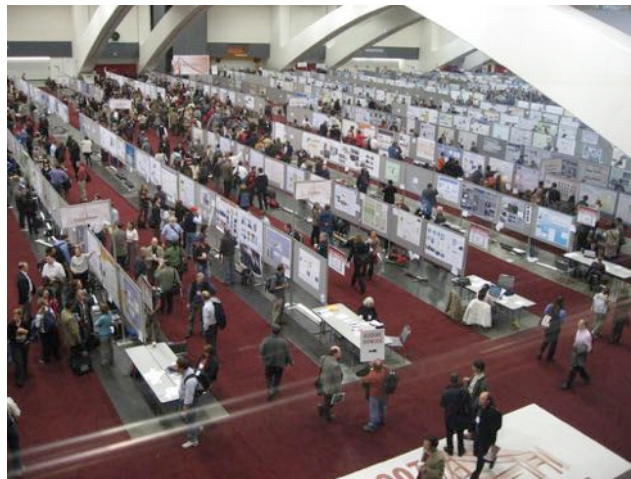


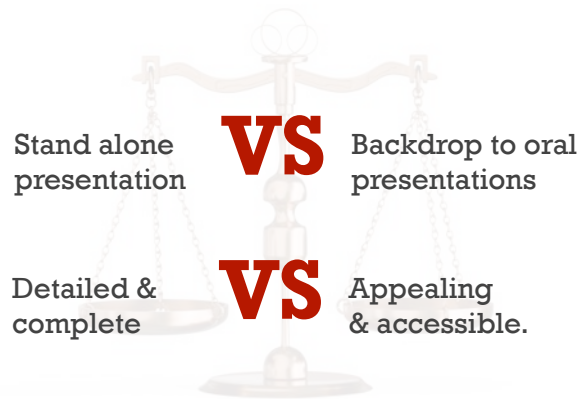
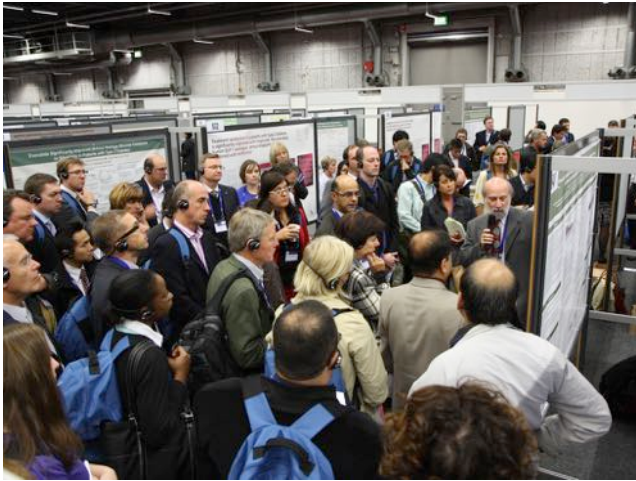
Why attend a scientific meeting?

- ▶ Educate yourself.
- ▶ Set your benchmarks.
- ▶ Get new ideas.
- ▶ Get feedback on preliminary results.
- ▶ Market your research and your group.
- ▶ Network.

“The primary purpose of presenting a poster is to complement yourself as you network with other scientists.”

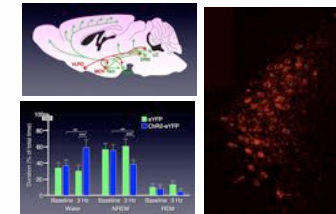
Matt Carter: *Designing Science Presentations*





INTELLECTUAL
PREPARATION
PHASE

The stars of the show



The data displays!

An illustrated
ABSTRACT



BASIC
DESIGN
PHASE

Write a
working title

Exercise 7



Decide a
logical order.

Write brief text
for the different
components.

Start designing!
(Ppt or InDesign)

Think
BIG

Add more text ...
but keep it
concise!

Let the
content breathe!

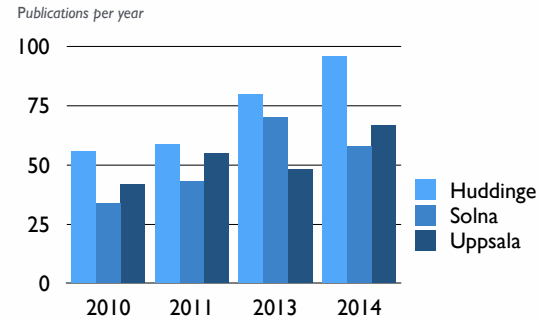
Don't be
too creative!

data/ink ratio



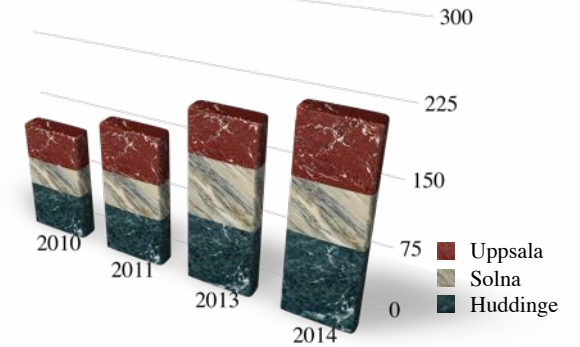
Work on
the title.

Huddinge produces most
publications four years in a row



Remove stuff.

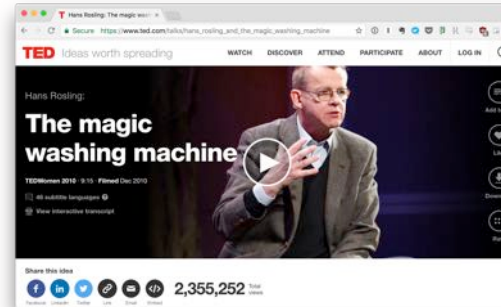
Data 2010–2014



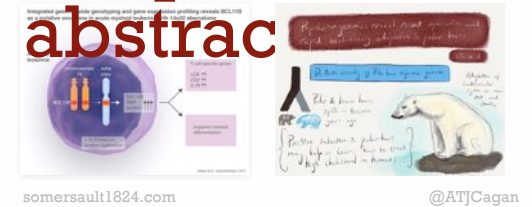
IMPROVEMENT
PHASE

Increase the
data/ink ratio
in the visuals.

Prepare
your verbal
explanations.



Graphical abstrac



somersault1824.com

@ATJCagan



Scientists ↔ Scientists
Science Teachers → Students

Scientists Officials
Students Scientists Politicians
PhD students Healthcare
Corporations NGOs
Science Science
Entrepreneurs Teachers
Influencers



crastina.se