Less is best: Effective poster design & data visualization

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Poster Design

When designing your poster, remember less is best! Give the most important info prime real estate (*ahem* random data vis), and organize your info in a logical flow. Use section headings to guide the viewer. And use colour strategically – to denote categories or highlight important info. But don’t overdo it (rainbow puke = no no).

Design Tips & Tricks

- Font sizes: 90-150 for title; 50-72 for headings; >=32 for body text
- Dark text on a light background is easiest to read
- Choose colours with high contrast & colour combos that are colourblind-friendly
- Word count: 500-800 words
- White space is your friend
- Use informative labels and captions

Random Data Vis!

PRINCIPLES OF DATA VISUALIZATION

- Do use objects and attributes appropriately to denote relationships
- Don’t make anything 3D or use pie charts if you can avoid it
- Do use pre-attentive attributes to your advantage
  - Encoding categorical items? Use SHAPE and hue
  - Encoding quantitative values? Length and 2D position are best, but width and size will also work
- Don’t clutter your viz with extraneous labels, colours, design, etc.
- Do adhere to the data: ink ratio! a.k.a “data looks better naked”

Tools & Resources

- Poster templates: http://colinpurrington.com/tips/poster-design#templates
- Tableau Public: https://public.tableau.com/s/
- ColorBrewer: http://colorbrewer2.org/
- NounProject: https://thenounproject.com/
- Poster and lesson originally designed by Ebony Magnus

References