



# Visual Communication & Design

## Tips for Creating an Effective Poster

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Hamilton College

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### Why a Poster?

- Presentation Format & Function
- Communication Tool
- Information
- Audience

### Audience

- Who and Where?
- 3 seconds
- 30 seconds
- 2-5 minutes
- Targeted presentations

### Planning

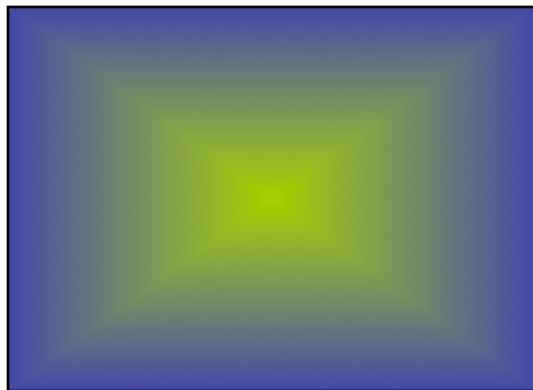
- Research & Synthesis
- Visual flow
  - Left to right, top to bottom
  - columns
- Portrait vs. Landscape
- Image vs. Text
  - **VISUAL** communication tool
- Distilling Information
  - “Less is more.”
  - “When in doubt, leave it out.”



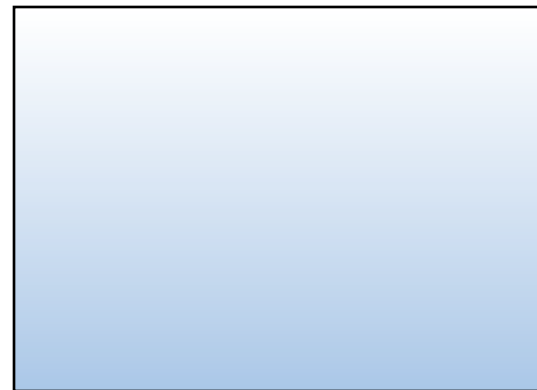
### Background

- Compliment information, NOT compete with.
- Keep it simple

*bad*

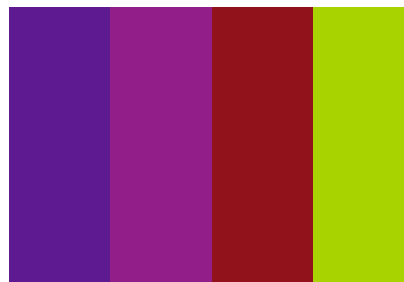


*better*



### Color

- 3 - 4 colors
  - Compliment each other
- Related to theme
  - Color In Motion - Psychology of Color
    - <http://www.mariaclaudiacortes.com>
- Sample from images



## Text

- No more than 2 different fonts
  - 1 serif - body text, 1 sans serif - title/headers
- Contrast

### **Serif**

Baskerville

Georgia

Times New Roman

### **Sans Serif**

Arial

Helvetica

Verdana

### **Ornamentals/Scripts**

*Arial*

*Playbill*

**STENCIL**

Yellow text on a white background is difficult to read.

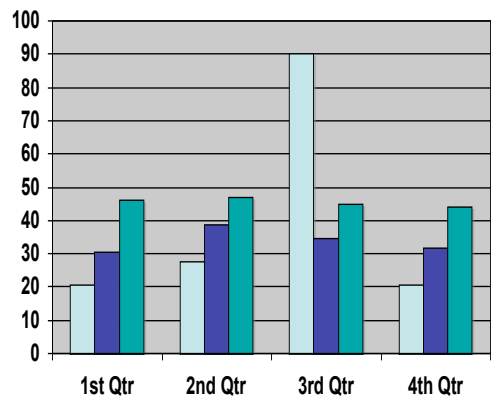
But, if you put a darker color behind it, you can read it.

Bright colors with little contrast don't read well either.

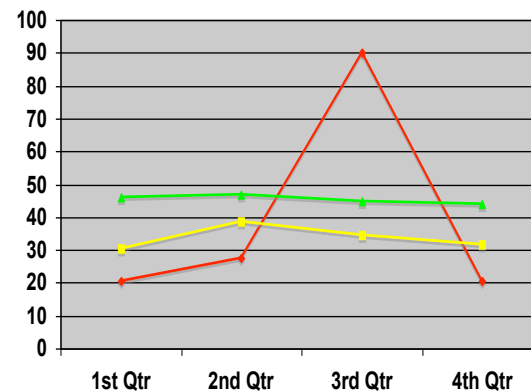
Text reads better when the background color is high in contrast.

# Graphs

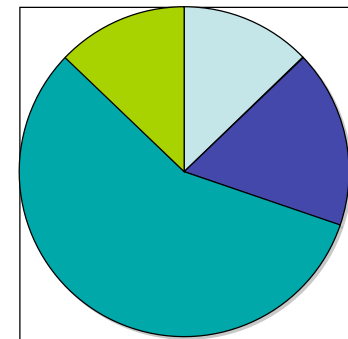
- Simplify data
- Choose correct type of graph
- Colors and style



Bar Graph



Line Graph



Pie Graph

### Images

- **RESOLUTION!!!**
  - 300dpi @ 100% of final printing size
  - Web Images = Badness
- Crop and color correct



*bad*



*better*



*best*

### Layout

- Balance
- Alignment
- “White” Space
  - 40% open



# The Poetry of Walt Whitman



## WHITMANS MOTHER

Whitman's mother was descended from Dutch farmers. In Whitman's childhood there were slaves employed on the farm. Whitman was early on filled with a love of nature. He read classics in his youth and was inspired by writers such as Goethe, Hegel, Carlyle and Emerson. He left school early to become a printer's apprentice. He also in 1835 worked as a teacher and journeyman printer.

## WHITMANS BEGININGS

American poet, journalist and essayist, best known for LEAVES OF GRASS (1855), which was occasionally banned, and the poems 'I Sing the Body Electric' and 'Song of Myself.' Whitman incorporated natural speech rhythms into poetry. He disregarded metre, but the overall effect has a melodic character. Harold Bloom has stated in *The Western Canon* (1994) that "no Western poet, in the past century and half, not even Browning, or Leopardi or Baudelaire, overshadows Walt Whitman or Emily Dickinson."

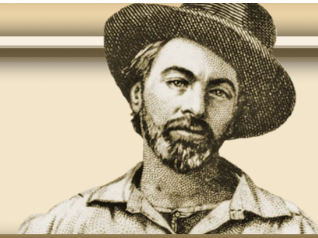


## Whitman's Legacy

In New York Whitman witnessed the rapid growth of the city and wanted to write a new kind of poetry in tune with mankind's new faith, hopeful expectations and energy of his days. Another theme in 'Song of Myself' is suffering and death - he identified with Jesus and his fate: "In vain were nails driven through my hands. / I remember my crucifixion and bloody coronation / I remember the mockers and the buffeting insults / The sepulchre and the white linen have yielded me up / I am alive in New York and San Francisco, / Again I tread the streets after two thousand years." (from an early draft) The first edition of *Leaves of Grass* appeared in July 1855 at Whitman's own expense - he also personally had set the type for it - and the poem was about the writer himself. In the same year there also appeared Longfellow's *The Song of Hiawatha*, another great American epic. The third edition of *Leaves* was published during Whitman's wandering years in 1860. It was greeted with warm appreciation, although at first his work was not hugely popular.



# The Poetry of Walt Whitman



Justin Smith '09



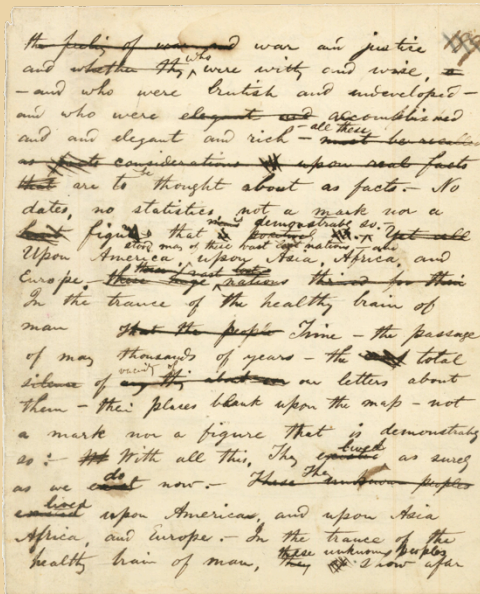
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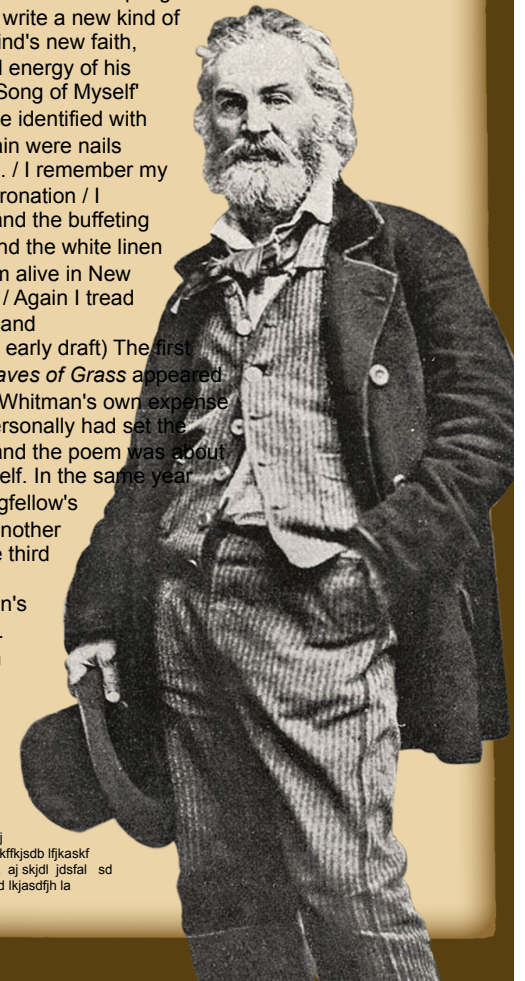
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SOURCES:  
<http://www.whitmanarchive.org/>  
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# Sequencing Strands of DNA

## HOW DO WE SEQUENCE DNA?

DNA Sequencing is at the center of the Human Genome Project, which promises to revolutionize the Biomedical Sciences and the treatment of human diseases. This page is designed to help you understand how DNA is sequenced. Eventually. When it's done.

First you need to know a few key terms:

As you go through the subsequent discussion, you may need to jump back here to refresh your memory. You may need to jump back here to refresh your memory. You may need to jump back here to refresh your memory.

## DNA

We assume you've read through the description of DNA structure, an earlier link in this thread ... right?

## PLASMID

A 'plasmid' is a small, circular piece of DNA that is often found in bacteria. This innocuous molecule might help the bacteria survive in the presence of an antibiotic, for example, due to the genes it carries. To scientists, however, plasmids are important.

## VECTOR

The 'vector' is generally the basic type of DNA molecule used to replicate your DNA, like a plasmid or a BAC. By sequencing all the BAC's, we know enough of the sequence in overlapping segments to reconstruct how the original chromosome sequence looks.

## INSERT

The 'insert' is a piece of DNA we've purposely put into another (a 'vector') so that we can replicate it. Usually the 'insert' is the interesting part, consequently. In the case of the Human Genome Project or other sequencing projects, the insert is the part we want to sequence.

## SHOTGUN SEQUENCING

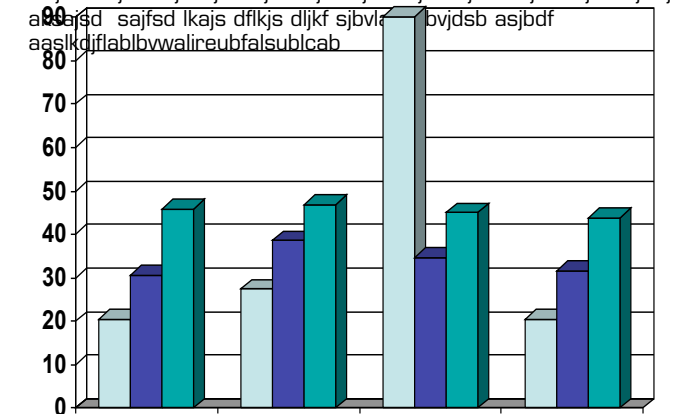
Shotgun sequencing is a method for determining the sequence of a very large piece of DNA. The basic DNA sequencing reaction can only get the sequence of a very large piece of DNA. The basic DNA sequencing reaction can only get the sequence of a very large piece of DNA.

## RACS

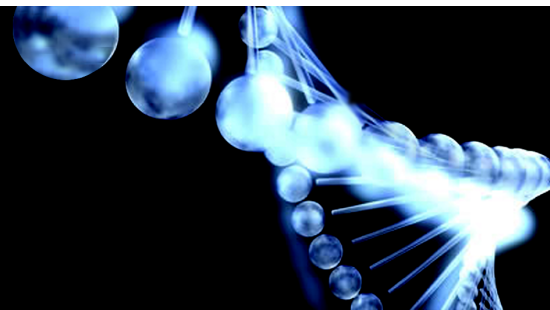
In the Publically-funded project, the BACs are subjected to shotgun sequencing (see below) to figure out their sequence. By sequencing all the BAC's, we know enough of the sequence in overlapping segments to reconstruct how the original chromosome sequence looks.

A Privately-Funded Sequencing Project: Celera Genomics. The founders of this company realized that it might be possible to skip the entire step of making libraries of BAC clones. Instead, they blast apart the entire human genome into fragments of 2-10 kb and sequence those. Now the challenge is to assemble those fragments into the whole genome sequence.

Imagine, for example that you have hundreds of 500-piece puzzles, each being assembled by a team of puzzle experts using puzzle-solving computers. Those puzzles are like BACs - smaller puzzles.



# DNA



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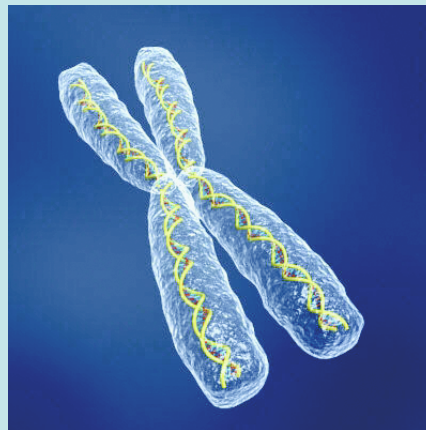
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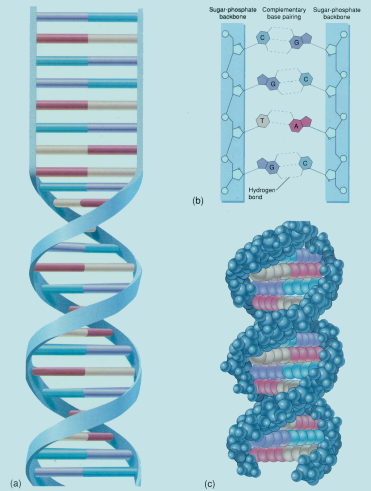
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SOURCE:

<http://sequencing.bcrf.med.umich.edu/rlqc/educ/dnapp/sequencing.htm>

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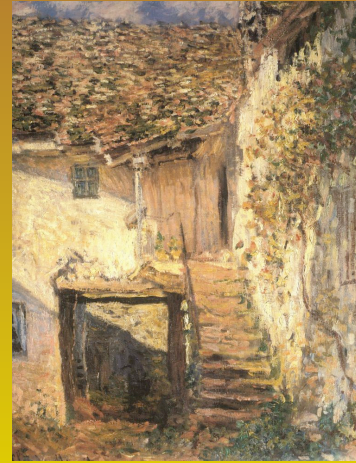
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# Claude Monet and French Impressionism



## THE ARTIST

Professor and Chair of the Department of Sociology at Duquesne University, Pittsburgh, PA. He is also Co-Director of the Graduate Center for Social and Public Policy. His principal policy interests concern urban housing and homelessness, and agricultural policy relating to family and factory farms. Harper has held full time and visiting appointments in Sociology Departments at the University of South Florida, the State University of New York, Cornell University, the University of Amsterdam and the



## IMPRESSIONISM MOVMENT

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## CLAUDE MONET

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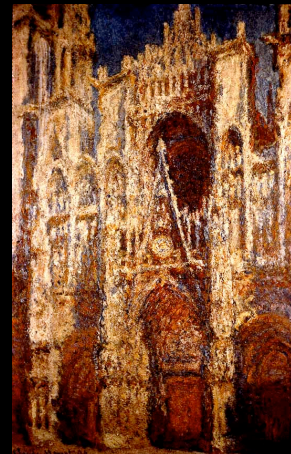
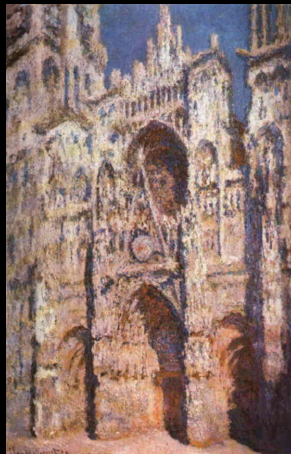
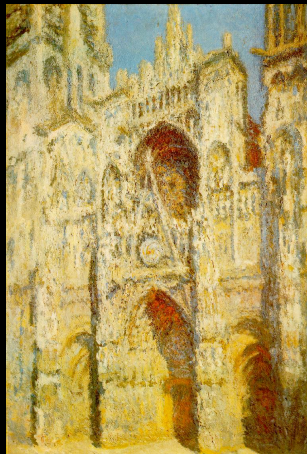
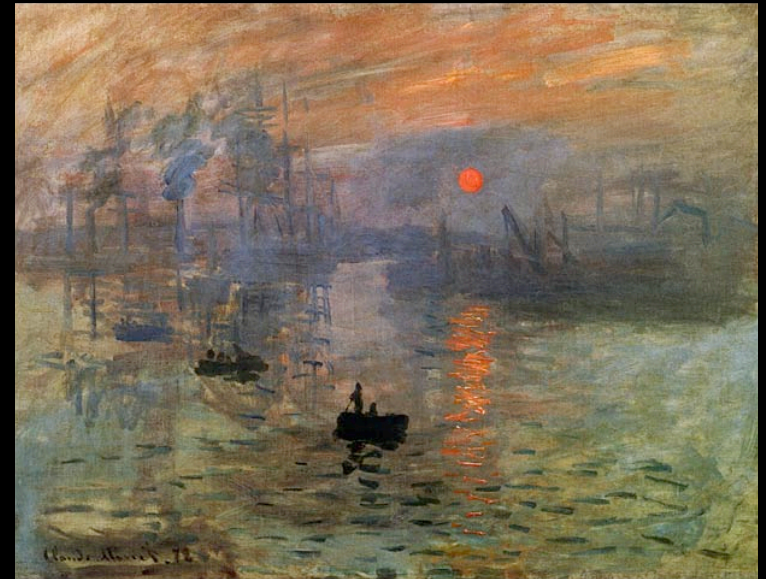
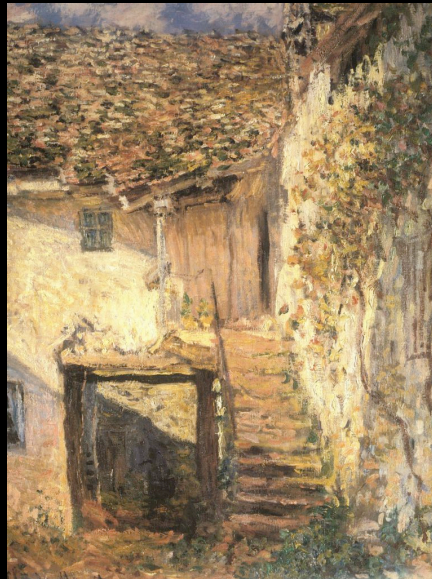


# CLAUDE MONET AND FRENCH IMPRESSIONISM

Justin Smith '09

## Monet the Artist

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## The Impressionism Movement

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# Apple Pie

## America's Favorite Comfort Food

Krista Siniscarco  
COLL 300: American Tradition  
Professor J. Smith  
Fall 2006

### A Brief History

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### Recipe

- \* 1/4 to 3/4 cup sugar
- \* 2 tablespoons flour
- \* 1 teaspoon cinnamon
- \* 1/4 teaspoon salt
- \* 2 1/2 lbs sliced, tart apples
- \* 2 tablespoons butter

Mix sugar, flour, cinnamon, and salt. Pare, core, and slice the apples. In a large bowl, toss the apple slices lightly with the sugar mixture then turn the filling into the bottom crust. Cut the butter in small pieces and dot it over the filling.

Put the top crust over the filling, center it, then peel off the plastic. Trim the top crust to 1/2 inch beyond the edge of the pie pan. Fold the top edge under the bottom crust and flute. Cut steam vents in the top crust. Bake about one hour or until the apples are fork-tender and the crust is golden brown.

### A Continued Tradition

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# Apple Pie: America's Favorite Comfort Food

## Student Exhibit at County Fair

- Comforting
- Warm
- Welcoming
- Appetizing
- Homey
- All-American
- Friendly
- Traditional
- Apples
- Pie
- Kitchen
- Grandma
- Table
- Family
- Red
- Green
- Carmel





# Apple Pie

## America's Favorite Comfort Food

Krista Siniscarco  
COLL 300: American Tradition  
Professor J. Smith  
Fall 2006

### Recipe

- |                        |                                 |
|------------------------|---------------------------------|
| * 1/4 to 3/4 cup sugar | * 1/4 teaspoon salt             |
| * 2 tablespoons flour  | * 2 1/2 lbs sliced, tart apples |
| * 1 teaspoon cinnamon  | * 2 tablespoons butter          |



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### A Brief History

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# Apple Pie

## America's Favorite Comfort Food

Krista Siniscarco  
COLL 300: American Tradition  
Professor J. Smith  
Fall 2006

### A Brief History

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### Recipe

- 1/4 to 3/4 cup sugar
- 2 tablespoons flour
- 1 teaspoon cinnamon
- 1/4 teaspoon salt
- 2 1/2 lbs sliced, tart apples
- 2 tablespoons butter

Mix sugar, flour, cinnamon, and salt. Pare, core, and slice the apples. In a large bowl, toss the apple slices lightly with the sugar mixture then turn the filling into the bottom crust. Cut the butter in small pieces and dot it over the filling.

Put the top crust over the filling, center it, then peel off the plastic. Trim the top crust to 1/2 inch beyond the edge of the pie pan. Fold the top edge under the bottom crust and flute. Cut steam vents in the top crust. Bake about one hour or until the apples are fork-tender and the crust is golden brown.

### A Continued Tradition

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#### Sources:

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### What's Your Topic

- Adjectives & Descriptive words/phrases
- Images
- Colors



# Visual Communication & Design

Tips for Creating an Effective Poster



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