

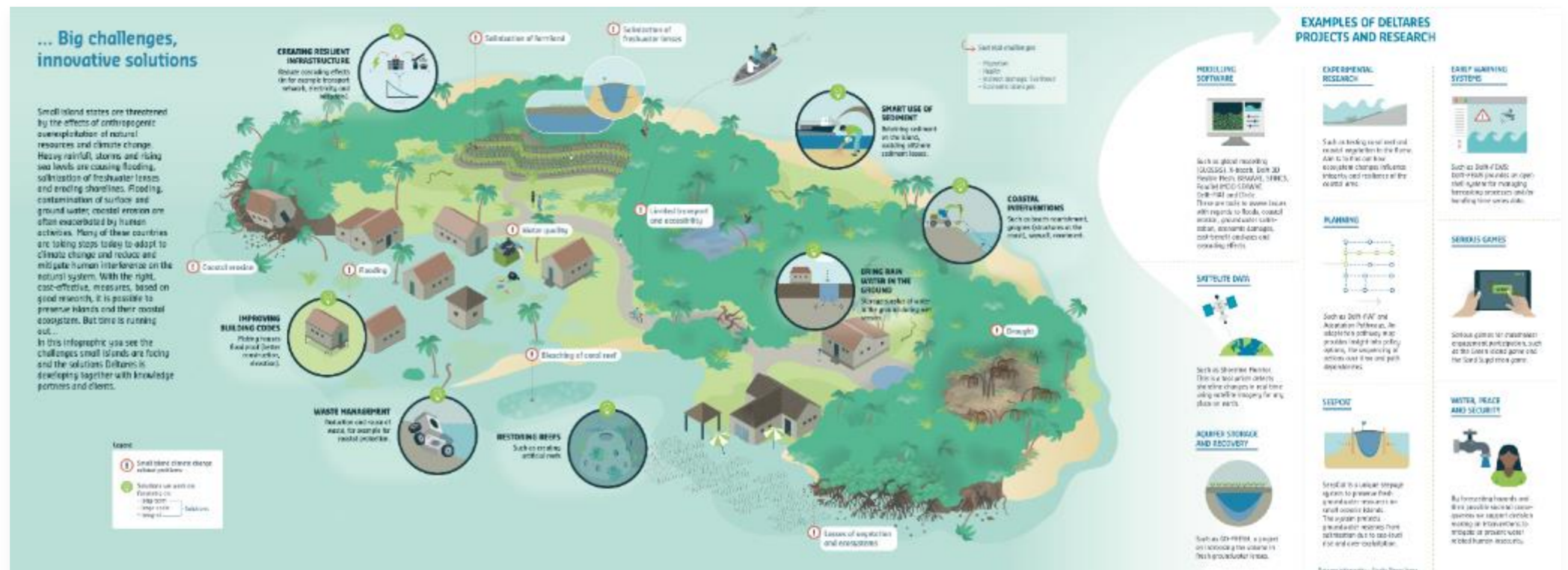
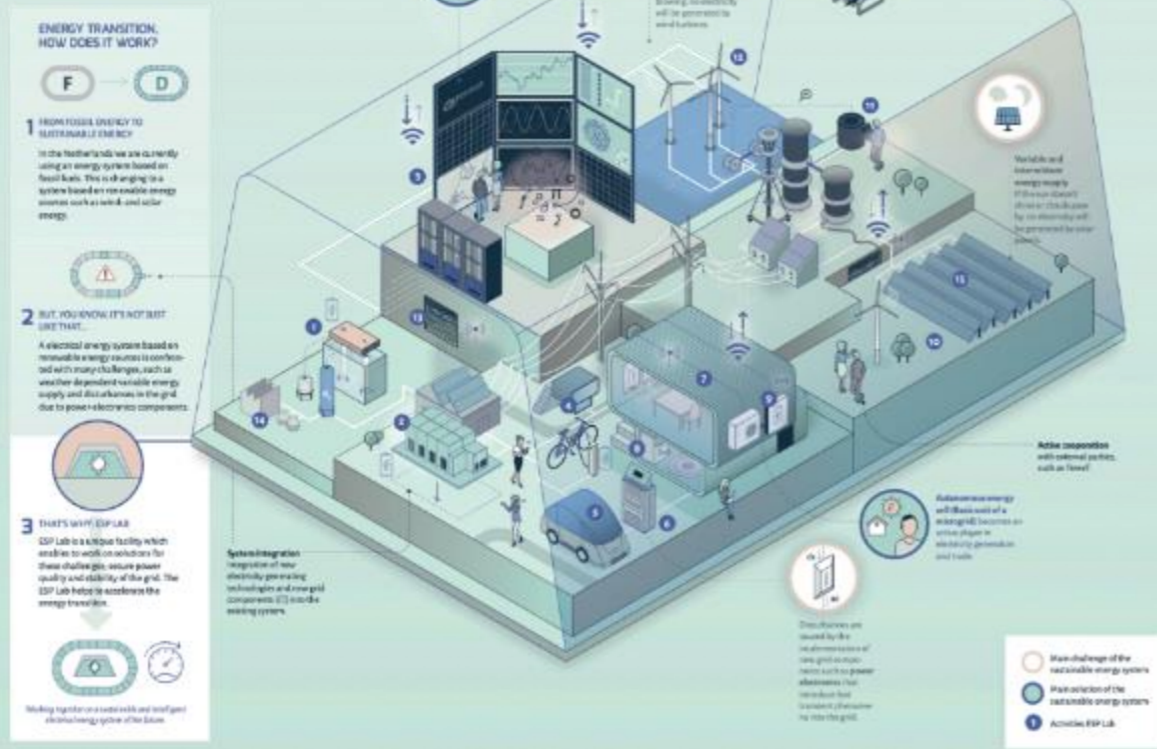


Studio
Dirma
Janse

How to visualize your research (on a poster)

TU Delft Electrical
Sustainable Power Lab

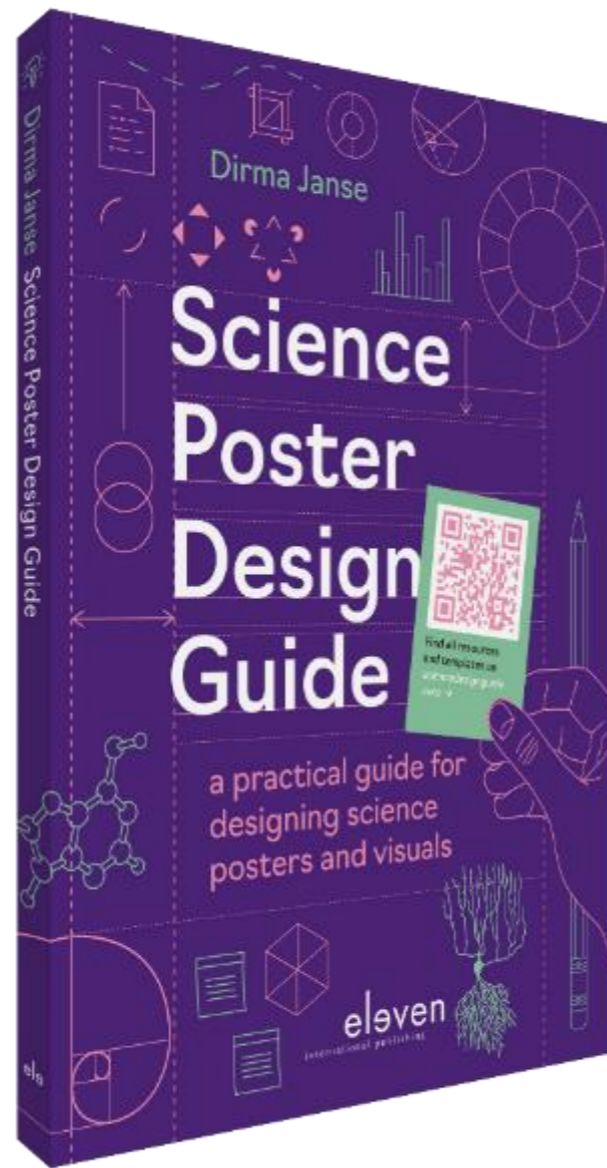
First laboratory in the world enabling research and education in system integration of new components and electricity-generating technologies into the existing electrical grid for the acceleration of energy transition.





Aim of this lecture

Getting to know the practical steps for creating a science poster (or science visual) plus inspirational science visualization examples

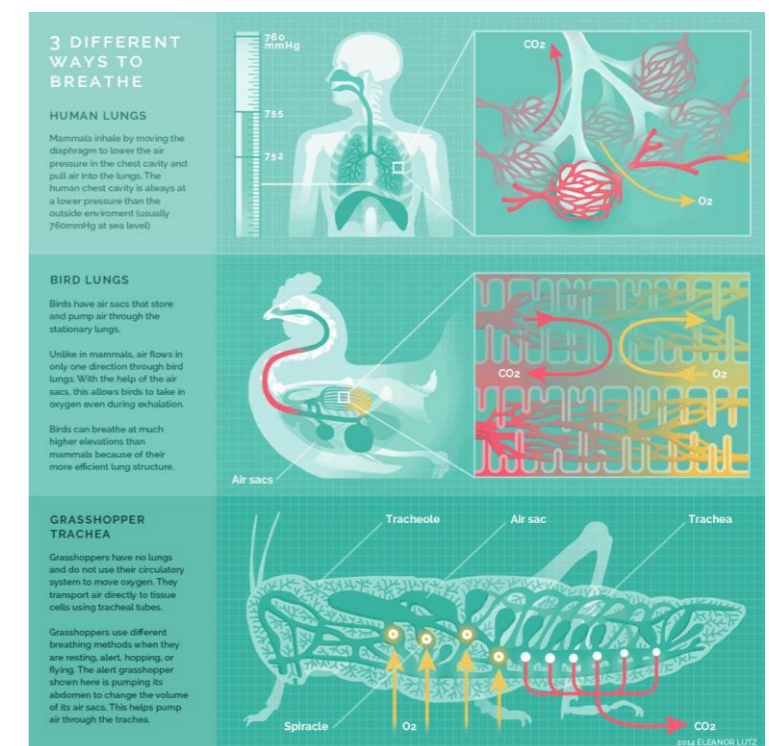
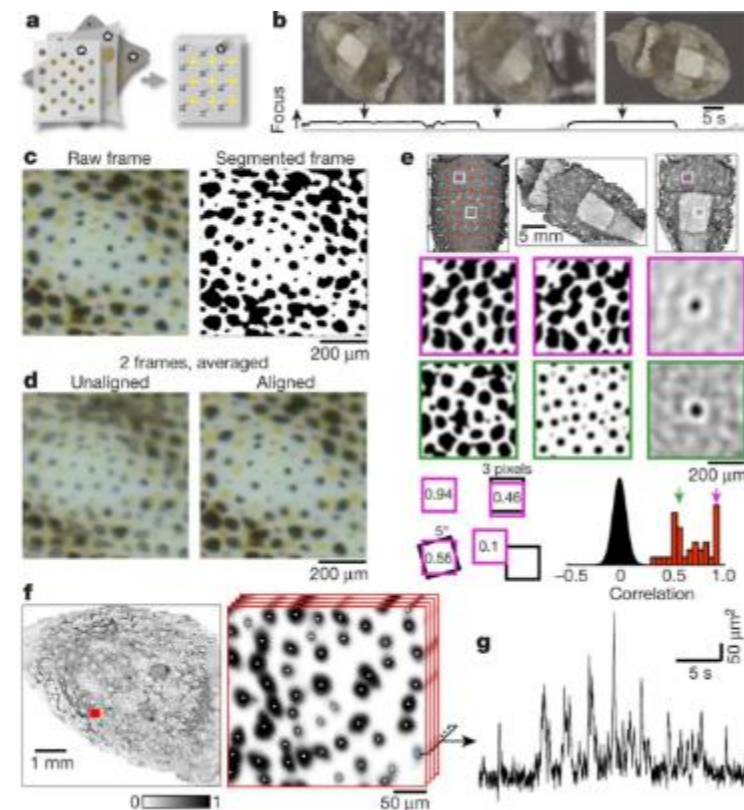
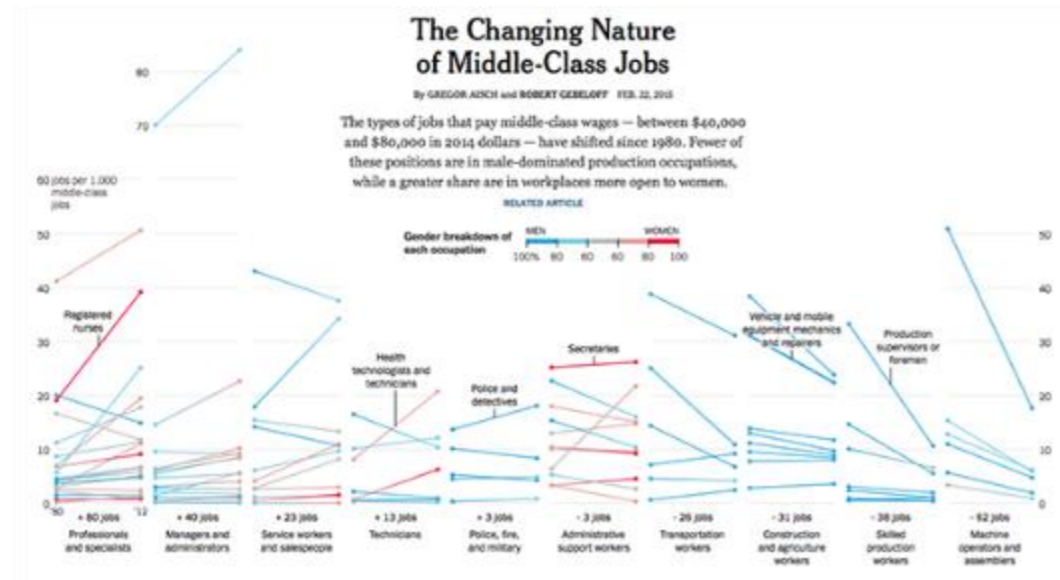


Science Poster Design Guide

www.boomdenhaag.nl/webshop/science-poster-design-guide

The Science Visualization spectrum

dj



Source: [NY Times](#), [Eleanor Lutz](#), [Designspiration](#), [Nature](#), [Woven Studio](#)

Step 1

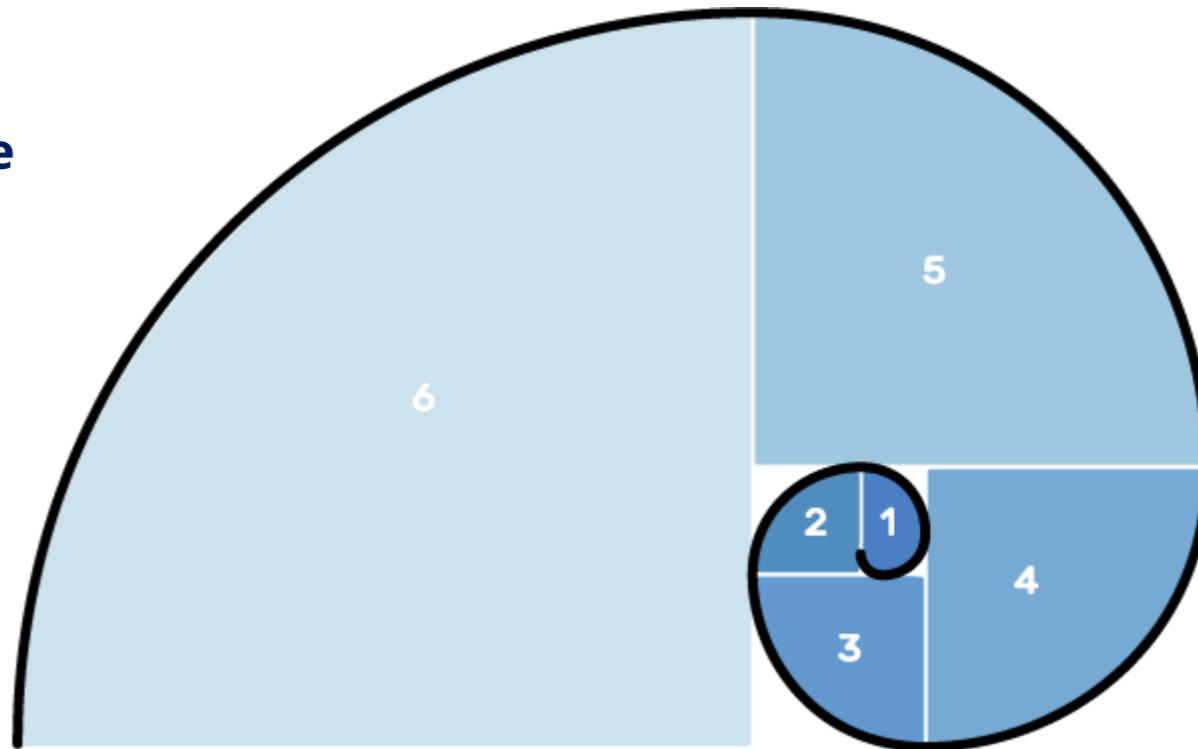
Ask questions!

What do you want to tell on your poster?



The Spiral of Communication

1. Scientists from same department
2. Colleagues in same field of research
3. Scientists from other fields of research
4. Business developers
5. Policy makers
6. Popular science | lay audience



Step 3

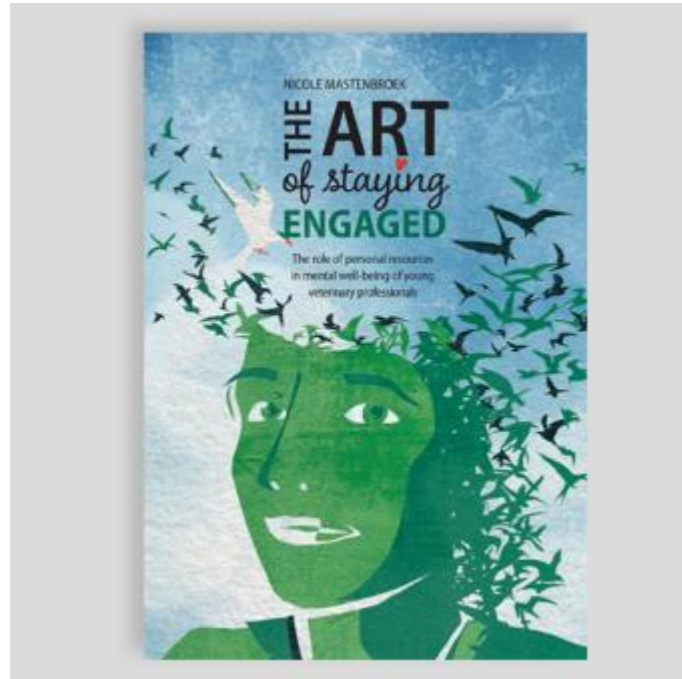
Make a coherent story



Step 4

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Come up with a poster title



Step 5

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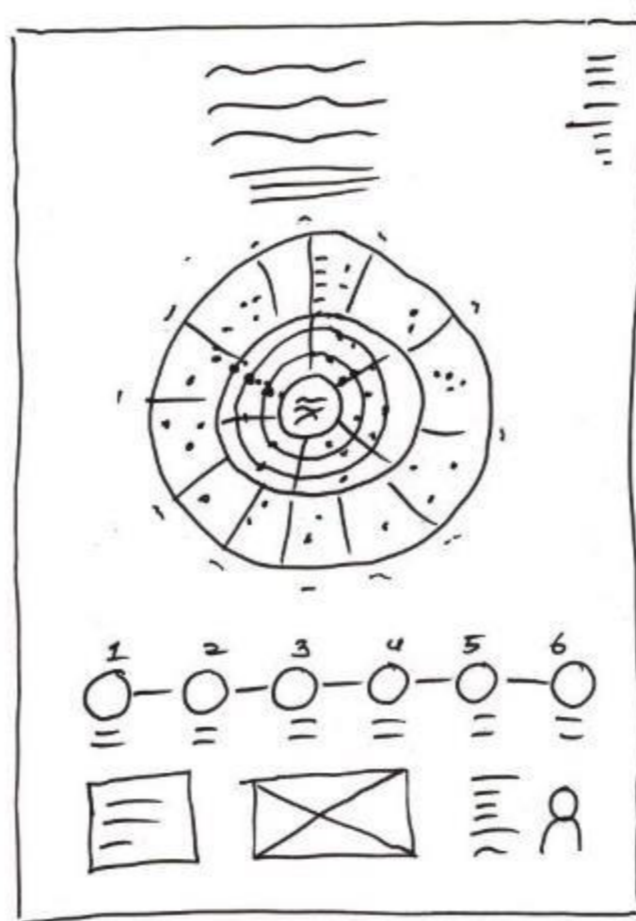
Make your poster sketch

Getting ideas

What type of visual?

Hierarchy

Do I want to Communicate data?



What parts do I want to show on my poster?

What is most important?

Analogies

Create your final design

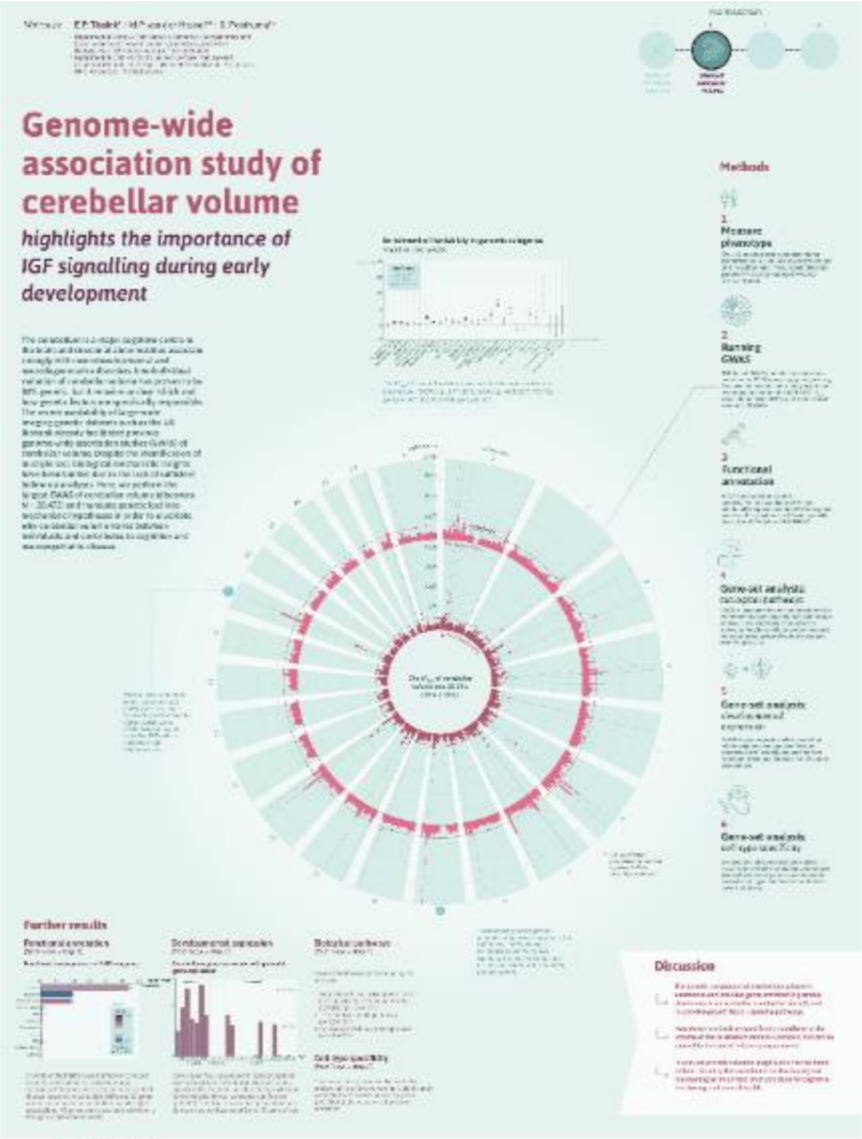
What tool?

Typography

Give the poster air to breathe!

Colors

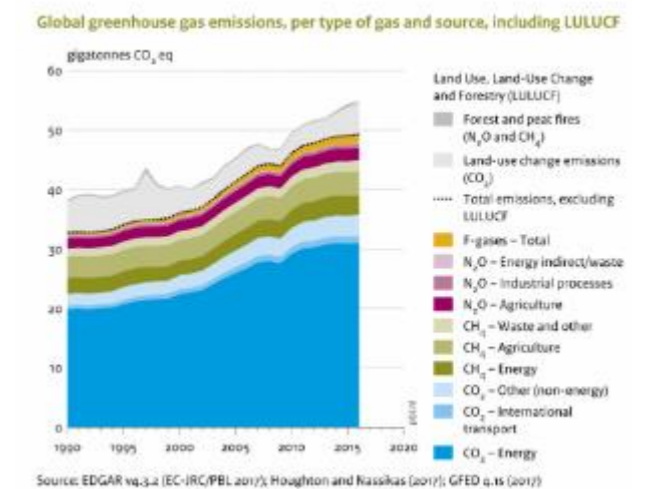
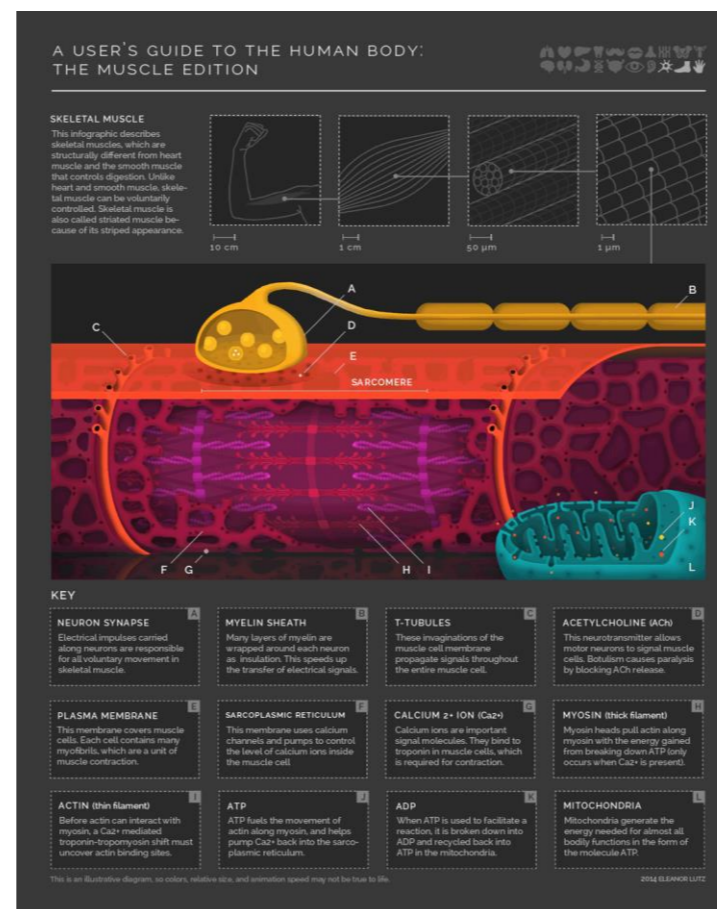
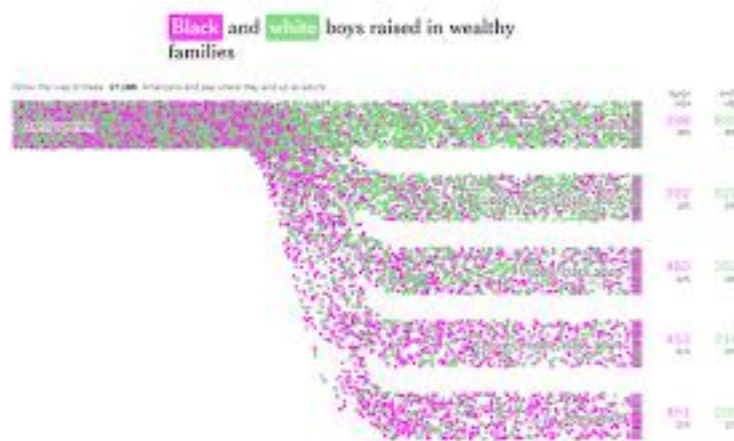
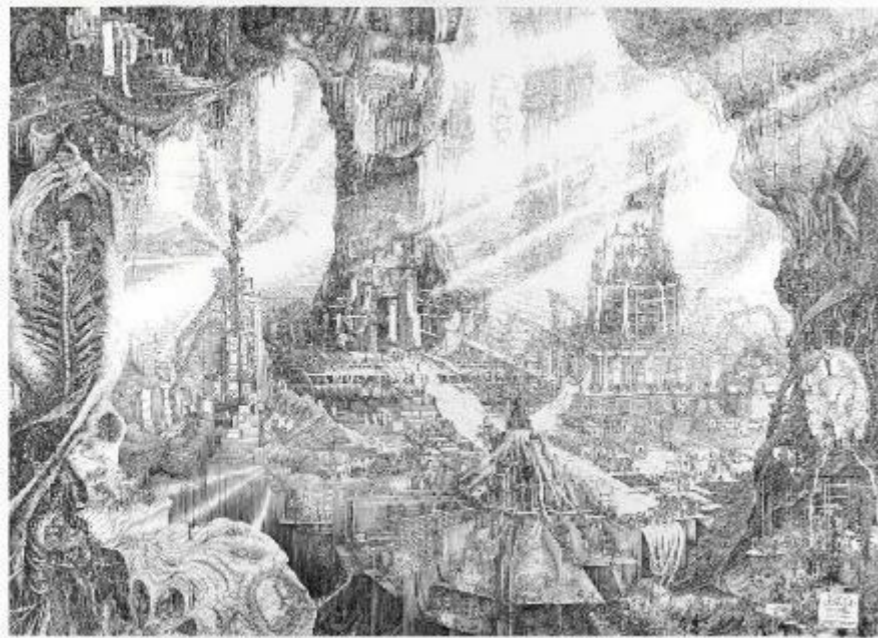
Usage of logos?





Inspirational visualizations

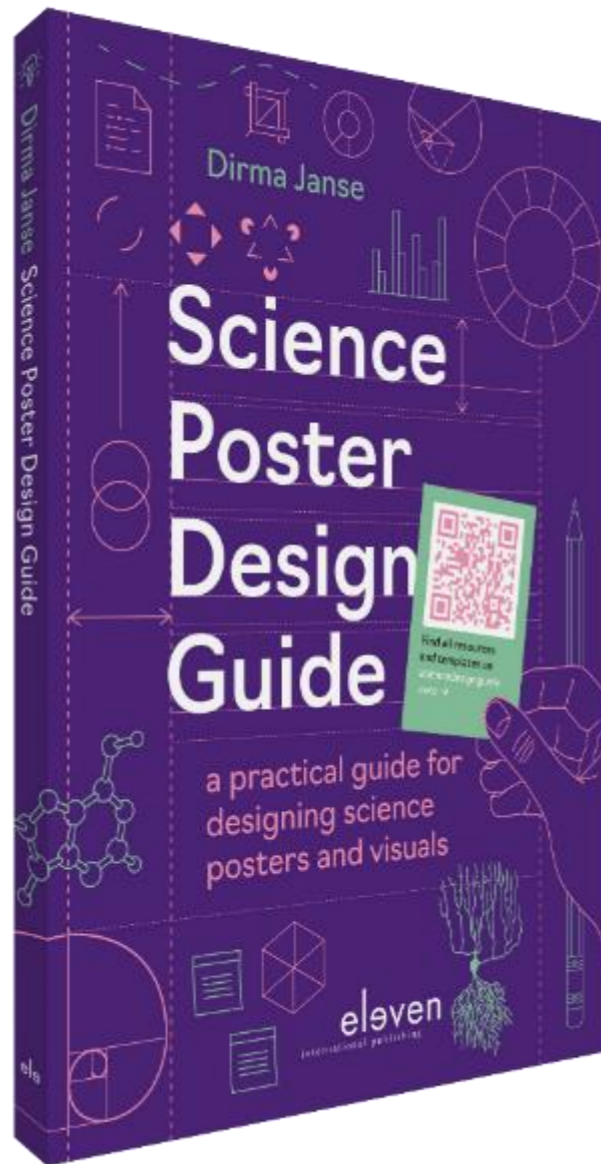
dj



Source: [NEMO](#), [De Correspondent](#)/[Carlijn Kingma](#), [Eleanor Lutz](#), [Fritz Kahn](#), [PBL](#), [NY Times](#)

Useful/inspirational sites & books:

- Gamestorming (book) – written by Dave Gray
- Science Poster Design Guide -
<https://sciencedesignguide.com/>
- Google Fonts – <https://fonts.google.com/>
- Colors – <https://colors.co/generate>
- Behance - <https://www.behance.net/>
- Pinterest Boards, for example:
 - <https://nl.pinterest.com/nadiehbremer/>
 - <https://nl.pinterest.com/entiredesign/biomimicry-parametrics/>
 - <https://nl.pinterest.com/housler/diagrams/>



Science Poster Design Guide

A practical guide for designing science posters and visuals

ISBN 978-94-6236-174-4 | eISBN 978-90-5931-935-6
1st ed. | 2021 | Paperback | 148 p. | € 35,00

*You can order the guide at
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