



# GET YOUR MESSAGE ACROSS: POSTER EDITION!

A guide to  
artwork and  
illustrations for  
better **impact**  
and **clarity**

Zen Faulkes  
@DoctorZen





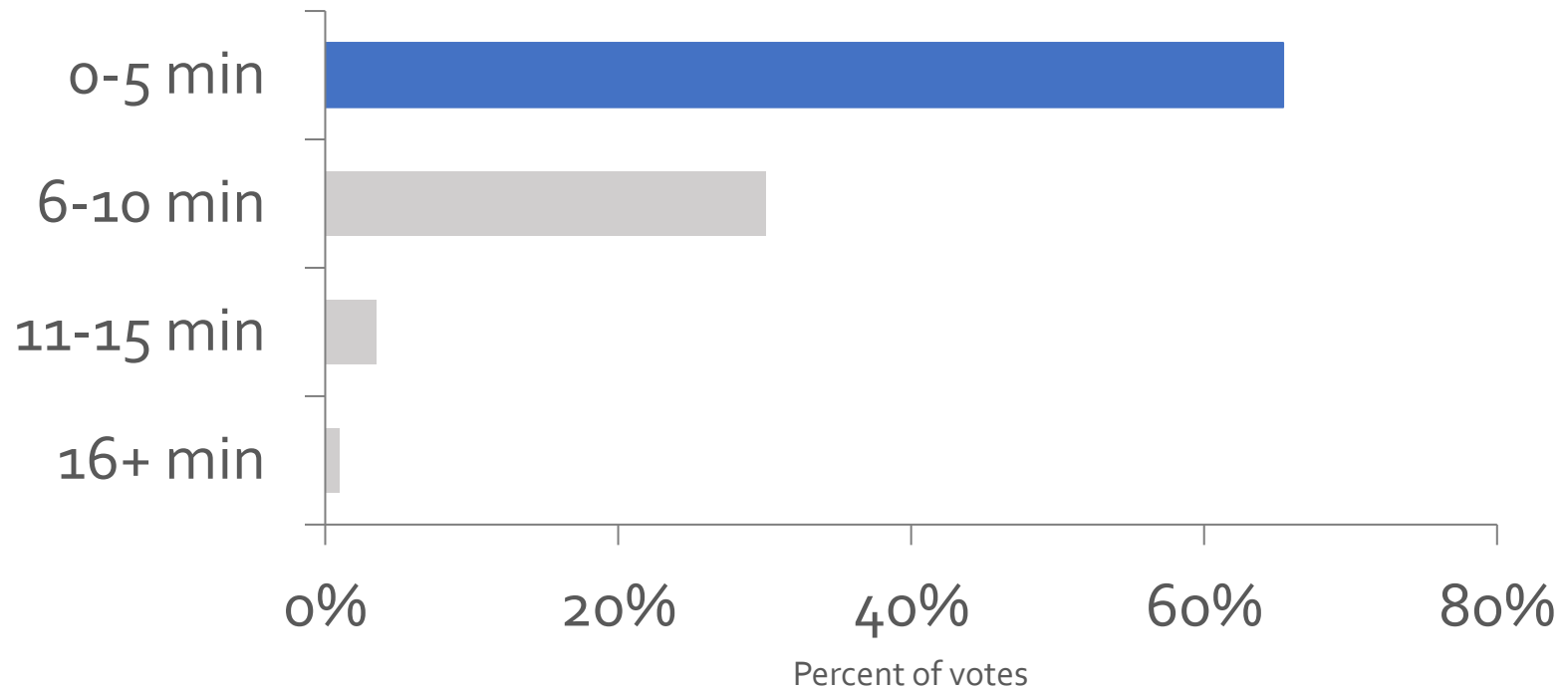




YOU ARE COMPETING  
FOR ATTENTION.



# HOW LONG DO YOU WANT TO SPEND AT A POSTER?







The  
Robert Rodriguez  
**FIVE MINUTE**  
FILM SCHOOL





THE  
DOCTOR ZEN  
**FIVE MINUTE**  
POSTER SCHOOL

Start your clocks!

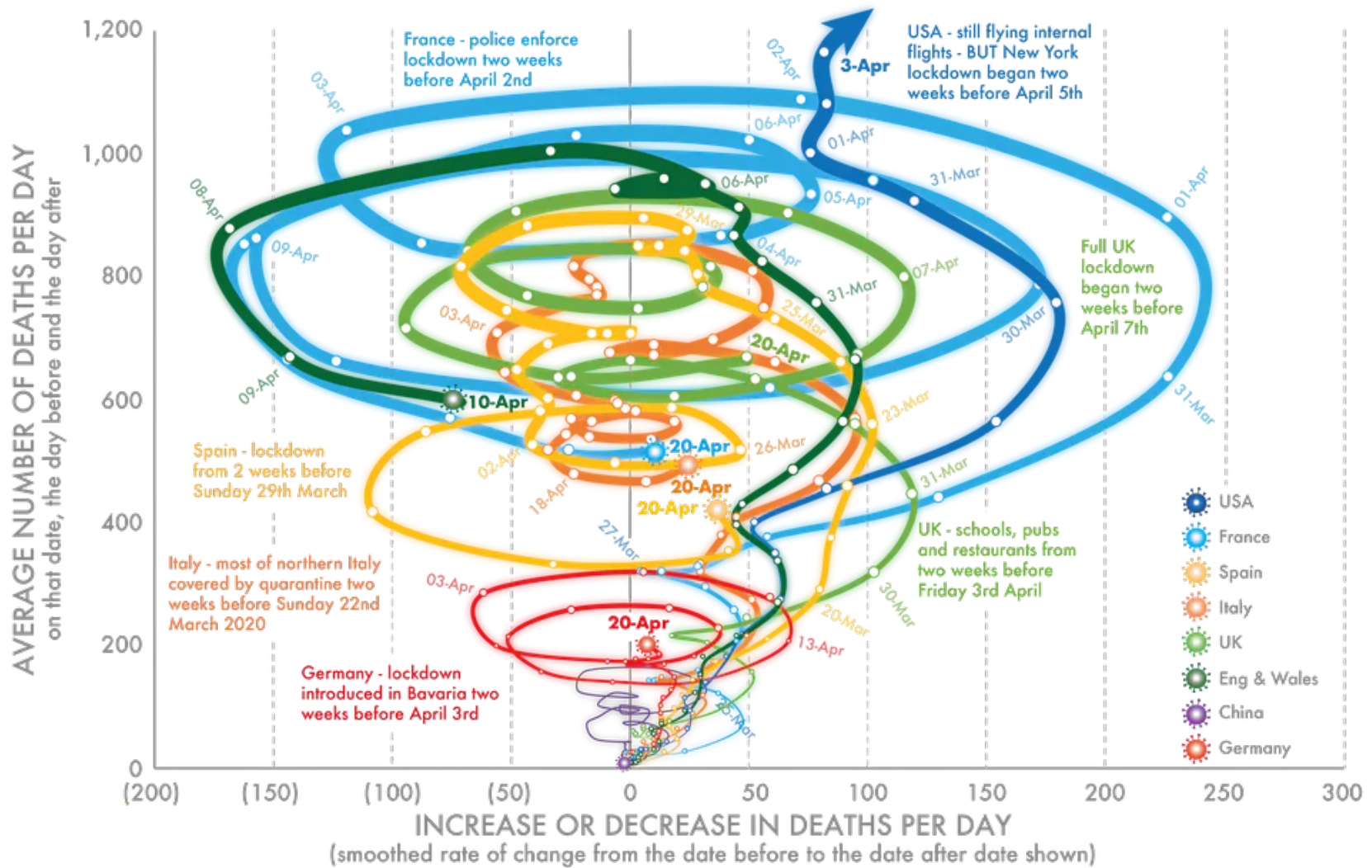




DON'T  
REINVENT THE  
WHEEL!

(Unless  
necessary)



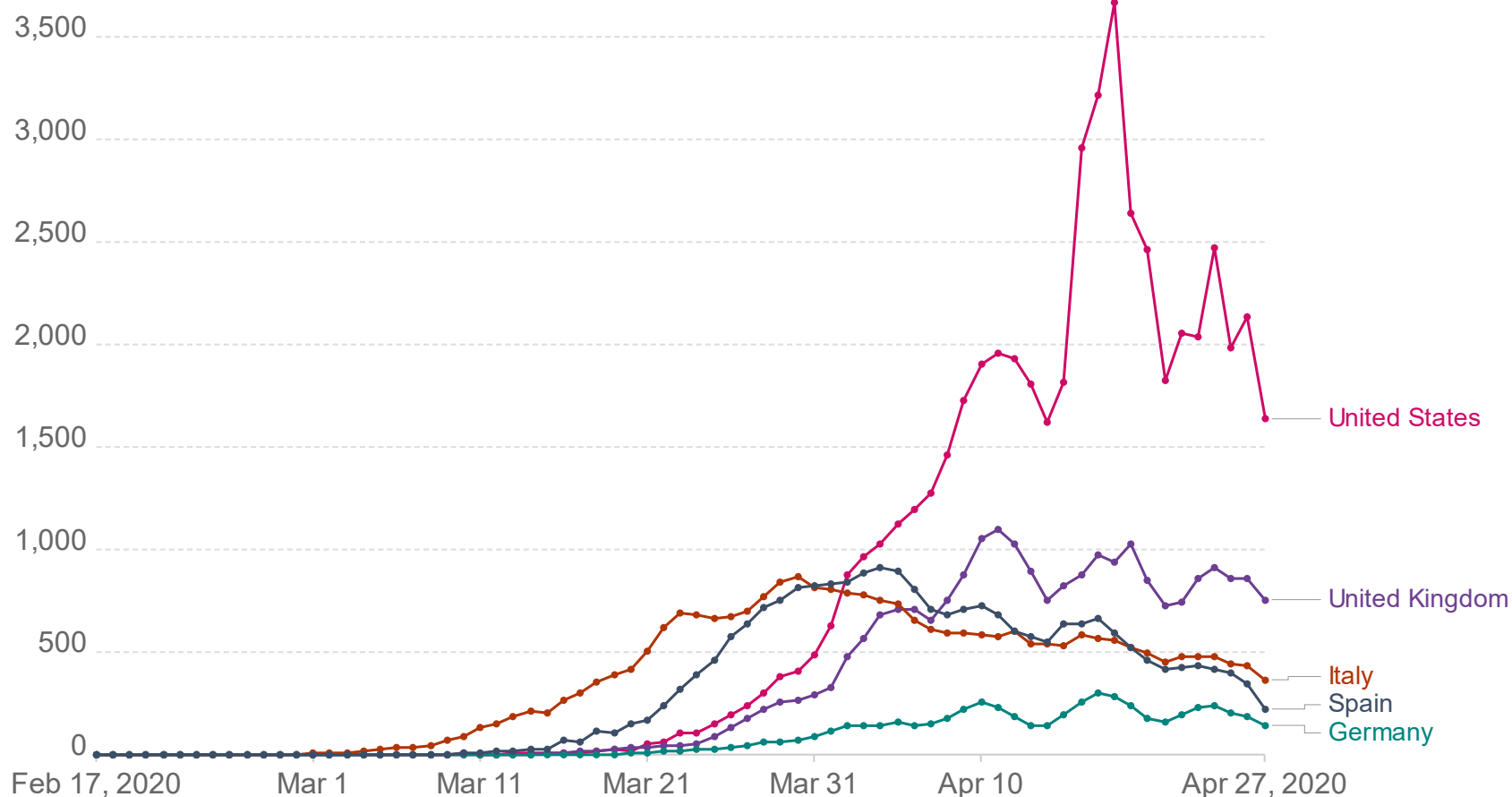






# Daily confirmed COVID-19 deaths, rolling 3-day average

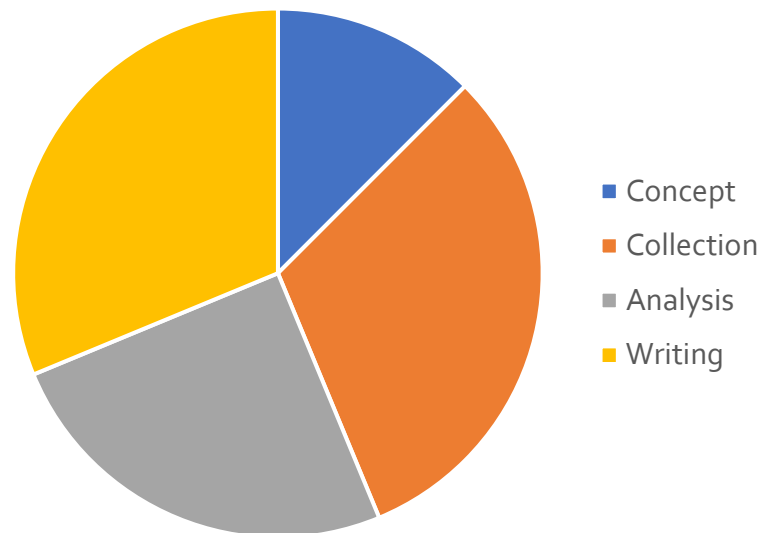
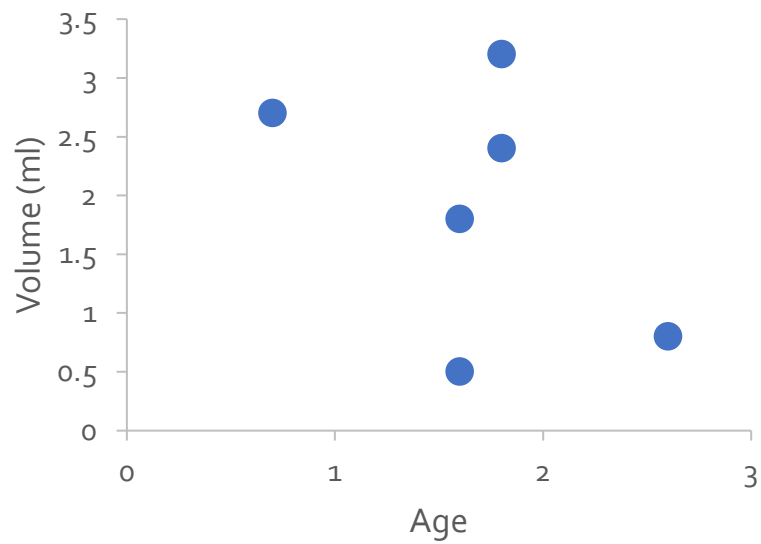
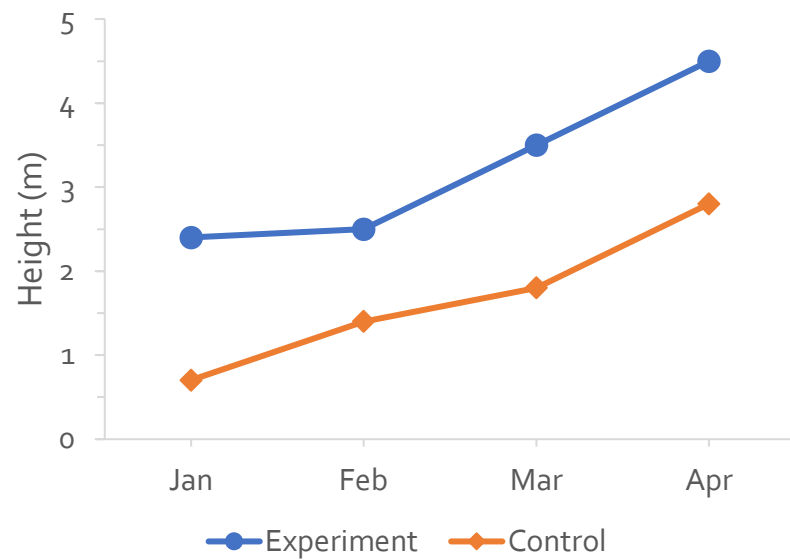
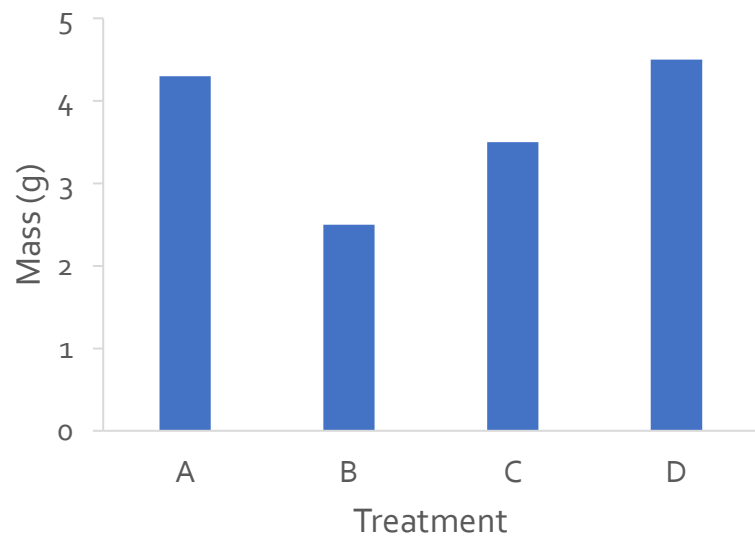
Limited testing and challenges in the attribution of the cause of death means that the number of confirmed deaths may not be an accurate count of the true number of deaths from COVID-19.



Source: European CDC – Situation Update Worldwide – Last updated 27th June, 11:00 (London time) [OurWorldInData.org/coronavirus](https://ourworldindata.org/coronavirus) • CC BY

Note: The rolling average is the average across three days – the confirmed deaths on the particular date, and the two previous days. For example, the value for 27th March is the average over the 25th, 26th and 27th March.





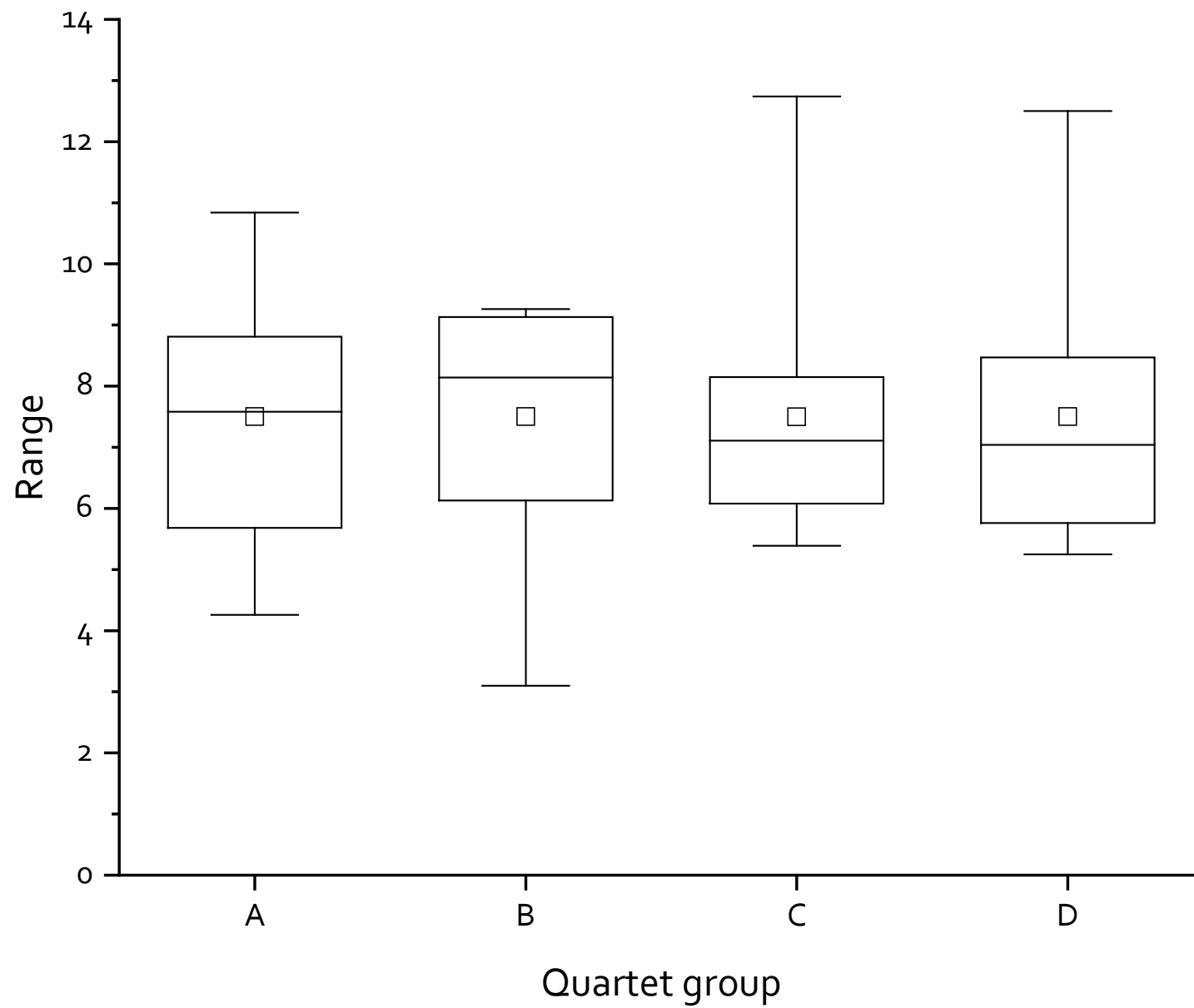




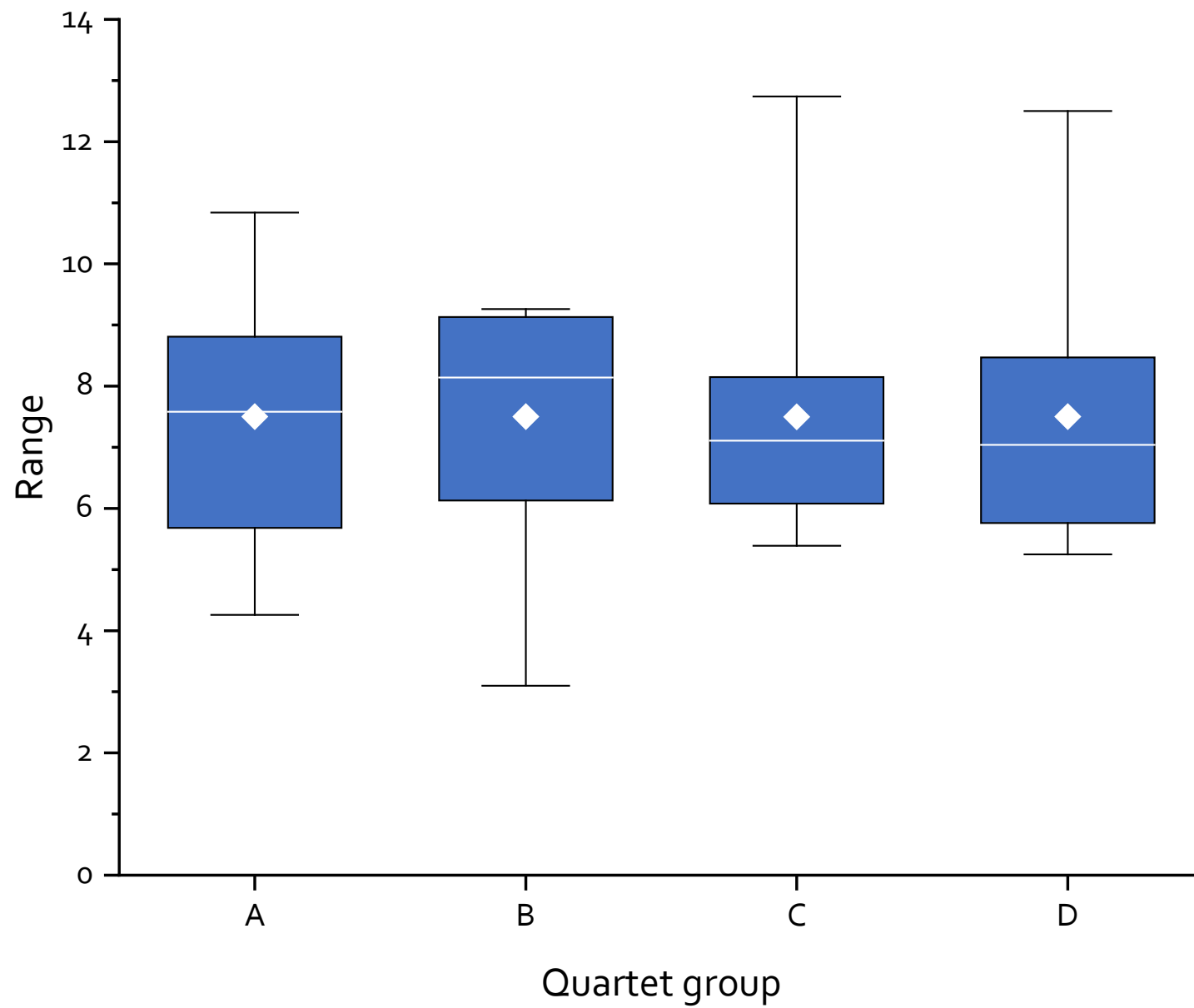
PUT ON SOME  
MAKE-UP!

(On the graph)









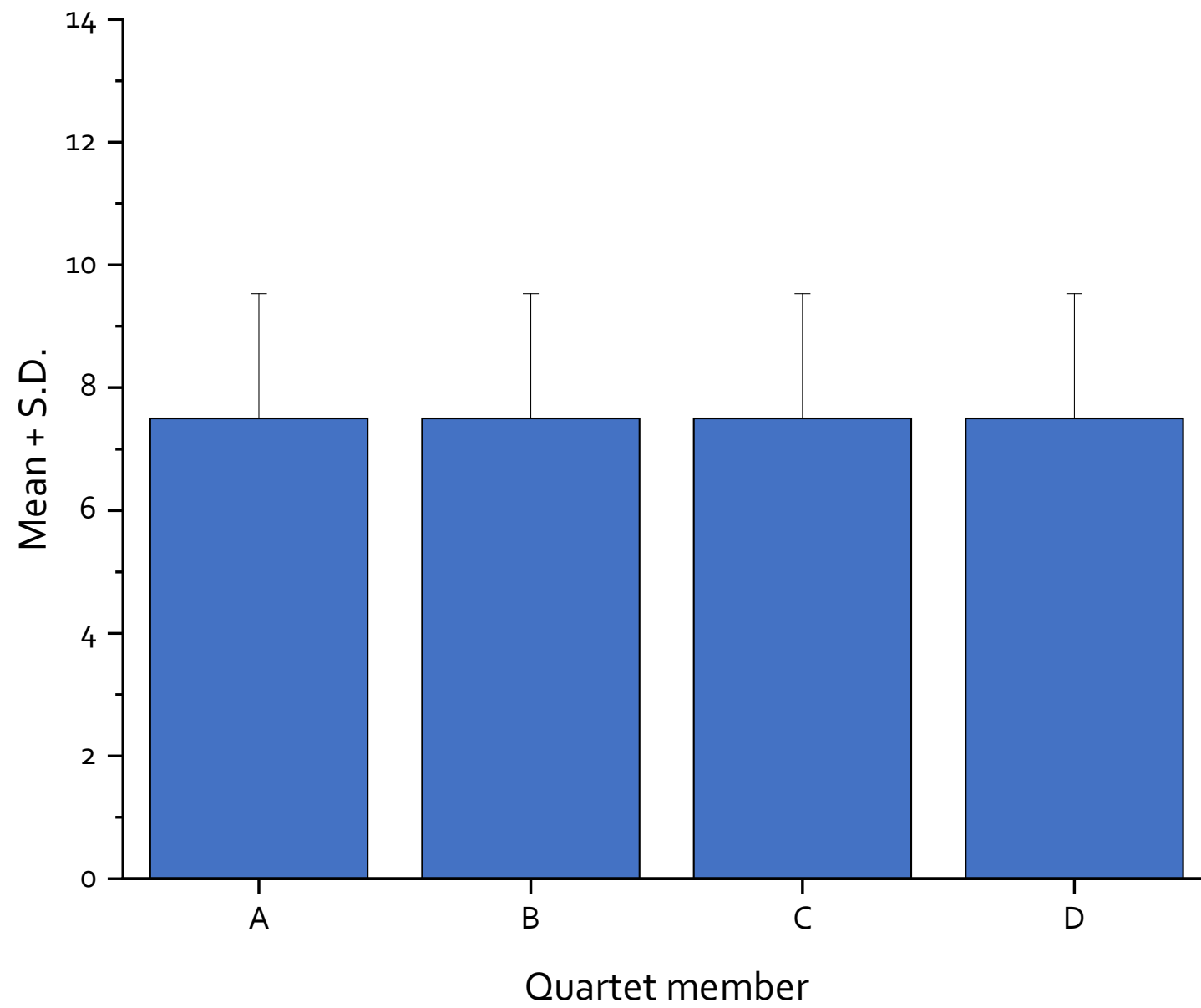




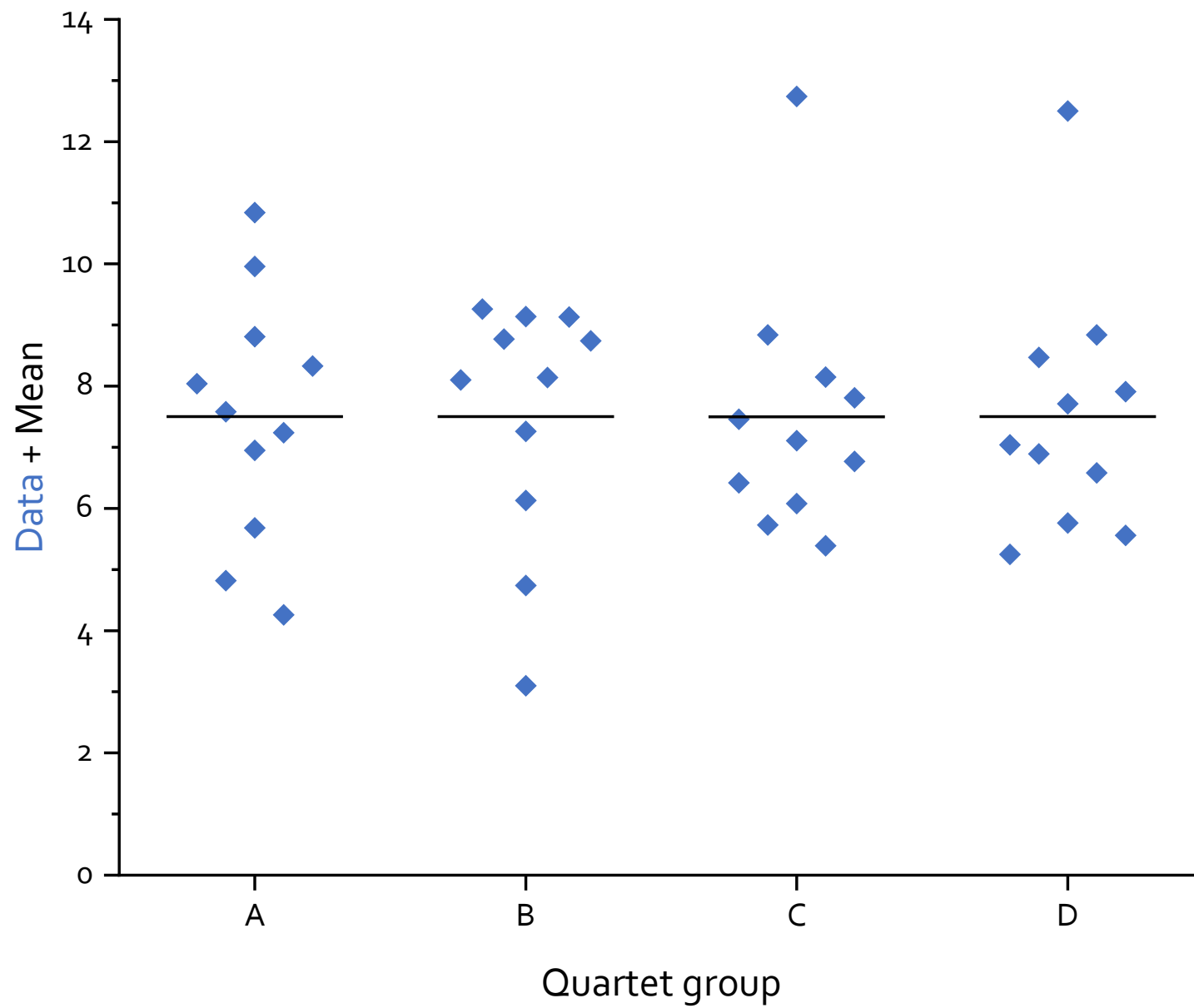
# SAVE NUANCE FOR PAPERS!

(When  
possible)

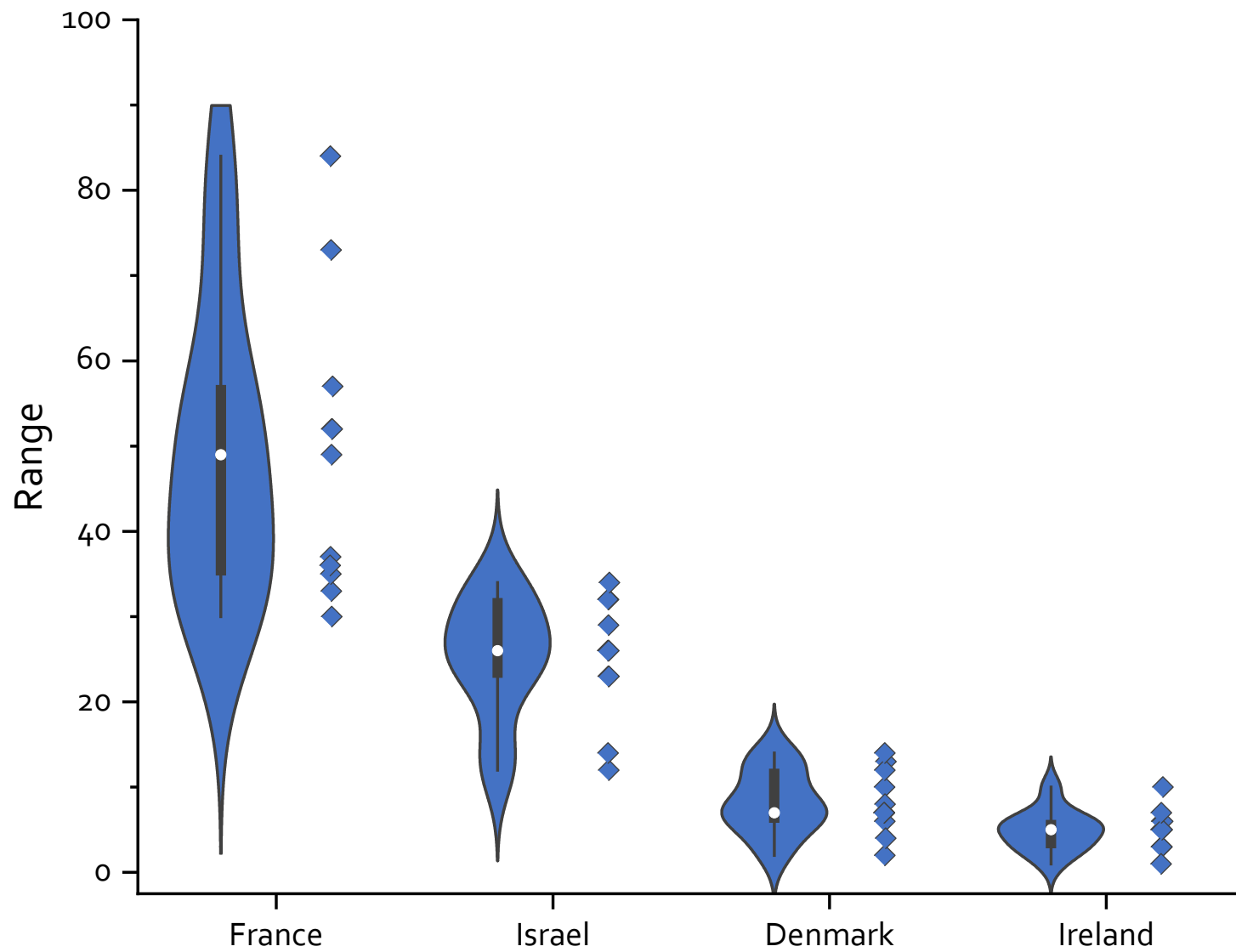




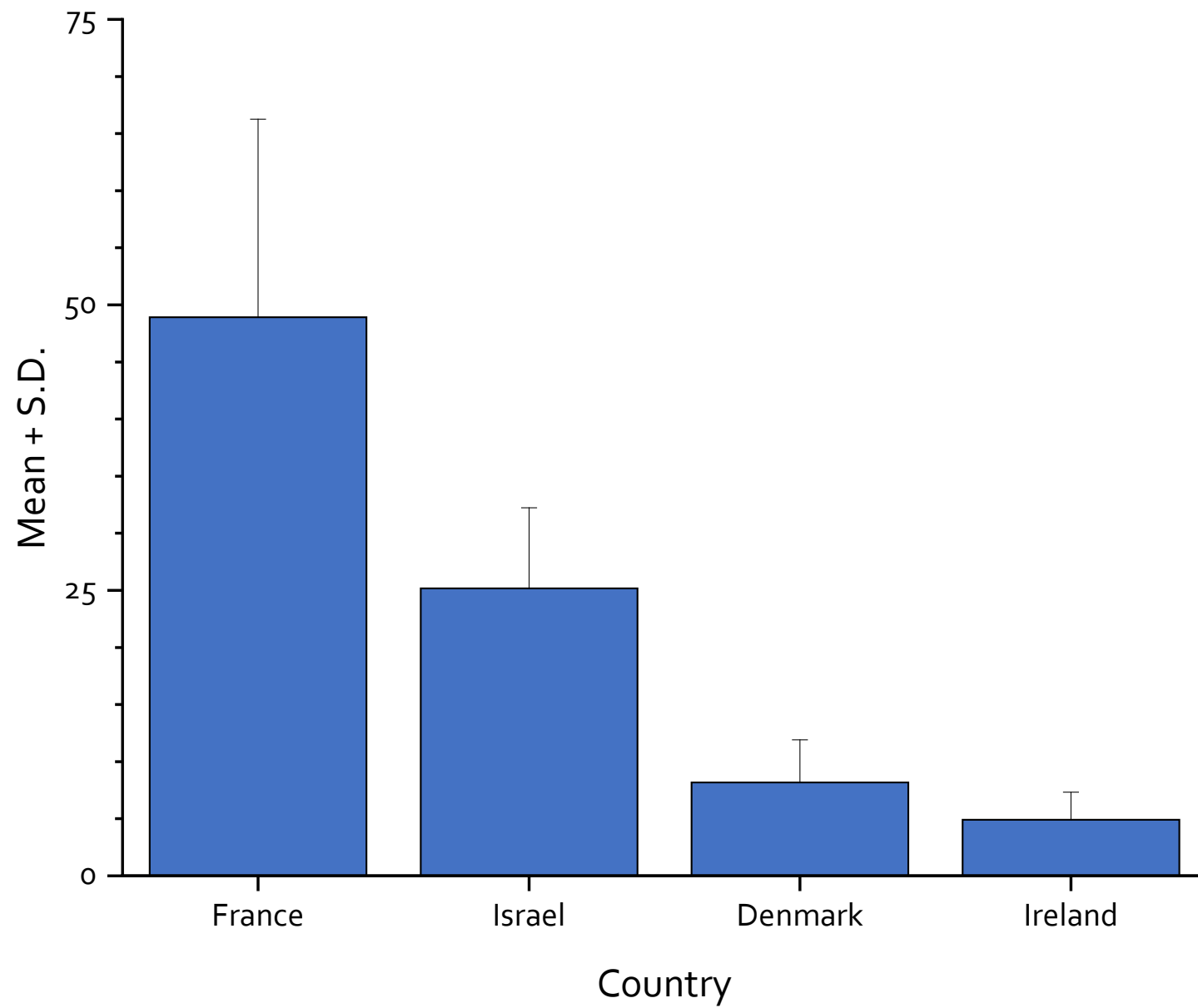
















DECIDE  
WHAT'S  
IMPORTANT!

(Not all data  
are equal)

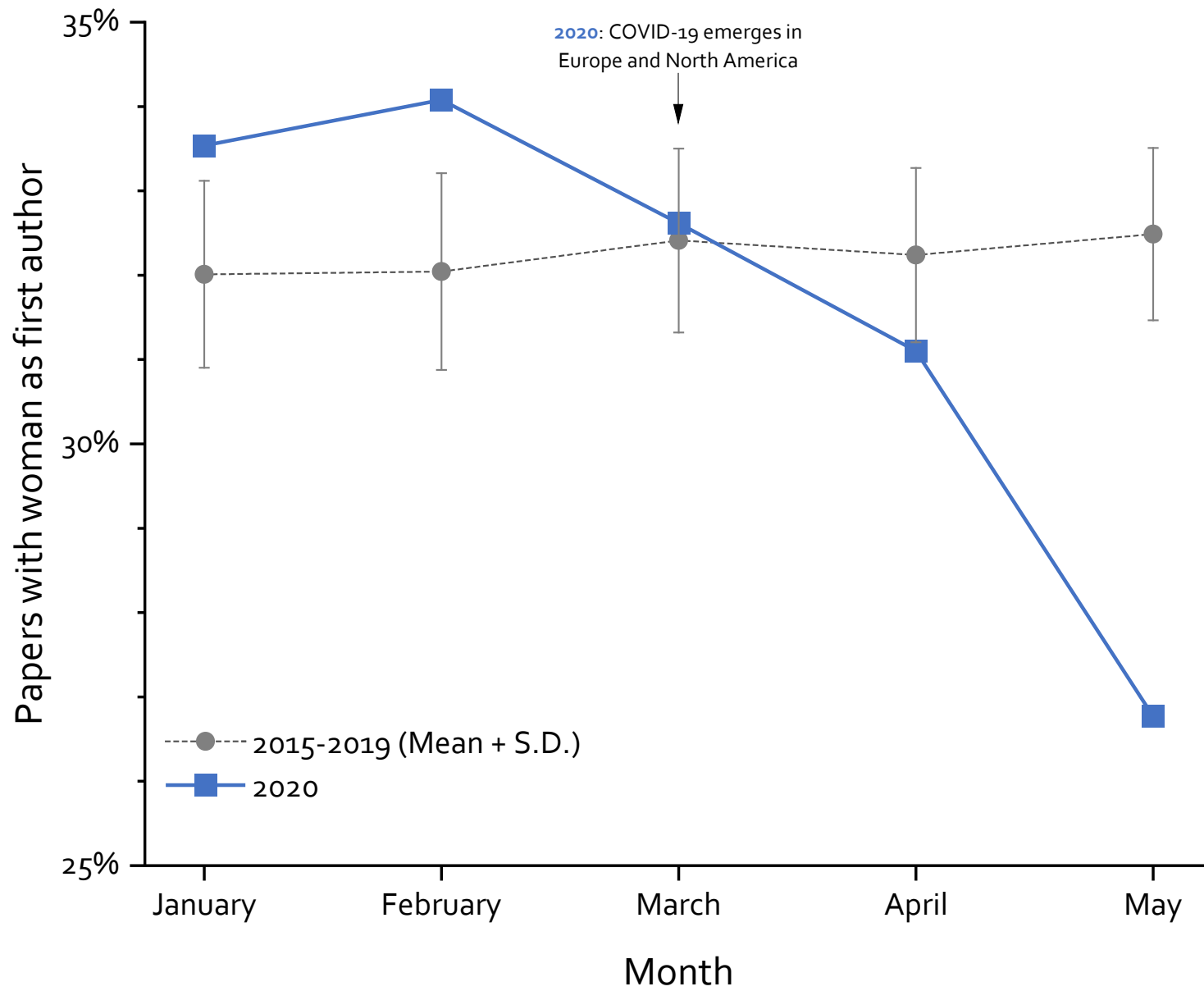




**Proportion of research papers accepted where the first author is female, by month of submission over past five years**











DRAW  
ATTENTION  
WITH  
CONTRAST!

(One of these  
things is not  
like the others)





Contrast in **shape**



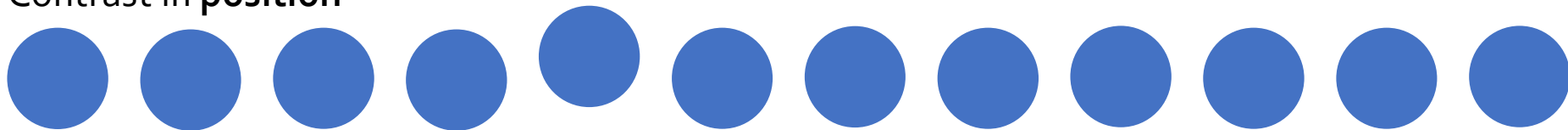
Contrast in **colour**



Contrast in **size**



Contrast in **position**







You will read this last

# You will read this first

You will read this second

You will read this third, and...

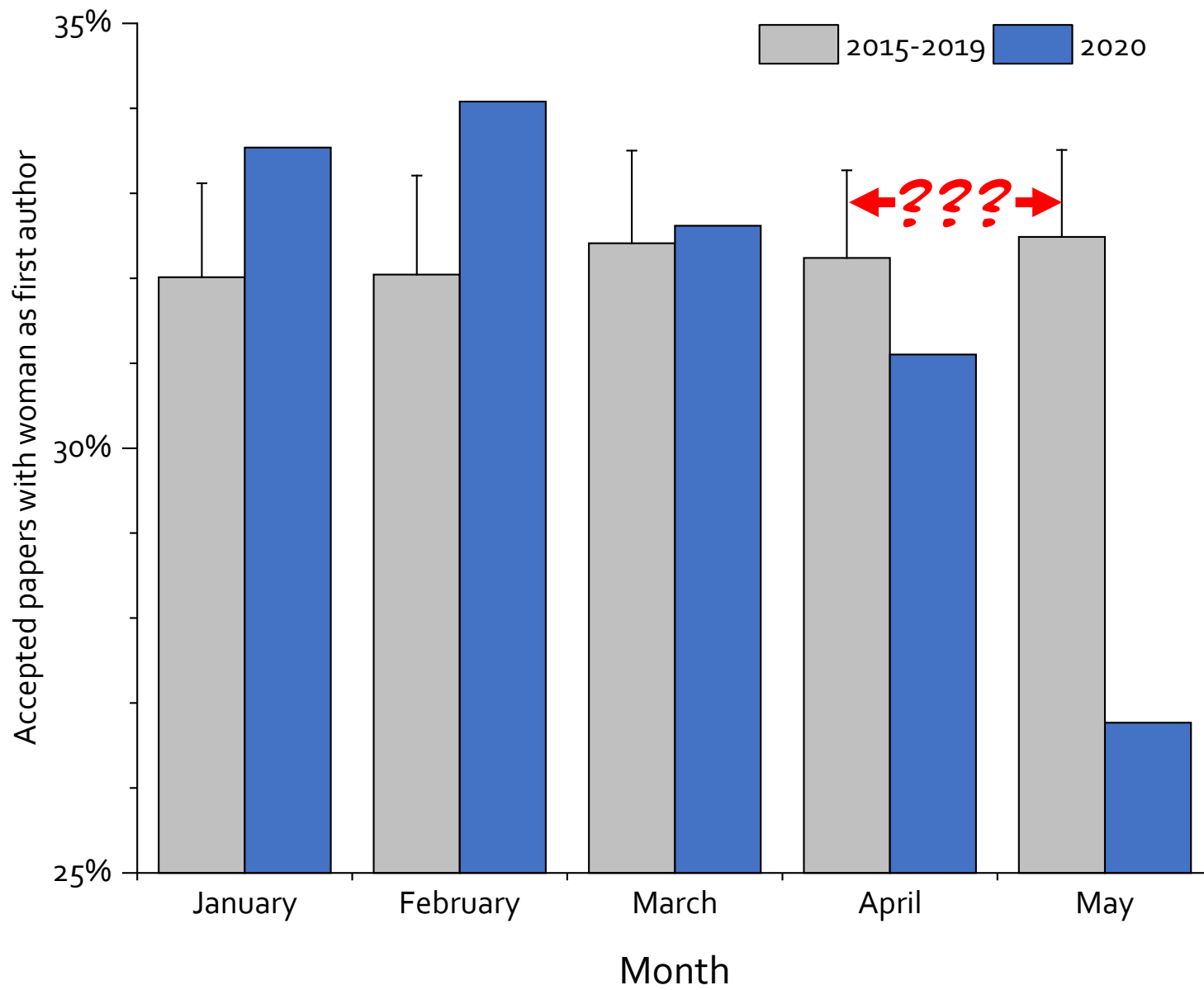




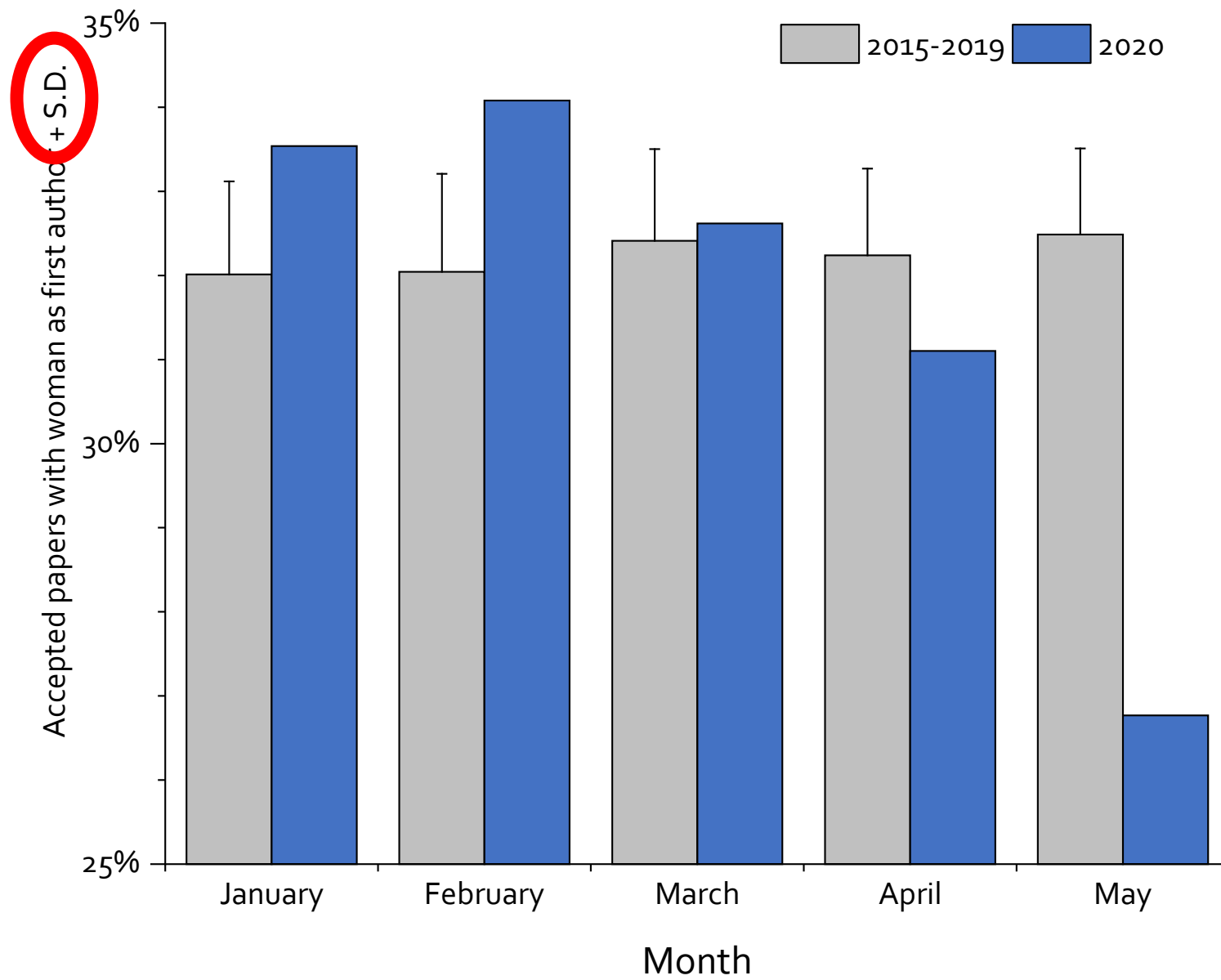
PUT  
INFORMATION  
AT POINT OF  
NEED!

(The most  
common  
problem with  
graphs on  
posters)













# TIME'S UP!

Now tell me how wrong I was!



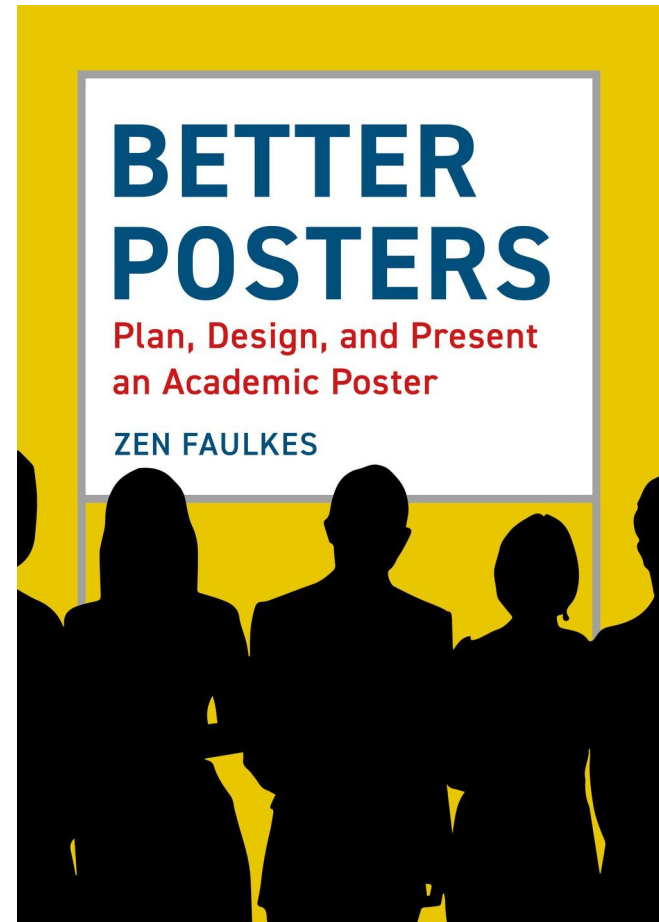


THANK YOU!

@DoctorZen



COMING  
JANUARY  
2021!



[bit.ly/BetterPostersBook](https://bit.ly/BetterPostersBook)