

Poster Design Workshop – WHEA 2010

Time & Place

Wednesday 3rd March 2010
Time: 13:00-16:30
Conference Room 1, Lower Ground Floor, North Shore Hospital

Prerequisite

Registration to the poster section of WHEA 2010 is a prerequisite to registration for this workshop. Maximum 15 attendees per session. For poster submission from teams, enrolment to this workshop may be limited to 1 person per team.

How do I register?

Email knowledgecentre@waitematadhb.govt.nz giving the title of your WHEA poster entry.

What will be covered?

This half-day workshop will cover:

- Purpose and requirements of poster section of WHEA 2010.
- Posters as a communication tool
- Principles of effective poster design:
 - Selecting text...the importance of the message
 - Identifying a visual framework...layout/composition
 - Using graphics...pictures, photos, symbols/icons
 - Colour considerations
 - Graphic design principles – alignment, proximity, contrast
- Practical tips:
 - Developing the message
 - Sketching a draft
 - Making a digital version...how to go about it
 - Using a print shop
- Opportunity to critique posters
- Personal time to take down preliminary thoughts and learnings from the workshop and to sketch out some ideas for your own poster.
- In addition those who attend the workshop will have the opportunity for individual follow-up coaching by means of email to the workshop facilitator.
- This workshop will not teach how to use PowerPoint or any other software. See details on WHEA web pages for an *Introduction to PowerPoint* workshop.