

Design of Poster

Protocol and Standard Operating Procedures

MMISOP003 V3.0

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INTRODUCTION

Since the establishment of Malaysian Medics International (MMI), many posters have been created or designed under MMI for various purposes, including for promoting MMI's events and projects, and to help raise awareness on important health days. These posters are shared on several social media platforms which have now become the most important means of communication and marketing. However, there has been a lack of poster standards across the Branch Councils. As a result, there has been a lack of proper implementation of poster standards across the Branch Councils.

RATIONALE

The rationale of this protocol is to develop standards for poster designs across all branch councils. The protocol will guide creative teams to design posters with specific sets of criteria that are to be fulfilled and to ensure the standards of designs are met.

With proper implementation, this SOP will maintain the expected standards of poster designs and play a role in brand building for MMI.

DEFINITIONS

Creative team	Creative directors, publicity executives, or design executives within MMI Executive Council or Branch Council.
Posters	Any form of printed posters, digital posters or infographics intended to convey clear and quick information, data or knowledge to their viewers.

WHO MUST COMPLY WITH THIS SOP?

All members of MMI who intend to draft, create, curate or design a poster under MMI.

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STANDARD OPERATING PROCEDURE

1. Members appointed to design a poster are required to read and understand this protocol.
2. Members will have to understand the requirements and the criteria for poster design prior to working on the design.
3. Members are required to fulfil the criteria for the poster design.
4. Branch Council and Executive Council's Role
 - a. Creative Team Directors of Branch Councils are to guide team members and ensure all posters posted meet the criteria of poster designs.
 - b. Creative Team Directors of the Executive Council are to provide feedback on posters by all Councils when deemed necessary.
 - c. Creative Team Directors of the Executive Council are to ensure expected standards are met in line with brand-building of MMI.

REQUIREMENTS TO DESIGN A POSTER

1. Posters can be designed with Canva, Adobe Photoshop, Adobe Illustrator or any similar graphic design software.
2. Every effort has to be made to acknowledge and trace copyrighted material by including a statement of the source from which information in the poster is obtained in the last poster of the series or caption.

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CRITERIA FOR POSTER DESIGNS

1. **Copyright**
 - a. MMI logos should be present on all posters to facilitate authorization of MMI as the original creator.
2. **Visibility**
 - a. Dimensions of logos should complement and fit the poster design. Refer Design of Logos.
 - b. Colour of logos must be contrasted to their respective background or made visible to ease reading. Refer Design of Logos.
3. **Content**
 - a. All posters must be proofread beforehand to minimize typographical or grammatical errors as well as to verify the credibility and reliability of information published
 - b. MMI Facebook page, Instagram account and email address will no longer be included to avoid redundant information on the 'About' of each council's Facebook page.
4. **Thematic similarities**
 - a. Posters of a series introducing speakers or activities of an event should have similar theme and poster layout (i.e. arrangement of logos, text and images) to ensure coherence.

GUIDELINES FOR BASIC POSTER DESIGN

While a good design should not be limited to these rules, but in order to facilitate team members who are new to design, these simple rules may aid in producing a simple poster. It is important to acknowledge that these are rules used to aid in design, they should not act as a restriction.

1. **No more than 3 colours.**

Depending on the overall idea of the poster, elemental designs may either encompass multiple colours or a few colours that illustrate a static design. Unlike rainbows and splashes of colours, these are images that command dynamics and therefore may be pleasant to the naked eye. Static images with the inclusion of too many colours, may appear messy and therefore unpleasant. It is pivotal to delineate a dynamic or a static design.

2. **No more than 3 fonts.**

In poster designs, it is pivotal to realise the concept of headings, subheadings and the main body text. Different fonts may be used to identify different segments of the poster. In every formal

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document, typically the same font will run throughout the document, the only difference is the size of the font and the usage of features like **bold**, *italic* or underlined.

Too many fonts on a static design will again appear messy, and therefore unpleasant to the naked eye.

3. No more than 3 elements.

While elements may mean lines, colours, shapes, vectors or images. In this context, the element of colours shall not be elaborated. In any poster design, a thematic expression of a poster must first be envisioned, idealised and then presented on the design, in other words, there should be a rough idea of the intended design. Some designs may include vectors to complement the poster, it is pivotal to take a global mental picture of the poster and avoid complexities in favour of a more spacious-looking design. Too many elements risk complicating the poster, while too little might render it empty. A balance is therefore important.

4. Keeping a distance between the content and the border

Depending on the design, a distance shall always be kept between the content and the border to ensure that the overall appearance of the design is well-structured and balanced. (Refer Appendix 1)

5. Images inserted should be visible and organised.

Posters with picture contents, i.e. committee introduction & speakers introduction, should be of reasonable quality. Configuration of multiple pictures of individual persons should be identical in size (head and upper body) and space above the head. Variations in size where some are in full body shots while some are in half body shots and only face shots will seem unbalanced with some pictures being unidentifiable.

6. Quantity and size of posters should be observed.

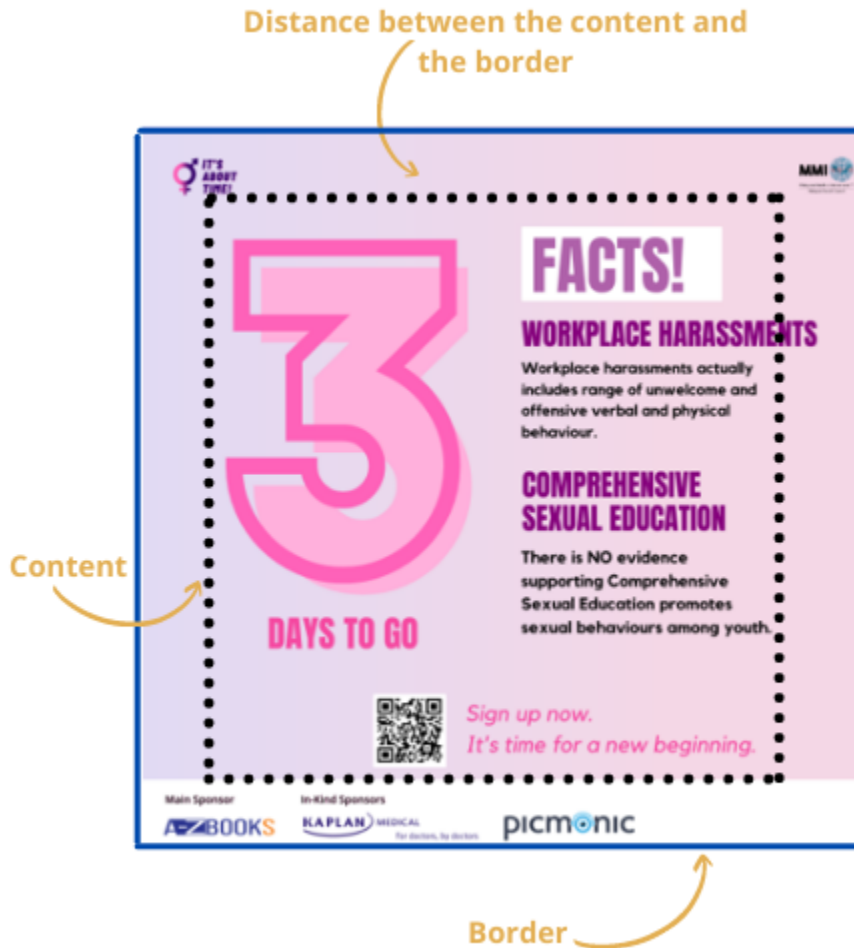
A series of posters on Instagram should not exceed 10 as it is the maximum amount of posters that is allowed to post at any given time. Posters on Twitter should not exceed 5MB as it is the maximum size allowed per poster. Quality and size of posters should be taken note of to ensure no posters are left out or compromised in quality.

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APPENDIX

Appendix 1

A distance shall always be kept between the content and the border.



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Protocol Governance

Protocol Developer	Malaysian Medics International	
Protocol Creator	¹ Ms. Goh Wern Sze ¹ Ms Chong Hui Yuan ² Dr. Darien Liew Daojuin	
Creator's Position	¹ Co-Creative Director ² Co-Chair	MMI Executive Council 2019/2020 MMI Executive Council 2019/2020
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Version History

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1.0	-	-	-
2.0		25 March 2021	Wong Shuet Nee Publication Director MMI Executive Council 2020/2021
3.0		26 January 2023	Chloe Teoh Yong Qi Creative Director MMI Executive Council 2022/2023

Protocol Review

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Reviewed by	-
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¹ This should fall under the Executive Co-Chair's jurisdiction.

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