

Object of a Poster Presentation

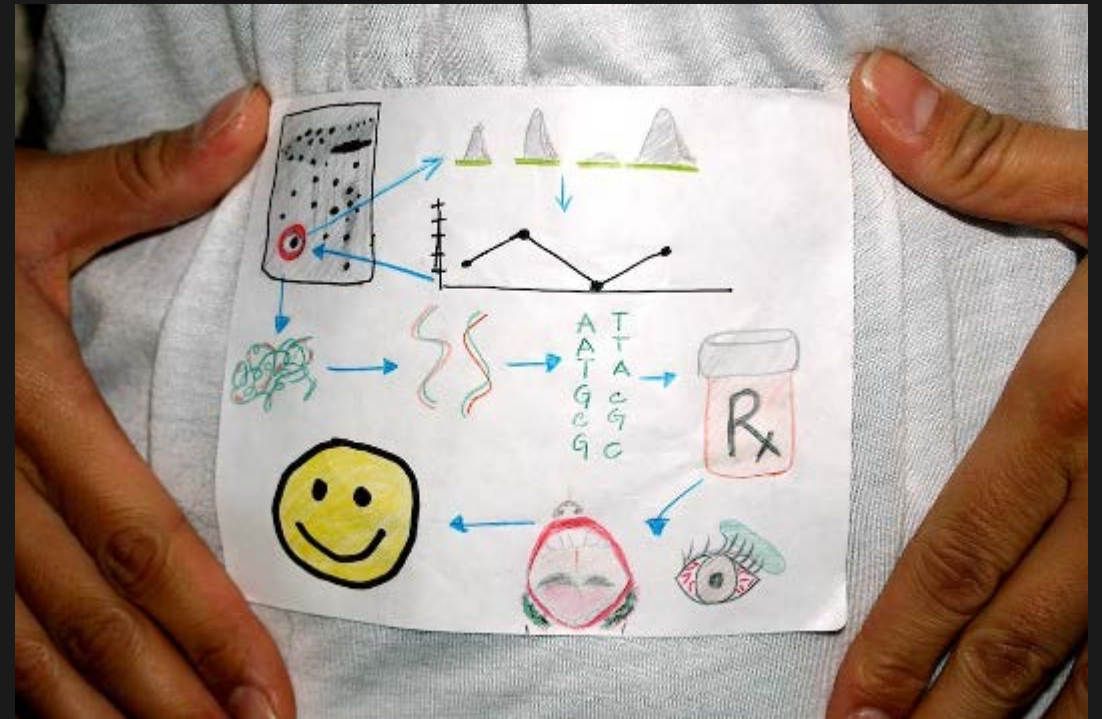
Attractive. Clear. Memorable.

- Get people's attention
- Make someone eager to talk to you
- Provide the main messages



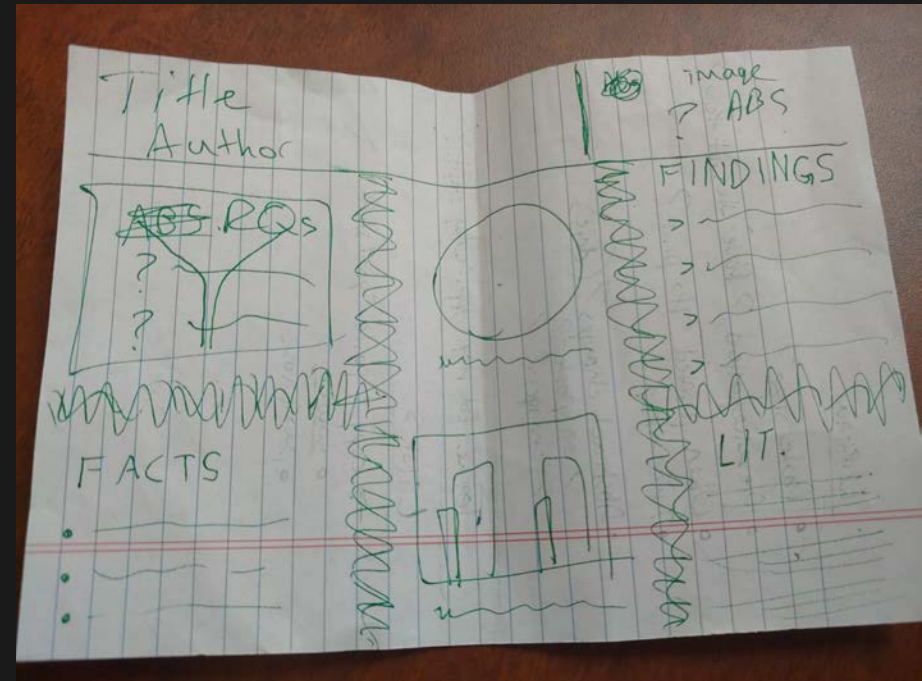
Main Ideas

- Research Question(s).
- Why should anyone care?
- What did you do?
- Major Takeaways.



Design First

- Sketch/plan/draft
- Takes time
- Pick colors, size, fonts, major ideas
- Who is doing what by when



Design Pointers

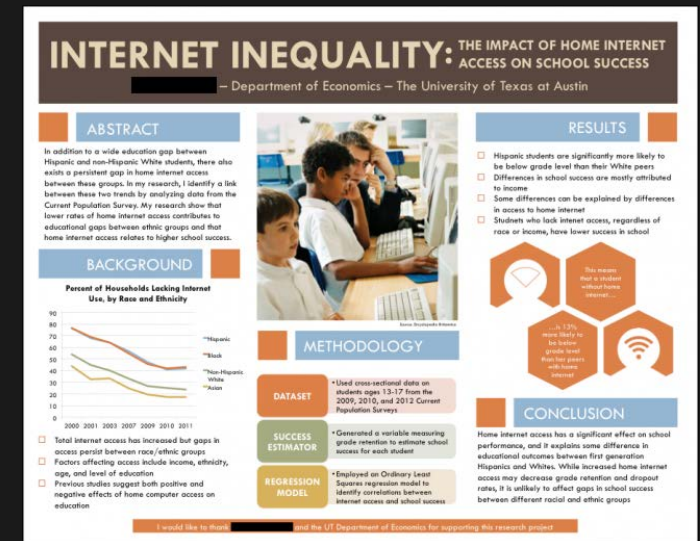
- Font type:
 - Titles – sans-serif (Verdana, Trebuchet MS, Arial, Impact, Tahoma)
 - Rest serif (Garamond, Goudy, Century, Baskerville, Palatino, **Stone Serif**)
- Font size: at least 36 pt and this includes graphs
- Colors: less is more, color code
- Poster size: 1) look at conference rules
Default is 36 by 48
- Google searches/inspiration (not templates)



A Picture May Be Worth a Thousands Words...

But your poster should be much less.

- Limit yourself to 700 words or less
- Highlight of your work to spark conversation, not your thesis.
- Leave White space, minimum 50 % picture/graph space
- Bullets over paragraphs
- Tables over words
- Keep a consistent text box width
- Avoid underlining
- Thin border on pictures
- High resolution Only (it's a poster)



Software

- Powerpoint (change size right away)
- Or Photophop, QuarkXPress, InDesign, Illustrator, etc.
- Do not use google docs or switch operating systems or overlap powerpoints (corrupts the file)

Morphological variation amid various Central American clade mollies (Cyprinodontiformes: Poeciliidae: Poecilia) geographically distributed across Central and South America: A geometric morphometric analysis.
 B.P. Orris, N.B. Lehmann, C.M. Draghetti, A.L.F.C. Ho, and J. Lin.
 Department of Biological Sciences, Florida Institute of Technology, 150 W. University Blvd, Melbourne, FL 32901.

Abstract
 Mollies (Poecilia) and other members of the genus Poecilia are known to exhibit phenotypic plasticity in response to environmental factors. Many species exhibit plastic morphological responses to salinity, with the environment being a major driver of variation. To test this hypothesis, we conducted a geometric morphometric analysis of lateral body shape across 12 populations of Poecilia latipinna from Central and South America. The vertebral landmarks of each fish were photographed, images were digitized with 37 landmarks in the lateral view, and geometric morphometric analysis was performed. Results of the shape analysis were presented and discussed.

Introduction
 Figure 1. Phylogenetic tree showing the relationship of species of Poecilia. Species of Poecilia are divided into two major clades: the Central American clade and the South American clade. The Central American clade includes P. latipinna, P. reticulata, and P. latipinna ssp. nov. The South American clade includes P. reticulata ssp. nov., P. latipinna ssp. nov., and P. latipinna ssp. nov.

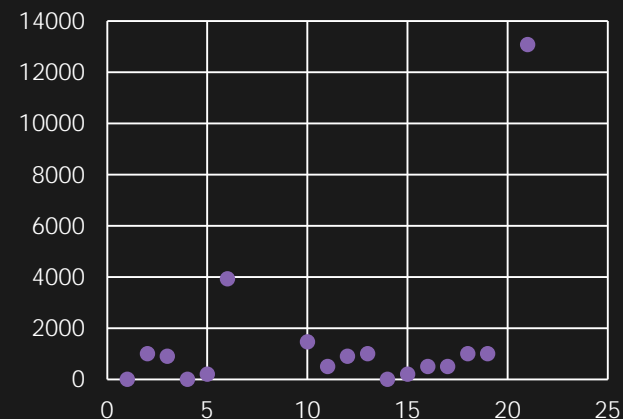
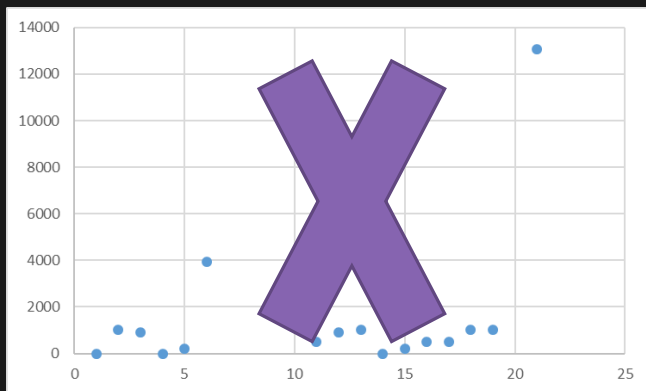
Results
 Table 1. Morphometric data for 12 populations of Poecilia latipinna. The table lists the population name, the number of individuals sampled, and the mean values for 12 morphometric variables (M1-M12). Error bars represent standard error.

Methods
 A set of lateral body shape landmarks (Figure 1) were used to describe the lateral body shape of each individual. Landmarks were digitized using tpsReconstruct (v. 2.10) and tpsDig (v. 2.17). Geometric morphometric analysis was performed using tpsProcrustes (v. 1.50) and tpsSmall (v. 1.40). Results of the shape analysis were presented and discussed.

Discussion
 Differences were found between individuals from different populations. The Central American clade populations were significantly different from the South American clade populations. The Central American clade populations were more similar to each other than to the South American clade populations. The Central American clade populations were more similar to each other than to the South American clade populations.

Graphs, Figures, etc.

- Make them transparent (not jpegs) and match the color scheme
- Increase tick size, font size on everything to 36, thicken lines
- Make sure the legend goes in the same order at the data (if the blue line is on top its listed first in the legend – we want it clear to the audience)



Logos and Branding



- www.Radford.edu/lockup (use the png)
- Branding guide has all the RU colors!
- https://www.radford.edu/content/dam/departments/administrative/university-relations/graphic-identity/RadfordU-BrandGuide_102615.pdf



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OK, I can put them in



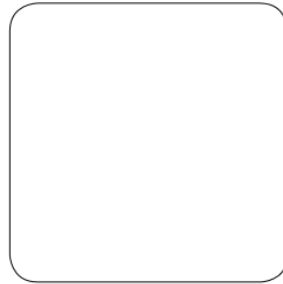
Pantone 186
C: 10 M: 100 Y: 90 K: 0
R: 194 G: 1 B: 27
HEX: #c2011b



**Pantone Cool Gray 8
Black 60%**
C: 0 M: 0 Y: 0 K: 60
R: 128 G: 130 B: 133
Hex: #808285



**Pantone 427
Pantone Cool Gray 8
36%
Black 20%**
C: 0 M: 0 Y: 0 K: 20
R: 209 G: 211 B: 212
Hex: #d1d3d4



White
C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
Hex: #FFFFFF



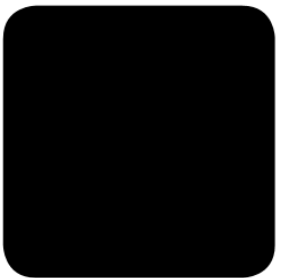
Pantone 541
C: 100 M: 50 Y: 9 K: 46
R: 0 G: 60 B: 113
HEX: #003C71



Pantone 4515
C: 13 M: 19 Y: 62 K: 28
R: 179 G: 163 B: 105
Hex: #B3A369



Pantone 7499
C: 1 M: 2 Y: 24 K: 0
R: 241 G: 230 B: 178
Hex: #F1E6B2



Black
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
Hex: #000000

Limited Accent Colors:



Pantone 577
C: 35 M: 2 Y: 58 K: 0
R: 169 G: 196 B: 127
HEX: #A9C47F



Pantone 136
C: 0 M: 28 Y: 87 K: 0
R: 255 G: 191 B: 163
HEX: #FFBF3F



Pantone 2603
C: 72 M: 99 Y: 0 K: 3
R: 112 G: 32 B: 130
HEX: #702082



Pantone 2226
C: 60 M: 6 Y: 33 K: 0
R: 97 G: 186 B: 180
HEX: #61BAB4

Acknowledgements

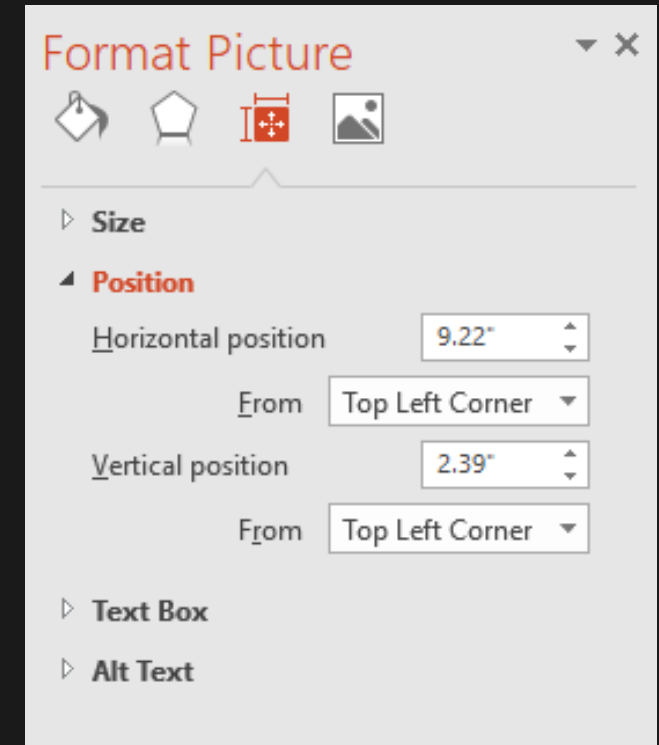
- Prior group members who supplied data or procedures
- Mentor(s)
- Collaborators
- Funding, Organizations
- Group pictures are fun (picture of yourself as presenter for the audience)
- And on this topic:
<https://colinpurrington.com/tips/poster-design>



Final Review



- Alignments – please, please even them out
- View at 100% on your monitor and scroll over everything – resolution, spacing, borders, etc.
- Go to sleep and repeat above
- Monitors in conference rooms project an almost perfect 36 by 48 inch picture.
- At least ½ inch margin all the way around
- Consistent throughout? Let someone else look at it (roommate, friend, relative)



At the Conference

- Wear comfortable shoes
- Dress professionally, show up early
- Bring resume, business card, padfolio
- Give people a minute before you dive in
- If you have multiple presenters rotate by the poster
- Never talk for more than 2 minutes without giving your visitor a chance to interject
- Practice your ~90 second overview of your talk ready to go

