RAD Posters & Preparation Overview

Research Appreciation Day Education Session
January - March 2020
By this point…

December 16  Abstract submissions open.
January 14   Abstract Overview Presentation
January 15   IRB deadline for processing new RAD protocols
February 3   Abstract submissions close at 11:59 P.M.
February 11  Posters & Prep Overview
March 5      Notify all participants of acceptance
March 9      Submit poster orders to One Stop Printing by 5:00 P.M.
March 26     Poster Peek – poster set-up at event venue from 3:00 – 5:00 P.M.
             Faculty reception from 5:300 – 7:00 P.M.
March 27     RAD 2019

Note: Remember to work with your mentor or a faculty you feel comfortable with to discuss your submissions.
Poster & Prep Objectives

- **Design**
  - Getting Started
  - Design Elements
  - Data Visualization

- **Printing**
  - Exporting
  - Printers
  - Sending Poster

- **Dress for Success**
  - Professionalism and Dress
  - Dress to Impress
  - Attention to Detail

Note: The education sessions are tips for success and does not guarantee a winning poster.
Evaluating Sample

Pigs in Space

• What is unsuccessful about the example?
• What is successful about the example?

Poster Explanation
ABSTRACT:
One granted benefit of space travel is a potential elimination of obesity, a chronic problem for a growing majority in many parts of the world. In theory, when an individual is in a condition of zero gravity, weight is eliminated. Indeed, in space one could conceivably follow ad libitum feeding and never gain an ounce, and the only side effect would be the need to upgrade one’s stretchy pants (“exercise pants”). But because many diet schemes start as very good theories only to be found to be rather harmful, we tested our predictions with a long-term experiment. In colony of Guinea pigs (Cavia porcellus) maintained on the International Space Station, individuals were housed separately and given unlimited amounts of high-calorie food packets. Fresh fruits and vegetables were not available in space so were not offered. Every 30 days, each Guinea pig was weighed. After 5 years, we found that individuals, on average, weighed less than they did on Earth. In addition to weight loss, no negative effects were observed. The primary potential application of weight loss was noted immediately, but at the same time travel to space was prohibitively expensive and the issue was not seriously pursued. Now, however, multiple companies are developing cheap extra-terrestrial travel options for normal consumers, and potential travelers are also creating new ways to pay for products and services that they cannot afford. Together, these factors open the possibility that moving to space could cure overweight syndrome quickly and permanently for a large number of humans.

INTRODUCTION:
The current obesity epidemic started in the early 1900s with the invention and proliferation of elastane and related stretchy pants (“exercise pants”). But because many diet schemes start as very good theories only to be found to be rather harmful, we tested our predictions with a long-term experiment. In colony of Guinea pigs (Cavia porcellus) maintained on the International Space Station, individuals were housed separately and given unlimited amounts of high-calorie food packets. Fresh fruits and vegetables were not available in space so were not offered. Every 30 days, each Guinea pig was weighed. After 5 years, we found that individuals, on average, weighed less than they did on Earth. In addition to weight loss, no negative effects were observed. The primary potential application of weight loss was noted immediately, but at the same time travel to space was prohibitively expensive and the issue was not seriously pursued. Now, however, multiple companies are developing cheap extra-terrestrial travel options for normal consumers, and potential travelers are also creating new ways to pay for products and services that they cannot afford. Together, these factors open the possibility that moving to space could cure overweight syndrome quickly and permanently for a large number of humans.

RESULTS:
Mean weight of pigs in space was 0.0008 ± 0.0002 g. Some individuals weighed less than zero, some more, but these variations were due to reaction to the duct tape, we believe, which caused them to be alarmed push briefly against the force plate in the balance. Now, however, multiple companies are developing cheap extra-terrestrial travel options for normal consumers, and potential travelers are also creating new ways to pay for products and services that they cannot afford. Together, these factors open the possibility that moving to space could cure overweight syndrome quickly and permanently for a large number of humans.

CONCLUSIONS:
Our view that weight and weight gain would be zero in space was confirmed. Although we have not replicated this experiment on larger animals or primates, we are confident that our result would be mirrored in other model organisms. We are currently in the process of obtaining necessary human trial permissions, and should have our planned experiment initiated within 60 years, pending expedited review by local and Federal IRB.

ACKNOWLEDGEMENTS:
I am grateful for generous support from the National Research Foundation, Black Hole Diet Plans, and the High Fructose Sugar Association. Transport rights were funded by SPACE-EXES, the consortium of wealthy from illegally wealthy space-flight startups. I am also grateful for comments on early drafts by Mañana Athletic Club, Corpus Christi, USA. Finally, sincere thanks to the Cuy Foundation for generously donating animal care after the conclusion of the study.

LITERATURE CITED:
Why this is a terrible poster

1. Too much text (I’ve been on mission to push for 800 words).
2. Background image is distracting (distracts from illustrations).
3. Text box backgrounds are dark, which makes text really hard to read.
4. Text box backgrounds are all different colors, for no reason (distracting).
5. Text boxes are different widths (distracting, hard to follow flow of poster).
6. Some text boxes too wide (aim for 45-65 characters per line).
7. Text boxes not separated from each other by pleasing “white” space.
8. Text box edges not aligned (distracting).
9. Text justified, which causes bad inter-word spacing. Also makes reading harder (brain uses jaggedness of left-justified text).
10. Logos are distracting, useless, crowd title.
11. Title word art distracting, hard to read, juvenile.
12. Title is in all caps, which is harder to read and obscures Latin name.
13. Title is italicized, which also obscures Latin name style conventions.
14. Author font and color is annoying (comic sans should be reserved for comic books).
15. Author font color is too loud relative to other text.
16. Results are presented in sentences instead of visually with charts.
17. Section headers have too much formatting (big font, bolded, italicized, underlined, and colored — ack!). Choose one.
18. Terrible graphic of Guinea pig on scale. Need one of the actual set up (pigs eating while weightless, for example).
19. Inclusion of an Abstract consumes space needlessly. Abstract section should be banned from posters. Posters ARE an abstract.
20. Plus the science is terrible! (Bad science is correlated with bad graphic design, by the way.)
Recommended Program: PowerPoint

From Scratch:
1) Open New Presentation
2) File/Page Setup…
   Width 56 inches
   Height 36 inches
3) Home/Layout – Blank layout

From Poster Template:
1) Go to: Research Appreciation Day Posters
   http://tinyurl.com/rad-posters
   Click: “Basic Poster Template”

Note: All posters must be **56x36 inches**. Do not submit posters smaller or bigger than these dimensions.
THE QUICK, BROWN FOX JUMPS OVER A LAZY DOG

Names
Department of Pharmacology & Neuroscience
UNTH Health Science Center at Fort Worth, TX 76107

PURPOSE

The quick brown fox jumps over the lazy dog. This little-known fact is crucial to understanding the nature of the fox and its behavior. Foxes are known to be quick and nimble animals, capable of jumping over obstacles with ease. This ability is essential for their survival in the wild, as it allows them to evade predators and capture prey. In the context of pharmacology and neuroscience, these quick jumps can be studied to understand the brain and nervous system's role in controlling movement. This knowledge can be applied to develop better treatments for neurological disorders and improve our understanding of the brain's function.

INTRODUCTION

The quick brown fox jumps over the lazy dog is a nursery rhyme that has been passed down through generations. It is a simple and charming poem that captures the essence of nature and the beauty of movement. In the context of pharmacology and neuroscience, this poem can serve as a reminder of the importance of quick and nimble movements in the brain and nervous system. The rhyme can be used as a tool to teach children about the importance of movement and its role in the brain's development.

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REFERENCE

How quickly a fox jumps over a lazy dog. Two known facts are true: (1) foxes jump very high, and (2) foxes are very fast. In the context of pharmacology and neuroscience, these facts can be studied to understand the brain's role in controlling movement. Foxes are known to be quick and nimble animals, capable of jumping over obstacles with ease. This ability is essential for their survival in the wild, as it allows them to evade predators and capture prey. In the context of pharmacology and neuroscience, these quick jumps can be studied to understand the brain and nervous system's role in controlling movement. This knowledge can be applied to develop better treatments for neurological disorders and improve our understanding of the brain's function.

END OF DOCUMENT

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END OF DOCUMENT
Note: Be intentional with your design choices! How do the poster’s visual elements help convey your content?
Typography

• Use textboxes to insert text into your poster layout. Be sure to be consistent with the width of your columns, by using the format panel.

• When selecting a font you can’t go wrong with the classics: Arial, Times New Roman or Helvetica.

• Keep it simple, no more than two fonts—generally one for the titles and one for the body text.

• If you are adventurous, use tools such as Canva Font Combination tool or Google Fonts to find fresh font combinations.
# Font Requirements

<table>
<thead>
<tr>
<th>Title</th>
<th>Sub-Title</th>
<th>Body Text</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Font Size:</strong> should be <em>at least</em> 48 points or greater</td>
<td><strong>Font Size:</strong> should be <em>at least</em> 48 points</td>
<td><strong>Font Size:</strong> should be 24-32 points, including captions</td>
</tr>
<tr>
<td><strong>Type title:</strong> in ALL CAPS</td>
<td><strong>Type sub-title:</strong> in ALL CAPS</td>
<td><strong>Type body:</strong> in sentence style.</td>
</tr>
<tr>
<td><strong>Type authors:</strong> in Upper And Lower Case</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**POSTER TITLE**

*Author Name*

**SUB-TITLE**

The quick, brown fox jumps over a lazy dog.

**Note:** Readability is the most important consideration when choosing a fonts. Avoid making fonts too small, or too distracting.
Balance

• Your poster should be more that just words.
• Where possible include images and graphs to create balance and to communicate your content in a different way.

How to add an image:
• Insert/Picture/Picture from file...
• Hold Shift while resizing to avoid distortion.

Image Requirement:
• Importing images into PowerPoint should be jpg or png format
• 300 dpi (better for printing large scale)
• or 72 dpi with larger dimensions (i.e. 1920px x 1280px)
Balance - Images

• Remember not to use copyright materials on your poster – unless cited
• *Always* give credit to the photographer or cite the source

Generic Stock Images
• Unsplash - https://unsplash.com
• Stocksy – https://www.stocksy.com
• Death to Stock - https://deathtothestockphoto.com

Medical Images
• Library databases with image content -
  https://guides.library.hsc.unt.edu/az.php?t=2779
  *Remember these will require citations*
UNT Logo

- Every poster is required to have the UNT logo.

Branding Guidelines
- The wordmark cannot be altered from its original form and cannot be smaller than 1 1/4 inches in width on printed materials.
- The wordmark cannot be stretched, rearranged or altered in any way other than proportional scaling and appropriate use of color. The mark must maintain a ratio of 6:1 (width: height). To check this, divide the length by the height.
- The wordmark should always appear in UNT green, white or black and when possible should appear over UNT green, white, black or shades of those colors.
- An area of clear space surrounding the wordmark should be used to maintain visual impact and legibility. -UNT Marketing and Identity Guide
UNT New Logo

• On February 19th UNTHSC will get a new logo.

Directions for RAD
• Use the green templates!
Color

• Your poster scheme should be UNT green or the new HSC graphite. Just remember it should be professional.
• If you would like to match the UNT colors the official green is:
  • hex color for UNT green: #059033
  • HSL color model for UNT green: hue 93, Sat 224, Lume 70
  • RGB color model for UNT green: red 5, Green 144, Blue 51
• Avoid large areas of black or extremely dark colors. Dense areas of ink can make the paper weak and takes a long time to dry.
• Consider matching your color palette with your imagery.
Composition

Legibility

- Do not overcrowd poster with information.
- Make sure all elements work harmoniously.

Margins

- Be conscious of the margins
- Information too close to the edge may be cut off

photo credit: designschool.canva.com
Data Visualization Basics

• Represent as much relevant data as possible/if not full range
• Clear data over artful design
  • Appropriate labels & units specified
• Effect shown in graphic = effect in data
• Avoid 3D (unless necessary or definite benefit)
• Can it be resized/reproduced without distortion?
• Avoid graphic clutter & “chartjunk” (Tufte, 1983)
  • Does it aid comprehension? Is it necessary?
  • Using grid lines? Make them gray not black.

Additional Tips & Examples
Selecting the Right Chart

NNLM Data Visualization Resources

Graph Files - Best Practice

• **Use PowerPoint-native graphs whenever possible.**
  • If this is not possible, export **jpg** files from your graphing program.
  • You may try to copy and paste your graphs directly into your PowerPoint, but this can create a conflict and the pasted graphic may not print correctly. **DO NOT** copy from Graphing Program to Word to PowerPoint.

• If your graphing program **will not** let you save as a **jpg** file then print, scan, and save them as **jpg** files.

• Keep **jpg** files at 300 dpi.

• **Save your originals.**

**Reminder:** Throughout this process work with your mentor or a faculty you feel comfortable with to discuss your poster submissions...including your charts & visuals.
Exporting File for Printer

Exporting from PowerPoint:
• File/Save as…
• File Format: (select) PDF

Note: PDFs maintain fonts and composition. They also have good quality for printing.

Proof before Printing:
• Open PDF in Adobe Acrobat
• Print – Actual size
This will allow you to see a sample section of your poster to know if the font is legible and the images are not pixelated.

A PDF will be the final file you will send to the printers, not the PowerPoint.
Printers

Recommended Printer:

One Stop Printing

Cost: $65
Before March 9th

Cost: $108
Cut off-date March 20th

2904 Cullen St.
Fort Worth, TX 76107
Off University going North

Approximate Cost: $100-130

Does not offer prints larger than 24x36

Approximate Cost: $100-130
Sending Poster

What to send:
• Email ginnie@onestopprinting.com
• Attach a PDF of your poster
• Fill out and attach RAD Poster Order Form
• Include “RAD 2020 Poster Order” in the subject line
• Consider sending your poster after approval

Payment
• If you plan to have your poster printed elsewhere, you will need to verify cost and deadline information with the vendor.

• Check with your principle investigator or mentor to discuss how payment will be arranged.

http://tinyurl.com/rad-posters
Dress for Success

Professionalism and Dress

Dress to Impress

Attention to Detail
Professionalism and Dress
What to Wear to Your Job Interview

**Interview Attire for Men:**
- Clean shaven face or neatly trimmed beard
- Two-piece suit
  - Cleaned and pressed
  - Conservative colors like navy and dark gray
- Long-sleeve shirt, even in summer
  - White or light blue solid color
- Empty pockets to eliminate bulges
- Conservative tie
- Belt matching color of shoes
- Leather shoes, black or cordovan
  - Polish night before
- No earrings
- Clean, trimmed fingernails

**Interview Attire for Women:**
- Two-piece, matched suit
- Skirt should cover thighs when seated
- Navy, black, gray or dark brown
- Tailored blouse, shell or knit top
  - Do not show cleavage
  - Avoid gaping at chest
- Leather Shoes
  - No stilettos or platforms
- Carry only one bag or tote
- Avoid perfume
- Avoid heavy makeup
- Clean, trimmed fingernails

**Tips:**
1. Lay out your interview outfit the evening before and check for stains, tears or missing buttons.
2. Make sure your interview clothing is clean and well pressed.
3. Except for women’s earrings, avoid body-piercing jewelry.
4. Avoid perfume, cologne, and aftershave.
5. Men should be clean-shaven. A carefully trimmed beard or mustache is also acceptable. Avoid stubble that looks like a few days of growth.
6. If possible, cover your tattoos.
7. Wear clothes that fit.
8. Do not wear flashy jewelry or watches.

You only get one chance to make a good first impression with a potential employer. The clothes you wear are the first part of that first impression, so dress to impress. A business suit says you mean business, even though it may make you feel overdressed and uncomfortable. It shows that you care about making a good first impression. Thousands of people are eliminated as job candidates every week merely because they were not dressed appropriately for the interview, but a business suit is always appropriate.
Attention To Detail

Reminder: Check with your mentor or a faculty you feel comfortable with to discuss recommend dress for RAD.

Your smile is your logo, your personality is your business card, how you leave others feeling after an interaction is your trademark.

@Businessmindset101
JCPenney SUIT-UP EVENT

SHOP CAREER DRESS APPAREL
Shop everything you need to finish your look for that next career fair, interview or new job. Check out new items added, including men’s khakis, men’s basics, fashion jewelry, handbags, luggage & more.

SEPHORA INSIDE JCPENNEY
Stop by for a FREE mini makeover and samples.

SALON
Enjoy a FREE hair consultation or schedule your next appointment.

PORTRAIT STUDIO
Get professional headshots starting at just $29.99. Stop by or book online.

JCPENNEY MOBILE APP
Download ahead of time and start earning $10 Rewards.

UP TO 60% OFF*
select men’s & women’s career dress apparel, shoes & accessories

97.99
m.c.
reg. $199.99

52.49
m.c.
reg. $105.99

SUNDAY, FEB. 16 | 4:00 PM - 7:00 PM
JCPENNEY @ ALLIANCE TOWN CENTER
3001 TEXAS SAGE TRAIL, FORT WORTH, TX 76177
Poster Peek, the Career Center, & the Library

March 26
3:00 – 5:00 P.M.
Lewis Library

Features
• Poster set-up
• Preview posters
• Free food
• Free coat steaming