RAD Posters & Preparation Overview

Research Appreciation Day Education Session
February 2017
By this point…

December 19  Abstract Submission Open
January 23   Abstract Overview Presentation
February 14  Abstract Overview Presentation
February 23  Abstract Submissions Closed
February 28  Poster & Prep Overview
March 23     Oral Presentation Practice
March 30     Oral Presentation Practice

Note: Throughout this process work with your mentor or a faculty you feel comfortable with to discuss your poster submissions.
Note: The education sessions are tips for success and does not guarantee a winning poster.
Design

Getting Started

Design Elements

Data Visualization
Evaluating Sample

**Pigs in Space**

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

**Poster Explanation**
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
UNT Health Science Center at Fort Worth, TX 76107

INTRODUCTION

The quick brown fox jumps over a lazy dog. This is an important point to remember, especially for those who study pharmacology and neuroscience. The fox is quick and the dog is lazy. This simple phrase can help you remember the key points of the lesson.

RESULTS

Amazingly, few pharmacologists have attempted to study the effects of fox venom on the brain. However, a group of researchers at the University of California have made significant progress in this area.

CONCLUSIONS

The results of this study demonstrate the importance of further research on the effects of fox venom on the brain. We encourage other researchers to continue exploring this fascinating topic.
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>The quick, brown fox jumps over a lazy dog</td>
</tr>
</tbody>
</table>

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

• Your poster should be more than 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)
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
Color

• Your poster scheme should be UNT green. 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 over crowd 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

Composition is your design's arrangement/scale/hierarchy

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

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.
Printing

Exporting

Printers

Sending

Poster
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: $55
Before March 20th

Cost: $107
After March 20th

(817) 338-2941

Approximate Cost: $100-130

Does not offer prints larger than 24x36

Approximate Cost: $100-130
Sending Poster

What to send:
• Attach a PDF of your poster
• Fill out and attach RAD Poster Order Form
• Include “RAD 2017 Poster Order” in the subject line
• Consider sending your poster after approval - March 13

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
Dress To Impress

What to wear?

This guide demonstrates acceptable Business Professional and Business Casual attire for your upcoming career events.

Note: For interviews, dress down to Business Professional attire.
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