

Effective Poster Design for Academic Conferences

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A Scientific Poster

- **communicates your research at a conference.**
- **is a *visual* presentation of information.**
 - It should not simply reproduce your written paper at poster size.
- **should be understandable to the viewer without verbal explanation.**

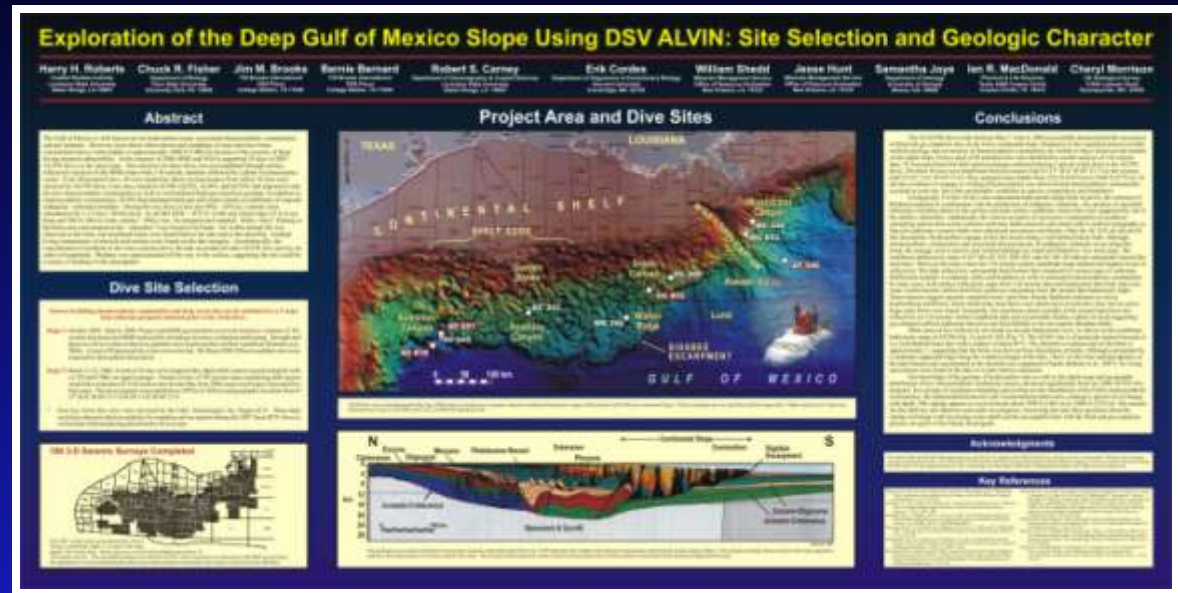
Know Your Audience

- **Distracted academics walking through a crowded, noisy room**



Know Your Audience

- In 3 seconds, a viewer decides whether to approach your poster or leave.
 - Subject must be clearly understandable from at least 10 feet away.
 - Use a statement, photograph, or diagram as a focal point to attract attention.



Know Your Audience

- **In the next 30 seconds, the viewer decides if your content is worthy of further exploration.**
 - **Provide a clear flow of information from introduction to conclusion.**
 - **Focus on major findings—do not try to include everything you know.**
 - **Text should be concise enough to be read in under 10 minutes.**

Organize Your Information

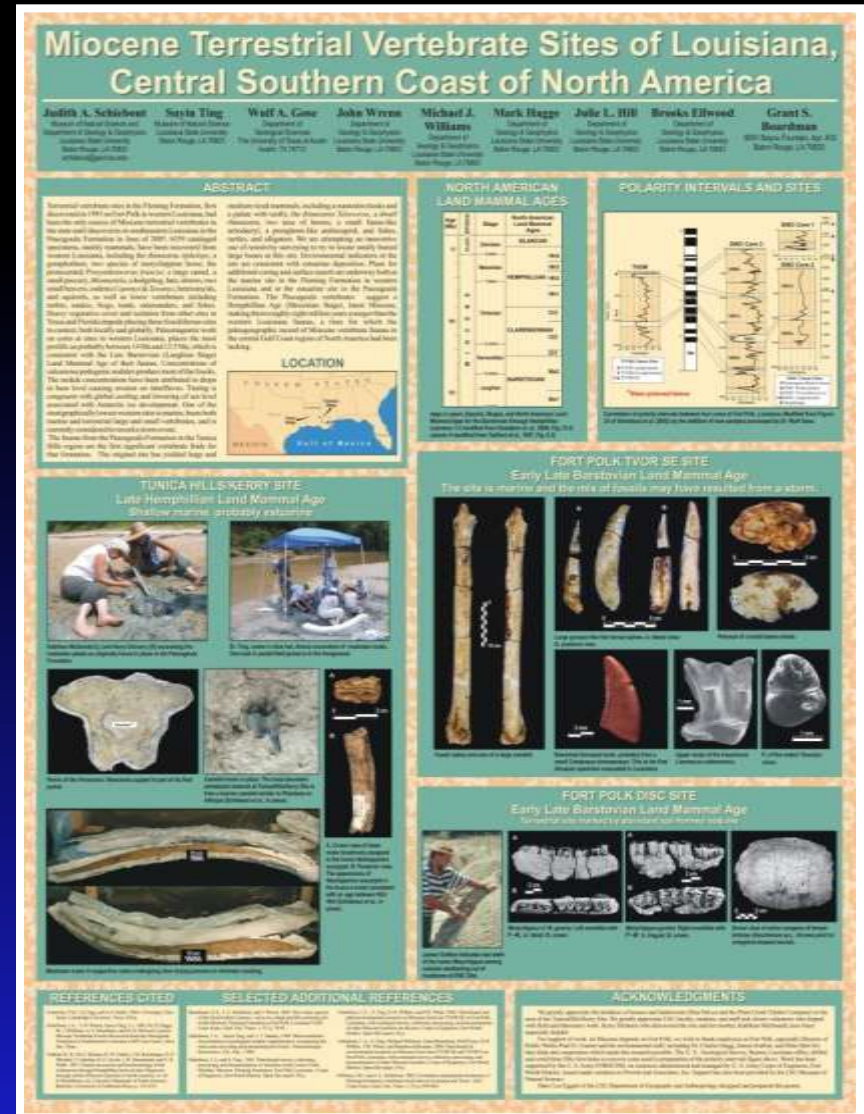
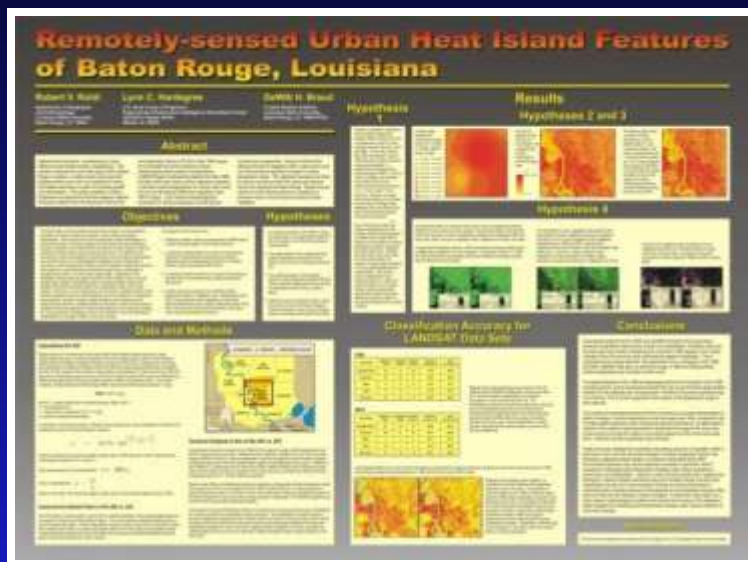
- **Title, Author(s) and affiliation(s)**
- **Abstract:** include *only* if required by the conference
- **Introduction:** a brief but important overview to secure the viewer's attention
- **Problem:** concise statement of the problem
- **Materials and Methods:** brief description of the processes and procedures
- **Results:** outcomes, findings, data
- **Conclusion:** summary, discussion of significance and relevance of results, a few easily remembered key conclusions, possible future research
- **References**
- **Acknowledgments**
- **Contact Information**

Design Your Poster

- **Determine final overall size:**
 - Find out the maximum size allowed by the conference.
 - Find out the maximum size the printer can produce (*e.g. CADGIS lab can print 36" wide by any length, LSU Graphic Services can print 48" wide by any length*).
 - Find out the maximum size your software can produce (*e.g. PowerPoint maximum page size is 56" x 56"*).

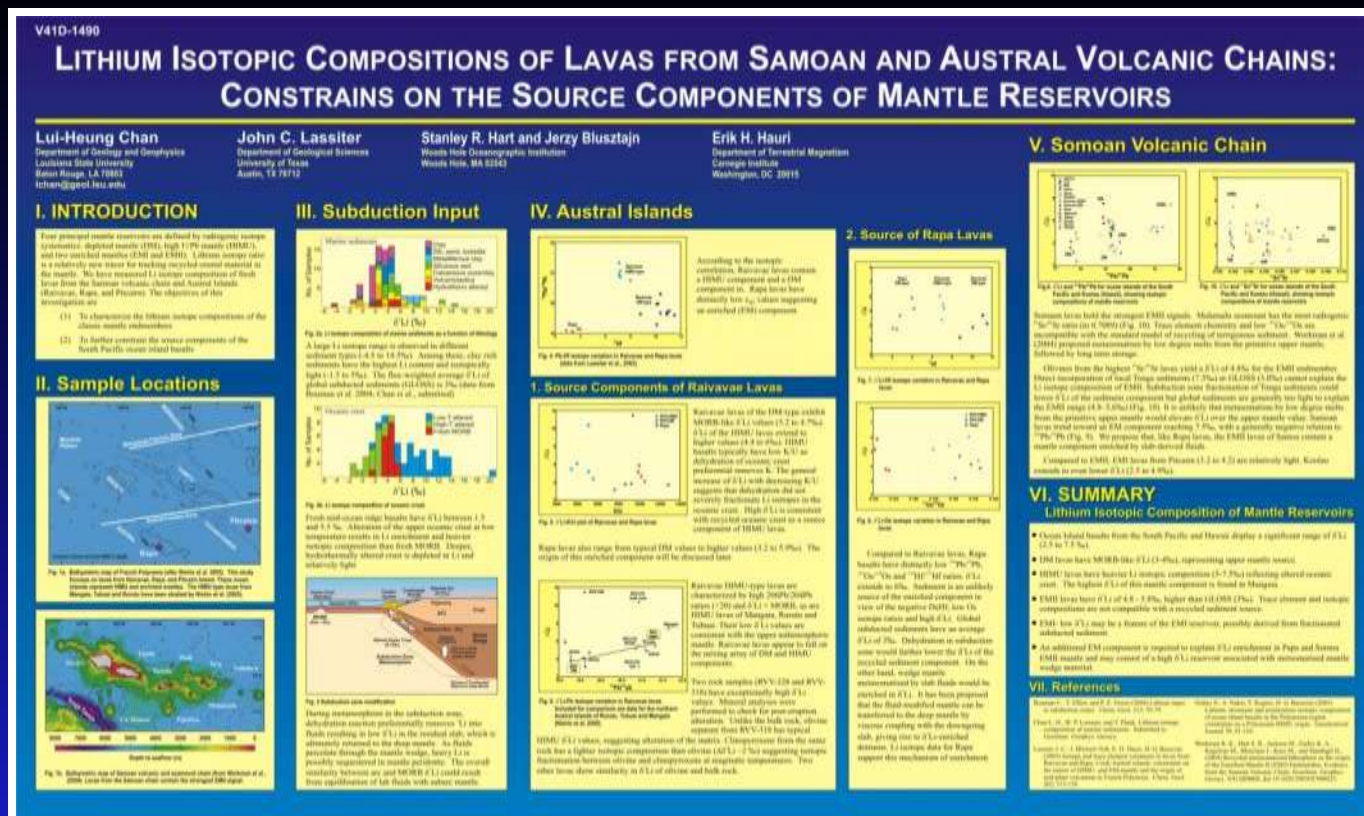
Layout — Title Block

- Most prominent feature
- Located at the top of the poster
- Centered or justified left



Layout — Body of Poster

- Landscape-oriented layout
 - Often best to visually divide space into 2 or more columns
 - (do not have to be equal width) which are read left to right.



Layout — Body of Poster

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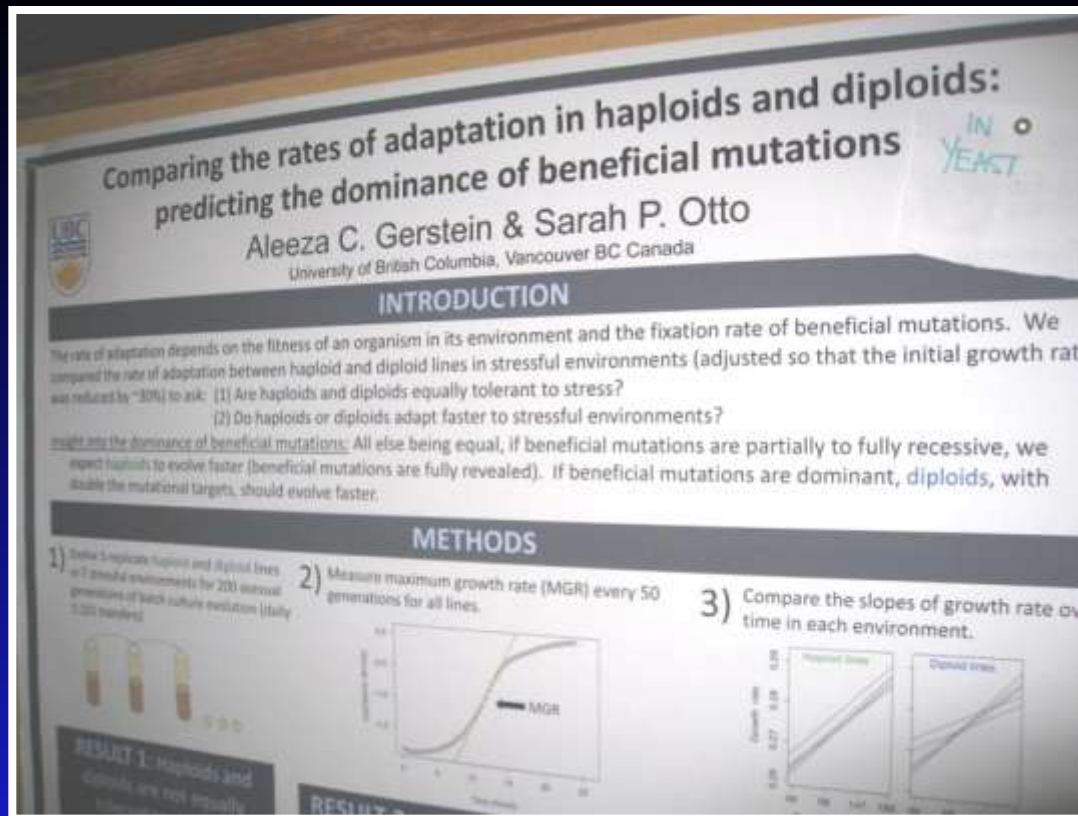
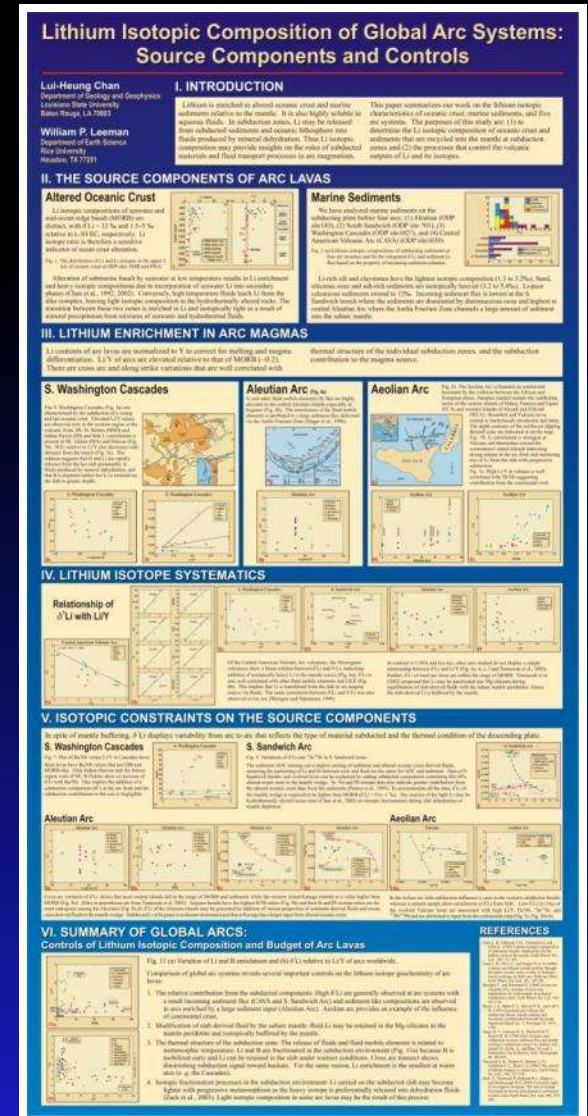
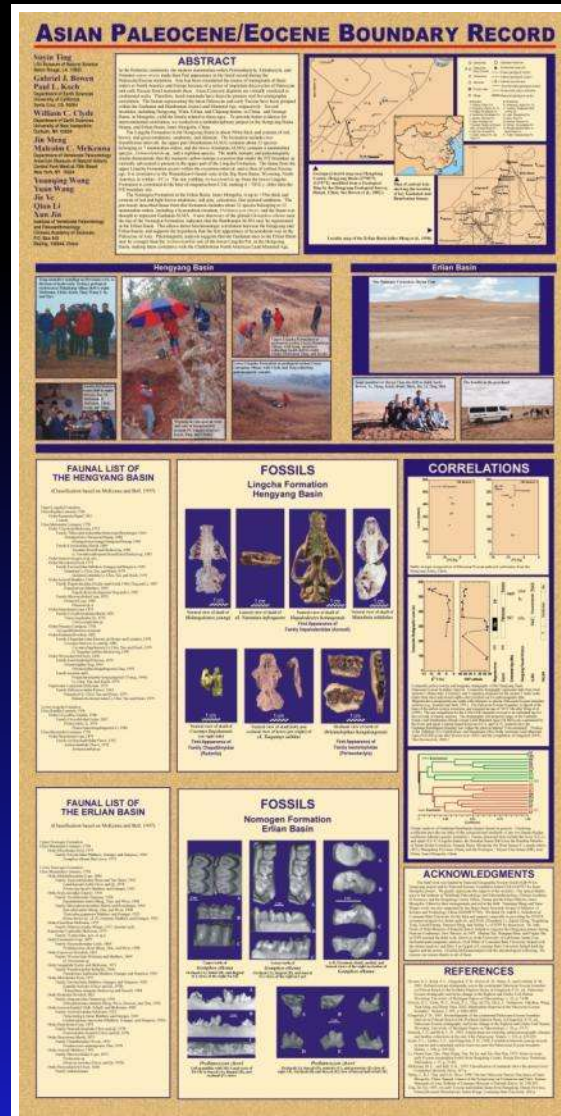


Photo by
Rowan
Barrett

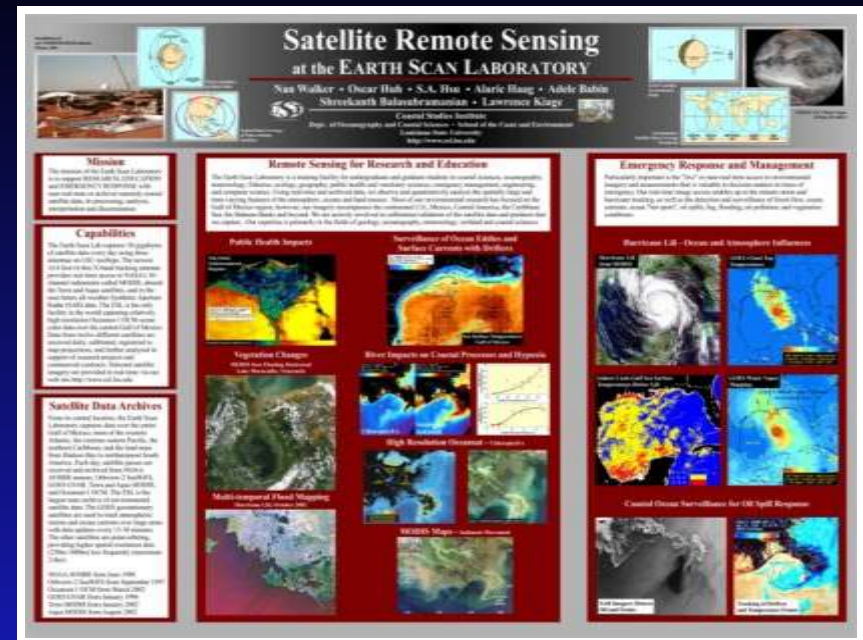
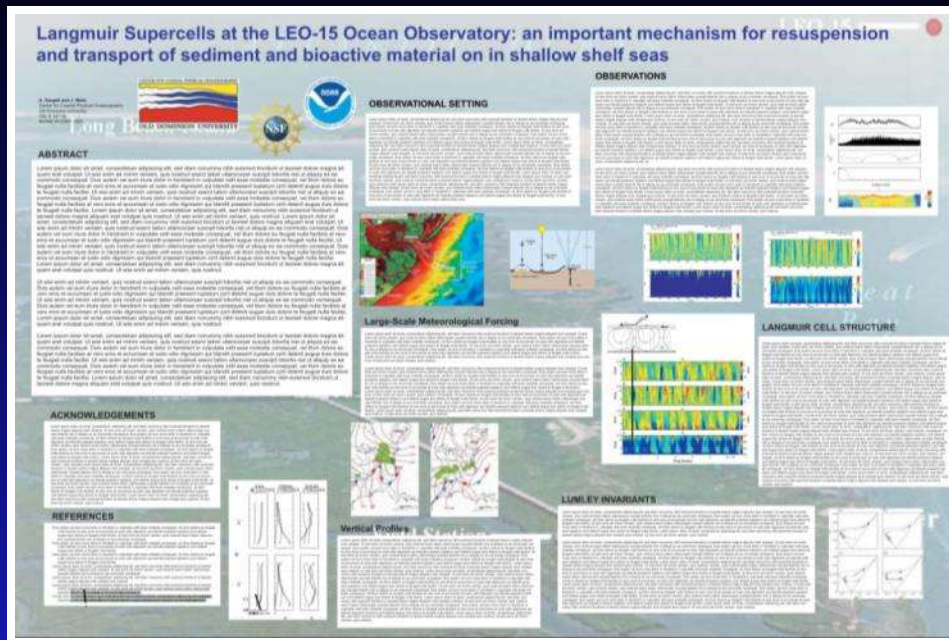
Layout — Body of Poster

- Portrait-oriented layout
- Read top to bottom



Layout — Body of Poster

- **Alignment:**
 - The eye looks for edges — align and size text blocks, headings, figures, etc. consistently



Layout — Body of Poster

- Blank space:
 - Leave enough room so that the viewer can stay focused on individual sections

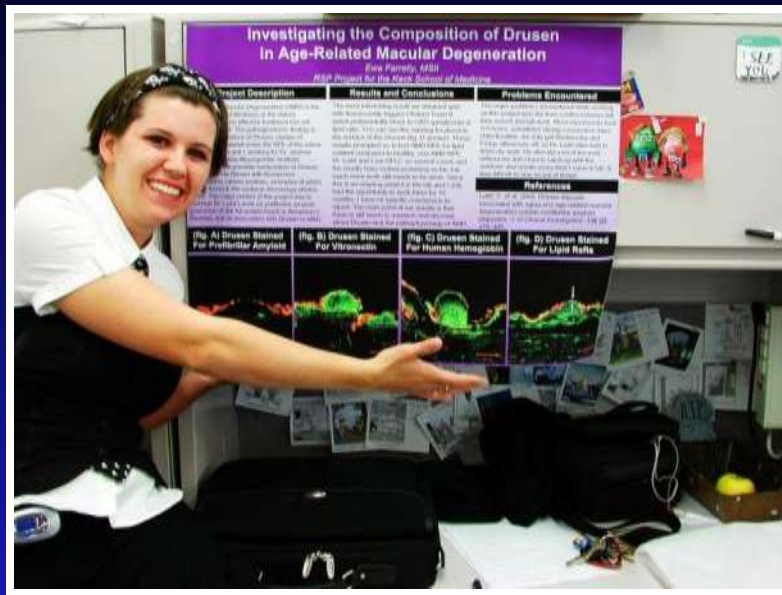


Photo by Lucy Lomas

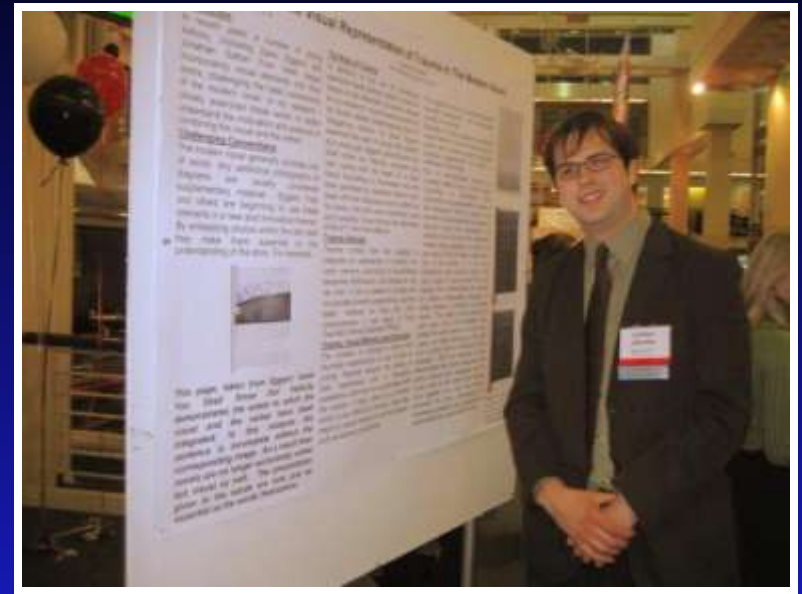
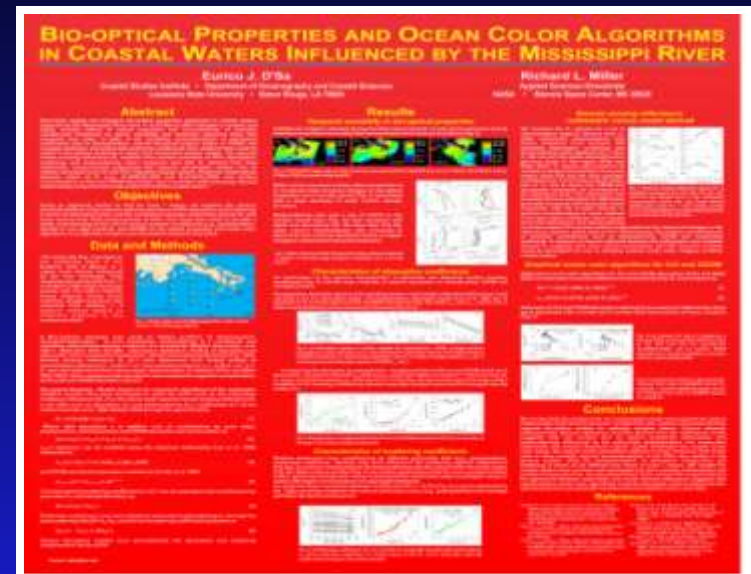


Photo by Carlton Atwater

Color

- **Should**
 - highlight or emphasize
 - separate and define sections
 - associate related information
- **Should not**
 - compete with the information
 - overwhelm the viewer



Color Scheme

- The number of different colors should be limited, but different tones of the same color can be used.
- If you have colorful photographs, use them as an inspiration for your color scheme.

CHANGES IN "HEALTH" THROUGH TIME: A TEMPORAL ANALYSIS OF NON-SPECIFIC SKELETAL PATHOLOGIES IN THE SOUTHERN LOWER MISSISSIPPI VALLEY

G.A. Dahl
Department of Geography and Anthropology
Louisiana State University

MATERIALS & METHODS

Within the context of the Lower Mississippi Valley, the Cahokia period (AD 900-1400) was a dynamic time during which significant changes occurred including increases in population size, urbanization, complexity, and changes in diet. Previous research in oral pathology indicates that such pathologies were common. This study examines these non-specific pathologies (osteitis, periosteal reaction, and Harris lines) for the purpose of gaining additional insight into the diet and subsistence strategies during the Cahokia period.

The study consisted of 113 skulls from eight sites in the southern Lower Mississippi Valley. The skulls were analyzed for osteitis, periosteal reaction, and Harris lines. The study was conducted between 2010 and 2012. The study was conducted at the University of Mississippi. The study was conducted at the University of Mississippi. The study was conducted at the University of Mississippi.

RESULTS

Figures 1 and 2 show the results of the analysis of 113 skulls. The frequency of osteitis was significantly higher during the Cahokia period compared to the pre-Cahokia period. The frequency of periosteal reaction was significantly higher during the Cahokia period compared to the pre-Cahokia period. The frequency of Harris lines was significantly higher during the Cahokia period compared to the pre-Cahokia period.

DISCUSSION & CONCLUSION

The results of this study indicate that the frequency of non-specific skeletal pathologies increased significantly during the Cahokia period. This increase is likely related to changes in diet and subsistence strategies during this time. The study suggests that the Cahokia period was a time of increased complexity and urbanization, which may have led to changes in diet and subsistence strategies.

REFERENCES

Dahl, G.A. (2012). Changes in "Health" through time: A temporal analysis of non-specific skeletal pathologies in the southern Lower Mississippi Valley. *Journal of Anthropological Society of America*, 114(1), 1-15.

COPEMYS (RODENTIA, CRICETIDAE) FROM THE MIOCENE FLEMING FORMATION, FORT POLK, LOUISIANA

Grant S. Boardman · Department of Geology and Geophysics · Southwestern State University · Louisiana State University · Baton Rouge, LA 70803-1002 · GrantS.Boardman@swsu.edu

Abstract

This study reports on the discovery of a new species of *Copemys* from the Miocene Fleming Formation at Fort Polk, Louisiana. The new species is characterized by its unique dental morphology and is distinct from other known species of *Copemys*. The study provides a detailed description of the new species and discusses its evolutionary relationships and biogeographic implications.

Introduction

The Fleming Formation is a Miocene-aged geological formation in Louisiana, known for its rich fossil record. This study focuses on the rodent fauna of the Fleming Formation, with a particular emphasis on the genus *Copemys*. The discovery of a new species of *Copemys* from this formation adds to our understanding of the Miocene rodent fauna in the southeastern United States.

Methods

The study employed a combination of field and laboratory techniques. Fieldwork was conducted at the Fleming Formation site to collect and document the fossil specimens. Laboratory work involved the preparation and study of the fossil specimens, including dental measurements and comparisons with other known species of *Copemys*.

Results

The study identified a new species of *Copemys*, *Copemys* sp. nov. The new species is characterized by its unique dental morphology, including a distinct shape and size of the upper and lower incisors. The study also provides a detailed description of the new species and discusses its evolutionary relationships and biogeographic implications.

Conclusions

The discovery of a new species of *Copemys* from the Fleming Formation adds to our understanding of the Miocene rodent fauna in the southeastern United States. The study provides a detailed description of the new species and discusses its evolutionary relationships and biogeographic implications.

Literature Cited

Boardman, G.S. (2012). *Copemys* (Rodentia, Cricetidae) from the Miocene Fleming Formation, Fort Polk, Louisiana. *Journal of Mammalogy*, 93(1), 1-15.

Acknowledgments

The author would like to thank the following individuals for their assistance and support during the course of this study: [List of names]

Background

- **Keep the background in the back!**
 - Use cool and/or muted colors
 - Avoid bright, warm colors

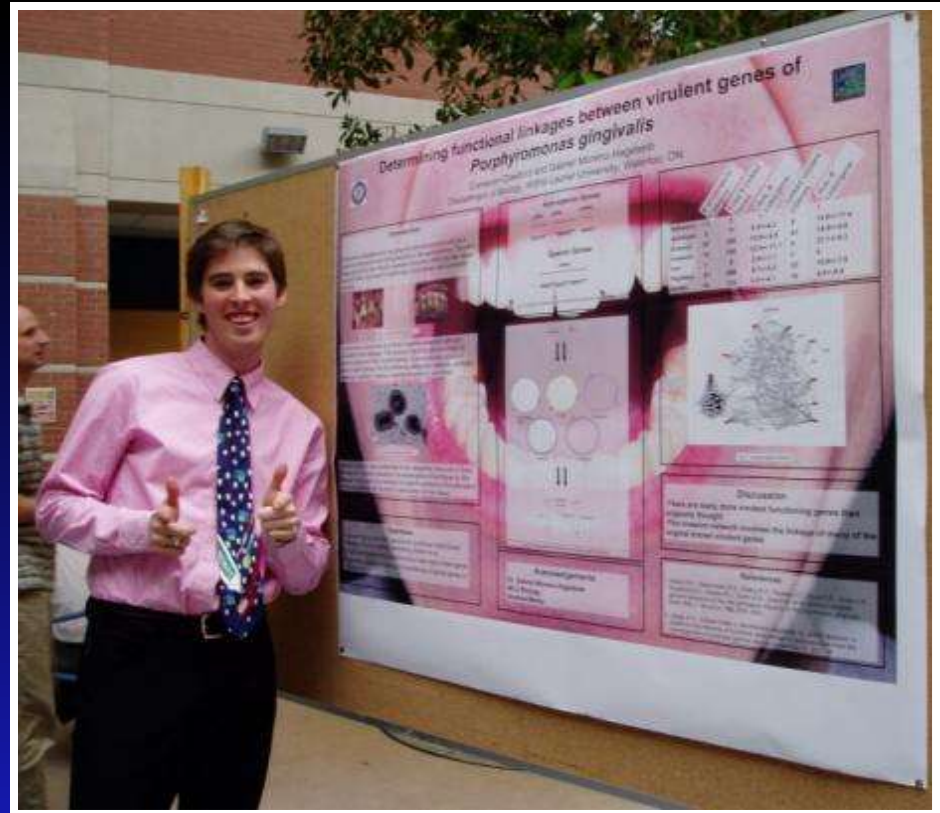
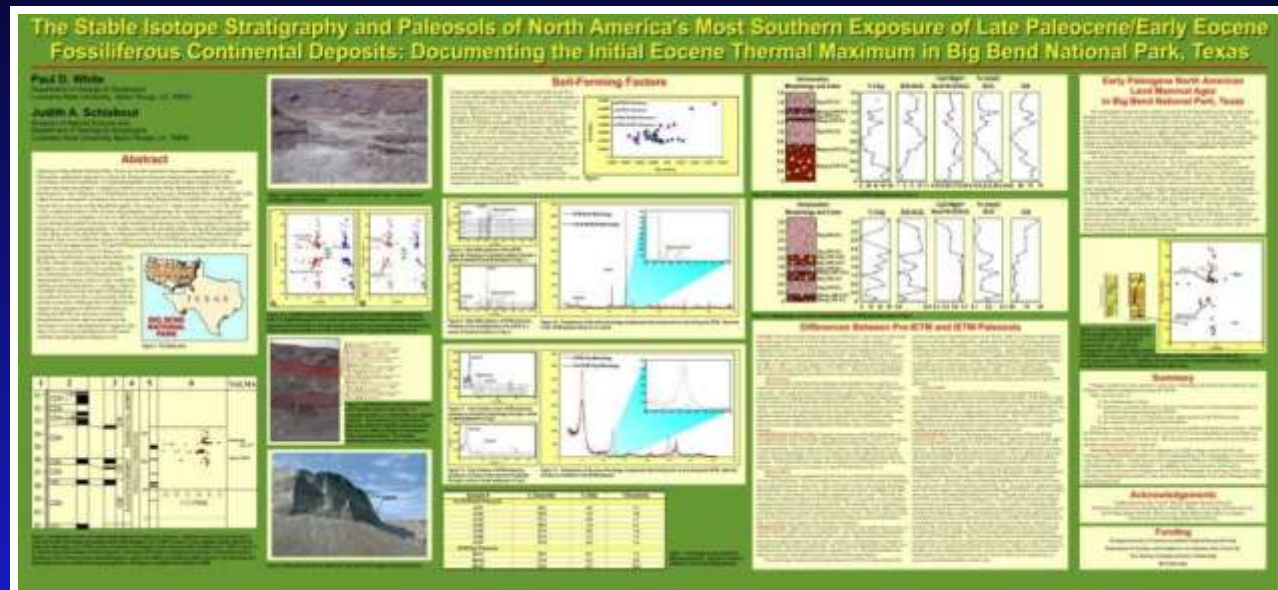


Photo by Nicole Barker

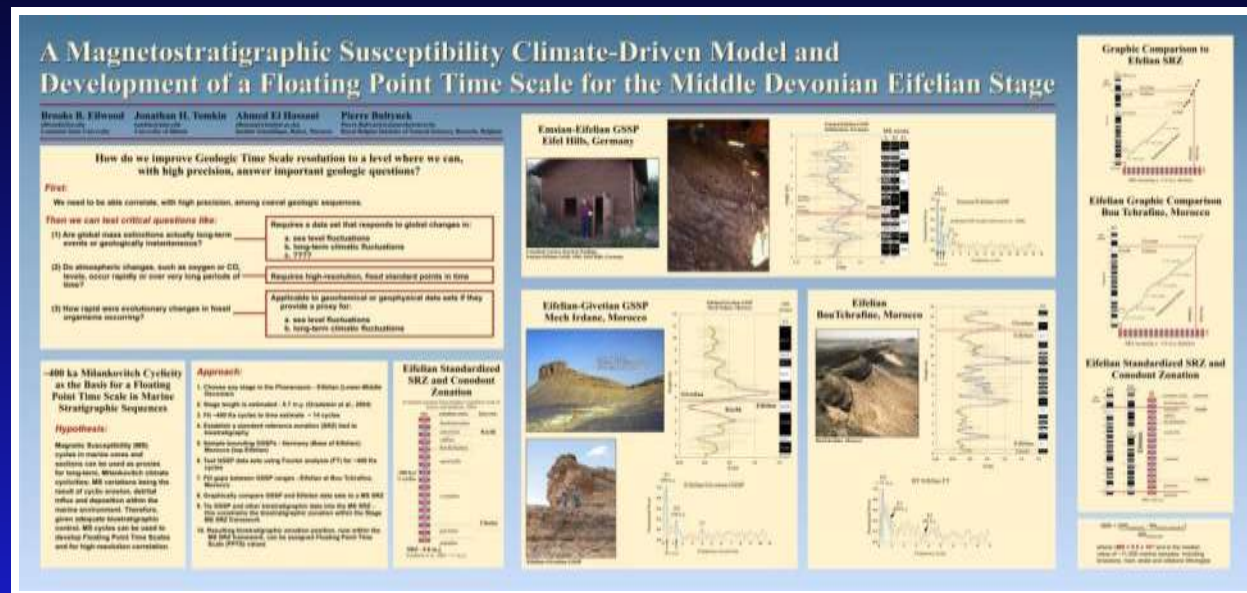
Background

- Keep the background in the back!
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 - Avoid bright, warm colors
- Background may be
 - A solid color



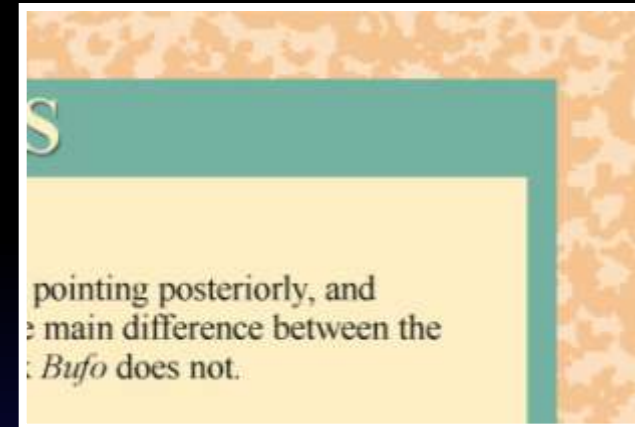
Background

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 - A gradient



Background

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 - Avoid bright, warm colors
- Background may be
 - A solid color
 - A gradient
 - A texture



MIOCENE LOWER VERTEBRATES FROM FORT POLK, LOUISIANA
A PRELIMINARY REPORT

Michael J. Williams
U.S. Department of Energy and Geosciences • Baker Ridge, LA 70001
Judith A. Schiebout
U.S. Department of Energy and Geosciences • Baker Ridge, LA 70001

ABSTRACT
Miocene vertebrates were first recovered from Fort Polk in western Louisiana in 1950, and since Fort Polk fossils are more diverse compared to sections of the Tertiary from most states. Recently, the first of several has been identified as the first of the lower vertebrates from Fort Polk sites. The lower vertebrates (reptiles and amphibians) will be used to gain a better understanding of the paleontological record of the Gulf Coast during the late Miocene and early to mid-Pliocene. The homogeneity of these fossils and 1 specimen (Miocene age) will be discussed.

LOCATION
The location of the Fort Polk sites is shown in the map of Louisiana. The sites are located in the western part of the state, near the Texas border.

MIOCENE VERTEBRATES
The first of several has been identified as the first of the lower vertebrates from Fort Polk sites. The lower vertebrates (reptiles and amphibians) will be used to gain a better understanding of the paleontological record of the Gulf Coast during the late Miocene and early to mid-Pliocene. The homogeneity of these fossils and 1 specimen (Miocene age) will be discussed.

FISHES FROM FORT POLK
Fort Polk is the most diverse vertebrate section found in western Louisiana, with more than 100 species of vertebrates. The first of several has been identified as the first of the lower vertebrates from Fort Polk sites. The lower vertebrates (reptiles and amphibians) will be used to gain a better understanding of the paleontological record of the Gulf Coast during the late Miocene and early to mid-Pliocene. The homogeneity of these fossils and 1 specimen (Miocene age) will be discussed.

GIANT GROUPERS
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REPTILES AND AMPHIBIANS

Amphibians
The first of several has been identified as the first of the lower vertebrates from Fort Polk sites. The lower vertebrates (reptiles and amphibians) will be used to gain a better understanding of the paleontological record of the Gulf Coast during the late Miocene and early to mid-Pliocene. The homogeneity of these fossils and 1 specimen (Miocene age) will be discussed.

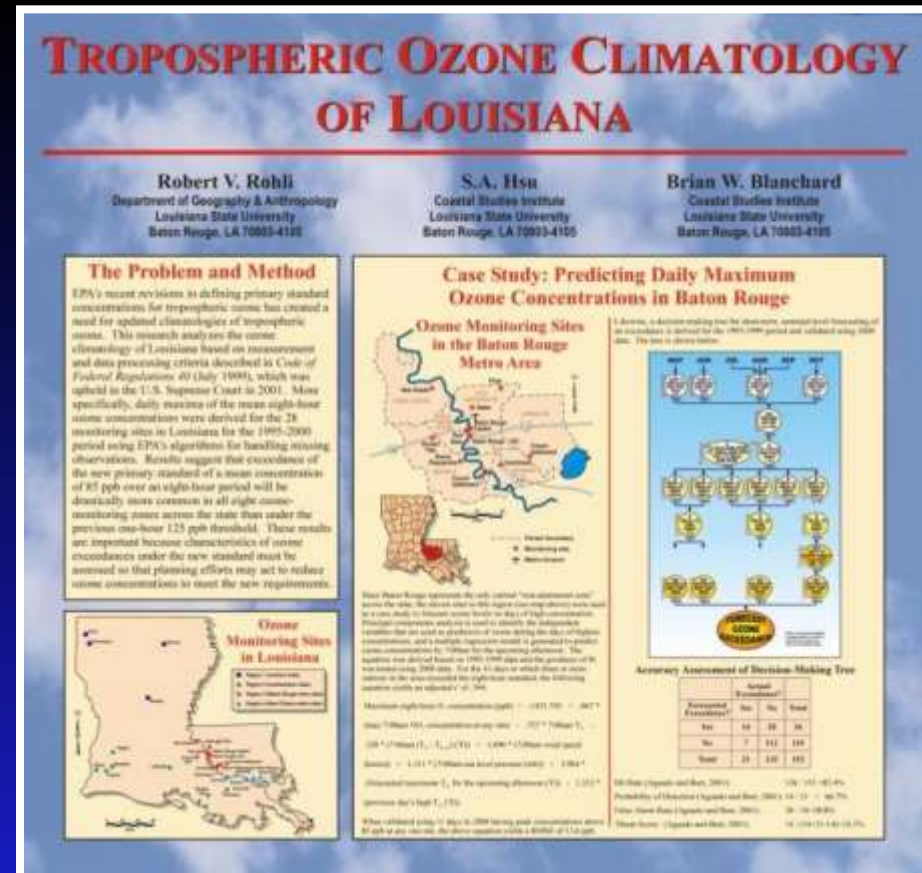
Lizards
The first of several has been identified as the first of the lower vertebrates from Fort Polk sites. The lower vertebrates (reptiles and amphibians) will be used to gain a better understanding of the paleontological record of the Gulf Coast during the late Miocene and early to mid-Pliocene. The homogeneity of these fossils and 1 specimen (Miocene age) will be discussed.

Turtles
The first of several has been identified as the first of the lower vertebrates from Fort Polk sites. The lower vertebrates (reptiles and amphibians) will be used to gain a better understanding of the paleontological record of the Gulf Coast during the late Miocene and early to mid-Pliocene. The homogeneity of these fossils and 1 specimen (Miocene age) will be discussed.

Snakes
The first of several has been identified as the first of the lower vertebrates from Fort Polk sites. The lower vertebrates (reptiles and amphibians) will be used to gain a better understanding of the paleontological record of the Gulf Coast during the late Miocene and early to mid-Pliocene. The homogeneity of these fossils and 1 specimen (Miocene age) will be discussed.

Background

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 - Use cool and/or muted colors
 - Avoid bright, warm colors
- Background may be
 - A solid color
 - A gradient
 - A texture
 - A photograph



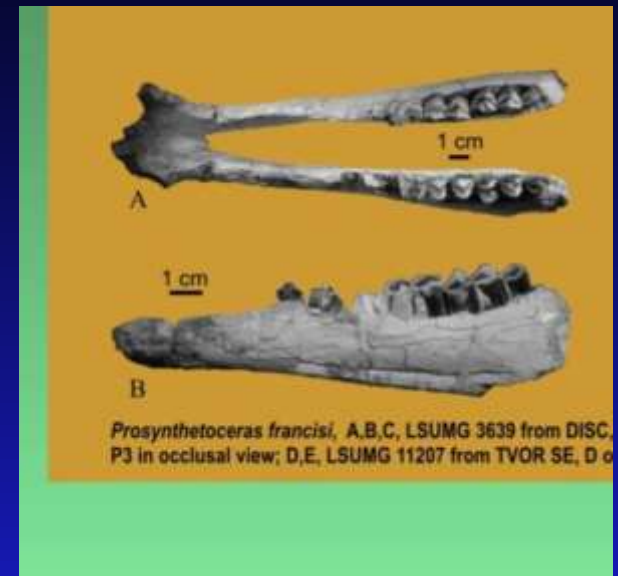
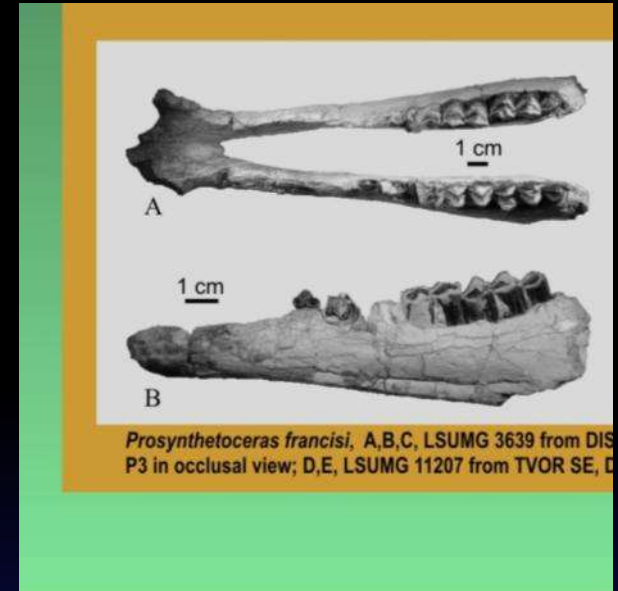
Figures

- No figures should be smaller than 5" x 7".
- All figures should have captions.
- Photographs
 - At least 300 dpi at final size
 - Avoid web captures—they are usually of low resolution
 - Crop photos to highlight the important feature
 - Put a thin outline around photos to help them stand out from the background



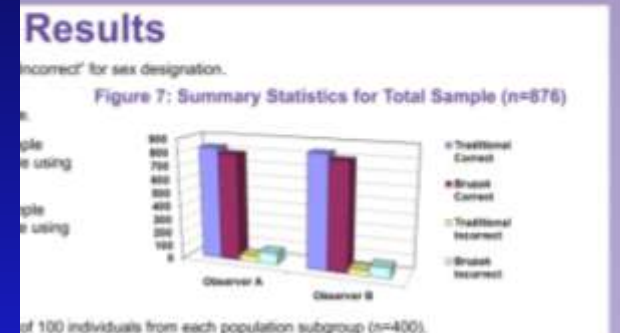
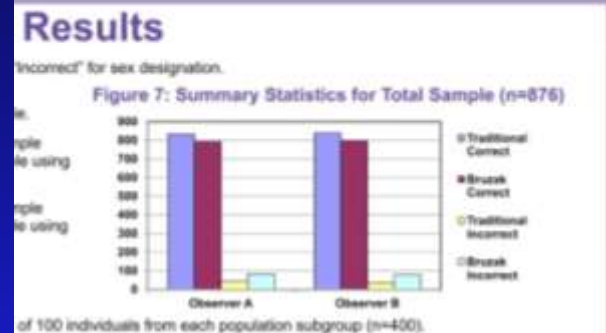
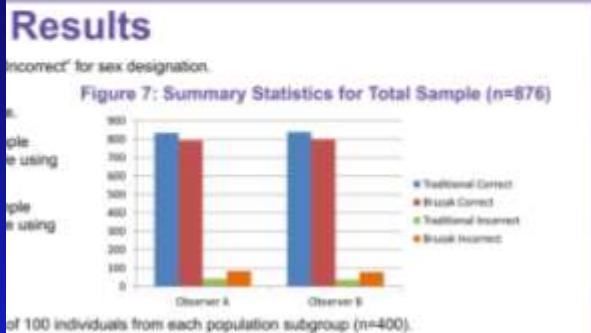
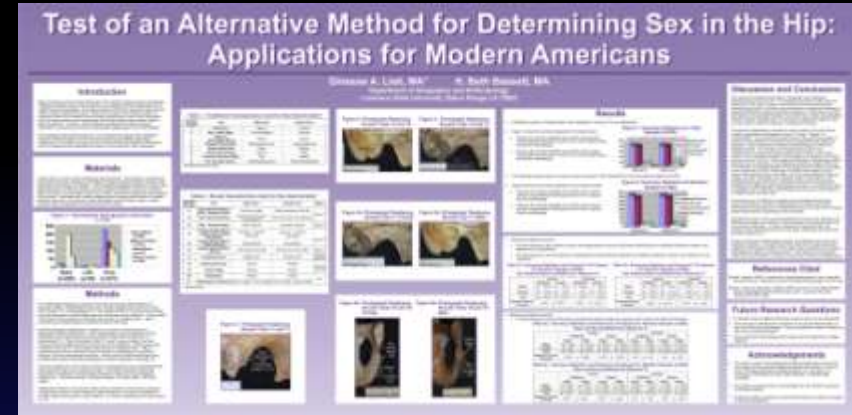
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 - Put a thin outline around photos to help them stand out from the background
 - Consider removing background from photo where possible.



Figures

- Graphs
 - Don't just accept the default colors and layout of your graphing program—match your color scheme.
 - Avoid 3-D graphs—they are very hard to interpret.



Images

- **Public Domain images**

do not *require* attribution, but it is good practice to attribute anyway.

(Usually a work enters the public domain 70 years after the death of creator—but there are exceptions. Some creators designate works to be in the public domain during their lifetime.)

- **Creative Commons images**

permit reproduction as long as proper attribution is given.

(Available through Flickr, free stock photos archives)

- **Royalty/Subscription images**

provide high quality images for a single image fee or membership—expensive!

(iStockphoto, Jupiter Images, Getty Images)

- **Copyright Protected images**

can be used under the fair use doctrine for educational purposes including as part of a display or presentation at professional symposia. Proper attribution should be given.

Images

- Sites to obtain copyright-free images to use in your poster:
 - [Morque File](#) - probably the best single source of free photos.
 - [Wikimedia Commons](#) - archive of free multimedia content submitted by Wikipedia users.
 - <http://www.loc.gov/pictures/> Library of Congress Prints & Photographs online (not all are copyright-free)
 - [Education Image Gallery](#). Free images from the Getty collection.
 - [Google Images](#) using the 'usage rights' filter.
 - [Flickr Creative Commons](#) - an index of all Flickr images for which the owner has specified a Creative Commons license (which usually means you can use it)
 - [FreeFoto.com](#). A collection of free photographs for private non-commercial use.
 - [Image*After](#) - large, free photo collection, with images free for any use.
 - The [Creative Commons search](#) allows you to search Google, Yahoo, Flickr and other sites for material that is licensed under the Creative Commons - which usually means you can use it without charge in a non-commercial context.
 - For more sources of images, see CLT's [multimedia resources](#) listing.
- Information about copyright protection and public domain images:
 - <http://www.copyright.gov/help/faq/faq/fairuse.html>
 - <http://www.utsystem.edu/ogc/intellectualproperty/copypol2.htm>

Lettering

- Title: at least 72 pt., bold preferred
- Section Headings: at least 48 pt., bold preferred
- Body Text: at least 24 pt.
- Avoid using all capital letters
- Use sans serif (Arial) for titles & headings
- Use serif (Times New Roman) for body text
- Use bulleted lists where possible instead of paragraphs
- Use italics instead of underlining
- White or light colored lettering is hard to read on a dark background when printed. Use black lettering instead on a light colored rectangle

Data and Methods

The study site (Fig. 1) located on the Louisiana shelf in the Northern Gulf of Mexico is a region most directly influenced by the river discharge. Field sampling was conducted from 17 to 26 March 2002 (high discharge period) with the twelve stations being aligned along three relatively straight transects that extended from shallow (~ 8 meters) coastal waters to offshore stations in the continental shelf.



Fig. 1. Study region near the Mississippi River delta and the location of the sampling stations.

Data and Methods

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Fig. 1. Study region near the Mississippi River delta and the location of the sampling stations.

Miscellaneous

- **Have a colleague evaluate your poster to make sure it reads as smoothly as you think it does.**
- **Proofread carefully! Ask someone else to proofread it, too.**
- **Glossy or Matte paper?**
 - **Glossy**
 - **Better repro of photos**
 - **Richer color**
 - **Glare/reflected light can make poster hard to see at distance**
 - **More expensive**
 - **More durable**
 - **Matte**
 - **No glare/reflection**
 - **Less expensive**

References

- **Advice on designing scientific posters**
Colin Purrington, Department of Biology, Swarthmore College, PA
<http://www.swarthmore.edu/NatSci/cpurrrin1/posteradvice.htm>
- **Design of Scientific Posters**
<http://www.writing.engr.psu.edu/posters.html>
- **Poster Design Tips** <http://clt.lse.ac.uk/workshops-and-courses/Course-resources/Poster-Design-Tips.php>
- **Effective Poster Design**
<http://www.soe.uoguelph.ca/webfiles/agalvez/poster/>