

GETTING YOUR VISION ON BIG PAPER: POSTER SESSIONS AND YOU

With Helen and Brittany anne

What is a Poster?

A large, synchronous, visual presentation medium used to present research at conferences.

large: meant to be viewed from a distance

synchronous (*all at once*): this means your point needs to be made quickly and succinctly

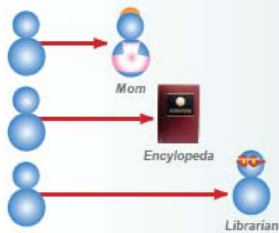
visual: use images whenever possible and pay attention to layout

An opportunity for you to present your work in a close, interactive setting.

Next Generation Search

Marianne Sweeny, Microsoft

1st Generation Interpersonal Search



2nd Generation Online Directories



3rd Generation Search Engines



4th Generation Social Search



Next Generation Perfect Search



Characteristics

- Human-mediated
- Shared context
- Refined relevance through searcher feedback

Characteristics

- Human-mediated using machine-skilled professionals cataloguing the web
- Shared context not always shared meaning
- Static relevance determined by cataloguer and accepted or rejected by searcher

Characteristics

- Machine-mediated
- Birth of the box
 - abstracted query processing
- Introduction of algorithm
 - based on recall and (keyword) weighting for precision
- Google
 - user friendly UI, Page Rank algorithm
- Dynamic relevance tied to weighting & proprietary algorithms

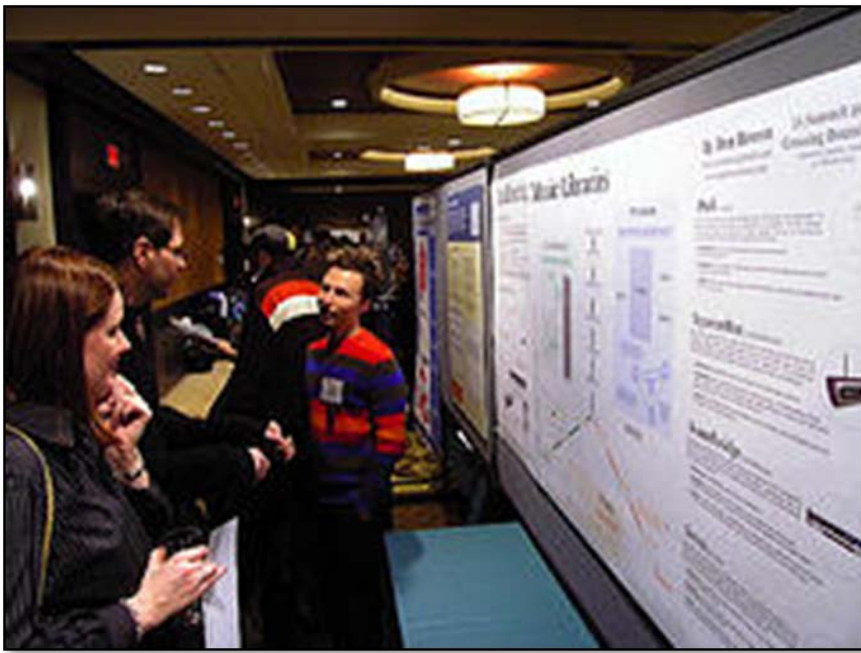
Characteristics

- Human-directed/machine-mediated
- Introduction of community
 - social bookmarking (Yahoo!, del.icio.us, Technorati)
 - specialized search (local search, vertical search, NonText search)
- Exposure of "deep Web"
- Some searcher relevance refinement
 - Yahoo Mindmapper
 - RSS Feed subscription

Characteristics

- Human-like machine mediation
 - All knowing all digital documents
 - All understanding
 - Probabilistic Latent Indexing
 - Latent Semantic Indexing
 - Dynamic relevance through predictive refinement
- "... a reference librarian with complete mastery of the entire corpus of human knowledge."
- Larry Page
Cofounder, Google

Design/Illustration: Arlene Rubin



Here's a poster session...

...and here's another one.



iSchool Capstone Poster Session

All master's candidates must complete a capstone.

The poster session takes place at the end of your capstone course.

Poster Content

- Title
- Objectives
- Methodology
- Outcomes
- Conclusions
- Include your name, field supervisor, iSchool project supervisor, and affiliated institutions.

- Make these sections clear and distinct from each other

Poster Format

- Must be mounted on a foam core base no larger than 20x30 inches
- Content may *not* be layered
- May use a laptop, but it is not required. Poster is required, however.

Physical Layout Options

- One large sheet of paper
 - **Pros:** professional, polished look
 - **Cons:** can take longer to prepare, costs more to print, more difficult to assemble

- 8.5x11 inch sheets of paper assembled on foam core
 - **Pros:** cheaper, easier to create and assemble
 - **Cons:** looks less put together

Poster Session Format

- Minute Madness: 90 seconds each to give your “pitch”
- Poster Viewing – be prepared to answer questions and talk about your project

What Makes a Poster Good?

It's not just what you say, it's also how you say it.

Even if your project is amazing, you need good visual design to make your poster interesting.

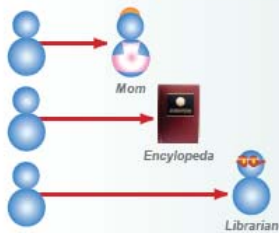
General tips for creating a poster

- Don't overfill your poster with content; leave some **negative space**.
- Use **images** instead of words wherever possible.
- Don't forget grammar, spelling, and punctuation. **Proofread** your poster *before* you print it out.
- Create a visual flow from one area of the poster to another.

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How to work your text

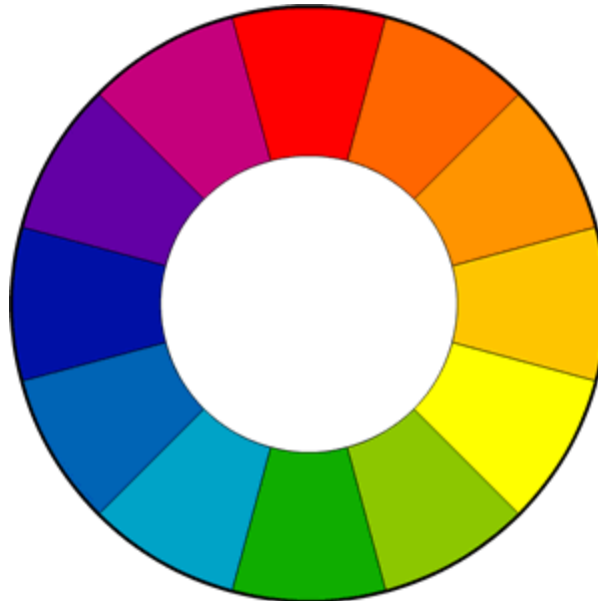
- Make sure the title and text are large enough to read from a distance.
 - ▣ title ~ 25ft
 - ▣ text ~ 5ft
- Use **lists** rather than text blocks
- Don't underline, instead *use italics*

Which do you prefer?

- Here is a text block with a bunch of things.
Thing one. Thing two.
Thing three. Thing four. Thing five. Thing six. Thing seven.
- *Here is a list of things:*
 - ▣ Thing one
 - ▣ Thing two
 - ▣ Thing three
 - ▣ Thing four
 - ▣ Thing five
 - ▣ Thing six
 - ▣ Thing seven

Use color the right way

- Remember **color blindness**. Don't use color combos that people might not be able to see.
- Use a light background with dark text.
- Choose a **matte finish** to minimize glare.



You, too can create a beautiful, well-designed poster!



Poster Creation:

Software, Printing, and Resources

with Brittany anne

Software

- Microsoft PowerPoint
- Diagramming Software:
 - Visio (Windows version of Omnigraffle)
 - Omnigraffle (Mac version of Visio)
- Graphics Software
 - Adobe InDesign
 - Adobe Photoshop
 - Adobe Illustrator

PowerPoint

- Search for PowerPoint-specific templates online by searching “**powerpoint poster templates**”
- If you choose to start from scratch, immediately set your size and orientation before designing:
 - File → Page Setup
- Use the menu to insert images rather than cutting and pasting

Visio and Omnigraffle

- Are diagramming applications used to create flow charts, organization charts, room layouts, *and* great posters
- Really **intuitive** interface, drag and drop
- Creates a **professional look** without the time or effort required from graphic design programs

Graphics Software

- When editing images in Photoshop or Illustrator:
 - ▣ Use **CMYK** settings for color, rather than the default, RGB.
 - Image → Mode → CMYK Color

- Using **SnagIt** or **Grab** screen captures
 - ▣ Set the resolution high enough so that the image won't degrade when it's enlarged.
 - Profile Settings → Effects → Image Resolution
 - ▣ **400dpi** should be high enough

Printing

- The McCombs Business School Printer
- FedEx Kinko's, etc

McComb's B-School Printer

- Location: GSB 2.130.
- By appointment only for 1-hour sessions. Call **512-475-6364** to set one up.
- Files:
 - ▣ must be on a flash drive, CD, or on UT WebSpace.
 - ▣ must be a .ppt (openable on a PC), .pdf or any file openable in Photoshop
- Pay with IDT (inter-departmental transfer) funds or Bevo Bucks. **No cash, no credit cards.**

B-School Printer continued . . .

- The **HP 5000ps** Printer:
 - prints 6-color CMYK (that's CMYK + light C+ light M)
 - on a 42-inch wide sheet of paper
 - Resolution varies, but “low quality” is 300 dpi. You can get up to 600x1200 dpi.

- Pricing:
 - charged by the foot.
 - Costs are \$2/foot for matte, \$6/foot for glossy.
 - 20 x 30 matte = \$5
 - 20 x 30 glossy = \$15
 - *Matte is recommended for better legibility.*

FedEx Kinko's

- According to [FedEx Kinko's website](#), prices for poster printing start at \$24.
- Good luck.
- If you know of a good deal somewhere else, inform the rest of us on [the \[insider\] listserv!](#)
 - <https://utlists.utexas.edu/sympa/info/the-insider>

Presentation Tips

- Consider bringing handouts, business cards, or some other sort of **takeaway**.
- Memorize a couple of spiels that you can use depending on your viewer's level of interest:
 - the “elevator pitch”
 - a more detailed explanation
- **Don't block your poster!**

Resources

iSchool Guidelines & Resources

- [UT iSchool Capstone Poster Session Guidelines](#)
- [iSchool Graduation FAQ from SASI's blog](#)
- The School of Information **IT Lab** has scanners, graphics software and desktop publishing software for all your poster design needs.

General Guidelines

- [Tips for a Readable Poster](#)
- [How to Make a Great Poster](#)
- [The Poster Session: A Guide for Preparation](#)

Templates/Design

- *The Non-Designer's Design Book*, by Robin Williams
- *The Elements of Graphic Design*, by Alexander White
- [PowerPoint Templates](#)
- [Another PowerPoint Template](#)

More Resources

Software Tutorials

- ▣ [IT Lab Omnigraffle Tutorial](#)
- ▣ [IT Lab Visio Tutorial](#)
- ▣ [IT Lab SnagIt Tutorial](#)

Printing

- ▣ [**DIIA Center for Instructional Technology Lab**](#), located in the **Graduate School of Business** building, has a plotter to print large format posters



The End

Good Luck!