

# Today's Objectives

- **Posters:** Evaluating and Creating Effective Presentations
- *In-class exercise: Hallway Poster Critique*
- *This slide presentation is modified after:*

Hess, G.R., K. Tosney, and L. Liegel. 2010. Creating Effective Poster Presentations. URL=<http://www.ncsu.edu/project/posters>

*by Kate Huntington & colleagues at the U of Washington for the course ESS 418, Geoscience Communication*

# *What is a poster?*

- A **visual** communication tool
- Cross between a written research paper and an oral presentation → elements of each but distinct from both
- An effective poster will help you ...



**... engage  
colleagues in  
conversation.**

# *What is a poster?*

- A **visual** communication tool
- Cross between a written research paper and an oral presentation → elements of each but distinct from both
- An effective poster will help you ...



**... get your main point across to as many people as possible.**

# An *effective* poster ...

- delivers a *clear message*
- is *highly visual* → **LESS** text, **MORE** figures
- is *easily read* from 1-2 meters away



# Effective Poster Presentations



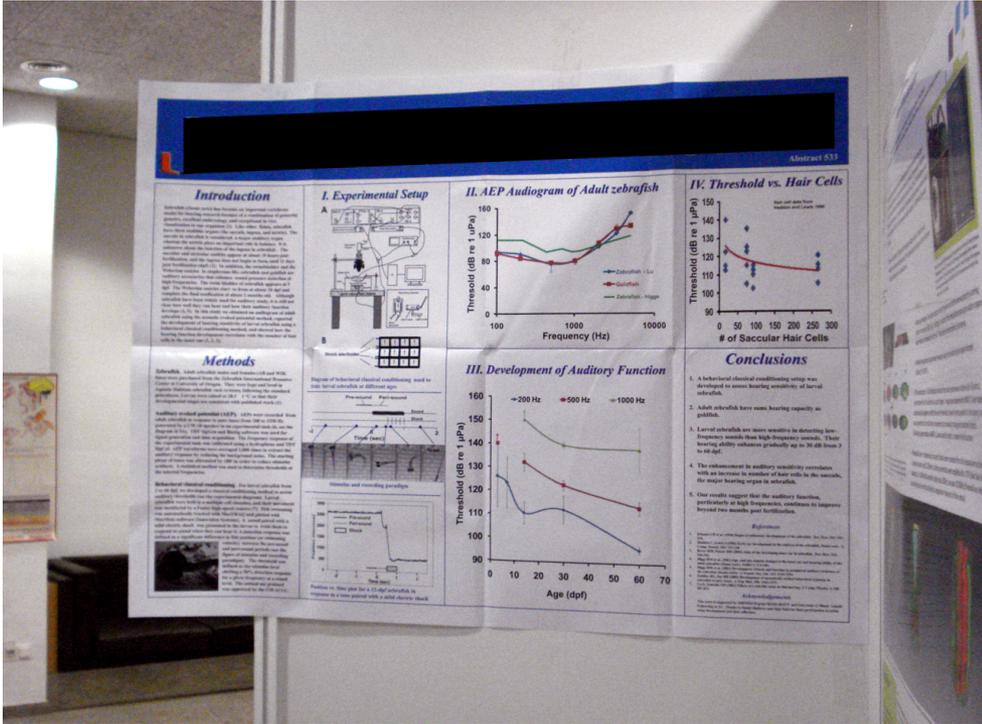
- **Focused** – single message
- **Graphic** – lets graphs and images tell story
- **Ordered** – sequence well ordered and obvious

Hess, G.R., K. Tosney, and L. Liegel. 2010. Creating Effective Poster Presentations. URL=<http://www.ncsu.edu/project/posters>

# Planning a poster

- Define “take-home” message
- Define space and layout requirements
- Start early!

**KNOW YOUR AUDIENCE!!!**



# *Planning a poster*

## *General components*

- Define your message
- 1-2 sentences (bullet points!) **stating the importance and objectives** of work
- 1-3 sentences for **results, conclusions and recommendations/future work**

# *Planning a poster*

## *Specific components*

### **(1) FOCUS**

- Stay focused on the “**take-home**” message
- **Reemphasize the message** throughout poster
- **Keep it simple**

# *Planning a poster*

## *Specific components*

### **(2) LAYOUT**

- **Headings** identify key sections
- **Mix text and graphics** throughout poster
- Use **white space** creatively
- Use a **column format** → posters are *W I D E !!*

# EXAMPLE

## Poster with Horizontal Layout: Title of Poster in Arial, Bold, 60-80 Points

Sponsor Logo

Names of Authors in Arial, 44 Points, Bold  
Department in 40 points bold  
Institution in 40 points bold

Institution Logo

### Heading (Arial: 44 Points, Bold)

The first section of the poster should define the topic and show its importance. A good test is whether the poster can orient the audience to these two aspects in 20 seconds. Shown in Figure 1 are two possible layouts for a poster. This section was set in Arial, boldface, 36 points.

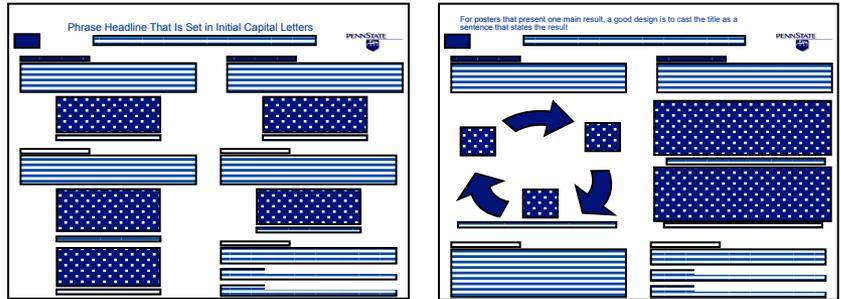


Figure 1. Two possible layouts for poster (caption: 32 points, bold).

### Heading (Arial: 44 Points, Bold)

The second section of the poster might serve a number of purposes: background information, methods, or system design. An important point with posters is to rely on visuals rather than long blocks of text to communicate. Figure 2 shows two more possible layouts for posters. This section was set in Arial, boldface, 36 points.

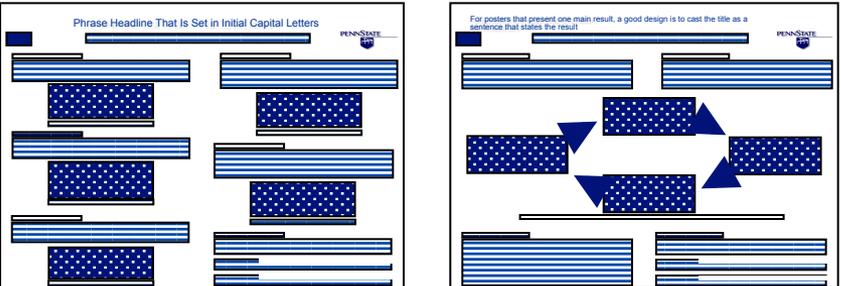


Figure 2. Two other possible layouts for poster (caption: 32 points, bold).

### Heading (Arial: 44 Points, Bold)

One section of a poster should present the results. Often the results can be depicted with graphs, such as for an experiment, or with drawings such as with a design.

Shown in Figure 3 are two more possible layouts for a poster. This section was set in Arial, boldface, 36 points. Note that the amount of type in the sections affects the choice, size, and boldfacing of the typeface. No matter the type that you select for the sections, you should still use a bold sans serif for the headings.

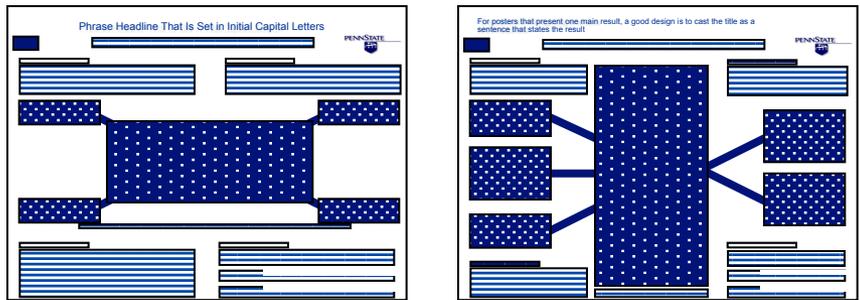


Figure 3. Two more possible layouts for poster (caption: 32 points, bold).

### Heading (Arial 44 Points)

The final section of the poster generally provides conclusions and recommendations. This section was set in Arial, boldface, 36 points. As with the first section, this section is read by most passers-by.

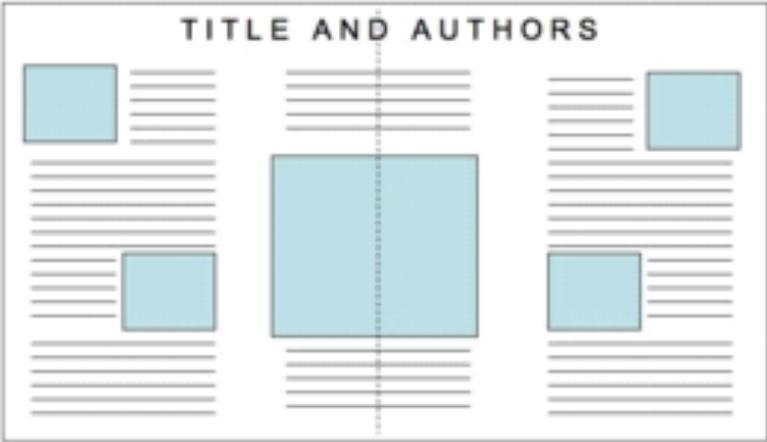
### Acknowledgments (Arial, 36 points, bold)

In this template, acknowledgments are set in Arial, 32 points. Try to keep the acknowledgments to one or two lines.

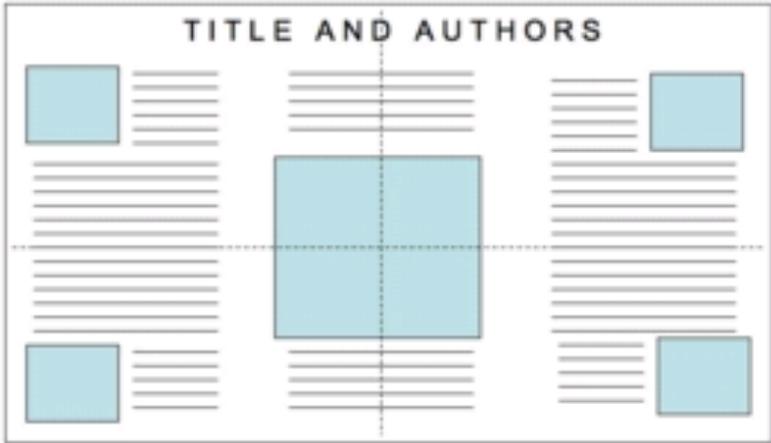
### References (Arial, 36 points, bold)

First reference in Arial, 32 points, with reverse indent: alphabetical or numerical order.  
Second reference in Arial, 32 points, with reverse indent: alphabetical or numerical order.

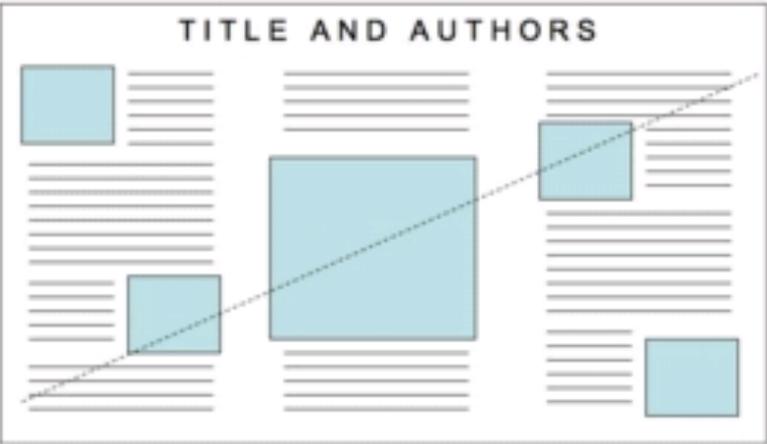
# COMMON Poster Layouts



**Horizontal Symmetry**



**Horizontal and Vertical Symmetry**



**Diagonal Symmetry**



**Asymmetry**

# *Planning a poster*

## *Specific components*

### **(3) TEXT**

- Keep *text elements short* but *use complete sentences*
- Use *active voice*
- Use *serif font for text*; sans-serif OK for title/headings
- Text *at least 24 point for body, 36 for headings*, and larger for title



# Southern Flounder Exhibit Temperature-Dependent Sex Determination

J. Adam Luckenbach\*, John Godwin and Russell Borski

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## Introduction

Southern flounder (*Paralichthys lethostigma*) support valuable fisheries and show great promise for aquaculture. Female flounder are known to grow faster and reach larger adult sizes than males. Therefore, information on sex determination that might increase the ratio of female flounder is important for aquaculture.

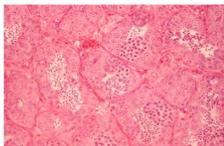
## Objective

This study was conducted to determine whether southern flounder exhibit temperature-dependent sex determination (TSD), and if growth is affected by rearing temperature.

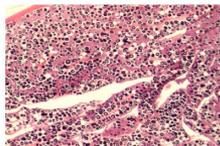
## Methods

- Southern flounder broodstock were strip spawned to collect eggs and sperm for *in vitro* fertilization.
- Hatched larvae were weaned from a natural diet (rotifers/*Artemia*) to high protein pelleted feed and fed until satiation at least twice daily.
- Upon reaching a mean total length of 40 mm, the juvenile flounder were stocked at equal densities into one of three temperatures 18, 23, or 28°C for 245 days.
- Gonads were preserved and later sectioned at 2-6 microns.
- Sex-distinguishing markers were used to distinguish males (spermatogenesis) from females (oogenesis).

## Histological Analysis

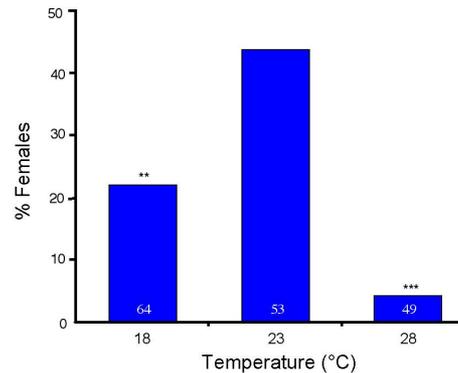


Male Differentiation



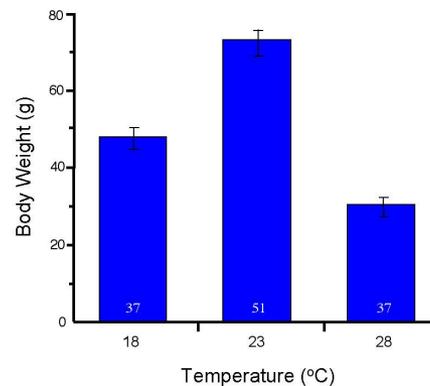
Female Differentiation

## Temperature Affects Sex Determination

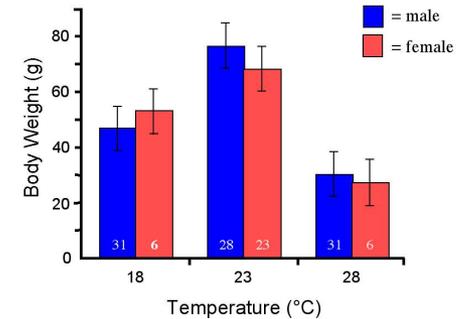


(\*\*P < 0.01 and \*\*\*P < 0.001 represent significant deviations from a 1:1 male:female sex ratio)

## Rearing Temperature Affects Growth



## Growth Does Not Differ by Sex



## Results

- Sex was discernible in most fish greater than 120 mm long.
- High (28°C) temperature produced 4% females.
- Low (18°C) temperature produced 22% females.
- Mid-range (23°C) temperature produced 44% females.
- Fish raised at high or low temperatures showed reduced growth compared to those at the mid-range temperature.
- Up to 245 days, no differences in growth existed between sexes.

## Conclusions

- These findings indicate that sex determination in southern flounder is temperature-sensitive and temperature has a profound effect on growth.
- A mid-range rearing temperature (23°C) appears to maximize the number of females and promote better growth in young southern flounder.
- Although adult females are known to grow larger than males, no difference in growth between sexes occurred in age-0 (< 1 year) southern flounder.

## Acknowledgements

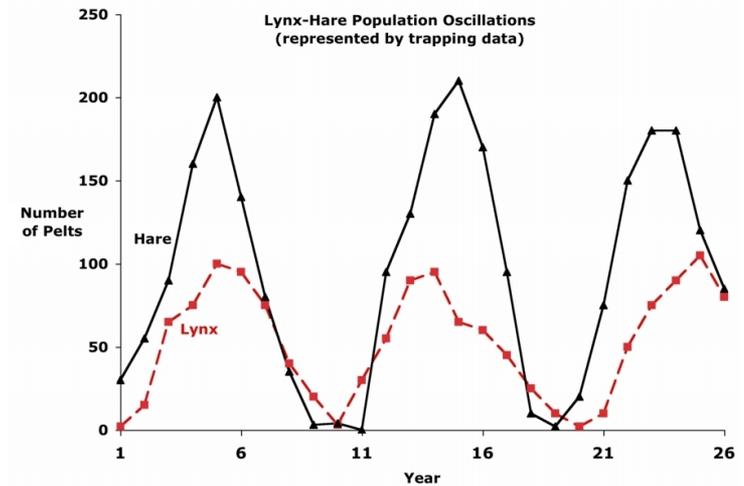
The authors acknowledge the Saltonstall-Kennedy Program of the National Marine Fisheries Service and the University of North Carolina Sea Grant College Program for funding this research. Special thanks to Lea Ware and Beth Shiimps for help with the work.

# Planning a poster

## Specific components

### (4) GRAPHS

- Keep them **simple and clean**
- **Avoid 3D graphs** unless you're showing 3D data



# *Planning a poster*

## *Specific components*

### **(5) COLOR**

- Avoid light text on dark background
- Avoid “loud” colors
- Be conscious of those who have problems differentiating colors

# Color

- **Avoid light text on dark background**
- **Avoid “loud” colors**
- **Be conscious of those who have problems differentiating colors**



# Color

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# *Planning a poster*

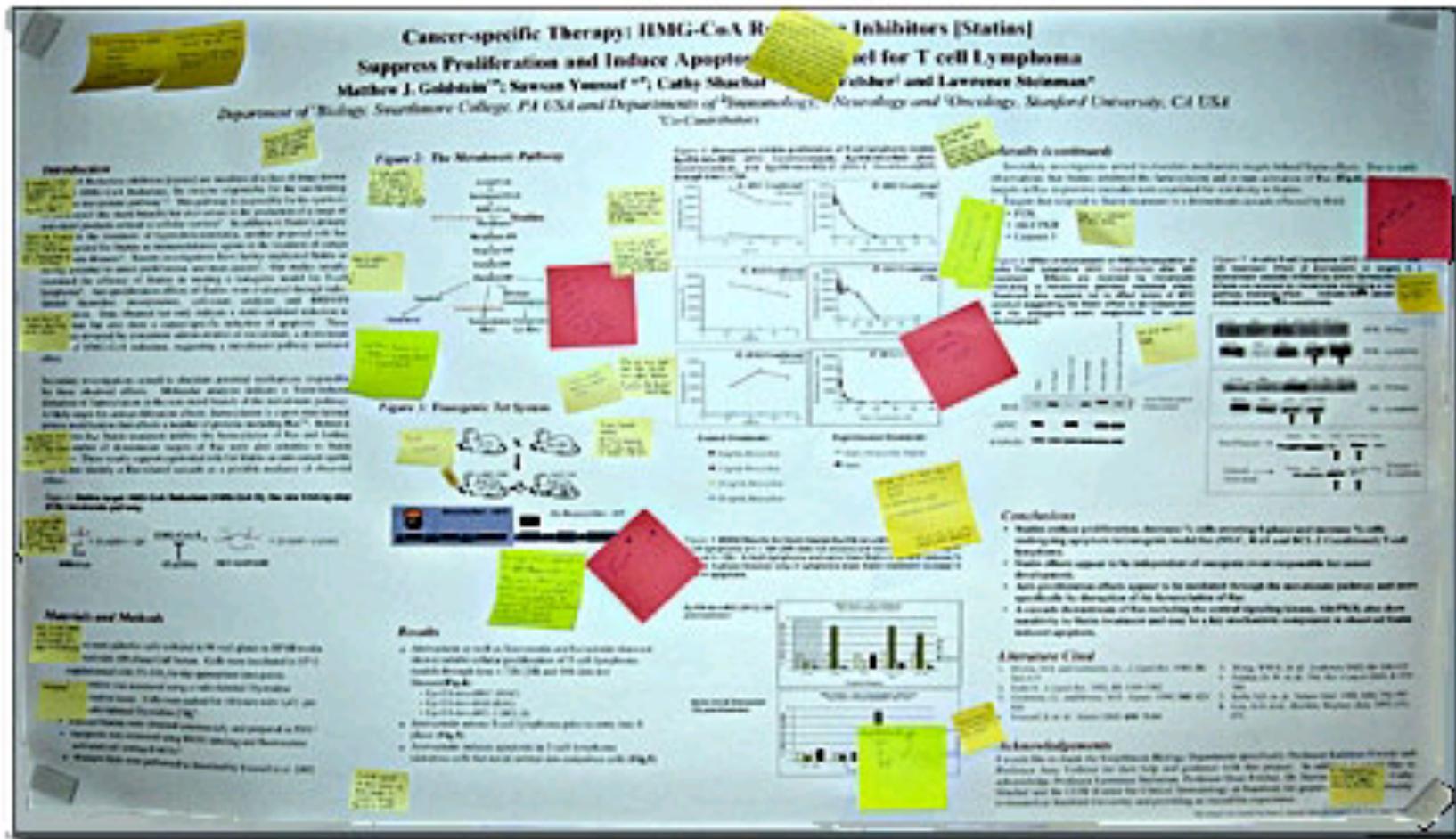
## *Specific components*

### **(6) REFERENCES**

- Needed to **provide background info.**
- Discuss work you are **building from**
- Recognize others in your field (they may be at your poster!!)

After making your poster .....

**EDIT!!!**



# After making your poster ..... **PRACTICE!!!**

- **Elevator pitch**  
(~ 30 second version)
- **Longer story**  
(~ 5 – 10 minutes)





# Erosion of the Tsangpo Gorge by Megafloods, Eastern Himalaya

Katharine W. Huntington (kate1@uw.edu) and Karl A. Lang (karllang@uw.edu)  
Dept. of Earth & Space Sciences, University of Washington

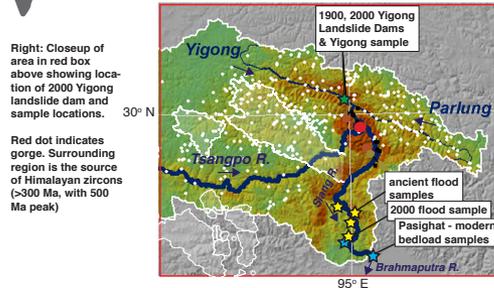
## 1. Introduction: Impact of megafloods on fluvial erosion & deposition

- In the Eastern Himalaya, rapid rock uplift and erosion has exhumed mid-crustal material over Pliocene time at rates as high as 7-10 km/My in a highly focused ~1200 km<sup>2</sup> zone around the Tsangpo gorge [1,2,3], impacting the sediment load of the Brahmaputra River system downstream [4,5].
- The steep river gradient and high discharge through the gorge today produce bed stresses that may have the erosional capability to match long-term rock uplift rates [6,7]. However, Holocene glacial dams episodically blocked the upstream drainage, leading to variable discharge in the past, and it is hypothesized that the dams impeded bedrock river incision into the Tibetan plateau upstream and that catastrophic dam failures and megafloods focus erosion in the gorge below [8,9,10].
- To assess the impact of such events on long-term erosion in the gorge and on the sedimentary record downstream, we:
  - Report the first observations of megaflood deposits downstream of the gorge
  - Use detrital zircon U-Pb and petrographic data to fingerprint the sources of the ancient deposits, modern river sediments, and deposits of a smaller-magnitude historical landslide-dam flood.

## 2. Background: Tsangpo River drainage and dams



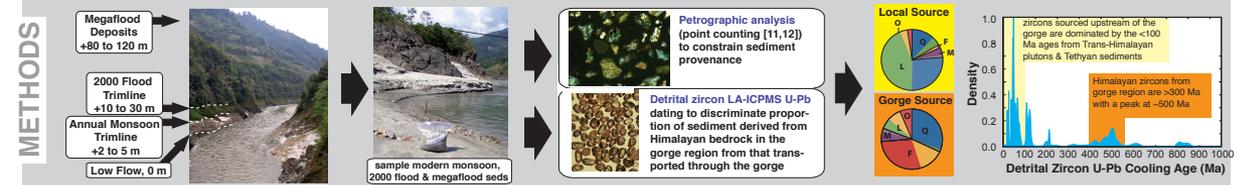
Above: Tsangpo-Siang-Brahmaputra river drainage upstream of the rangefront from [9]. Shaded topography with color-coded local relief (10-km radius). White dots are glacial dams, black dots landslide dams. Zone of highest relief coincides with bulge eye of rapid rock uplift and exhumation around the Tsangpo gorge.



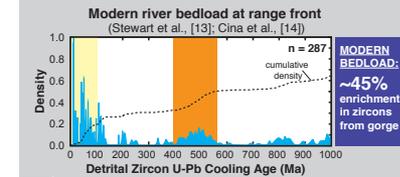
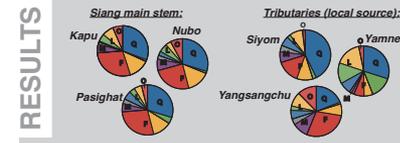
Right: Closeup of area in red box above showing location of 2000 Yigong landslide dam and sample locations.

Red dot indicates gorge. Surrounding region is the source of Himalayan zircons (>300 Ma, with 500 Ma peak)

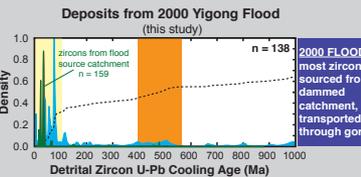
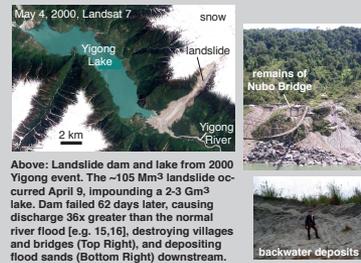
## 3. Which events dominate erosion in the gorge? Petrography, zircon U-Pb fingerprint sed source



### Big: Annual monsoon discharge



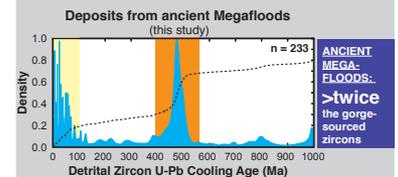
### Bigger: Historical flood (2000)



### Biggest: Glacial-dam megaflood



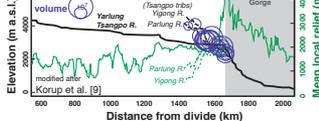
Upper Left, Middle: Ancient megaflood deposits are preserved high above the modern channel in local paleotopographic lows. Multiple flood deposits separated by paleosols are preserved in tributary backwaters (Right).  
Below: Megaflood deposits are more than twice as enriched in gorge-derived Himalayan zircons than both the modern monsoon and 2000 flood sediments, suggesting a threshold flood magnitude necessary for gorge excavation.



## 4. Take Home:

Over long term, most erosion in the gorge is accomplished by megafloods (via direct bed incision during flooding, post-flood landsliding of undercut slopes).

Right: process may help - keep pace with rock uplift - maintain knickpoint and inhibit plateau incision.



### Megaflood frequency varies with glacial advances

- direct impact of climate on erosion in the gorge
- proximal basin deposits may show glacial-interglacial variability
- distal deposits that integrate annual monsoon & megafloods, may look more like glacial than modern river sediments



### References

1) Jiang, J.P., Neugebauer, P., Ghosh, S., Searles, D., Owen, P., Mawson, S.C., Ding, J., Miller, M., 1998. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.  
2) Owen, P., Ding, J., 2002. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.  
3) Owen, P., Ding, J., 2002. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.  
4) Owen, P., Ding, J., 2002. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.  
5) Owen, P., Ding, J., 2002. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.  
6) Owen, P., Ding, J., 2002. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.  
7) Owen, P., Ding, J., 2002. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.  
8) Owen, P., Ding, J., 2002. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.  
9) Owen, P., Ding, J., 2002. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.  
10) Owen, P., Ding, J., 2002. The Neotectonic-Berapet system: a tectonic orogenic belt in the Himalayan orogenic belt. *Journal of Asian Earth Sciences* 16, 209-222.

# ***EXERCISE:*** Critique of posters in the hall

## ***Evaluation RUBRIC***

- **(1) Title quickly orients reader**
  - Location and typeset
  - Easily understandable
  - Communicates context
  - Communicates main message and result
- **(2) Poster quickly orients audience to subject & purpose**
  - 20 seconds
  - Images
  - Type large enough
  - Contrast colors
- **(3) Specific sections are easy to locate**
  - Easy to read from beginning to end
  - Easy to find individual sections like intro, methods, results
- **(4) Individual sections can be read quickly**
  - No large blocks of text
  - Sentences are short
  - Images (photos, drawings, graphs) anchor the sections

# ***EXERCISE:*** Critique of posters in the hall

## ***What you will DO***

- **1<sup>st</sup> poster critique**

- Get in group of 3-4 students
- Find a poster on 3<sup>rd</sup> floor Johnson hall to critique. Read poster and fill out rubric individually. THEN, Compare notes with group. Reach consensus and fill out poster critique #1 (one per group).

- **2<sup>nd</sup> poster critique**

- Find a second poster in Johnson hall to critique with your same group
- Read the poster and fill out rubric individually. Compare notes with group. Reach consensus and fill out poster critique #2 (one per group).

- **Turn in critique #1 and critique #2**

- Turn in individual rubrics and group critiques TO TA AT THE END OF CLASS TODAY

# Excellent Poster Resource

[www.ncsu.edu/project/posters/](http://www.ncsu.edu/project/posters/)

***BE AWARE: You will find some conflicting information among generally good websites that describe the “proper” way to do a poster***

