Design & Present

How to Leverage Design to Make Effective Posters and Slides

Katy Kavanagh Webb
Who here has seen a Ted Talk?

What makes their slides successful?
Designing a Poster or Presentation

Three (well, four) parts of any poster or slide deck design:

- Layout/Balance of Design
- Text
- Images
- You!

The trick is balancing text and images and not trying to fit all of it onto the slides or poster--you will have to do some of the work!
Balancing Act

Keep it professional but fun

Keep it informative but interesting

Try for funny

Balance amount of text and images

Balance the amount of time you spent on it with how it looks

And...for goodness sakes, design an actual poster
Research the Parameters

Size of poster area?

What size can you print on the poster printer?

Is there a template? Do you have to use it?
Making the Most of a Template Situation

A Methodology for Mapping Multiple Means of Representation in Library Tutorials

Abstract
Library tutorials designed a biology tutorial not only to address an assignment, but also to make instruction accessible to students with various learning preferences. The Instructional Design Librarian created multiple modules that expanded across text, images, audio, and interactive tutorials. The researchers used Universal Design for Learning principles to address multiple learning preferences, specifically multiple means of representation, and created a mapping technique for those principles that can be applied to any online tutorial. To assess the effectiveness, students with learning disabilities completed a usability test on the tutorial.

UDL Tutorial Mapping: The Basics
Mapping techniques assist in finding gaps in classifications of means of representation. Could be used for any online tutorial, not just in the library.

Faculty Learning Community Members
Katy Krennwohl Nobb, Instructional Design Librarian
Jeanne Hoover, Science Librarian
Joyner Library, East Carolina University

Evaluation: User Testing with STEPP
Conducted user testing via the speaker-activated protocol with 4 students from Project STEPP.

Selected Bibliography

References
List 2 in the footnotes and in the body of the text.
Pick a Theme

FROM GARBAGE TO GARDEN: COMPOSTING INSTRUCTIONAL CONCEPTS TO IMPROVE LIBGUIDES

KATY KAVANAGH WEBB, EAST CAROLINA UNIVERSITY

For the uninitiated, kudzu grows like crazy in the South.

INSTRUCTIONAL CONCEPTS

• Scaffolding
• Modeling
• Office Hours
• Peer Review
• Syllabus
• Classroom Instruction

THANK YOU!

Toolkit:
http://bit.ly/1N4pBCz

KAVANAGHK@ECU.EDU
Break Up the Space

A Place in the Sun

Cleaning up Online Content with the LibGuides Summer Project

Key Kavanagh Webb
East Carolina University
Joynor Library

Summary of the Project

ECU Librarians have attempted to address issues with out-of-date content. Librarians by conducting an annual group cleanup project during the fall over the summer. Librarians are provided with a handout to instruct in removing an out-of-date status to LibGuides or a sheet to tackle when they are advisors. Librarians are given one weekly to make the other changes to these guides.

Laying Out

Step 1: Create a numerical spreadsheet to plan
Step 2: Roll the idea out to staff
Step 3: Provide a plan for the library to reach out to weekly meetings

Instruction

Can You Dig it?

Contact me!
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252-328-0734

Template Guide:
http://libguides.ecu.edu/Template
Zip File with Planning Documents:

Fishing for Topic Ideas?

Year 1

Launch the Summer Project in a 90-day period
Year 1

Launch the Summer Project in a 90-day period
Year 2

Launch the Summer Project in a 90-day period
Year 3

Launch the Summer Project in a 90-day period
Year 4

Launch the Summer Project in a 90-day period

LibGuides Summer Project

Four Years of the LibGuides Summer Project

Good Websites for Premade Design Stuff

**Creative Market**: 6 free design items per week

**MediaLoot**: Like Creative Market, but more to browse for free

**ColourLovers**: Pick palettes to make a color story-and designs

**Font Squirrel**: Free fonts that you do not see on other sites
This is Body Text. Note: Don’t use your presentation as your notes. It’s boring to hear the same thing the person is reading, and there are ways to have your own notes.

- Bullet points
- Main Ideas
- Reduce text
- Reduce text
- Reduce text
Serif

Sans Serif

*Comic Sans* = NO!
**Text Size**

Smallest you should use on posters/presentations is 16 point font.

This is 18 point font.
This is 24 point font.
This is 36 point font.

I recommend most titles are above 48 point font.
infographic of infographics

Design

Chart Style
Percentage of infographics with the following charts:
- Pie Chart: 25%
- Pictorial Chart: 24%
- Line Chart: 26%
- Bar Chart: 23%

Font
- Sans Serif: 15%
- Condensed Sans Serif: 15%
- Serif: 15%
- Bold: 28%
- Italic: 15%
- No text: 15%

85% of infographics use at least one of these fonts.

Content

Countries Featured
- United States: 88%
- China: 21%
- United Kingdom: 12%
- Australia: 11%
- Canada: 10%
- India: 10%
- France: 10%
- Germany: 10%
- Brazil: 9%

Theme
- Relative popularity of different infographic themes:
- Business: 79%
- Culture: 19%
- Health: 10%
- Politics: 9%
- Transportation: 9%
- Environment: 9%

Key Info
Percentage of infographics with key:
- No key: 29%
- One key: 18%
- Two keys: 29%
- Three keys: 18%
- Four keys: 13%
- Five keys: 13%

Average number of symbols per key: 3.1
average of infographics per country: 2.12
average of sources per infographic: 4.38

Title
"Richest and Poorest American Neigh"
How do I take a screenshot?

press \[\text{Print Screen}\] = Windows captures the entire screen and copies it to the clipboard.

Where can I find that key?

Look for this group of keys at the upper right of your keyboard. Note: Print Screen (PrtScn) might have been abbreviated differently on your keyboard.

How do I take a screenshot of a single window?

hold down Alt and press \[\text{Print Screen}\] = Windows captures only the currently active window and copies it to the clipboard.

I guess it's in the clipboard now. How can I paste it into a document or something?

hold down Ctrl and press V = Windows pastes the screenshot (that is in the clipboard) into a document or image you are currently editing.
Creative Commons
Architect of the Capitol, Library of Congress Main Reading Room. Creative Commons attribution license from Flickr Creative Commons, Username: USCapitol.
Use the highest resolution possible.

100 x 100 is the size of a postage stamp.
Let's play a game:

Good Slide/BAD Slide
DEcision Making Via Knowledge Integration
How New Data Sharing and Access Technologies Can Transform the Way We Address Water Resources and Hazards
Jennifer Arrigo1, Kayla Berry1, Alva Couch1, Jonathan Pollak1, Richard Hooper1
1The Consortium of Universities for the Advancement of Hydrologic Science, Inc. (CUAHSI)

Introducing the Largest Water Data Portal
The Consortium of Universities for the Advancement of Hydrologic Science, Inc. (CUAHSI), is an NSF-funded (Grant Nos. 03-30639 and 07-05311) organization that operates the CUAHSI Water Data Center (WDC) (Grant No. 12-14015) to store, publish, index and share data about water from over 100 different sources across the country and internationally.

DID YOU KNOW?
The Water Data Center provides the LARGEST water data catalog in the world and empowers scientists to use water data to address critical science and societal questions.

The WDC translates water data from many sources into "WaterML" format, now accepted as a world standard - that allows scientists to quickly and efficiently find and analyze water data from across the country and the world. This ready availability of water data has potential to fundamentally transform the way water research and decision-making are currently done.

CUAHSI: A NSF-Funded Consortium to Support Water Research and Data Sharing
CUAHSI is a NSF-funded research organization representing more than 120 universities and international water-science-related institutions. The Water Data Center is one part of achieving our mission of supporting US university water research, education and transitional science.

Bringing Together the World's Water Data in One Easy-to-Access Location
Utilizing Advanced Technology
The Water Data Center (WDC) takes advantage of technological advances, such as cloud computing and databases, to fundamentally alter the way earth scientists conduct their research and educate the next generation.

Hydrologic Information System (HIS)

How Does CUAHSI's Hydrologic Information System Work?
The CUAHSI Hydrologic Information System (HIS) is an internet-based system for sharing water data. It consists of three components: (1) a metadata repository (HydroCatalog), (2) a data server stack (HydroDesktop), and (3) a control registry (HydroCatalog). HIS uses a standardised transmission language (WaterML), which is an international standard for time series data as determined by the Open Geospatial Consortium, making the process of downloading data much easier for the user.

CUAHSI's Hydrologic Information System is a "free http" site for discovering, accessing and visualizing water data as a collection of over 100 sources of water data including universities, states, provincial, and federal agencies or user catalogs.

How Researchers Are Sharing Data to Better Understand Complex Environmental Issues
Let's Explore One Example of How Researchers, Scientists, and Citizens are Using HIS! The Shale Network is a project, led out of Penn State, funded by the NSF to help scientists and citizens find, collect, and analyze water quantity and quality data and monitor water resources that may be affected by gas exploration, e.g., "fracking" in the Marcellus shale. CUAHSI is part of the Shale Network along with researchers from Columbia University, College of Pittsburgh, Penn State, and several community and non-profit groups.

What is the Shale Network doing? The Shale Network is a web-based application that contains community-based data that are being collected in the country, state, and federal agency levels and is made available to the community.

Empowering Scientists and Policy Makers by:

- Providing simple and effective data discovery tools useful to researchers and educators across diverse water-related disciplines
- Providing simple and effective data publication mechanisms for researchers who do not desire to maintain data servers
- Providing long-term archiving of university research data
- Providing educational outreach resources focused on data use and science-based learning
- Working with government data providers and decision-makers to identify and support data standards to make water data more accessible to the community
- Providing web-based access and mobile applications that enhance the accessibility of water data for diverse audiences

To aggregate these data, and to make the database publicly available, the Shale Network is using the CUAHSI Hydrologic Information System (HIS)
Reduce and Recycle: How to Turn Our Black Roads Green

Reduced Temperature: Warm Mix Asphalt + Recycled Pavement Material = Save Money, Save the Environment!
Can retraining the way you think improve your sleep?
3-2-1 TWIST OFF! 
Automated Bottle Cap Removal Machine

BACKGROUND

Typical plastic drinking bottles are composed of two different plastic:

1. Bodies are made from polyethylene terephthalate (PET)
2. Caps and Collins are made from polypropylene (PP)

This two polymer design presents a unique challenge for the recycling centers. As different materials have different melting points and must be processed separately. Although some centers have created sophisticated industrial machines to separate caps and bodies, many rely on workers to separate bottles by hand.

While in the US, the area of separation falls on the recycling centers. In Japan, this duty is considered—individual consumers are required to separate caps from their bottles prior to recycling. Seeking to improve both countries’ method of bottle recycling, Professor Tetsuo Akita of Meijo University, based in Nagoya, Japan, called upon students from his home university and UC Davis to create machines which automatically separate plastic caps from bottles.

DESIGN ASSUMPTIONS

The rules outlined by our sponsors constitute the first fundamental assumptions of our design; they are as follows:

1. The design can utilize no more than one motor
2. The design must use 200-660 mL plastic drinking bottles
3. Bottles must be able to be inserted into the design in random directions
4. The design must cost no more than $1,000 USD
5. Plastic Collins must be removed from bottles

The following constraints were made in further simplify the design:

6. Bottles are routed to 301 mL bottles made by The Pepsi Bottling Group
7. Bottles are fully emptied of all liquid prior to insertion
8. Bottles are not overly deformed upon insertion
9. Bottle caps are reasonably tightened upon insertion (i.e., less than 10 Nm of tightening torque)
10. Bottles are inserted into the design in one of two longitudinal directions

PROBLEM DECOMPOSITION

Repositioning the bottle on an ordinary insert
Moving the bottle through the machine
Securing the bottle in position and supporting bottles in preparation
Removing the bottle cap from bottle
Filtering bottles and caps into separate containers

PERFORMANCE

Orientations
Convevance
Stability
Separation
Organization

OUR SOLUTION

Creating design considerations, we learned concepts that linked operations likely to require mechanical energy, we sought to link the subproblems of orientation, conservation, and separation through one unifying motion.

Our solution utilizes a central carousel concept to advance inserted bottles along a rubber-clad ledge. Caps roll without slip along the ledge, and are removed from their bottles. The ledge is located beneath the carousel and requires bottles to be oriented "teck-downs" to interact with it. Orientation is accomplished in a network of metal rails which guide upright bottles into a "teck-downs" position.

In this way, the three principal operations of our machine (orientation, conveyance, and separation) are derivable from the carousel’s rotation, which is successfully powered by a single motor.

NEXT STEPS

Future, potentially commercial, iterations of the design would focus on optimizing practical considerations like size, floor area, and durability, through a greater use of composites, metals, and customized machines. Refining solar panels, as many municipality trash compactors do, would enable the design to operate at zero net energy.

SPONSORS

Prof. Tetsuo Akita, Meijo University
Dr. Jason More, UC Davis

ADVISORS

Dr. Janeiro Moser
Ph.D. Candidate Kenneth Lyons

POSTER DESIGN

Patricia Noda: patricinanoda@ucdavis.edu

ACKNOWLEDGMENTS

Tessa DeCap would like to extend our appreciation to: Dr. Jason More, Kenneth Lyons, Evan Beattie, David Kohles, and all the good people at the ESRC.
A SHARED PROPENSITY TOWARDS FOOD & ALCOHOL

BACKGROUND

Overeating and binge drinking are two of the most common health problems among college students:

- 48% report binge eating problems
- 63% of females report binge drinking episodes
- 85% of males report binge drinking episodes

Is alcohol like food?

- Alcohol is derived from sugar - similar chemical bases as food.
- Both eating and drinking alcohol activate dopaminergic pathways in the human brain.
- Addiction models have been applied to both food and alcohol use, as well as correlations between food and alcohol intake conducted in animal studies.

METHOD

200 UCLA Undergraduates (76% females, Mean Age - 22.1) filled out an online survey in one-sitting as part of a larger experimental study with the following exclusionary criteria:

- Less than 21 years old
- Self-reported history of eating disorders or substance abuse
- Abstinence from drinking beer
- A strict diet and food allergies to experimental stimuli

# of days/month when alcohol is consumed with a meal:

- Under 5: 13%
- 5-10: 25%
- 11-20: 42%
- Over 20: 20%

RESULTS

<table>
<thead>
<tr>
<th>AEQ / DEBQ</th>
<th>External</th>
<th>Emotional</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxation &amp; Tension Reduction</td>
<td>320</td>
<td>240</td>
</tr>
<tr>
<td>Arousal &amp; Aggression</td>
<td>240</td>
<td>220</td>
</tr>
<tr>
<td>Increased Social Assertiveness</td>
<td>250</td>
<td>169</td>
</tr>
<tr>
<td>Physical &amp; Social Pleasure</td>
<td>210</td>
<td>114</td>
</tr>
</tbody>
</table>

MEASURES

- Alcohol Expectancy Questionnaire (AEQ)
  A questionnaire measuring one’s anticipatory effects of drinking and consuming alcohol.

- Dutch Eating Behavior Questionnaire (DEBQ)
  A questionnaire assessing one’s eating behaviors (since expectancies predict consumption, food expectancies are implicitly implied).

CONCLUSION

The results support our hypothesis that: Food expectancy is positively correlated to alcohol expectancy.

DEBQ External eating scale correlated to all AEQ scales, while DEBQ Emotional Eating scale only correlated to some AEQ scales. External eating had a more consistent relationship with alcohol expectancies, while Emotional eating had a less consistent relationship.

STUDY CONDUCTED BY: Carla Bonano, Francisco Gutierrez, and Clara Talmage, UNIVERSITY OF NEW YORK

RESOURCES
PIGS IN SPACE: EFFECT OF ZERO GRAVITY AND AD LIBITUM FEEDING ON WEIGHT GAIN IN CAVIA PORCELLUS

Colin B. Purrington
6673 College Avenue, Swarthmore, PA 19081 USA

ABSTRACT:
One ignored benefit of space travel is a potential remediation 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 instead of being retained as with earthbound feeding and never even gain an ounce, and the weightlessness effect might open the door to a new paradigm for treating obesity,

INTRODUCTION:
The obesity epidemic has been of concern since the early 1970s with the invention and proliferation of fast food and related obesity-causing fibers, which released from the rigid constraints of clothes and permitted monthly weight gain without the need to buy new outfits. Indeed, obesity today for hundreds of millions involves only the act of wasting empty calories in public, presumably because the restrictive pressure forces fat cells to adopt a more compact tertiary structure (Kawer 1965).

RESULTS:
Mean weight of pigs in space was 0.00002 ± 0.00000. Some individuals weighed less than zero, some more, but these variations were due to motion of the ductal walls, which caused them to be strained twice. Thrice normal average range (0.00025) was maintained by normal pigs and fat females gained about 245 grams (p < 0.0002). Male pigs gained significantly more weight, 0.00075, than females, gaining about 0.0005. This difference was statistically significant (p < 0.0001).

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 trials permission, and should have our planned experiment initiated within 80 years, pending expected support from local and Federal IRBs.

LITERATURE CITED:

Gone with the mind: Thought based meditation and its implications to attention strategies

Kanishka Sharma1, Richa Trivedi3, Sushil Chandra1, Ashok K Dubey2
1 Dept. of Biomedical Engg., IITM-DPDO, Delhi, 2 Division of Biotechnolog, NGRI, Danuza, Delhi

Abstract - Meditation has been known to be a boon to medical sciences as well as for gaining powerful self-regulatory mechanisms. In the present review, a model has been hypothesized for a method of meditation (Rajyoga Meditation) based on generation of a thought and its propagation to utmost level of consciousness. Rajyoga meditation (RM) is being taught worldwide by Brahma kumaris World Spiritual University. It has many classified strategies, which allow it’s effects to leave impressions on conscious mind, unlike defined instructions for mindfulness and concentrative meditation; RM is composed of many modes of thoughts. In the given model, attention correlates of long term meditators are presented and with their experience, it has been approached to provide insights of how they react to any sensory cue provided; how they direct their attention to either cue and how they became able to monitor conflict; generated due to provide cue having similar properties. Most striking is the change laid down in their approach of reaction due to regular practice of meditation. One interesting finding has been documented relating one’s intrinsic awareness with extrinsic attention. As the Rajyoga is based on positive thought incorporation and its iterations, it provides facility & modulates the ability to evaluate performances by Meta-cognitive awareness of one’s cognitive processes. With previous findings on cognitive control and attention, meditation has been found out to create higher awareness about environmental cues with reduced arousal (Lang, 1982). But due to reduced arousal focus attention is also reduced on specific cue and habitual responding with many hours of meditation practice also gets reduced. Expert meditators can reverse the phenomenon of automation as their involvement in meditation leads to reduction in habitual cognition. It has been described in poster with the help of interactive model.

Introduction

Rajyoga is a regulated exercise, in which recollection, contemplation, concentration and attention are used in a methodical way to achieve blissful state. While doing practice of Rajyoga one has to detach from mundane the gross and material. Mind, intellect and emotions are being used for a special theme in a special way. It may be practiced at progressive levels of knowledge, faith, energy and consciousness. Technique of self-exploration, leading to the experience of heightened and expanded awareness reaching to supreme and bridging itself to soul’s awareness. It is based on thought generation and propagation of mind to blissful state using the same thought. During this practice meditation gets mind transformed into a reservoir accepting positive thoughts and neglecting negative thoughts.

State of Meditation

- Mystical Experience
- Positive Affect
- Deautomatized state
- Enhanced awareness
- Reduction in craving
- Identifying objects

Cognitive properties

- Attention
- Habitual responding reduced
- Executive control
- Conflict monitoring
- Precedence control

Behavioral Outputs

- Reduction in arousal
- Effortless concentration
- True perception of reality
- High absorption
- Reduction in stress
- Goal directed thinking
- Blissful state
- Happy and pleasant state of mind

Meditation

- Increase
- Positive Affect
- Reduces
- Facilitates
- Preservative Behavior
- Set Switching

Conclusion

Mediation has been seen as the most wonderful phenomenon to achieve performance enhancement. In most medication types, there is a zeal to achieve an elevated state. This state of elevation extends to relaxed and calm mind or revolved state or thoughtlessness. With the diagrammatic representation of Rajyoga meditation; it has been tried to understand the manner in which it is influencing the state of self awareness and monitors the performance measures itself while engaging in task-based stress. Person engaged in Rajyoga practice for long time i.e. years might develop steady changes in strategies to look into situations and deal with them efficiently. Major part of this enhancement is played by the positive affect and thoughts generated and propagated in this type of meditation. There is still a gap with reduction of arousal hypothesis which opposes enhancement of selective attention during reduced arousal states. But with widely accepted researches stating performance enhancement with meditation makes it a prominent non invasive method for attention enhancement.

Approach

Approach of this poster is a depth review of researches done on meditation and its effect on cognitive dimensions of human. Meditation provides a vision over meta-cognitive process which flexibly control over perception and attention.

References

Afterlife of your Presentation or Poster

- Handout
- Institutional Repository
- Business card with link or code
- Slideshare
- Option to put on the conference website
Think, Pair, Share

Think about this:

What is the hardest part of designing a poster for you?

What are some tips you learned from this session to make it easier?

Pair up with the person to your left or right

Share what you learned with that person