



# Welcome to **GrTS**

GETTING SMART ABOUT  
POSTERS AND SLIDES

IS YOUR NAME LISTED BELOW? IF SO, YOU WON A FREE T-SHIRT! PLEASE COME TO THE FRONT TO PICK IT UP!

Mikelle Hymas  
Ramjee Acharya  
Jacob Esplin  
Kristy Litster  
Stephen Peterson

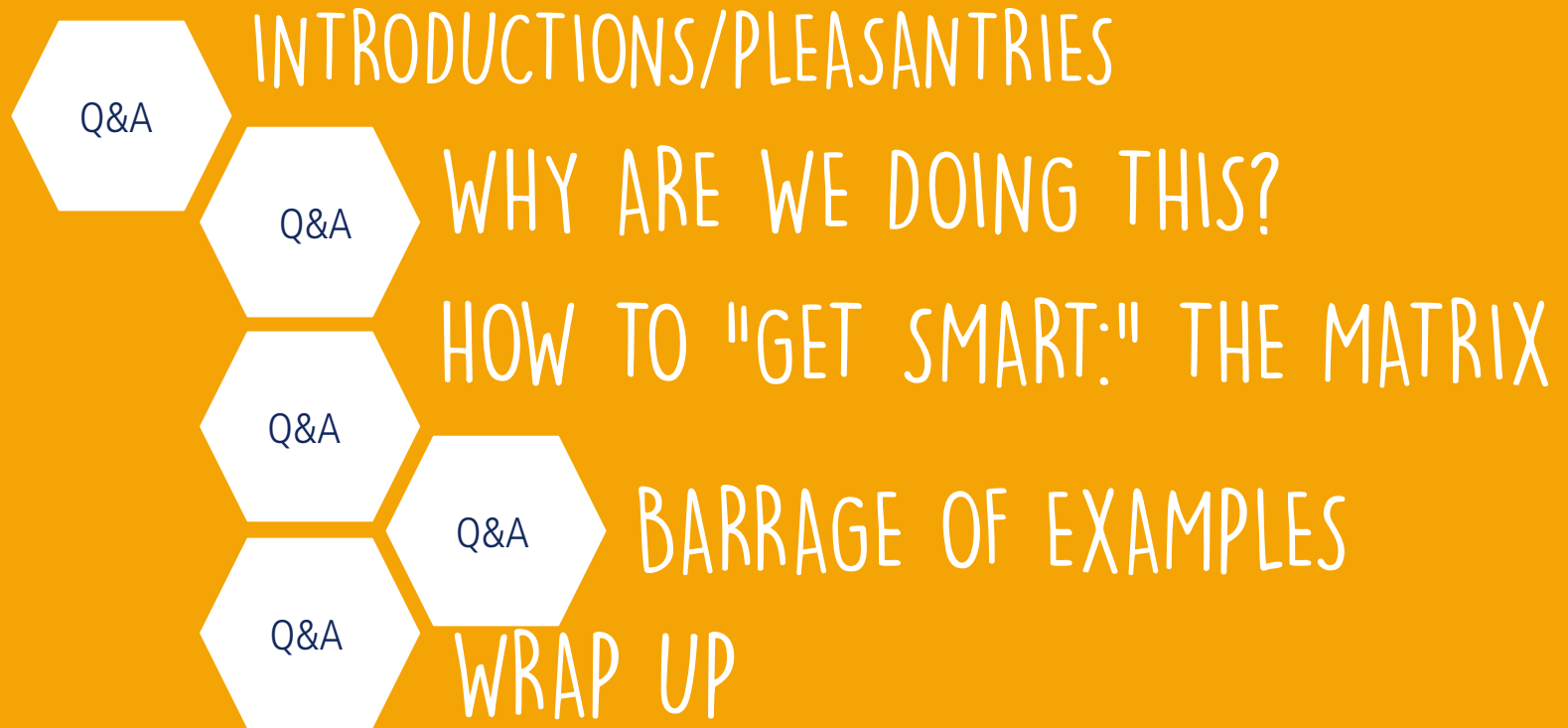
Liz Nix  
Anna Brady  
Michaela Teich  
Troy Munro  
Christina Watts

If you submitted presentation materials, please come to the front to claim your prize.

**@USU\_grad**



# TODAY'S WORKSHOP



THAT'S IT.

WHO ARE YOU?

SRS  
PRESENTER

NOPE.

WHO ARE YOU?

GRAD  
STUDENT

UNDERGRAD

OTHER?

WHO ARE YOU?

POSTER

ORAL  
PRESENTATION

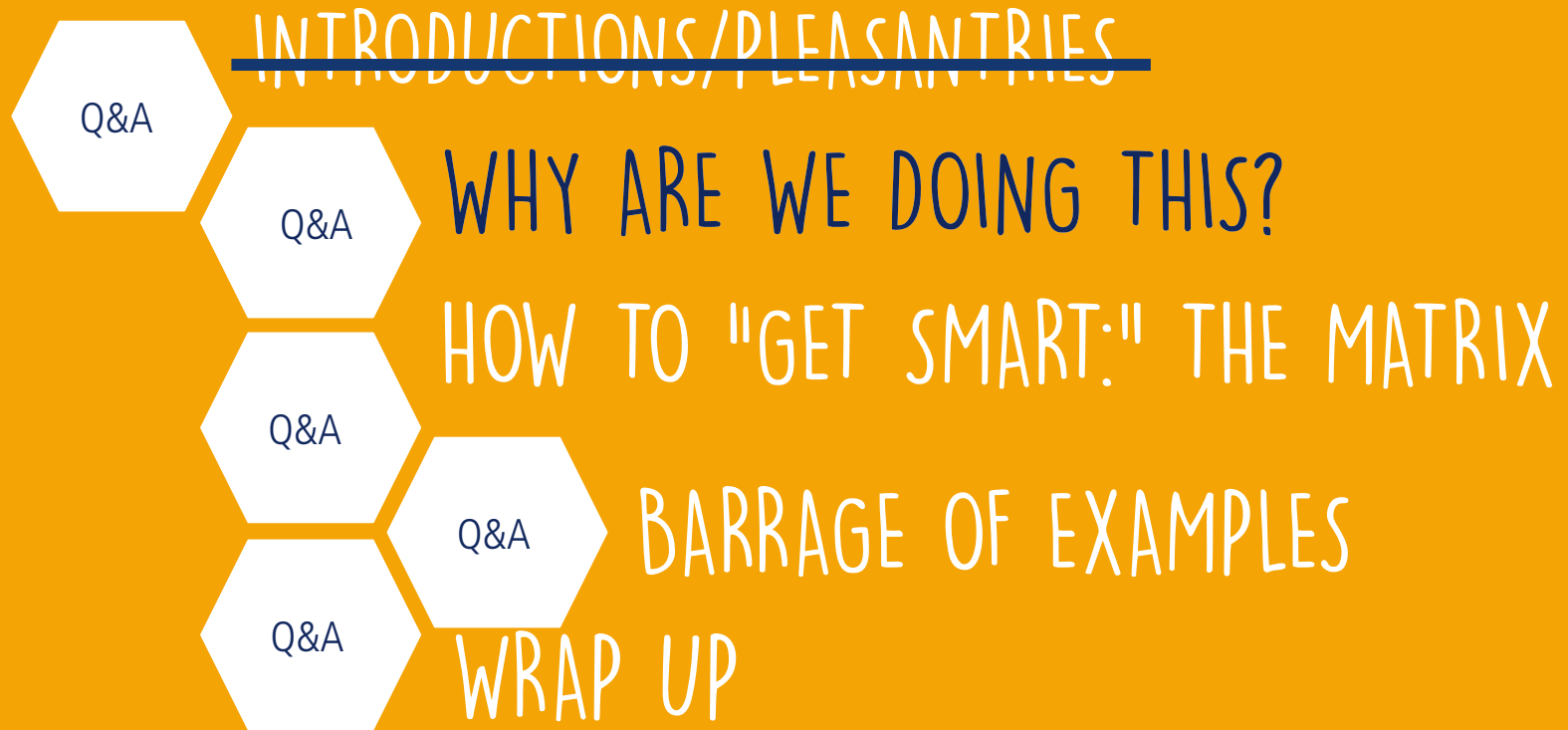
BOTH?

WHO ARE YOU?

NEWBIE

VETERAN

# TODAY'S WORKSHOP





# Welcome to **GrTS**

GETTING SMART ABOUT  
POSTERS AND SLIDES





BUT WHY?

Student Research  
**SRS**  
S y m p o s i u m

# PRESENTATIONS

## JUDGE'S RUBRIC (1–5):

Introduction/literature

Hypotheses/questions

Methodology

Results/conclusions

Slide organization

Slides

Project knowledge

Content knowledge

Organization

Eye contact

Voice

Body language

Student Research  
**SRS**  
S y m p o s i u m

# PRESENTATIONS

## JUDGE'S RUBRIC (1–5):

Introduction/literature

Hypotheses/questions

Methodology

Results/conclusions

Slide organization

Slides

Project knowledge

Content knowledge

Organization

Eye contact

Voice

Body language

Student Research  
**SRS**  
Symposium  
PRESENTATIONS

## THE RESULTS:

Slide score of 1-2:

**3%** got a 5 in  
another category

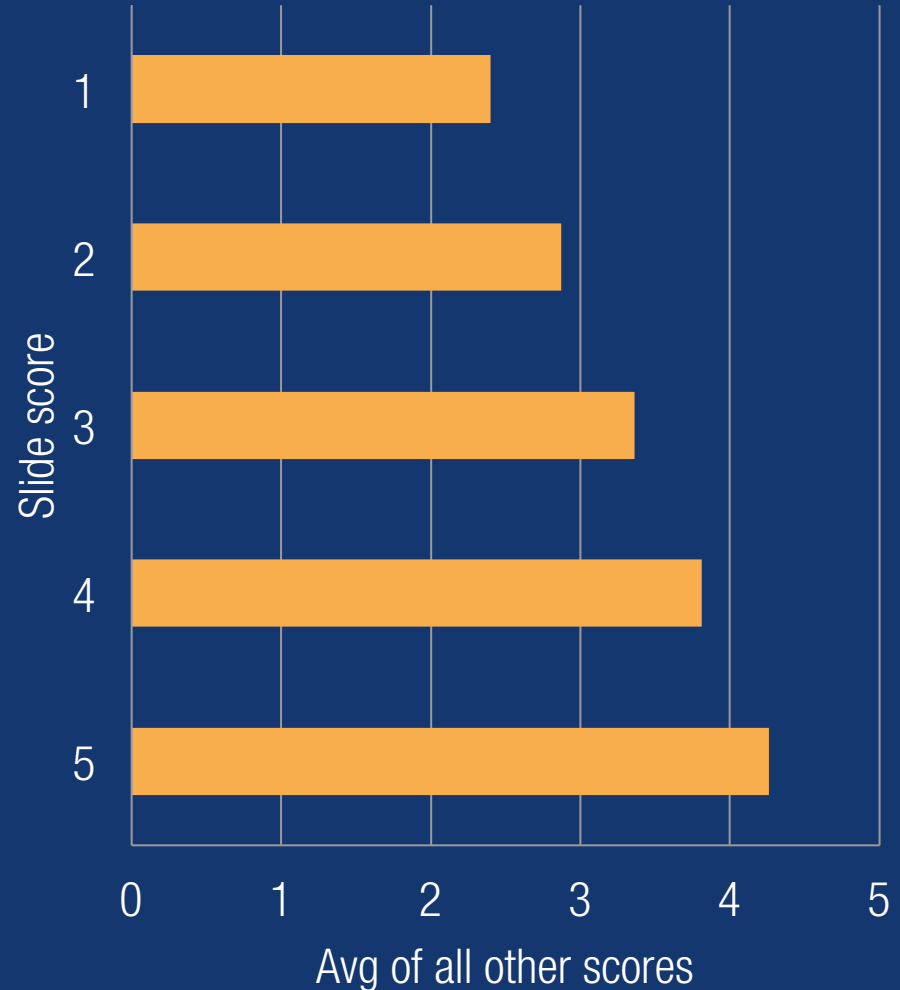
Slide score of 4-5:

**48%** got a 5 in  
another category

Student Research  
**SRS**  
Symposium

PRESENTATIONS

THE RESULTS:



Student Research  
**SRS**  
S y m p o s i u m

POSTERS

JUDGE'S RUBRIC (1–5):

Introduction/literature

Hypotheses/questions

Methodology

Results/conclusions

Organization

Images and text

Project knowledge

Content knowledge

Eye contact

Voice

Body language

Student Research  
**SRS**  
S y m p o s i u m

POSTERS

JUDGE'S RUBRIC (1–5):

Introduction/literature

Hypotheses/questions

Methodology

Results/conclusions

Organization

Images and text

Project knowledge

Content knowledge

Eye contact

Voice

Body language

Student Research  
**SRS**  
Symposium

POSTERS

## THE RESULTS:

Images/text score of 1-2:

**6%** got a 5 in  
another category

Images/text score of 4-5:

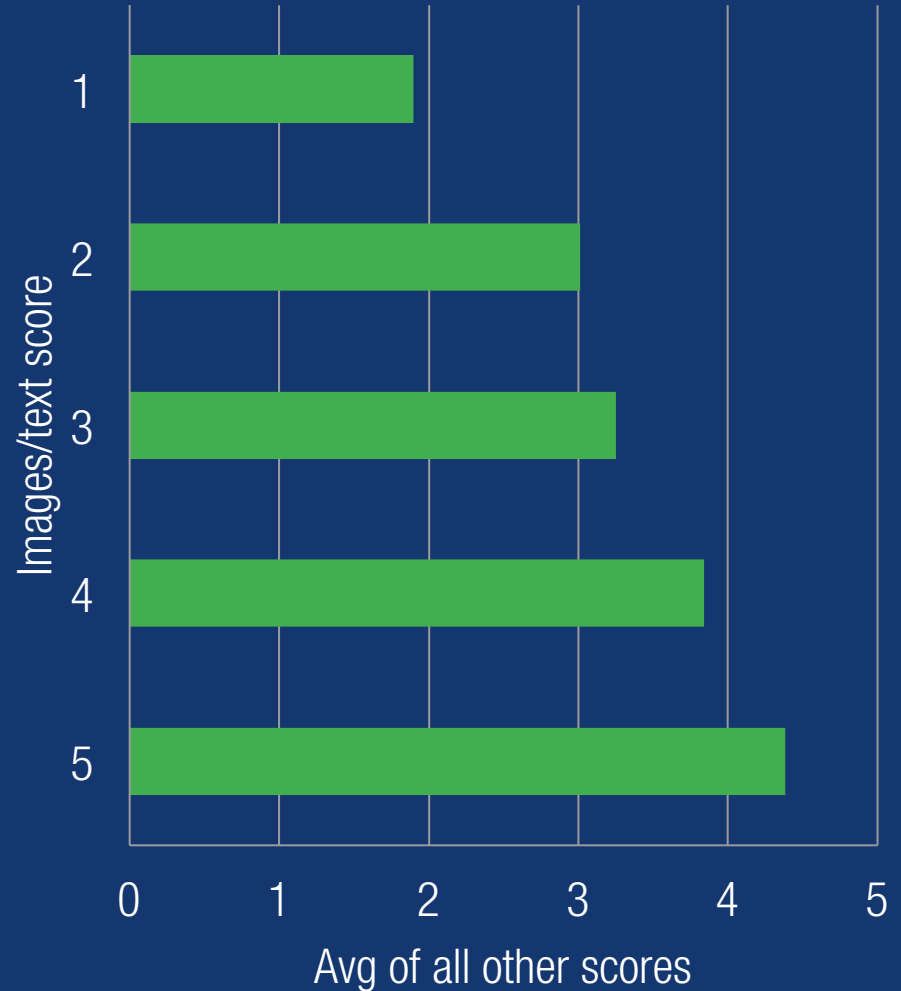
**66%** got a 5 in  
another category



Student Research  
**SRS**  
S y m p o s i u m

POSTERS

THE RESULTS:





HELLO!

BUT WHY?

# Vox

*"Vox is a general interest news site for the 21st century. Its mission is simple: Explain the news."*

# If you could change one thing about science, what would it be? Share your ideas.

Updated by *Julia Belluz, Brian Resnick, and Brad Plumer* on March 16, 2016, 10:30 a.m. ET



TWEET



SHARE (324)



At Vox, we've been diving deep into problems with the **scientific process**, from the crises in **peer review** and **replication** to **publishing** and **sharing research**.

Now we want to hear from you. If you're a researcher or scientist with concerns about how science works, tell us: If you could change one thing about science, what would it be?

Please submit responses in this survey form:

## Most Viewed



The biggest winners from Tuesday's

# If you could change one thing about the scientific process...

We're surveying dozens of scientists in a variety of fields on the following question. Your thoughts and insights will be greatly appreciated!

Please forward this form to colleagues. It would be a big help.

What is your full name?

What is your job title?

What university or institution do you work for?

In a few words, describe your field of research.

If you could change one thing about how science works today, what would it be and why?

We imagine answers may span a range of issues — academic publishing, funding, institutional problems, peer review, etc. We're especially interested in learning about issues that may not be obvious to those outside of academia. And why we should care about them.

The biggest winners from Tuesday's primaries: Bernie Sanders and Donald Trump



I trained killer whales at SeaWorld for 12 years. Here's why I quit



New ad attacks Trump by shaming his wife





Vox

March 20 at 3:00am · 🌐

Are you a researcher or scientist with concerns about how science works?  
We want hear from you.



If you could change one thing about science, what  
would it be?

VOX.COM | BY JULIA BELLUZ

👍 Like

💬 Comment

➦ Share





# **Vox** If you could change one thing about science, what would it be?

Replicability

Acceptance of negative results

Prestige publishing

Science communication

Science reporting

Metrics of success

Scholarly independence

Streamlining solutions

Deniers

Diversity/sexism

Pay

Humility

Sloppiness

Applicability

Accessibility

Funding


Benevolence

Teaching









# The Character of the Phallus

## An Insight into Gender Politics in Antiquity

**Intro**

The phallus as a decorative motif is represented in bronze, silver, and gold artifacts that have been widely used over the course of centuries throughout the Roman period. These phallic artifacts have many forms, ranging from simple, abstract, and even grotesque, to highly detailed and ornate. These reliefs portray the dual nature of the Roman phallus as both a symbol of male power and a symbol of male vulnerability, as well as a symbol of the dual nature of the Roman phallus as both a symbol of male power and a symbol of male vulnerability.

**Methods**

Applied visual analysis of representations of the phallus in material and textual evidence, substantiated from historical sources and comparative analysis of primary sources.

**The Phallus and the Rabbit's Foot**

The phallus, a symbol of male power, was first used as a symbol of male power, and then as a symbol of male vulnerability. This phallic artifact was used as a symbol of male power, and then as a symbol of male vulnerability. This phallic artifact was used as a symbol of male power, and then as a symbol of male vulnerability.

**Idiopathic Gladiator**

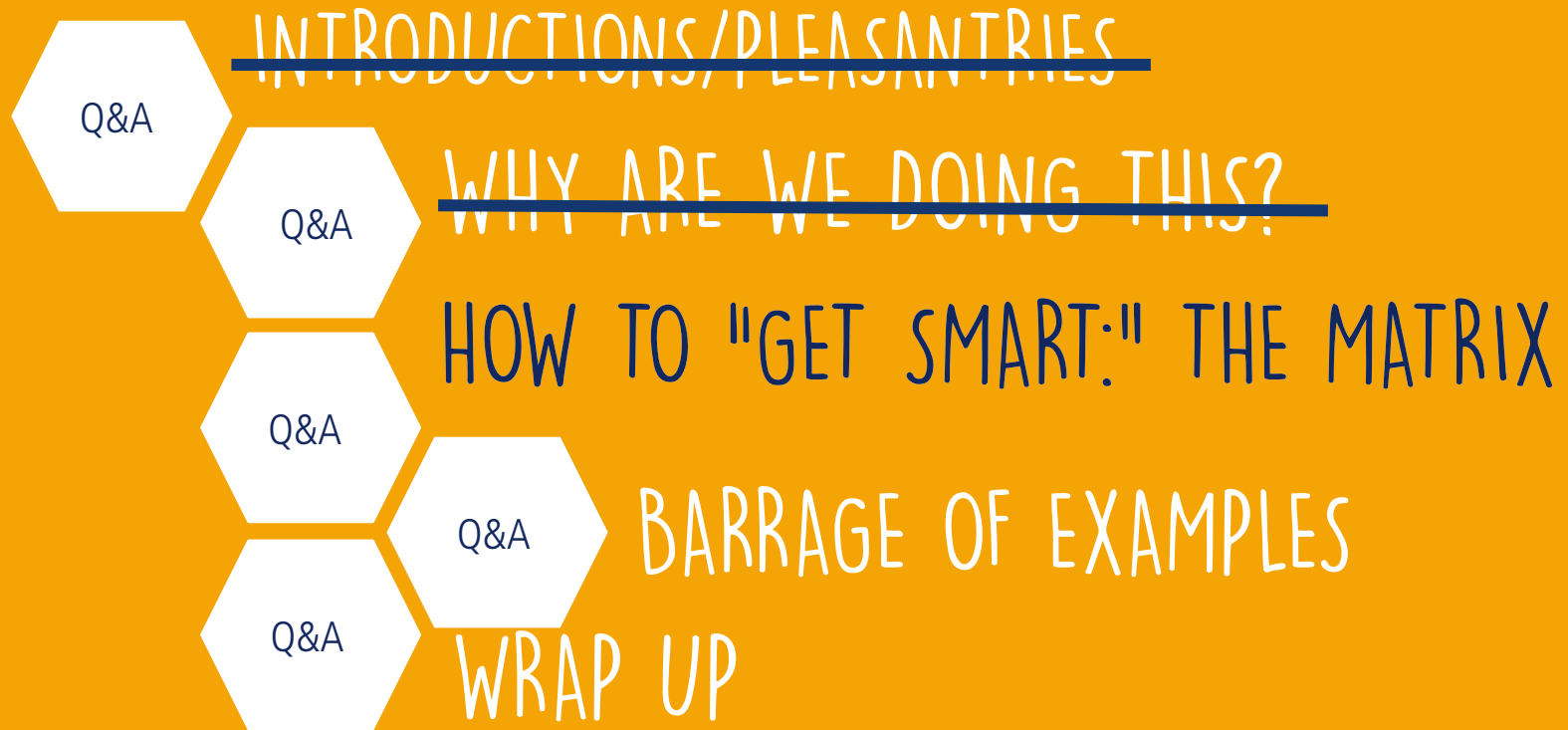
The phallus, a symbol of male power, was first used as a symbol of male power, and then as a symbol of male vulnerability. This phallic artifact was used as a symbol of male power, and then as a symbol of male vulnerability. This phallic artifact was used as a symbol of male power, and then as a symbol of male vulnerability.

**Summary**

The phallus, a symbol of male power, was first used as a symbol of male power, and then as a symbol of male vulnerability. This phallic artifact was used as a symbol of male power, and then as a symbol of male vulnerability. This phallic artifact was used as a symbol of male power, and then as a symbol of male vulnerability.



# TODAY'S WORKSHOP



# THE PROCESS



"LITERATURE REVIEW"



slide:ology

THE ART AND SCIENCE OF  
CREATING GREAT PRESENTATIONS

knafllic

storytelling with c

presentationzen

oning Information



The say **it** with Charts Complete Tool

# Better Posters

A resource for improving poster presentations • Part of DoctorZen.net

17 MARCH 2016

## Let anarchy reign!

Sometimes, people tell me, “I can’t follow the advice you have in the blog. There’s an [institutional poster template](#), and they make me use it.”

My first reaction is usually, “*Who will stop you?*”

Who is the person who is going to make sure that you’ve followed your university style guide and haven’t used the wrong shade of blue in the Pantone matching system?

Who is the person who is going to watch over your shoulder as you sit at your computer designing the poster, proof the poster when it comes back from the printer, and then follow you the conference?

I have not heard of anyone who suffered any consequences for not using a university poster template. I can imagine an administrator harrumphing, but that’s about it.

But for the sake of argument, let’s imagine that there is such a person. Let’s imagine there is someone who designates themselves as the poster police for an institution.



## ABOUT BETTER POSTERS

Academic conference posters are often ugly, with tiny text, confusing layouts, and dubious colour schemes. Better Posters is about making posters informative *and* beautiful.

Comments are moderated. Real names and pseudonyms are welcome; anonymous comments are not.

This blog usually updates on Thursdays.

## EMAIL

[doctorzen@gmail.com](mailto:doctorzen@gmail.com)

I’m starting to get requests for critiques. If you’d like input on your poster, please let me feature it on the blog!

## KEY POSTS

[Abstracts](#)







## Colin Purrington

@colinpurrington

Evolutionary biologist with fondness for plants, insects, and photography. Reed, Brown alum; formerly prof at Swarthmore. Lightning survivor.

📍 Swarthmore, PA USA

🌐 [colinpurrington.com](http://colinpurrington.com)

📅 Joined July 2009



📷 570 Photos and videos

TWEETS  
7,163

FOLLOWING  
358

FOLLOWERS  
1,151

LIKES  
6,206

LISTS  
4



Follow

Tweets

Tweets & replies

Photos & videos



Colin Purrington Retweeted



**Arecibo Observatory** @NAICobservatory · 3h

"Ancient Pluto could have had lakes of nitrogen"  
New results from #LPSC2016!! [geekwire.com/2016/ancient-p...](http://geekwire.com/2016/ancient-p...)



[View summary](#)



Colin Purrington Retweeted



**Randy Olson** @randal\_olson · 5h

Scientists: Stop saying your work is "novel." We know. It's research.  
[#science](#) [#dataviz](#)

[bmj.com/content/351/bm...](http://bmj.com/content/351/bm...)

GRTS.USU.EDU



# THE PROCESS

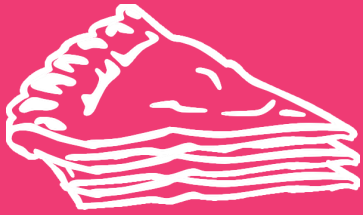


"LITERATURE REVIEW"



PAST WORKSHOPS

# What's wrong with my slides?



THEY LOOK JUST LIKE THEY SOUND.



DATA'S JUST PLOPPED ON YOUR SCREEN.



IT DOESN'T LOOK VERY NICE.



GENERALLY TOO MUCH STUFF.

## LET'S FIX IT!

- LEVEL 1** Use short, concise bullet points.
- LEVEL 2** Use a SmartArt graphic.
- LEVEL 3** Create a custom graphic.

MASTERY: NEVER USE A BULLET POINT AGAIN!

## LET'S FIX IT!

- LEVEL 1** Simplify background and data.
- LEVEL 2** Emphasize relevant points.
- LEVEL 3** Explain the results.

MASTERY: REMAKE OTHERS' GRAPHS AND DATA.

## LET'S FIX IT!

- LEVEL 1** Fix the images you have.
- LEVEL 2** Find better visual resources.
- LEVEL 3** Select new fonts and colors.

MASTERY: ICONS ARE EVERYWHERE. USE THEM.

## LET'S FIX IT!

- LEVEL 1** Create modular layouts.
- LEVEL 2** Use progressive disclosure.
- LEVEL 3** Ruthlessly Delete. Delete.

MASTERY: GET RID OF THE SACRED COWS. REALLY.

Visit [grts.usu.edu/event/how-to-create-gorgeous-slides](https://grts.usu.edu/event/how-to-create-gorgeous-slides) for resources, templates, examples and handouts.

# HOW TO Design Stunning POSTERS



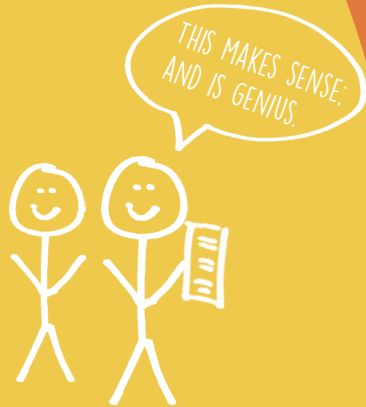
(THIS IS YOU.)

## FIRST, BANISH THE KRYPTONITE!

- Abstract (really!)
- Background images
- Flanking logos
- Mailing addresses
- Drop shadows and bevels

## LEVEL 1: BE UNDERSTANDABLE

(Your judges will  
“get” you.)



### DITCH THE JARGON.

Find it. Then delete it. Use normal words. Define your top three terms that you won't give up.

### REDUCE THE CONTENT.

Just like you were making a fabulous broth, boil it down to only the very best flavors.

### ORGANIZE WHAT'S LEFT.

Arrange your content with a clear beginning, middle and end.

## LEVEL 2: BE INTERESTING

(Your colleagues  
will thank you.)



### WOW WITH A TITLE.

Use the most prominent text to pull them in. Also, use descriptive headings.

### BIG IMAGES, SIMPLE GRAPHS.

It's easy to dive into an image, and it's fun to be enticed by data. Make them pop.

### PULL QUOTES, KICKERS, ETC.

Give your audience lots of ways to get pulled in.

## LEVEL 3: BE ATTRACTIVE

(Future contacts  
will notice you.)



### LET YOUR POSTER BREATHE!

It's the hardest easy thing: understanding the value of white space on your poster.

### CUSTOMIZE FONTS/COLORS.

Choose 2-3 fonts and 2-3 colors (maybe something that's not baby blue) to accent your poster.

### GO BIG OR GO HOME.

Interactive elements? 3D exhibits? Balloons and confetti? Get noticed.

Visit [grts.usu.edu/event/how-to-design-stunning-posters](http://grts.usu.edu/event/how-to-design-stunning-posters) for resources, templates, examples and handouts.

# Creating better presentations and posters

## TEMPLATE

Use simple layouts.

Create signposts with colors.

Enhance tone with fonts.

## WORDS

Delete, delete, delete.

Organize, create points of entry.

Ditch the jargon, wow with your words.

## DATA

Use only necessary info.

Choose the right format and unify style.

Explain your results.

## IMAGES

Create focal points.

Use images to represent ideas.

Include high quality imagery.

**S** IMPLIFY

**S** IGNIFY

**S** TORIFY

ANNA MCENTIRE, DIRECTOR OF PROJECT MANAGEMENT AND COMMUNICATIONS, (ANNA.MCENTIRE@USU.EDU, GRTS.USU.EDU)

OFFICE  
of RESEARCH and  
GRADUATE STUDIES  
**UtahStateUniversity**

# THE PROCESS



"LITERATURE REVIEW"



PAST WORKSHOPS



YOUR SUBMISSIONS

# THANK YOU.

Janet Allen Hancock

Julianne D'Amico

Neil Matthews

Nawaf Alsrehin

Kelsey Despain

Pennanen

Kade Beck

Jacob Esplin

Sumira Phatak

Cole Benson

Elise Griffin

Jonathan Pugmire

Anna Brady

Kristin Hall

Heather Shipp

Christie Burnell

Kristy Lister

Andrew Swain

Ricki Burnett

Jill Lundell

Justin Vance


Prasanna Dahal

Amir Malakooti

Arthur Wallis

Jared Dahle

Troy Munro



APPLAUSE FOR  
OUR EXAMPLES.

# THE PROCESS



"LITERATURE REVIEW"



PAST WORKSHOPS



YOUR SUBMISSIONS



THE "GETTING SMART" MATRIX



# GETTING SMART ABOUT POSTERS AND SLIDES

*We all want to be able to effectively communicate our research. At a conference or symposium, though, we have to work hard to get our point across in a very short time in a pretty small space. Beyond the things we say, we can use words, data, images and design of our posters and slides to better communicate our chosen message to our specific audience. Here are a few (okay, 32) tips to optimize posters and slides to meet the most important objectives of communication:*

GOAL	ELEMENT			
	WORDS	DATA	IMAGES	LAYOUT
	COHERENCE	1. Ensure you cover all required sections.	9. Make sure graphs and figures are readable.	17. Make sure images are high enough quality/resolution.
		2. Proofread all your text!!	10. Double check for needed units of measurement, categories, etc.	18. Pay special attention to research pictures/figures.
	EFFICIENCY	3. Reduce text length and complexity as much as possible.	11. Utilize the right type of graph for the data.	19. Choose images that are clearly topical.
		4. Utilize bullets and diagrams to show relationships.	12. Simplify by deleting extra info or using progressive disclosure.	20. Use and simplify diagrams.
INTEREST	5. Wow with a simple, interesting, and descriptive title.	13. Highlight relevant data or important trends.	21. Enlarge images to serve as focal points	29. Create a clear size/heading hierarchy.
	6. Use 1st person voice and active verbs. (Maybe even an anecdote!)	14. Explain meaning of data (trends, outliers, etc.)	22. Use images to demonstrate a metaphor or tell a story	30. Add interesting design elements.
STYLE	7. Carefully select and use 2-3 fonts and 2-3 colors.	15. Utilize theme colors and fonts.	23. Look for better image sources.	31. Ditch confusing background images/gradients.
	8. Adjust text to left justified, wider leading and paragraph spacing.	16. Optimize graphs by remaking in custom template format.	24. Same style treatment for all images.	32. Treat logos/wordmarks appropriately.

LOTS OF  
CONCRETE  
STUFF

AND

A CLEAR  
SET OF  
REASONS

# WORDS!

## COHERENCE

1. Ensure you address all required sections.
2. Proofread all your text!!

## EFFICIENCY

3. Reduce text length and complexity as much as possible.
4. Utilize bullets and diagrams to show relationships.

## INTEREST

5. Use simple, interesting and descriptive titles and subheads.
6. Use first-person voice and active verbs.

## STYLE

7. Carefully select and use 2-3 fonts and 2-3 colors.
8. Format text to left justified, ample leading and paragraph spacing.

# DATA!

## COHERENCE

9. Make sure graphs and figures are readable.

10. Double check for needed units of measurement, categories, etc.

## EFFICIENCY

11. Utilize the right type of graph for the data.

12. Simplify by deleting extra info or using progressive disclosure.

## INTEREST

13. Highlight relevant data or important trends in the graph.

14. Explain meaning of data (trends, outliers, etc.)

## STYLE

15. Utilize theme colors and fonts for your graphs and figures.

16. Optimize graphs by remaling in custom template format.

# IMAGES!

## COHERENCE

- 17. Make sure images are high quality/resolution.
- 18. Pay special attention to research pictures.

## EFFICIENCY

- 19. Choose images that are clearly topical.
- 20. Use and simplify diagrams.

## INTEREST

- 21. Enlarge images to serve as focal points.
- 22. Provide context/sources with captions.

## STYLE

- 23. Utilize alternate/better image sources.
- 24. Get rid of images with white backgrounds/layering.

# LAYOUT!

## COHERENCE

25. Organize content into clear sections.

26. Create intuitive flow with modular layouts.

## EFFICIENCY

27. Get rid of unnecessary elements (abstract, date footer, questions).

28. Create ample white space and margins!!

## INTEREST

29. Create a clear size/heading hierarchy.

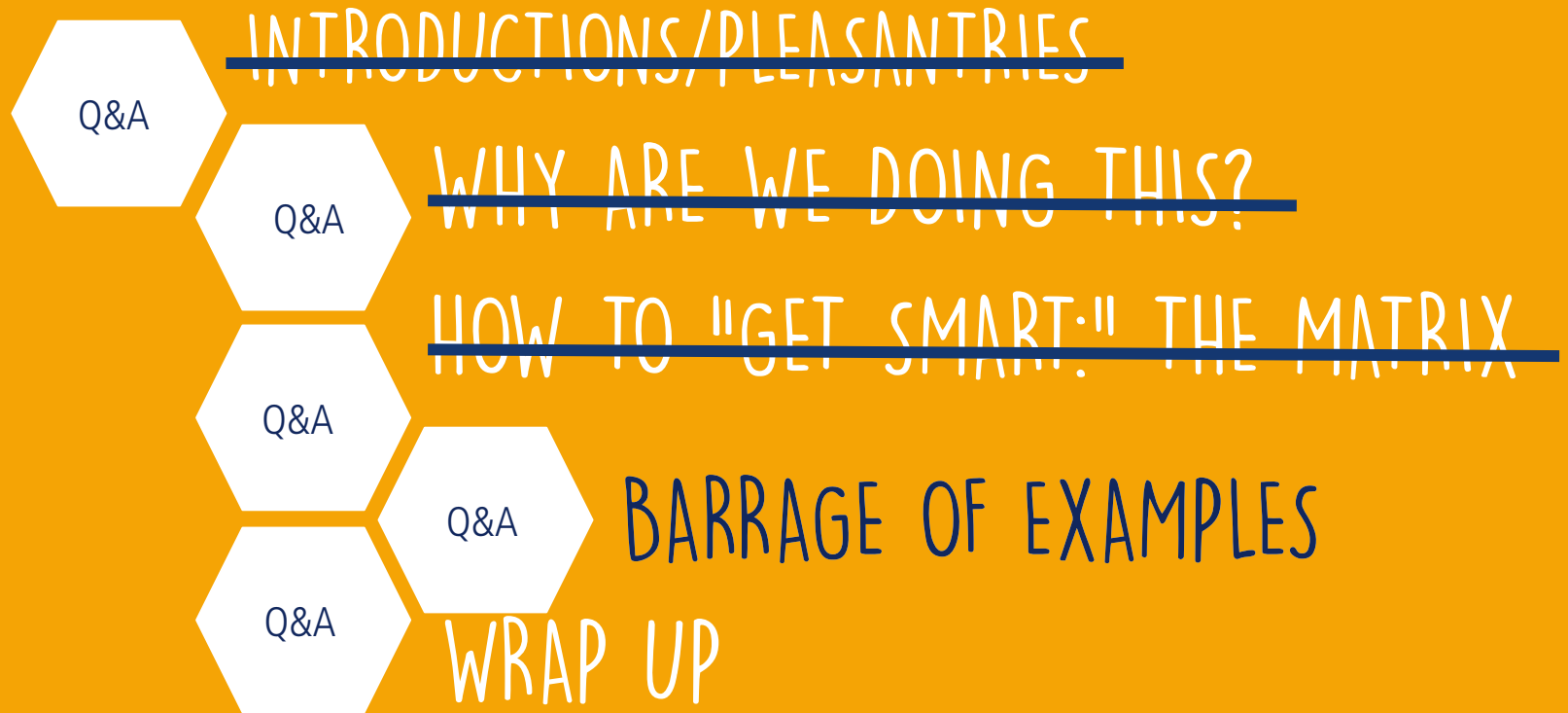
30. Add related design elements.

## STYLE

31. Ditch confusing background images/gradients/watermarks.

32. Place and use logos/wordmarks appropriately.

# TODAY'S WORKSHOP





# CHOOSE YOUR OWN ADVENTURE!





RGUSU.FORMSTACK.COM  
/FORMS/MARCH\_GRTS

# WORDS!

## COHERENCE

1. Ensure you address all required sections.
2. Proofread all your text!!

## EFFICIENCY

3. Reduce text length and complexity as much as possible.
4. Utilize bullets and diagrams to show relationships.

## INTEREST

5. Use simple, interesting and descriptive titles and subheads.
6. Use first-person voice and active verbs.

## STYLE

7. Carefully select and use 2-3 fonts and 2-3 colors.
8. Format text to left justified, ample leading and paragraph spacing.

# ORAL PRESENTATIONS

	Poor	Fair	Good	Great	Exceptional	NA
Intro/Literature	1.37	8.9	39.04	39.73	8.22	2.74
Hypo/Questions	1.37	15.07	41.1	30.14	8.9	3.42
Methodology	0.68	14.38	39.73	31.29	11.64	1.37
Results/Conclusions	0.68	10.96	45.21	30.14	9.59	3.42
Organization (Slides)	0	8.22	32.88	44.52	8.22	6.16
Slides (or other aid)	1.37	13.01	30.82	36.3	9.59	8.9
Project Knowledge	0.68	2.74	31.51	45.21	17.12	2.74
Content Knowledge	0.68	4.11	35.62	42.47	15.07	2.05
Organization	1.37	7.53	35.62	43.15	10.27	2.05
Eye Contact	1.37	11.64	28.08	42.47	15.07	1.37
Voice	0	10.96	31.51	44.52	11.64	1.37
Body Language	0.68	9.59	40.41	37.67	10.27	1.37

# ORAL PRESENTATIONS



- PROJECT KNOWLEDGE
- CONTENT KNOWLEDGE
- EYE CONTACT



- HYPOTHESIS/QUESTIONS
- METHODOLOGY
- SLIDES
- EYE CONTACT

# POSTER PRESENTATIONS

	Poor	Fair	Good	Great	Exceptional	NA
Intro/Literature	0.65	13.64	51.95	24.68	7.14	1.95
Hypo/Questions	2.6	14.94	42.86	24.68	5.19	9.74
Methodology	3.9	7.79	44.81	36.36	5.19	1.95
Results/Conclusions	0	12.34	43.51	29.87	7.79	6.49
Organization	0.65	8.44	42.86	35.71	10.39	1.95
Images & Text	0.65	11.04	40.91	35.06	10.39	1.95
Project Knowledge	0.65	2.6	28.57	45.45	20.13	2.6
Content Knowledge	0.65	5.84	32.47	40.26	18.18	2.6
Eye Contact	0	5.84	27.27	40.91	23.38	2.6
Voice	0	1.95	35.06	40.26	19.48	3.25
Body Language	0	5.19	35.71	36.36	20.13	2.6

# POSTER PRESENTATIONS



- PROJECT KNOWLEDGE
- CONTENT KNOWLEDGE
- EYE CONTACT
- VOICE
- BODY LANGUAGE



- INTRODUCTION/LITERATURE
- HYPOTHESIS QUESTIONS
- METHODOLOGY
- RESULTS/CONCLUSIONS
- IMAGES/TEXT

# IMAGES!

## COHERENCE

- 17. Make sure images are high quality/resolution.
- 18. Pay special attention to research pictures.

## EFFICIENCY

- 19. Choose images that are clearly topical.
- 20. Use and simplify diagrams.

## INTEREST

- 21. Enlarge images to serve as focal points.
- 22. Provide context/sources with captions.

## STYLE

- 23. Utilize alternate/better image sources.
- 24. Get rid of images with white backgrounds/layering.

# LAYOUT!

## COHERENCE

25. Organize content into clear sections.

26. Create intuitive flow with modular layouts.

## EFFICIENCY

27. Get rid of unnecessary elements (abstract, date footer, questions).

28. Create ample white space and margins!!

## INTEREST

29. Create a clear size/heading hierarchy.

30. Add related design elements.

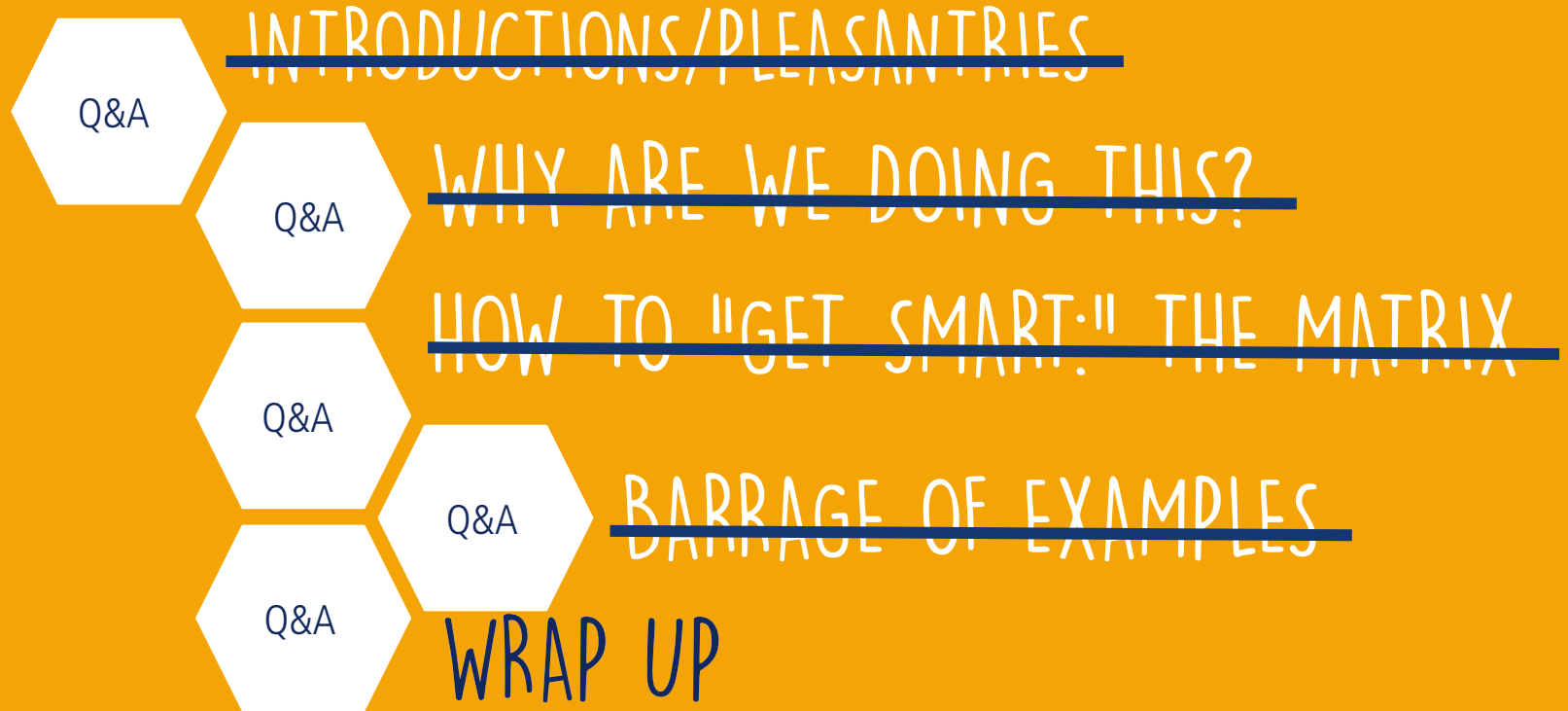
## STYLE

31. Ditch confusing background images/gradients/watermarks.

32. Place and use logos/wordmarks appropriately.



# TODAY'S WORKSHOP





LET'S CHAT  
TOMORROW

MARCH 23  
10–11 AM  
LUKE'S CAFE



**Anna McEntire**

Sr. Director of Project  
Management and Communication

[ANNA.MCENTIRE@USU.EDU](mailto:ANNA.MCENTIRE@USU.EDU)

**GrTS**

GETTING SMART ABOUT  
POSTERS AND SLIDES