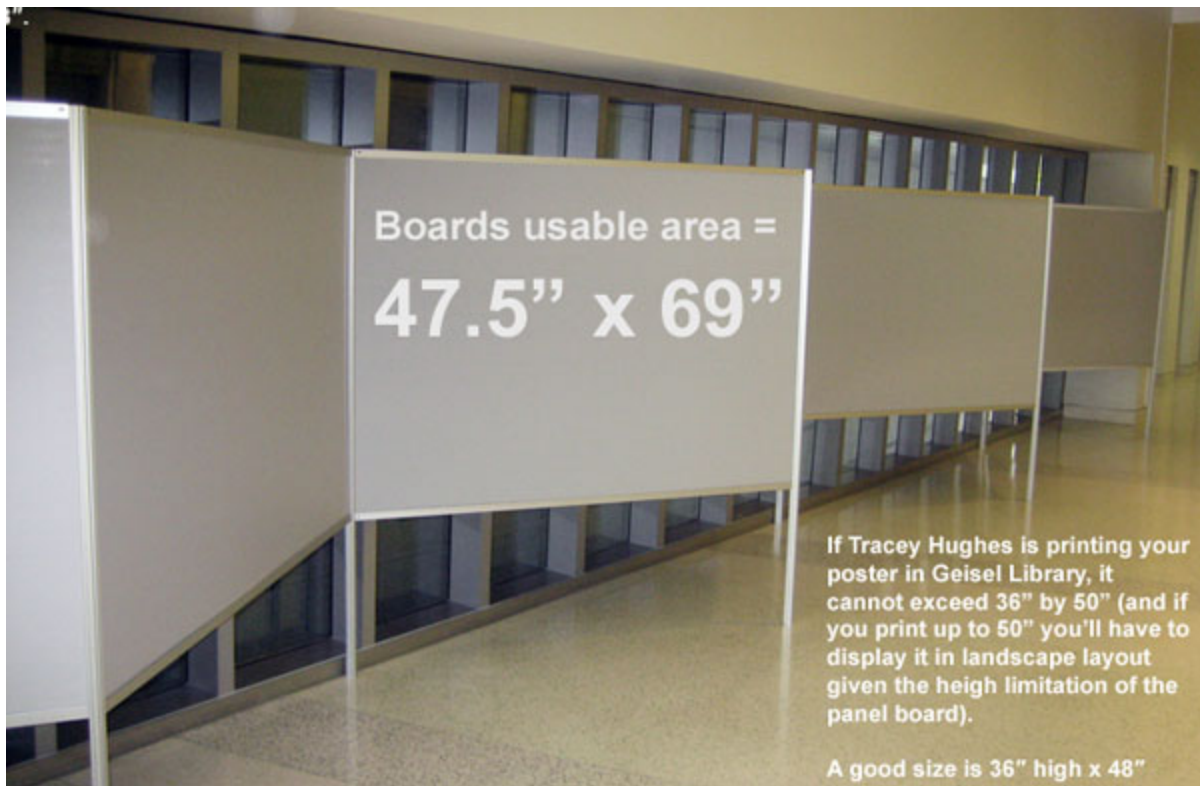


Poster/Multimedia Tips

Guide to creating a story board (poster)

On Thursday, March 12th, 2009 you must set up your poster in Ballroom B of UCSD's Price Center between 8:30 am and 10:00 am. Doors open to the public at 10:00 am. Your posters will be organized by research team. Look for the table with your Area of Concentration and Grand Challenge sign on it. Near that table you will find a designated display area for your research team (i.e., look for the set of panel boards that have your research teams title on it). Each student will get one panel to display their poster; the usable area of each panel is (47.5" x 69"). See photo below:




You will adhere your poster to the panel using a strip of the BLUE Painters Tape. We will give this to you on the day of the Urban Expo when you come in to set up. We will give you a 12-18" long strip of the BLUE Painters Tape. You will simply roll it over itself and use it to stick the poster to the boards. Standard double sided tape is impossible to remove from the boards so PLEASE don't use it.

Poster Tips (Courtesy of Tracey Hughes, GIS Coordinator)

(click here for a pdf of these poster tips: [USP 187 Assignment #3](#))

POSTER TEMPLATE Click image below for larger view in jpeg format
 Click here for [same template in ppt format](#)

[Title] Green Infrastructure: Valuing Natural Capital in Theory and Practice <small>[Your Name and Affiliation] Guy A. Berkens, University of California, San Diego, Urban Studies and Planning Program</small>			
1 Use this space to outline the topic: Object of Study: (one or two lines) What you Examined (one or two lines) Abstract 100 words	3 Findings 1. (include photos, graphics) A picture, graph, or illustration can be worth a thousand words	5 Analytical approach and methods	
2 Purpose of the study Background and significance •Use bullet points instead of sentences when possible •Make sure your text is big enough to read & the color of the text is readable •Be concise!	4 Findings 2. (include photos, graphics) -Mix and match text & graphics	6 CONCLUSION Ensure you have the all the required elements on the poster •Title (a good title is catchy & tells people what the topic is and where your study site is) •Your name •Date •Research question & Abstract •Methods •Conclusions/Findings •Graphics Attribution - this is key for any graphic which is not your own •GIS Specific Elements •-Title •-North arrow •-Scale •-Legend •-Data attribution	
			Key literature, sources, links
			Date and Acknowledgement:

The tips below are presented in a linear fashion, but that doesn't mean you have to design your poster in a linear fashion. Anyway you choose do this, it is critical to really think about what you want to communicate on that piece of paper.

First, what not to do...

- Do not use extremely small font - you want people to be able to read your information
- Do not use too much text - no one will read it
- Do not use only text - everyone likes pictures, maps, graphs, charts, photos
- Do not use pieces of paper glued to a poster board if you can at all avoid it
- Do not vary the font type too much - it looks messy and unprofessional
- Do not forget to go over the list of required elements before you send in your final poster
- Do not forget to spell check and/or proofread!

What is it that you really want to say...

- *Your research question and the main point of your research are important!*
 - Figure out what you want to communicate specifically - you can't put everything in your SRP on this poster
 - Think about your research question & what is the most important (and interesting) part of your argument
 - Think about the conclusions you arrived at and what is important to share
 - Think about notable parts of your research

- Gather all graphics, photos, charts, maps, etc that you have available and only pick the relevant ones to the questions above

TIP: Type your abstract out in font that is at least 18 point font. See how much room it will take up on the poster. Does it look better in portrait or landscape? Is it big enough to read from at least 5 feet away? Tape it to your wall and then walk away and try to read it. This will give you a sense of how much space on the poster readable text will require.

Now, it's time to design your poster...

Use a software that you are comfortable with

- PowerPoint can be good & you can set a custom page size to accommodate the larger page while working in it ([poster template in ppt format](#))

Decide what size you want it to be

- A good size might be 36"x40" or 36"x48"

Make it logical & legible

- State what it is you were actually researching (abstracts can work well for this)
- If a picture is needed to actually show something, use a picture to show it rather than using text
- State your conclusions/findings
- Use bullet points instead of sentences when possible
- Make sure your text is big enough to read & the color of the text is readable
- Be concise!

Give the poster a good flow

- Don't put your conclusion before your question - that's why conclusions are generally in the lower right corner of a poster
- Be sure to keep it balanced from top to bottom & left to right

-Mix and match text & graphics

Make it look interesting

- People like colors, but not too much

Ensure you have the required elements on the poster

- Title (a good title is catchy & tells people what the topic is and where your study site is)
- Your name

- Date
- Research question & Abstract
- Methods
- Conclusions/Findings
- Graphics Attribution - this is key for any graphic which is not your own
- GIS Specific Elements

-Title

-North arrow

-Scale

-Legend

-Data attribution

The Final Steps...

Print it

- For free* with Geisel GIS Lab if there is a GIS spatial analysis component

Tracey is offering assistance on how to use GIS, conducting SRP-specific workshops and providing access to online GIS courses. You should seriously consider taking advantage of this “free” opportunity.

- For at least \$60 with Imprints Campus Services Complex location, ACS, Kinkos, or other similar venue

No need to Mount it (we will be using panel displays, see photo above)

Treat it with care

- You worked hard on it so be proud & be nice to it!

Printing Your SRP Poster

Tracey Hughes, GIS Coordinator at the SS&H Library, will print your poster - for free - under a few conditions:

- 1) Your poster MUST contain a GIS component which includes basic spatial analysis.
 - a. The poster must incorporate GIS and spatial analysis using ArcGIS or Google Earth software (MapQuest or similar, Internet mapping sites, static maps in .jpeg or .gif format, and simple Google Earth imagery DOES NOT qualify, nor does a simple location map made with ArcGIS.)
- 2) A .pdf of your poster is delivered **no later than Tuesday, March 10, 2009 at 2 pm.**

a. **No late posters will be accepted.**

b. The poster must be in .pdf format and require no additional changes. Formats such as .doc, .jpeg, .gif, .tif, .ai will not be accepted.

3) The final poster size cannot exceed 36 inches by 50 inches. You can make this either portrait or landscape, but those are the maximum dimensions. A good size might be 36"x40" or 36"x48".

Details on how to take advantage of the free printing...

- Deliver your .pdf via email at t2hughes@ucsd.edu by Tuesday, March 10, 2009 at 2:00 p.m. Include the following in your email:

- Your full name
- The .pdf attachment (if your file is really large, you may need to save the PDF to a CD and physically bring the CD to Tracey. If this is the case, state that in the email and make sure you get over here by 2 pm!)
- Dimensions you wish your poster to be clearly stated in terms of height and width.

- You will receive an email confirmation that your email was received and the PDF could be opened. If you do not receive this confirmation email by 5 pm on Tuesday, March 10, 2009, YOU NEED TO CALL TRACEY ASAP!!!

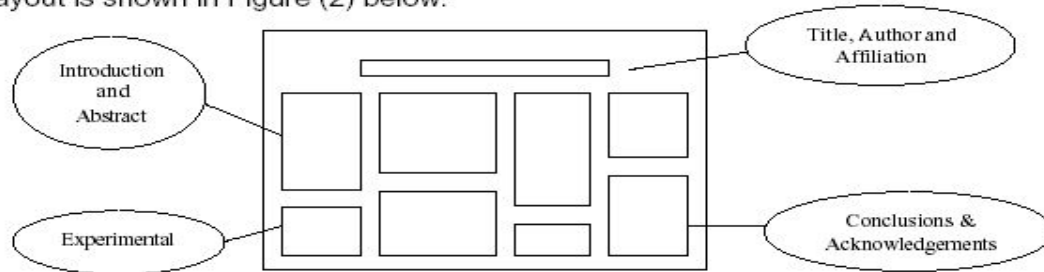
- You will be able to pick up your printed poster in the Geisel GIS Lab between 10am - 2:00pm on Wed., March 11th. Tracey, the Geisel GIS Lab Assistants, or a SSH Library staff member will be there to hand the poster over to you. The Geisel GIS Lab is located in the main floor of the Geisel Library. More info on where it is at: <http://govinfo.ucsd.edu/gis/aboutlab.html>

UCSD Social Sciences & Humanities Library

Tracey Hughes, GIS Coordinator, 858.534.1266
t2hughes@ucsd.edu

OTHER SUGGESTIONS

Begin by making a draft of the main elements of your poster and lay it out on a flat surface to see how best it will fit into the space available. To increase the attractiveness, consider using a mixture of **text, diagrams, photographs, bar-charts etc.** Also, if working with individual sheets of paper, try altering the sizes and display formats (portrait and landscape), which is easy to achieve with modern printer technology. Where appropriate, try using a small number of complementary colours (say 2 or 3), particularly if you wish to highlight important aspects of the poster. Colour can sometimes be used to relate the text to the visual images. An example of a good layout is shown in Figure (2) below:



The excerpt above was copied from a guide posted on-line by Brian Woodget, UK Analytical Partnership, Skills Network Facilitator.

Couple links with info on preparing posters. [Designing Effective Posters](#) / [Creating Better Presentations](#)

Sample Posters



A Senior Sequence student Michael Linn did the poster to this airport poster (36"x50"). Click this link ([288k jpg](#)) or the thumbnail image to the right to see a larger copy of the poster.

Click this link ([1.2m pdf](#)) to see a higher quality version of the same image, including some technical tips by Michael. While the poster looks very good, it doesn't give you a very clear sense of the actual research question or his methods. Refer to this template for the totality of elements you should include in your poster ([poster_template ppt](#))

Click here for an [archive of news coverage](#) of the Urban Expo

URBAN EXPO POSTERS from past years

Class of 2008: [click here](#)

Class of 2007: [click here](#)

Class of 2006: [click here](#)

Class of 2005: [click here](#)

Class of 2004: [click here](#)

Class of 2003: [click here](#)

Class of 2002: [click here](#)

SUPPLIES/VENDORS THAT CAN HELP WITH YOUR PRESENTATION

(List provided by: Gail Bamber (SDSC/UCSD), SDSC graphic designer.

Computer software: for page layout

- Quark Xpress
- InDesign
- Adobe Illustrator
- Power Point

Addresses:Kinko's La Jolla (copying, digital color output, posters)

8849 Villa La Jolla Dr.

858-4573775

accepts digital files; they have price specials; call for info

OCB Reprographics (large-format color and black-and-white output)

75847 Metropolitan Blvd. San Diego, 92108

619-297-8300

Accepts digital files; has student discount; call for info

price example: color: \$8.50 sq ft; black & white: 42.5 cents sq. ft.

UCSD Imprints (large-format color output; on campus; @ Price Center) 858-534-3020

Accepts digital files; call for details

Can only pay by check; no cash or credit cards

The Art Store 1844 India St.

San Diego, CA

1-619-687-0050

art supplies, colored papers, press-down letters, mounting materials

II. POSTERCAST INSTRUCTIONS

Once you've created your poster, we want to capture you doing a "postercast" of it. We have a collaborative arrangement with colleagues at the San Diego Supercomputer Center to create and upload postercasts of each student's poster. The on-line system we'll use is called SciVee –a youtube type space for scientists and researchers eager to do a better job sharing their scholarly work. We already have a USP community in this system that features video students in the Senior Sequence did last year (though no postercasts yet), see:

<http://www.scivee.tv/node/5564>

A SciVee Postercast is created when you combine: a video with your poster. After you upload your video and poster, you can select areas of your poster to appear as your video plays to create a compelling record of your poster presentation to share with your colleagues.

To learn more about creating a postercast, check out the [tutorial](#) or the [postercast help](#) section on the SciVee web site. <http://www.scivee.tv/help/view/157>

We will record all the postercast sessions in class during the end of the winter quarter. Making your postercast is required, but making it available on the web is voluntary. Combining your video with your poster will allow viewers to really get a closer look at your findings/data.

Using SciVee's synchronization tool, you can select parts of your poster to pop up on the screen at specific points as your video/audio plays. A postercast is an excellent way to document your presentation and quickly share with many other people the main points of your research.

Your postercast will be limited to 3 minutes (strictly enforced). This is enough time to cover the major highlights of your poster effectively. We think SciVee postercasts will help spread the word about your research.

Besides the SciVee postercast you are encouraged to use Multimedia in more inventive ways (a mini-documentary showcasing your research teams accomplishments). But this is not required.

Tips on video-recording

(Courtesy of Cindy Santini), [Video-recording Tips](#)

Ten Simple Rules for Good Presentations

<http://www.scivee.tv/node/2903>

Bourne PE (2007) [Ten Simple Rules for Making Good Oral Presentations](#) . PLoS Comput Biol 3(4): e77 [doi:10.1371/journal.pcbi.0030077](https://doi.org/10.1371/journal.pcbi.0030077)

PERMISSION AND RELEASE FORMS FOR MULTIMEDIA PRESENTATIONS

Certain permissions are necessary for us to post your multimedia presentations on the Senior Sequence class web site. Below are three forms that you may need to fill out depending upon how you approached the multimedia requirement for class.

1. Photo Film Release Form

You need to fill this out if you are using images of people in your presentation (other than your fellow students). The form gives UCSD the right to use the images. The first paragraph is copied below. I, the undersigned, hereby grant to The Regents of the University of California, on behalf of the University of California, San Diego, its officers, and employees (collectively referred to herein as "UCSD") and its agents and assigns the worldwide, perpetual, irrevocable right to: (1) photograph, film or otherwise capture the likeness of the undersigned ("Images"); (2) reproduce, distribute, display, create derivative works of and otherwise use the Images in connection with the UC San Diego Office of Research Affairs, publicity and promotional purposes, whether for commercial purposes or not, including use with merchandise, goods and services, by any means, methods and media now known or in the future developed that UCSD deems appropriate; and (3) to sublicense any of the forgoing rights. Get the complete form by [clicking here](#).

2. Video Tape Consent Form

As part of the USP Senior Sequence, a video recording will be made of you during your research team's group presentation in class. Please use this form to indicate the uses of these video recordings (plus slides) to which you are willing to consent. This is completely voluntary and up to you. Get the form: [Video Tape Consent Form \(word doc\)](#)

3. Student Video Submission Form (Office of Research Affairs)

This form needs to be filled out if you'd like your work to be available via UCSD's Office of Research Affairs video archive. Get the form by [clicking here](#).