



PACKING

A

PUNCH

WITH POSTER PRESENTATIONS



Emma Doran

Special Collections & Archives

Library Assistant

WHY PRESENT A POSTER?

It is a great visual and creative outlet.

It is a great introduction to presenting when you are new to public speaking - one to one engagement.

It is a great way to dip your toe into the pond of publication.

It is a lot of fun.



OK I'LL DO IT..NOW WHAT?

- Now you need to find a conference to present a poster at.
- Most importantly you need to follow the poster specifications set by the conference organisers.



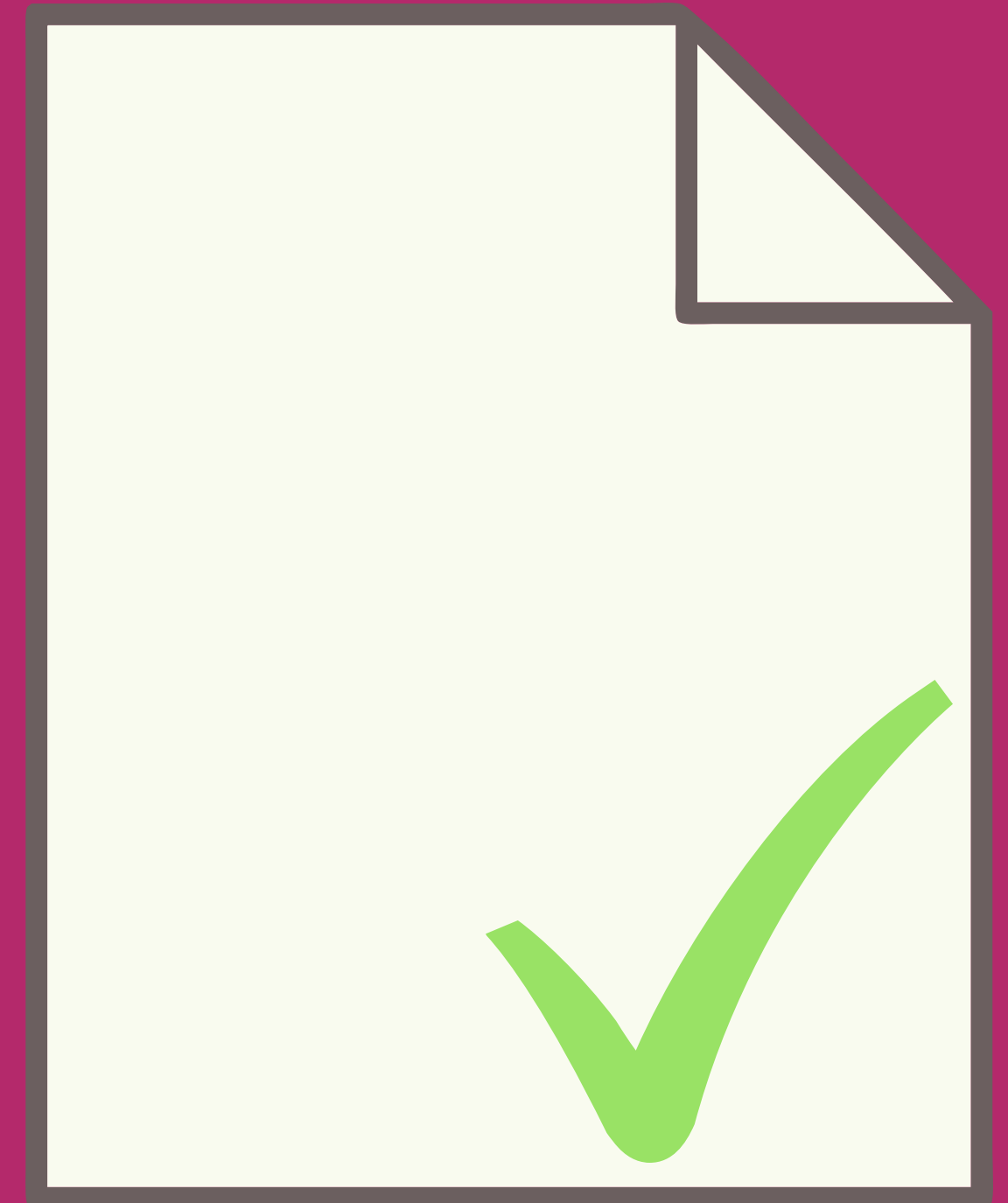
WHERE DO I START?

- I like to call this stage the idea stage- here I will take a look at the themes and see what sparks my interest or if a theme aligns with a programme or project in my institution.
- Once I have picked my topic, the next step is to plan out my content/text on paper. To do this I must consider my target audience and figure out what I want to say.
- The visual bits come later!



CONTENT CHECKLIST

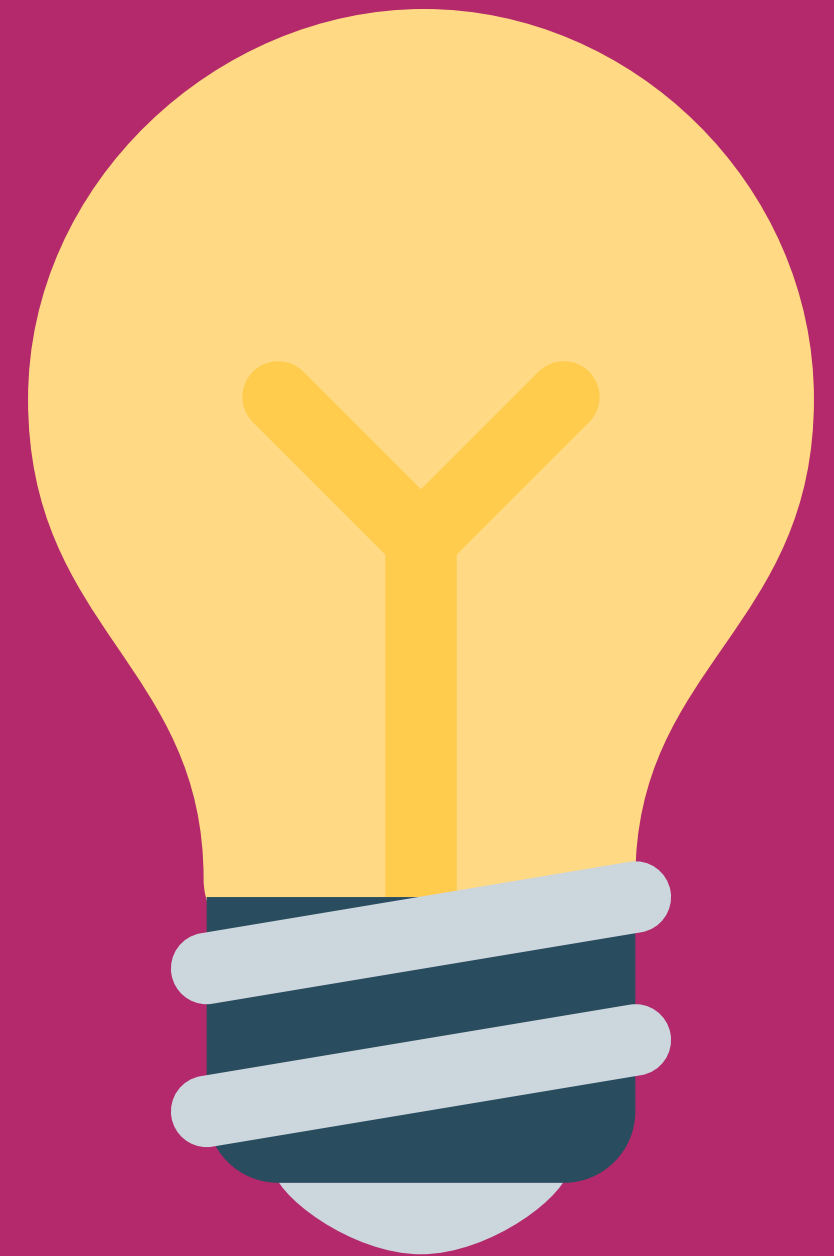
- Plan your title.
- Consider your message/ what you want to say.
- Be concise - not too much text.
- Stand alone piece of work - Does it explain itself if you are not there to explain it?
- Does your work form a logical pathway?
Ensure the most important thing you want to say comes first.
- Author, affiliations & details : make sure to put your information on the page.



THE INSPIRATION STAGE

You have decided what you want to say and you are keeping an eye on the specifications now it is time to tackle the visuals.

- Take a look online for inspiration.
- Look at colour schemes / combinations you like, if you aren't subject to institution branding.
- Look at layouts and how the poster is spaced out make note of what appeals to you.
- Look at graphics used and how statistics are presented- if you have figures - infographics are great for this.
- Collect what you like and then draft, draft , draft until you like what you see.



COLOUR

Color is one aspect of the design that's wide open. Colors will create energy, elicit a mood and attract the eye. Depending on the poster subject, the colors will be bold, subtle or romantic. You can really go all out with color.

Colour Tips:

- Choose 2-3 main colours to work with.
- Be consistent in your use of colour for all headings.
- Check with your institution about colour branding, you may only be allowed use institution colours for your design.

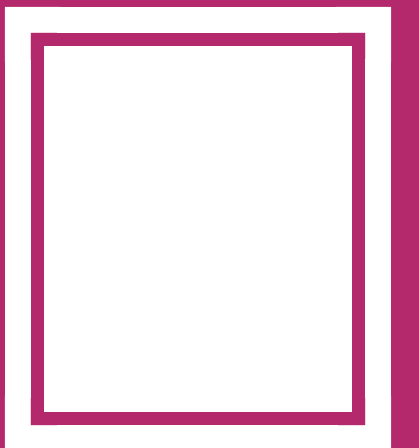
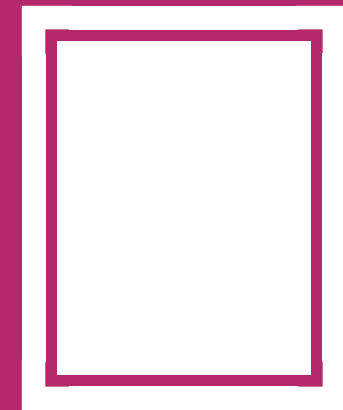
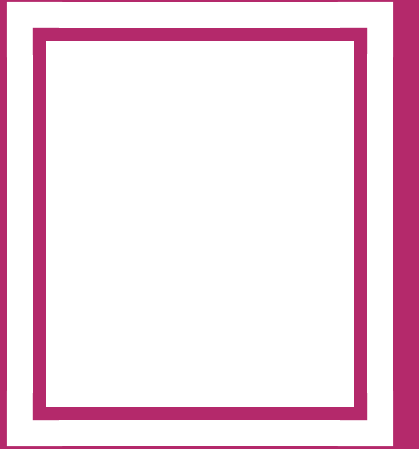


LAYOUT

Posters should grab attention and be quick to read.
Rank information in order of importance and aim to create a visual story.

Ensure there is a balance - There needs to be a balance of text and figures/images across the poster to keep the audience engaged throughout.

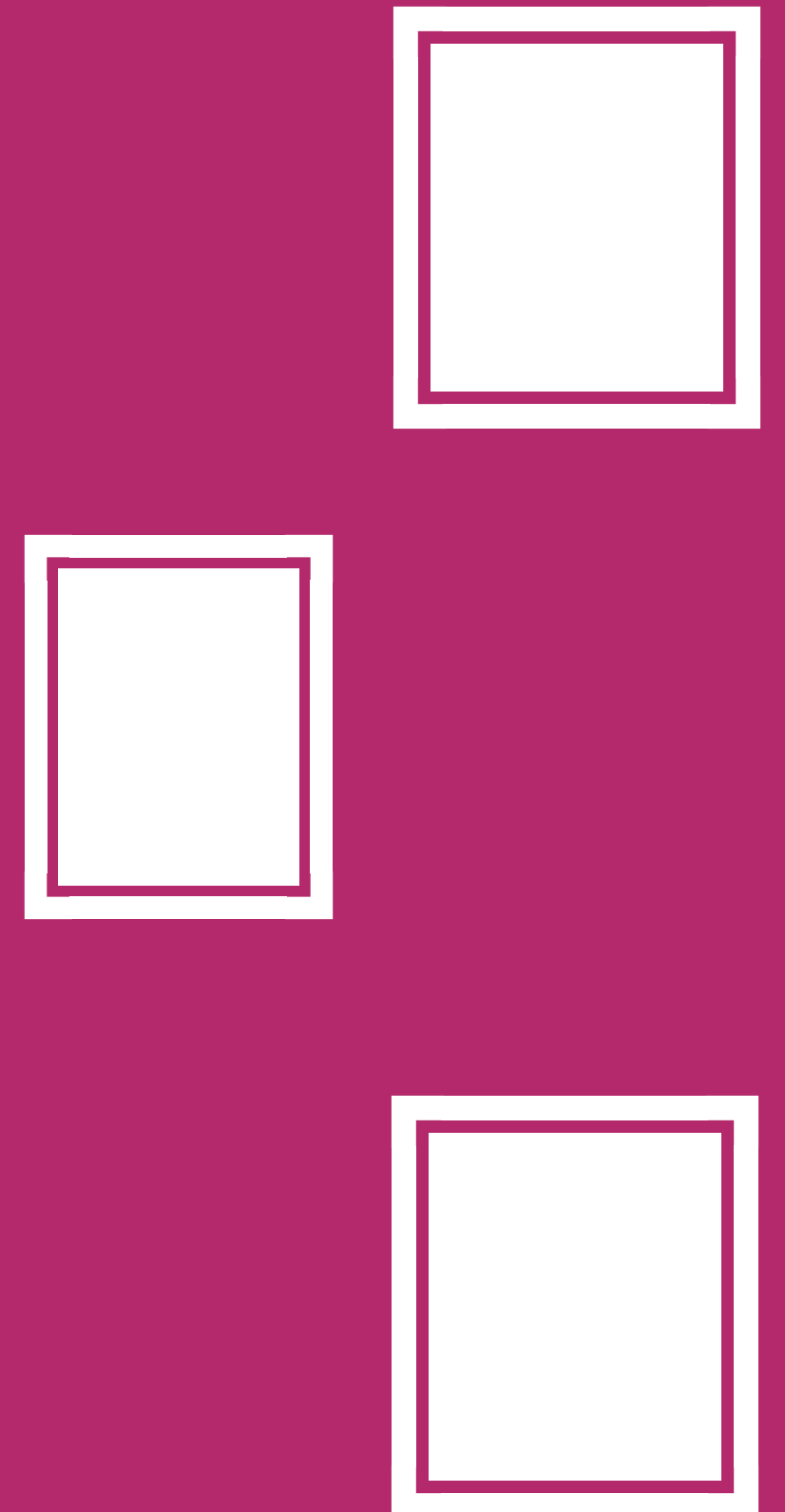
Avoid creating a poster with text on one side and images on the other, as this means the reader has a lot of text to take in at once.



LAYOUT - BLANK SPACE

Make intelligent use of white space - it is very tempting to put in loads of information and use up every possible bit of space. But this will lead to a confusing, cluttered and difficult to read poster that passers-by are likely to walk straight past.

Effective use of white space will make the poster a pleasure to read. It will lead the eye from one element to the next, in the order intended.



TYPEFACE

So much can be conveyed in a poster from just from the fonts. A bold sans serif- shows seriousness, an italic serif can enhance elegance, or you can express playfulness or fun with a loose handwritten font. For a conference poster I recommend sticking to the Sans Serif Family they are easier to read from a distance.

Type Tips:

- Ensure your title has the largest font size, a smaller size for the subheadline and smaller again for the body text.
- Choose two fonts one for the headline and one for the body, more than two fonts gets a little distracting.
- Keep space between lines of text and be concise.
- Avoid using special effects such as italics and avoid acronyms.

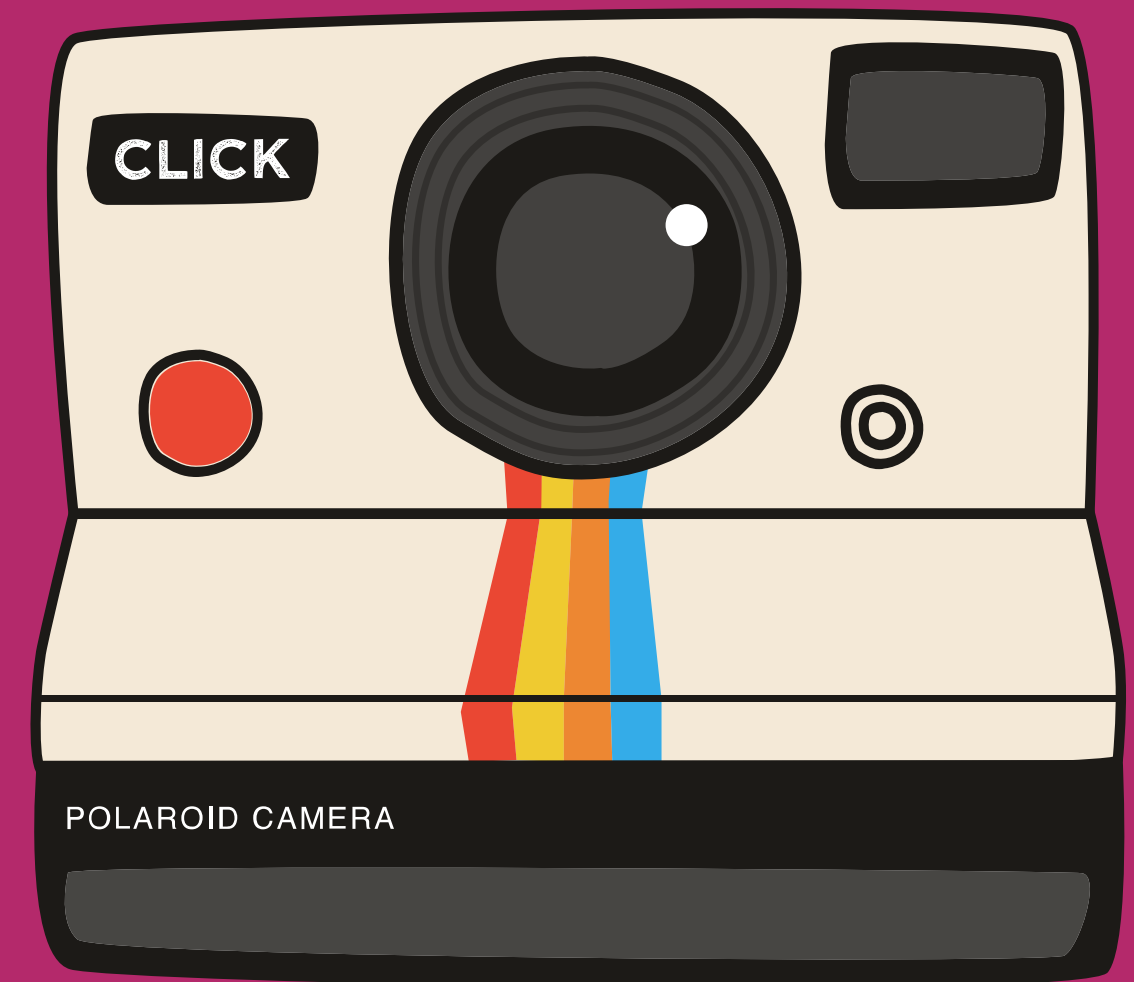


IMAGERY

The subject of your poster should be clear from 3 metres away, and images should be clear from 1.5 metres away. Passers-by won't stop at your poster if they can't see what your poster is about, and if no elements stand out to them.

Imagery Tips:

- Use images to break up the text and blank space and to keep things interesting- great images to include are :
- Photos
- Charts & graphs.
- Quotes.
- Icons.Logos.
- Make sure to use good resolution!
- Always reference material- clip art from programmes used is fine but be sure to mention the programme used.

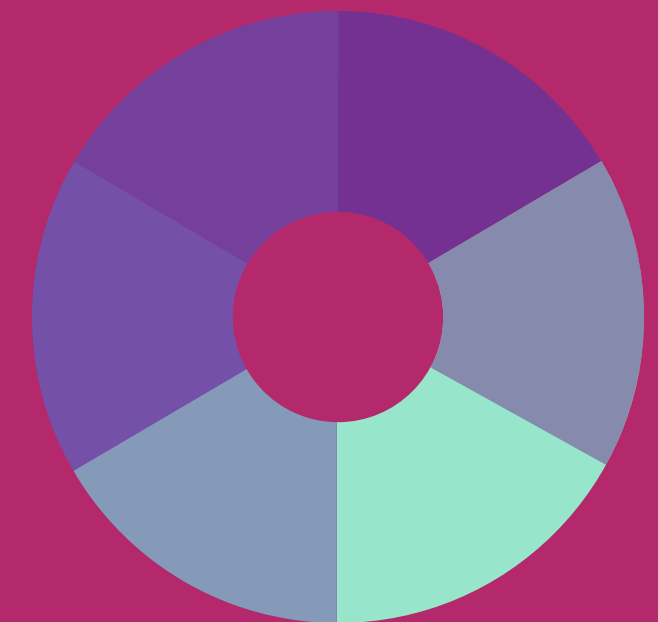


INFOGRAPHICS



Use Illustrations to explain difficult concepts

It is often easier and clearer to explain a difficult concept with a well annotated illustration or cartoon. Using text can lead to a long-winded and overly complicated description, leading to confusion and misunderstanding. It should also lead to a more pleasing design by removing unnecessary chunks of texts.



BACKGROUNDS

Use a clean and light colour palette to make it easier to read. The majority of your background colours should be light, neutral colours. This will create a greater contrast with your text, which should generally be black. It also means that when you do use bolder colours it will be obvious that this is an important part of the poster. Textured or picture backgrounds should never be used. They won't add any new or necessary information to your poster and will serve as a distraction to the science.

This is a guideline only and sometimes rules can be broken- I have broken this rule (Please see image). But the guidelines above for text layout and space etc. should be adhered to.

Learning From Failure

From MLIS to the Academic Library

Failing to achieve a goal is never easy to accept but with each failure we experience comes an opportunity to learn, to do better, to develop personally and to develop our profession as a whole by demonstrating what we have learned to others.
And remember "Never confuse a single defeat for a final defeat"
- F. Scott Fitzgerald

What I Learned From Failure

- Always Get Feedback:** If you fail to get the job or promotion you applied for or your proposed project failed always ask for feedback so you can learn from your mistakes and improve for your next venture.
- Ask For Advice:** Turn to a successful information professional for advice on what you can do to turn your failures into success. Ask your mentor to read your CV or if they would advise you on your interview technique.
- Expand Your network:** Many positives arise from making new connections such as: new opportunities, advice, raising your profile, positive influence, increased confidence & friendship.
- Learning Resilience:** True resilience is not just holding on until you succeed. It's reaching over the challenges and failures, then leaping forward into success and assimilating what you've learned in doing so.
- Get Involved:** Start getting more experience whether that's by doing more internships, volunteering at conferences, career professional development or by building skills by presenting or publishing your works at conferences such as this.
- Join Professional Groups:** These groups can help broaden your knowledge of the field, take charge of your career, enhance your network, learn valuable skills, build your personal brand and help you to stay motivated and inspired until you succeed.

Methodology: From Failure to Success

Focus

- Set Goals
- Assess your strengths & weaknesses
- Join a professional body & Network
- Build your Professional Brand
- Present & publish at conferences
- Attend CPD Courses
- Get advice on your application
- Get in front of employers
- Always get feedback
- Try your best and don't give up

Practice

Build

Emma Doran | emma.doran@mu.ie | Library Assistant | www.maynoothuniversity/library

FEED BACK

To make sure that you are confident that your poster clearly conveys your message and is eye-catching to passers-by, show it to your colleagues, or even researchers in another department. Their honest feedback will ensure your poster is both appealing and clear.



Stick to these rules and you will have a visually appealing poster that is easy to follow and understand. Clear images and important keywords in the headlines will help attendees notice your poster from afar and attract people from the crowd who are excited about what you have to show them. Combined with a great abstract for the programme, and a well-practised talk about your findings, this should lead to a successful poster session.



BAD EXAMPLES

**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 elimination 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. Indeed, in space one could conceivably follow ad libitum feeding and never even gain an gram, and the only side effect would be the need to upgrade one's stretchy pants("exercise pants"). But because many diet schemes start as very good theories only to be found to be rather harmful, we tested our predictions with a long-term experiment in a colony of Guinea pigs (*Cavia porcellus*) maintained on the International Space Station. Individuals were housed separately and given unlimited amounts of high-calorie food pellets. Fresh fruits and vegetables were not available in space so were not offered. Every 30 days, each Guinea pig was weighed. After 5 years, we found that individuals, on average, weighed nothing. In addition to weighing nothing, no weight appeared to be gained over the duration of the protocol. If space continues to be gravity-free, and we believe that assumption is sound, we believe that sending the overweight — and those at risk for overweight — to space would be a lasting cure.

INTRODUCTION:
The current obesity epidemic started in the early 1960s with the invention and proliferation of elastane and related stretchy fibers, which released wearers from the rigid constraints of clothes and permitted monthly weight gain without the need to buy new outfits. Indeed, exercise today for hundreds of million people involve only the act of wearing stretchy pants in public, presumably because the constrictive pressure forces fat molecules to adopt a more compact tertiary structure (Xavier 1965).
Luckily, at the same time that fabrics became stretchy, the race to the moon between the United States and Russia yielded a useful fact: gravity in outer space is minimal to nonexistent. When gravity is zero, objects cease to have weight. Indeed, early astronauts and cosmonauts had to secure themselves to their ships with seat belts and sticky boots. The potential application to weight loss was noted immediately, but at the time travel to space was prohibitively expensive and thus the issue was not seriously pursued. Now, however, multiple companies are developing cheap extra-orbital travel options for normal consumers, and potential travelers are also creating news ways to pay for products and services that they cannot actually afford. Together, these factors open the possibility that moving to space could cure overweight syndrome quickly and permanently for a large number of humans.
We studied this potential by following weight gain in Guinea pigs, known on Earth as fond of ad libitum feeding. Guinea pigs were long envisioned to be the "Guinea pigs" of space research, too, so they seemed like the obvious choice. Studies on humans are of course desirable, but we feel this current study will be critical in acquiring the attention of granting agencies.

MATERIALS AND METHODS:
One hundred male and one hundred female Guinea pigs (*Cavia porcellus*) were transported to the International Space Laboratory in 2010. Each pig was housed separately and deprived of exercise wheels and fresh fruits and vegetables for 48 months. Each month, pigs were individually weighed by duct-taping them to an electronic balance sensitive to 0.0001 grams. Back on Earth, an identical cohort was similarly maintained and weighed. Data was analyzed by statistics.

RESULTS:
Mean weight of pigs in space was 0.0000 +/- 0.0002 g. Some individuals weighed less than zero, some more, but these variations were due to reaction to the duct tape, we believe, which caused them to be alarmed push briefly against the force plate in the balance. Individuals on the Earth, the control cohort, gained about 240 g/month (p = 0.0002). Males and females gained a similar amount of weight on Earth (no main effect of sex), and size at any point during the study was related to starting size (which was used as a covariate in the ANCOVA). Both Earth and space pigs developed substantial dewlaps (double chins) and were lethargic at the conclusion of the study.

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 trial permissions, and should have our planned experiment initiated within 80 years, pending expedited review by local and Federal IRBs.

ACKNOWLEDGEMENTS:
I am grateful for generous support from the National Research Foundation, Black Hole Diet Plans, and the High Fructose Sugar Association. Transport flights were funded by SPACE-EXES, the consortium of wives divorced from insanely wealthy space-flight startups. I am also grateful for comments on early drafts by Mañana Athletic Club, Corpus Christi, USA. Finally, sincere thanks to the Cuy Foundation for generously donating animal care after the conclusion of the study.

LITERATURE CITED:
NASA. 1982. Project STS-XX: Guinea Pigs. Leaked internal memo.
Sekulić, S.R., D. D. Lukač, and N. M. Naumović. 2005. The Fetus Cannot Exercise Like An Astronaut: Gravity Loading Is Necessary For The Physiological Development During Second Half Of Pregnancy. *Medical Hypotheses*. 64:221-228
Xavier, M. 1965. Elastane Purchases Accelerate Weight Gain In Case-control Study. *Journal of Obesity*. 2:23-40.

Why is it bad?

- Messy & unclear.
- Distracting colour.
- uneven text.
- TOO much text
- Old fashioned clip art.
- Distracting background.
- Hard to read title.

MUCH BETTER EXAMPLES

Mammalian siRNA activity is related to structural target accessibility

Rosel Kretschmer-Kazemi Far and Georg Sczakiel

Introduction

The increasing use of siRNA to specifically suppress target gene expression in mammalian cells progressively reveals an influence of local target characteristics on the biological effectiveness (1,2). A recent study indicates to some extent a similarity between the site-dependent biological activity of phosphorothioate-derived antisense oligonucleotides (asON) and siRNA (3).



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Here, we used the human gene which is one of the best studied targets for antisense nucleic acids (3,6), and siRNA (3) to investigate the extent of apparent gene expression in relation to local target accessibility.

Results

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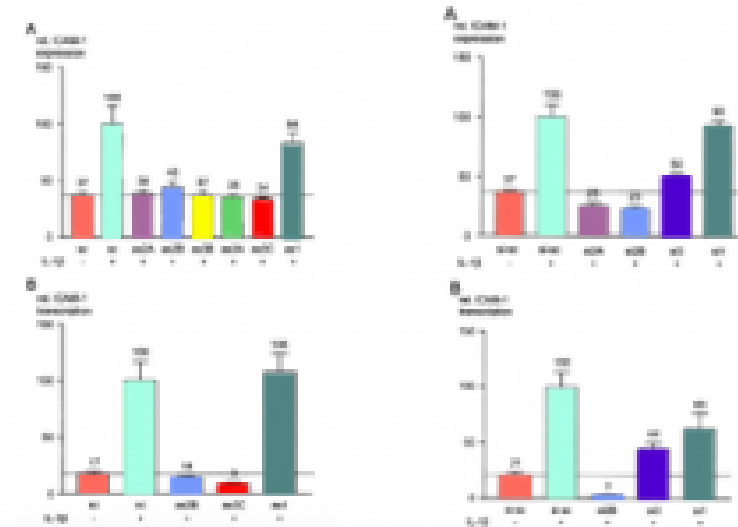


Figure 2. Suppression of the D-induced state of ICAM-1 gene expression by asON at the level of the protein (A) and the target mRNA (B). Basal expression levels of ~17% at the protein level and ~17% at the level of mRNA are indicated by a dotted line.

Figure 3. Suppression of the D-induced state of ICAM-1 gene expression by siRNA at the level of the protein (A) and the target mRNA (B). The names of the constructs are defined in Figure 1. Basal expression levels are indicated by a dotted line.

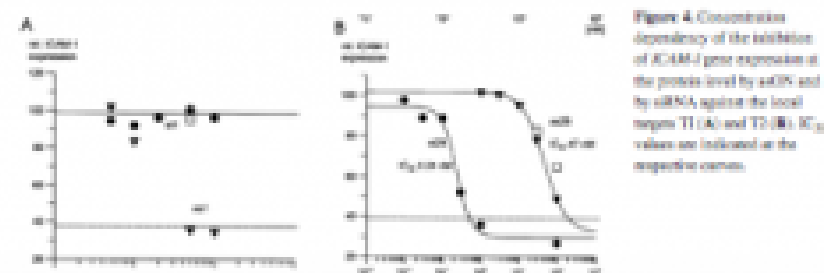


Figure 4. Concentration dependency of the inhibition of ICAM-1 gene expression at the protein level by asON and by siRNA against the local region T1 (A) and T2 (B). IC₅₀ values are indicated at the respective curves.

Discussion

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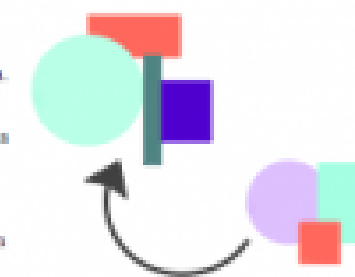
Conclusions

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Methods

Oligonucleotides

- All oligonucleotides were purchased from commercial suppliers.
- Yield and purity were determined by UV absorption spectroscopy

RNA secondary structure prediction

- Software mfold version 2.3
- Parameters of sequences were determined using the software Oligo

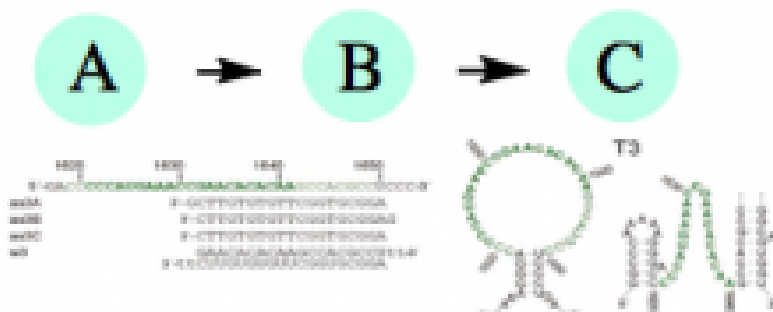


Figure 1. Schematic description of the ICAM-1 mRNA sequence

Acknowledgements

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Why is it better?

- Clear division of space.
- Neutral colour scheme.
- Even text.
- TOO much text
- Modern clip art.
- Clear graphics
- Easy to read.

WHAT MAKES A GOOD POSTER?

- Interesting and well thought out content.
- Poster flows well and is clear.
- Easy to read.
- Correct spelling and grammar- No typos.
- Use of space .
- Use of eye-catching illustration or graphics



FREE SOFTWARE TO CONSIDER

Piktochart:

<https://piktochart.com/>

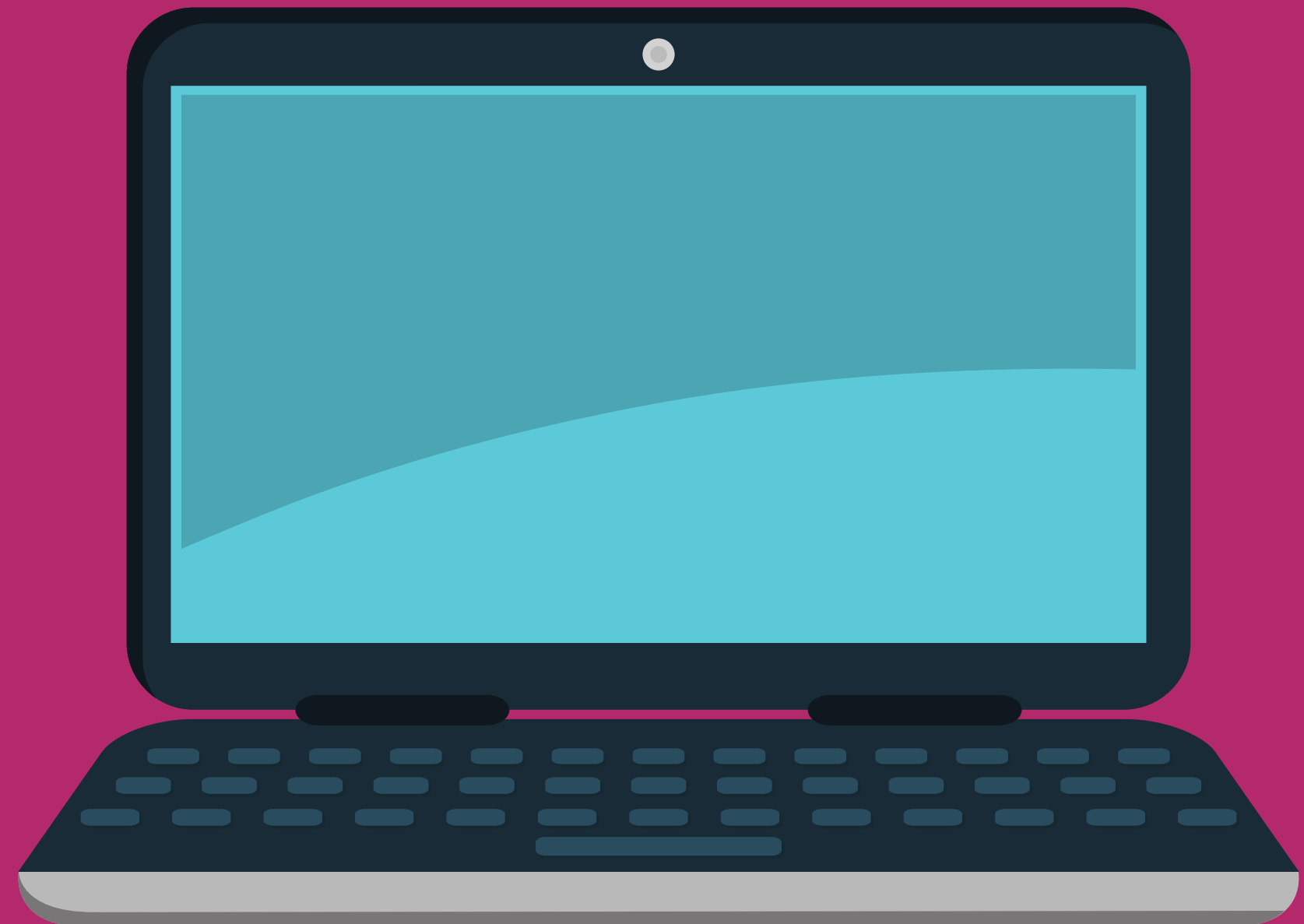
Canva:

<https://www.canva.com/>

Visual.ly:

<https://visual.ly/>

Word Powerpoint



CONCLUSION

Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes and having fun . -

Mary Lou Cook

- Follow the guidelines - size, orientation etc.
- Get your poster professionally printed.
- Make a supplementary booklet to go with the poster if you feel you need more explanation.
- Have fun !!!

MY POSTERS



Special Collections Libraries in Flux: A Dynamic Blend of Innovation and Creativity

When Past Meets Future

Unique and Distinctive Collections (UDCs) enable libraries to embrace virtually every aspect of development and innovation; creatively using outreach, digitisation, discovery systems, transformative space management, and curriculum support.

How We Innovate Using Special Collections at Maynooth University Library

Digitisation Projects



At MU Library we collaborate with our colleagues in the Digital Humanities Institute on a number of digitisation projects such as the creation of 3D models using artefacts from the cuneiform tablet collection and the digitisation, transcription and encoding of correspondence from the Sir Edward Baker Littlehales collection.

Outreach



Interaction with national campaigns and local festivals e.g. Culture Night, The Maynooth Local Festival & Explore Your Archives. Through collaboration with other organisations we have been able to increase our visibility and accessibility.

Space Development



In 2012 a dedicated Special Collections Reading Room with an environmentally controlled secure storage area was created in the John Paul II Library. This complements the historic Russell Library which houses the collections of St. Patrick's College, Maynooth.

Exhibitions



Modern technologies have enabled us to share and exhibit collections both locally and internationally through the development of online exhibitions and high quality facsimiles.

Social Media

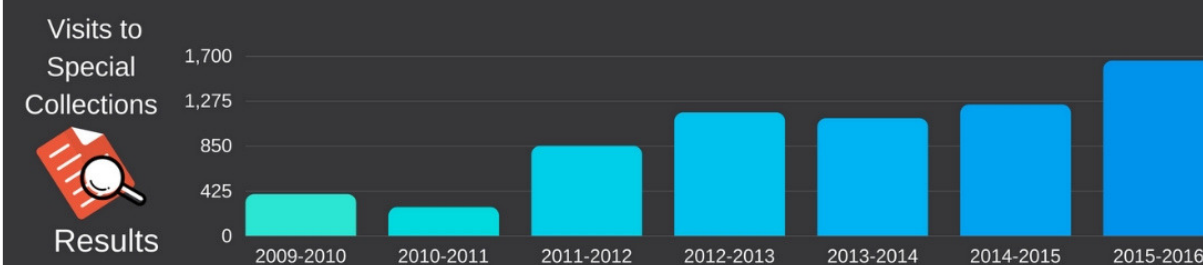


We engage with a wide range of audiences through our *MU Library Treasures* blog and by utilising various social media platforms including Facebook, Twitter, Instagram and Snapchat.

Collection Development



We strive to develop, curate, preserve, and facilitate access to our UDCs through collection development and descriptive cataloguing in line with the Library's strategic plan.

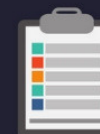


Learning From Failure

From MLIS to the Academic Library

Failing to achieve a goal is never easy to accept but with each failure we experience comes an opportunity to learn, to do better, to develop personally and to develop our profession as a whole by demonstrating what we have learned to others. And remember "Never confuse a single defeat for a final defeat" - F. Scott Fitzgerald

What I Learned From Failure



Always Get Feedback:

If you fail to get the job or promotion you applied for or your proposed project failed always ask for feedback so you can learn from your mistakes and improve for your next venture.



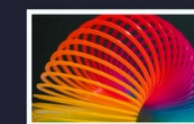
Ask For Advice:

Turn to a successful information professional for advice on what you can do to turn your failures into success. Ask your mentor to read your CV or if they would advise you on your interview technique.



Expand Your network:

Many positives arise from making new connections such as: new opportunities, advice, raising your profile, positive influence, increased confidence & friendship.



Learning Resilience:

True resilience is not just holding on until you succeed. It's reaching over the challenges and failures, then leaping forward into success and assimilating what you've learned in doing so.



Get Involved:

Start getting more experience whether that's by doing more internships, volunteering at conferences, career professional development or by building skills by presenting or publishing your works at conferences such as this.



Join Professional Groups:

These groups can help broaden your knowledge of the field, take charge of your career, enhance your network, learn valuable skills, build your personal brand and help you to stay motivated and inspired until you succeed.

Methodology: From Failure to Success



MY POSTERS

THE DYNAMISM OF SERVICES IN KILDARE COUNTY LIBRARIES

LIBRARY SERVICES: A TIME & SPACE FOR EVERYONE

Open Door Time
Desk services, Item Renewals & Requests, Computer services, Photocopying & Printing & Reference and Information Services.

Scheduled Time
Events & Programmes, Outreach Programmes, Book Clubs, IT Skills, Film Clubs, Workshops, Information Sessions & Educational Projects

All The Time
Online Library Catalogue, Renew & Check Loans, eBooks, eCourses, eLanguages, eReference, eMagazines, eComics, eHistory, eNews, Genealogy and Heritage & eArt.

How We Deliver: 2016

- 29,790 Active Members
- 2.09 Book Fund Spend Per Capita
- We have 15 libraries & 1 Mobile Library Service

Programmes

- Free Universal Membership
- Inter-Library Loans
- Shelf Help
- Toys, Training & Technology
- Play 2 Read
- Kildare Readers Festival
- Work Matters at the Library
- STEAM
- Summer Stars
- OWL- Older Wiser Laughter
- Spring Into Story-Time
- Let's Talk about Parenting
- And Many More

- 692,070 Visits to our libraries
- 654,225 Items Issued
- 1,387 Class Visits

2016 Events

Event Category	Participants (Approximate)
Arts/Crafts	130
Workshops	260
Book/film clubs	390
Classes General	260
Classes/IT	130
Classes/Language	130
Clubs/Meetings	520
Outreach/Info	260
Concerts/Musical	130
Exhibitions	130
Lectures/Talks	260
Literary Events	130
Museum Visits	390
Parent/Toddler	130
Reading Develop	130
Storytelling	260
Other Events	130

Poster By: Emma Doran, Library Assistant
For more information please see: <http://www.kildare.ie/Library>

Information Professionals' Network

INFORMATION PROFESSIONALS' CAREER EXPO

**DATE: MAY 19TH, 2017
2PM TO 5PM**

**VENUE: DUBLIN BUSINESS SCHOOL
13-14 AUNGIER ST. DUBLIN 2**

**FOR MORE INFORMATION, EMAIL
MARIE.ONEILL@DBS.IE**

Participants include

- **Speak to Employers, Information Professionals & Alumni**
- **Job/ Recruitment Opportunities**
- **CV & Interview Workshops with CB Resourcing 10 AM-5PM**
- **Overseas Opportunities**
- **Guest Speakers**
- **Networking Opportunities & Sponsored Drinks by SLA Europe**

Poster by : Emma Doran Email: edkirl@hotmail.com