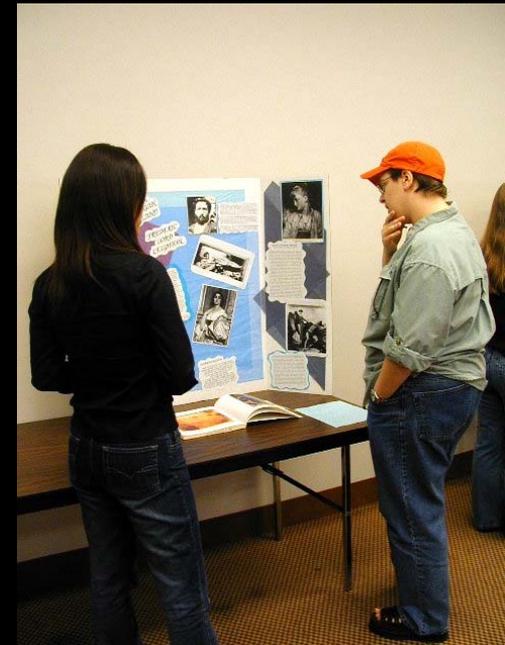


# Making an Effective Poster



# Why Posters?

- Too many papers, not enough time
  - used for at least 20 in medicine, 10 years in ecology → NOW in social sciences
- An effective, relaxed way to communicate
- Encourage discussion
- Performance anxiety
- Prestige: Posters vs Papers?



# What you should be aiming for

- **Conveying your message to maximum number of people**
- **Getting people interested in your research**
- **Engaging Discussion**
- **Not boring your audience**
- **Having fun, but not spending weeks on it**
- **A poster – NOT a paper!!!**
- **Punch line immediately; details in 5 min**

# The Essentials

- Figure out main points; make them easy to find
- Stay focused.
- Keep it simple! Edit ~~out extra unnecessary~~ details
- Use bold, large font, lots of graphics
- Plan on spending time on the graphics
- Get several people to edit for content AND style
- Make bold, simple statements
- *Show us, don't tell us!!!!*

# The Components of a Poster

- **Title, Author Affiliation, No abstract**
- **Introduction**
  - make it snappy, inviting, provide context
  - include an inviting photo
  - < 100 words
- **Methods**
  - Gen. keep to min; ~ 100 words
  - Figures, photos
- **Results**
  - Text: strong statement about how great your results are & why. Refer to figures
  - Figures with titles and explanatory captions
  - Few words (~200), lots of figures
- **Conclusion**
  - Bullet if possible; set in larger context
- **Acknowledgments? Lit Cited? Further info?**

# Title, Author Affiliation, No Abstract



## Ancient Ground Stone Celt Production and Exchange in the Halq'eméylem Region



Douglas Brown<sup>1</sup>, Dana Lepofsky<sup>1</sup>, Matthew P. McGinity<sup>2</sup>, Michael Blake<sup>2</sup>

<sup>1</sup> Simon Fraser University    <sup>2</sup> University of British Columbia

### Introduction

Occupational specialization, surplus production, and intra-regional exchange figured prominently among the historic Coast Salish, yet archaeological correlates of these practices and their possible role in shaping Coast Salish history remain largely unexplored. We examine the distribution of finished ground stone celts in the Central Coast Salish Halq'eméylem Region of southwestern British Columbia, in particular in a transect of sites from Vancouver Island east to the upper Fraser Valley. The restricted availability of nephrite-like material and its use solely for premium wood-cutting tools makes this material and artifact type ideal for studies of production and exchange.



D-handle adze featuring a ground and polished stone celt cutting bit.

### Ground Celt Production Stages



Nephrite and related raw material was obtained from upper Fraser Valley cobble beaches and gravel bars.



Celt blanks were cut from cobbles with abrasive saws, or removed by pressure.



Celts were shaped, abraded, and polished using fine abrasives of appropriate grit.

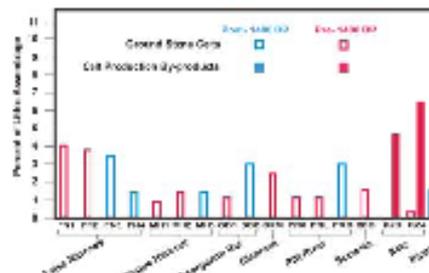


Finished celts were buffed in assorted wood cutting tools (see above), and production by-products discarded.

### The Ground Stone Celt Production and Distribution Pattern

Twenty lithic components from 10 Halq'eméylem Region finished celts and celt production by-products between 2000 and 2500 years ago.

- Finished celts are present at all study sites, but celt production by-products are only found at sites near production areas.
- The site furthest from production sites has the highest celt frequency distribution is consistent with an exchange system that moved finished celts.
- Initiation of the celt production and distribution pattern corresponds to the beginning of the historic period. Historically, similar houses were constructed by woodworking.
- Once established around 2500 years ago, the pattern of localized distribution of finished celts endured for at least 2000 years.
- During this period, relative frequencies of finished celts remain constant, but celt production by-products increased in frequency at upper Valley sites.



### Celt Material Types and Distributions

- Title = informative
- At least 36 font
- Bold
- No colons
- Centered
- Font style: you choose

# **Choosing Title Font & Capitalization Styles**

**Choosing title font &  
capitalization styles**

**Choosing Title Font &  
Capitalization Styles**

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# Introduction, Methods



## Tracking Identity in a Harrison Watershed Pithouse



Chris Springer and Dana Lepofsky - Simon Fraser University

### Introduction

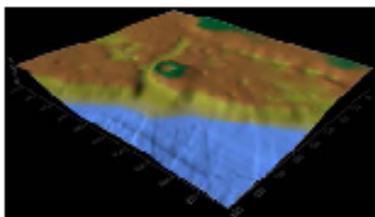
Houses were fundamental to cultural expression among Coast Salish groups in the lower Fraser River watershed and its tributaries. The construction and continued maintenance of houses were material reflections of a household's social identity. In 2017, we completely excavated a small, isolated pithouse in the Harrison River Valley, the traditional territory of the Chehalis People. Two occupations, spanning approximately 300 years, suggest a long-term connection to place. The forms and contents of the successive structures allow for interpretations of the identity of the house occupants and their connection to the Chehalis people of today.



The view of the Chehalis River from the pithouse. The Chehalis River and the Ramble of An downstream.

### The Setting

The small, isolated pithouse is about 2.5 km from the nearest pithouse settlements on the Harrison River



Green ring on this surface map highlights the pithouse depression located on the floodplain of the Chehalis River, a tributary of the Harrison River

### Excavating the Pithouse

We excavated the entire pithouse depression during the 2017 field season

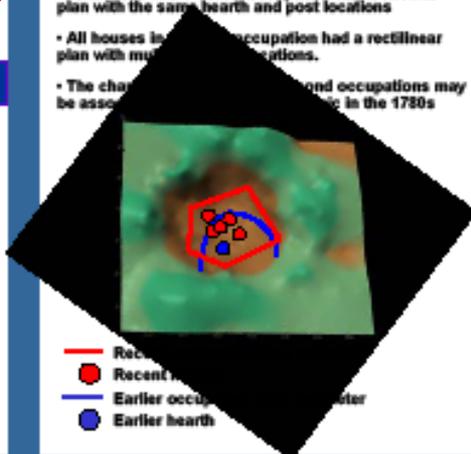


SFU field school excavating pithouse

### Two Occupations, Continuous Use

Two occupations show continuous use with multiple rebuilding events

- Each occupation reflects consistency in external and internal design
- All houses in the earlier occupation had a circular plan with the same hearth and post locations
- All houses in the later occupation had a rectilinear plan with multiple hearths
- The changes between the two occupations may be associated with the 1780s



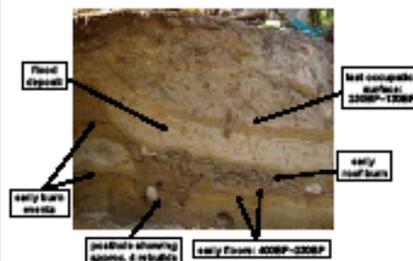
### Burning, Rebuilding and Change

#### Early Occupation

- Circular plan, one hearth location
- Few artifacts, minimal refuse
- Built on surface over shallow basin with rim
- Burned at least two times, rebuilt ~4 times

#### Later Occupation

- Rectilinear plan, multiple hearth locations
- Excavated into post-occupation flood deposit
- No associated burning or major rebuilding
- Large number of hammerstones (n=23) suggests special purpose camp



South wall profile showing the excavations. Note burning and rebuilding events associated with the initial house



Artifacts from the houses.

Left: Diversity of tool types recovered from the early occupation. Right: Hammerstones from later occupation illustrating the narrower range of tool types. The wear on some of the hammerstones suggests plant processing.

### Whose House Was It?

Evidence from the early occupation is consistent with present-day community members' interpretation of the site as a shaman's house or spirit questing/training location (Stan Point, Willie Charlie, 2008 pers. comm.)

The form and function of the later houses are also consistent with Chehalis oral history which describe small pithouses used as workshops for resource processing

The archaeological record of this one house exemplifies both the fluid nature of cultural identity and the continuous relationship to place rooted in Chehalis oral history



Sketch of Chehalis pithouse by Chehalis community member, Stan Point (2016). Male support posts are described as being Douglas-fir or hemlock. The burned post and plank found during excavation have been identified as Douglas-fir. Post holes and shallow central basin found in the earlier occupation also conform to Stan's description.

### Acknowledgements

Willie Charlie, Stan Point, Ryan Charlie, James Leon, Gordon Moko, the Chehalis Community, the 2017 SFU Field School, Roy Carlson, SSHRC, Morgan Ritchie, Keith Thor Carlson, Nako Ende, Meghan Caldwell, Brian Hayden and Suzanne Villeneuve

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# Results: Bold, Simple Statements



## Ancient Settlements on the Harrison River, SW BC



Morgan Ritchie<sup>1</sup>, Dana Lepofsky<sup>1</sup>, Adrian Sanders<sup>2</sup>  
 1.Simon Fraser University, 2.University of Victoria

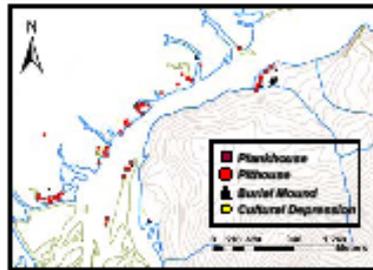
### Introduction

The Harrison River, the largest tributary of the Fraser, was a transportation 'gateway' linking coastal and interior peoples. The Chehalis people occupied at least 13 settlements along the river and created a landscape that expressed ownership and control. These ancient settlements were situated densely and were linked politically, socially, and culturally. Many of them were comprised of both pithouses and plank houses and were flanked by burial mounds. Mapping and dating efforts demonstrate continuity in house styles and burial locations. The site of Hiqualem, the largest of these settlements, was occupied year-round and reflects the intensity with which the landscape was utilized.



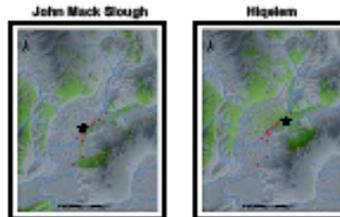
View from L'Anse-au-Loup ("Chocolate Bar") looking SW over the Harrison River

### Harrison River Corridor Settlements



- Pithouses (n=70) and plankhouses (n=13) were situated on the Harrison river and adjacent sloughs
- Settlements provided control over resources, trade and movement
- Burial mounds are associated with larger settlements (n=7)
- Burial mounds suggest settlements were occupied from at least 1,300 BP

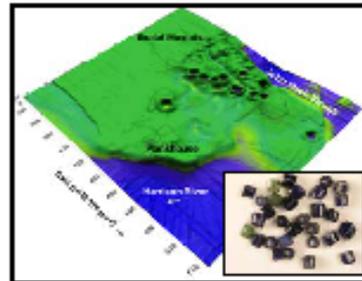
### Integrated Settlement Arrangement



Example of viewshed analysis from two sites showing that from each settlement most other sites were visible.

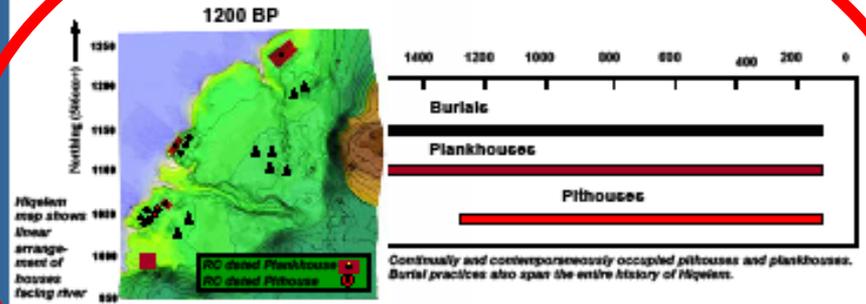
- ★ Location of observer
- Visible areas
- Location of Settlements

- Settlements were connected by waterways
- Line of site between most settlements facilitated communication up and down the river
- The arrangement of houses facilitated monitoring and controlling activities on the river



John Mack Slough Site showing houses oriented toward the river. Excavated trade beads shown in inset.

### Long-Term, Year-Round Habitation at the Site of Hiqualem



Plankhouses occupied by 1500 BP. Settlement size increases with addition of pithouses around 1200 BP

- Foundation of fire-cracked-rock demonstrates long-term efforts to elevate houses above water table
- Botanical & faunal remains in hearths indicate year-round occupation



Modern Chehalis field crew standing in the same place as the ancient plankhouses. Ancient burial mounds flank the modern cemetery.



SFU and Chehalis field crew standing in nearby-arranged pithouses

### Conclusions

- There is evidence for continual occupation of the Harrison River for at least 1,600 years
- The Chehalis people controlled the Harrison River through numbers, cohesiveness, and permanent occupation
- Today, the Chehalis people continue to live beside the Harrison River and maintain the connection to their ancestors by visiting the same sites, harvesting the same resources, and using the same burial grounds

### Acknowledgements

Thanks to Willie Charlie & Gordon Mols for sharing their knowledge and time. Thanks also to the Chehalis Indian Band & the 2007 SFU Field School. MITACS and the FVAP SSHRC grant funded this project.

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# Conclusions: Make it Snappy



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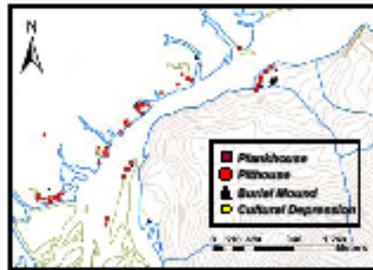
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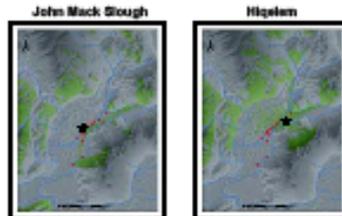
View from Lido Beach ("Chocolate Bar") looking SW over the Harrison River

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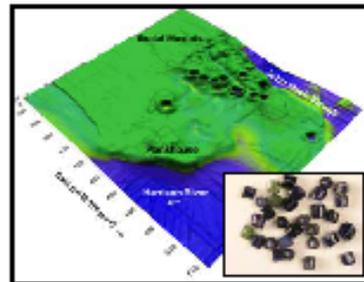
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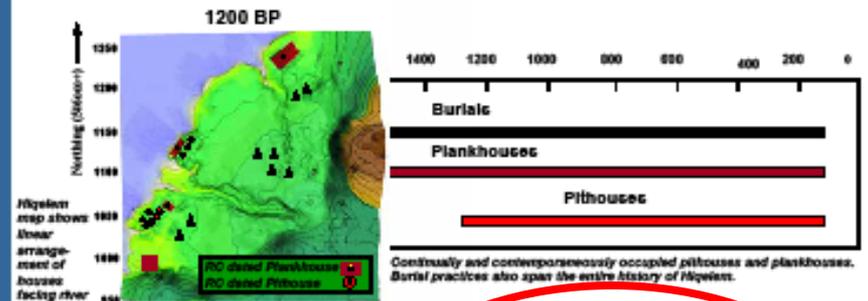
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Modern cemetery at Higelem built on the terraced remains of ancient plankhouses. Ancient burial mounds flank the modern cemetery.

SFU and Chehalis field crew stand in nearby arranged pithouses

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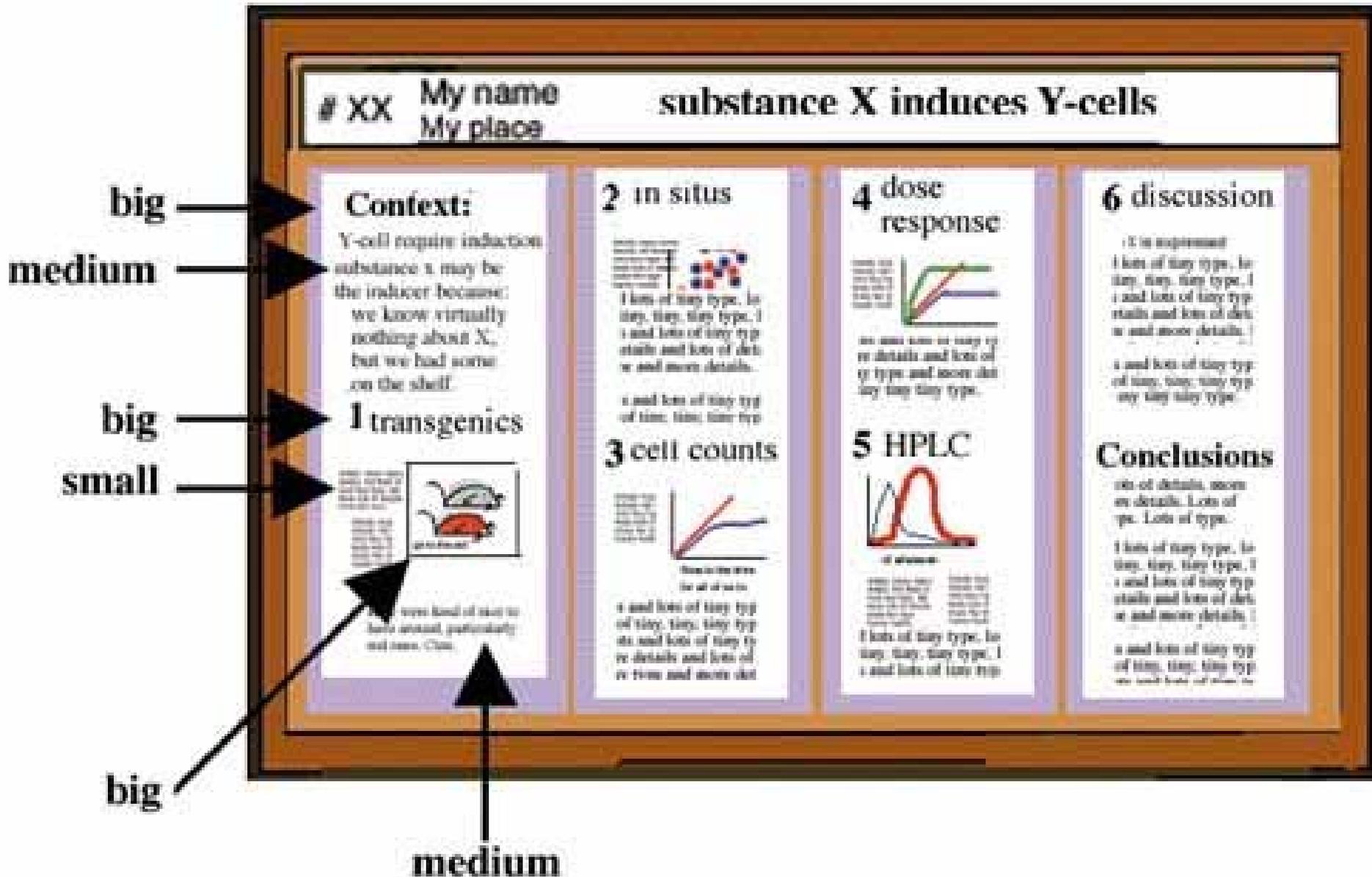
### Acknowledgements

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# Poster Layout

- Use “visual grammar” -- guide readers to important parts
- Use column format when possible
- Use organizational clues
- Use “Reader gravity” (i.e., top to bottom, to top of next column to bottom...)
- Balance placement of text and graphics
- Use white space creatively

# Visual Grammar: Graphic Hierarchy



# Columns, Organizational Clues, Reader Gravity

# XX My name  
My place

substance X induces Y-cells

## Context:

Y-cells require induction  
substance X may be  
the inducer because:  
we know virtually  
nothing about X,  
but we had some  
on the shelf.

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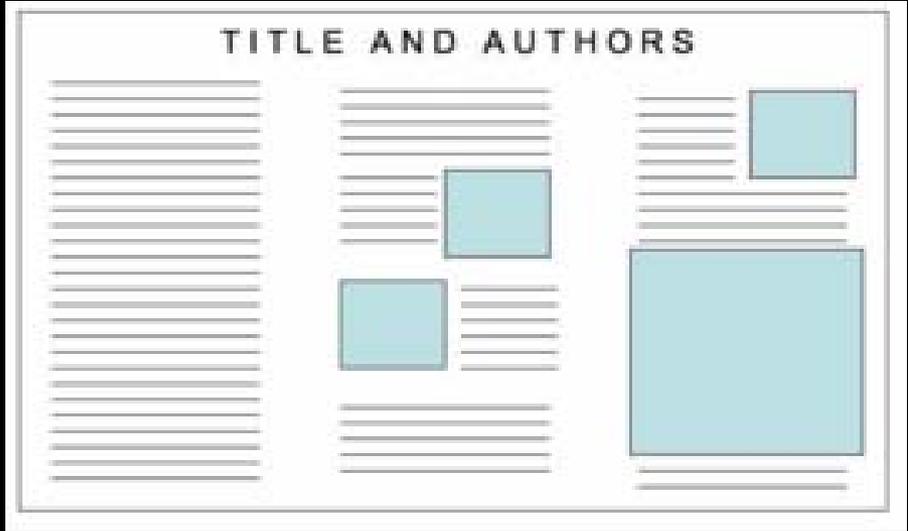
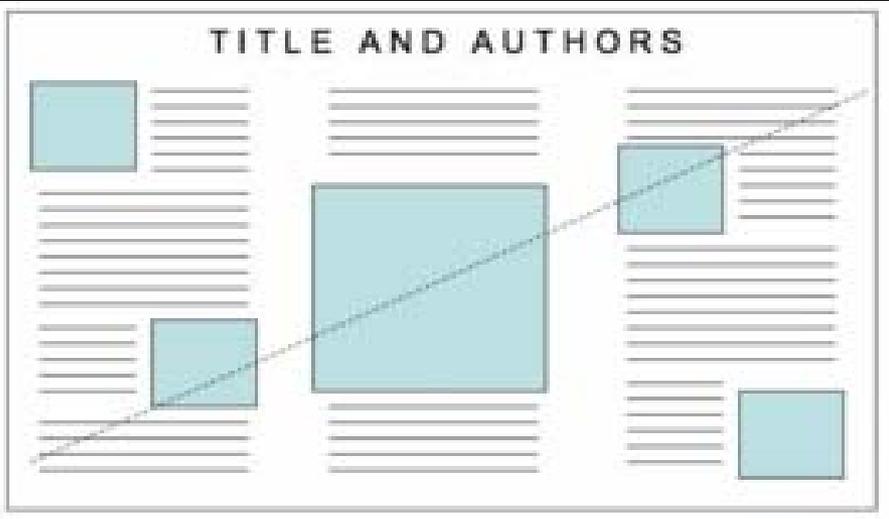
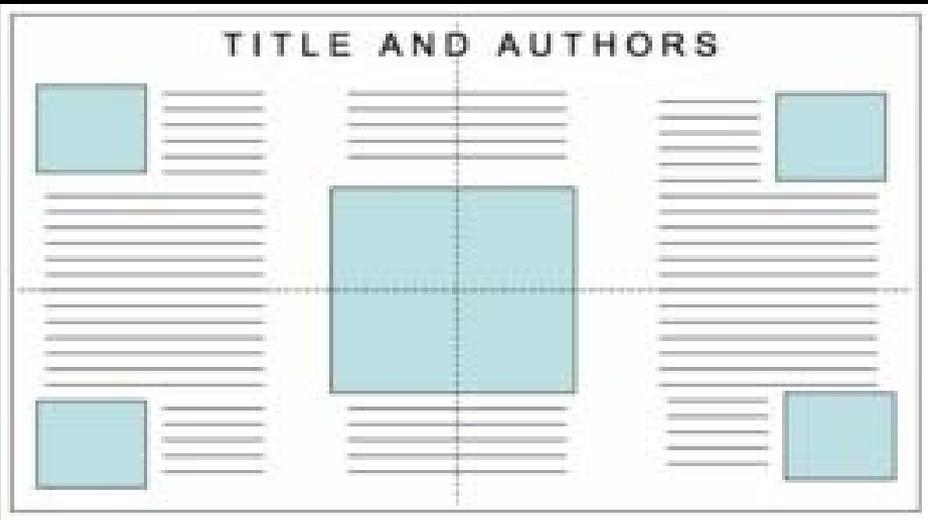
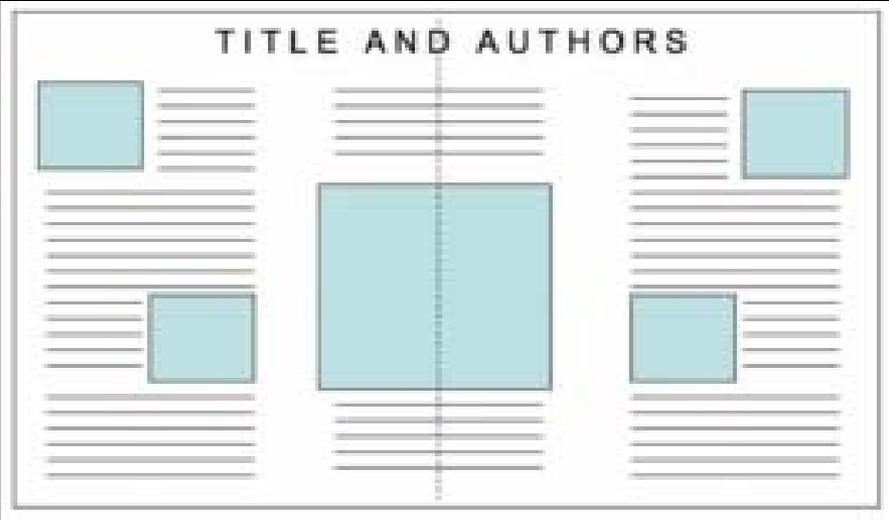
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# Balance & White Space



# Graphics & Color

- **Follow all the principles of graphic design**
  - **minimize clutter/junk**
  - **color schemes that make sense & are consistent, symbols that make sense**
  - **Simple colors; dark on light**
  - **sufficient space betw. images & words**

# Fonts/Text

- **Minimize text – let images, headings, & captions speak for themselves**
- **Large font (>24 font)**
- **Watch text size in figures**
- **Simple language, bullets, etc.**
- **Print on 8.5 x 11 – can you read it?**
- **Serif or not serif, that is the question?**

# Choosing Font Styles: You Decide

Author's Name/s Goes Here, Author's Name/s Goes Here, Author's Name/s Goes Here

Address/es Goes Here, Address/es Goes Here, Address/es Goes Here

## Introduction

First...

Check with conference organisers on their specifications of size and orientation, before you start your poster eg. maximum poster size; landscape, portrait or square.

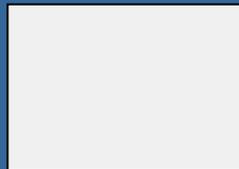
The page size of this poster template is A0 (84x119cm), landscape (horizontal) format. Do not change this page size, MIU can scale-to-fit a smaller or larger size, when printing. If you need a different shape start with either a portrait (vertical) or a square poster template.

Bear in mind you do not need to fill up the whole space allocated by some conference organisers (eg. 8ftx4ft in the USA). Do not make your poster bigger than necessary just to fill that given size.

## Method

Tips for making a successful poster...

- Re-write your paper into poster format ie. Simplify everything, avoid data overkill.
- Headings of more than 6 words should be in upper and lower case, not all capitals.
- Never do whole sentences in capitals or underline to stress your point, use **bold** characters instead.
- When laying out your poster leave breathing space around you text. Don't overcrowd your poster.
- Try using photographs or coloured graphs. Avoid long numerical tables.
- Spell check and get someone else to proof-read.



*Captions to be set in Times or Times New Roman or equivalent, italic, between 18 and 24 points. Left aligned if it refers to a figure on its left. Caption starts right at the top edge of the picture (graph or photo).*

## Aim

How to use this poster template...

Simply highlight this text and replace it by typing in your own text, or copy and paste your text from a MS Word document or a PowerPoint slide presentation.

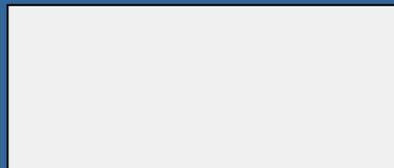
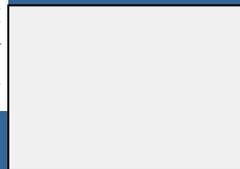
The sub-title text boxes can be moved up or down depending on how big or small your 'Introduction', 'Aim', 'Method', 'Results' and 'Conclusion' are.

The body text / font size should be between 24 and 32 points. Arial, Helvetica or equivalent.

Keep body text left-aligned, do **not** justify text.

The colour of the text, title and poster background can be changed to the colour of your choice.

*Captions to be set in Times or Times New Roman or equivalent, italic, between 18 and 24 points. Right aligned if it refers to a figure on its right. Caption starts right at the top edge of the picture (graph or photo).*



*Captions to be set in Times or Times New Roman or equivalent, italic, 18 to 24 points, to the length of the column in case a figure takes more than 2/3 of column width.*

## Results

Importing / inserting files...

Images such as photographs, graphs, diagrams, logos, etc, can be added to the poster.

To insert scanned images into your poster, go through the menus as follows: Insert / Picture / From File... then find the file on your computer, select it, and press OK.

The best type of image files to insert are JPEG or TIFF, JPEG is the preferred format.

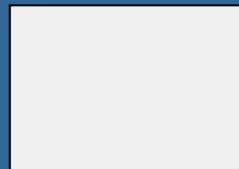
**Be aware** of the image size you are importing. The average colour photo (13 x 18cm at 180dpi) would be about 3Mb (1Mb for B/W greyscale). Call MIU if unsure.

Do **not** use images from the web.

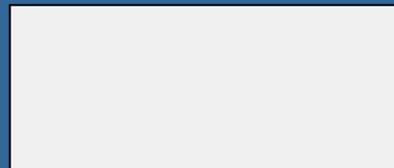
Notes about graphs...

For simple graphs use MS Excel, or do the graph directly in PowerPoint.

Graphs done in a scientific graphing programs (eg. Sigma Plot, Prism, SPSS, Statistica) should be saved as JPEG or TIFF if possible. For more information see MIU.



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Printing and Laminating...

Once you have completed your poster, bring it down to MIU for printing. We will produce a A3 size draft print for you to check and proof read. The final poster will then be printed and laminated.

Note: Do not leave your poster until the last minute. Allow at least 5 working days before you need to use it.

Simply highlight this text and replace.

Cost...

For poster-printing and laminating charges contact MIU.

## Conclusion

For more information on:

Poster Design, Scanning and Digital Photography, and Image / file size.

Contact:

**Medical Illustration Unit**  
Prince of Wales Hospital

Ph: 9382 2800

Email: [miunsw@unsw.edu.au](mailto:miunsw@unsw.edu.au)

Web: <http://miu.med.unsw.edu.au>

## Acknowledgements

Just highlight this text and replace with your own text. Replace this with your text.