CREATING AN EFFECTIVE POSTER

Chana Kraus-Friedberg
Graduate Research Assistant, UNC Health Sciences Library
WHAT'S YOUR MESSAGE?

Title

- Choose a title that tells people what your research is about.
- Try to catch people’s attention
- Don’t try to make it rhyme (usually)

Text

- Keep it as short as you can while still giving a useful explanation of your research.
- Not more than 300-800 words!
- Think about why someone who hasn’t done this research should care about it. What will your audience find interesting about it?
SECTIONS YOU SHOULD INCLUDE:

- Title (including author and program affiliation)
- Introduction
- Methods
- Results
- Discussion and Conclusion
- References
- Any tables, figures, and photos
HOW MUCH JARGON WILL YOUR AUDIENCE UNDERSTAND?
HOW MUCH JARGON WILL YOUR AUDIENCE UNDERSTAND?
HOW MUCH JARGON WILL YOUR AUDIENCE UNDERSTAND?

Photo courtesy of Department of Allied Health Sciences: www.med.unc.edu/ahs/ocsci
FUN WITH FONTS!

Serif

Good for titles!

Times New Roman is a common serif font.
**FUN WITH FONTS!**

Sans Serif

Good for main text!

**Arial** is a common sans serif font.
FOLLOW YOUR READERS
TEXT COLORS/BACKGROUND

Dark on light?

Light on dark?
FINDING IMAGES

- Make your own!
- Public Domain
- Creative Commons

- Attribution – acknowledge and name the author/creator of the work
- Non-commercial – the work may not be used in a commercial product – i.e. sold for profit
- No Derivative Works – no remixing or editing of the original image/work is allowed
- ShareAlike – remix only if you let others remix whatever is created as a result
MAKING YOUR OWN IMAGES

- Smart Art!
- Excel charts!
- Just take photos!
- Insert a chart or graph in PowerPoint!
FINDING CREATIVE COMMONS IMAGES
WHAT'S WRONG WITH THIS POSTER?

CHARTING THE PHARMACEUTICAL EDUCATION LITERATURE: PAST, PRESENT ... AND FUTURE?
K.E.L. Vaughan, M.S., University of North Carolina at Chapel Hill Health Sciences Library; William H. Campbell, Pharm. D., University of North Carolina at Chapel Hill School of Pharmacy

Objective
This study characterizes major themes and trends in the pharmaceutical education (P4E) literature of the past 35 years by analyzing subject headings assigned to a core set of articles from the American Journal of Pharmaceutical Education (AJPE).

Hypothesis
- The P4E literature is growing faster than the overall pharmaceutical literature.
- Major themes in the literature can be identified using subject heading analysis (bibliometrics).
- Trends within these themes can be quantified using bibliometrics.
- Publication trends reflect policy and program trends in pharmacy education.
- Bibliometric analysis can predict future areas of P4E.

Methodology
- Downloaded citation and subject heading information from International Pharmaceutical Abstracts (IPA).
- Combination of MeSH and domain-specific subject terms.
- Only complete index of AJPE for study period.
- Managed citations using EndNote and RefWorks databases.
- Identified most popular subject headings and categories.
- Geared trends as a percent of articles per year.

Growth of P4E Literature
- All three categories of literature (overall, P4E, and AJPE) show growth in annual number of articles published over the study period.
- The P4E literature is growing faster than the overall literature as indexed by IPA.

Trends
- Curriculum-related publications are the most frequent of all P4E topics for the entire 35-year period of study.
- Technology-related publications appear to increase in a manner consistent with general interest in Internet and distance education.
- Manuscript-related publications peaked during the 1980s, reflecting the recent priorities for research and expansion in this area.
- Clinical pharmacy and "PharmD? appear to be strongly correlated, but with a lag of 2-3 years. It will be interesting to observe whether these topics continue now that the PharmD debate is resolved.
- Topics in the pharmacy education literature appear similar in content and relative frequency to other health professions, although this should be empirically determined through literature analysis.

Major Themes in Pharmaceutical Education
- Subject heading analysis identified 966 categories of subjects, with 10,331 total subject headings.
- The number and percent of articles containing a subject category was determined. Several subject categories constitute a significant proportion of the overall P4E literature from 1970-2005:
  - Curriculum (17%)
  - Sociology, economics, and ethics (21%)
  - Pharmacy practice (16%)
  - Administration (15%)
  - Degrees (15%)
  - Information processing and literature (10%)

Major Trends in Pharmaceutical Education
- Trend 1: Curriculum, Teaching, & Learning
  - Clinical pharmacy and "PharmD? appear to be strongly correlated, but with a lag of 2-3 years. It will be interesting to observe whether these topics continue now that the PharmD debate is resolved.
  - Topics in the pharmacy education literature appear similar in content and relative frequency to other health professions, although this should be empirically determined through literature analysis.

Trend 2: Information Technology & DL
- There has been a significant increase in the proportion of articles published on curricular issues in the past 35 years. Surges have occurred around the late 1970s/early 1980s and the late 1990s. In 2004/5, approximately one quarter of AJPE articles were about curricular topics.

Trend 3: Manpower & Personal Issues
- This thematic area saw a peak in publications in the late 1980s, but has been declining as a proportion of AJPE articles to approximately 2% in 2004-05.

Trend 4: Clinical Pharmacy & the PharmD
- This thematic area saw a peak in publications in the late 1980s, but has been declining as a proportion of AJPE articles to approximately 2% in 2004-05.

As expected, peaks in interest coincide with the PharmD vs. BPharm debate of the mid-1990s and 1995. Note that peaks in clinical pharmacy articles happen roughly two years before peaks in PharmD publications.
WHAT MAKES THIS BETTER?

Charting the Pharmaceutical Education Literature: Past, Present ... and Future?
K.T.L. Vaughan, M.S.L.S., University of North Carolina at Chapel Hill Health Sciences Library; William H. Campbell, Ph.D., University of North Carolina at Chapel Hill School of Pharmacy

Objective
This study characterizes major themes and trends in the pharmaceutical education (PE) literature of the past 35 years by analyzing subject headings assigned to a corpus of articles from the American Journal of Pharmaceutical Education (AJPE).

Hypotheses
1. The PE literature is growing faster than the overall pharmaceutical literature.
2. Major themes in the literature can be identified using subject heading analysis (bibliometrics).
3. Trends within these themes can be quantified using bibliometrics.
4. Publication trends reflect policy and program trends in pharmacy education.
5. Trend analysis may predict future areas of PE.

Methodology
- Downloaded citation and subject heading information from International Pharmaceutical Abstracts (IPA).
- Expanded MeSH and domain-specific subject terms.
- Only complete index of AJPE for study period.
- Managed citations using EndNote and RefWorks databases.
- Identified most popular subject headings and categories.
- Graphed trends as a percent of articles per year.

Growth of PE Literature
All three categories of literature (overall, PE, and AJPE) show growth in annual number of articles published over the study period.

The PE literature is growing faster than the overall literature as indicated by IPA.

Major Themes in Pharmaceutical Education
Subject heading analysis identified 006 categories of subjects, with 11,151 total subject headings.

The number and percent of articles containing a subject category was determined. Several subject categories constitute a significant proportion of the overall PE literature from 1976-2010:
- Curriculum (17%)
- Sociology, economic, and ethics (21%)
- Pharmacy practice (16%)
- Administration (13%)
- Information processing and literature (10%)

Major Trends in Pharmaceutical Education
Trend #1: Curriculum, Teaching, & Learning
There has been a significant increase in the proportion of articles published on curriculum issues in the past 35 years. Topics have occurred around the late 1890s to early 1980s and the late 1990s. In 2004-05, approximately three quarters of AJPE articles were about curriculum topics.

Trend #2: Instructional Technology & EIE
"Technology" is a stable term, at approximately 1% of the literature, while information processing and computers are increasing gradually. Interest in WWW has had a dramatic increase in the last ten years.

Trend #3: Manpower & Personnel Issues
This thematic area saw a peak in publications in the late 1890s, but has been declining as a proportion of AJPE articles to approximately 2% in 2004-05.

Trend #4: Clinical Pharmacy & the PharmD
As expected, peaks in interest coincide with the PharmD vs. BPharm debates of the mid-1890s and 1990s. Note that peaks in clinical pharmacy articles happen roughly two years before peaks in PharmD/PharmDc impacts.

Trends
Curriculum-related publications are the most frequent of all AJPE topics for the entire 35-year period of study.

Technology-related publications appear to increase in a manner consistent with general interest in internet and distance education.

Manpower-related publications peaked during the 1990s, reflecting the national priorities for research and expansion in this area.

Clinical pharmacy and PharmD appear to be strongly correlated, but with lag of 2-3 years. It will be interesting to observe whether these topics continue now that the PharmD debate is resolved.

Topics in the pharmacy education literature appear similar in content and relative frequency to other health professions, although this should be empirically determined through literature analysis.

Using Bibliometrics for Literature Analysis
Subject heading analysis ("bibliometrics") works as a tool for quantitatively analyzing themes and trends in a body of literature due to the unique nature of controlled subject headings.

Subject headings describe the "meaning" of an article more succinctly than an abstract and title. Controlled vocabularies such as MeSH allow for flexibility in free text and uniformity in indexing.
WHAT’S WRONG WITH THIS POSTER?

Same Space: New Uses

Jim Curtis, Carol Jenkins, and Bob Ladd, Health Sciences Library, University of North Carolina at Chapel Hill; David Bradford, Cline Design Associates, PA, Raleigh, North Carolina

To make a more flexible, user-friendly and inviting space, an existing mezzanine added to the structure was removed, and the existing mezzanine floor was opened up, allowing for a more inviting environment. The stairs and stairwells were replaced with a new open stairway with fire protection, allowing visual access to the second level; and providing natural light to the interior. A cafe was placed near the street entrance to encourage a social atmosphere and a place for students meeting and hanging out. A unique service position,_BG, provides a physical gateway to the library’s services and collections.

The HSL, an IRC OH is undergoing a multi-level renovation in two phases, the first of which has completed. The Library is a 30,000 square foot building on a small lot located off Franklin Street. The project is focused on learning and teaching library environments addressed specifically through the design of the new library. This poster will deal with five themes:

1. Goal: Reorienting the learning, discovery, and technology areas

2. The ratio of square footage in buildings was recalculated from initial collections, 32% for users and 27% for staff to 30%, 21%, and 30% respectively. Since the goal was to keep the collections on site while gaining space for learning, discovery, and technology, extensive use was made of compact shelving. 12,000 square feet was converted from housing collections to other purposes.

3. Study rooms were expanded and designed to support group work involving students, faculty, and staff. The design for the group work areas included group instruction areas, workshops, reading areas, and breakout rooms.

4. Every seat in the library has a connection to the Internet, most hardwood and painted, some wooden. A new server room supports up to 40 servers.

5. An emergency generator will support not only the library and building services, but keep many of the library’s electronic resources running in the event of a power outage.

句话: “Learning technology should be used knowingly and deliberately. It is expensive and it should be used not to overload the instructor.” — William J. Mishael, JFB
WHAT MAKES THIS BETTER?

Same Space, New Uses: Transforming the Library for the 21st Century
Jim Curtis, Carol Jenkins, and Bob Ladd, Health Sciences Library, University of North Carolina at Chapel Hill;
David Bradford, Cina Design Associates, PA, Raleigh, North Carolina

Background
- The Health Sciences Library is undergoing a total renovation in two phases; the first of which is completed.
- Goal: Homeward 10,000 square feet library to achieve the vision of a learning and teaching library

Space
- Goal: Keep collections while saving space for learning, discovery, and technology
- Strategy: Extensive use of compact shelving
- 12,000 square feet created from collections to other purposes

Inviting Environment
- Single service point provides gateway to services and collections
- Undesigned technology
- Corridor and arches soften the interior
- Chairs and elevators reconfigured into an openness, admitting natural light
- Cafe added to encourage a sense of community and informal meeting place

Flexible Functionality
- Furniture and partitions maintain library flexibility
- Study rooms support group work interacting with technology
- Environments accommodate small meetings

Upgraded Infrastructure
- Every seat has an internet connection, most have hardwired access, all covered by wireless
- New server room supports up to 40 servers
- Emergency generator keeps many electronic services running in the event of a power outage

Lessons Learned So Far
- Prepare for sudden opportunities
- Staff morale is key
- “Crisis is almost spelled backwards”
THE HEALTH SCIENCES LIBRARY IS ALWAYS HERE TO HELP!

For design or imaging help with your poster, you can fill out a form to request a consult at http://asklib.hsl.unc.edu/ or email Bob Ladd directly at: bob_ladd@unc.edu