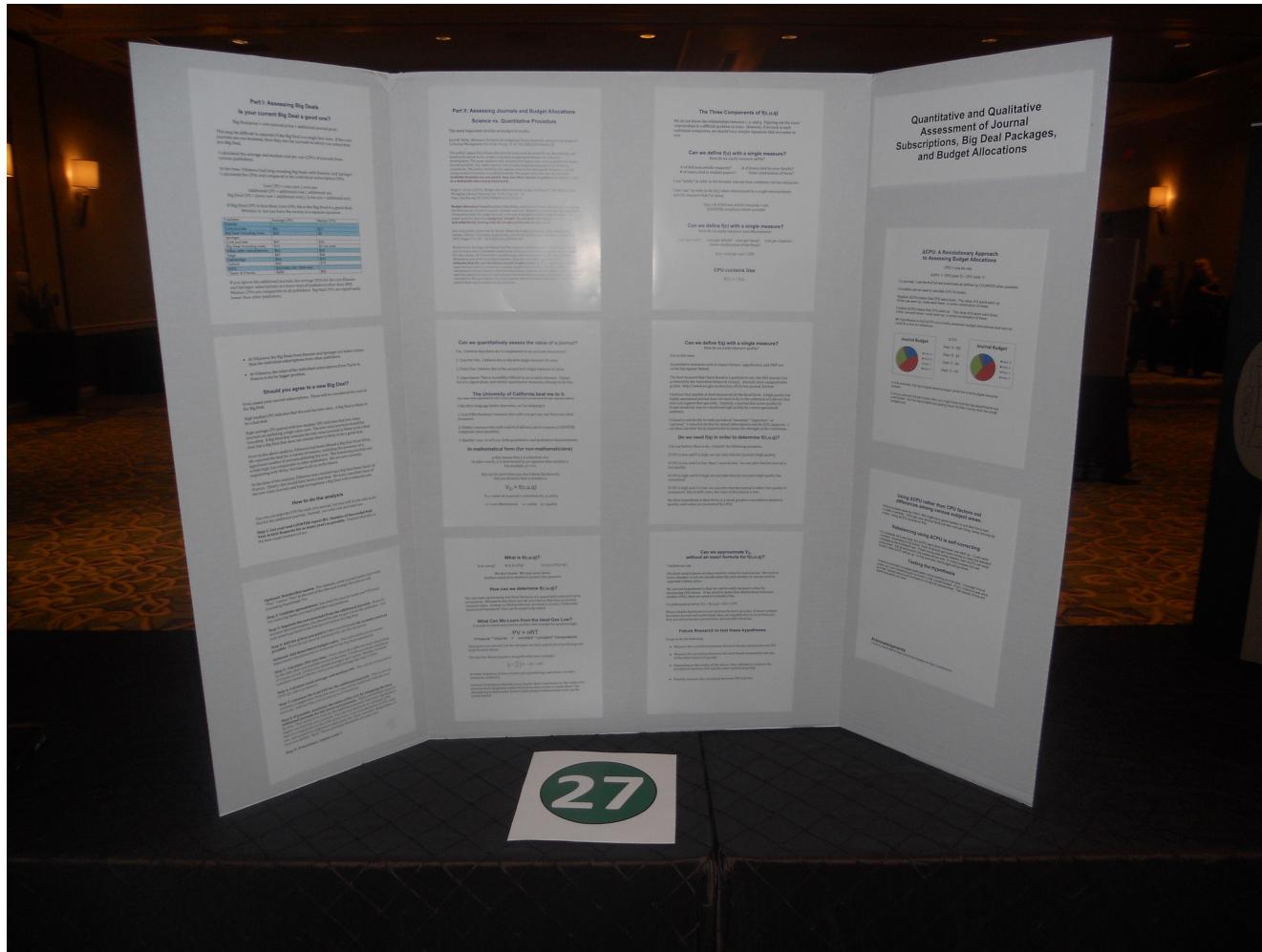


# Poster Design

From the sublime to the ridiculous

There are no shortage of candidates  
for “worst poster ever”



# There are some ambiguous candidates...

*Early Progress Towards Actinophylllic Acid*  
Michael R. Emmett and Michael A. Kerr (makerr@uwo.ca)  
Department of Chemistry, Western University

The slide is divided into eight panels, each containing a chemical reaction scheme:

- (1) Actinophylllic Acid: Shows a chemical structure with a dashed line forming a heart shape.
- (2) Background: Pyridine Formation: Shows the formation of pyridine from acrylonitrile.
- (3) Foreman Synthesis: Shows the synthesis of a complex molecule labeled "Foreman".
- (4) Intramolecular Diene Intrusion: Shows a reaction where a diene intrudes into a molecule.
- (5) Summary of Chemists' Synthesis: Shows a complex multi-step synthesis involving various intermediates.
- (6) Background: Oxidative Cyclization: Shows the oxidative cyclization of a molecule.
- (7) Foreman's Synthesis: Shows the synthesis of a complex molecule labeled "Foreman".
- (8) Patient Work: Shows a synthesis involving a molecule labeled "Patient".

Each panel includes a detailed caption and a small illustration of a My Little Pony character in the top right corner.

# What's the point of a poster?

*“A conference poster should be a remarkable object.  
The job of a poster is to start conversations.”*

Zen Faulkes

# *What isn't the point of a poster?*

- Replicate the paper:
  - Neither in structure
  - Nor in detail
  - Nor necessarily in organization of ideas
- Act as a banner for all logos of every institution involved in anything ever

# So, what do you want to achieve?

1. Get people to come and talk to you (from a long way away)
2. Clearly communicate some interesting messages and take-homes
3. Keep someone looking long enough that they go deeper

# Years ago I interviewed people who made signs for Perth Zoo

Most people will only read these 2 words



This stuff is for the nerds (I always read this stuff).

Some people will also skim these headings

# The zoo staff were really clear

- The **title** is where the most important *message* goes
- **Headings** are where the next most important *messages* go
- Detailed text is fine, but will not be read by 90% of visitors

# The paper trap

By sticking with a conventionally conservative title, plus conventional paper headings...

From a distance this poster conveys much less than it could

## THE STUDY ON RELATIONSHIP OF FEEDING BEHAVIOUR AND COGNITIVE ABILITY OF MANTA RAYS

### INTRODUCTION



Figure 1. Diver feeding behavior of the manta ray in the aquarium.



Figure 2. Manta Ray feeding activity observed during this observation was to determine whether the behavioral adaptability during active feeding mechanism and observation results information as the provided for manta ray existing aquaculture as a model in improving present situation problems.

Manta rays possess the highest behavioral ratio among elasmobranchs. Among the other large-bodied potential fish species such as whale sharks swimming posture, the mean as body weight ratio of manta rays is the highest (Dawson, 2005; Hu, 2013). Hence cognitive studies in the wild are hard because of their mobile and unpredictable nature thus making use of captivity as an valuable alternative to study them.



### MATERIALS AND METHODS



Figure 3. The manta ray movement in the aquarium.



Figure 4. Diver feeding behavior.



Figure 5. Diver feeding behavior.

1. As a common reaction of stimulus or unconditioned behavior, the manta ray will fly into the water surface and move sideways. At this time, the rays were used to avoid manta rays wings of approaching divers (manta rays wings are responding to the perceived pattern) was used as a stimulus. The direction of moving sideways, the two holding diver, and the diver holding diver, were close to each other and 1 meter away. Divers holding diver 10 times for less than 1 minute using a stopwatch.

2. Obviously, the manta rays are responding to the perceived pattern was used as a stimulus which means their visual system includes recognition of visual and white patterns and responses are used as cognitive ability.

3. It shows a response to a pattern and associated visual based on their learning behavior, such as the recognition of colors at the surface, basic color perception, and learning and memory in the learning process.

4. It shows a response to a pattern and associated visual based on their learning process.

5. This study has no significant difference between each learning point.

6. There is no possibility of human behavior and manta rays demonstrating learning behavior in the aquarium.

7. It shows a response to a pattern and associated visual based on their learning process.

8. It shows a response to a pattern and associated visual based on their learning process.

9. It shows a response to a pattern and associated visual based on their learning process.

10. It shows a response to a pattern and associated visual based on their learning process.

11. It shows a response to a pattern and associated visual based on their learning process.

12. It shows a response to a pattern and associated visual based on their learning process.

13. It shows a response to a pattern and associated visual based on their learning process.

14. It shows a response to a pattern and associated visual based on their learning process.

15. It shows a response to a pattern and associated visual based on their learning process.

16. It shows a response to a pattern and associated visual based on their learning process.

17. It shows a response to a pattern and associated visual based on their learning process.

18. It shows a response to a pattern and associated visual based on their learning process.

19. It shows a response to a pattern and associated visual based on their learning process.

20. It shows a response to a pattern and associated visual based on their learning process.

### RESULTS

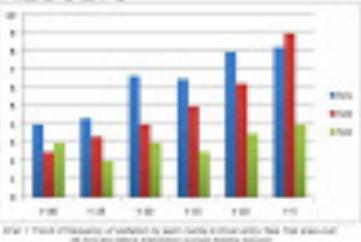


Figure 7. Manta Ray swimming in the aquarium.

### REFERENCES

1. Hu, C. (2013). Cognitive function and brain organization of manta rays with electroencephalogram. *USF Health Byrd Alzheimer's Center and Research Institute*, Tampa, Florida, 2009.
2. Manta Information. (n.d.). *Information and analysis of Manta*. *University of the Ryukyus Faculty of Science, Agriculture and Engineering, Ryukyu University*.
3. Li, J., & Li, Y. (2007). Cognitive figure recognition and learning in bottlenose dolphin. *Japanese Journal of Animal Psychology*, 87, 130.
4. Mizrahi, S. (2006). *Memory in Brain Function*. *Wiley-Blackwell*.

Acknowledgments to the Marine Years, Iwakuni Years at SEA aquarium.

# Other than words – how do we communicate?

- I'm going to ape some opinions from a guy called Zen Faulkes.
- Zen writes a blog called “Better Posters”. Its fabulously useful. Check it out!

<http://betterposters.blogspot.com>

# Zen argues that we need “entry points” in a poster

- Entry points are the things that draw someone into the poster
- Informative titles and headings are one kind of entry point
- Attractive and engaging images are another

# Titles

*People need entry points to text. People look at headlines. People avoid long stories. There are many proofs for this, such as eye-tracking research.*

Jacek Utko, designer

# Zen believes we can finally learn something useful from Cosmo



- And I apologize for the subject matter of that magazine... but the points are apt...

# Real estate

- Title is prioritized.
- *There is no guarantee you'll see anything else*



# Images



- Have a high quality photograph of a person (inevitably a woman!)
- People draw the eye
- In any Cosmo cover – the subject's eyes cover the title. They are looking at you – the reader
- You're getting engaged by the human face, and the title

# Real estate?

- The next most valuable location is the top left hand corner
- In my totally limited survey – 12 of 15 Cosmo covers...
- The inevitable sex-related story is headlined in the top left



# The next common trick?

- Circles call out a topic on the top right
- Eyes also love a circle
- You could use this effectively on a poster



# “Pull Quotes”

- One or two juicy bits in a story, set off from the rest of the text in large type, that give a bit of a teaser as to the content of the article.
- Rarely used in posters
- Used all the time in newspapers/magazines



# Other design elements?

- Fonts –
- **Sans serif** – more visible at a distance
- Large text – read-able from a distance

# Abandoning Cosmo (thank goodness)...

- Common design... foibles?



### Confocal Microscopy in Polymer and Colloid Science

J. Hopkinson, V. J. Anderson, M. J. Matt  
Cavendish Laboratory, University of Cambridge, UK

**SUMMARY**

Confocal microscopy is starting to see increased use in the areas of colloid and polymer science. In this poster we present some initial results of studies on contour passes, where we have been able to image an ensemble of contour passes (approximately 10 µm in diameter) to a depth of 10 particle diameters. We also present some results from ternary polymer solutions, for deuterin-gelatin-water mixtures we observe the microstructure which develops on quenching the system from the one phase region to the two phase region by decreasing the temperature. The observed morphology depends on the temperature of the quench, because of the changing ratio of the gelatin/gelatin composed of different length chains. The ratio of the lengths of the chains is often used as a length scale as a measure of topology. Finally, we describe our initial work on observing phase separation in the deuterin - poly(ethylene glycol) - water system during dehydration, here phase separation is driven by loss of solvent and the sample geometry used is nucleated at the surface of a spherical drop.

**COLLOID 3**

Colloids are dispersed systems of one phase in another, interactions between the dispersed phases lead to a range of unusual behaviours, such as the shear thickening observed in contour passes. Computer simulations suggest that the wide range of behaviours exhibited by colloid systems under shear are characterised by changes in spatial arrangement of the flowing colloid particles. The flow of colloid systems is of great importance to a range of industries and in addition to the bulk organisation the changes in structure introduced by boundaries are also of interest. The aim of this work was to establish the capabilities of confocal microscopy when applied to dense particle systems and to answer the perennial question 'how deep can we see'?

Contour represents convenient system to carry out preliminary studies since it is a cheap source of relatively monodispersed particles. It was found that the depth probed was limited by the working distance of the lens, if a near reflective index matched solvent was used.

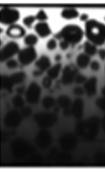


Figure 10(a)

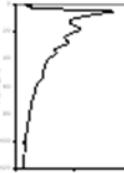


Figure 10(b)

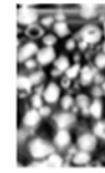


Figure 10(c)

Figure 10(a) is a vertical section of contour passes. A 200 image stack was acquired using a  $\times 40$  oil immersion lens - the image shown here is 120 µm deep and 70 µm wide. The solvent was ethyl-4-methoxy benzene and contained Nile Red. The colouring with depth probably due to scattering.  
Figure 10(b) is a plot of the average intensity of each plane as a function of depth from the surface. It is clear from this profile that there is a degree of ordering extending over several particle diameters at the surface.  
Figure 10(c) is the same data as in Figure 10(a) but it has been inverted and a line-by-line contrast enhancement has been applied to show that structure can be distinguished all the way through the stack. This transformation is for cosmetic purposes and the image shows some artefacts.

**POLYMER PHASE SEPARATION**

In polymer systems, phase separation is the norm rather than the exception. This is because the connectivity of polymer chains means that the increase in entropy on mixing is much smaller than for small molecule systems, where entropy drives mixing. The morphology produced on phase separation via control rheological and texture properties of the system. For specific applications, polymer systems are a convenient platform on which to study phase separation of polymer systems. In a binary system, droplets form when the size of the droplets are very large and the kinetics are relatively slow when compared to small molecule, atomic or magnetic systems. However, the underlying physics of phase separation remain the same. In the polymer systems illustrated here phase separation is arrested in the later stages by the onset of gelation or the glass transition. Previous work in our group has used light scattering to study phase separation<sup>[2]</sup>. Confocal microscopy offers complementary information on morphology and phase connectivity.

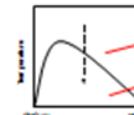


Figure 20(a)



Figure 20(b)

Figure 20(a) shows the phase diagram in the composition plane at constant temperature, points at the top of the triangle represent high solvent compositions, whilst those towards the bottom represent higher polymer contents. Horizontal lines represent changing ratios of the two polymers. The broken lines represent a quench of the system from the one phase region to the two phase region achieved by exposure of the sample to air.

Figure 20(b) shows the development of phase separation in a roughly spherical droplet of deuterin (labelled with FITC) – poly(ethylene glycol) – water (2.5:2.5:25 deuterin:water by weight) as it dried. The images shown are of a fixed horizontal slice through the droplet approximately 1/4 of the diameter below the droplet apex. This geometry is similar to that encountered in spray drying. At the surface of the droplet small, bright, deuterin rich droplets form, later in the drying process these are swept into the bulk by convection. In addition to this there appear to be larger scale, but smaller amplitude, fluctuations in composition.

Figure 20(c) shows the top of a similar, drying droplet, here the focal plane is shifted to track the top of the droplet. Note that in the later stages, larger droplets of deuterin rich phase are surrounded by a depletion zone.

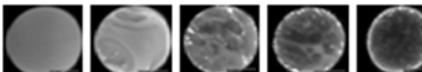


Figure 20(d)

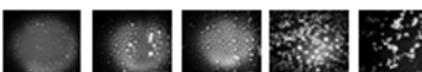


Figure 20(e)

Figure 20(d) shows the top of a similar, drying droplet, here the focal plane is shifted to track the top of the droplet. Note that in the later stages, larger droplets of deuterin rich phase are surrounded by a depletion zone.

Figure 20(e) shows the top of a similar, drying droplet, here the focal plane is shifted to track the top of the droplet. Note that in the later stages, larger droplets of deuterin rich phase are surrounded by a depletion zone.

**TEMPERATURE QUENCH**

Figure 3(a) shows the phase diagram in the temperature plane at constant solvent composition. Figure 3(c) of a phase separated deuterin – gelatin mixture, where the gelatin has been labelled with FITC, the composition is 4.24:2.94:5 deuterin:gelatin:water by weight. The composition is close to critical and so small fluctuations in composition lead to different phase morphologies. In this picture we see deuterin / gelatin morphology on the right and parallel / induction on the left. In the centre is a gelatin / induction morphology with a larger length scale and a more irregular morphology, than the two other regions. Measuring the specific curvature in a thresholded image<sup>[3]</sup>, we find that the small scale deuterin in gelatin and gelatin in deuterin phases have opposite signs and similar magnitudes, whilst the structure in the centre has a curved shape. This suggests an intermediate state of the system. If these mixtures are quenched to different temperatures then the microstructure produced exhibits different characteristic length scales. This is illustrated below, figure 4(a) shows a mixture that has been quenched from 200° to 200° and figure 4(b) showing a finer structure, has been quenched to 100°. These differences occur because gelatin in the gelatin rich phase is more rapid at 100° than at 200° to the development of structure is arrested earlier in the process. The images shown here have a depth of field of around 10µm and were acquired, as part of stacks, about 50µm below the sample surface. The morphology shown is bicontinuous and in the future we hope to quantitatively characterise this structure and its development with time.

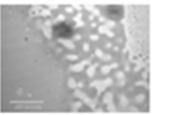


Figure 3

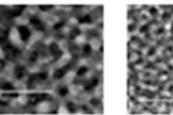


Figure 4(a)

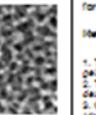


Figure 4(b)

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**EXPERIMENTAL DETAIL**

All images are single channel fluorescence data acquired using a Zeiss LSM510. Confocal in Nia red / ethyl-4-methoxy benzene was imaged using an  $\times 40$  oil immersion lens. PEG-deuterin was imaged using an  $\times 60$  objective, the deuterin was purchased FITC labelled from Aldrich. Gelatin-gelatin was imaged using an  $\times 10$  objective, temperature quenches were carried out using a Linkam microscope stage. The gelatin was FITC labelled in house. Image analysis was carried out using Scion Image, Fontana programs and the programs described in ref 2.

**Acknowledgements**

We are grateful to Unilever R&D and the EPSRC for funding an Industrial CASE studentship for M. Matt and to Unilever R&D, Schumberger, Nestle and the EPSRC for purchase of a confocal microscope through a jointly grant.

**References**

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- Trang, R.A., On confocal phase separation in atomising gelatin and deuterin. *Nanoscale*, 1994. 2(3): p. 417-420.
- Chen, J., J. Hopkinson, and L.-P. Ling, 2D and 3D micrographs of deuterin/gelatin. *Journal of Microscopy*, 1994. 176(3): p. 217-226.

# Boxes

- Just think how much fun
- These slides would be to read
- If every point was in its own box
- What are boxes doing for your poster?

# Fonts

- It is ok to be a font snob, a bit
- To quote Zen on this:
- **No frickin' comic sans, ok?**

# Tables

- It is ok not to imprison data in its own cell

	Complete	<i>P</i> str	<i>P</i> comp	Half	<i>P</i> str	<i>P</i> comp
Normal						
Straight	$67.6 \pm 13.4$			$83.7 \pm 7.6$		
Concave	$68.9 \pm 4.8$	0.803		$85.8 \pm 7.4$	0.588	
Convex	$36.8 \pm 16.4$	0.001*		$68.2 \pm 12.4$	0.010*	
$\text{CoCl}_2$						
Straight	$52.7 \pm 18.6$		0.086	$76.2 \pm 10.7$		0.127
Concave	$58.7 \pm 18.0$	0.523	0.142	$78.6 \pm 14.0$	0.691	0.227
Convex	$17.6 \pm 12.6$	0.001*	0.020*	$54.4 \pm 18.4$	0.012*	0.098

# Tables

- This might be a more professional layout

	Complete	P str	P comp	Half	P str	P comp
Normal						
Straight	67.6 ± 13.4			83.7 ± 7.6		
Concave	68.9 ± 4.8	0.803		85.8 ± 7.4	0.588	
Convex	36.8 ± 16.4	0.001*		68.2 ± 12.4	0.010*	
CoCl <sub>2</sub>						
Straight	52.7 ± 18.6		0.086	76.2 ± 10.7		0.127
Concave	58.7 ± 18.0	0.523	0.142	78.6 ± 14.0	0.691	0.227
Convex	17.6 ± 12.6	0.001*	0.020*	54.4 ± 18.4	0.012*	0.098

- Using whitespace and alignment

# Whitespace

- On a typical printed pages – nearly 40% of the page is whitespace from the margin alone.
- That works when you're reading a book
- It will probably work for a poster
- Use whitespace – to separate, to demarcate, to create a sense of space

# Design suggestions (from web designers)

- Your poster should follow C.R.A.P. design principles (while not being a crappy design)

# CRAP

- C – Contrast

Strong contrast between elements allows the user's eye to flow from one to another, instead of creating a sea of similarity that's boring and not communicative

# Contrast – e.g. (web design)

Jason Csizmadi

PORTFOLIO ABOUT CONTACT 



# Contrast – e.g. (poster design)



# CRAP

- R – repetition

Repeat styles for a cohesive feel.

If you style related elements the same way in one area, continue that trend for other areas.

# Repetition example – web design

## Recent Blog Entries

### 5 Resources For Getting Medical Advice

Written by 9rules Blog on February 12, 2016

Your health is not necessarily something that you want to gamble with. If you have any kind of symptom that's out of the ordinary, or if you've been injured, or just generally if you feel like something isn't quite right, it's extremely important to do the right thing, whether that be waiting an illness out, or getting antibiotics, or doing extra stretching exercises, or visiting a masseuse or a chiropractor, or the list goes on and on.

You want to make sure you do the right thing at the right time, and more often than not, that means getting some type of medical advice. But that opens up a whole other chain of options for you. Who, exactly, do you choose to get medical advice from? Consider the following five options, all of which have their pros and cons.

A photograph showing a man from the side, wearing a light blue shirt, sitting at a wooden desk. He is looking at a silver laptop screen which shows a video call with a doctor in a white coat. The doctor is smiling and gesturing with his hands. The background is a plain white wall.

[\(more...\)](#)

Posted into **Featured articles** / [No Comments »](#)

### How To Prevent Migraines

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[freecontractormatch.com](#)

Find Local Home Repair Contractors. Customer Reviews, Free Estimates!

### Start Download

### Start Download (Free)

### Start Download

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- In A Car Accident, Now What?
- Crime in America
- Stopping Energy Leaks
- 10 Steps To Save Your Home From Foreclosure
- 10 Things Every Beginner Golfer Has To Know
- How To Get Out of Debt
- Adventure Holidays In Gatlinburg
- 10 Weight Loss Myths
- Boating Accidents

#### Archives

- February 2016

# Not repeating enough – poster eg

Running Multinomial vs. Ordered Logistic Regression in SAS:  
A Tutorial  
Washington University SAS User Group (WUSUG) Conference SASTravaganza,  
St. Louis, MO.

Sales Associate: Maxine Davis, MSW/MBA  
PhD Student

George Warren Brown School of Social Work  
Washington University-St. Louis

Shop Today! Building Materials Output Interpretation

**FINAL DAYS**  
Sale Ends October 19, 2015

**How to: Multinomial Logistic Regression**

Dependent variable with 3 or more *Unordered* categories  
Examples: Ex. 1 Dating=1, Engaged=2, Cohabitating=3  
Ex. 2 Black, White, Latino  
Ex. 3 Victim, Perpetrator, Neither

PROC LOGISTIC DATA=one;  
MODEL Y = XXX  
/LINK=GLOGIT;  
RUN;

Odds Ratio Estimates  
Effect: Gender(M)  
Point Est.: 1.373  
95% Wald Confidence Limits: 1.144 - 1.647

In this sample of college students, when controlling for age, men are 37% more likely than women to be in a dating relationship than they are to be in a cohabitating relationship

**How to: Ordered Logistic Regression**

Dependent variable with 3 or more *Ordered* categorical Dependent variable  
Examples: Ex. 1 Negative=1, Mixed=2, Positive=3  
Ex. 2 High, Medium, Low  
Ex. 3 Self Rated Health: Poor, Fair, Good, Excellent

PROC LOGISTIC DATA=one;  
MODEL Y=XXX; RUN;

Odds Ratio Estimates  
Effect: Driskiprob  
Point Est.: 1.698  
95% Wald Confidence Limits: 1.304 - 17.997

SAS Default: Predicts the probability of being in lowest category

In this sample, the odds of a person with a drinking problem having negative social support is nearly 6 times higher than a person without a drinking problem

**more reasons to borrow CODE @ THE SAS DEPOT for your stats toolkit**

**PROC HELP:**  
*User Guide: Tips worth Passing On*

- If you HAVE a choice between Ordered & Multinomial Logistic Regression → Pick Ordered (The Interpretation is much simpler to read and hypothesis tests are more powerful)
- Have Fun!!!

Allison, P. (2012) Logistic Regression Using SAS: Theory and Application. (2nd edition) SAS Publishing.

Acknowledgements: Dr. Melissa Jonson-Reid, Dr. Carrie Pettus-Davis & Hyunil Kim, MSW

6 different typefaces-- plus bolding, italicizing ...

Too much going on

(but a cool idea to riff off the Home Depot logos)

# CRAP

- A – alignment

Everything needs to be visually connected to something else. Nothing should be out of place or distinct from all other design elements.

# Alignment example

*The Internet portal of*

## M c S W E E N E Y ' S



INTERNET  
TENDENCY

DAILY HUMOR  
ALMOST EVERYDAY.



QUARTERLY  
& BOOKS

MOSTLY PRINTED  
ON UNCOATED  
PAPER.



THE  
STORE

WE SELL A  
POPULAR MUG.



THE  
BELIEVER

AMERICA'S  
GREATEST  
MAGAZINE.



DONATE

WE CAN'T DO THIS  
WITHOUT YOU.

# CRAP

- P – proximity

Proximity creates related meaning: elements that are related should be grouped together.

Separate design elements should have enough space in between to communicate they are different..

# Proximity example – web design

## PERSONAL BLOG

VIDEO GAMES, GEEK STUFF, LIFE



A large image showing a character in a dark, industrial setting, possibly a ship's interior, with glowing blue energy sources.

**Destiny: The Taken King**

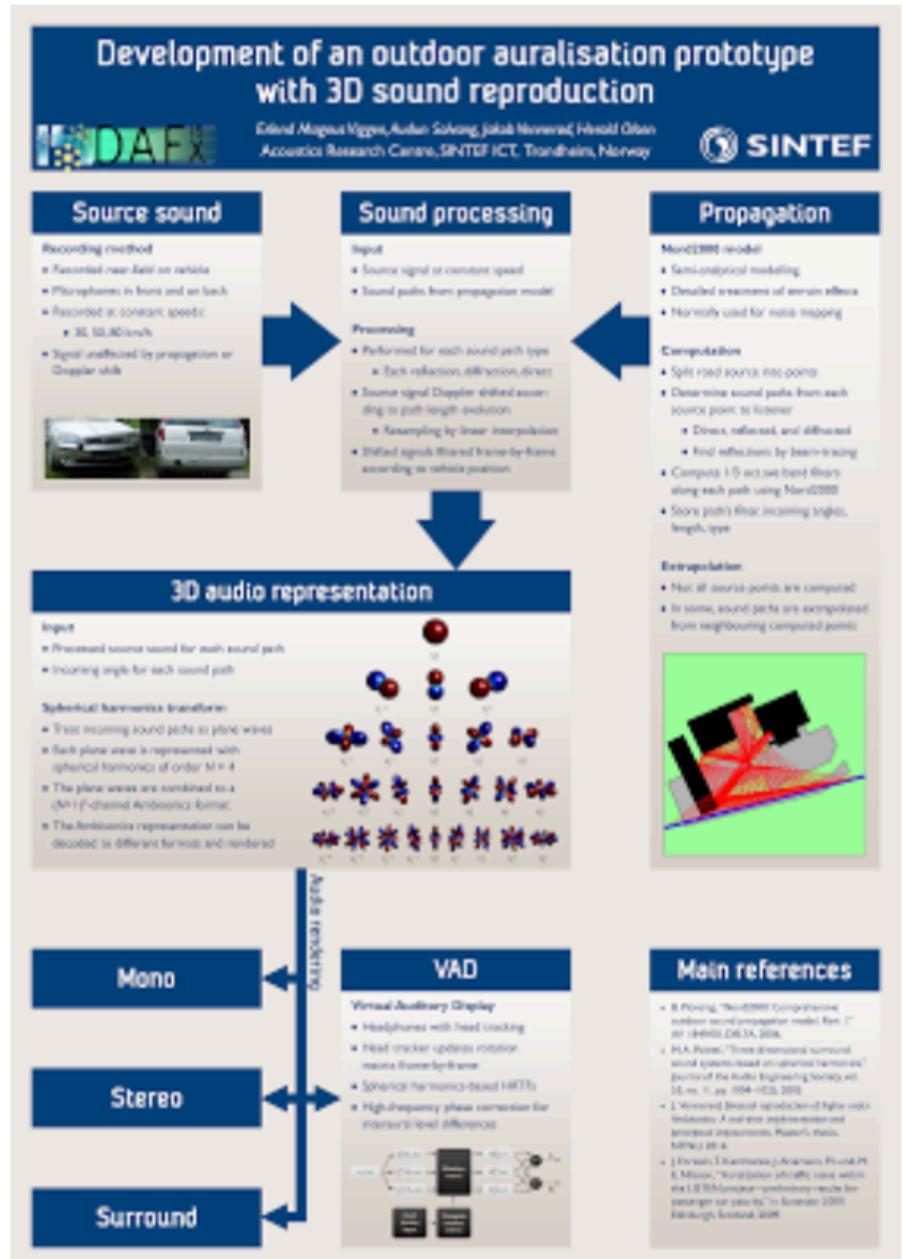
Bungie has been listening to its players, and has made changes in all the right places, and then some.

★★★★★

PS4 Legendary Edition Destiny: The Taken King



# Proximity / Flow - Posters

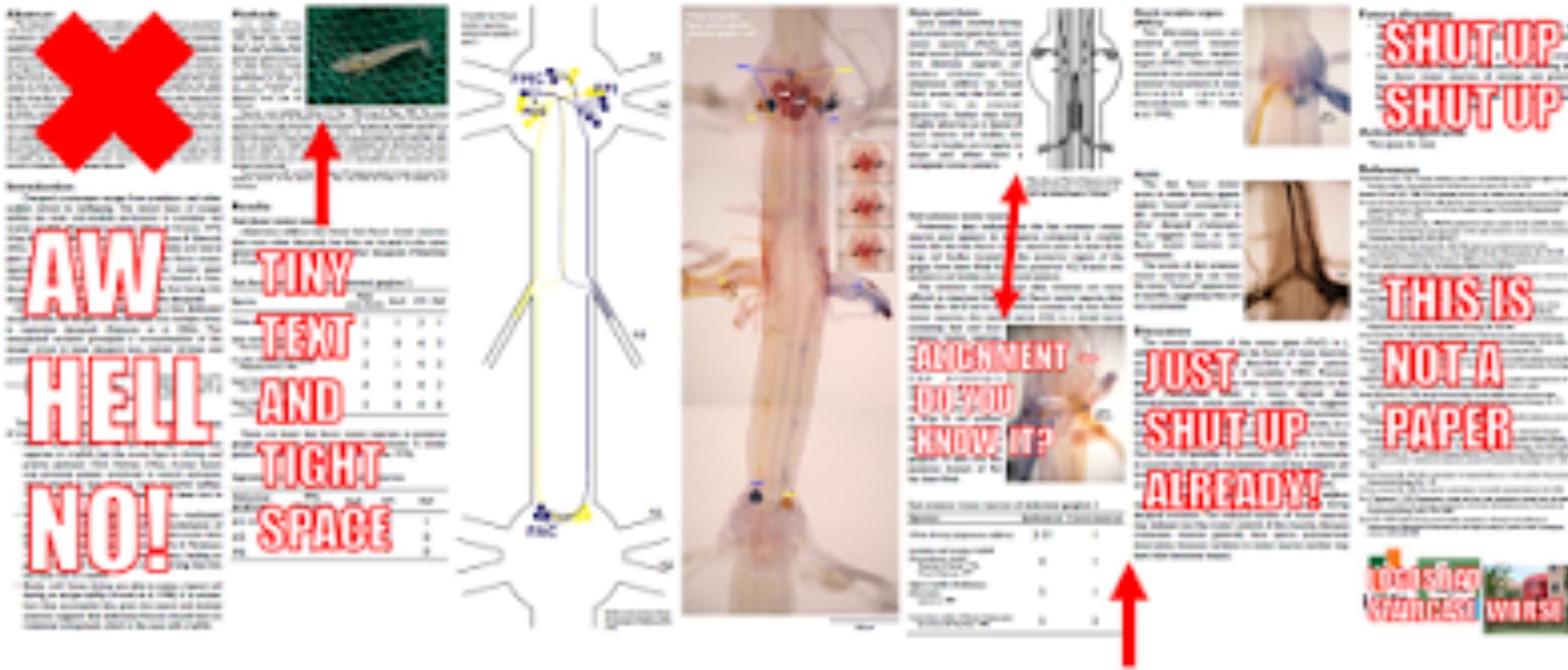


Zen's blog is really worth having in  
your toolkit

## **Motor neurons involved in escape responses in white shrimp, *Litopenaeus setiferus* (Decapoda: Dendrobranchiata: Penaeidae)**

# Zen's blog is really worth having in your toolkit

Motor neurons involved in escape responses in white shrimp, *Litopenaeus setiferus* (Decapoda: Dendrobranchiata: Penaeidae)  
Zen Faulkes, Department of Biology, The University of Texas-Pan American, Edinburg, TX 78539. Email: zfaulkes@utpa.edu



LEAVE A BOY SOME SPACE!

# It is also worth looking for other online resources

- Re visual design – this is nice:
- <http://thefloorisyours.be/en/how-create-a-beautiful-scientific-poster/>
- We also love Tufte, although his web design lags his thoughts about making plots:
- [http://www.edwardtufte.com/tufte/books\\_vdqi](http://www.edwardtufte.com/tufte/books_vdqi)