

# Designing an Effective Poster Presentation



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# Define your target audience

- Who will be viewing your poster?
- Are your audience members classmates, professors, or the general public?
- What is the purpose of this presentation?
- Are you sharing the findings of a research project, are you arguing for a certain course of action, or defining a new problem?

# Keep it simple

- Information should be displayed in a self-explanatory manner
- Keep a logical flow from left to right and top to bottom
- People should be able to read and understand your poster in your absence





# Coral Reefs

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## What is a coral reef?

Coral reefs are aragonite structures produced by living animal colonies, found in marine waters containing few nutrients. In most healthy reefs, stony corals are predominant. Stony corals are built from colonial polyps that secrete an exoskeleton of calcium carbonate. Reefs grow best in shallow, clear, sunny and agitated waters. The accumulation of skeletal material, broken and piled up by wave action and bioeroders, produces formation that supports the living corals and a great variety of other animal and plant life.

Often called “rainforests of the sea”, coral reefs form some of the most diverse ecosystems on earth. They occupy less than 1% of the world ocean surface, about half the area of France, yet they provide a home for 25% of all marine species, including fishes, molluscs, echinoderms and sponges.



### Who lives on a coral reef?

Reefs are also home to a large variety of other organisms, including fish, seabirds, sponges, Cnidarians (which includes some types of corals and jellyfish), worms, crustaceans (including shrimp, cleaner shrimp, spiny lobsters and crabs), molluscs (including cephalopods), echinoderms, sea squirts, sea turtles and sea snakes.

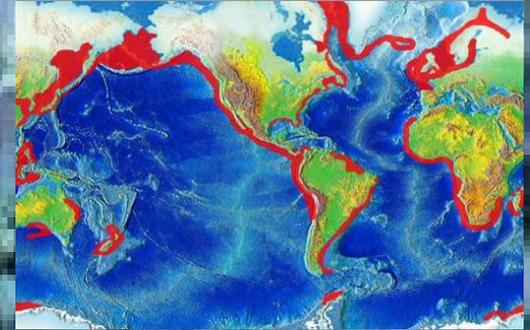


Fig 1. Global distribution of coral reefs

## Where are coral reefs?

Coral reefs are estimated to cover 284,300 square kilometers (109,800 sq mi), which is just under one percent of the surface area occupied by the world oceans. The Indo-Pacific region (including the Red Sea, Indian Ocean, Southeast Asia and the Pacific) account for 91.9% of this total. Southeast Asia accounts for 32.3% of that figure, while the Pacific including Australia accounts for 40.8%. Atlantic and Caribbean coral reefs only account for 7.6%.[14]

Although corals exist both in temperate and tropical waters, shallow-water reefs form only in a zone extending from 30° N to 30° S of the equator. Tropical corals do not grow at depths of over 50 meters (160 ft). The optimum temperature for most coral reefs is 26–27 °C, and few reefs exist in waters below 18 °C.[15] However reefs in the Persian Gulf have adapted to temperatures of 13 °C in winter and 38 °C in summer.[16]

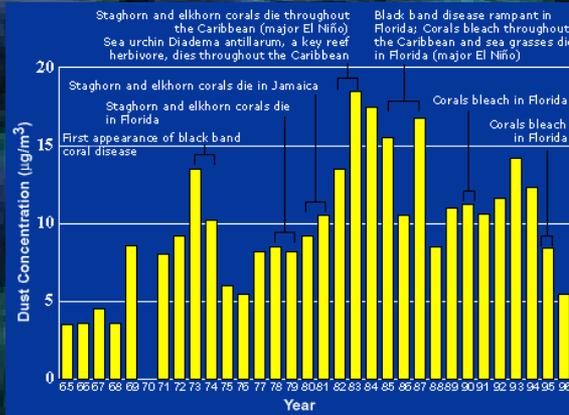


Fig 2. Graph of corals

# Black Women and their Acts of Activism Contributed to the Anti-Slavery



## Mary Ann Shadd Cady

*Writer, Lecturer, Emigrationist,  
Teacher, and Lawyer*

Shadd was born free into an abolitionist family. Originally from Delaware, she migrated to Canada where she founded the *Freeman* and became the first African American woman to edit a newspaper.

In 1849, Shadd wrote a 12 paged pamphlet titled "Hints to the Colored People of the North." Through this pamphlet she wanted to urge blacks to take the initiative to gain their civil rights and stop depending on whites to do it for them.



No. 844. 75 cts.



## Movement

By : Kiarra K. Wigfall



## Sarah Parker Remond Public Speaker

Remond was a writer who expressed herself through poetry and speeches. She focused her works on the sexual exploitation of slave women and defining the common womanhood between black and white women. She was also hired by the American Anti-Slavery Society as a lecturer for audiences in the U.S. and Europe.

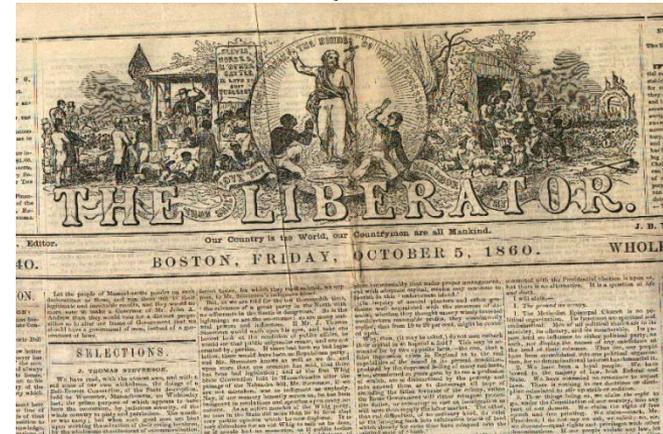


**"Away, away with tyranny and oppression!"**—*Maria W. Stewart*

## Maria W. Stewart

America's First Black Woman  
Political Writer

Stewart's political views were rooted in black protest and abolitionist tradition. Stewart laid out her ideas and thoughts through writings published in the newspaper created by William Lloyd Garrison, *The Liberator*. Her religious and sermon like style influenced great leaders such as Frederick Douglass and Sojourner Truth. She was very militant in her argumentative technique; she urged her listeners to get involved with the anti-slavery movement.



## References

Darryl Lyman, *Great African-American Women*. New York: Jonathan David Publishers, Inc, 1999

Donald G. Mathews, *Agitation for Freedom: The Abolitionist Movement*. Canada: John Wiley & Sons, Inc, 1972

Rodger Streitmatter, *Raising Her Voice: African American Women Journalist Who Changed History*. Kentucky: University Press of Kentucky, 1994

**"AM I NOT A WOMAN"**  
*Sojourner Truth*

# Poster making basics

- Set slide dimensions first
- Background of poster should be white (or light in color)
- Use “non-footed” fonts
  - **Arial** (non-footed)
  - **Times New Roman** (footed)
  - **ALGERIAN** (NO ONE CAN READ THIS!)
- Be consistent with style, font, & spacing



Title (56-90 pt font)

Your name (~48 pt)

Affiliation



Headings (~48 pt and/or bold)

Text (no less than 24 pt)



- Pictures/graphs should be at least 4x6
- Simple
- Relevant
- Laid out in a logical manner
- Check for pixilation!



**Color should enhance, not overpower!**

Let's make a poster!

# Presenting your poster

- PROOFREAD, PROOFREAD, PROOFREAD!!!
- Remain at your poster for the entire length of your allotted time
- Avoid reading your poster to your audience
- Be prepared to, and offer to "walk your audience through your poster"
  - you should be able to explain the content of your poster in 2-3 minutes