

Poster Sessions for Smarties

**Melanie Cofield, Dimitri Lundquist,
Megan Durden, Alex Addison,
Maggie DeBaldo, and Allison King**

Information Technology Lab

School of Information

University of Texas at Austin

What is a Poster?

- A large, synchronous, visual presentation medium used to present research at conferences.
 - **large**: meant to be viewed from a distance
 - **synchronous** (*all at once*): this means your point needs to be made quickly and succinctly
 - **visual**: use images whenever possible and pay attention to layout
- An opportunity for you to present your work in a close, interactive setting.

A Large-Scale Public Library Renovation in Taiwan



A Large-Scale Public Library Renovation in Taiwan

Library Association of R.O.C.
National Teaching Library of Science

ABSTRACT

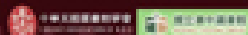
There are 301 public libraries, including 100 county and village public libraries, in Taiwan. As most of them were built in 1970s, they are not fit in the digital environment to meet users' needs.

In order to upgrade the quality of public library services in Taiwan to meet users' needs and to lift lifelong learning, in 2003, the central government of Taiwan approved a budget of NT\$1.2 billion (US \$4 million) as a large-scale public library renovation project in 301 public libraries.

National Teaching Library was designated as coordinate library to execute the project from February 2003 to June 2004. 301 public libraries were divided into eight groups according to the geographical ones, and a steering committee was formed, consisting 94 committee members from the fields of library and information science, architecture, space design, literature, and history. 70 committee members were assigned to one of eight groups of 301 public libraries to help and to give suggestions of renovation, improvement, replacement, service programs of each library.

The project was executed well and completed efficiently and effectively in June 2004. This poster presentation will display the results of the renovation, improvement, replacement, library management, and services of 301 public libraries in Taiwan. The contents of the posters will be explained by words, pictures, and statistical tables.

Keyword: Public Libraries
<http://www.ntl.gov.tw>



Background: Types of Public Libraries in Taiwan | Types of Public Libraries in each administrative level involved in the renovation project | Types of Public Library Design and Internal Design of Libraries before | How to implement the project

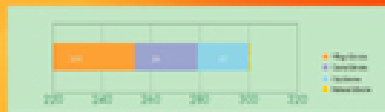
Background

With long history range of reading materials, public libraries should be suitable facilities to engage in lifelong learning. However, the serious design and construction of libraries in Taiwan is the problem to provide a more enjoyable for people. Another aspect of the problem is the library facilities for reading. In 2003, the government designated 1,000,000 dollars to fund the renovation project. The steering committee of National Teaching Library released the "Public Library Renovation Plan" in 2003 to include both hardware and software. As a part of the plan, "Public Library Renovation Project" was carried out in 301 public libraries. The subject for renovation of site and interior structure including space planning, construction for the interior of public library and renovation, and some works to make more books can be shared and used in a comfortable environment. The following are focused on showing that libraries were well designed. The project was to involve library staff and members from the community in which shows reading enjoy reading life.

Figure 1 - Number of Public Libraries in Taiwan

Category	Traditional Libraries	City Libraries	County Libraries	Village Libraries	Total
No.	0	3	64	234	301

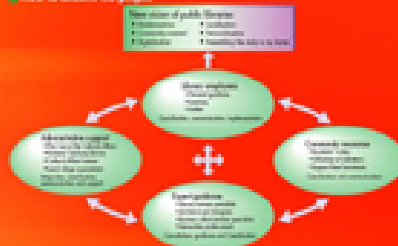
Figure 2 - (Percentage of) Libraries at each administrative level involved in the renovation project



Picture showing the exterior, design and internal design of libraries before.



How to implement the project



Objective: Strengthening factors of plan implementation | Feasibility of plan | Implementation period February 2003-June 2004 | Information | Case study

Objective

The objective was to produce the biggest possible development with limited available resources. Based on traditional library services and limited funding, the plan was to change the entire culture from passive library and combine the resources of professional level management, improvement, and the resources in exchange to meet the needs of digital library and information technology.

Outstanding features of plan implementation

- Initiative of local residents, experts and scholars that voluntarily cooperate to improve the reading environment in libraries.
- Cooperation among library groups for information and other resources of equipment.
- Administrative guidelines/Committee system and public awareness handbook to work with the implementation of the project.
- Expert guidance/Consulting the committee members from the fields of library and information science, architecture, space design, literature, and history. The committee members were assigned to one of eight groups of 301 public libraries to help and to give suggestions of renovation, improvement, replacement, service programs of each library.
- Integrate library resources in a set of 301 libraries applied to participate in the renovation project. The libraries were initially involved by central office library, and the local library was made for the Committee of Public Library in each of 301 libraries were always a participant in the project.

Funding and source

- The total budget amount is NT\$1.2 billion (approximately US\$4 million).
- Library staff library space, space design, improvement in facilities equipment, specialized improvement of standard items.
- Library service: The amount of library per library depended upon library scale and equipment, in average, NT\$30 million approximately. NT\$400 thousand was allowed to each library. The amount was NT\$500 million (approximately US\$150 million) throughout the project. The project provided the library resources in order to implement the project.

Implementation period | February 2003-June 2004

Performance

Thanks to continuous efforts, the project was completed well and executed efficiently and effectively in June 2004. While realizing the original intention, level of the library, cultural value, service and excellent facilities of average 95%, the local support and to the best of our capabilities in the sector of library work.

Interior and exterior design of libraries



Interior and library information technology

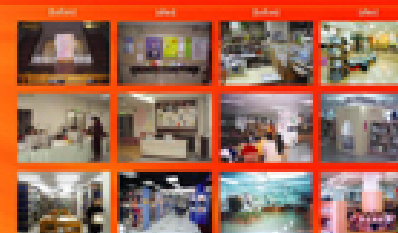


Upgrade cultural activities to meet local communities



Integrate activities to support library management, library operation and service

Picture showing the activities of the library before and after renovation



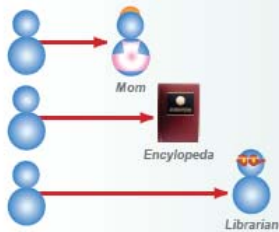
Future outlook

The steering committee in reading has already been created in library-improved libraries. And the cultural activities in other cities to enjoy the benefits of reading in the future. Village libraries will be encouraged to become village cultural centers. Staff training, reading activities activities and plans to increase the number of readers will continue the improvement. Continuing community activities, expanding library operations will make library activities in a friendly, enjoyable, and will help the public to engage in library work and cultural enlightenment.

Next Generation Search

Marianne Sweeny, Microsoft

1st Generation Interpersonal Search



2nd Generation Online Directories



3rd Generation Search Engines



4th Generation Social Search



Next Generation Perfect Search



Characteristics

- Human-mediated
- Shared context
- Refined relevance through searcher feedback

Characteristics

- Human-mediated using machine-skilled professionals cataloguing the web
- Shared context not always shared meaning
- Static relevance determined by cataloguer and accepted or rejected by searcher

Characteristics

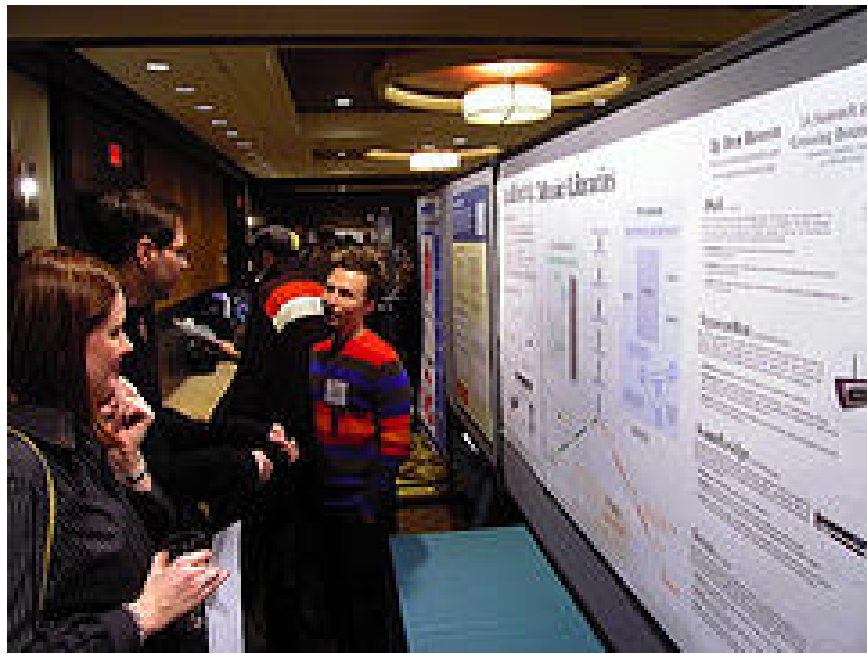
- Machine-mediated
- Birth of the box
 - abstracted query processing
- Introduction of algorithm
 - based on recall and (keyword) weighting for precision
- Google
 - user friendly UI, Page Rank algorithm
- Dynamic relevance tied to weighting & proprietary algorithms

Characteristics

- Human-directed/ machine-mediated
- Introduction of community
 - social bookmarking (Yahoo!, del.icio.us, Technorati)
 - specialized search (local search, vertical search, NonText search)
- Exposure of "deep Web"
- Some searcher relevance refinement
 - Yahoo Mindmapper
 - RSS Feed subscription

Characteristics

- Human-like machine mediation
 - All knowing all digital documents
 - All understanding
 - Probabilistic Latent Indexing
 - Latent Semantic Indexing
 - Dynamic relevance through predictive refinement
- "... a reference librarian with complete mastery of the entire corpus of human knowledge."
- Larry Page
Cofounder, Google



Here's a poster session...

and here's another one.



Capstone Poster Session

- Content Requirements
 - Objectives
 - Methodology
 - Outcomes
 - Conclusions
- Medium Requirements
 - Mounted on a foam core base no larger than 20x30 inches
 - May use a laptop, but it is not required. Poster is required, however.
- Format of Session
 - 1) Minute Madness: 60 seconds each
 - 2) Poster Viewing

Some tips for creating a poster

- Don't overfill your poster with content; leave some **negative space**.
- Really. Take everything out that you don't need, and then one more thing.
- Use **images** instead of words wherever possible.
- Don't forget grammar, spelling, and punctuation. **Proofread** your poster *before* you print it out.

Visual Design

- Make sure the title and text are large enough to read from a distance.
 - title ~ 25ft
 - text ~ 5ft
- Use **lists** rather than text blocks
- Don't underline, instead *use italics*

Color

- Remember **color blindness**. Don't use color combos that people might not be able to see
- Use a light background with dark text.
- Choose a **matte finish** to minimize glare.

Types of Posters

- A few different ways to put your poster together:
 - as a whole piece
 - PowerPoint
 - Adobe InDesign or Photoshop
 - Visio / Omnigraffle
 - **Pros:** professional, polished look
 - **Cons:** can take longer to prepare, transportation can be difficult
 - 8.5x11 inch sheets of paper assembled on foam core
 - **Pros:** easier to create, transport
 - **Cons:** looks less put together

Tools

- **Scanners:** used to create graphics from print material (available in the lab)
- **Graphics Software:** SnagIt, Photoshop, Illustrator
- **Desktop Publishing Software** (used for layout): InDesign, PowerPoint, Visio / Omnigraffle
- **The Plotter:** located in the CIT Lab in the Business School
- A great poster can be made with nothing more than PowerPoint and SnagIt

Putting it all Together: PowerPoint

- You can find poster templates online by searching for “**poster templates PowerPoint.**” There are also some links at the end of the presentation.
- Resize your slide immediately after opening PowerPoint (waiting until the end can create a formatting nightmare). File→Page Setup
- You can also change your slide’s orientation through the same menu path.
- Use the menu to insert images rather than cutting and pasting

Putting it all Together: Visio and Omnigraffle

- Diagramming applications used to create flow charts, org charts, room layouts, *and* great posters
- Really **intuitive** interface, drag and drop
- Creates a **professional look** without the time or effort required from graphic design programs

Putting it all Together: Graphics Software

- When editing images in Photoshop or Illustrator, use **CMYK** settings, rather than RGB.
- SnagIt Screen Captures
 - Set the resolution high enough so that the image won't degrade when it's enlarged.
 - Profile Settings → Effects → Image Resolution
 - **400dpi** should be high enough

Printing on the B-school plotter

- The Business School has a printer in GSB 2.130. It can be used by appointment only. Call 475-6364 to set one up. They will have you fill out a form.
- Arrive with your file on a flash drive, CD, or on UT WebSpace. They generally set aside an hour per print job.
- Can only print from PowerPoint or Photoshop
 - If made in another program, they recommend exporting it as a tiff.

Printing on the B-school plotter - part 2

- Pay with IDT (inter-departmental transfer) funds or Bevo Bucks. No cash, no credit cards.
- Their printer is an **HP 5000ps**. It prints 6-color CMYK (that's CMYK + light C+ light M) on a 42-inch wide sheet of paper, charged by the foot. Costs are \$2/foot for matte, \$6/foot for glossy. Choose matte for legibility.
- Resolution varies, but its “low quality” is 300 dpi. You can get up to 600x1200 dpi.

Presenting your Poster

- Consider bringing handouts, business cards, or some other sort of **takeaway**.
- Memorize a couple of spiels that you can bring out depending on your viewers level of interest:
 - the “**elevator pitch**”
 - a more detailed explanation
- Don't block your poster!

Resources

- **Templates/Design**
 - [The Non-Designer's Design Book](#), by Robin Williams
 - [The Elements of Graphic Design](#), by Alexander White
 - [PowerPoint Templates](#)
 - [Another PowerPoint Template](#)
- **Guidelines**
 - [Tips for a Readable Poster](#)
 - [How to Make a Great Poster](#)
 - [The Poster Session: A Guide for Preparation](#)
 - [How to Prepare a Poster](#)
 - [ALA Tips for Poster Sessions](#)

More Resources

- Software Tutorials
 - [IT Lab Omnigraffle Tutorial](#)
 - [IT Lab Visio Tutorial](#)
 - [IT Lab SnagIt Tutorial](#)
- The School of Information **[IT Lab](#)** has scanners, graphics software and desktop publishing software for all your poster design needs.
- **[DIIA Center for Instructional Technology Lab](#)**, located in the **Graduate School of Business** building, has a plotter to print large format posters
- [UT iSchool Capstone Poster Session Guidelines](#)
- [iSchool Graduation FAQ from SASI's blog](#)
- [This Presentation](#)