Science & Global Change Sophomore Practicum
Spring 2023
Poster and Video Guide

POSTER REQUIREMENTS AND RECOMMENDATIONS

Absolute Requirements: SGC requires that the following conventions be observed for full credit. Note that the template (available online and on ELMS) has these attributes already included.

- Your poster's overall dimensions should be 36" x 30". There should be a one-inch margin all around. This gives you 34" x 28" of useful space.
- The University of Maryland logo and the Scholars Sun logo must appear in the upper left- and right-hand corners respectively.
- The new SGC Delta-Globe logo should appear in the lower left hand corner.
- A QR code link to a webpage containing your YouTube video (see information below), scaled to 3" on a side, should appear in the lower right hand corner. To generate a free QR code, go to http://www.the-qrcode-generator.com/, use the URL tab, enter the URL for your YouTube testimonial video (which you have to create first) or a link page (if you want to record the video later), select 300 px, and click "generate". Now download the QR code that is generated (it will be in a .png graphic form). The link will be to a blank page (called perhaps "video.html") in the SGC portfolio folder of your site. Before the Academic Showcase itself you need to record and upload the video and embed it on this page.
- All posters are to have a heading indicating:
  - Project Title
  - Author's full name
  - Author's affiliation (i.e., Scholars program and major) and contact information (generally e-mail is all that is needed here, and Twitter handle if you want to include it)
  - The course used to get credit for the Practicum
  - The date of the presentation:

Monetary Benefit Analysis of Applying Suntan Lotion to the Backsides of Wealthy Retirees at the Sunny Side Up Naturist Resort

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- **All posters must be in Vertical (portrait) format!** You can download PowerPoint templates for posters at: http://www.geol.umd.edu/sgc/docs/SGCPosterTemplate.pptx

- **Bibliography**: If (and only if) you used bibliographic references in your poster, provide them for your text as if it were an academic paper. Depending on your project and write up, this may not be necessary. **For SGC's official scientific bibliographic format, see http://www.geol.umd.edu/sgc/resources/biblio.html**
- All text should be in a common font such as Times Roman, Cambria, Palatino, Arial, etc.
- Poster must be readily legible from six feet away. To this end, use large type (36 pts or more) for headings and 18-24 pt for body text. 18 pt font is perfect for captions, by the way.

Suggested text format: You will need to provide short, succinct blocks of text. Here are some standard items you should address; however, *be creative in the manner in which you address them, based on your particular project*.

[In fact, let's come right out and say it: ***everyone should try and make their posters distinctive and unique***. Don't feel beholden to a cookie-cutter, formulaic pattern. The ideas below should be addressed, but you needn't do it strictly in the manner we present.]

A. If your project is non-research oriented:
- **Service Site**: Present the service site, its mission, and complete contact information (address; contact email; URL) for it.
- **Issue Confronting Site**: Introduce the issue confronting your service site that your project was meant to address.
- **Activities**: Tell what you did to address the issue confronting the site.
- **Impact**: Describe the impact that your project had on the site, particularly with regard to the major issue you were attempting to address. Also, describe the project's impact on you (i.e. your knowledge base, attitudes, and outlook.).
- **Future work**: Describe possible future issues that your project enables your service site to address.
- **Acknowledgments**. Acknowledge everyone who gave you support or help. Be sure to acknowledge us, College Park Scholars, Science & Global Change, your host institution, **and above all your site supervisor**.

B. If your project is research oriented:
- **Introduction**: Introduce the issues and problems you are studying
- **Service Site**: Present the service site, its mission, and complete contact information (address; contact email; URL) for it.
- **Materials**: Describe the materials you used, be they bibliographic sources, archival material, or physical specimens.

- **Methods**: Explicitly describe your methods of analysis so that a reader would be able (with some research) to replicate your work.
- **Results**: State the results of your research clearly and succinctly
- **Discussion**: Interpret your results. This section should highlight your major conclusions and possible future lines of inquiry.
- **Acknowledgments**. Acknowledge everyone who gave you support or help. Be sure to acknowledge us, College Park Scholars, Science & Global Change, your host institution, **and above all your site supervisor**.

In any event:
- Posters are a **graphic medium of communication**. Pictures/charts/graphs are not merely flourishes; they are _**ESSENTIAL!**_ Any information that can be conveyed graphically should be done so.
- Be sure to **include photographs of yourself working on the project if this is feasible**.
- Where possible, use bulletized summaries of information in your text, rather than full paragraphs. You don't have much room!
- Assemble elements in a logical visual sequence so that the viewer's eye is drawn around the poster in the right order.
- Design your poster in such a way that it will be logical and intelligible **even if you are not there to explain it**.
- In academic writing, one generally suppresses one's personal views for the sake of objectivity. In a case like this, however, infusing your text with your personal subjective reactions to your project will make it more engaging and interesting, so don't hold back.
- One neat trick for focusing attention on a key idea is to highlight an insightful quote by placing it in large print in some central location. (You've probably seen news magazines do this.) As you perform your project, be alert for clever quotes that seem to sum up some important aspect.
- **But the real key is this**: This is your opportunity to promote yourself. People will **want** to know what **you** did. Punch up your role and your contribution as much as you can without **lying** or **slamming anyone else**. In this setting **modesty is a vice!**

The following are a set of websites with helpful hints about poster design:

https://projects.ncsu.edu/project/posters/

http://guides.nyu.edu/posters (especially see the well-designed vs. poorly-designed examples)

http://www.craftofscientificposters.com/design.html

http://www.soe.uoguelph.ca/webfiles/agalvez/poster/

ASSEMBLING YOUR POSTER IN POWERPOINT

Your final poster will need to occupy a 32" x 40" foam core backing. Since the paper used by the plotter is 36 inches wide, this effectively means that you will be making a 30" x 36" poster. Your challenge is attractively to fit a synopsis of your project into such a framework.

Below are the instructions for assembling the poster in MS PowerPoint. However, you can generally use Google Presentation to accomplish the same tasks (the commands may be slightly different). You will be submitting the final poster in PDF format, but it is easier to work with in PowerPoint.

Templates: A template for the poster is available (http://www.geol.umd.edu/sgc/docs/SGCPosterTemplate.pptx). However, you ***MUST*** modify it! Please do not use the ugly grey background; change the color for it. See whether your text boxes look better with or without borders. And so forth. Previous SGC posters are available online at http://www.geol.umd.edu/sgc/students/acadshowcase.html; you can use these as models for your poster.

Some important items:

- **Rename the file.** We would prefer you to rename the file in the following format: [Last Name][First Name].pptx. For example, Merck's file would be "MerckJohn.pptx", and Holtz's would be "HoltzThomas.pptx". Do ***NOT*** call it "Scholars.pptx" or "SGCPoster.pptx" or something like that: keep in mind we have to deal with dozens of these files. Now, save that file.
- **Write your text**. See notes above about structure and style. Keep in mind, this poster is about YOUR experience; you are encouraged to use the active 1st person voice.
- **Import some images**: Some important things about these:
  - Use 150 dpi resolution or better
  - Don't mess up your image's aspect ratio, or you'll look like a doofus. (And you'll have points taken off!!) Make sure "Lock aspect ratio" is clicked.
  - Don't resize your images so much that you lose resolution. If your original was only 72 dpi and 3 inches across, expanding it to 12 inches across will make it a grossly pixelated 18 dpi.
  - Caption your images! (You can actual place text on top of your image, so the caption need not be outside the image frame.) Cite the source.
  - **DO NOT embed Quicktime data as images**. These are unreadable by the printer.

Save Your Work: While working on your file, save it in PowerPoint (".pptx") format. Do it early and do it often; this way you won't lose changes. HOWEVER, when you are satisfied with the poster, you **NEED** to turn in a pdf (".pdf") format version of the file as well. Depending on your system, this might be either under "File" → "Save As…" or under "File" → "Print." (Additionally, there are various free software packages available online to convert ppt files into pdf.) When you are done, submit a draft copy of the PDF version online via

ELMS by close of business on **4/xx**; Drs. Holtz & Merck will let you know of any required changes. The final version will be submitted on ELMS on **4/xx**. Also, KEEP A COPY OF THE FILES YOURSELF!!

With these simple guidelines, you ought to be able to make an attractive poster.

Put Your PDF Version Online!

Don't forget that you have to turn in an online version of your practicum project as well. Just:

- **Mount your pdf file online**. It is easiest to just put it in the same folder as your SGC webpage html file. If not, make certain that the HREF link in the next bullet includes the complete URL for you pdf file.
- Insert the following link onto your main SGC Portfolio page:
  <A HREF="myfilesname.pdf">SGC Practicum Poster</A>
  where "myfilesname" is (not surprisingly) your file's name.

CREATING YOUR YOUTUBE TESTIMONIAL VIDEO

For the project, you will need to create a brief (~90-120 second on average) video explaining your project, uploaded to YouTube.

For your video (in which you can either do a "talking head" presentation in front of a camera, or simply a narrated PowerPoint as in the "Search for Solutions" project last semester), you want to point out the following elements:

- Your name, the fact you are an SGC sophomore, and your major
- The site where you worked
- The topic of your work
- What you did for your project
- What you learned from your project
- And, where appropriate, what you would recommend for future Scholars interested in this topic

We encourage the use of images, charts, graphics, animations, and video clips, keeping in mind at all times University regulations about plagiarism, proper citations, etc. Each and every such item must be properly referenced: at minimum, all must be listed in the "More Information" text to go with the video, and additionally you should put a caption underneath all charts and video clips.

By the way: there is no obligation to use video clips or music. However, some students find this enhances their presentation. On the other hand, many presentations will have to make use of some sort of charts,

graphs, or tables, as you are dealing with presenting scientific information. But some are fine just as "talking heads" videos.

There is no one right way to make a video. Go to Google and search on ""how to make a youtube video" college project" and you'll get over half a million hits. In fact, you may want to explore some of these. And let's face it: all of us are now more used to speaking into a camera than we ever were before…

However, we **_strongly_** recommend the following approach: One common—and effective—method of creating videos is to first create a PowerPoint or Prezi presentation, then record your audio as you narrate the presentation. PowerPoint allows you to "Save As Video". Again, YouTube is full of a great number of useful videos of creating effective PowerPoint presentations for video.

For those who want to try something different, the University's One Button Studios (https://faculty.umd.edu/1button-studios) are available for student use.

Feel free to examine the following online resources for suggestions on effective PowerPoint Presentations:
- http://www.youtube.com/watch?v=kNtEcD6U-ew
- http://communication.howstuffworks.com/effective-powerpoint-presentations.htm
- http://www.lifehack.org/articles/technology/10-tips-for-more-effective-powerpoint-presentations.html
- http://mason.gmu.edu/~montecin/powerpoint.html

Consider that your video (and its accompanying supporting information) is the equivalent of both a major term paper and an in-class presentation, and is held up to the same academic standards, as are these. Thus, we expect:
- All items presented to be factual, supported by primary references, and properly attributed
- The dialog and text is your own; where you must give a statement in someone else's words, you must distinctly and clearly indicate that is what is going on
- Correct spelling and proper grammar
- Presentation style appropriate for a university course
- Dialog is clear and understandable
  - *__PLEASE__* listen to your video before submitting it!! A common mistake is students turning in videos with sound far to low to be heard, or far too noisy in the background to be understood.
- Images, video clips, music clips, etc., are done so strictly following the "Fair Use" doctrine (http://lib.guides.umd.edu/content.php?pid=197882&sid=1655342). In general, it is safest to limit images you use to those from scientific technical publications, government agencies, and Wikimedia, and music to Creative Commons sources. And, of course, to give proper citation for these!

- Presentation style that you would not mind seeing your family seeing, as this will indeed be posted on YouTube for all to see!

Keep in mind you are shooting for videos no more than two minutes long: you will be penalized for going too long beyond that. Towards that end, don't pad with unnecessary information nor dwell too long on topics that squeeze out your main point. A little longer than 120 seconds is okay if justified in telling your story

We definitely recommend practicing this among your group several times before recording your presentations.

Also, while you may use clips of other videos in your own video, they cannot be more than 1 minute long TOTAL, and you should redub the audio except in cases where you are using it as a quote (for instance, an clip of a newscaster talking about an item, or a short clip from a movie, or something similar).

- Here is one example of how to create a video using PowerPoint: http://www.youtube.com/watch?v=aNkfZvjPHFE
- Here is another, which uses the freeware "Audacity" for audio editing, (but there are other ways to do the audio): http://www.youtube.com/watch?v=XiQr5efiW7o
- For the really adventurous, you can explore doing fancy animated graphics: http://www.youtube.com/watch?v=jMnh553BW4k

When you get ready to upload your video, you will need a YouTube account. These are free. Also, if you have a Google+ account, you have an account by default.

Make sure that Privacy Settings is "Public", Category is "Science", and (under "Monetization") make certain that you do **_NOT_** click on "Monetize my video". (Sorry, no raking in the big Internet $$ for this project... ☺). Under "Advance Settings" make sure "Allow comments" is **_NOT_** selected.

Here is a brief video explaining uploading a video to YouTube: http://www.youtube.com/watch?v=oZvBuqRxaPs

Some notes about Creative Commons:

In order to deal with the issues of copyright and fair use, the Creative Commons license method has been developed. Whenever you use digital images, audio, and code in a public place such as the Internet, please make certain that you have the right to use it.

Many creative individuals have made pictures, graphics, code, music, sound effects, etc., available for free for people to use, under a set of different conditions. You are encouraged to use these, so long as you follow those conditions. Please review the following for more information:

http://www.educatorstechnology.com/2013/07/what-students-need-to-know-about.html

http://www.educatorstechnology.com/2013/07/a-must-see-graphic-on-creative-commons.html

http://www.educatorstechnology.com/2013/06/awesome-visual-on-creative-commons.html

http://www.educatorstechnology.com/2013/01/what-teacher-need-to-know-about.html

http://www.educatorstechnology.com/2013/09/this-is-how-students-can-generate.html

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Your QR code (see p. 1) should go a blank html page in which you will later embed your YouTube video. The advantage to this is that you do NOT have to record your YouTube video by the time you make the poster. Instead, you create an html page, mount it in your "pub" online, then create a QR link to it. Later once when you record your video, embed your video onto this page. In this case, if you were unhappy with your YouTube video you could keep on re-recording it and change which version you embed on the page without the QR link. However, once you have the QR link you ***cannot*** ever change the name or capitalization of that page, or of any folder it is in, because that would break the link. So please be very, very careful when creating your QR code; in fact, we strongly suggest that you create the page in advance, mount it online, and directly copy the URL of that page when making your QR code.

In order to embed a video onto the video.html page on your website:

- Upload your video onto Youtube, and make sure you make it public
- Go to the Youtube page of the video and find the arrow and the word "Share" underneath the video panel itself. Click on it.
- A popup window should pop open. At the bottom of that window should be the words "EMBED" and "COPY". Click on "EMBED".
- In the new popup there is a bit of html code, and a list of options underneath. Copy the html code.
- Go to your html file you have named "video.html". In your text editor, paste this html code into the body of the file. Save it and upload the new version of "video.html" (replacing the original.)
- When you look at the new version of "video.html" online, your video should be present