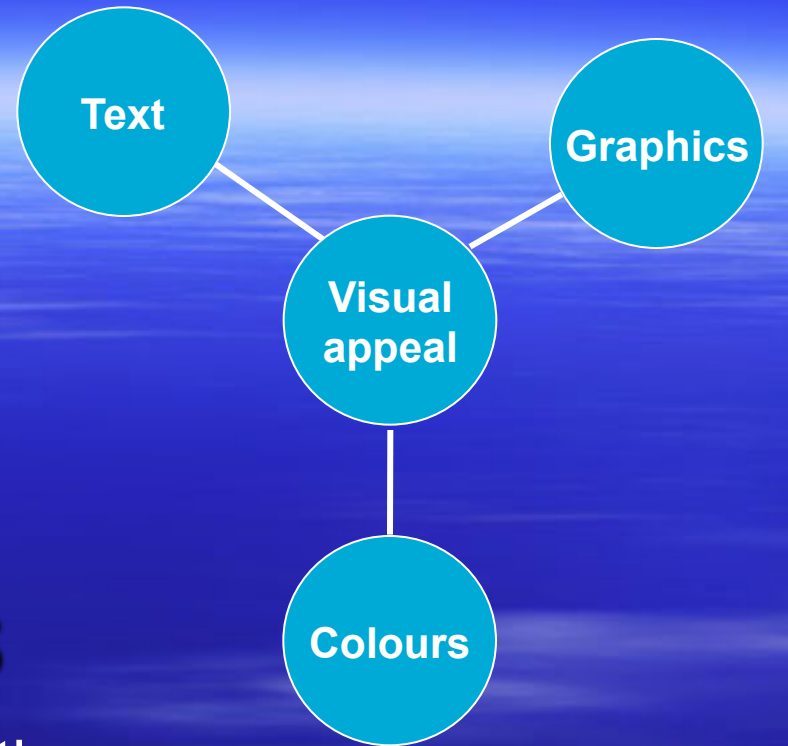


# Designing Academic Posters

Content and Visual Organization



information

Graham Saunders  
Lakehead University

# Main Content features

- Title and author
- Essay question/topic – Abstract/summary
- Introduction/Background
- Description of Results or Findings, including a visual display of information: e.g. graph, photos
- Conclusions
- References (small font)
  
- Priorities include being clear and concise. A poster is a form of public speaking and requires a professional presentation.

# Layout

- Clear entry point for readers
- Logical visual flow
- Use numbering or arrows if linked content should be read in a particular order
- Avoid either  
oversimplifying or overcomplicating

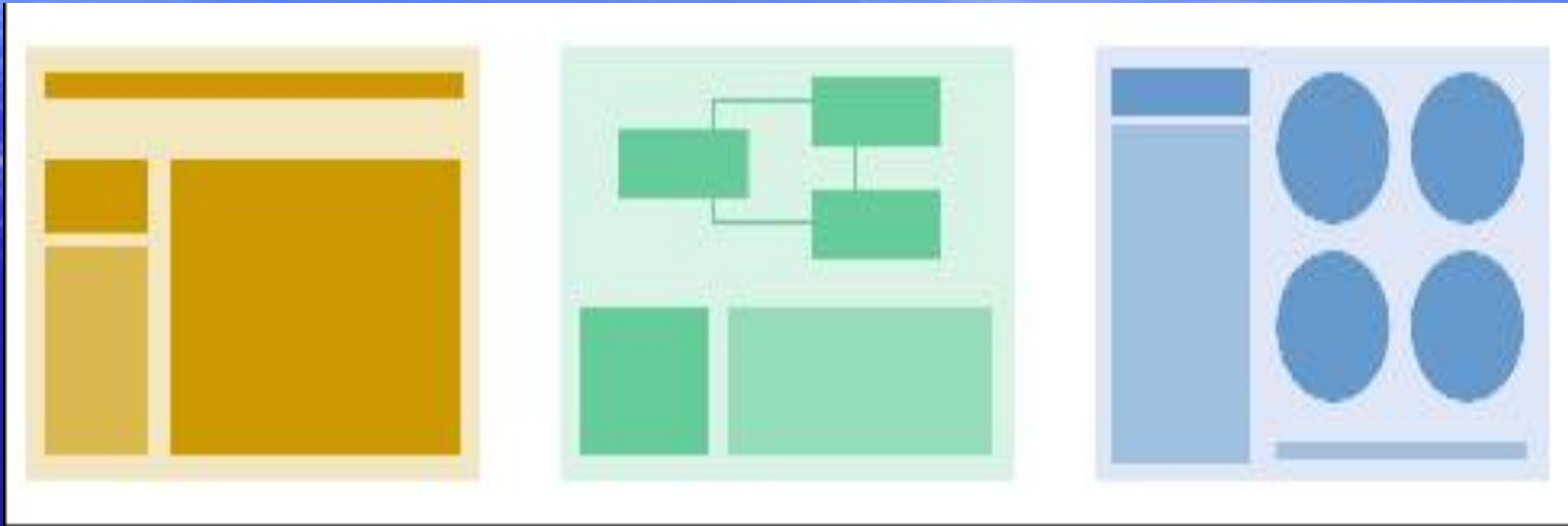
Too little  
useful  
information.

Too much  
information.

# Layout and design (cont.)

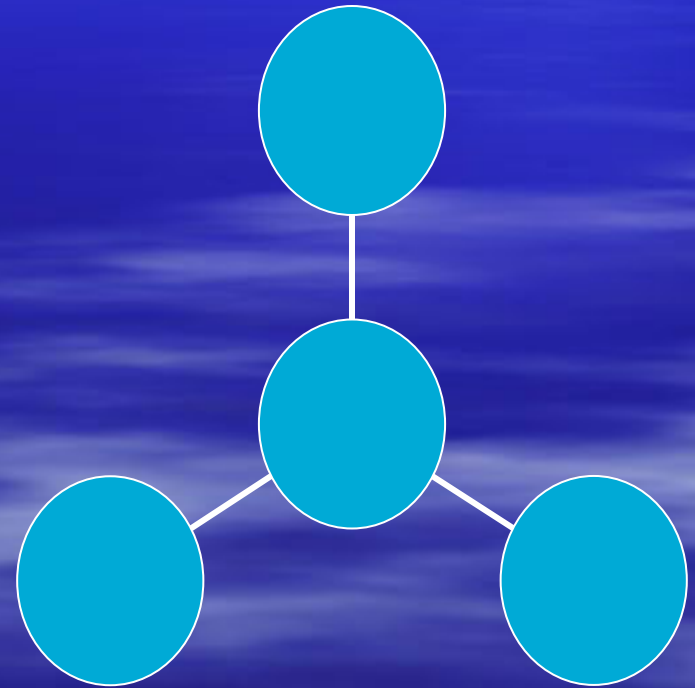
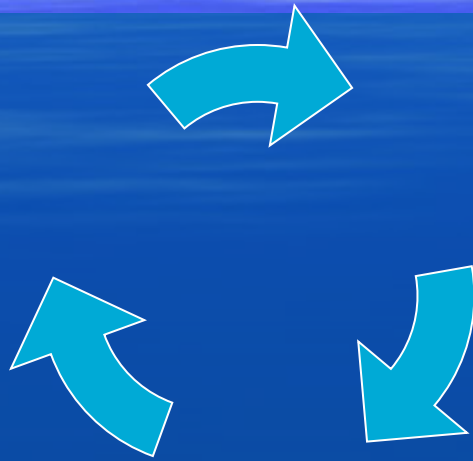
- Clear, legible and attractive from a distance
  - readable from one metre
  - attract interest from about five metres
- As much information as possible should be presented visually
- For text clarity, use a sans-serif font like Arial or Helvetica
- Make sure there is good contrast between text and background
- Structure your information visually with consistent headings.

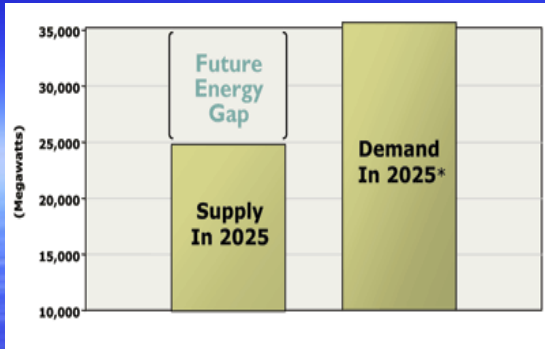
# Layout and design (cont.)



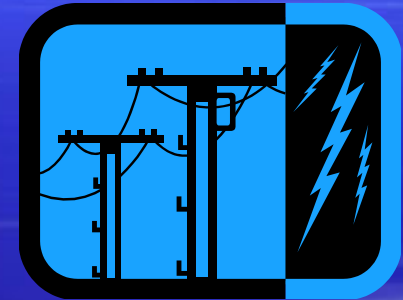
Source: [www.bristol.ac.uk/is/learning/documentation/](http://www.bristol.ac.uk/is/learning/documentation/)

# Layout and design (cont.)





Text



Introduction

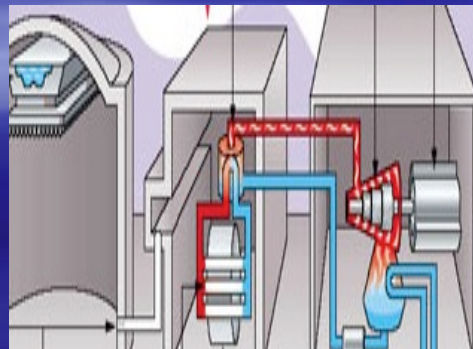
# Energy options for Ontario

Your name  
Lakehead University

Text



Background



Brilliant (we hope)  
Conclusion

# Special backgrounds...





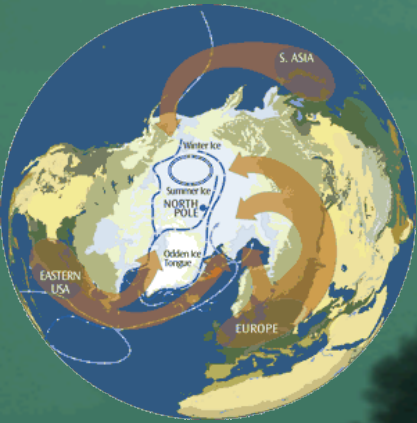
# Water Resource Management Academic Posters

February, March 2016

Geography Department  
Lakehead University



# Pollutants in the Arctic



## Introduction

- Although the Arctic is highly limited in infrastructure and settlements, it is highly polluted.
- Local contaminants cannot explain the high levels of toxins measured in spring runoff, animal fat or Inuit breast milk.
- Pollutants are travelling long distances, from remote point sources, and being deposited on the incredibly fragile arctic lands.

## Health Concerns

- Polar bears studies are finding high levels of toxins in their fat reserves.
- Thinning of eggshells in sea birds
- Contaminated breast milk in indigenous peoples
- Fish stocks are declining in many areas
- Contaminated breeding grounds for peregrines and other Arctic birds
- Bioaccumulation of POPs in seal and walrus



## Transport

Contaminants travel to the Arctic via long range transport. The most common routes include:

- atmospheric circulation
- land and river travel
- oceanic currents

These routes depend on the chemical properties of the toxins being carried, Such as:

- ability to dissolve in water
- weight of contaminant
- volatility

### Persistent Organic Pollutants

- **Sources:** pesticides, industrial chemicals and runoff
- **Health effects:** lower reproductive rates, malformations of reproductive organs, liver failure, tumors.

### Heavy Metals

- **Sources:** natural sources, combustion of fossil fuels, leaded gasoline, waste incineration.
- **Health Effects:** memory loss, allergies, dementia, aggressive behavior,

### Radioactive waste

- **Sources:** natural sources, nuclear weapon testing and manufacturing, reprocessing plants.
- **Health effects:** sickness and vomiting, tumor and cancer development.

## Future Prospectives

A reduction in pesticides, such as DDT, the use of unleaded fuels, and the lowering the number of nuclear tests has reduced the transport of some POPs, heavy metals and radionuclides to the Arctic.

The full effects of these changes will likely Take many years to quantify. More steps for reduction of pollutants must be taken to ensure the health of Arctic systems, and return it to its relatively pristine state.



NAME