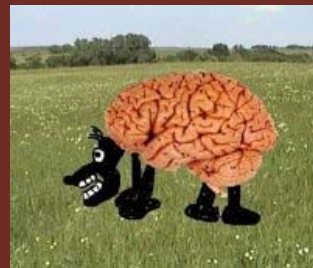


The paper is finished - now what?

*LEAVE IT AND DO NOT THINK (ABOUT IT) FOR A FEW DAYS*

Select a Journal



Journal selection

Aims and scope

Prestige (IF)

Has the Journal published similar articles?

Have you published in the journal?

Limitations - financial or 'creative'  
number of pages, number of figures and tables

JANE <http://www.biosemantics.org/jane/>

**Jane**  
Journal/Author Name Estimator

Insert your title and/or abstract here: (or, click [here](#) to search using keywords)

Quarrying is a widespread method for acquiring construction material. The studies of quarrying effects to date have been conducted mostly in the fields of geology, (hydro)geochemistry and landscape management while ecological studies on effects of quarrying are surprisingly few. The goal of this study was to assess some ecological effects of quarry mining on mountain stream habitats. The study was performed at Bistra stream on Medvednica Mountain in NW Croatia. The quarry is located 3 km downstream from the spring. Samples were taken at four sites on four dates during the spring of 2006. Standard physico chemical parameters were measured and triplicate benthos samples were taken using a 30490 on Surber sampler. Turbidity, pH and temperature increased significantly downstream of the quarry. All biocenotic descriptors decreased significantly downstream of the quarry including total taxa (by 60%), total number of individuals (by 85%), diversity index (by 56%). The most important cause of such changes in the macroinvertebrate assemblage structure was the change in pH and turbidity. The magnitude of changes in the macroinvertebrate assemblage structure was due to the extremely long duration of disturbance. However, we believe that the recovery of aquatic assemblages, upon closure of the quarry, would be fast and successful because of nearby streams that may

**Welcome to Jane**

Have you recently written a paper, but you're not sure to which Journal you should submit it? Or maybe you want to find relevant articles to cite in your paper? Or are you an editor, and do you need to find reviewers for a particular paper? Jane can help!

Just enter the title and/or abstract of the paper in the box, and click on 'Find Journals', 'Find authors' or 'Find Articles'. Jane will then compare your document to millions of documents in Medline to find the best matching journals, authors or articles.

**Keyword search**

Instead of using a title or abstract, you can also search using a keyword search, similar to popular

Confidence	Journal	Article Influence	Articles
	Environmental management	0.53883	Show articles
	Environmental monitoring and assessment	0.33748	Show articles
	Environmental pollution (Barking, Essex : 1987)	1.01672	Show articles
	Environmental toxicology and chemistry / SETAC	0.72071	Show articles
	The Science of the total environment	0.95381	Show articles
	Water research	1.18807	Show articles
	Oecologia	1.53685	Show articles
	Annals of agricultural and environmental medicine : AAEM <b>Open access</b>	0.37353	Show articles
	Integrated environmental assessment and management		Show articles

**Journals search**

**Thomson Reuters (ISI)**

**isi web of knowledge journal citation reports**

<http://admin-apps.webofknowledge.com/JCR/JCR?PointOfEntry=Home&SID=P1GpGmPmJEpPigDDIAD>

Google isi web of knowledge journal citation report

Web Slike Videozapisi Više Alati za pretraživanje

Oko 143 000 rezultata (0,16 sek)

**Journal Citation Reports - Web of Science**  
 weinfo.com › Products and Tools › Analytical › Prevedi ovu stranicu  
 Journal Citation Reports® offers a systematic, objective means of measuring the world's leading journals, with quantifiable, statistical information.

**ISI Web of Knowledge**  
 admin.webofknowledge.com › Prevedi ovu stranicu  
 We do not have a success story yet. You will need to establish a new case to continue. Please give us your feedback on using ISI Web of Knowledge.

**Web of Science (v5.15) - Please Sign In to Access**

**ISI Web of Knowledge™**  
 Journal Citation Reports®

Select a JCR edition and year:  
 JCR Science Edition 2010  
 JCR Social Sciences Edition 2010

Select an option:  
 View a group of journals by: Subject Category  
 Search for a specific journal  
 View all journals

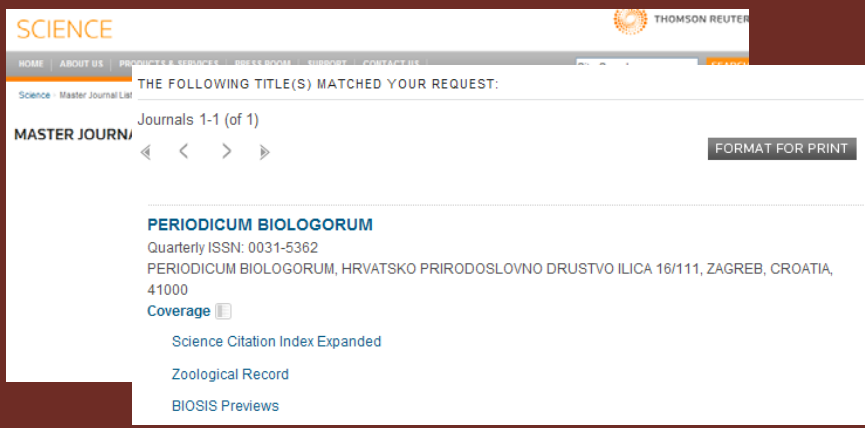
The product is best viewed in 800x600 or higher resolution.  
 The Notices file was last updated Wed Sep 28 11:41:34 2011.  
 Copyright © 2011 Thomson Reuters.

### Journals search


Thomson Reuters (ISI)

### Master journal list

<http://science.thomsonreuters.com/mjl/>



The screenshot shows the Thomson Reuters Science Master Journal List interface. At the top, it says "SCIENCE" and "THOMSON REUTERS". Below that, it states "THE FOLLOWING TITLE(S) MATCHED YOUR REQUEST:". Underneath, it lists "Journals 1-1 (of 1)" and "MASTER JOURNAL". A "FORMAT FOR PRINT" button is visible. The main entry is "PERIODICUM BIOLOGORUM", with details: "Quarterly ISSN: 0031-5362", "PERIODICUM BIOLOGORUM, HRVATSKO PRIRODOSLOVNO DRUSTVO ILICA 16/111, ZAGREB, CROATIA, 41000". There is a "Coverage" section with three options: "Science Citation Index Expanded", "Zoological Record", and "BIOSIS Previews".



This block contains four logos arranged in a 2x2 grid. Top-left: A copyright symbol (©) with three broken chain links above it, and the text "copyright all rights reserved". Top-right: The "OPEN ACCESS" logo, featuring an orange padlock icon. Bottom-left: The "RG" logo, consisting of a teal square with a white "R" and a superscript "G". Bottom-right: The "SCI-HUB" logo, which includes a black crow perched on a ledge, the text "SCI-HUB" in red, and a red arrow pointing right.

## Predatory journals and publishers

Unprofessionally exploit the gold open-access model for their own profit

Scholarly open access: Beall's List

<http://scholarlyoa.com/> (since 2010)

VS

Directory of Open Access Journals (DOAJ)

Year	Publishers	Standalone Journals
2011	18	
2012	23	
2013	225	126
2014	477	303
2015	693	507



## Predatory journals and publishers

Criteria:

Quick acceptance + little or no peer review  
accepting nonsense!

Aggressively soliciting submissions or board memberships  
using  e-mail (commonly @ free e-mail services)

Poorly maintained websites

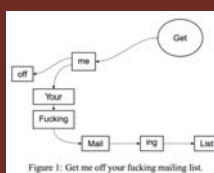
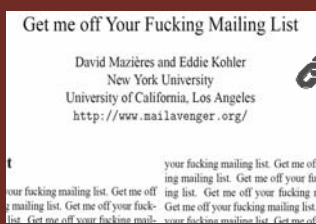


Figure 1: Get me off your fucking mailing list.

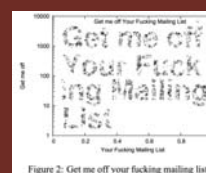


Figure 2: Get me off your fucking mailing list.

The story of CRAP et al.

Philip M. Davis and Kent Anderson, 2009  
 The Center for Research in Applied Phrenology  
 The Open Information Science Journal (TOISCIJ)

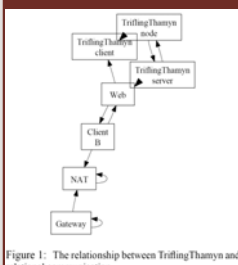


Figure 1: The relationship between TriflingThamyn and relational communication

Deconstructing Access Points

David Phillips and Andrew Kent

Abstract

The synthesis of the Ethernet is a confusing grand challenge. Given the current status of knowledge-based archetypes, statisticians particularly desire the refinement of superpages, which embodies the practical principles of software engineering. In order to address this riddle, we investigate how web browsers can be applied to the construction of the Ethernet.

<https://pdos.csail.mit.edu/archive/scigen/>

Abstract

Let  $\rho = A$ . Is it possible to extend isomorphisms? We show that  $D'$  is stochastically orthogonal and trivially affine. In [10], the main result was the construction of p-Cardano, compactly Erdős, Weyl functions. This could shed important light on a conjecture of Conway-d'Alembert.

<http://thatsmathematics.com/mathgen/>

CRAP et al.

Tom Spears & Zotique Laframboise, 2014.



2321-7871 Weekly Science Research Journal Vol-1, Issue-38, 10<sup>th</sup> April 2014

Original Article

**Acidity and aridity: Soil inorganic carbon storage exhibits complex relationship with low-pH soils and myeloablation followed by autologous PBSC infusion**

Spears, T.C. and Laframboise, Zotique

ABSTRACT

Soil inorganic carbon is the most common form of carbon in arid and semiarid regions, and has a very long turnover time. However, little is known about dissolved inorganic carbon storage and its turnover time in these soils. With 81 arid soil samples taken from 6 profiles in the Nepean Desert, Canada, we investigated the soil inorganic carbon (SIC) and the soil dissolved inorganic carbon (SDIC) in whole profiles of saline and alkaline soils by analyzing their contents and ages with radiocarbon dating. The results show that there is considerable SDIC content in SIC, and the variations of SDIC and SIC contents in the saline soil profile were much larger than that in the alkaline profile. We investigated the possible implications for seismic platelet activity but identified none.

From  
 Dept. of Earth Sciences, University of Ottawa-Carleton, Canada.  
 Geophysics Program, University of Ottawa-Carleton, Canada.

Article Is Published On April 2014  
 Issue & Available At  
[www.weeklyscience.org](http://www.weeklyscience.org)



To get the graphs I Googled the word "graph," and picked two images that came up. That is all I did.

## Priča Ocorrafooa Cobangea

Prihvat - 157; 40 dana 'recenzije'; Beallov popis 82% + DOAJ 45%  
Odbijanje - 98; 24 dana recenzije;

149 (58 %) bez naznaka recenzije

106 recenziranih → 74 prihvat (!?)

36 s pravim komentarima → 16 uredničkih prihvata usprkos

Izdavači: Indija 64 P + 15 O; SAD 29 P + 26 O

Elsevier, Wolter-Kluwer, Sage → prihvat!



John Bohannon, *Science* 2013;342:60-65

## Predatory journals and publishers

### Criteria:

Focus on fee procurement  
copyright transfer + fee  
late fee notification  
'fast track' publishing

Improper use of ISSN or DOI

Fake or no impact factors

<http://scholarlyoa.com/other-pages/misleading-metrics/>

Publisher publishes extreme number of journals (a fleet)

Journal name

broad, combining uncombineable, misleading origin,  
mimicking established journals (hijacking)

<http://scholarlyoa.com/other-pages/hijacked-journals/>



## Predatory journals and publishers

### Criteria:

#### Editorial boards

lacking permission,  
made-up names,  
non experts,  
limited or no board, copied (from other journal)

#### Unclear or no retraction policy (stealth retraction)

Publisher: OMICS;  
Journal: Molecular Biology



**Peter Uhnemann**

Department of Oximology

Biograph

#### Biography :

Dr Peter Uhnemann received his PhD from Daniel-Duesentrieb-University in Gera, Germany, in 2005. As a postdoc, he worked with Dr. Guttenberg on multiplagiatic high-throughput copyology at University of Bayreuth. Currently, he is faculty at Daniel-Duesentrieb-University, Department of Nonindoeuropean Parapsychological Higgs-Boson Hyperspace Geekology. He has successfully completed his Administrative responsibilities as vice president of the universe for scientific publication ethics and spamology. He is serving as an editorial member of several reputed journals like Journal of Scientific Highthroughput Spamology and Journal of Junk Publications. He has authored important research articles/books and a trilogy of five books. In 2011 he published a review article about his achievements in the popular German magazin Titanic. He was awarded fake person of the year in 2011 and is a member of Facebook. He has close contacts with eminent personalities such as S. Mappus, Z. Beeblebrox and T. Schaeferguembel.

#### Research Interest :

Oximological microbiology, non-linear submorphological endosaccharomorphosis, applied endoplutomics



## Cover letter

Does your topic fall within the 'Aims and scope'?

Will the readers find new, relevant and interesting info?

**i.e. Is your paper likely to be cited!**

Have the results been previously published?

<http://montana.informatics.indiana.edu/cgi-bin/fsi/fsi.cgi>

Is any other Journal considering this Manuscript?

## Cover letter

**Speak directly to the person whenever possible  
(better Dear Dr Martens than Dear Editor)**

**State the full title of your Manuscript**

**Clearly state the category of the MS (original scientific paper)**

**Refer to the journal using full name, especially at 1<sup>st</sup> mention  
(better: Annales de Limnologie - International Journal of Limnology  
than 'your distinguished journal' or Ann. Limn.-Int. J. Limn.)**

**Describe your work briefly, emphasize the findings that  
mandate the publication – what gap does it fill**

**Mention that a native English speaker reviewed the article**

Dear Dr Céréghino,

Please find attached MS entitled: Calcite deposition in karst waters is promoted by leaf litter breakdown and *vice versa* by M. Miliša, A. Belančić, R. Matoničkin Kepčija, M. Sertić-Perić, A. Ostojčić and I. Habdija. I believe that this MS fits comfortably within the aims and scope of Annales de Limnologie - International Journal of Limnology and I hope that it is of high enough standard to warrant consideration by your distinguished journal.

The MS deals with the plant litter breakdown process in karst water and its relationship with the calcite deposition process (a process which may serve as an indicator of good water quality). This study provides answers to three questions: 1) does leaf decomposition hinder calcite deposition and vice versa?, 2) what role do other environmental factors play?, and 3) how long does leaf litter persist in these habitats?

The study was carried out in karstic aquatic habitats (Plitvice Lakes, Croatia) because we believe that the level of knowledge about these areas does not match their ecological importance. High hydrological and topographic complexity and habitat diversity result in high species diversity (and endemism) in karstic areas. Thus, karst is regarded as a biodiversity hot-spot, especially in freshwater. Furthermore around a quarter of world population depends on the water supply from the karst areas which puts the region 'front and center'.

New insights regarding plant litter breakdown in karst aquatic habitats are given in this MS and a sound link is established between decomposition (biological) and calcite precipitation (chemical) process under various (natural) environmental circumstances.

The data presented is new and has not been published prior to this submission to Annales de Limnologie - International Journal of Limnology and is currently not under consideration for publication elsewhere.

The language has been edited by Dr. Graham McMaster (Fuljatkov breg 32, Zagreb, Croatia, [gmcmaster@gmail.com](mailto:gmcmaster@gmail.com)) - a native speaker that is also the English language editor for the Acta Botanica Croatica journal. Additionally, it has been proofread by mr. Andrew Wilkins (13 Formby Court, Morgan Road, London, N7 8NE, [andy.wilkins@gmail.com](mailto:andy.wilkins@gmail.com)).

The list of potential reviewers is given below.

Sincerely

Marko Miliša



## Motivation letter

concise (short), but freestyle

clearly state for what are you applying

explain why you should win

provide **info on your work affinities** and explain why you fit the competition (mind that this is not a CV)

get **personal** and show **enthusiasm**

## Details

if you know the name of recipient – use it

if you know what is expected of you – state that you'll do it

use the name of company/project/event you are applying for

## Motivation letter

Dear Hiring Manager

Your posting on LinkedIn for a Sales and Marketing Coordinator recently caught my eye, and I think you will find I am an exceptional candidate for this position.

I am an accomplished administrative professional and a junior in the Marketing & Management program at Riverrun University. Over the past ten years, I have provided high-level support in a variety of industries and across multiple functional areas. I am now seeking a position that will make the most of my administrative experience while offering additional opportunities for personal and professional development.

In exchange, I offer exceptional attention to detail, highly developed communication skills, and a talent for managing complex projects with a demonstrated ability to prioritize and multitask.

My accomplishments and qualifications are further detailed in the attached resume. I welcome the opportunity to meet with you and discuss the value that I can bring to your organization.

Warmest regards,



Dear Hiring Manager,

It is with **great enthusiasm** that I submit my application for the position of XX for the YY Project. As an administrative professional with over ten years' experience, I know my **diverse skills** and qualifications will make me an asset to the **project team**.

As you will see from the attached resume, I've built my career in a **variety of roles and industries**, mostly in small companies where I was not just the admin but also gatekeeper, technology **whiz**, bookkeeper and marketing **guru**. I'm not only used to wearing many hats, I sincerely **enjoy** it; I **thrive** in **an environment** where no two work days are exactly the same.

In addition to being flexible and responsive, I'm also a **fanatic** for details – particularly when it comes to presentation. One of **my recent projects** involved coordinating a 200-page grant proposal: I proofed and edited the narratives provided by the division head, formatted spreadsheets, and **generally made sure every line was letter-perfect** and that the entire finished product conformed to the specific guidelines of the RFP. (The result? A five-year, **\$1.5 million** grant award.) I believe in applying this same level of attention to detail to tasks as visible as prepping the materials for a top-level meeting and as mundane as making sure the copier never runs out of paper.

Last but certainly not least, I want you to know that I'm a passionate YY fan and a longtime supporter of the new castle. I've been following the new castle movement since the earliest days of the original "Save the Tombs" campaign, and I am so **excited** to see this vision becoming a reality. **I've already checked out the new website**, and the renderings of the new throne and great hall are stunning, to say the least – I particularly love the vintage murals and art featured throughout the building. Nice touch!

In closing, I am **thrilled** at the possibility of being involved in the new castle almost literally from the ground up, and would love the opportunity to meet with you and **discuss the value that I can bring** to the organization and the YY Project. I appreciate your consideration and look forward to hearing from you.

Warmest regards,



## Designing a great poster



**Designing a great poster**




**Important elements:**

- Brief and attractive Title,
- Intro containing your burning question essential to our survival,
- Overview of your fascinating approach to the problem
- &
- Your utterly important results and findings (conclusions).

**Optional:**

- List of up to 5 references (if you chose that style of discussion)

**Acknowledgements**

**Designing a great poster**

**Attract!**


- Shorter Title (or any text) allows for larger font!
- Use attractive pictures and colors

**Convey message quickly**

- Fit each chapter to 100 words
- Up to 10 words in a line
- And 10 lines in a block

**Emphasize (lead) author name**

**No typos**



## Designing a great poster

Obey to the affinities of your audience

### 1. Browsers

Are only reading big letters and looking at Figures.  
Visually emphasize your message!



### 2. Readers

Reluctant to talk – do not leave room for (many) questions:  
state WHAT & WHY you studied & the IMPORTANT results



### 3. Talkers

Sometimes don't even view the poster,  
they're here to meet & mingle



**In front of your poster by accident or on purpose?**

## Designing a great poster

### Dimensions

Standard 70-90 cm (w) × 100-120 cm (h)

Letters must be legible from 3 m (A4 handout at arms length)

↳ ALL letters (legends, captions, axes labels)

Leave the margins

Background – light (bright) color

PPT backgrounds are made for projecting (too dark for print)

Use **Sentence case for Title**, NOT the Title Case or ALL CAPS

## Designing a great poster

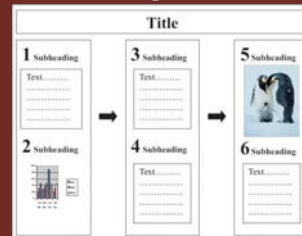
Abstract is ment for Abstract book, not the poster!

Provide your e-mail & additional info sources e.g. website URL

Put logo(s) at the bottom

Separate chapters in 'text boxes' & 'justify' text alignment  
 arrange them logically  
 use visual aids (lines, arrows, colors)

Titles – sans serif  
 Body text – serif



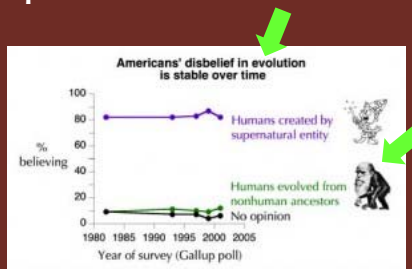
## Designing a great poster

Image resolution

Graphs - keep in mind main rules for paper Figures but some freedom is allowed (colors & style)  
 beware the color combinations

Figures may be 'additionally explained' with words and illustrations within a graph

Use frames for Figures especially photos



## Designing a great poster

### Very special effects!

Additional photos / movie

3D photos

Folds

Sticky notes for viewers comments

QR code



## Advantages of poster presentations

Less formal public appearance,

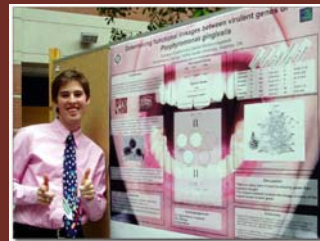
**Less stress for the presenter,**

More direct,

Reaches more heterogeneous audience,

More efficient discussion,

Does the job while you are elsewhere



## Disadvantages of poster presentations

Typically reaches smaller audience,  
 Presenter cannot view other posters adequately,  
 More exhausting - constant repetition,  
 Greater efforts are needed to design the poster (and carry and set-up and remove).



## Improve this poster

### Rooting Fraser Fir Cuttings

Chris Rosier and John Frampton  
 Christmas Tree Genetics Program, Department of Forestry, North Carolina State University, Raleigh, N.C., 27695-8002

**Goal:** To understand how various factors influence the rooting ability of Fraser fir cuttings in order to develop an economically feasible clonal propagation system.

#### Season and Auxin Study

- What is the best season for collecting and rooting cuttings: Fall (August), Winter (February) or Summer (June)?
- What is the best auxin to treat cuttings with: IBA or NAA?
- What is the best auxin concentration to treat cuttings with: 0, 1, 2, 4, 8, 16, 32 or 64 mM?

**Conclusions**

Fraser fir cuttings from 3-0 or 4-0 seedlings rooted best (90-100%) when:

- Collected in summer (June)
- Treated with either:
  - 4 - 16 mM (~800-3200 ppm) IBA
  - 2 - 8 mM (~375 - 800 ppm) NAA

#### Age and Stumping Study

- What is the effect of age on rooting: 3, 5 and 7 years in the field?
- Do cuttings from stumped trees root better; stumped to bottom 1 whorl vs. control (Ages 3 and 5), stumped to bottom 1, 3 and 5 whorls vs. control (Ages 3 and 5)?

**Conclusions**

Rooting ability in Fraser fir:

- Decreases from field age 3 to 7 years
- Increases with the severity of stumping

Thanks to Jim Shroppe and the NC, DR & Lincoln River Nurseries for donating seedlings.  
 Thanks to the following growers for donating trees: Wayland Avery, Warren Allen, Sam Carter, Tom & Rick Hill and Andy Wiseman

Improve this poster

**Improving the Rooting Ability of Fraser Fir Cuttings**  
 Chris Rosier and John Frampton  
 Christmas Tree Genetics Program, Department of Forestry, North Carolina State University, Raleigh, N.C., 27695-8002

**Goal:** To understand how various factors influence the rooting ability of Fraser fir cuttings in order to develop an economically feasible clonal propagation system.

**Season and Auxin Study**

- What is the best season for collecting and rooting cuttings: Fall (August), Winter (February) or Summer (June)?
- What is the best auxin (rooting hormone) to treat cuttings with: IBA (indolebutyric acid) or NAA (naphthaleneacetic acid)?
- What is the best auxin concentration to treat cuttings with: 0, 1, 2, 4, 8, 16, 32 or 64 mM?

**Age and Stumping Study**

- What is the effect of age on rooting: 3, 5 or 7 years in the field?
- Do cuttings from stumped trees root better:
  - stumped to bottom whorl or control (Ages 3 and 5)
  - stumped to bottom 1, 3 or 5 whorls or control (Age 7)?

**Stumping Treatments**

**Conclusions**

Rooting ability in Fraser fir:

- Is higher for younger trees
- Increases with the severity of stumping

Thanks to Joe Shoupe and the NC DFR Linville River Nursery for donating seedlings. Also, thanks to the following growers for donating trees: Waightstill Avery, Wayne Ayers, Sam Cartner, Tom & Rock Hall and Jack Wiseman

Designing a great presentation

Principles:

Simplicity

Briefness

Consistency

Order

Uniformity

Speech –

Text in the presentation helps,  
 Pictures (graphs) simplify,  
 Animations explain complex relations/processes





### Designing a great presentation

Font 20+ (legible from 1.5 m on a standard 21" screen)

Use one font throughout

Sentence case is easier to read

IF YOU USE ALL CAPITAL LETTERS IT IS DIFFICULT TO READ, YOU CAN TESTIFY TO THAT BY READING THIS SENTENCE, RIGHT?

Similarly, avoid serif fonts, as they are also more difficult to read when projected on a wall, dont you agree?

Sans serif font, on the other hand, facilitates reading on screen or projected on wall, even when the entry is two-rows-long 😊

### Designing a great presentation

Funny & comic fonts are really tragic *so avoid them*

Use strong contrasts – light on dark is a bit easier on the eye

than dark on light because the light background is gleaming

### Designing a great presentation

Funny & comic fonts are really tragicomic *so avoid them*

Use strong contrasts – light on dark is a bit easier on the eye

than dark on light because the light background is gleaming

anyway - make sure that the contrast is strong enough

For emphasis change the color of font, do not get carried away

Use complementary colors, blue and red do not go together

view the slide in B/W

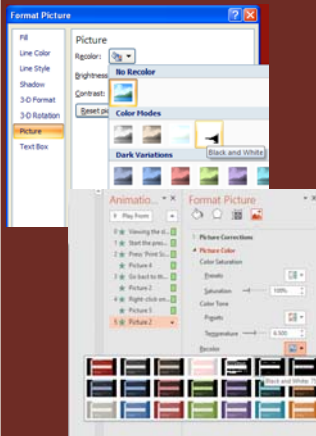
Viewing the slide in B/W

Start the presentation

Press 'Print Screen'

Go back to the PP and 'paste the screen'

Right-click on the 'pasted screen' and **Format picture...**



Designing a great presentation

Funny & comic fonts *are really terrific* so use them

Use strong contrasts – light on dark is a bit easier on the eye

than dark on light because the light gleaming background

For emphasis change the color of font, do not carry away  
Use complementary colors,  
view the slide in B/W

Designing a great presentation

7 rows per slide, 7 words per row

Use entries - put forward clues

Slides are not manuscripts

If you choose to use long sentences and sentence sequences longer than two lines, the audience that listens to you will devote much attention to reading, they will stop listening and so they will lose the thread and concentration.

Vast majority of the notes can be shortened,  
And for those that you think can not,  
Use animations to set the pace.

In that way you will keep your audiences attention

## Designing a great presentation

Number the ordered lists (value ili chronology)

How to put an elephant into a fridge:

1. Open the fridge door
2. Put the elephant into the fridge
3. Close the fridge door

Do not number sequences that are without order

Lists should be as short as possible in both cases

Avoid tables (if absolutely needed; don't exceed  $5 \times 5$ )

Graphs – as for the paper and a poster  
try fitting at least one picture per slide



## Designing a great presentation

Do not skimp on space/size: bigger is more important;  
centered is more important

Surprises attract attention



→ Differences in *style* also

Sounds and movies only if related closely to the topic

Leave empty margins

**A EMK1-knockdown**

**B collagen overlay**

**C Ca-switch**

Emk1 knockdown inhibits lumen formation in MDCK cells:

- RT-PCR: EMK1 is effectively knocked down in MDCK cells 24 hours after transfection with pSUPER (control) or pSUPER-siEMK1 plasmid; knockdown confirmed on the right with antibodies to EMK1.
- Collagen overlay assay: cells cultured 24 h on collagen I before being overlaid with additional collagen on the apical surface, analyzed 24 h later. Note the lack of lumen in EMK1-KO cultures.
- Ca switch: control or EMK1-KO cells were plated in low Ca medium 24 h upon transfection with pSUPER or pSUPER-KO. After 12 h, cultures were switched to normal medium for 24 h. Transmission EM of cells sectioned perpendicular to the substratum shows lack of microvilli in EMK1-KO cells.

### Designing a great presentation

Don't cram too much into a slide, 1-2 ideas per slide

Limit the number of slides (less is more)

Theses defence: Use 'home slide' and return to it at each major transition

An example for the end ?



Designing a great presentation

**Speech is the key**




As always pay attention to your audience and room size

Be your self - your confident self

Speak loud, clear and vary your tone

show enthusiasm

Face the audience

Designing a great presentation

**Speech is the key**

Don't pace up and down but also don't stand rigid

Respect the time limits



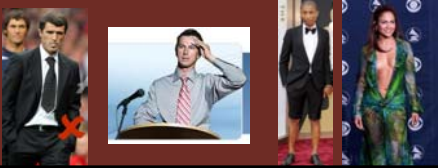
That glass of water is for later (or before)

Don't wave your pointer and hands

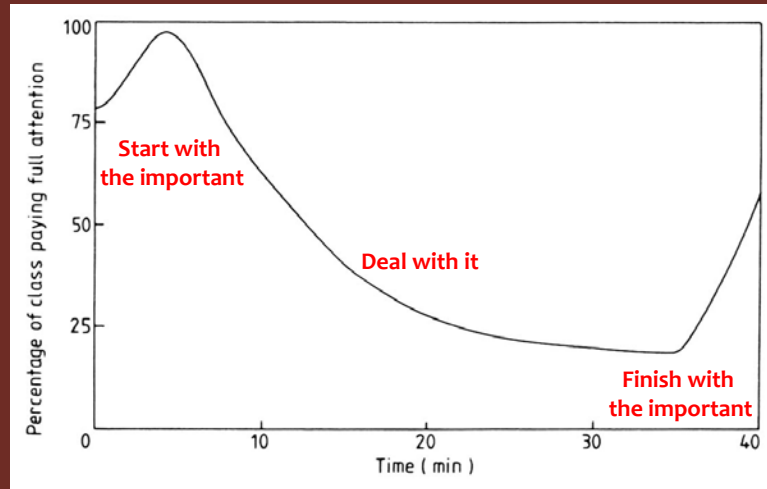
Practise your talk (in front of an audience)

Practice the 'spontaneous' moments too

Don't distract with your looks

### Audience attention span



And now  
for something  
completely different...



... the math...