Introduction
- Clear and concise paragraph to inform the reader of the study’s background
- State the goals of the study and explain briefly why these goals are important and/or interesting

Methods
- Give sufficient detail so that an informed reader could repeat the study
- Include the species, sex, age, and other relevant features of the subjects
- Mention statistical methods and whether the study was done blind or double blind, and other efforts to enhance scientific rigor
- If the full methods cannot be presented here, consider a handout or a website link that gives the full details

Figure
Consider introducing the logic or background of the study graphically

Figure
Include a title that informs the results of the figure at a glance

Figure
Show analyzed results in an informative format (e.g. plot)

Figure
Movies add a dynamic and rich element to data presentation

Figure
Show data upon which data analysis is based

Figure
Show imaging data with both single trial examples and analyzed results

Conclusions
- Visitors read these first
- Make concise statements
- Use bullet points or list points

Acknowledgments