



# 2018 Poster Guidelines

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*(For Paper Posters and Student Capstone Project Posters)*

## **Logistics**

**Display:** Maximum **poster size is 48" wide x 36" tall** (including margins and overhangs), and pushpins will be provided. No table space will be available. QR codes will be provided for the professional posters which links to the pdf of the camera-ready paper.

**Poster Session:** Please note that posters will be the only format in which you will present your paper since there will be no podium presentations. While you will be "assigned" to a specific poster session, you will be able to leave your poster up throughout the conference, and are welcome to stand by your poster during both poster sessions.

## **Content**

**Posters are for facilitating a conversation** about your work; documents are for reading. So avoid representing your work as simply reformatting your paper to fit on a poster. Be sure to provide a one-sentence overview of the poster concept to quickly engage your audience. Fostering a dialogue about the poster will bring a greater understanding of your project and allow your varied-interest-leveled audiences to learn about it.

**Word count is important.** Limit word count to fewer than 500 words for the whole poster; the abstract should be fewer than 50 words. Restrict the citations to the elements included on the poster. As with a paper you want your sections of content to link together; additionally, link your content to photos, captions and graphs to allow for more dialogue.

## **Design**

**Less is more...** To maximize impact – use blank spaces, headers which are easily readable, text which can be viewed from 6 feet without special magnification, and color schemes that promote interpreting images, photos, graphs, & symbols. Light backgrounds are easy on the ink and great for contrast.

**Color matters.** What you see on the screen is not always what prints! So do some draft prints. Remember, your clothing attire will affect your audience if you are clashing with your poster!

**Feedback helps** with poster design, content, and presentation skills. Ask for feedback!

## **Printing**

If you wish to print your poster on-site instead of travelling, there is a FedEx Office Print & Ship Center, 941 Jefferson Rd, Rochester, NY 14623 Ph: (585) 240-2679. You can submit prints via their website at <https://printonline.fedex.com>

**Additional resources with helpful tips for creating posters:**

<http://colinpurrington.com/tips/poster-design>

<https://www.ncsu.edu/project/posters/>