

Celebration of Scholarship – Clarion Campus

The following guidelines provide you with information about how to format your poster presentation abstract and how to design your poster.

Pre-Conference Abstract Requirements

Begin by preparing an abstract for submission with the online registration form and for inclusion in the conference booklet. In the case of an artistic project, an artist's statement is appropriate. This abstract should be **no more than 200 words** and **should use the following format**:

SMITH, A. A., and MILLER, B. B. Department of Biology and Environmental Geosciences (Biology). *The Effect of Shoal Size on the Shoaling Behavior of Zebra Fish (Danio rerio)*.

[Abstract of 200 words or less goes here without the brackets].

Faculty Sponsor: Dr. Andrew Keth

This abstract or statement should use **Microsoft Word format and be in a font size of 11**.

Poster & Presentation Guidelines

The deadline for your submission of a PDF copy of your poster for printing is Monday, April 7.

Standard size for posters is 36" (vertical) X 48" (horizontal). To lay out your poster, it is best to use a program such as PowerPoint or Keynote and adjust the size of your slides to these dimensions. To set the correct dimensions for your poster in PowerPoint, click on the design tab in PowerPoint, open the pull-down menu under slide size (at the right), choose "custom slide size", and set the dimensions of the slides to 48" x 36". Make sure the orientation is set to "Landscape".

General guidelines for posters:

Layout:

- The main title should be short, clear, informative, and large (viewable from 8ft away, 80 pt or bigger). This should be followed by the names of the presenters (at least 60 pt).
- Split your poster up into a series of sections with clear headings.
- Make sure the flow of information is logical and easy to follow. The headings you use can help you to guide readers through your poster, and can help to convey your findings.
- Make sure your layout is consistent and neat.
- Margins should be at least $\frac{3}{4}$ of an inch.
- Do not be afraid to leave some blank space, it helps to organize and define your sections.

- Create a balance between visuals and text: posters are a visual medium, so you do not want to have too much text.

Text:

- Text should be short and to the point. To minimize the amount of text you use, consider keeping any text elements to 50 words or less.
- Consider using bullets, instead of paragraphs.
- Make text large! All text should be at least 24 pt (at least 36 pt for headings) and read easily from 3-4 feet away. Fonts such as Arial and Helvetica work well.
- When you make a statement or include a statistic, cite the source, otherwise readers will lose confidence in you as a source of information.
- Use the same title on your poster as the title submitted with your abstract.
- You should save your PowerPoint slide in a PDF format with your last name as part of the file name.

Visuals:

- Good graphics are the key to an effective poster.
- Use light colors on your poster for the background, and avoid the use of colors such as black, dark blue, dark green, etc.
- Use simple, relevant images and graphs to illustrate and enhance your poster. Make sure the images you choose are freely available to share (e.g. from creative commons).
- Photos help to illustrate your work and can help convey your message to viewers.
- Consider whether you can use an image or graph, instead of text, to communicate a concept/relationship/idea.
- Use graphics to attract attention.
- If you have only a few illustrations, make them big!

The following websites are reference locations that provide tips on preparing posters:

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

<https://guides.lib.unc.edu/posters/pptwindows2016>

<https://www.socialsciencespace.com/2018/05/4-steps-to-designing-an-award-winning-poster/>

You can find more websites and YouTube videos online that provide guidelines for poster preparation.

Poster Submission, Printing, and Pickup

The **D2L webpage used for submission is called Celebration of Scholarship – Clarion Campus 2025**. The link should appear in your list of courses or organizations within the D2L program after you submit your proposal. Please pin the D2L site. If you have difficulty finding the D2L poster “course,” contact Dr. Terry Latour (tlatour@pennwest.edu). Upload your PDF poster into the Assignment folder under Assessment, labelled “Celebration of Scholarship Poster Submissions (Spring 2025).” Only one PDF file upload is allowed per group and one member of your group should be designated to upload the file.

The deadline for your poster upload is Monday, April 7 at midnight. You may pick up your poster from 9:00 AM - 4:00PM beginning on Monday, April 14 in Grunenwald Science and Technology Center Room 189.

Poster presenters should plan to come to Carlson Library 10-15 minutes before the start of the event to allow time for setup. We understand the limitations of classes and schedules, but you should be prepared to stand by your poster for much of the conference. Posters should be set up prior to 10:00 and should remain up until the conference end. Be prepared to answer questions regarding your study. Please dress professionally.

Posters are pinned to a foam-board. Students in the arts may want to prepare a portfolio of their graphic images or artistic products, or present the materials in a more appropriate format. Conference organizers will provide easels, foam-board, and pins for the posters.

Below are some examples of standard layouts for a professional poster. It is usually easier to read if you use columns and move from left to right. It is usually best to follow the basic organizational structure that best fits your project and specific discipline in laying out your poster; discuss this with your faculty mentor. Use as many graphical representations as possible and avoid long sections of text which are hard to read on a poster. Use an outline format with main points, and then verbally explain the details to your viewers. It would be best if you practiced using your poster by preparing a brief, flexible, 3–5-minute verbal description of your work.

