Poster Guidelines for CARS 2024

Scenario 1: I already have a poster printed.

Great! You can use a poster that was originally printed for some other purpose as long as it doesn't exceed 3ft x 4ft in size.

Once you [register for CARS](#) you don't have to do anything else other than bring your poster with you when you check in the day of CARS.

Scenario 2: I need to print a poster for CARS

1. [Register your project for CARS](#).

2. Check your inbox for your CARS registration confirmation. This won't arrive instantly, but in general should arrive within a few business days.

3. Sign up for poster funding using the link in your acceptance email. This will cover the cost of printing one 3ft x4ft matte poster (do **not** mount on foam core board). **You must register for poster funding by March 31!** If you do not sign up for poster funding by this date, you will have to pay the cost of printing your poster which is about $36.

4. Create your poster. See guidelines for designing and creating a poster below.

5. Submit the <u>final</u> version of your poster to Media Services for printing [using this link.](#) **All posters being printed for CARS 2024 must be submitted between April 1 and April 12.**

   If you need permission to print your poster earlier, please contact [Ashley Zaleppa](#). **You will be required to pay for printing yourself if you submit outside of this date range without permission!**

Other Poster Requirements:
- The maximum poster size is 3ft x 4ft. This is also the size that works best on the poster displays we use for CARS, so if there isn't some special reason why you need a smaller poster, make yours 3'x4'.
- Posters cannot have 3-D features or be accompanied by additional artifacts, laptops, etc.
- Posters cannot be mounted on foam board.
- Use of the Nazareth logo on your poster is optional. Should you choose to use the Nazareth logo on your poster, please be aware of the requirements for use and how to request the logo, all of which can be found [here](#). If you have additional questions on use, please contact Kim Dunay (kdunay5@naz.edu) in Marketing and Communications.

Poster Creation Tips

Step 1: If you do not have graphic design experience, your best bet for creating your poster is to do it in PowerPoint. Poster templates are available here:

[Poster Templates](#) (scroll to the Poster Presentation information)

You are also free to design your poster from scratch, or to use a template provided by your faculty sponsor.

Step 2: The guidelines set out here will ensure that CARS viewers will have a consistent and predictable interaction with all the posters they see. We also know these guidelines produce readable/visually accessible posters.

<u>Set the size of your poster</u>. The maximum size for CARS is 48 inches wide by 36 inches tall. Unless you have a specific reason why you need a different size set your poster to this size.

If you are using a Poster Template, you do not need to follow these directions, it is already set to the designated size. Skip ahead to Step 3.

To set your poster size in PowerPoint, click on Design, Page Setup then check to make sure your poster is the correct size. (Note that you can orient your poster to either landscape or portrait, just be sure that the option you want is selected.) Click the OK button when you are done.
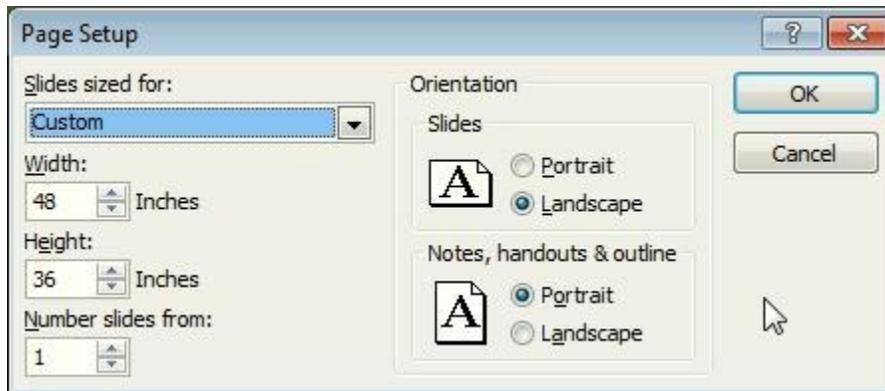
(On a Mac you would pick File, Page Setup instead to access this information)

To set your poster size in Google Slides, click on File, Page Setup then choose "Custom". Under custom make it 48 by 36 inches. Click Apply when you are done. The default layout is landscape.
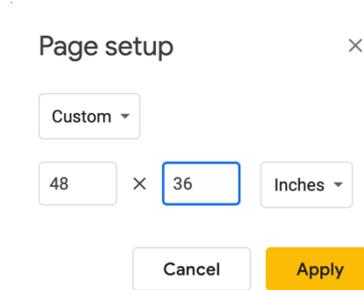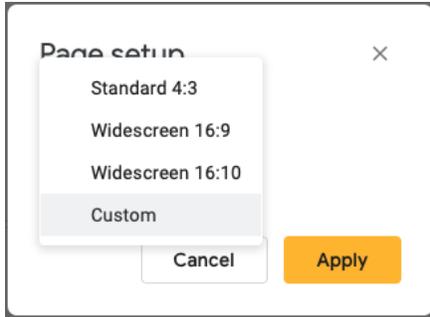
Step 3: Populate your poster

It's recommended that you first create and edit all of the text, graphs, and other objects that will populate your poster in Word or Docs and then copy and paste the text into your poster, where you can adjust the size and layout as needed. It's much easier to edit and catch spelling/grammar problems in Word, so polish your text there first, then copy/paste the finished product into your poster.

(Note that Google Docs & Google Sheets do NOT play nicely with PowerPoint, particularly when it comes tables and graphs, so you'll want to create any tables or graphs in Word or Excel to then bring them into your PowerPoint template. PowerPoint and Google Slides both allow for table creation directly in the programs as well.)

Font sizes

Because your poster will be much larger than an 8.5 x 11 sheet of paper, the font sizes on your poster must also be much larger.

If you use one of the templates, many of the headings will already have the font size set for you. Here is a rough guide for how font sizes "translate" from a regular 8.5 x 11inch piece of paper to a 48 x 36 poster if you are designing your poster from scratch.

- 100-180 point- For the title of the poster only- this is huge

- 70-100 point - Other very important information, like your name- this is very large

- 60-72 point- good main headings like "Introduction" "Results" "Conclusions"

- 50-60 point- Good for the titles of graphs

- 38 point- equivalent to "14 pt" font on regular 8.5 x 11paper- good for main body text

- 28 point- equivalent to 12 pt font on regular 8.5 x 11paper- good for if you have a lot of text to fit in a small space

- 20 point – equivalent to 9-10pt font on regular 8.5 x 11 paper – think of this as the size that footnotes usually are. Useful for citations. Text in a point size smaller than this will be essentially unreadable on a poster.

Images
Because images will be much larger than they are on a 8.5 x 11 piece of paper they need a higher resolution than they would otherwise. Be sure that any images you include are at least 330 dpi (dots per inch.) Be particularly wary of images from the internet, most do not have sufficient resolution. Most clip art does have the right resolution. **DO NOT USE SCREEN CAPTURES OR SCREENSHOTS** They will appear pixelated and blurry when enlarged on your poster.

Step 4: Check your logos
If you have included the Nazareth logo on your poster, make sure that it follows the use-of-logos guidelines from marketing. They can be found here.

Step 5: Saving and Sizing Your Poster
36 inches (tall) by 48 inches (wide) is the standard (and maximum) size for a poster for CARS. Posters that exceed this size will not fit on the stands for display during CARS.

While you will create and edit your poster in PowerPoint or Google Slides, the actual file you send to print for presentation must be a PDF file. Again, this helps ensure that all poster content is consistent. This means you will have to select "File", "Save As", "PDF" from PowerPoint or "File", "Download", "PDF" in Slides. **After the PDF file is created, be sure to open it and check that the size is correct/the poster looks the way you intended.** Do this by selecting "File", "Properties" (while the PDF file is open in Adobe Acrobat) and check the file size in the window that appears before you submit CARS. DO NOT SKIP THIS STEP!

Additional General Design Guidelines for Creating an Effective Poster[1]:
● Posters need to be read by attendees from a distance of 3 feet or more, so all lettering should be large and legible. You REALLY want the poster to be easy to see and read.
● The title should be in very large type, 84 pt. or larger.
● Do NOT use all capitals for titles and headings. It makes them hard to read.
● Text on your poster should be at least 18 point. Headings should be larger.
● Use double or 1.5 spacing between lines of text.
● Keep each section relatively short and to the point- no more than about 15 lines per section.
● Framing the text by putting a box around it will also help readers to focus.
● Choose a simple font such as Times, Helvetica or Prestige Elite and stick with it. Avoid cursive or unusual fonts.
● Avoid overuse of outlining and shadowing, it can be distracting.
● To make something stand out, use a larger font size, bold or underline, or use a different color instead of outlining or shadowing effects.
● Don't have a dark color font for text on a dark color background (or vice versa)
● Whenever possible, use graphs, charts, tables, figures, pictures or lists instead of text to get your points across. Remember to use images that are at least 300 dots per inch!

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[1] Adapted from Guidelines for ACS Speakers and Poster Presenters at http://acscinf.org/docs/publications/posters.htm

Suggestions for Preparing to "Present" Your Poster

You will likely be visited by multiple people interested in hearing out about your project/poster. It is not unusual for people to prefer to hear from you about your project rather than standing and read your poster. To prepare for these conversations, practice answering these simple questions:

1) What did you do?
2) Why did you do it that way?
3) What did you find?
4) Why should anyone care? (i.e. why are your findings/experience important)
5) What might you change if you could do it again?
6) What would you do in the future with this topic?

This is one of the reasons why having good visual aids on your poster is important--it gives you something to refer to as you answer questions!