

CBU OFFICE OF RESEARCH AND GRADUATE STUDIES & STUDENTS' UNION

POSTER GUIDELINES

Submission Information

Posters must be a maximum of 36" tall by 48" wide.

The background of your poster should be white.

All submissions should be sent to su_evp@cbu.ca as a PDF file by **DATE** for printing.

Researcher's names should be on the poster, as well as the names of any associated faculty members.

Size and Software

To create a correctly sized poster by using Microsoft PowerPoint:

1. Open a new PowerPoint presentation.
2. Click on the 'Design' tab.
3. Select 'Slide Size'.
4. Choose 'Page Setup', then 'Custom' from the menu.
5. Set **width to 48 inches and height to 36 inches**. Make sure this is not set to centimetres.
6. When prompted about scaling, choose 'Scale'.

Content Strategy

Prioritize quality over quantity. Limit your total text to around 500 words, allowing viewers to read the entire poster in about five minutes. Paragraphs should be around 2 sentences.

Focus on visuals. Images, figures, graphs, and diagrams should occupy half of the poster's viewing area. Ensure these clearly support your research points. Images must be high-quality so they aren't blurry upon printing.

Design Principles

Maintain white space. Posters should not be cluttered. Include more white space than you might think necessary to improve readability.

Use consistent formatting.

- Text boxes should be the same width.
- Stick to sans-serif fonts like Arial or Calibri.
- Use font sizes no smaller than 16 pt.
- Use spacing and/or bullet points to highlight key messages.
- With the exception of images, limit yourself to two or three colours so your poster doesn't seem cluttered.

Layout and Organization

Use a clear, positive title that describes your main result or takeaway.

Arrange sections in a logical order. Your poster should flow from left to right, top to bottom, creating a clear narrative path. A typical poster uses 3-4 columns and includes 4-8 distinct sections.

