

# 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](mailto: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.

