Guidelines for Poster Submission

At conferences, presenting a poster might be considered a consolation prize: papers that aren't selected for a coveted speaking slot may instead find space in the poster gallery. But creating a good poster can actually be much more difficult than creating a good presentation. In a presentation, you may have a dozen or more slides and twenty minutes to tell your story to an interested audience; in a poster, you maybe have a square metre or so of space, at most, to not only tell your story but do it in a way that will catch the interest of passersby.

Both the Esri Canada GIS Scholarship program and competition to become Canada's Esri Young Scholar (EYS) require you to submit a poster. The scholars portal is the primary forum for displaying your work: if you are a scholarship recipient, you have the option of uploading your poster to your profile in the scholars portal; if you are an EYS or earn an honourable mention, your poster will be uploaded to your profile for you. Posters submitted by scholarship recipients and EYS applicants in a given year may also be displayed at local Esri Canada User Conferences with Education and Research tracks, if space allows.

General Guidelines

The general guidelines are as follows:

Scholarship: Your poster should be creatively designed, use an appropriate colour scheme, and contain both text and graphics that describe a project or research in which you used Esri technology.

You must include your name, the name of your institution and an appropriate title. If it is a group project or you received input from other researchers, they should be acknowledged on the poster. However, you should only include logos of organizations that have directly contributed to the project or research.

Your poster must be 24 inches wide by 36 inches high (61 cm x 91 cm, portrait orientation). All graphics should be of high enough quality for printing at this size, recommended minimum 300 dpi.

You must submit your poster as a PDF. You may also choose to upload an image of your poster in jpeg format to your profile. Note that there is a file size limit of 25 MB for uploads."

Esri Young Scholars Award: A poster that highlights the objectives, methods, and results of your use of Esri technology and meets the following requirements:

- Posters must be created **only by the applicant** (i.e., no group work).

- Posters must be submitted in portable document format (PDF).
- Poster orientation **must be portrait**, 24" wide x 36" high (60.96 cm x 91.44 cm).
- For quality printing, all maps and graphics must be high resolution, minimum 300 dpi.

Note the specific formatting requirements: portrait, 24" wide by 36" high (or 61 cm x 91 cm in metric); PDF; graphics (maps and images) at 300 dpi.

Templates and Guides

The scholarship requirements give you a few hints about design of the poster (colour, use of text and graphics), but mostly it is up to you to figure it out. A good place to start is to see if your institution has a poster template or guidelines you can follow. A quick internet search might turn up some of the following:

- University of Saskatchewan research poster templates
- University of Calgary poster template
- University of Toronto general poster design guides
- Thompson Rivers University academic posters guide
- Ryerson University general poster considerations
- … And many more. If your institution doesn't have its own templates, you might be able to adapt the templates from another institution or at least follow their tips and suggestions to create your own.

If you download a template from your institution, keep in mind that you may need to modify it to meet the specific formatting requirements listed above, such as changing it from landscape to portrait and adjusting the size.

Authors

The EYS guidelines specifically state that the poster must be created only by the applicant. This means that *only you should be listed as the author*. It also means that you may not submit a poster that is the product of group work. It is understood that you will have received input from your advisor or instructor and you may choose to include an acknowledgements section to reflect that -- but do not list them as authors.

In contrast, you should list anyone who contributed to the creation of the poster as an author on your scholarship poster. This may include your advisor, research collaborators or group members. If there are individuals who assisted you with the project but not the poster, for example, someone who helped you with data collection, you may choose to include them in an acknowledgements section.

Logos

When an organization's logo is included on a poster, it implies that the organization had some direct involvement in the research depicted on the poster. You should include the logo for your institution and

department, if it has one, any organization that collaborated on the research, and any agency that provided funding for the research, such as NSERC or SSHRC. You may also choose to include the Esri Canada logo but only if the poster was prepared specifically for the scholarship or EYS.

Make sure you use the correct, most recent version of each organization's logo. A good place to look for the most recent version is the organization's web site.

You should not include logos for organizations from which you obtained data or background information if they did not actively collaborate on the research, but you do need to acknowledge them as sources.

Citing Sources

You are likely used to having to include citations for text that you quote, paraphrase or otherwise use in your own writing, but did you know that you also need to cite the sources of basemaps, data, and images? You also need to verify that you have permission to use these in your own work.

Static maps: You are permitted to use static maps that include Esri basemaps in publications, such as posters and papers. Attribution must be provided on or near the map. See Terms of use for static maps and What is the correct way to cite an ArcGIS Online basemap? for more information. If you are using a layer from a different source as a basemap, check the layer's source (e.g., the item page if it is shared in ArcGIS Online) for terms of use and attribution.

Data: Whether and how you are permitted to use data will vary depending on the source. Many local and provincial governments have adopted the Open Government License, which allows information to be copied, modified, published, etc., for any lawful purpose and requires acknowledgement of the source of information. However, individual items and data from other organizations may be shared under more restrictive licenses – or may not be licensed for use by others. You should always check the terms of use for any data before including them in your work and follow any conditions, including providing appropriate attribution.

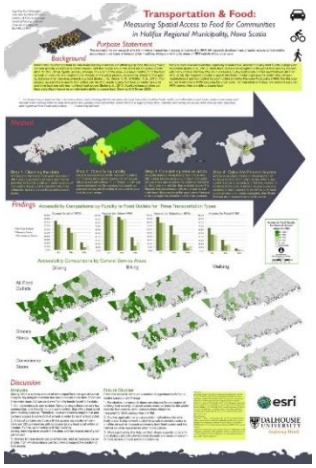
Images: It can be very tempting to do a quick internet search, find an image that illustrates or supports your message, and include it in your poster or report to increase the visual appeal. However, most images are not actually licensed for use by others and including them in your work may be copyright infringement. When searching for images, always be sure to use search filters or image collection sites to find ones that are licensed for use and, when possible, acknowledge the source.

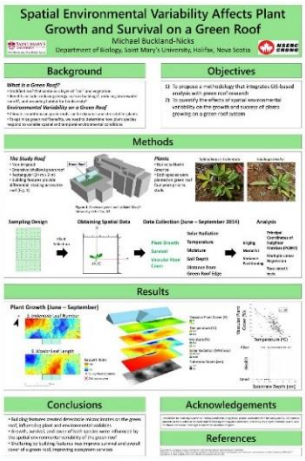
Learning from Examples

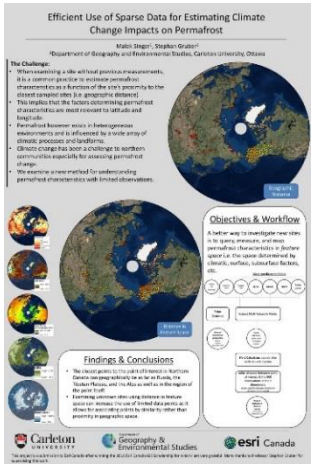
There are probably as many theories about what makes a "good" poster as there are people making posters. A quick scan of the posters from past Esri Young Scholars might reveal a certain commonality in layout and design but that should not be taken to mean that this type of layout is always the best choice. What is "good" in one situation may not be "good" in another. You need to consider the subject,

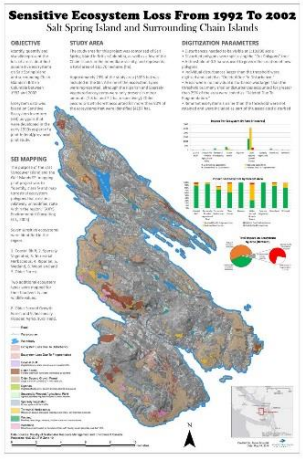
the audience, and any specific requirements you've been given. The examples below are just a small sampling of the posters that have been submitted by past scholarship recipients. They've been reduced in size to 1) protect the innocent, 2) fit in this document, and 3) make a point (I hope) about the nature of poster presentations.

Have a look at each one and decide what you think works and what you think doesn't work. Or, to put it another way, what elements you might try to use in your own poster, how you might adapt elements to your own work, and what you want to avoid. Note that there are no wrong answers, but some choices might be better than others.

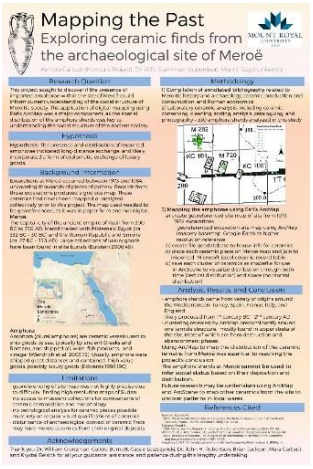


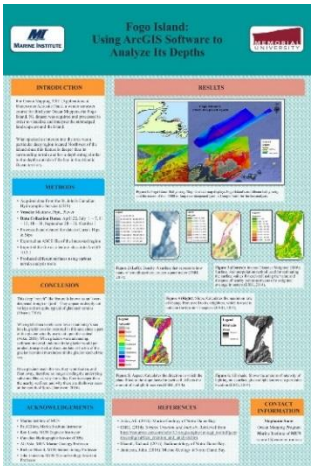


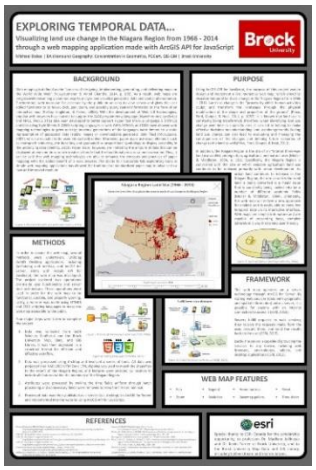


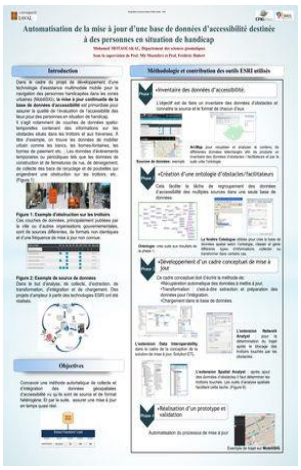


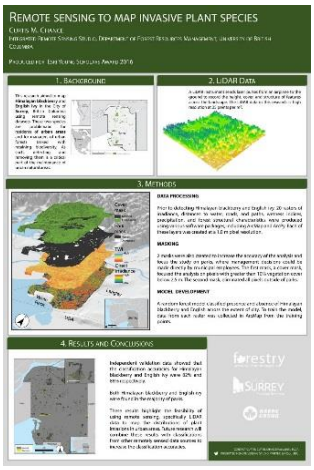
Integrating Climate Change into the L
Watershed Assessment:
Assessing The Potential Impacts of Climate Change
the Hydrology and Geomorphology of Lake Superi
Northwestern Watersheds

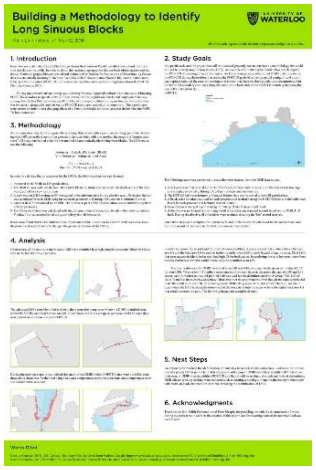

Mapping the Past
Exploring ceramic finds from
the archaeological site of Meroë
MOUNT ROYAL UNIVERSITY
Research Question
Methodology
Hypothesis
Background Information
Analysis, Results and Conclusion
Limitations
Acknowledgements

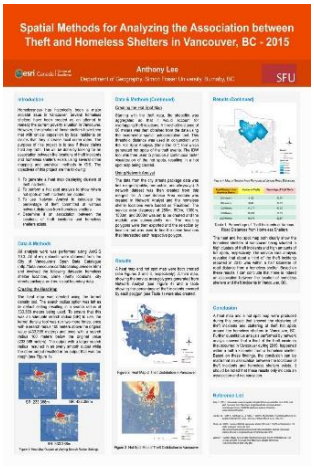

Fogo Island:
Using ArcGIS Software to
Analyze Its Depths
MARINE INSTITUTE
MEMORIAL UNIVERSITY
INTRODUCTION
RESULTS
METHODS
CONCLUSION
ACKNOWLEDGEMENTS
REFERENCES
CONTACT INFORMATION

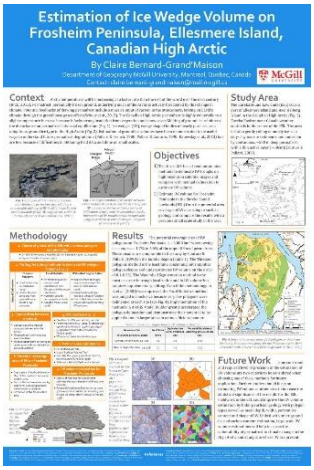

EXPLORING TEMPORAL DATA...
Visualizing land use change in the Niagara Region from 1966 - 2014
through a web mapping application made with ArcGIS API for JavaScript
Brock University
BACKGROUND
PURPOSE
METHODS
FRAMEWORK
WEB MAP FEATURES
REFERENCES
esri


Automatisation de la mise à jour d'une base de données d'accessibilité destinée
à des personnes en situation de handicap
Introduction
Méthodologie et contribution des outils ESRI utilisés
Objectifs


REMOTE SENSING TO MAP INVASIVE PLANT SPECIES
1. BACKGROUND
2. LiDAR Data
3. METHODS
4. RESULTS AND CONCLUSIONS
forestry
SURREY


Building a Methodology to Identify
Long Sinuous Blocks
UNIVERSITY OF WATERLOO
1. Introduction
2. Study Goals
3. Methodology
4. Analysis
5. Next Steps
6. Acknowledgments


Spatial Methods for Analyzing the Association between
Theft and Homeless Shelters in Vancouver, BC - 2015
Anthony Lee
SFU


Estimation of Ice Wedge Volume on
Frosheim Peninsula, Ellesmere Island,
Canadian High Arctic
By Claire Bernard-Grand'Maison
McGill
Context
Objectives
Study Area
Methodology
Results
Future Work

General Tips

- Choose a descriptive title. You don't want to make it too long, but you do want it to tell people what your poster is about.
- Most people won't go closer than arm's length – and many won't even go that close – to posters that are on display in a poster gallery so all text must be legible from that distance (i.e., the font has to be large enough to be seen clearly from at least a half metre away). This is true even if you don't expect your poster to be printed. Someone viewing your poster on a computer screen should be able to read all the text on your poster when it is zoomed to fit width. Titles and main headings should be legible when it is zoomed to page level.
- To be blunt, few people are going to spend more than a few seconds looking at your poster (unless they are judging it or particularly interested in the subject). Find a way to convey your main message quickly and simply. If you can catch their interest, they just might take a closer look!
- A poster is not a paper. Don't feel that you need to structure your poster using the standard paper sections (intro, methods, results, conclusion) or, if you do, that you need to use the standard headings. Any text that stands out because of size, weight, or colour should be interesting and meaningful! Arrange text and graphics in a way that supports your main message.
- A poster is also not a map layout. Even if your map is the main feature of your poster, arrange text and supporting graphics such as charts, images and detail or inset maps around the main map to help explain its purpose.
- If you don't have any software specifically for layout design, use PowerPoint. You can change the dimensions of the "slide", as needed, and export/save your poster as PDF or as an image.
- Previously, posters were submitted via email and would be rejected by the system if they were greater than 15 MB. Although this file size limit no longer applies, you should nevertheless keep it in mind. There are various tools available that are good at cutting out all the invisible excess from PDF files (I've seen file sizes reduced by as much as 90%!) but they may also reduce the quality of the images so a better approach is to crop, resize, and fix the resolution of any images *before* you insert them.