Guidelines & Checklist for Creating a Poster for the RCP End-of-Year Event

Poster Guidelines

This document provides guidelines for producing a poster summarizing your work on behalf of the City of Ramsey as part of this year’s Resilient Communities Project partnership. Your poster will be featured at RCP’s End-of-Year Event, usually in May each year.

Content

The poster should allow someone unfamiliar with either the project or Ramsey to get a basic understanding of the purpose and outcomes of the project. Posters do not need to look like dry research posters—be creative and engage your audience! At a minimum, the poster should:

- explain the problem or issue the project was intended to address;
- briefly describe the approach(es) or method(s) used;
- summarize the findings from the project (graphs or charts can be helpful); and
- offer conclusions or recommendations from the project.

All posters must include a credit box that provides the following information:

This project was completed as part of [Course Designator and Number: Course Title], a course at the University of Minnesota offered in [Term and Year], with support from the Resilient Communities Project (RCP). RCP is a program of the Center for Urban and Regional Affairs (CURA). To learn more about RCP or this project, visit rcp.umn.edu.

Project completed by: [names of all team members]
Poster designed by: [names of all who produced the poster]
Course instructor: [your professor’s name]

In addition, posters must include the RCP logo (downloadable at https://z.umn.edu/RCP_logos).

Prior to turning in your rough draft, you should refer to the Poster Checklist on page 3.

Designing the Poster

- Use Adobe Illustrator, Adobe InDesign, or PowerPoint to create the poster.
- The poster should be designed to print at 32 inches by 40 inches.
- The final product should be provided to RCP as a print-resolution PDF. If possible, also include the native files used to create the poster (i.e., the Illustrator, PowerPoint, or InDesign file). Instructions for submitting electronic poster drafts will be communicated to students.
Use of Photos and Figures (includes maps, charts, graphs, renderings, illustrations, etc.)

- **You must include an appropriate credit line for all photos and figures** (even those you created). Ideally this should include the name of the photographer and/or the individual or entity that owns the copyright to the photo. For example, “© The Regents of the University of Minnesota, 2017. Photo by Jane Doe.”

- **Include titles and/or explanatory captions for photos and figures as appropriate.** Captions should accurately and truthfully communicate the event or subject being depicted. Avoid attributing meaning, thought, intention, etc. to the individuals or actions depicted in the photos unless you know these claims to be truthful.

- **Images should not be digitally altered.** Scaling, minor cropping, and reasonable technical enhancements (correcting contrast, white balance, exposure, saturation, etc.) are acceptable, but it is **never** acceptable to alter a photo in a way that portrays a subject dishonestly. If you use a photo as a base for adding photo-realistic elements (e.g., adding human figures to a photo without any people in it in order to depict activity), you must include a caption that clearly indicates the image is a “photo illustration” and has been altered.

- **Be sure to use images and figures with suitable resolution for printing.** A native resolution of 300 dpi at the size the image will be printed is recommended; lower resolution images may appear normal on your computer screen, but will look pixelated when printed.

Uses of the Poster

The Creative Commons license that you entered into with RCP licenses the poster for noncommercial uses only, including but not limited to:

- Display at the RCP End-of-Year Celebration (your team will be invited to attend the event)
- Posting on the RCP website
- Display by the community partner or its partners for various outreach purposes
- Archiving in the University of Minnesota’s online Digital Conservancy

Payment Terms

- RCP will pay one student $100, two students $75 each, or three students $50 each upon completion of the poster. Students should decide how they would like the payment split.
- Payment for poster completion will be in the form of a prepaid VISA gift card.
- Students will receive the gift card upon RCP review and approval of the poster, and delivery of the PDF and native files by the final due date, which will be communicated to students.


**Poster Checklist**

Before sending a rough draft to RCP for feedback, **please check to be sure your poster meets the following guidelines.**

When creating the poster, remember to **assume that your audience is unfamiliar with your project.** Also remember that most of the audience will not be knowledgeable in your field, so avoid jargon and acronyms. If you must use technical terms, be sure to define them.

- Font size is appropriate
  - Main headings: approx. 96–108 pt (1.5 in.)
  - Sub-titles: approx. 72 pt (1 in)
  - Explanatory text: approx. 24–36 pt

- Includes credit box with following:
  - Course designator, number, and course title (*e.g.* PA 5311: *Program Evaluation*)
  - Term and year (*e.g.*, fall semester 2017)
  - Description of RCP (see guidelines on page 1 for suggested explanation)
  - Names of students who worked on the project
  - Names of students who worked on the poster
  - Name of course instructor
  - Name of staff lead for the project from the partner community

- Includes RCP logo (downloadable at [http://z.umn.edu/RCP_logos](http://z.umn.edu/RCP_logos))

- Includes a brief explanation of problem/issue project addressed (background/context for the project)

- Includes description of approaches or methods used for the project

- Includes the findings from the project

- Includes the conclusions or recommendations from the project

- Includes images, graphs, photos, renderings, etc., with an appropriate credit line for each (even those you created)

- Images, graphs, etc. are a suitable resolution for printing (see page 2)

- Images, charts, graphs, etc., include appropriate titles and/or explanatory captions as needed

- Poster is formatted to print at 32 inches x 40 inches

- Poster is visually appealing (be creative!) and easy to read
  - Font is legible and easy to read from a few feet away
  - No long paragraphs (bullet points are good)
  - Background colors and images do not distract or make it difficult to read
  - Text for bullet points has parallel syntax
  - Minimal technical terms, jargon, acronyms

- Poster has been double-checked for spelling and grammatical errors