

## **PCOM GEORGIA GUIDELINES FOR POSTER PRESENTATIONS**

All requests for posters **MUST** be accompanied by an approved Office of Marketing & Communications Research Poster work request form. Student requests require sign off by the **DEPARTMENT HEAD** with all appropriate information completed. Be sure that the cost center number of the department that is paying the shipping charges is included, along with the address where the poster is being shipped to.

A minimum of three weeks lead-time (**15 business days**) **IS REQUIRED** for each poster request so appropriate time may be given to poster creation. The request will not be accepted if this three-week period is not adhered to. If your poster is already designed, only five days are needed for printing and an additional two days for shipping. (See designing your own poster)

A copy of the guidelines for your individual poster presentation must be attached to the Marketing & Communications work request. Please be sure to include the dimensions of poster as they change per event.

## **LOGOS**

Only the PCOM Flame and the Center for Chronic Disorders of Aging (CCDA) logos will appear on the poster. The name(s) of other institution(s) will be included within the title as needed. The designer will insert the College logo for you. Please do not take a logo from the PCOM website; the logo is trademarked and of insufficient resolution for reproduction.

## **DESIGNING YOUR OWN POSTER**

### **POWERPOINT FILES**

There are templates for you to create your own research poster in PowerPoint on My.pcom.edu under Documents and Forms: Marketing Templates, Guidelines and Policies or on the Marketing portlet of the Student Resources page. **If the size that you require is not there, contact Sue Neborak (suen@pcom.edu) and she will send you the template for the correct size.** After you design your poster, you can submit the file to the Office of Marketing & Communications. The College logo(s) will be inserted for you, please do not take a logo from the PCOM website; the logo is trademarked and of insufficient resolution for reproduction. Please be sure that you carefully review your poster content; no edits will be made after you submit your file.

If a poster is submitted as a PPT file and is already laid out in the correct format, project time may be reduced from 15 working days to five (5) working days. An additional two business days are required for shipping. No edits can be made to these posters. The Office of Marketing & Communications will put PCOM logo(s) on the poster for you. Do not submit PDFs

## **DESIGN IS NEEDED BY MARKETING AND COMMUNICATIONS**

### **TEXT FOR POSTERS**

If a poster is being designed, all copy (text) must be created in Microsoft Word and typed single space with no returns. Submit text by email to communications@pcom.edu or on a flash drive. Please be certain to include the poster title and authors as well as all photo captions. All posters will have the College name included in the title as well as the College logo(s) positioned in the upper-left or right-hand corner.

### **GRAPHS AND CHARTS**

All graphs and charts must be submitted separately from your Word file. Acceptable formats for graphs and charts include Microsoft Excel 5.0/95 Workbook (\*.xls file), Adobe Illustrator (eps file) or Sigmaplot (\*.eps file). Be sure to save each graph or chart as an individual file. Graphs and charts will be placed according to your directions.

### **PHOTOS**

Each poster may include a maximum of four or five photos; the photos must be presented at the same time as the work request. Photos will be accepted either as digital files (emailed) or on a flash drive. All photos must be clearly marked with figure number(s) and/or caption(s), and the order/placement per section(s) of poster must be indicated.

### **PROOFING**

When the design/layout is completed, your poster will be emailed to you in PDF format for proofing. Once the proof is approved, the final poster will be printed.

\*\*\*\*Please be sure to include the size of the poster on the request form\*\*\*\*