

Subject: NEW CONFERENCE FORMAT: Poster Session Set up at CA Charter Schools Conference

We are writing to you to today to provide more information regarding your poster session at the California Charter Schools Conference. This is the first time we have used the poster session format at the conference and we are glad that you will be part of introducing the new format to our attendees.

We are committed to working with you to make your session a success. To that end, we have put together the following guide, which we hope will be helpful to you in organizing your session. To view this information online and to see a photo of a poster area, please visit http://www.charterconference.org/speaker_info.php#PresentationFormats

If you have any questions regarding your session, please E-mail us at chartercfp@continue.uoregon.edu by Thursday, Jan. 29. It will be much more difficult for us to support your session after that date or onsite.

Poster sessions are informal 60 minute sessions that will take place in an open area of the conference exhibit hall during lunch. Poster sessions showcase innovations or programs at a particular charter school. Content will focus on the implementation of a lesson, curriculum, technology, model, or project, or demonstrate a good electronic resource/tool or practice in teacher education or for securing or maintaining the technology infrastructure.

Poster sessions are a more interactive form of presentation, allowing attendees to study the information provided on the poster and discuss it with presenters one on one. Presenters interact informally with attendees who visit their poster station. At any one moment during the hour long session, presenters may be talking to one person or sharing their experience with several people who stop by at the same time.

There will be a 8ft wide x 4ft tall bulletin board provided as well as a 6ft long counter-height table to post materials. There will be a power supply available but poster sessions do not include any audio-visual equipment and there will not be internet in the exhibit hall. Presenters should bring their own materials, including tacks/pins/clips to mount their poster onto the bulletin board.

MATERIALS:

- * Bulletin board -- 8-ft wide x 4-ft tall (standing 4-ft off ground), fabric-covered braelock (PROVIDED)
- * 2-ft wide x 6-ft long counter-height table for additional materials (PROVIDED)
- * Poster
 - * Poster board
 - * Non-glossy laser paper on which to print text and graphics
 - * Rubber cement/glue sticks/2-sided tape to adhere
- * Tacks/pins/clips to mount poster or graphics to bulletin board

To make a good impression, your poster should be attractive and informative. Colorado State University's writing center website provides some excellent advice on preparing posters (<http://writing.colostate.edu/guides/speaking/poster>). Consider the following:

CONTENT:

- * Content should focus on the implementation of a lesson, curriculum, technology, model, or project, or demonstrate a good electronic resource/tool or practice in teacher education or for securing or maintaining the technology infrastructure.
- * Focus as narrowly as possible on central ideas since there is little room to explain in detail relationships among ideas. A standard poster session includes about 3-4 pages of single-spaced 12-point text or graphics before formatting for the poster.
- * Use graphics whenever you can on a poster. But when you could oversimplify and thus mislead by using a graphic, stick to text.
- * Make your text easy to read by chunking information in bullets, lists, or short paragraphs and use clear headings throughout. Depicting text on a poster means avoiding lengthy paragraphs and long sentences.

GRAPHICS:

- * A poster graphic should speak for itself. Titles or headings help the audience understand its content, but overall you should keep written explanations to a minimum. A visual representation of your ideas allows viewers to quickly digest your information and begin discussing your work with you. Effective graphics show the relationships, trends or comparisons among your data.
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FORMAT:

- * Your audience will be standing from four to eight feet away from your poster so use at least a 36-point font for your text and at least a 48-point font for the title.
- * Provide a title and your name in larger text. This helps your audience determine whether or not they are interested in your research.
- * Use headings and subheadings to label your information. Keep these short and to the point since they function as an index.
- * Remember that viewers will typically expect:
 - * information to flow from left to right and from top to bottom.
 - * things in the center to be more important than things on the periphery and things in the foreground to be more important than things in the background;
 - * large things to be more important than small things and thick things to be more important than thin things. Note that type that is larger, thicker, or bolder than the surrounding type is usually more important: a heading, a title, or an especially important word in a passage.
 - * areas containing a lot of activity and information to contain the most important information.
 - * things having the same size, shape, location, or color are somehow related to one another. . . .
 - * things as standing out if they contrast with their surroundings because of line thickness, type face, or color. (You should note that warm or hot colors -- red, yellow, and orange -- stand out more than cool colors -- blue and green.)
 - * If you want to use a different flow, be sure to give explicit signals on your poster.
- * Use the same size margins on both graphics and text.
- * Avoid using italicized or fancy scripts.
- * Use the same font style consistently.
- * Highlighting with colors or underlining important information is acceptable.
- * Avoid using all capital letters except for the title. The emphasis of capital letters helps titles stand out, but in general all caps take longer to read than mixed upper- and lower-case letters.
- * Use contrasting colors to 'show off' the information. White paper on white background will cause a 'white out' effect and the text may be lost in the background. A good rule of thumb is to always mount light items on darker, contrasting colors and mount darker items on white or light-colored paper. Leave a border from 1/4 inch to 1 inch around any artwork or text.... Be sure to blend colors so they do not clash.

- * Don't use glossy paper because reflections will make your content more difficult to read.
- * Be sure to leave ample white space. This makes your poster appear less cluttered, and helps you distribute information proportionally.
- * Use a laser printer to produce professional-looking sheets.

Please let us know if you have any questions. We look forward to seeing you in Sacramento.

Thank you,
California Charter School Conference