



Northern Ontario Farm Innovation Alliance
51B Armstrong Rd N, New Liskeard, ON P0J 1P0
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705-647-4782

Student Research Poster Competition – Poster & Submission Guidelines

General Requirements

- Format: All posters must be submitted digitally in PDF format.
- Dimensions: Posters should be prepared as a single slide in widescreen (16:9) landscape format. If using Microsoft Powerpoint or an equivalent, the slide size should be **91.4 cm wide by 121.9 cm high. (36 x 48 inches).**
- Naming Convention: Please name your file clearly, e.g., (LastName_FirstName_PosterTitle).
- Identification: The poster title, author names, and institutional affiliations of all authors should be clearly placed at the top of the poster.

Poster Content Structure

Your poster should effectively communicate your research in a logical and engaging manner. We recommend structuring your content with the following sections, focusing on plain language:

- Title: Concise and impactful (10 words or less)
- What this research is about (Intro and background)
 - Provide a background sentence explaining the rationale for your research topic.
 - Clearly state your research goal or objective using active and clear language.
- What the researchers did (Materials and Methods)
 - Explain your research methods in plain language.
 - Highlight anything unique or important about your research methodology.
 - Include what you measured that provides context to your findings.
- What the researchers found (Results/Discussion)
 - Present your key findings clearly. If research is ongoing, you may present preliminary results or refer to related published research.
 - Discuss the implications for Northern Ontarians (benefits/harms).
 - If relevant, explain the mode of action or how/why your findings work.
 - Include figures for results within this box (e.g., Fig X).
 - References should be concise and not a significant part of the poster.
- Research Impact (Conclusions/Implications)
 - Identify the economic, social, or environmental impact of your research.
 - Explain the value your project brings to Ontario's agriculture and/or food sectors.
- What you need to know:
 - Briefly summarize the main findings related to the day-to-day life of the average Ontario (your 30-second take-home message).



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- Provide specific summaries or recommendations for relevant audiences (e.g., consumers, policy makers, farmers).
- To know more:
 - Include your contact information (name, email address, phone number).
 - Optionally, include images that relate to your research or target audience.

Plain Language Principles

Effective communication is key. Please adhere to plain language principles to ensure your research is accessible to a broad audience:

- Write for your reader. Consider who will be reading your poster and tailor your language accordingly.
- Use common words whenever possible. Use technical terms only when necessary and explain them clearly.
- Use “we, you” to engage the reader.
- Write using an active voice (e.g., “The team conducted the study” instead of “The study was conducted by the team”).
- Be direct and to the point. Eliminate jargon and unnecessary words.
- Organize information logically with clear headings and natural flow.
- Minimize acronyms; if used, define them.

Design Specifications

- Legibility:
 - Ensure all text is easily readable without the need for zoom.
 - Headings should be clearly distinguishable.
 - Recommended fonts: sans-serif fonts such as Arial or Calibri are encouraged for their readability.
 - Select 2 or 3 fonts and stick with them for the entire poster for consistency.
 - Do not write in all caps.
 - Do not use italics for emphasis.
- Contrast:
 - Ensure there is a significant contrast between the colour of your background and your text to ensure readability.
- Background:
 - Keep the background subtle. Content should never compete with the background. Avoid background images.
- Visual Elements
 - Use high-quality photos and logos.
 - Recommended image file formats: .JPG or .PNG



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- Integrate charts, graphs, or illustrations where they can simplify complex information.
- Layout & White Space:
 - All parts of your layout should work together. Group similar information together.
 - Ensure that text and graphics are properly aligned. Use templates or gridlines if helpful.
 - Utilize white space effectively to highlight important information and enhance readability. Avoid crowding your poster.
- Colours:
 - Start with 1 or 2 harmonious colours. Choose colours that relate to your subject matter or are prominent in your project's graphics.

Oral Presentation

During the Northern Ontario Ag Conference, presenters will be asked to give a 5 minute “elevator style” pitch about their project to the judges. Judges will assess evidence of preparedness and professionalism, ability to clearly discuss the research problem, methods, conclusions, and implications, demonstration of confidence and expertise, and establishing eye contact and effectively handling questions.