



## 2021 Mobility Management Poster Session FAQs

### To whom do I submit my poster application?

Please submit completed applications via email to Kirby Wilhelm at [kwilhelm@ctaa.org](mailto:kwilhelm@ctaa.org).

### What needs to be included in my application?

2021 Application Form

PDF of Completed Poster

### What criteria will be used to select posters?

Your poster should be a presentable representation of:

1. A challenge
2. A mobility management approach to solving that challenge, in terms of partnerships, innovative design, outreach, community engagement or involving riders.
3. Information about how the solution is working. Tell us your lessons learned (even if the solution did not work well).

The poster selection committee will be especially interested in topics related to this year's EXPO trainings and workshops.

### What should my poster look like?

The poster should be printed on thin, lightweight poster paper. The maximum size that will be accepted is **4 x 6 feet**. (Note: Bigger is better.) There is no mandatory arrangement of the poster; you are free to design a poster however you like. Infographics, photographs, diagrams and charts can definitely add to the visuals.

### What if I know nothing about making a poster?

We are recommending a poster template. All you have to do is fill in the boxes. It can be found on [NCMM's page regarding the poster session](#), under the link *Standard Template*. You can also view this [website](#), for other poster templates. The templates require only minimal familiarity with PowerPoint and all you have to do is fill in the boxes.

### May I design my own poster?

Yes. If you want to design your own poster, there are tons of poster design tutorials on the Internet and lots for using Microsoft Power Point to design a poster. Here's two from [Pennsylvania State University](#) & [The University of Texas](#) that are easy to understand.

### Are there any other tips for creating the poster?

In addition to the tips noted below, please see the accessibility guidelines that follow.

- Poster should be well labeled and legible from a distance of 10–15 feet away.
- Letters in the title should be at least one inch high.

- Do not use a small font size for text.
- Lettering should be bold.
- Avoid use of fancy fonts. Sans serif fonts such as Veranda are easier to read than Serif fonts.
- Use upper and lowercase letters.
- Place captions under any graphics, pictures, that are not self-explanatory.
- Have fun and use colors!

### **What is the deadline for submitting a poster application?**

*The deadline is October 15, 2021.*

### **Once I submit my application, when will I be notified if it is accepted?**

You will be notified by October 25, 2021 whether your poster has been accepted.

## **CTAA Poster Accessibility Guidelines**

(Adopted from APHA)

**CTAA would like to make the poster presentations accessible to the widest range of people possible.**

***Please pay special attention to members with disabilities.***

While at your poster sessions be sure to *keep push pins off the floor* as they can puncture wheelchair and scooter tires.

### **Attendees with Visual Impairments**

Offer to describe your poster or have an alternative presentation of your work available for attendees with low vision. That can be in written or audio format. Below are guidelines for presenting a poster to attendees with low vision: **Font Type**

#### **Font Type**

- Sizes may vary depending on the viewing distance and amount of text to be included.
- Title Size: Ideal is 158-point font but titles should be at least 72-point font or larger. Title should be viewable from 10 to 15 feet away to catch the attention of the reader.
- Section Title: Ideal is 56-point font but should be at least 46 to 56-point.
- Block Text/Body: Ideal is 36-point font but should be at least 24-36 point.

#### **Use sans-serif (non- serif) fonts.**

- Typefaces are often described as being serif or sans serif (without serifs). Serif fonts can be more difficult to read, particularly the more decorative, handwritten and italicized fonts.
- Serif fonts include a small decorative line added as embellishment to the basic form or main strokes of an alphabetical letter. The most common serif typeface is Times Roman.
- Sans serif fonts have no embellishments. Common sans serif typefaces are Helvetica and Verdana.

#### **Font Color**

- Black text with a light background is the most legible for printed material.
- If it is important to have many colors for aesthetic or other reasons, it is better to use combinations different from black text on white background only for larger or highlighted text, such as headlines and titles.

### **Line spacing**

- Leading refers to the amount of added vertical spacing between lines of type. Using between 1.2 and 2.0 line-spacing allows the reader greater ease in moving from line to line.
- Tracking is the space between characters. If your processor allows for letter-spacing adjustments, +3 is adequate.
- You can increase tracking for headlines, but you should not use less than +3 for tracking anywhere.

### **Images and Graphics**

- Include captions for images and graphics to allow the audience to understand more precisely what the image is intended to communicate.
- Place images/graphics in sequence with the text.

### **Do not place text over images.**

- Include titles for images/graphics.
- Be sure that the resolution of the image is correct for large printing. As a general rule use 300 dots per inch, or dpi, when saving images. Avoid copying and pasting images from the web that are below 250Kb.

### **Organizing Information**

- Be wary of crowding a poster. Take advantage of white space.
- Location of Title should generally be across the top of the page and displayed prominently. Headings and subheadings should be displayed in relationship to the body/block text they lead.
- An introduction to the poster should be clear, engage the audience and inform them of the message you want them to take from the poster.
- Readers should be logically led in the correct direction from heading to heading by a clear narrative and attractive and logical design.

Please send any questions to Kirby Wilhelm at [wilhelm@ctaa.org](mailto:wilhelm@ctaa.org).