



2022

Student Poster Rules & Guidelines

The **TransAction** Conference (April 26, 27, 28th, 2022) is back *in-person*! The conference rate is waived for student authors and co-authors.

Students who are completing or have completed any project relevant to the transportation industry from public administration, public policy, urban studies, economics, finance, political science, engineering, environmental studies, geography/GIS, public health, or other disciplines, are invited to create and submit their posters (pdf) to the contest held on Wednesday, April 27th (poster PDFs due to DVRPC by Friday, April 15th at noon).

Register for this contest by Noon (Eastern Time) on Friday, April 15, 2022 for a chance to win TD Bank visa bank cards!

- \$500 for 1 graduate student
- \$500 for 1 undergraduate student
- \$250 "Honorable Mention" Award

—> **Poster Session Rules**

- **Primary Student Author:**
 - **By Noon on Fri. April 15th**, the primary student author must [click here](#) to register online *and* email the poster PDF to Kwan Hui at khui@dvrpc.org and Amy Bernknopf at abernknopf@dvrpc.org. The author must also bring a printed version of their poster for display at the conference on **Wed. April 27th!** The primary author must be a current student (graduate or undergraduate) at the time of registration, or must have received their degree during the preceding academic year. Faculty Advisers may be contacted to certify that the research presented on the poster involves only the work of the primary author enrolled in an undergraduate, graduate or doctoral degree program at the time the work was performed. The project must be substantially completed while the primary student author was enrolled in a degree program. Otherwise, the poster will be disqualified.
 - Only one poster entry per primary student author. However, students are welcome to work together as a team of 2 or more, or individually. Faculty coauthors are permitted on student posters, but the student must be the primary author on the poster.

- **By Noon Fri. April 1st:** If students would like to use DVRPC's foam boards and/or DVRPC printing services for their posters, please indicate it in the registration form and email Kwan Hui at khui@dvrpc.org and Amy Bernknopf abernknopf@dvrpc.org. If not, students are responsible for bringing their poster boards and other materials to place on a DVRPC-provided easel.
- **By Noon on Friday, April 15, 2022:** Email khui@dvrpc.org and abernknopf@dvrpc.org a PDF of your poster. Don't forget to submit the online registration form!
- **Wed. April 27, 2022 Schedule (subject to change):**
 - **Between 8:15 AM and Noon:** Contestants meet at the DVRPC Exhibit Booth to set up. Note that the first session begins at 9:15 AM for those who may want to attend, so plan your time accordingly.
 - **2:40 PM - 3:30 PM:** Conference attendees and contest judges visit exhibits and student posters in the Exhibit Hall. To be eligible for a prize, students must be present.
 - **3:30 PM:** Winners will be announced. To be eligible for a prize, students must be present. The primary student author with co-authors will decide on how the prize will be distributed. Faculty Advisors are not eligible to accept the prize.
- **Other:**
 - Computers without audio may be used to run demonstrations and display additional information or illustrations. No electrical outlets will be provided.
 - Commercial advertising of products or services is not permitted.
 - The Internet will be available at the conference center, but presenters should not rely on it for their presentation.
 - At this time, there are no provisions for making posters at the meeting, nor for receiving, storing or returning posters to authors.
 - Students are responsible for poster set-up, clean-up and storage, bringing their own materials to the conference, and providing their own transportation and accommodations to/from the conference.

→ Evaluation Criteria

1. Content

- Does the poster provide a clear and concise overview of the student's work?
- Does the poster provide enough material to explain to the audience *without* the audience needing an oral explanation?
- Does the poster provide enough material to initiate discussion and questions without overwhelming the audience?
- Is information on the poster clear and easy to understand? Is it well-organized?
- Is the information relevant to the Transportation industry?
- Do thoughts and ideas flow in a logical manner?

2. Appearance

- Is the poster visually appealing to the viewer?
- Do the figures (i.e., tables, graphs) clearly convey the intended data?

3. Relevance to the Transportation Industry

- Is information relevant to the transportation industry? Does it focus on existing trends in the field? Is the analysis innovative?

4. Oral Presentation and Delivery

- How prepared and knowledgeable was the student in explaining the information to the judges?

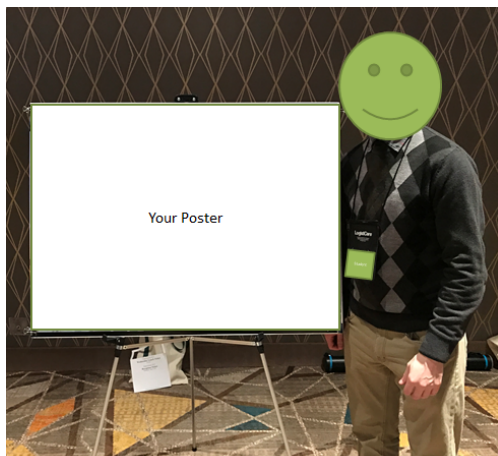
- How was the student's(s) ability to answer questions from the judges about the poster?
- Did the student exhibit good body posture and maintain eye contact with the judges? Was there good diction and articulation?

→ Poster Design Suggestions (Not Required)

- Prepare the poster on a single sheet of heavy stock poster paper or similarly flexible material.
- Keep content simple. A poster is a visual communication tool, not a manuscript. The viewer should be able to easily identify the primary concepts of the project without wading through a lot of text or complex formulas. Identify 3 or 4 main points or concepts to communicate.
- Visuals should be large enough for someone to comfortably read from 3 feet away.
- Do not compile individual pages of a PowerPoint presentation or a text manuscript onto a poster board.
- Avoid acronyms and jargon. Simple language is best.
- Present text in bullets or small chunks broken up by subheadings. Use at least 28–36 point bold sans serif font (e.g., Arial or Helvetica) for headers and 18–24 point font for text.
- Present information in columns. Arrange material in a logical sequence, from left top to bottom right. Three columns is a good target to shoot for.
- Offer a balanced mix of text and graphics. Too many words will result in people glossing over or simply bypassing your poster. A good rule of thumb is 50% text, 50% graphics and photos.
- Avoid dark-colored backgrounds. Use light colored backgrounds with black or very dark colored text. Graphics should similarly provide a stark contrast to be readable.
- Use simple graphics. Charts, drawings, and illustrations should be limited to a 2-3 color palette at a resolution of at least 300 dpi.
- Provide author name(s), organization logos and/or other acknowledgements to give credit to those who have done the work.
- Prepare talking points or a brief (up to 5 minutes) oral presentation so that you feel comfortable explaining your research and poster to small audiences, especially to someone who is not familiar with your work or discipline.

→ What Students Should Bring

- Resumes. This is a great networking opportunity!
- Dress business casual and wear comfortable shoes.
- Any items needed to display your poster.



For reference, the picture on the left is a student poster set-up at the previous TransAction conference.

→ Questions? Poster Coordinators:

Amy Bernknopf at abernknopf@dvrpc.org or 215-238-2845

Kwan Hui at khui@dvrpc.org or 215-238-2894