## **GUIDELINES FOR POSTERS AND BROCHURES**

### Dear Students,

We organize the Atılım Research Day (ATAG) to provide you with the opportunity to promote your project and research. We expect you to make the most of this opportunity and contribute to the increase in the demand for undergraduate- and graduate-level research.

The rules and recommendations for posters to be exhibited and evaluated within the scope of ATAG are below. You may prepare your poster(s) to promote your project during the exhibition, and many other events (congresses, fairs, etc.). Your brochures will complement the poster during the exhibition, and your visitors will leave with your brochures, as a reminder of your research.

We expect the posters and the brochures be prepared by the students under the guidance of the project executive/ academic advisors, with the project teams experiencing the entire process.

**Poster Guidelines:**

The rules and suggestions here are provided to help you better design and prepare your poster, in terms of content. The poster that you will prepare with these guidelines in mind will suit ATAG better, and your intended message will be perceived more accurately, deeming your work easier to evaluate, in a more accurate manner.

* Posters should be prepared as a single piece photo block, sized 70 cm x 100 cm (horizontal x vertical).
* Your poster should also include the following:
* Abstract/ Özet
* Introduction/ Giriş
* Literature/ Literatür
* Methods/ Yöntem
* Results and Discussion/ Bulgular ve Tartışma
* Conclusion/ Sonuç
* Acknowledgement/ Teşekkür

* ATAG posters from the departments that provide education in English should be in English. For posters prepared in either English or Turkish, the abstract section should be in both English and Turkish.
* Your main aim should be to prepare the posters in a way that is as interesting as possible, but also as easy and understandable as possible.
* Important parts should be emphasized in the poster content without going into detail.
* The poster text should be prepared in a format that is legible from a distance of one meter, and the section titles should be in larger font sizes.
* The Poster Title should be visible and legible from a distance.
* The Atılım University logo should be on the right side of the project title text, and if there are any logos specific to the project, it may be used on the left side. The posters of projects supported within the scope of the Internal Support Programs of Atılım University (LAP, ATAK etc.) should include the project number for the support received (LAP/ ATAK etc.).
* The names of the team consisting of the Project Executive/ Researcher/ Advisor and students should be included on the poster.
* The poster content should also include visual elements, and a good balance should be achieved between the text and images.
* Care should be taken to use figures and tables, they should be prepared in appropriate formats and sizes, and color selection should be made well. High-resolution images should be used wherever possible.
* Poster texts should be of a quality that will convey the necessary information to the reader, short sentences or lines/ listings should be preferred.
* An oral explanation may be provided at the poster, if necessary, without giving too much detail within the sections, and the brochure/ handout to be prepared may be used to convey the information not on the poster. If a brochure is also to be presented, the information on the poster and the brochure should not differ.

# **Brochure Guidelines:**

### Your brochures grant you the opportunity to share details about your work that are not on the poster with your visitors, and to leave an impression.

* Your ATAG brochures may be in English or Turkish.
* Your brochure content should prioritize the details about your research and work.
* Brochures may be in A4 or other sizes, and may be foldable.

For your questions and more information, please contact the Directorate of ARGEDA-TTO by phone or e-mail.

Contact:

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