

World of Urushi
An International Urushi Lacquer Art Exhibition and Symposium
The University Art Museum, Tokyo University of the Arts
26 September to 25 October, 2020

Poster Session Guidelines

Important: Poster registration deadline - 30 May

Those interested in participating, please contact <info@urushi2020.tokyo>

Poster Session Topics

The poster sessions will focus on current state of urushi (natural lacquer) worldwide. Topics may include lacquer art and techniques, lacquer tree cultivation, the scientific study of lacquer, conservation and restoration, and natural lacquer advocacy and promotion.

Guideline Summary

1. The Program Committee needs to receive the finished poster in by 10 September.
2. Posters should be in English. However, the poster title will be printed in **both** English and Japanese. The program committee will translate the title and insert Japanese in the poster. Please leave a space for the Japanese title in the poster.
3. Posters should be digitally created in A3 paper size and saved as MS WORD document. A PDF copy will also be needed. (see below)
4. The 2 files should be sent to the Program Committee at <info@urushi2020.tokyo>
5. The Committee will print the poster in A1 size and give it to you in Tokyo.

Guidelines

Presenting your Poster

The Poster Session will be from 14:00 on Saturday 26 September. Poster set up time will be at 8:30 on the 26 September. Please set up the poster yourself. The poster chairperson will provide tacks and pins etc., but prepare to bring any extra materials you might need.

Poster presenters are expected to stand by their posters for an “Author in Attendance” period from 14:00 to 15:00 on Saturday 26 September. If you wish, you can make a short handout with important points about your topic to given to interested attendees.

Poster Preparation Guidelines

Poster Format

Dimensions: The posters are A1 size (594 mm x 841 mm). By first creating the poster digitally in A3 size, it can be enlarged by the Committee by printing it in A1 size.

Creating a Poster

Adobe Illustrator, InDesign and Apple Pages are professional applications for organizing text and images on a page. If you possess and have experience with these tools, please use them. If you can directly create a A1 size poster using these applications, you are welcome to do so

Using Microsoft Word to Create a Poster

It is possible to use MS Word to create a poster. Us the “TEXT BOX” function to create text and images, and place them on a page as you wish

MS WORD allows setting the paper size to A3 (297 mm x 420 mm)

1. In the FILE menu find “Page Setup” and change the “Printer” to “Any Printer” (important!)

2. Then open “Manage Custom Sizes”. Create a new size, name it “A3”, and make the settings “297 mm x 420 mm”
3. Create the poster using text, images, graphs and charts. Be sure to save in A3 size!

Your finished poster in A3 size will be enlarged to A1 when printed. In enlarging a A3 page to A1, images and text are doubled in size. For example, a 10cm x 10cm image in A3 will be 20cm x 20cm in A1. Text in 18pt font on A3 will appear to be 36pt when enlarged to A1.

Poster Content

Recommended elements

The text should include the following elements:

1. A title panel (or a banner headline), including the project title, the names of all authors, and institutional affiliations (if applicable).
2. A small photo of the presenter/author to permit attendees to identify the author in the crowded hall.
3. Introduction: A short summary, which describes the scope of your topic, and why it is important.
4. Body: The information that you are presenting.
5. Conclusion: Recommendations for further study or action, a prediction or warning, etc..

Poster Design Suggestions

Posters are a visual medium. The poster should not simply be a report pinned to the wall.

1. Make effective use of space by presenting the information that best illustrates the message you wish to send. Charts, graphs and other images are useful ways to present information. Be sure they can be clearly seen from a distance of 1.5 meters.
2. Use photographs. Pictures of a process or a series of steps in a technique, or a number of examples of a finished products are useful. Avoid using too many photos. Use color. Use contrasting and primary colors to convey information in charts and diagrams. Use colors consistently. Do not over use them.
3. Keep fonts simple. Use no more than two fonts. The best fonts are sans serifs (e.g. Arial, Helvetica, Tahoma, etc). Traditional serif fonts like Times or Palatino are possible, but you might need to use a larger size in order to make the text readable. On a A1 size poster, fonts should be readable from a 1.5m distance. The title should be more than 65pt, and the body text should be at least 18pt to 24pt.

In creating your A3 size digital poster, use fonts half these sizes. (title 32pt, body 9 to 12pt)

Do not use all capital letters. They are difficult to read. Bold type, underlining, or italics will emphasize text where needed.

4. Remember that your audience may be reading your poster in a crowded room. Do not include too much text. Try to have no more than twenty lines per text box. .
5. Proofread the text. The “Spellcheck” function of your computer does not automatically guarantee that there are no mistakes. Read your text aloud to detect such mistakes. Invite a colleague who knows little about your presentation to read and edit your text. Be professional.

If you have questions regarding any of these guidelines, please contact the program committee at info@urushi2020.tokyo

Contact:

World of Urushi - An International Urushi Lacquer Art Exhibition and Symposium
Program Committee e-mail: info@urushi2020.tokyo URL: <http://urushi2020.tokyo>