2025 MECC Poster Guidance for Virtual Poster Session

As part of this year's Marine Energy Collegiate Competition (MECC), all teams are required to create and present a **36" x 48" poster** summarizing their efforts in the following areas:

- Business Plan Challenge
- Technical Design Challenge
- Build and Test Challenge

Note: A summary of the Community Connections Challenge is not required on the poster.

Posters will be showcased in a **virtual format**, and attendees will vote on the **Best Poster** using an **online survey tool**. The team receiving the most votes will receive a **"Best Poster" trophy** at the awards ceremony.

Poster Best Practices

To help you create a high-quality and compelling poster, consider the following design principles:

1 Tell a Story

- Highlight your journey over the year—what problem you addressed, your innovative solution, how you tested and refined your design, and what you learned.
- Use **headlines** and **sections** to guide the viewer through your narrative clearly and logically.

2 Be Visual

- Use diagrams, graphics, and photos to communicate your work visually. Images often speak louder than text in a poster.
- Include labeled figures for your device concept, test setup, or any other technical elements.
- Avoid large blocks of text—summarize key points with bullet points or short paragraphs.

3 Stay On Brand

- Use your school colors and logo appropriately.
- Include the MECC logo (available in HeroX resources).
- Ensure your visuals are high resolution (300 dpi recommended) and readable at full size.

4 Design for Legibility

- Use large, easy-to-read fonts (minimum 24 pt for body text, larger for headings).
- Maintain consistent font sizes and spacing across the poster.
- Choose colors that are easy to read—like dark text on a light background.

Tips for a Virtual Poster Session

Unlike in-person sessions, your audience will engage with your poster on a **screen**—sometimes without your team present. Here's how to optimize for that experience:

1 Export Your Poster as a PDF

- Submit your poster as a high-quality **PDF file**.
- Avoid animations or embedded media unless requested—PDFs should be static and self-explanatory.

2 Assume Your Poster Will Stand Alone

- Since some attendees may view your poster asynchronously, make sure your design is **self-contained**—don't rely on oral explanations.
- Include captions and short descriptions for any data or visuals.

3 Include Contact Info and QR Codes

- Add a **team email address** or social media handle for follow-up questions or networking.
- You may include a **QR code** linking to a video presentation, your team's website, or a deeper dive into your work (optional but encouraged).

4 Keep File Size Manageable

Aim for a file size under 10MB to ensure fast loading across all devices.

Resources

You can view **examples of past MECC posters** on the MECC website.