

## **SCHA Undergraduate Poster Proposals Guidelines for Submission**

The South Carolina Historical Association is accepting poster proposals for display at the 2025 Annual Meeting on Saturday, March 1, 2025, at Francis Marion University.

Students must be working on a research poster proposal with a faculty advisor. Poster proposals are due on December 2, 2024. Conference registration opens on November 1, 2024.

### **Please submit:**

Full Name of Poster Presenter

Name of College or University

Email Address of Poster Presenter

CV of Poster Presenter

Full Name of Faculty Advisor

Email Address of Faculty Advisor

Title of Poster Research

Abstract of Poster Research (Time Roman, 12 pt., double-spaced)

Send this information to the attention of the Executive Committee at [scha.history@gmail.com](mailto:scha.history@gmail.com) with “2025 Poster Proposal” in the email subject line. Please copy your faculty advisor on this email submission to the SCHA.

If your poster proposal is accepted by the Executive Committee, you will receive an email informing you of that decision with your faculty advisor copied with required steps and a timeline for poster completion.

### **Annual Meeting**

The registration fee for the Annual Meeting is \$45, which covers coffee, continental breakfast, and lunch. Poster presenters (undergraduate students) are not required to pay the SCHA membership fee to present at the Annual Meeting. The SCHA will provide an easel for your poster. All undergraduate poster presenters will receive a certificate of participation and should include selection for participation in the Annual Meeting on future CVs.

### **Standard Poster Preparation**

There are many poster templates online, and your university may have a printing center for this purpose. Here are guidelines for sizing a poster presentation on Microsoft PowerPoint:

- 1) Go to the Design tab
- 2) Select the Slide Size Icon (usually on the far right)
- 3) Select Custom
- 4) Set layout to landscape (in almost all situations)
- 5) Set your poster dimensions - standard is approximately 30x40 or 36x48

Please direct questions to [scha.history@gmail.com](mailto:scha.history@gmail.com)     *Revised 10.14.24*

## **Sample Poster Research Abstract for Proposal**

“Whale Bones and Sports Corsets:

How Gilded Age Sports Changed the Landscape of Women’s Fashion”

Erynn Price

Women's fashion in the western world changes rapidly. One major change in women's fashion was the rise of sportswear in the Gilded Age. Young, upper class, white women began to participate in sports and recognized the need for specialized sports garments. Manufacturers caught on to this demand and started marketing items such as cycling boots and sports corsets to the public. While changes in fashion happen constantly, this change was unique because it caused a shift in the language used in advertisements and eventually redefined beauty standards. The women who were participating in sports during the Gilded Age were the same demographic of women who set the trends for others to follow. When they started participating in sports it became more socially acceptable, and soon athleticism became a part of the beauty standard for women.

Before the Gilded Age popular terms used to sell women's clothing were “beauty,” “elegance,” and most often “grace.” The Gilded Age saw “beauty,” “grace,” “youth,” and “vitality” used simultaneously to advertise products. In advertisements of the early 20<sup>th</sup> century terms such as “grace” had mostly fallen out of favor and were replaced by terms evoking health and strength. The marketing put the new values into print which then solidified them into the American consciousness. In a time before radio, magazines, including advertisements, were a woman’s connection to the world. Much like today the media is a powerful tool in shaping beauty standards. The shift in the language used in advertisements, resulting from women's participation in sports, redefined what it meant to be an American woman.