

CURL 2025 Fall Exhibition Instagram Submission Guide

Submission Requirements

1. Submissions are due to CURL by 11:59PM on Friday, November 28. Please contact us ASAP if you need extra time: we will do our best to accommodate 😊
2. Please ensure your content fits the requirements set out by Instagram.
 - a. **Length:** 2200 characters (not words) max.
 - b. **Image and Video Ratio/Size/file formats:** [See this guide](#). Images with the wrong ratio will be cropped by Instagram.
 - c. **Number of Images:** Max 10. **If your submission contains multiple images, ALL of those images MUST BE THE SAME RESOLUTION.** If they are different sizes, our Instagram scheduling site may crop all images to the size of the first image, possibly cutting off your valuable content.
 - d. **Video File:** .mp4, max length of 10 minutes, 30+ FPS
3. **We require participants to create accessible content. Inaccessible submissions may not be accepted.** Please use a font size that is highly readable on cell phones, include image descriptions and subtitles, use high contrast (very light text on a very dark background or vice versa), etc. Learn more about accessible posts at our [Creating Accessible Content page!](#)

Submission Instructions

1. **Put all files for the submission into one .zip file.**
Fill out the template on page 2, then compile the template (.doc, .docx, or .rtf) **and** media files (.jpg, .png, .gif images or .mp4 videos) files into a single **.zip file** ([see instructions here](#)).
 - a. If you are submitting as part of a class, name the file YourName_CourseCode_Title.zip. If you are submitting independently, name the file YourName_Title.zip. (You may use a condensed version of your title, e.g., “SamSmith_OnlineRelationships.zip.”)
 - b. If your submission contains images, ensure their file names are numbered in order, i.e., 1.jpg, 2.jpg, 3.jpg...
 - c. Do NOT embed images in your written document; simply include them in the .zip file.
2. **Submit your work.**
 - a. **Independent participants:** Upload your .zip file to our public [2025 Fall Exhibition Submissions](#) OneDrive by 11:59PM on Friday, November 28. Use the folder labeled

“Independent Participants.”

- b. Students from a participating class:** Send your files to your professor for review first. After reviewing your file, they will upload the .zip to the [2025 Fall Exhibition Submissions](#) OneDrive using the folder labeled with your course name, or they will ask you to do so.
- 3. Notify CURL.** As soon as your work (if you are an independent participant) or your class’s work (if you are a professor) has been uploaded, please send us an email at curl@uwo.ca to let us know. The sooner we have access to it, the easier it is for us to plan the conference ☺

Submission Template

Please do not embed your images in this Word document. Simply include them in the .zip file.

- 1. Participant name(s) and email address(es):**
- 2. Written Content:** Your post caption, 2200 characters max. Remember to introduce yourself!
- 3. Low-Vision Accessibility Features:** These ensure people with limited vision or who use screen reading software can read and learn from your post.
 - a** For each **photograph** you have included in your .zip file, please provide a short image description. **If your image contains important text, write the text out.**

Example: “A photo of a desk with a laptop on it. To the right of the laptop is a closed, Huron-branded notebook with ‘My Research Process’ written on the front.”
 - b** If you are submitting a **video**, please include a text-based copy of the script you used. If Instagram’s automated captions are inaccurate, we can post the transcript in the comments.
 - c** For each **text-based image or infographic**, double-check that your text is relatively large and clear, not small and crammed together. Write concisely so you can use a large font and put adequate space between sections and points.
 - d** For each **text-based image or infographic** you have included in your .zip file, please copy the text here and describe any important visual elements.

Example: “Title: My Results. A dual axis graph illustrates the following results: 75% of the students using study method 1 remembered what they learned two weeks later. The average boredom rating was 1/5...” etc.

Thanks for submitting! We can’t wait to see your work ☺