

PowerPoint has many useful features for poster creation.

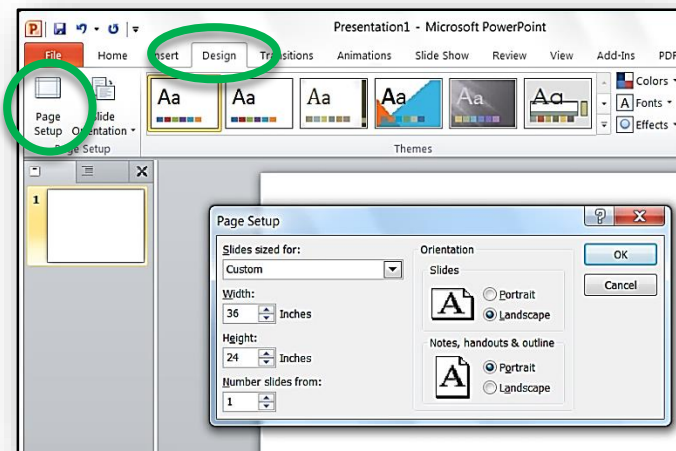
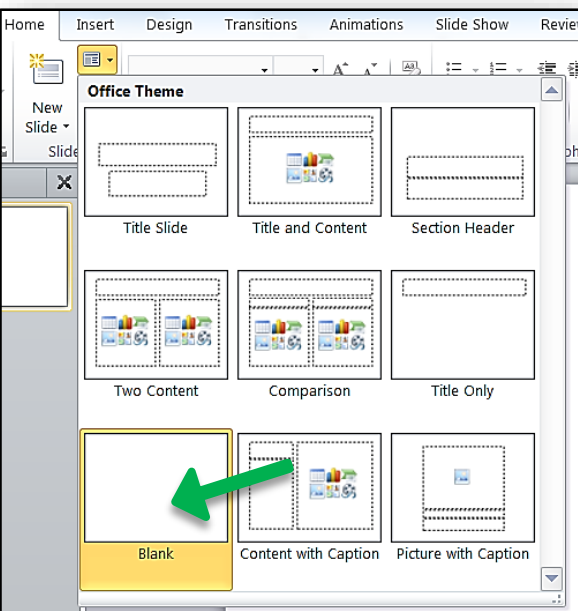
- Variable page size and orientation
- Large range of text and graphic tools
- Easy element placement and alignment
- Resolution independent drawing tools
- Ability to import and edit images and objects from other application.

General Design Tips - Layout

- Use a grid layout. Order material top to bottom, left to right. Layout the major sections in a logical order.
- Don't force the viewer to move their eyes back and forth over long distances.
- Leave plenty of white space. Keep it simple. Leave a good margin.
- Sketch several designs on paper first or SNOP (sticky notes on paper)
- Figures must be uncluttered and illustrate the important points. Use short, clear labels for all of your figures.
- Use the minimum amount of text to get your points across. Most people will only spend 3 to 5 minutes at a poster.

Layout Style: When you create a poster you are making only one slide. Use a Blank or Title Only slide layout

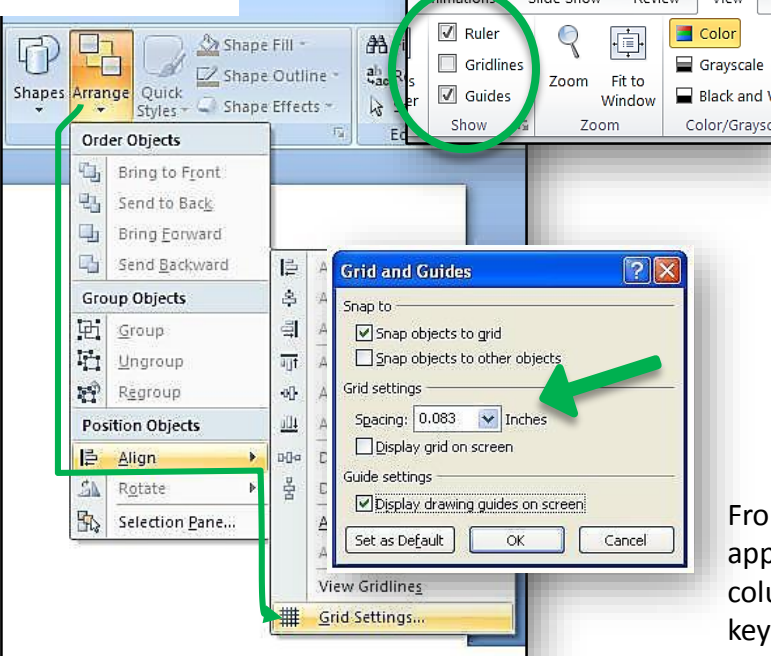
Page Size: From the *Design Ribbon* select *Page Setup* to set your page size. Consult with your printer about the maximum page size that can be printed. PowerPoint is limited to 56 inches. Also check any requirements of the site at which the poster will be displayed. You can choose a horizontal or vertical orientation.



Page Setup
Slides sized for:
On-screen Show (16:9)

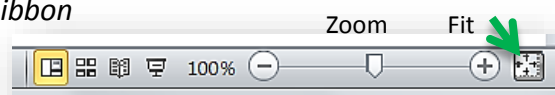
For an **E-poster** use the appropriate wide screen dimension.
16x9 or 16x10

Grid & Guides:



From the View Ribbon or the Arrange Menu on the Home Ribbon you can turn on Guides to help with your layout. The guides can be dragged to position as needed. Use the Ctrl key to drag a duplicate. (Option key on a Mac) Make as many guides as you need to define the basic shapes of your elements.

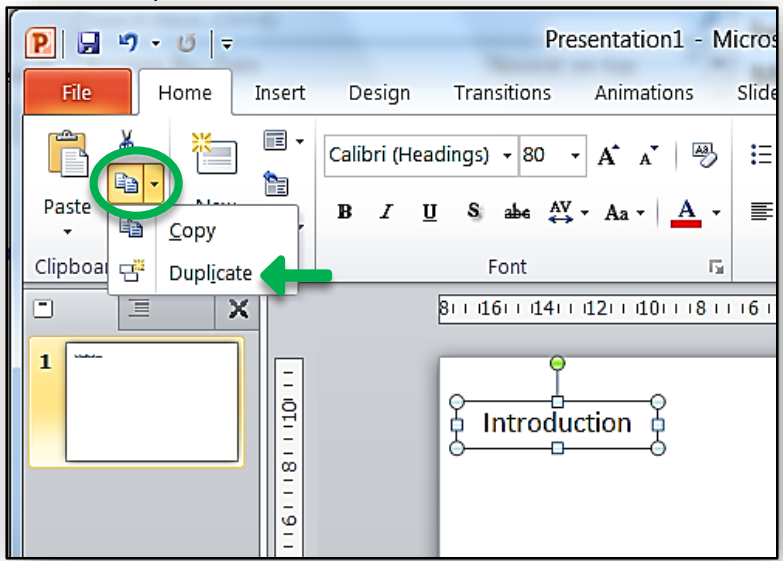
Use the *Zoom View* to examine your poster a 100% to make fine adjustments, use *Fit to Window* to shrink the view back to the full window. The ruler may also be helpful, turn it on from the *View Ribbon*



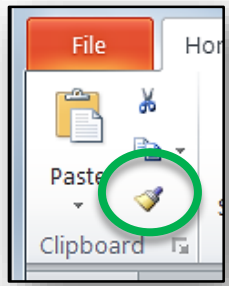
From the *Arrange Menu* you can adjust the grid spacing to an appropriate size for you poster. .5 to 2 inches depending on your column layout. If you need to nudge something holding the Ctrl key down when dragging an object or using the Arrow keys turns off the snap to grid. The Grid is not adjustable on the Mac.

Duplicate Elements & Formats

Since the text elements you place on the poster will not be part of the Slide Master, it helps to format your first elements and then duplicate them



The duplicate command is part of the *Copy*. Its keyboard shortcut is Ctrl-D. Duplicate an element and immediately move it then duplicate it again the movement is repeated. You can Shift key drag to duplicate objects as well



The *Format Painter* is helpful for copying formatting from one element to another. Select an object you want to copy formatting from then select the *Format Painter* brush, the next element you click on will have the format pasted onto it.

If you double click the Format Painter icon it remains live and you can click multiple times to format many elements. Click the icon again to turn it off.

You can also copy/paste formatting using the regular keyboard commands with the shift key. **Shift-Ctrl-C** & **Shift-Ctrl-P**

General Design Tips - Color

A white background is often a good choice for large format posters. If you want a background color try a light color to with dark text. Dark backgrounds with light content areas can be attractive, but don't leave large areas without content

Images can make interesting backgrounds. You may want to desaturate, lighten, or blur if the content distracts from your text and graphics.

Use color to define sections or add emphasis. Use a limited number of colors and always try to use them in a way that helps to convey additional meaning. For color borders, select something that draws attention but doesn't overwhelm.

General Design Tips - Text

Text size can vary depending on the size of your poster. Keep the text elements in proportion to each other and the total size of the poster.

To be easily readable the smallest font size, in points, should be at least 4 times the viewing distance in feet. For viewing at 6 feet [4 x 6 = 24] the smallest font size you should use is 24 point. (this formula assumes good eyesight so use larger sizes if possible). Headings should be 38 pts Titles should be generally 100 points or larger.

It is often recommended to use a san-serif font; Arial, Verdana, for titles and serif fonts; Times, Palatino, for body text. But the bottom line is readability. Use bold and italic for emphasis, not underlines or different typefaces.

24 Point 28 point
32 point

E-Poster font minimal size is 8 or 9 pt.

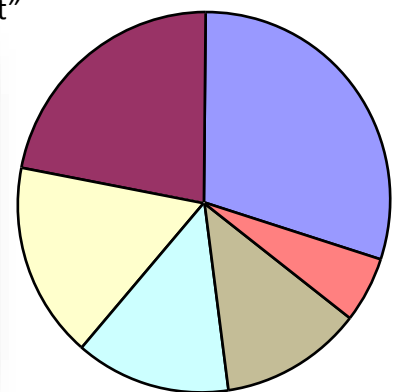
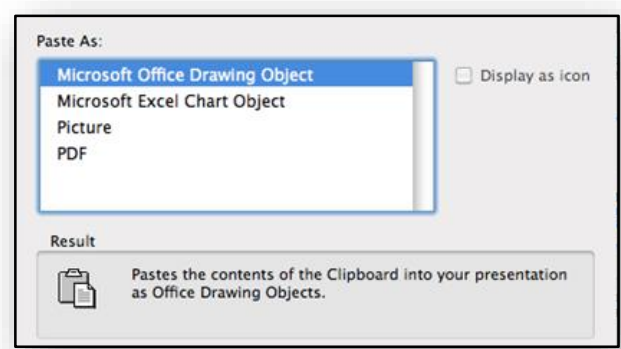
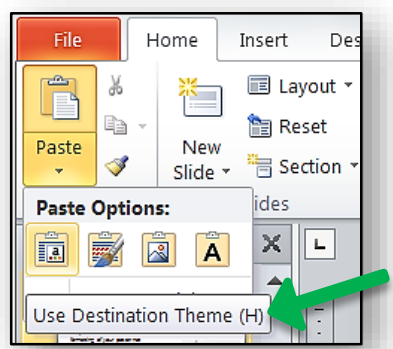
Try some *Word Art Styles* for you poster title.



Copying From Word or Excel

When copying text from another application paste using "Destination Theme" or "Text Only" so text will use the formatting of your poster not of the other application.

Do the same with graphics like charts from Excel. Copy and **Paste Special** as a "Microsoft Office Drawing Object", rather than use "Insert Chart"



Using Images & Graphics

Pictures can be exactly sized to fit the final poster size. Pixel resolution should be no lower than 100 pixels per inch (ppi) for good printing. Anything over 300 ppi yields no more quality and inflates file size. A photo you want to be 6 inches wide on the poster should be at least 600 pixels wide.

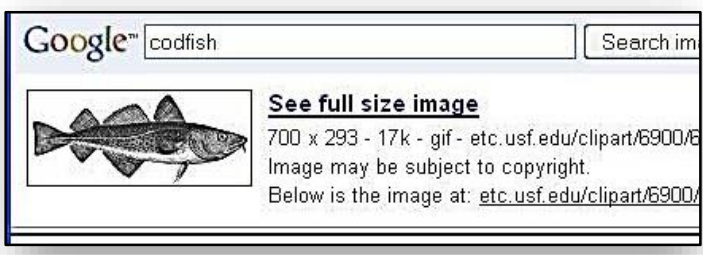
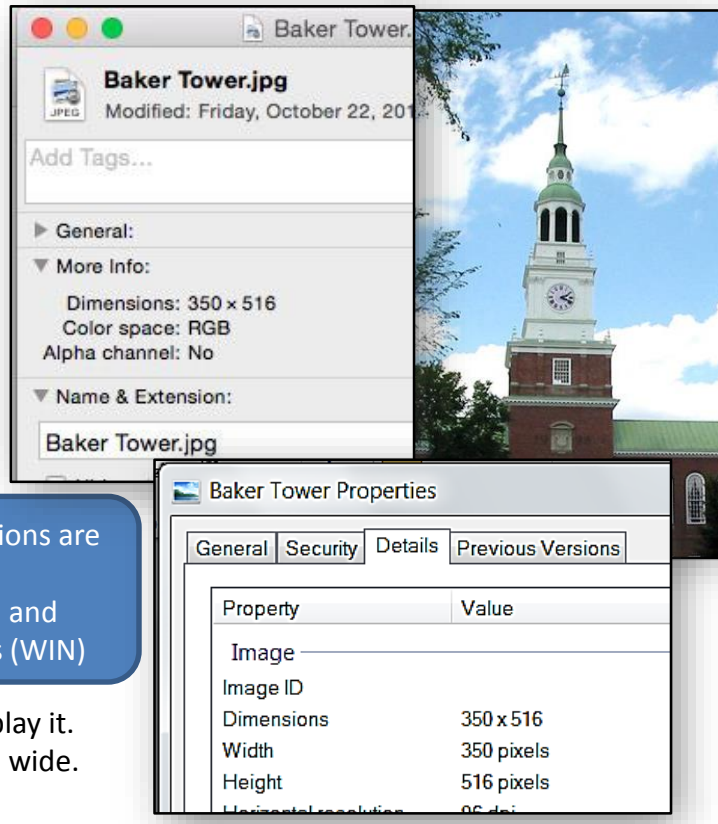
150 to 200 ppi is best

Unfortunately PowerPoint does not display the pixel dimensions of an image. Zooming in to 100% on poster should give you a good representation of the sharpness of the final print. Image editing or image viewer applications can determine the image dimensions.

Image dimensions are available in File Info (Mac) and File Properties (WIN)

Photoshop type programs do a good job of resizing images if necessary.

If you search Google for images, note the pixel size to see if the image is large enough for the size you want to display it. This image of a codfish would print well up to about 4.5 to 6 inches wide. Always check copyright issues and cite image sources.



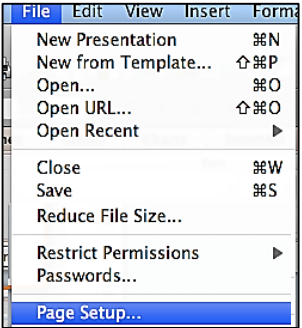
PowerPoint's Shapes and vector clip art can be resized without losing sharpness

Final Thoughts

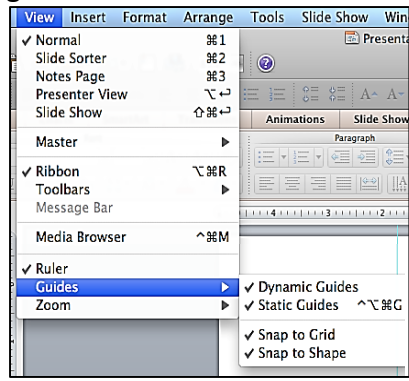
As with all communication, poster design is an art form, there is no single recipe for success. Review, proofread, spell check, print letter size drafts on a regular printer using the "fit to paper" option. Leave plenty of time for printing. Large formats take a long time to print, and your first print may reveal problems you did not see on screen. A one half size test print will save money and reveal any problems, before the final size print. Allow time to make a second print. Consult with the person(s) doing the printing about paper choices, file size, printer page orientation and size, font and color issues, and getting the file to the printer (email, zip, CD, memory stick and potential Mac/ Windows file type issues).

Mac Settings Differences

Page Setup is in the File Menu



The Guide settings are in the View Menu Use Alt key and drag to duplicate the static guides.



There is no setting to alter the grid spacing Use Cmd key to drag or nudge objects without snapping to the grid.

Use the Format Menu To format pictures, use the Get Info in the Finder to see image dimensions

