Designing Posters in PowerPoint

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Contents

         Designing Posters in PowerPoint

Using PowerPoint to Design Your Poster

For this course we are using PowerPoint as it is:

- readily available in Computer Rooms and on University Office PCs
- able to produce files that are acceptable to printers
- scalable

Desktop publishing packages, e.g. QuarkXpress, PageMaker or Publisher, give you more control, but you will have to learn to use a new piece of software.

The aim of this handout is to help you to make effective use of PowerPoint to design your poster. It will help you to consider some of the practical and technical issues of this approach to poster production. You will be able to decide how limiting such technical matters are and how to overcome some of them.

During the session we recommend that you use your own materials to produce a poster describing your research. However, the exercises in this handout refer to the resource files, so that we can cover the range of materials that may be included in a poster. Mix and match these resources as you see fit.

Making a poster is all about communicating your research findings clearly. However, this is not the only communication that you need to think about when preparing your poster. You need to communicate with your supervisor(s) or colleagues and whoever is going to print the poster out for you.

Deciding on poster size

Each conference tends to offer different areas for their posters. The size of poster that any printer can produce depends on the physical machine that they have to do the job. Ask the bureau or printers what paper size works best with their specific machine.

You'll want to be able to proof read your poster so you'll want to be able to print it out on your own or the School's printer. This is usually A4.

The brief or instructions to authors

**9th Annual Presentation on
Designing Posters in Powerpoint**
February 7th 2003, University of Nottingham, England

The University of
Nottingham

Instructions for Presenters

Poster Presentation

• Poster boards are 5'10" (1.75 m) wide and 3'10" (1.15 m) high.

• Pins will be provided.

Title

• Prepare a banner for the top of the poster indicating the title of the poster,
  author(s) and affiliation(s).

Illustrations

• Figures should be designed to be viewed from a distance and should use
  clear and visible graphics.

At the Meeting

• Fifteen minutes prior to the start of your session, post your materials on the
  board and leave them in place for the full session. Pushpins will be provided
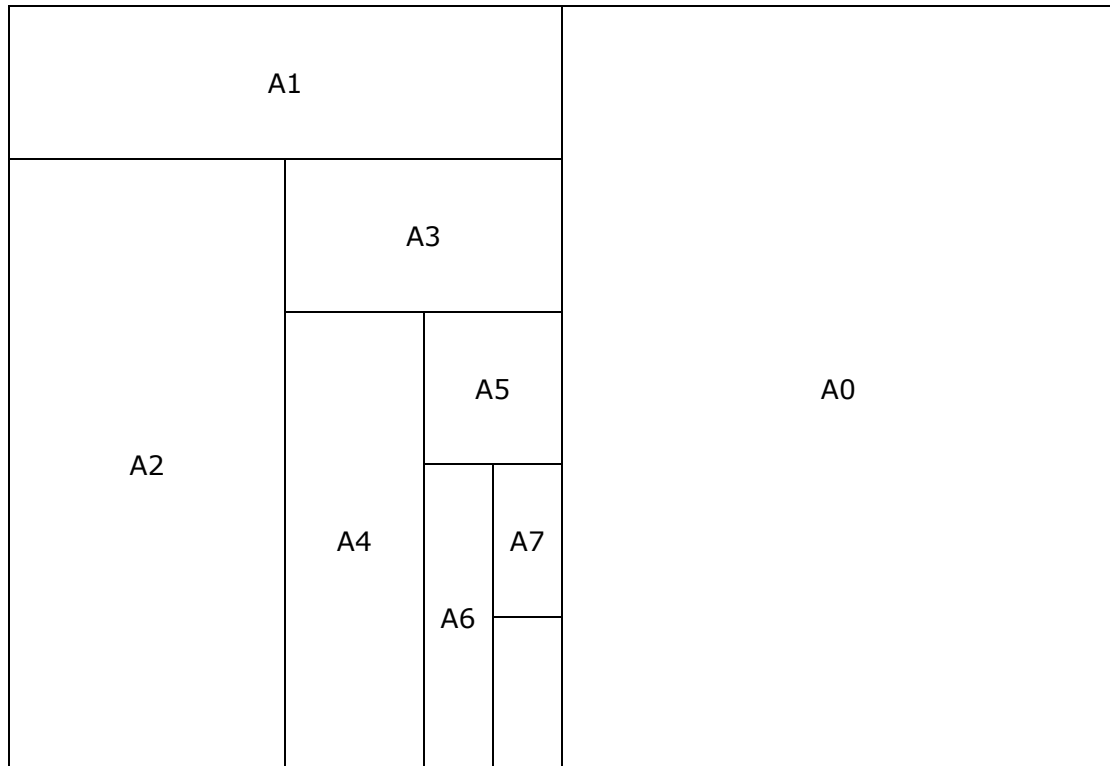 in the area.

Specific points to note are:

Title - Make a note of anything you may be asked to put into the title banner

Illustrations - Try to obtain the best quality images you can

Exercise 1: Setting the poster paper size

The most recognised and common sizes that we print are as follows:

A0	84.1cm x 118.9cm
A1	59.4cm x 84.1cm
A2	42cm x 59.4cm
A3	29.7cm x 42cm
A4	21cm x 29.7cm

This exercise shows you how to set up an A0 page as the base for posters in PowerPoint.

- Open **PowerPoint** and you should see a title slide for a new blank presentation.

- If you don't see this choose **Office Button>New** to call up the task pane on the right of the screen.

- Select the **Blank Presentation** from the **New Presentation** box and click **Create**. Keyboard Short cut Ctrl + N.
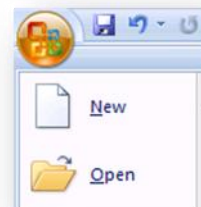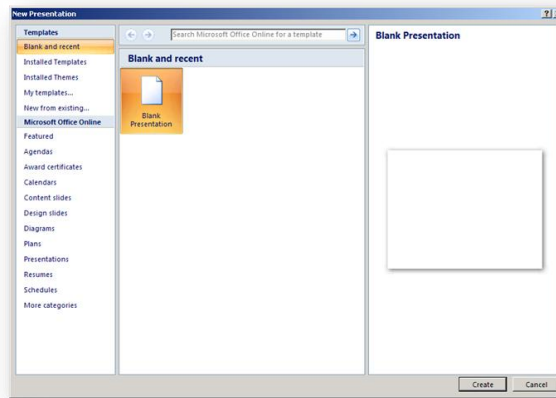
- The first step is to make this slide blank. From the **Home** tab choose **Layout > Blank**.
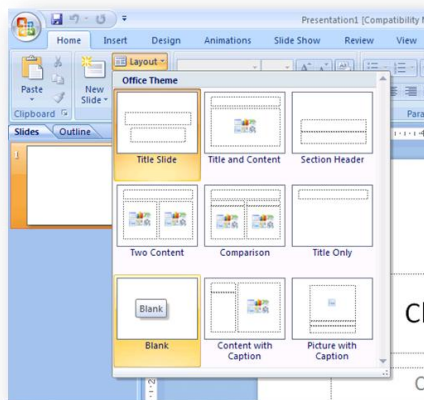
- Choose the **Design** tab **> Page Setup…**

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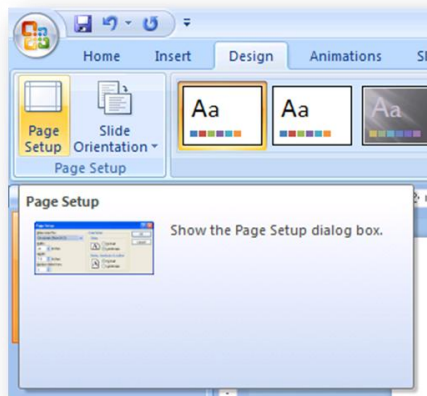
- Choose **Custom** and enter the measurements of an A0 page, 84.1cm x 118.9cm. You can decide what orientation you want to work with here too.
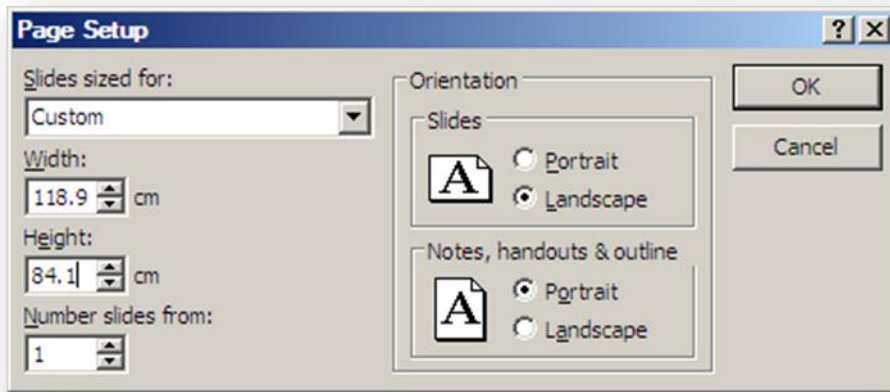
- Save this empty poster as **A0_POSTER_BLANK.PPT**.

- You can use the pop-up menu from **View** tab **Zoom** button to gain different views of your poster or you can use the zoom control in the status bar.
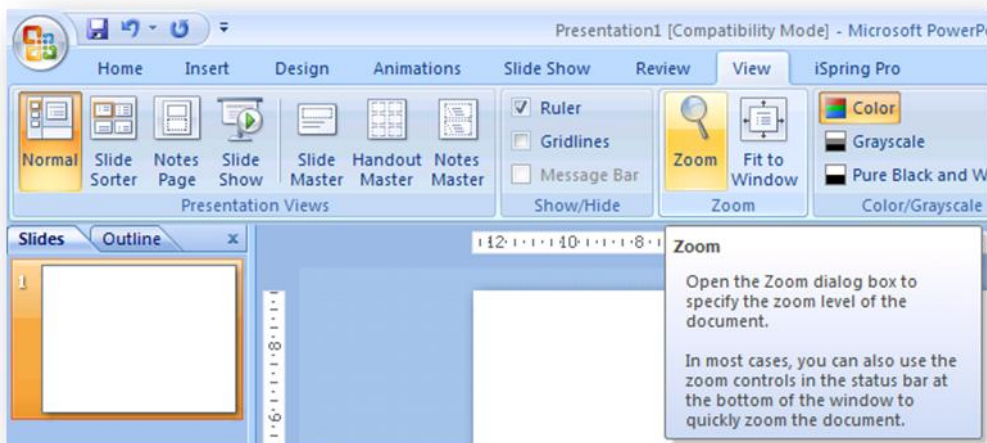
- Setting the **Zoom** to 100% will give you an idea of what the poster will look like printed out. You'll need to scroll about the poster to view it all. You can get an overview of your poster by selecting the **Fit to Window** button.

- Note whatever the A size you set you can print out A4 size copies of your poster for proof-reading or as a handout. **Office Button > Print ...**.

Designing Posters in PowerPoint
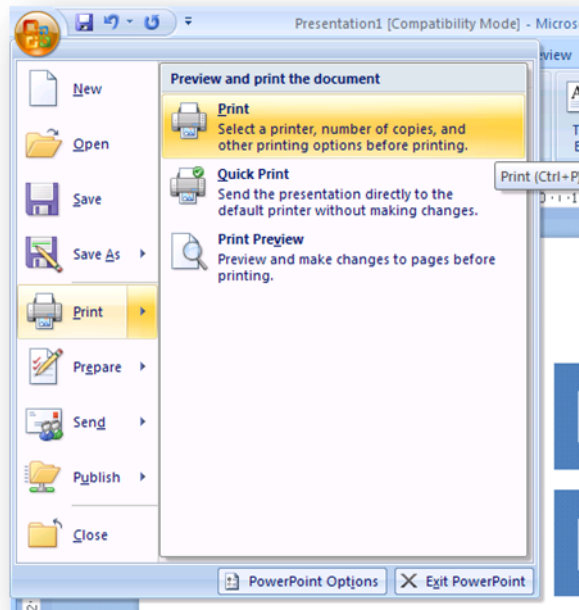
- Set the **Print range** to **Current slide**.
- Set **Print what**: to **Slides** and check the **Scale to fit paper** box.
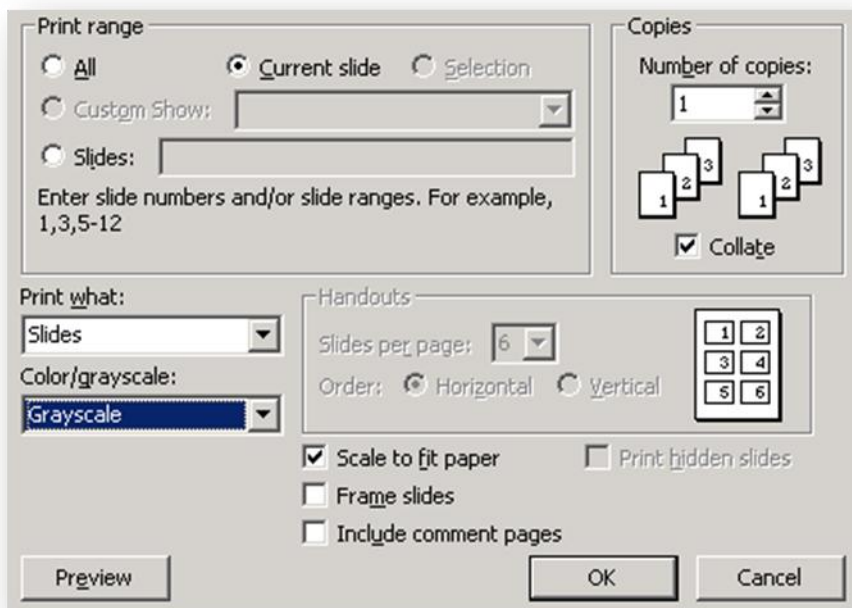
- You can also use this to print off A4 flyers that you can handout during the conference.

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Design advice

Apply the KISS principle

Defined in Wikipedia (http://en.wikipedia.org/wiki/KISS_Principle):

The KISS principle is a popular maxim often invoked when discussing a design process as a reminder to avoid the unnecessary complexity that can arise during the design process. The traditional expansion of this acronym is "Keep it Simple, Stupid".

Some hints (in no particular order)

- Check your spelling
- Be neat
- Use as little text as you can
- Avoid gaudy colours, BUT make it eye catching (a striking banner can help here)
- Emphasize important points (maybe by using a separate text box)
- Have good contrast between foreground and background text.

Exercise 2: Creating the banner

The majority of posters require a top banner which will contain the main poster title, sub-headings, author names and departmental/sponsors logos. The top banner can be dark or light depending on the colour of the rest of the poster.

- Use the **Insert tab > Shape > Rectangle** to add a banner to your poster.
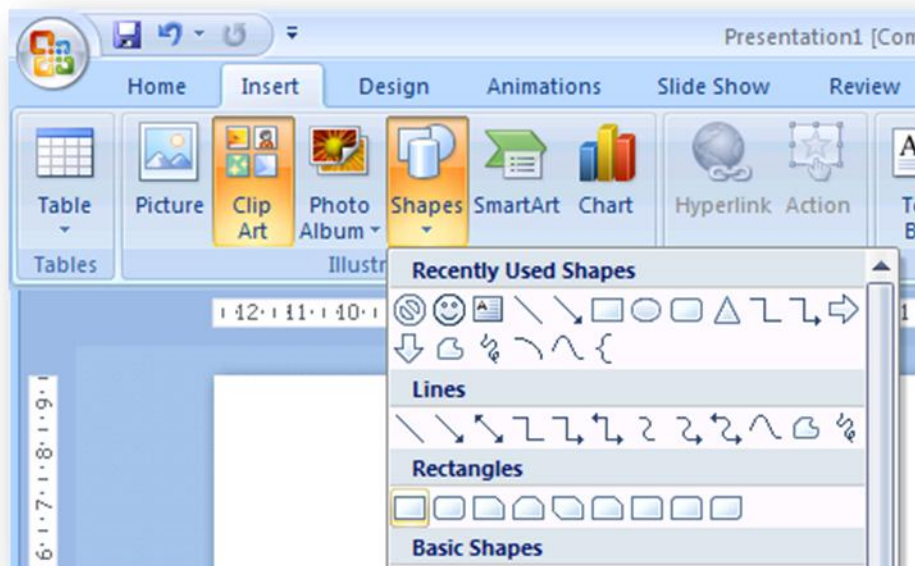
- Draw the rectangle across the full width of your slide.
  Changing the colour of the rectangle is covered later in this handout.

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- Use the **Insert** tab to add a textbox on top of the banner rectangle.

- Type: *Creating a Poster in PowerPoint* (Return), *your name* (Return) and *your School* and *the University*. Then adjust the appearance of the text as you would in Word, using the formatting toolbar.

- Note you will need to position the text so that is meets the corporate identity requirements for space round the University Logo.

- Save your file with a meaningful name, eg **FOR_X_CONF_JUNE2012.PPT**.

Exercise 3: University logo

Avoid taking logos from the Internet, as they are designed for screen resolution viewing only, and will pixelate when transferred to be printed and enlarged, resulting in an unsightly eyesore on your poster. This is one of the most common faults with posters.

As you can see the quality of the above logo is very poor, and is a classic example of a logo taken from the Internet. Considering that this is a very significant part of your main heading, it is essential to use the best quality logo available.

A copy of the latest Logo (July 2011) has been saved in your resources folder called **UoN-UK-C-M.BlueCMYK**.

On the **Insert** tab click the **Picture** icon then browse to the course folder to find the one of the files you downloaded and insert it.
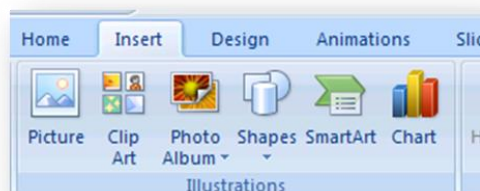
Either use one of the corner points to resize your logo or hold down **Shift & Ctrl** together, dragging the logo to the size you want.

This is an important point to remember, as this will scale your logos proportionately, and prevent the most common error of distorted and misshaped logos.

Position the logo at the top of your page on your banner.

Drag the logo (using the 4 headed arrow) to the top of your page on your banner.

Removing a background colour on a logo

Some logos have a background colour that will look odd with a coloured banner. It is possible to make one colour of an image transparent. However, this does not work on all images and the quality when it does work is not always good. It is better to ask for the 'original' logo from the sponsor or funding body – which should have transparency built in.

Click on the logo to call up the **Picture Tools** and the **Format** tab.
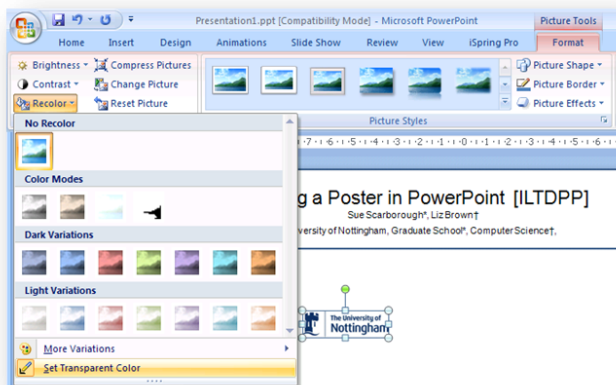
Select the **Transparent Tool** in the picture toolbar.

Click on the **white** of the logo to remove background/border. NOTE that this can leave a "halo" of grey pixels round the logo.

Designing Posters in PowerPoint

Use of colour

The correct use of colours in your poster and all its elements can often be the difference between a striking poster, and one that simply does not get noticed. Every aspect of your poster can have a different colour applied, from the different text headings to frames and background colours.

Only your imagination or taste limits the poster colours and backgrounds you **could** produce in PowerPoint! However, the choice you actually make for the background for you poster needs to take account of how easy the poster will be to read. You could also ask the printers for advice on colour scheme and the readability of text. Another good test is to ask your colleagues.

Clicking any element of your poster (a text box or a rectangle) will activate the Drawing tools. These allow you to adjust the colour of the Shape Fill, Shape Outline and Shape Effect.
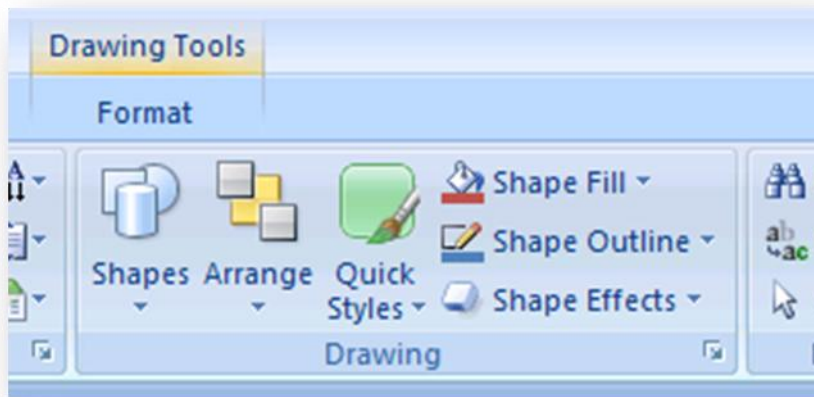
Font colour can be changed on the Home tab
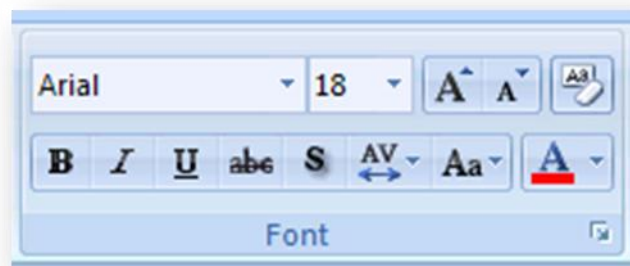
Exercise 4: The use of colour – background

On the Design tab choose Background Styles select the **Format Background...** to call up the Format Background dialogue.
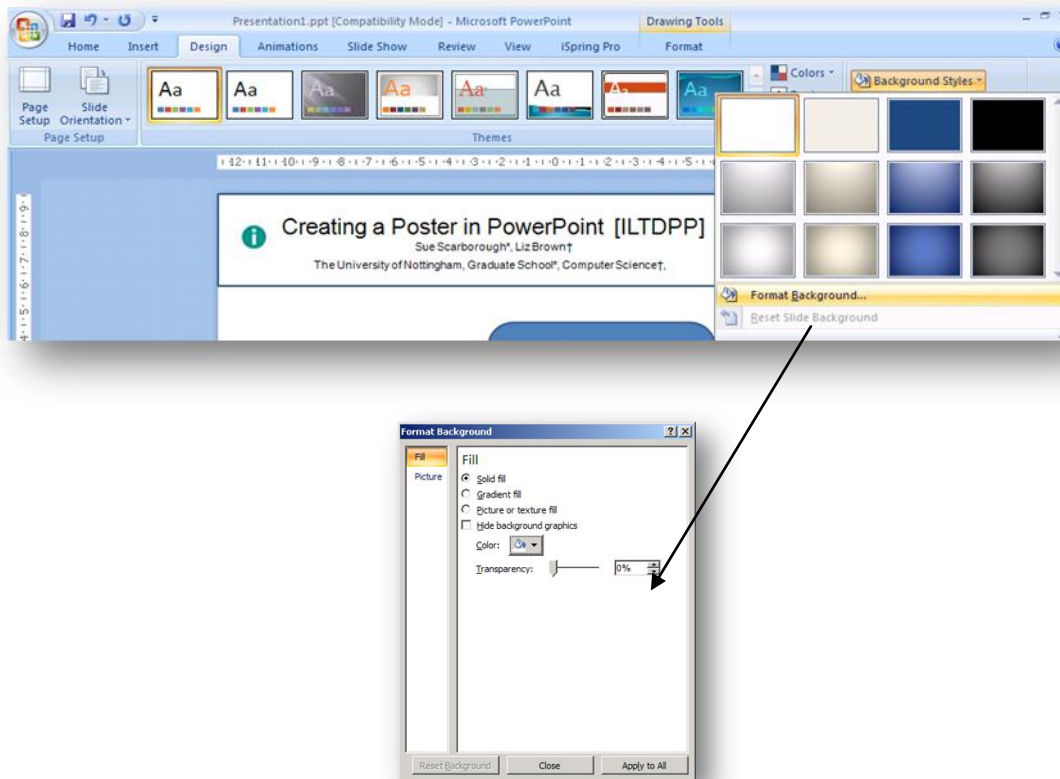
Click on the drop down arrow beside Colour and choose **More Colors ...** to call up the Colors dialogue, choose the Custom tab.
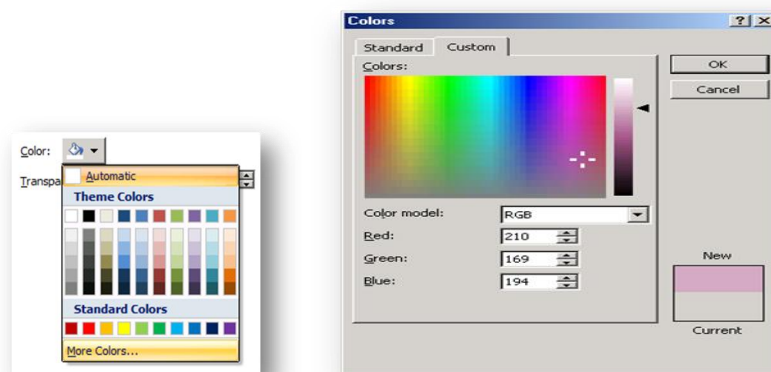
You can set the background colour to one of the brand secondary colours. For example the lilac had the following RGB values: R: 210 / G: 169 / B: 194.

Click **OK** to return to the **Format Background** dialogue. Set the transparency of the background to **0%** and click **Apply** to all to change the background colour of your slide.

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Exercise 5: The use of colour - slide elements e.g. a banner

- To change the fill and line colours, you can right click on the banner and choose Format Shape… in the popup menu, with Fill selected.
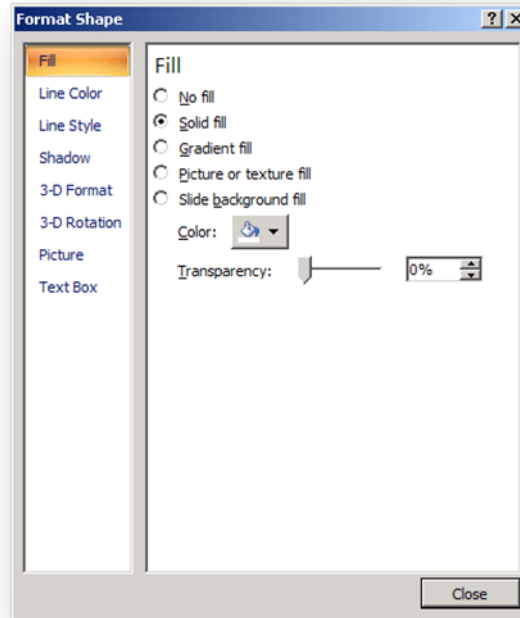
- Selecting Fill, Line Color, Line Style, Shadow, 3-D Format, 3-D Rotation, Picture or Text Box in the left hand pane lets you control each of these aspects of the shape.
- To change the colour of the background of the shape select the Fill on the left and then clock the Color icon on the right
  .
  This calls up the box that you met in Exercise 4.
- To change the appearance of the lines around your banner, or other shape, select Line Color or Line Style on the right and investigate the options on the right.

- You can change the font colour from the Font group on the **Home** tab (this is similar to Word).

Exercise 6: Considering fill effects on the slide background

Repeat steps 1 of Exercise 4 or right click on the background and **Format Background**. Then chose **Gradient Fill** on the right.

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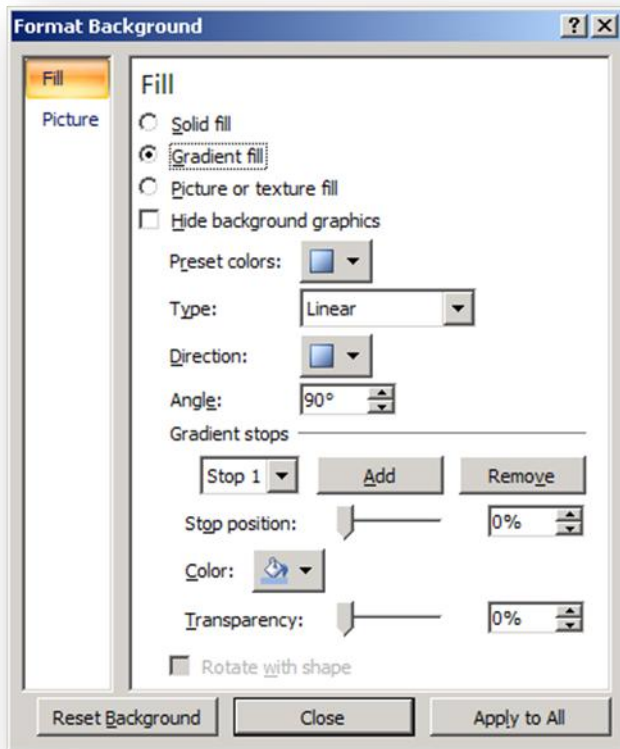
Try out some different built in gradient fills.

The following is **not** a design recommendation, but shows one of the effects you can create using the preset colours.

Designing Posters in PowerPoint
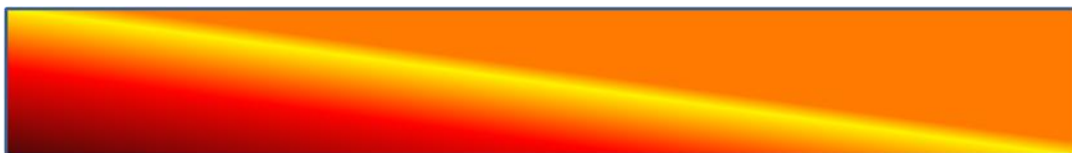
Exercise 7: Using a background image or watermark

Some images or clip art, will work as a watermark behind your text. You need to make sure that your text is still clearly legible.

- Call up the **Format Background** box, as before.

- Select "**Fill**" on the left and "**Picture or texture fill**" on the right.
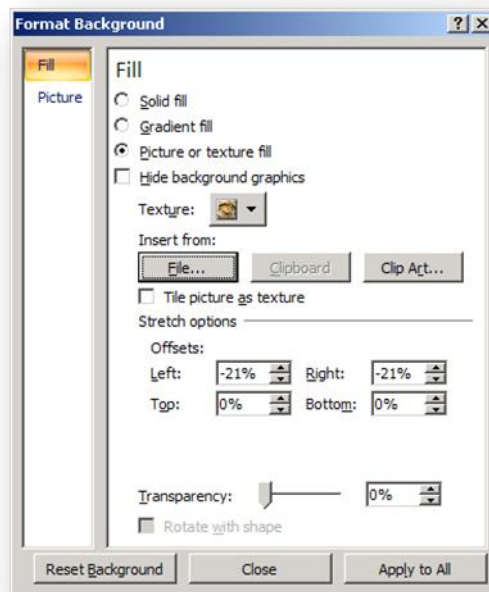
- Click the **File** … button and browse to find your picture. You can try this out with **Cows.jpg** from the course resources.
  NB this is not a serious suggestion of a suitable background image for a poster.

- Adjusting the Transparency slider may make your text more legible.

- If you want to use this picture to return to the Background dialogue, where you need to click **Apply to All** or **Close**.

Designing Posters in PowerPoint

Working with text

People tend to use too many fonts. They want each text element of their poster to be distinct from others, so they assign each one a different font, unfortunately this technique usually results in a poster which lacks design consistency. The use of different font sizes, along with bold, colour, shadow and italic type settings, can achieve sufficient text distinction for your poster.

Heading (20, Arial, bold)

Heading (18, Arial, bold, shadow, red)

Heading (16, Arial, bold, shadow, italic)

Heading (14, Arial)

Heading (12, Arial, bold, underline)

Heading (10, Arial, bold)

The choice of fonts available now runs into thousands. The actual number you see will vary greatly depending on the software installed on the computer. If you have ever had Corel Draw or Word Perfect installed you'll see many more fonts than a brand new installation of Windows or the Macintosh OS. This can be a problem if you use a font that is on your machine but not on the machine used by the bureau.

WARNING: A missing font can radically alter the appearance of the poster and the spacing of the elements. One of the most common problems your bureau printer will encounter is a file using a font which they do not hold. Fonts are often copyrighted so you cannot just give a copy of the fonts to the bureau!

To avoid this follow the KISS philosophy. Stick to the common fonts Arial and Times. Both are internationally used, tried and trusted. Arial provides a modern clean looking type face (sans serif) while Times provides more traditional type face (serif).

Please note the University Corporate font for PCs is Verdana.

Exercise 8: Formatting text

If you are familiar with Word, then formatting text is PowerPoint will be easy. In all Microsoft Applications you use the **Font** section of the ribbon on the **Home** Tab.
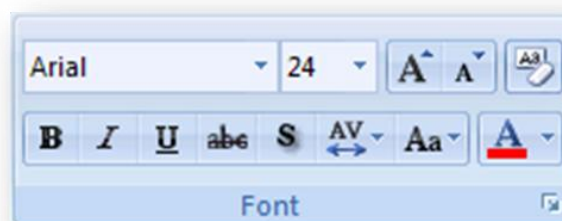
Explore some of the options on the ribbon.

If there are any buttons you are not familiar with, hold your mouse over the button until a ScreenTip appears.

You can check your ScreenTips setting using the PowerPoint **Options** button on the menu called up by the **Office** button.

Exercise 9: Setting the font size

There are no hard and fast rules, but you need to remember that the people who read your poster will be standing. They may be up to 2m away. They will not have the same patience or comfort as they would a printed publication sitting down to view.

Use the zoom to check the appearance of your text at printed size.

Rules of thumb for main text (very approximate).

Poster size	Zoom	Scaling To	Font size		
			Verdana	Arial	Times New Roman
A2	200%	A0	9-11	10-12	12
A4	400%	A0	6	6	6

Changing the size of your banner text.

The following is not intended as design advice, but is an exercise in using the tools on the ribbon.

1.   Select the heading on your banner.
2.   From the **Font** section of the **Home** tab select.
    a) **Bold** and **Shadow** the heading (Font 48 Arial).
    b) **Bold** the authors name (Font 28 Arial).
    c) **Italic** and **Bold** the department/university (Font 24 Arial).
3.   **Save** your file.

Changing the size of bulk or body text

Add a Text Box to the poster by clicking the button in the **Insert** tab and then click on the poster.

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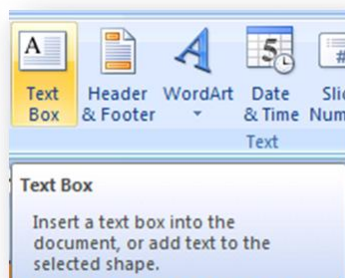
Use the Font section of the Home Tab set the font and size to Arial size 11. 11 is not on the dropdown list of font sizes, but when you draw the text box the size is highlighted and you can type in the size you want.

1. Type in "Body text".
2. You can choose any font and size you wish, so don't forget the design advice.
3. Experiment with the *Zoom* control to find which level is most comfortable for you.
4. Add another Text Box and this time make the font Arial, size 18 and Bold. Type in "Heading text".
5. **Save** the file.

Exercise 10: Creating shapes (boxes) for text

One way to give a coherent look to your poster is to use boxes for your text. The easiest way to ensure that all your boxes for text are the same size is to simply draw a rectangle and drag it to your required size. PowerPoint's textboxes tend to resize to fit the quantity of text they contain. Depending on how many boxes you would like on your poster, setup the first box for text, then simply copy and paste this text box duplicating the size, so the boxes remain consistent. You can add text to a rectangle.

1. Working on a three column design draw a rectangle approximately ¼ the size of your page.
2. Select the box by clicking on the outside of the frame.
3. Change the line colour to black, by using the **Line Colour** option from your bottom tool bar. Now click on the box.
4. **Copy** the box, and then **paste** it twice. Arrange the boxes roughly as you want them.
5. Select your three boxes. On the **Home** tab click on **Arrange**. Choose **Align** and then **Align Middle**. Repeat this and choose **Distribute Horizontally**.
6. **Save** your file.
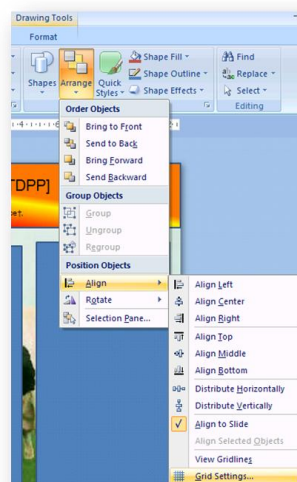
You can also use on screen guides and rules to check positioning (see box below).

For example, position the vertical guide to the right, setting a margin, positioning one of the text boxes in line with it, click on the guide to see what its point is, now set the line to the same position on the left, aligning the other text box to it.

Need help in positioning?

On the **Home** tab of the ribbon click on **Arrange**.

Choose **Align** and then **Grid Settings**… and tick the box beside "**Display drawing guides on screen**".
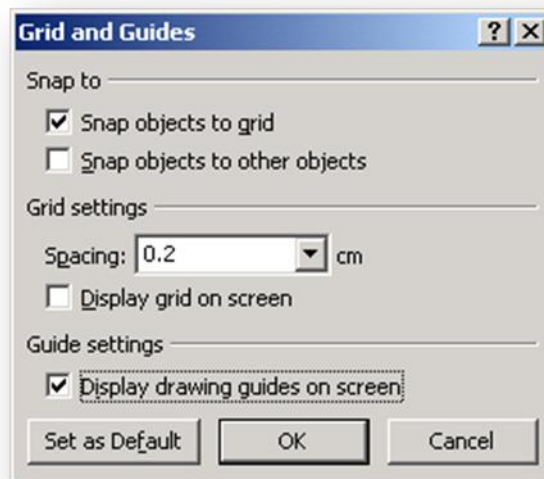
You can add extra guides by holding down CTRL while dragging an existing guide.

You can also use the built in grid. IN the Grid and Guides box "Snap Object to grid" is ticked. If snapping to grid is not helping, you then deselect this option.

Exercise 11: Adding text to a rectangle

1. Click once on the rectangle to select it.

2. Type "text" and this will appear in the middle of the rectangle.

3. Right click the rectangle and choose **Format Shape**. Select **Text Box** on the left.

4. Change the **Text layout Vertical alignment:** to top.

5. Click the box beside "**Wrap text Shape**" if necessary. Click **Close**.

6. Adjust the font size and appearance as you did in Exercise 8.

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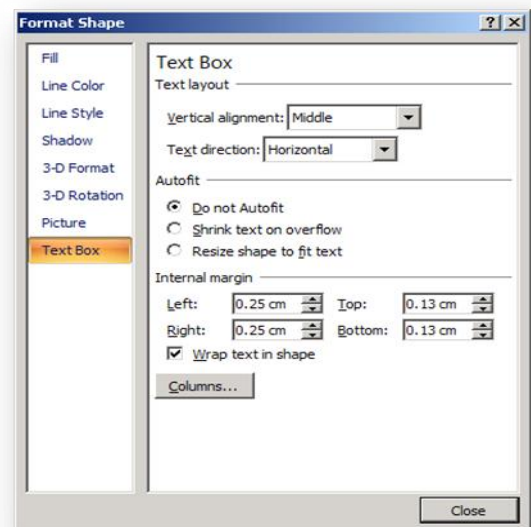
Exercise 12: Importing Text

When you import the file into your PowerPoint page, always remember to insert a shape first, and then paste the text in to it. This method will ensure that the text can be formatted.

1. Open the Word document titled '**long text 1**' from your folder

2. Select the text and copy.

3. Now use **Paste**, **Paste Special**… as **Unformatted Text** to paste this into the first shape.

4. There is far too much text here, so delete the excess.

5. Open the word document '**long text 2**' from your folder.

6. Select the text and copy and now paste it as unformatted text into the next shape.

Exercise 13: Text Alignment

There are four basic options for aligning type:

- Justified (flush left/flush right)

- Flush left with a ragged right margin

- Flush right with a ragged left margin

- Centred
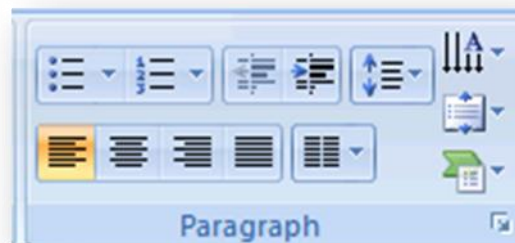
Choosing how to align your text is down to personal preference. Some people prefer to simply flush to the left consistently, whilst others prefer the tidy squared appearance of justified text. Centred text is a useful option for either headings (as above) or lists, creating a menu appearance.

- Click on the heading text box, and centre the text.

- Click on the 2 main text boxes and left align the text.

- **Save**.

Designing Posters in PowerPoint

Exercise 14: Subheadings

Formatting your subheadings can improve the appearance of your poster, as well as making the individual sections more prominent.

No Format	Formatted
Heading	**Heading**
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse et sem ut massa blandit dignissim. Proin ante enim, consequat a, dignissim eu, porttitor quis, sapien. Vivamus lorem nibh, ultricies at, porta vel, molestie in, justo. Proin neque tellus, euismod nec, tincidunt at, rhoncus non, diam. Suspendisse dapibus tempus turpis. Nulla interdum, libero eu iaculis pretium, lectus.	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse et sem ut massa blandit dignissim. Proin ante enim, consequat a, dignissim eu, porttitor quis, sapien. Vivamus lorem nibh, ultricies at, porta vel, molestie in, justo. Proin neque tellus, euismod nec, tincidunt at, rhoncus non, diam. Suspendisse dapibus tempus turpis. Nulla interdum, libero eu iaculis pretium, lectus.

Click in to your first rectangle

1. Type in the subheading "**Introduction**".

2. **Centre** the heading and set the font size to 24, bold, shadow, underline.

3. Change the font colour to blue.

4. Repeat this for the other subheadings.

Exercise 15: Using bullet points

Bullets and symbols are a useful addition to lists that require distinction. If space is tight on a paragraph and you cannot afford to leave a space between each individual point, a bullet inserted at the start will provide sufficient distinction between each point.

Basic bullets are very easy to achieve, simply insert your cursor at the point where you would like the bullet point, and click the bullet symbol.

Should you require more control over your bullets and symbols this is also easy.

1. **Select** the first rectangle of text

2. Below the Introduction subheading create a list of 5 lines

    Line one
    Line two
   Line three
    Line four
    Line five

3. Apply basic bullets to the list.

4. Select all five lines and click the downward pointing arrow beside the bullet button in the **Paragraph** section of the **Home** tab.
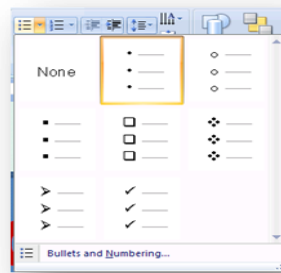
5. Choose one of the bullet type offered and click **OK** or click on **Bullets and Numbering**… and click **Customize**… to choose a bullet from one of the fonts on the computer. This calls up **Insert Symbol** box. Find the symbol you like and click **OK** to return to **Bullets and Numbering** … . Then click **OK** to apply this bullet to the list.
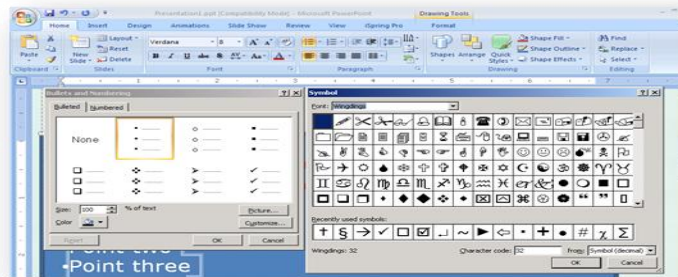
6. Save.
   If the items in your bulleted list are quite long and occupy more than one line, this can look messy.
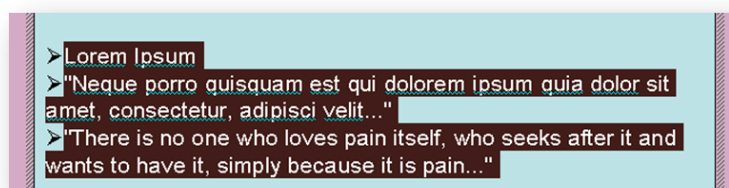
You can adjust the ruler to give a cleaner look, in exactly the same way as you would in Word.

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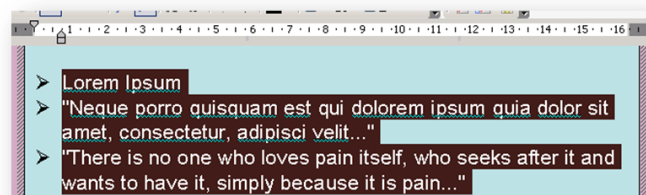
Exercise 16: Line spacing

Sometimes it is necessary to format your text so that it will fit tighter into a given space. This can be achieved through the hard return command, although this method will only provide l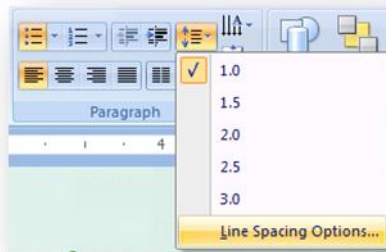imited control. If you require more control this can be achieved through the **Line Spacing** command from the **Paragraph section** of the Home tab. Clicking the downward pointing arrow calls up a menu.

In the line spacing section:

Increasing from the default setting of 1 will increase the space between the lines. Decreasing the number will decrease the space between the lines. This method offers much more control when working in limited space

- Select the text in your heading box.
- From the paragraph section select the Line **Spacing Options**… box.
- In the line spacing box adjust the top setting **Line Spacing** accordingly, increasing the number to increase the space between lines, and decreasing the space to decrease the space between lines.
- **Save**.
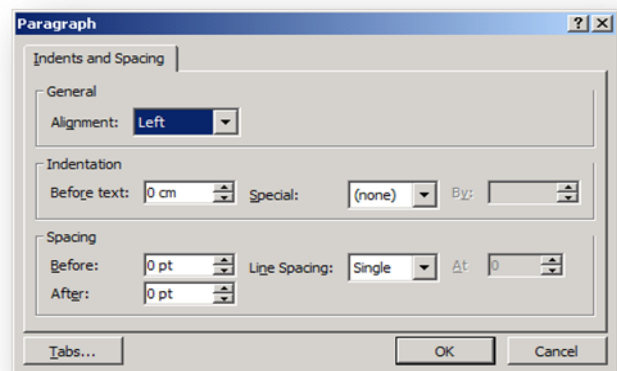
Exercise 17: Framing text

If your text content is not too high then a frame can create a tidy finish to your text boxes (it will not benefit a busy poster though).

- Select the first rectangle you set up for text.
- Now click on the **Shape Outline** in the Drawing section of the **Home** tab.
- Now select the colour which you would like to use for your frame.

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Working with figures (pictures, charts, tables)

There are various sorts of images that might appear on a poster: diagrams, graphs and photographs spring to mind. When working with PowerPoint it is useful to include a high quality electronic version of each figure, but this can raise several issues when you get to the bureau.

Communication with the printers could be very helpful to you here.

Examples of help a bureau or design company **may** be able to give you:

- A design shop may have a good digital camera, or know of a photographer, so you would be able to obtain pictures of equipment or samples.

- They can scan printed originals for you

You can insert either images or clip art into your PowerPoint file. PowerPoint will recognise both J-PEG and TIFF file formats. It is safer to stick with just one to prevent problems when printing. Try and keep your images all as one file format, either a J-PEG or TIFF, preferably a J-PEG.

The image quality of your poster depends in the number of resolution of the printer. It may be restricted by the resolution of your original graphics files. You need to check that the print bureau can handle the image type you are working with. You should aim to capture images at the resolution that you can print them at. Please note: this can lead to very large graphic files!

If you are really short of storage space you can aim to scan/save your images at lower file sizes, scanning at 300 dpi. This results in a smaller file size but will reduce the quality of your images.

If you are aiming to scale up from A2 to A0 your graphics need to be at least 300 dpi, but a higher resolution will produce clearer images.

Exercise 18: Inserting figures

Open the poster that you have been working on.

From the Insert tab of the Ribbon choose Picture and choose one of your images or use Cows.jpg.
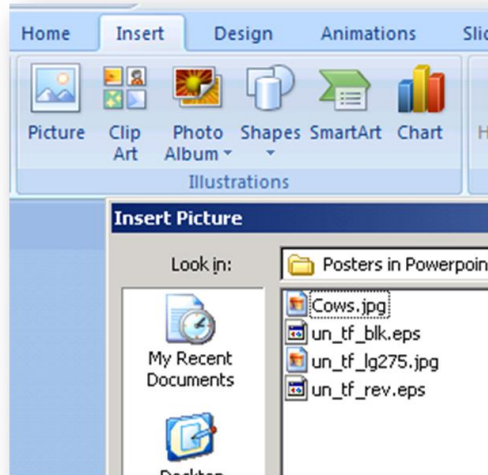
Resize the picture by clicking on it to select it and then by dragging the handles on the top and right hand edges. Note how easy it is to distort the image!

Insert the picture again and this time resize it by using one of the corner handles. This should stop the image distorting. You may find you need to hold down the SHIFT key while dragging to ensure this.

Try holding down CTRL while resizing the picture.

Steps 4 to 6 illustrate the importance of aspect ratios in images of real objects. You can achieve the same effect by selecting the picture and choosing Picture from the Format menu. Go to the Size tab where you should see that the Lock aspect ratio box is checked. You can adjust the picture size by entering the values you want.

Save the file.

Exercise 19: Using clipart

Clip art is more freely available than ever. The Internet provides a wealth of images, although it is worth remembering that some images will require either purchase or copyright clearance. If you require something fast and for free the Microsoft site does provide an excellent selection of free to use images http://dgl.microsoft.com/

To select and save clipart images directly to your Microsoft folder:

- Select **Insert** – **Clipart**. On the panel on the right choose Clip art on Office Online.

- Search is located in the toolbar towards the top right of the page. In the drop down list choose "Clip art" and type "Cat" in the box to the right. Now hit Search.

Designing Posters in PowerPoint
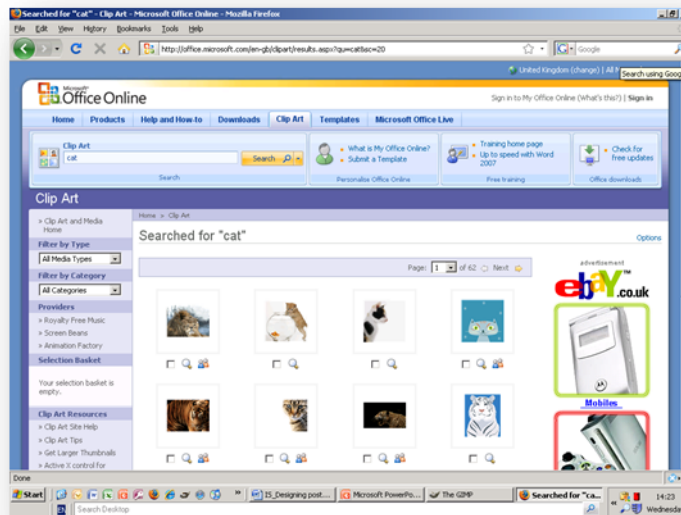
- You can choose one or more of the pictures by clicking the check box under each picture and then choosing Download n item(s) on the left or above the picture. Alternatively you can pick one picture by holding your mouse over the picture until a sidebar appears with a downward pointing arrow. Click this and choose Copy, as shown above.
  Either route will take you to the download procedure that you will need to work through.

- The clip art is now downloading

- Go back to your PowerPoint slide

- **Insert** – **Clipart** this will open the Clip Art panel on the right.

- You will now be presented with the following screen.

- In the 'search for clips' box at the top of the screen, type in **Cat**, then hit **Return**.

- Select the **image**.

- Select **Insert** clip as illustrated above.

- Scale the inserted image using Shift & Ctrl together

- **Save**.



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Designing Posters in PowerPoint
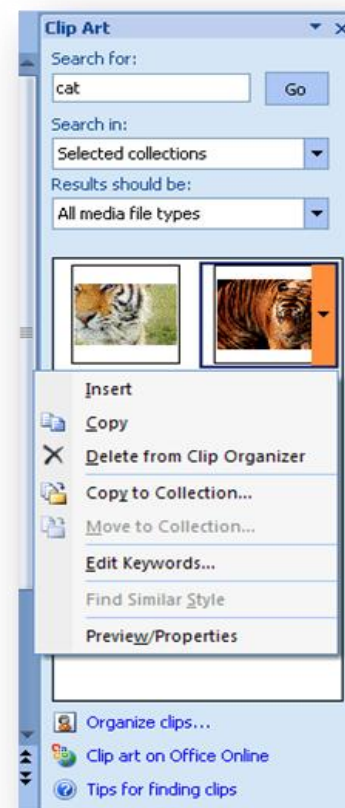
Exercise 20: Drawing new images and using grouping

PowerPoint is like all other Microsoft Applications as you can create simple drawings using the Drawing Tools

The grouping command can be a very useful tool, saving you design time.

By simply dragging your cursor over a selection of objects, you can create a solid group, which can then be moved around the page, not altering any of the detail. The items that you wish to group together must be selected first, before the grouping option becomes available.

- Draw a circle, copy it, then past it three times
- Move the circles away from each other
- Left clicking your mouse, drag your cursor around the circles
- From the Format tab of the Ribbon click **Group**.
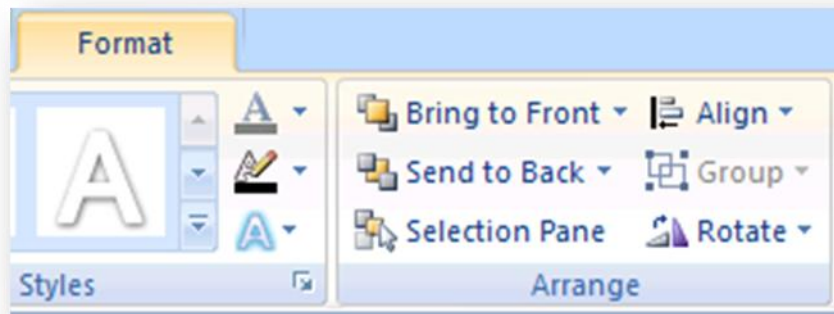
- Move the Circles around the page, the position of the circles in relation to each other will remain the same.
- Drag out and in, this will scale all three of the circles together proportionately
- Delete circles

Exercise 21: Manipulating images

Ideally you should alter/manipulate your images in Photoshop or other graphics package, eg The GIMP. Should you not have this software, and only basic work is required to the images, such as cropping and brightening, this can be completed once the image is imported into your PowerPoint slide.
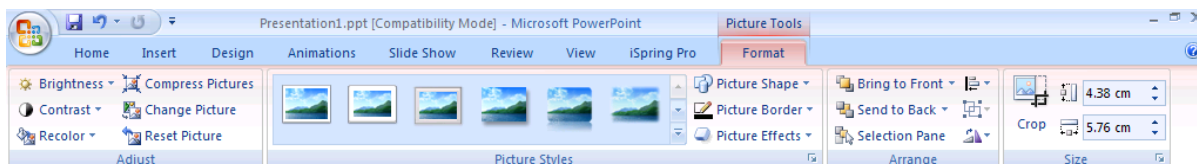
The most commonly used is the Cropping Tool. This can be handy for a variety of uses, from tidying up rough edges, to selecting a specific part of a large image for cropping down to display a selected area only. The brightening and contrast tools can

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be useful, but are not ideal. As previously stated, the most suitable software for this is a graphics package.

- Select the image just imported.
- From the Format Tab select the **cropping tool** called "Crop".
- Crop the sky line and dark base of the picture, leaving just the cows.
- Alter the brightness.
- Alter the contrast.
- **Save**.

Exercise 22: Using an image as a watermark

Some images or clip art, will work as a watermark behind your text.

- Select the image you earlier inserted.
- **Right click** your mouse.
- Select **Format Picture**.
- Select **Picture** on the left and click the downward pointing arrow beside Recolor. Then choose washout or try the Light or Dark variations.
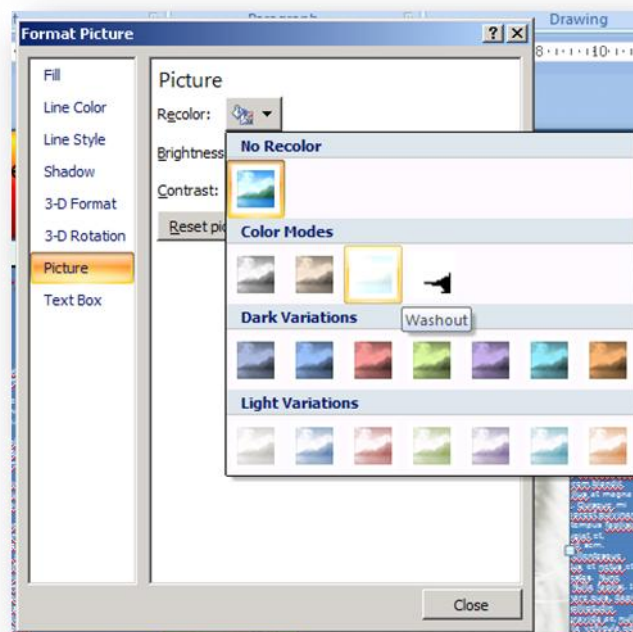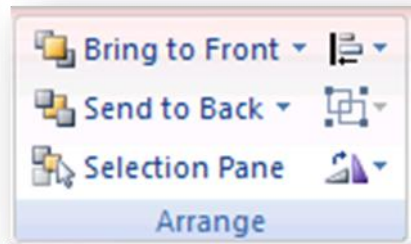

- **Close**
- Scale image to fit page.

Sending items to the back and front

Sometimes you may need to send items to the behind or in front of other elements of the poster.

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- Select the **Cat** image.
- From the Format tab arrange section, select **Send to back**.

The image is now placed at the back as a watermark. The same effect can be used on photographs, although Photoshop is a better application for controlling the opacity of watermarks if improved results are required.

## Exercise 23: Inserting Excel Charts

Graphs and pie charts can be created within PowerPoint, but these are very simple and you have to enter the data. We recommend that you create charts with Excel or other data analysis package and place them on a slide using the Paste **S**pecial … command.

- **Save** your poster.
- Start Excel either from the **Start Menu – Programs – Microsoft Excel**.
- From the Office Button menu **Open** the **sample.xls** file.
- Click on the chart that is on the spreadsheet.
- From the top menu choose **Chart – Location …** and then choose **As new sheet:**

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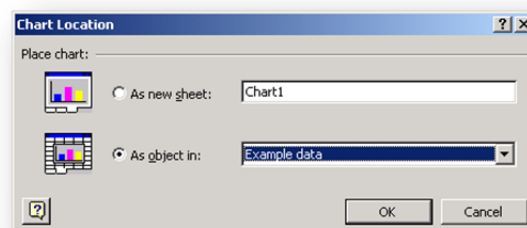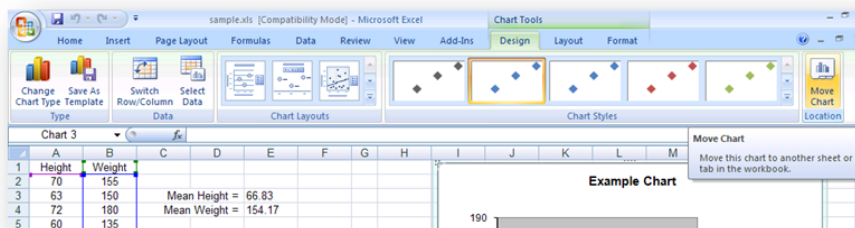
This helps to standardise the size of all graphs on your poster. I create all charts in Excel on their own sheets rather than as an object. It also helps to show the relative proportions of the text.

- Click on the chart to select the whole chart and **copy** it.

- Return to PowerPoint. On the Home tab click the downward pointing arrow below paste and select **Paste Special ...** and select **Picture (Enhanced Metafile)** and click **OK**.
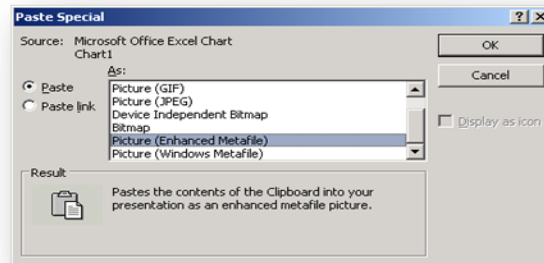

- Now select the graph/chart, and scale it down so it is no larger than a third of the width of your page, using the method used earlier (logos).

- Position in the centre/top of the page.

- **Save** the file.

Exercise 24: Inserting Tables

The table software on PowerPoint is problematic, and not really worth using, I prefer to use Excel or Word to create tables. This means that you can reuse existing tables.

- **Save** your poster.

- Start Excel either from the **Start Menu – Programs – Microsoft Excel** or from the button on the Quick Launch Toolbar.

- From the File menu **Open** the sample.xls file.

- Select the Smartie Consumption table (E6:H17).

- Copy these cells (**Edit – Copy** or Ctrl+C).

- Return to PowerPoint. Select **Paste** – **Paste Special** … and select **Picture (Windows Metafile)** and click **OK**.

Designing Posters in PowerPoint
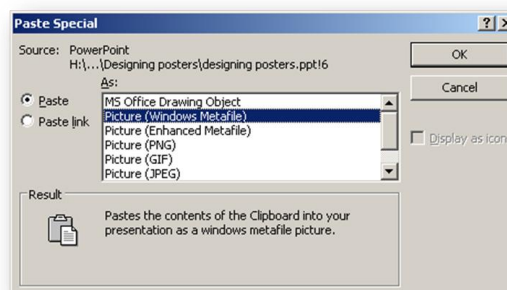
- Now select the table, and scale it to the size you want, using the method used earlier (logos).
- Position it on the page.
- **Save** the file.

Exercise 25: Framing graphs, images, tables and clipart.

If your poster is not to busy, frames can be applied around your collection of images, graphs, tables and clipart, this will tidy up the over all appearance of your poster, and will maintain the consistency of framing your text boxes.

- Draw an upright rectangle over the top of one of the existing rectangles of text.
- Use the **Zoom Tool** if necessary.
- Using the **Fill Colour** option on your bottom tool bar select **No Fill**.
- Move the new box to the centre framing the content.
- Using the guides align with the text boxes.
- **Save**.

Exercise 26: Using shadow and 3D effects CAUTIOUSLY!

The shadow and 3D effects can be useful options if used sensibly and not over used.

- Select the main heading box.
- Select the poster heading.
- Increase the font size to font 24.
- From the formatting tool bar select the shadow option.
- Try the different shadow options with your text.
- Do not save.

The same shadows can be applied to frames, shapes and border boxes, they will not always improve your poster, but can make a difference if used sensibly.

Be careful in your use of WordArt.

Caution is also needed with **shadows** and other text effects!

Designing Posters in PowerPoint

Putting it all together

Now is your opportunity to apply the advice and guidance from this course to building your own poster. You should have the text and figures in electronic form.

To transfer text from Word, or where ever it is stored.

Set the font size to the size you intend to use on your poster.

Use Copy and then Paste into one of the body text boxes you have created.

Adjust the shape of the text box to fit in with your overall poster design.

Checklist for hand-over at bureau

PowerPoint file of poster ❏

Graphic files of any photographs ❏

Files containing Excel charts ❏
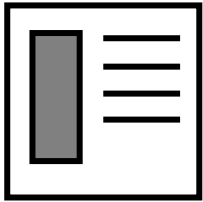
Original images for scanning ❏

Proof copy* ❏

Transport by CD-ROM or USB - discuss these options with the bureau.
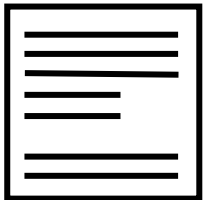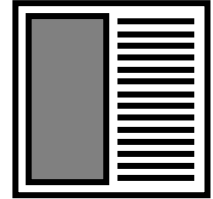

(* useful for discussion)

Designing Posters in PowerPoint

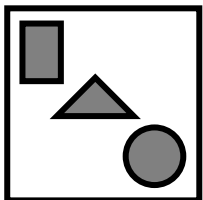# Appendix A: The Six Basic Design Principles
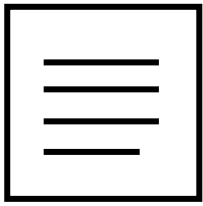
1. KEEP IT SIMPLE

2. LEAVE LOTS OF WHITE SPACE

Bunch things together, leaving lots of white space around them

3. KEEP IT ORGANISED

Line things up at the left-hand side of the frame

4. CREATE A PATH FOR THE EYE

You can do this by organising your points from most important to least important; from left to right and top to bottom (the way English speakers read) using arrows and borders
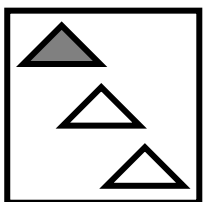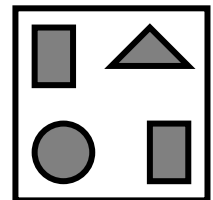
5. MAKE SOMETHING DOMINANT

The audience ought to be able to pick out your most important element immediately because it is biggest and boldest or brightest
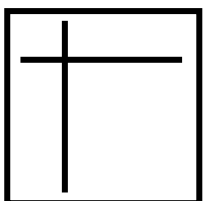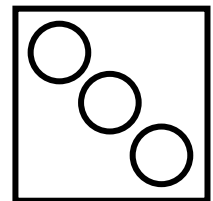
6. DIVIDE THE SPACE IN AN INTERESTING WAY

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Appendix B: Advice and Tips

Develop a 3 minute presentation to explain your poster to your intended audience; remember to satisfy your objective!

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What about your work will really interest your intended audience?

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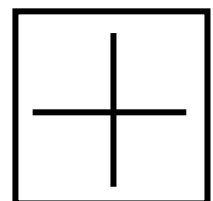
……..

What information from your methodology and research process will make a good story for them? (Remember detail probably isn't important for them; it would for a competitor researcher!)

………………………………………………………………………………………………………..…………

………

……..

What is the key message you really want them to remember? (It could be how great you are as a communicator and not really about your research!)

………………………………………………………………………………………………………..…………

………

……..

What do you need to do to satisfy your objective for being there?

………………………………………………………………………………………………………..…………

………

……..

Designing Posters in PowerPoint

Hints and tips

Practice the 3 minute presentation, so you can:

- Refine and reduce it, do this in stages until you get it to 25 words or less! Succinct but not 'dumbed down'

Having this will allow you to cope with:

- Questions mid flow – you'll know where you where and what you still want to say

- New people joining the audience; you'll be able to quickly get them to where you are with the original audience.

- Use the information in the poster

Prepare handouts that people can take away, they could include

- You poster in miniature

- More detail about you and your work but still in a graphic form

- Your contact details

Remember it is still a presentation so

- Think body language, eye contact, enthusiasm, vocal variation, clarity, dress and appearance (comfortable shoes; you'll be standing for quite some time)

- Have pen and paper to make notes of

  o Questions; sometimes someone completely unconnected to the research can ask the 'killer' question that will give you a new insight

  o Who asked the question (including how to contact the); build your network!

Some useful sites about posters

http://www.biology.lsa.umich.edu/research/labs/ktosney/file/PostersHome.html

http://www.ncsu.edu/project/posters/IndexStart.html

http://www.asp.org/education/howto_onPosters.html

Remember they are focussed on academic poster presentations (science and engineering mostly).

Designing Posters in PowerPoint