
Posters with PowerPoint Design Notes

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Guidelines: Designing an (A0) Poster

A Poster is a visual medium that will help you present an overview of your research. You are then free to talk to the people that come to view the poster and answer any questions that they may have. Viewers of your poster should walk away understanding your work and feeling they have learnt something.

This short guide will give you some useful tips to creating a professional looking, readable poster.

Designing a suitable poster takes time; do not leave it until the last minute. Remember to allow enough time to design and review your poster, as well as time to print (and reprint if you spot any errors).

Have a look at other people's designs for some ideas: <http://phdposters.com/gallery.php> Take note of layout designs, colours, size of text, amount of graphics etc.

Layout of your Poster

There are a variety of different layouts you could use for your poster. Some people suggest that having 6-9 main areas on your poster is a very effective layout making it simple to read and less confusing. In general:

- Keep the layout so it is readable in columns (top to bottom, then across from left to right).
- Layout does not have to be 'rigid'. Parts of a diagram may overlap areas (just don't let it block any text).
- Remember to keep a certain amount of white space – to help separate the columns and not over power the reader with too much text.
- Items at the top/middle of the poster are more likely to be read than the lower parts of the poster. (Maybe keep the bottom few lines for Acknowledgements and contact details etc).
- Try to balance the items you put on the poster – for example, do not have all the diagrams, charts and pictures in just one column. Spread them out as evenly as possible.
- Avoid putting images behind text – it makes the text harder to read and you do not want people to strain their eyes reading your work.
- Ensure the Title is at the top – either *top centred* or *top left* aligned.
- Portrait posters make the topic look urgent and imposing but a bit frightening.
- Landscape posters are more laid back and relaxed, trustworthy even.
- Edges - keep away from the edges of the poster because:
 - The eye likes a margin. Putting text and images hard up against the edge of the poster makes it look crowded and it becomes harder to read.
 - When you print the poster a small area round the edge may not be printed.

General Design Principles

- **Text**
 - Keep text to a minimum (less is more principle) and do not 'over fill' your poster. Recommend maximum of 800 words on A0 poster.
 - It is important to have a certain amount of 'white space' on your poster to help guide the reader through the layout.
 - Too many words and people will not read it – they will lose interest more easily and they often just look at the parts that stand out – such as headlines and figures.
 - Omit complex analyses and formulae as not all viewers will understand it.
 - When writing about data, write it as "data are..." instead of "data is..." because data is a plural noun.
 - Avoid blocks of text longer than 15 lines.
 - Minimise use of Underlining – use *italics* instead.
- **Line Spacing** – have line spacing at 1 or 1.1 size. It is important to have consistent line spacing throughout the poster for a professional image and easier readability; it also helps when displaying superscript or subscript data.
- **Graphics**
 - It is advisable to use some graphics on your poster – pictures, charts, flow diagrams etc. These will help break up blocks of text and make the poster more attractive. As the saying goes – a picture is worth a 1000 words.
 - Graphics obtained from web pages may have low resolution (this is so they can load up quickly on the net) however, you may find they are unsuitable images once you have resized them to the size you require – some quality of the image will be lost.
 - Avoid using 3D charts – it makes it harder for some people to interpret the values and this may become confusing.
- **Review** – it is important that you prepare the poster in advance and get some other people to review it and provide you with suggestions. They may spot grammatical/typing errors, or point out sentences that are difficult to understand. What you understand, others may not – so it is important to gain other peoples point of view.
 - *It's rather embarrassing at a Poster Presentation when you have a typo on your poster. So double check and then check again!*
 - **Consistency is important** for flow and image of the poster.
 - **Not a lot of space for overview of research, so be brief, specific and keep to getting the main points across.** Think of this when reviewing the poster and checking whether what you have put is really needed.

What sections to include?

1. **Title** - one to two lines maximum. Avoid use of colon here. Title should be *catchy* –says what research is about / findings. Below the title in the same font, but much smaller, add your *name(s)*.
2. **Abstract** – this is not always included. You may have already sent this to the exhibition and they may have already printed it in the ‘catalogue’. If not, include with the Introduction.
3. **Introduction** – About 200 words. Explain in here about your work, why it matters (importance/relevance), have a/some picture(s) to emphasis research if possible. If people find this part boring, they could move away from your poster without reading the rest – so spend time making it interesting!
4. **Methods / Procedures Used** – About 150 words. Briefly describe the methods/procedures used and how they will help you find out about your hypothesis. Could use flow diagrams to help illustrate your procedures (this will help break up your text and make the poster look more interesting). Ensure you label diagrams if needed.
5. **Results** – don’t forget to say if it worked/not worked then say why. Try to be descriptive and focus on key points. About 150 words.
6. **Discussion and Conclusion** – Without sounding like you are repeating yourself start by reminding the viewer of your hypothesis and result. Then discuss your results, why they are interesting, how the conclusion links back to your hypothesis and what could be the next step in this research in the future. About 250 words.
7. **Acknowledgements** – a section for thanking people:
 - a. Short list of your sources in a ‘Literature Cited’ section. Ensure these are written in the correct format for referencing.
 - b. Acknowledge department / individuals who gave assistance.
 - c. Acknowledge Funding Sources.
8. **Further Information** – where can people find out more information about your project – include your email, possible a link to a website or PDF version of your poster.

Font Size and Style

For an A0 poster:

- **Title Text** = Bold, Large size (72 – 84pt). Sans serif font. Viewable from 5 metres away. Sentence case for the Title.
- **Author Text** = Same font as title, smaller, perhaps Italic.
- **Side Headings** – Larger than the main text, often in Bold as well. Sans serif font. Keep consistent. Viewable from 3 metres away.
- **Main Text** – Minimum of 24pt, so readable from of distance of 2 metres. Serif font.
- **Reference Text** – can be a bit smaller to fit the poster. Serif font. Same font style as Main text.
- Do not write entirely in CAPITALS – it is like you are shouting at someone and is harder to read.

SERIF FONT – font styles with little lines at the end of the stroke of the letter. E.g. Times New Roman, **Bodoni**, Baskerville Old Face.

SANS SERIF FONT / NON SERIF FONT – font with no little lines at the end of the stroke of the letter. E.g. Arial, Calibri, Trebuchet MS, *Comic Sans MS*.

Colour

- Most people prefer to read dark text on a light background
- If you have a dark background, ensure you have light text on top so it is readable, also, it is suggested that you frame figures in white boxes so they are easily distinguished from the background.
- Approximately 8% of Males and 1% of females have a colour vision issue – so avoid too many greens/reds. You can go to <http://www.vischeck.com/vischeck/vischeckImage.php> to check how your poster would look to people with different colour deficits. (You will need to save your poster as a PNG image in the Save As box).
- Try and have a theme of colours to use – about 2 or 3 colours. Include a pastel colour in with this. Avoid over bright colours (although they are attractive and eye catching, they may give readers a headache and they may strain to see them (depending on background colour)).

Storing a Poster

- Do NOT folder your poster; you do not want crease lines.
- Roll your poster; put some elastic bands around it if necessary – not too tight.
- Ideally place in a tube – to protect it from damage occurring from travelling or the weather.

Poster Sizes

It is recommended to create the page at A4 size, then scale it up to the required size when sending to print.

Description	Width	Height
Standard A0 portrait (tall) poster	33 inches 84.1cm	46 inches 118.9cm
Standard A0 landscape (wide) poster	46 inches 118.9cm	33 inches 84.1cm
A1 portrait	23.4 inches 59.4cm	33 inches 84.1cm
A1 landscape	33 inches 84.1cm	23.4 inches 59.4cm
A2 portrait	16.5 inches 42cm	23.4 inches 59.4 cm
A2 landscape	23.4 inches 59.4cm	16.5 inches 42cm

Save your PowerPoint Poster as a PDF file ready for printing

1. When you are ready to send to the plotter printer – save your PowerPoint poster as usual in PowerPoint (this is so you can edit it later if need be)
2. Click **Office Button** → **Save As**
3. Choose to Save as **PDF file type**
4. Give the file a *suitable name* and choose a *suitable location* to save the file to
5. Click **Save** button

General A0 Printing Advice – ISS Information Sheet

When you have requested access to the A0 plotter, the printer should automatically be mapped to any ISS lab machine when you next log on. If you were logged onto a machine when you requested access, you will need to log off and log back on. This is not the case for staff computers within offices where the plotter must be mapped manually before it will appear in the available printers list.

We recommend that posters are printed from the PCs in Library near the Kiosk rather than from offices or other locations around campus. This is so you can easily request help or advice should you require it. Also, when creating your poster, please save it with a **descriptive** file name to make it easier to locate. Any posters accidentally or wrongly printed must be paid for.

Any output sent to the A0 Plotter will be charged for via your print budget. You can top this up at the kiosks in the library, online at <http://studentinfo.lancs.ac.uk/webpay/> or via Internal Requisition. Your poster will not print if you do not have enough print budget on your account, please check you have enough print credit to print your poster. Any posters not collected **within a week** will be disposed of.

Prices

A0 - £7.00

A1 - £3.50

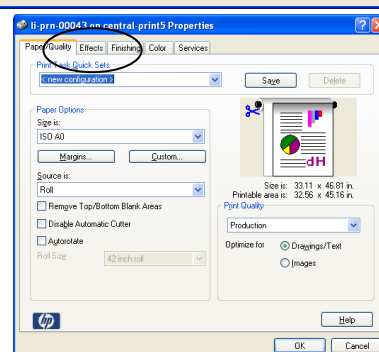
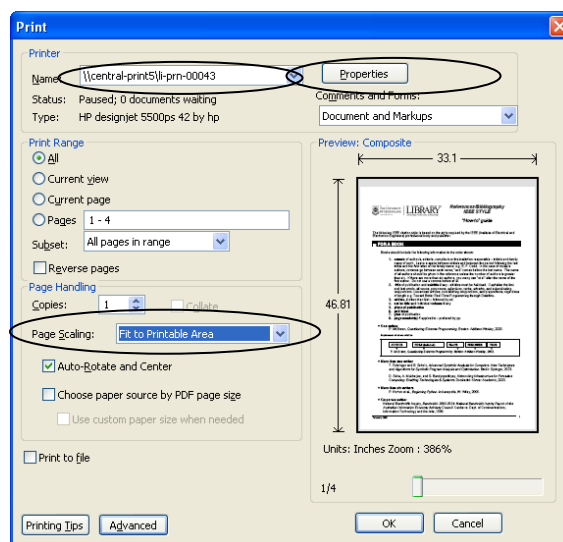
A2 - £1.75

Printing from PDF to the A0 Plotter

It is possible to create a poster without having to produce an original document that is poster size. This reduces the size of the file and speeds up the printing process.

It is recommended to create the page at A4 size, then scale it up to the required size when sending to print.

1. Confirm that you have the required amount of money on your print budget for the poster size you wish to print.
2. Visit the Service Desk to register to use the plotter.
3. Open the PDF Document you wish to print.
4. Click **File** on the menu bar.
5. Click **Print**.
6. In the box labelled **Name:** select **\\central-print5\li-prn-00043**. If you don't see the printer as an option, you will have to map the plotter (See: **Mapping a connection to the plotter overleaf**).
7. In the box labelled **Page Scaling:** select **Fit to Printable Area**.

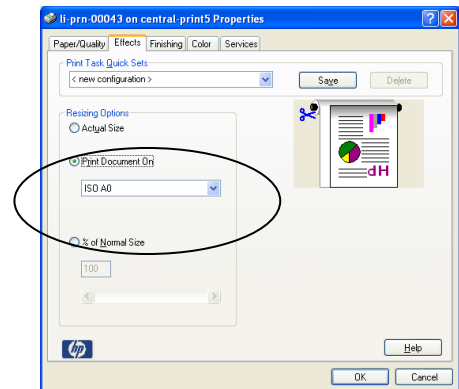


8. Click **Properties**.
9. In the box labelled **Size is:** select the size you want to print the document, preceded by the letters ISO.

This will either be ISO A2, ISO A1 or ISO A0.

10. Click on the **Effects** tab at the top of the page
11. In the **Resizing Options** select **Print Document On** and choose the same size you selected in step 9.
12. Click **OK** on the Properties Window
13. Click **OK** on the Print Window

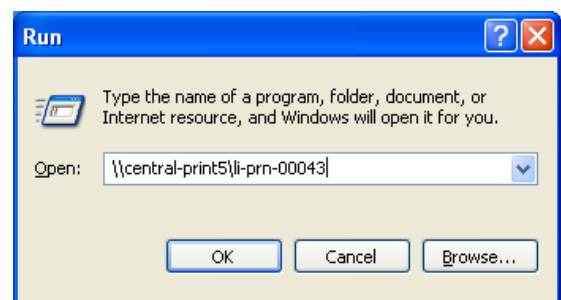
Your poster will now be queued to print on the plotter.



IF YOU CANNOT SEE THE PRINTER (AND YOU HAVE ALREADY REGISTERED TO USE THE PLOTTER PRINTER AT THE ISS SERVICE DESK IN THE LEARNING ZONE)

Try Mapping a connection to the A0 Plotter

1. Click the **Start** button.
2. Click **Run...** in the Start Menu
3. In the **Open:** box type:
\\central-print5\li-prn-00043
4. Click **OK**
5. This will open the printer queue, and connect you to the printer.



If you have been correctly given access to the A0 Plotter then at this point it will now be successfully added to your list of printers.

If you receive any errors regarding permissions, please contact the ISS Service Desk on: **01524 (5)10987**

ISS

ISS Information Sheet

Presenting a Poster Guidelines

When you are presenting your poster you will need a **positive** and **confident** manner. Many people will look at your poster throughout the day and you need to have a **'welcoming' attitude** so they do not walk away. Your confidence will hopefully come through as you talk with people and this could (hopefully) make them more interested in your research.

Therefore, presenting a poster is as important as getting the poster design right. It's all about captivating an audience – but before you can do that, you must get the viewers to your poster first.

Recommendations:

1. What to wear?
 - Be smart and professional looking.
 - Try and wear clothes that 'coordinate' with your poster.
 - Have a name badge.
2. Preparation for the day:
 - Have some spare paper for notes
 - If you leave your poster leave a note to viewers explaining when you will be back.
 - Prepare a 2-5minute speech you can give to viewers – have an interesting point to captivate them and then summarise your findings. You could point to specific details/figures on the poster.
 - Have some copies of your research/manuscript available for others to take away with them if they are interested (only give them if they are really interested and you want to give copies out).
 - Keep a black pen and some tipex handy just in case you spot a mistake on the day.
3. Posture and Positioning:
 - a. Stand next to your poster – do not block main text
 - b. Smile – look pleased to show your research to others
 - c. Keep hands out of pockets.
 - d. Don't slouch.
4. Be aware of people taking details of your work or photographs of your poster. They may publish them without permission on the internet. If you are unsure of letting people take photographs you can always politely say "No, thank you".
5. If you are half way through your talk and more people arrive – keep talking to the first lot of people. It would be rude not to. You're "spiel" won't last too long.
6. Don't forget to *thank* people for taking the time to look at your poster.
7. If they stay for a few minutes – it is a good sign that your poster is a success.

Notes