information
learning
services

digital training
PowerPoint2010 for Poster Creation

PURPOSE OF A RESEARCH POSTER

Posters are different from both verbal presentations and published articles and should not be used as direct substitutes for either of them. However, they may be useful to complement a verbal presentation or to highlight work in progress or even a project in the initial stages of development. The purpose is:

- to attract the attention of other researchers in the same field;
- to summarise the key features of the research project;
- to report on work in progress that has not yet been published.

DESIGNING YOUR POSTER

A sketch on a piece of paper will be worth the time spent.

Some example poster can be seen at
http://phdposters.com/gallery.php
but your content should dictate the design.

Remember that people normally read left to right, then top to bottom.
If you want your information read in a different order then you need to signpost it.

Title
This needs to be large and bold but also succinct.

Images
A good poster should use pictures, diagrams, maps, etc to get much of the message across.

Text
This should be short and snappy. Bullet points may be more effective than continuous prose. Break up the text into small sections, each with a sub-heading or enclosed within a frame.
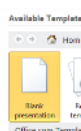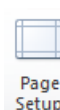
Contact detail
These are essential, to enable people to follow up your work easily. Some people provide a mug-shot as well as e-mail, etc, to help conference delegates to identify them from the crowd. You may wish to include a small University logo.

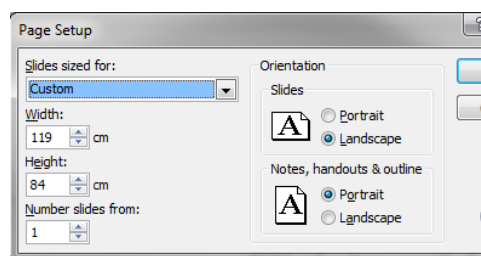## START A NEW FILE

To start in PowerPoint, Click on **FILE MENU** and **NEW**.
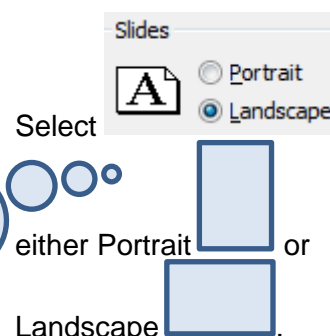
Then double-click "blank presentation"

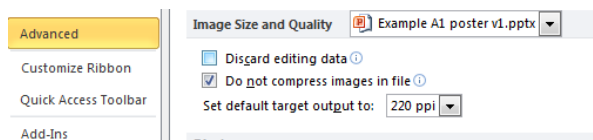To set the size, go to the **DESIGN MENU** and click **PAGE SETUP**

SET PAGE SIZE

Using landscape gives more content at a comfortable eye level but your choice should be based on the content.

Select either Portrait or Landscape.

Select Slides sized for Custom
A0 is 119cm x 84cm,
A1 is 84cm x 59cm
A2 is 59cm x 42cm

## SETTING THE QUALITY

In the FILE Menu under Options there are settings under Advanced to not Compress images and to work at 220 ppi

Advanced
Customize Ribbon
Quick Access Toolbar
Add-Ins

Image Size and Quality   Example A1 poster v1.pptx
Discard editing data
Do not compress images in file
Set default target output to: 220 ppi
Display

BACKGROUND COLOUR

On the **DESIGN** MENU are also options for Themes, backgrounds and colour sets.
Pop out the background tool for more control.

Background Styles ▾

☐ Hide Background Graphics
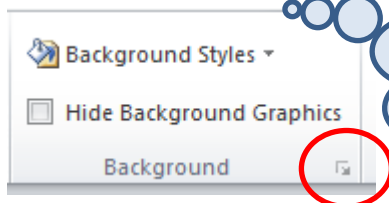
Background

Most people are more comfortable reading dark text on a light background. Make sure your choice does not distract from the text.

ADDING A TITLE

From the INSERT menu you can use either large, regular text or a WordArt style

Make your heading as large as possible along one or two lines so it can be read from a distance.

Centre the heading using the **FORMAT** MENU and **ALIGN CENTRE**

Selection Pane Align Group Rotate
Arrange
Align Left
Align Center
Align Right
Align Top
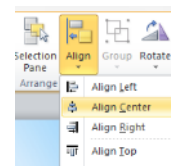
ADDING TEXT

Text is added in boxes from the INSERT menu, selecting Text Box. You then draw a rectangle corner to corner to create a box
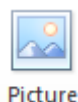
Text Box
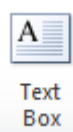
If you have a box of the correct width then you can duplicate using the **HOME MENU**, clicking on the **ARROW BY COPY** and selecting **DUPLICATE** (shortcut **CTRL+D**)

The boxes hold their width but will shorten to fit the text.

Use text of 16pt or larger so that is comfortable to read.

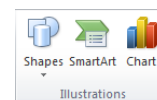See the section on aligning items to make boxes line up.

ADDING IMAGES

Picture

Images are added using the INSERT menu , selecting Picture

Pictures, diagrams and charts can be much easier to read in a crowded room or from a

Also on the INSERT menu are shapes, SmartArt and Charts.

Shapes SmartArt Chart
Illustrations

FINDING IMAGES ON THE INTERNET

Make sure you get **copyright cleared** images from trusted sources (don't just "Google it")

A good source is: http://www.flickr.com/creativecommons/
Creative commons pictures almost always require attribution so you should credit the original owner. See https://wiki.creativecommons.org/Best_practices_for_attribution for more details.
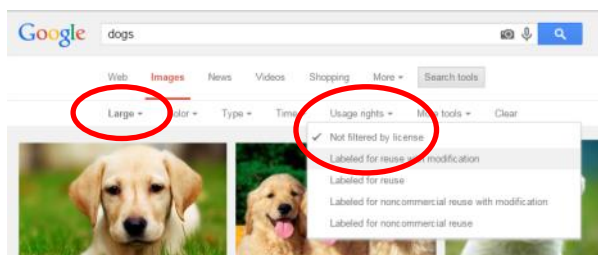You can automatically generate links and attributions using http://www.imagecodr.org/get.php which are added to a page in a similar way to embedding as described above.

Other sites
- http://jiscmediahub.ac.uk (use the Login via Direct Access option)
- http://commons.wikimedia.org/wiki/
http://www.public-domain-image.com/home-public.html

Images must be of good quality and be free of any copyright restrictions.

Google dogs

Web Images News Videos Shopping More ▾ Search tools

Large ▾ Color ▾ Type ▾ Time ▾ Usage rights ▾ More tools ▾ Clear
✓ Not filtered by license
Labeled for reuse with modification
Labeled for reuse
Labeled for noncommercial reuse with modification
Labeled for noncommercial reuse

On Google images you can filter using the search tools for usage rights. You should still check the original website to find out the licence conditions.

If you are finding images for print then check the size as well as anything less than large will be unlikely to be good enough quality.

SELECTING AND ALIGNING ITEMS

If items are hard to select or re-order then turn on the **SELECTION PANE** found under the **SELECT** section on the **HOME MENU.**
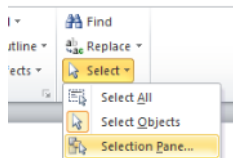
Guidelines can be turned on from the View Menu to allow alignment of objects. To add additional lines, hold down CTRL whilst dragging an existing line
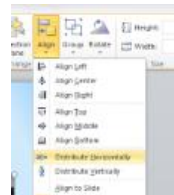
To align items, select them whilst holding down the CTRL key.

For text boxes you must click the edge to get a solid border rather than clicking inside.
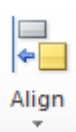
On the **FORMAT MENU**, select **ALIGN** and choose which way to align the items.

If you select three or more items then **DISTRIBUTE** is available to equally space items out.

SHORTENING WEB LINKS

Some web links are very long so it may be better to offer a shortened version to turn the long http://www.yorksj.ac.uk/student-services/student-services/further-support/jobs-and-careers.aspx

into the shorter http://bit.ly/1CpaTQO.   A service such as https://bitly.com/ is the easiest way to do this.

Short links are very non-descript so it is good practice to make it clear what they refer to and use a QR code for smart phone users e.g. York St. John Jobs and Careers http://bit.ly/1CpaTQO

MAKING QR CODES

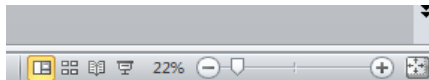These can contain any text but are best used for web links.

It is best to use a shortened link as this makes a simpler QR code.

One website to make QR codes is http://goqr.me/ Put your text in the main box and then right click the QR code to copy it.

CHECKING THE POSTER

22%   Use the slider to zoom in to work on details

22%   Fit will display your poster as big as possible on the screen.

SAVING THE POSTER

Do ensure that you save a PowerPoint version of the poster for future editing.
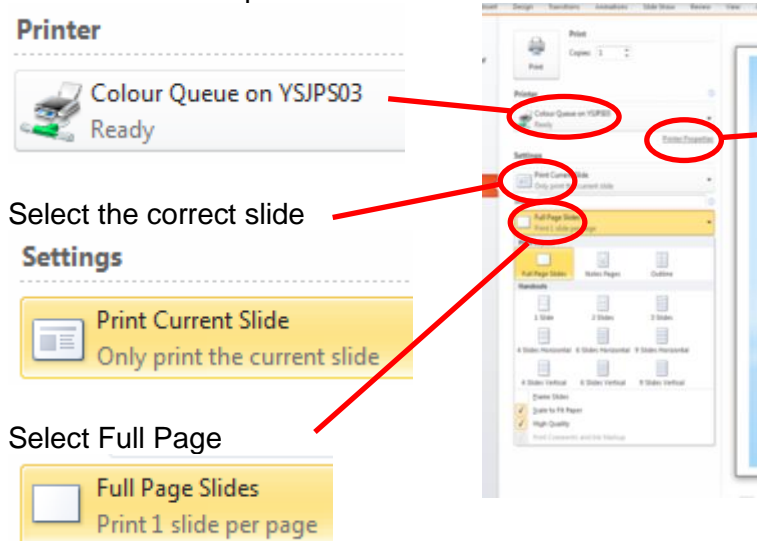
Get more help from

digital training

- Drop-in clinics on the ground floor of Fountains Learning Centre: Tuesdays and Thursdays 12.30-13.00
- Email: digitaltraining@yorksj.ac.uk
- Web: bit.ly/ysjDigitalTraining

York St John University

PRINTING A PREVIEW A3 COPY

An A3 version can be printed via the regular campus printers.
Select the colour queue

Printer

Colour Queue on YSJPS03
Ready

On Printer Properties, choose A3 as the paper size

Select the correct slide

Settings

Print Current Slide
Only print the current slide

Select Full Page

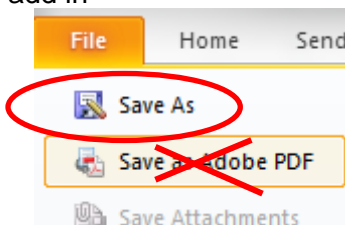Full Page Slides
Print 1 slide per page

Sometimes directly printing from PowerPoint misses out some elements such as drop shadows. An alternative is to make a PDF as described below and then print this at A3 size

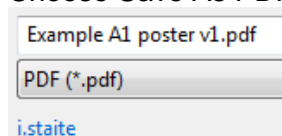Set the paper in Adobe Acrobat to A3 using the page setup menu

Page Setup...

Paper

Size: A3
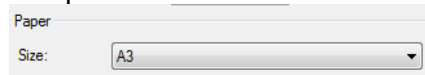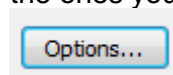

PREPARING YOUR FILE FOR PRINT

Select the **FILE MENU** and use the regular Save As rather than the add in

File Home Send

Save As

~~Save as Adobe PDF~~

Save Attachments

Choose Save As PDF
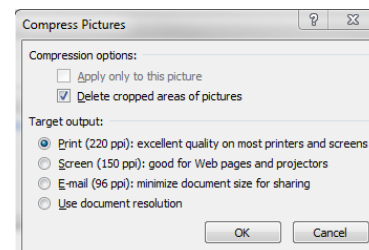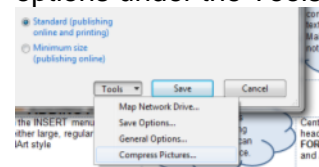
Example A1 poster v1.pdf

PDF (*.pdf)

i.staite

If you have more than one slide then make sure you only include the ones you want printing using

Options...

Have a really close check of the resulting PDF. Mistakes can be costly.

Finally, check the compression options under the Tools menu

Compress Pictures

Compression options:
- Apply only to this picture
- ☑ Delete cropped areas of pictures

Target output:
- ● Print (220 ppi): excellent quality on most printers and screens
- ○ Screen (150 ppi): good for Web pages and projectors
- ○ E-mail (96 ppi): minimize document size for sharing
- ○ Use document resolution

OK Cancel

SENDING YOUR POSTER FOR FINAL PRINT

A3 can be printed immediately via the regular campus printers for a cost of 30p

For A2 or larger, the turnaround time is generally 2 working days.

Large format posters must be supplied in either PDF or InDesign format, with any images or fonts embedded in the file.

Email orders directly to:
printservices@yorksj.ac.uk

Costs at York St John for single prints. Large orders may need to be printed externally which may be more expensive.

	Plain Paper	Gloss Paper	Laminated
A2	£4	£6	+£3
A1	£6	£10	+£5
A0	£12	£20	-

*Correct February 2015

digitaltraining@yorksj.ac.uk
S:\IT Training\Powerpoint\Powerpoint poster\Academic Posters in PPT Mar2015.docx
03 March 2015