Poster Design Using PowerPoint

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Topics we will be covering

- Poster Layout & Design
- Page Setup
- Setting the View
- Lining things up
- Inserting Graphics
- Adding Text
- Saving graphics online
- Adding graphics
- Adding whole PPT slide
- Adding background
- Photos
- Printing handouts
A Great Poster Is........

- **Readable**- how easily ideas flow from one item to the next
- **Legible**- can it be seen
- **Well Organized**
- **Succinct**- you have 11 seconds to grab your audience.
To Begin

- Decide what the main message is. **KISS** – Keep It Simple Silly
- **Determine size & design requirements** - Find out what size limitations your printer has, and if there are size and setup limitations made by conference.
- **Lay out your elements crudely**
- **Eliminate extraneous material** - average poster gazer spends 10 minutes, & you have 11 seconds to capture attention, only show data that adds to your central message.
- **Check to see if printing service will give you a proof** – sometimes things don’t translate well from one system/printer to another and some details can’t be seen easily in PowerPoint.
Poster Layout

- **Sketch it out!**
- Arrange the contents in a series of 3, 4, or 5 columns. This will facilitate the flow of traffic past the poster:
  - Place the elements of the poster in position:
  - The title will appear across the top.
  - A brief introduction (3 - 5 sentences) will appear at the upper left.
  - The conclusions will appear at the lower right.
  - Methods and Results will fill the remaining space. Remember the more content you have the smaller your type will be and the harder it will be to read.
Choose the size of your poster

Click Design Tab
Then Page Setup
In the dialog box select Custom size.
Then enter the desired Width and Height (56” is the limit in PowerPoint).

You can setup the page to be as much as half the finished size and request the printer to enlarge it. Just make sure it is proportional.

It is also a good idea to check with your printer before hand to see what limitations as to size they have.
Setting the View

Remember when you are building your poster, the finished product will be much larger than your screen. You may need to zoom in to read your text and zoom out to see what the finished product will look like.
Lining Things Up

Grid lines will help you to line things up.

To view Grid Lines, click on View, then click on Grid and Guides.

Check the box next to:

✔ Ruler
✔ Gridlines
On the Insert Tab click on Shape

Click and drag a box on your poster. It can be resized to any size you wish.

With the shape selected click on the format tab to add color to the box and to format the outline. Other formatting options are also available on this tab.

To make several boxes same size and shape use copy and paste.
Using the Insert tab to insert any of the following into your poster:
1. Table
2. Picture
3. Clip Art
4. Screen Shot
5. Shapes
6. SmartArt
7. Charts
8. Textbox
9. Word Art
Aligning boxes/text

To align several boxes, select the boxes, click on the Format tab and select the align button.

For this group, I aligned the top and then distributed horizontally.
Adding Text

In order to add text, the text needs a place to sit – a Text Box. Remember you are viewing a much smaller version of your poster. Don’t make the type too large.

To add a text box click on the textbox icon on the Home tab or on the Insert tab.
Adding Text

Here is the text box you have created by clicking and dragging.

Now you can either start typing or copy and paste type into the box.

**IMPORTANT:** Use Standard Fonts such as Times, Helvetica and Arial.
Text formatting is found on the Home tab. As in many programs, you can change the font and size by highlighting the text to be changed and then making the changes. A 100-point font is about an inch high. If you don’t see the size you want in the selection list, you can type in the desired size here.

You can change the color of the text, make it bold or italicized and add shadows.
Saving graphics you find online

Right click on graphic you want.

A drop down menu will appear.

Click on Save Picture as......
Saving graphics you find online

A Save Picture dialog box opens up.

Select where you want to save the graphic to and give it a name that you will recognize.

Note: .tif or .gif files work best. .jpeg files are too large.
Adding Graphics

There are several ways to add images.

On the Insert Tab

1. Picture.
2. Clip Art
3. PowerPoint 2010 allows you to insert Screenshots
Adding Graphics to poster

Use Insert tab and click on Picture then find the graphic on your hard drive.
Adding Graphics to poster

Browse to find the file with the graphic you wish to insert. Select the file and click Insert.

Hint: There are different ways to view files – choose thumbnails helps to find graphic files.
Adding a whole PPT slide

Open PowerPoint Presentation.
Find slide you want to copy to poster.
In the Edit menu, click on select all.
Then click on copy.

(Hint: keyboard shortcut for copy is Control + C. The keyboard shortcut for Paste is Control + V.)
Using Windows, move back to the poster where you want to paste the slide. On the Home Tab, choose Paste Under Past Options select Paste Special. From the dialog box select Slide.
Paste Special

Try the different types of files you can paste your selection as:

- Picture (Enhanced Metafile)
- Picture (PNG)
- Picture (GIF)
- Picture (JPEG).

In this instance Enhanced Metafile, PNG, GIF work best. GIF.
Adding Background

You can select a background under the Design Tab. You have to be careful what color type you use on different backgrounds so that your words can be clearly read. White Black Blue Yellow Green Orange Red.
If you want a picture background,

1. Click on Design Tab.
2. Click on Background Styles and format background
3. Select the button next to Picture.
4. Insert Picture from:
Adding Photos: How Many Dots?

- Whether printed on paper or displayed on your computer screen, a picture is made up of tiny little dots.
- There are color dots and there are black dots. In black & white printing, the size and shape of the black dots and how close or far apart they are printed creates the illusion of shades of gray.
  The more little dots that are used (up to a point) the clearer the picture.
- The more dots in a picture, the larger the size of the graphic file.
- Resolution is measured by the number of dots in a horizontal or vertical inch.
- When you enlarge a photo graph the dots get larger. If you enlarge too much the photo looks grainy.
**Dots per inch (dpi):** A measure of the resolution of a printer is called **DPI** or dots per inch. It properly refers to the dots of ink or toner used by an imagesetter, laser printer, or other printing device to print your text and graphics. In general, the more dots, the better and sharper the image. Most printers recommend 300 dpi.
Keep it proportional

When changing photo size hold down shift key and click and drag corners.
Printing your poster - handouts

Under File
Print
Select the drop down menu next to Full Page Slides and select Scale to Fit Paper
Poster Checklist

- Not cluttered – good use of colors, text and graphics
- Plenty of white space – lots of separation
- Balance of text and graphics; text explains graphics
- Text easy to read from 3 to 4 feet away
- Organized, good flow
- Author is identified and contact information is present
- Introduction, Significance, Purpose, Aim present
- Methods explained
- Results clearly stated
- Conclusion clearly supports whether question answered
- Appropriate citations present
- Acknowledgements are succinct and adequate