

PowerPoint – Creating Posters¹

Course Description: This course is designed to assist the you in creating eye-catching effective posters for presentation of research findings at scientific conferences and exhibits. Participants will create a 4' x 6' poster from scratch, learning how to: choose create backgrounds; use WordArt to create a title; create and insert text, and learn proper font styles and sizes; insert and manipulate photos, graphs and tables; align and balance all components of the poster; create levels in your poster for quick and easy previewing; set up the poster to send to the printer; and learn how to use color, balance, and shapes to add a final touch to your poster. Participants need not have any previous experience with PowerPoint.

Course Outline:

- ❑ Poster setup
 - ❑ Size
 - ❑ Too large for Ppt...proportional setup
 - ❑ Background
- ❑ Titles
 - ❑ Using Wordart
 - ❑ Changing Colors/style
 - ❑ Font Sizing
- ❑ Text
 - ❑ Importing text from word files
 - ❑ Fonts and Font sizes
 - ❑ Sizing text and boxes
- ❑ Graphics
 - ❑ Creating files –
 - ❑ Scanning images
 - ❑ Sizes – 150 dpi
 - ❑ Show poster of dpi
 - ❑ Inserting graphic files
 - ❑ tif vs jpg files
 - ❑ Resizing
 - ❑ Using the Picture toolbar
 - ❑ Contrast
 - ❑ Brightness
 - ❑ Cropping
 - ❑ Transparency tool
- ❑ Charts and Graphs
 - ❑ Creating in PowerPoint (very basic)
 - ❑ Importing from Excel/other graphics software
- ❑ Tables
 - ❑ Creating in PowerPoint (very basic)
 - ❑ Importing
- ❑ Aligning and balancing Graphics and text
- ❑ Using color/balance/shapes/graphics to highlight
- ❑ Creating Levels in your poster
- ❑ Sending your poster to the printer

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¹ This Handout was created by Richard Scott, Manager, Veterinary Biomedical Communications Unit.

POSTER SESSIONS:

With the advent of the large format inkjet printers, more and more of your presentations at conferences and meetings these days are with posters. Posters need to be created and designed in a manner to best communicate your message in a visual, graphic manner, so the viewer can quickly discern your message and make a determination whether she/he needs to read more or move on to the next poster. With more and more conferences offering poster sessions, and with so many posters at each session, it is critical that your poster be designed to communicate quickly and clearly. This course will incorporate tips to assist you in doing just that.

An excellent WEB SITE which gives tips in creating a good poster is:

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

WHY POWERPOINT?

PowerPoint is my software of choice in creating posters for the following reasons:

1. Most people have used PowerPoint to create presentations.
2. PowerPoint is a very user friendly program.
3. Most people have access to PowerPoint.
4. PowerPoint is readily compatible with other Microsoft programs such as Word, Excel, and Access.
5. PowerPoint presentations (already created) can be quickly adapted to a poster.

Other software packages which can be used for posters include (but are not limited to) Adobe Illustrator, Photoshop, PageMaker, Freelance, Corel Presentations, FreeHand, and Publisher.

Creating a Poster in PowerPoint:

Materials needed:

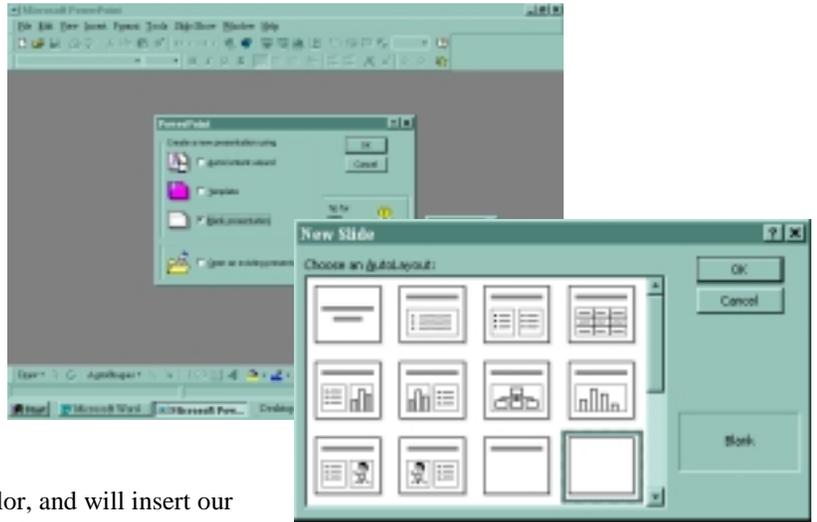
Text: Your text can be typed in a word processing program such as Word or WordPerfect. Text might include the following: Title, Authors, Abstract, Introduction, Methods, Data Collection, Results, Conclusions, References, Acknowledgements, Further Study

Graphics: Charts, graphs, logos, pictures, drawings. Graphics can be created in many different programs and imported into PowerPoint. Photos and slides can be scanned and saved as files (if you do not have access to a scanner, service units like BCU can scan slides and photos to files...we will discuss size, dpi, etc of scanning later).

Poster Guidelines from the Conference: Size limitations, Format (Portrait or Landscape (European often are Portrait format), Title placement and Font size, Poster # placement (left or right corner?), etc.

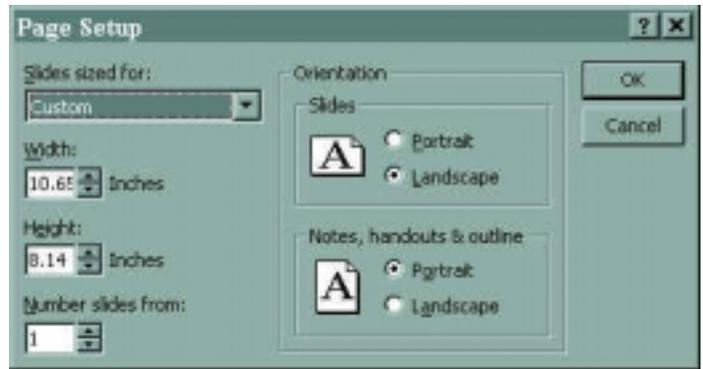
USING POWERPOINT: Creating a NEW poster:

- 1) When PowerPoint first opens, select **Blank Presentation**. (If you have already been working in PowerPoint, go to the **File menu**, click **New**, and then click the **General** tab, and select **Blank Presentation**).
- 2) Select the blank layout (lower right option). Blank is the preference of choice for posters because we will later create our own background texture and color, and will insert our own title and text...so we don't need a template at this point.



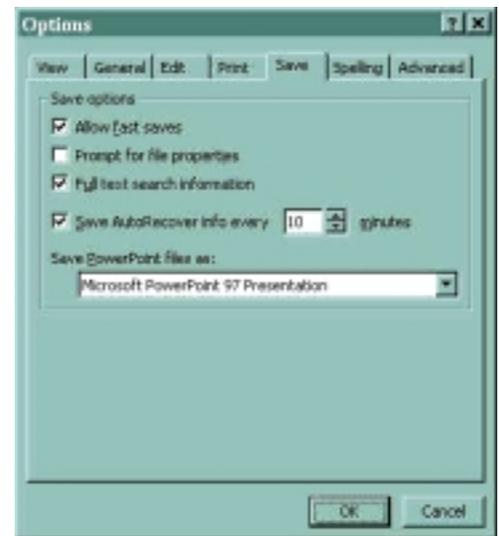
SIZING THE POSTER:

1. Under the **File menu**, choose **Page setup**.
2. In the **Slides sized for** box, select **Custom**.
3. Type in the width and height of the poster (usually in inches, although some default to cm). The maximum width and height PowerPoint can go is 54 inches (some will allow you to type in 56"...do not go above 54"!!!!) If your poster is wider or higher than 4.5' (54"), create the poster in a proportional dimension smaller than 54"...ie. If you need a poster 72"x48", then enter 1/2 the size...36" and 24" and inform your printer that it needs to be scaled up to 72"x48". We (BCU) have printed images 20 feet long using PowerPoint, without any noticeable distortion.



SAVING YOUR POSTER:

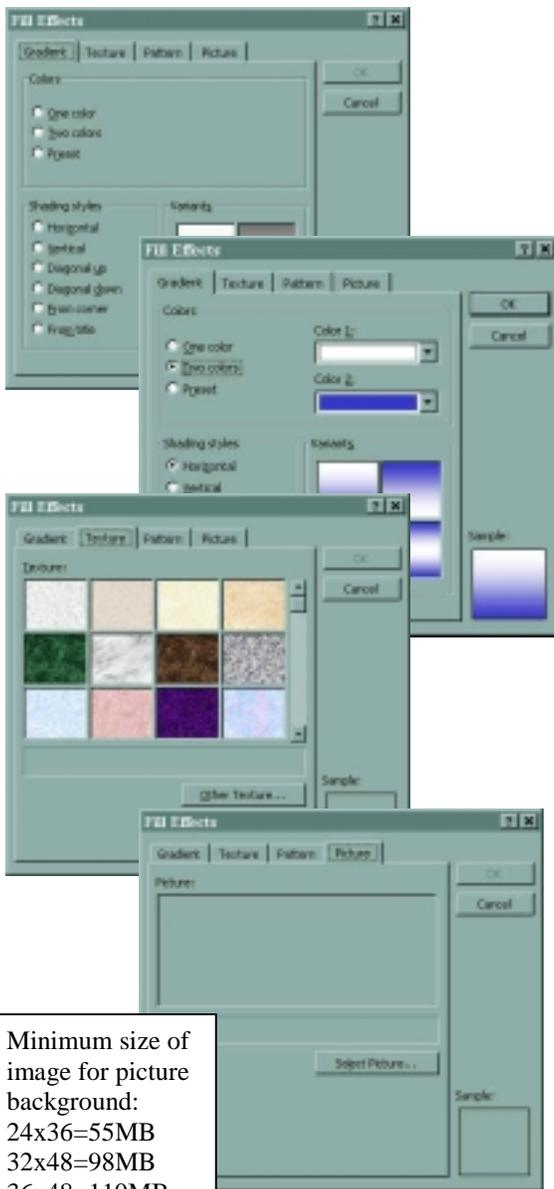
1. Save your poster soon and often!!! How many times have we been caught with minutes, or even hours of work created on a poster, without saving it. To save your poster go to File Menu, then click SAVE and save the poster in a folder where you can easily remember its location. Give it a name that is readily recognizable...ie. SAVMA CONFERENCE POSTER 034499.
2. To set PowerPoint to save automatically go to the **Tool Menu** and choose **Options**. Click **Allow fast saves** which will allow the latest changes to be added to your program when you save, rather than resaving the entire program each time you save. Also click **the Save AutoRecover info every ___ minutes**. Set the minutes for 10-15 minutes...should power go off, etc. the next time you open PowerPoint, your poster will reappear as the last time it saved as autorecovery. Warning: when the program is autorecovery saving, you will be slowed down or stopped in your ability to create on the poster until the autorecovery save is complete.



POSTER BACKGROUNDS:

One of the wonderful features of PowerPoint is its options for backgrounds. A couple of quick tips...the background should not detract from the poster content. Therefore the colors should be soft....and if textured, should be fitting with the poster. Gradient colors should be light to lighter or dark to darker....not light to dark (the text cannot change color, so light text is lost in the light background or vice versa.)

1. To place a background on your poster, go to the **Format Menu**, and select **Background**. The Background menu to the right will appear on your screen. Below the “graph” area there is a white bar with an arrow to the right. Select the arrow for the drop down menu, then select **Fill Effects**.



Minimum size of image for picture background:
 24x36=55MB
 32x48=98MB
 36x48=110MB
 48x72=224MB

2. The Fill Effects window, to the left, offers four folders. Gradient, Texture, Pattern, and Picture.
3. The **Gradient** folder allows you to choose one, two, or a preset arrangement of colors. As mentioned above, you will want to be careful to choose colors which are compatible and colors which are “light to lighter” or “dark to darker”. The “light to dark” option is not usually a background easy to work with. Lots of options to play with...have fun.
4. The **Texture** folder is MOST often the background of choice, with lighter earthy colors being most popular. 24 textures are provided with PowerPoint and additional textures can be found on websites and added in by clicking **Other Textures**. Select the texture you like, then hit APPLY in the background window.
5. The **Picture** folder converts a picture into a background. Click **Select Pictures**, then find the picture on your computer and select it. Pictures are not often a good idea...they are hard to discern, they seem to clutter the poster, and provide an uneven light/dark image to place text and graphics on. If you choose a picture, you will need to have a VERY LARGE file to get good resolution. Scan the image to the size of the poster at 72dpi or more. **TIP: When using a picture background, create your poster FIRST, then**

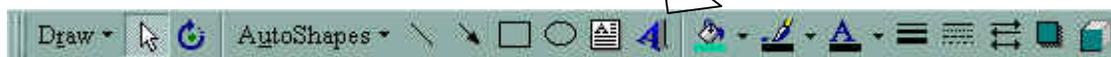
insert the background. The large size of the picture will create lengthy delays when your poster refreshes each time an action is done.

POSTER TITLES:

The poster title is the first level of communication with the viewer...it should clearly communicate the essence of your poster. It should be readable from 15 feet away, and should be bold and bright print. For this reason, I encourage you to use the WORD ART feature of PowerPoint to make your title.

There are TWO drawbacks to WORD ART...1. It does not allow subscript and superscript. So chemical equations like H_2O will require you to use the text box instead of WORD ART. 2. It does not allow the italicization of individual words...italics is all or none...so WORD ART is not a good option if you need to use scientific names...ie *Genus species*.

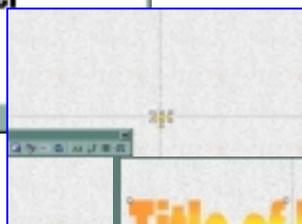
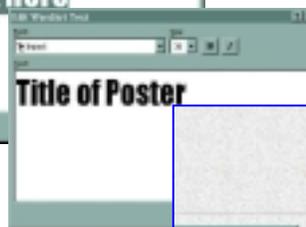
1. WORD ART is found on the **DRAW TOOLBAR** at the bottom of your screen...if you can't locate it, you can turn it on by going to the **View Menu** and click **Toolbars**, then make sure **DRAW** has a check in the little box in front of it. The big blue tilted "A" is WORD ART!



2. Click on the big blue tilted "A"...and you get the WORD ART gallery...30 different choices of ready-made fancy text options...just remember to be basic in your selection...too much "fancy" distracts from your message.



3. Select one of the styles, and the **Edit WordArt Text** window will come up. Type in the title of your poster, using a "hard return" for creating a second line. Then choose "OK" and the title will pop into the middle of your poster. Click on the title with your cursor...white boxes will appear in the corners and on the sides. These are called "handlebars" and allow you to grab them. Holding the left mouse key down, drag to change size and dimensions of the WordArt...this allows you to fit your title in the space provided.



4. Changing the color and appearance of the text is easy. Use the **WordArt toolbar**, which appears when you click on the WordArt text. Again, if it doesn't appear, you can turn it on by going to the **View Menu** and click



Toolbars, then make sure WORDART has a check in the little box in front of it. See the toolbar on the next page.



The **WordArt toolbar** allows you to create a new WordArt, Edit text, Change the Style, Colors, Rotate the text, and more. Play with the options on the toolbar for some interesting effects.

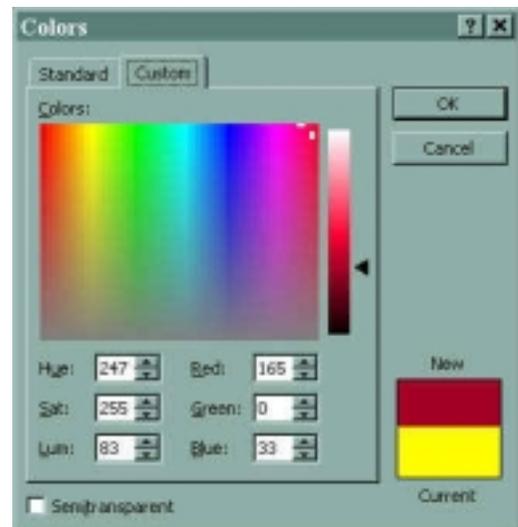
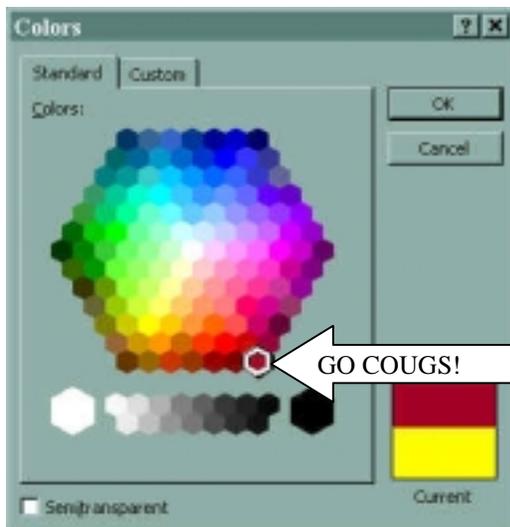


The most important option is the Format WordArt (Paint bucket and brush icon). With this menu you can change the color of the text, and the size.

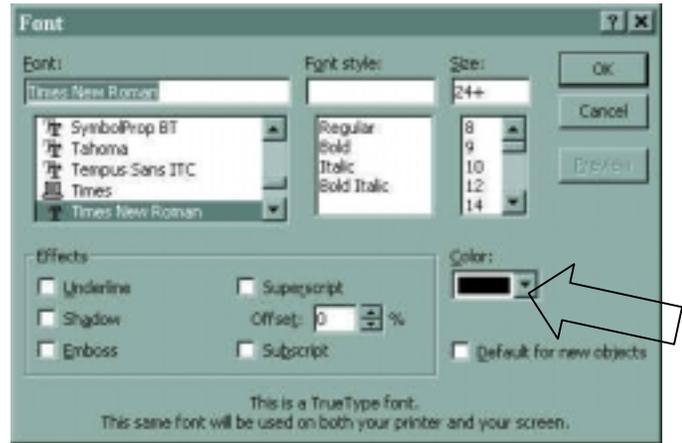
To change the color of your text click the arrow to the right of **Fill – Color:** A Colors window will give you two folders...standard colors on a color wheel, and a Custom Colors. Select the color you want, and hit OK. The Crimson for COUGARS is the one indicated by the ARROW!!!!

Note: These color windows are also available for fill of Autoshapes (on the DRAW menu, circles, rectangles, etc)

The custom colors window is useful if you are trying to select a particular color for which you already know the RGB configuration



NOTE: If your title text includes subscripts/superscripts or individual words which are italicized, you will need to create your title in the text box on the **DRAW Toolbar**. Type the text of your title, then using the right mouse key, choose the **Font** option. A window like the one to the right will give you options to choose a font (IMPACT is a nice bold, blocky font), size, and color. If you have subscript or superscript, highlight just the letters you want to “script”, then hit your right mouse key, and select **font**...then check the **subscript** or **superscript**...and hit OK. Font size can be adjusted by clicking the BIG “A” or LITTLE “A” buttons in the toolbar at the top...



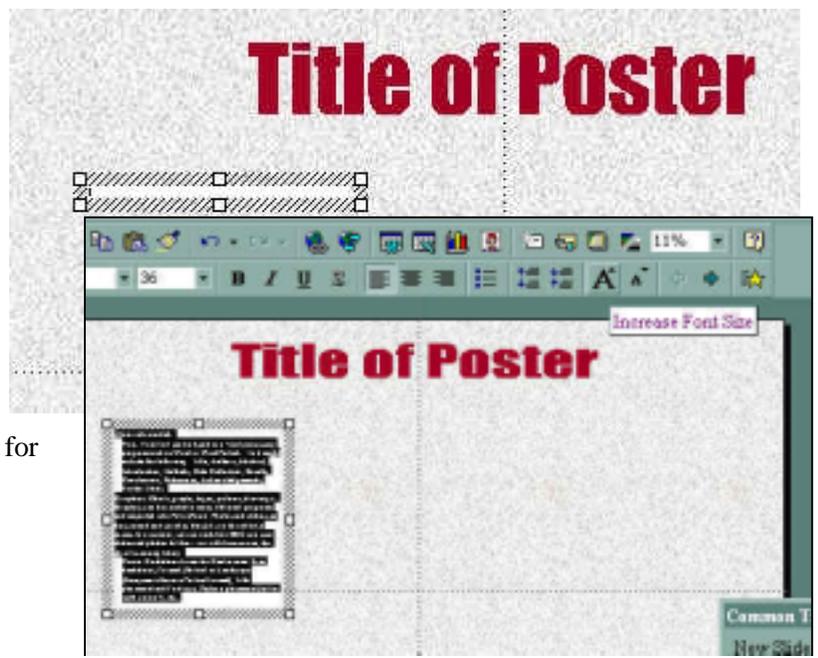
TEXT FOR POSTERS:

Text can be typed directly into the poster, or it can be pasted in from a word processing program.



TEXT USING POWERPOINT:

1. Click the Text Box on the DRAW Menu, or go to the Insert Menu and select Text Box.
2. With the cursor, draw a box on the screen, with the upper left corner placed where you want your text to begin. The box has “handlebars” on it to allow you to adjust the size and shape of the text box. Begin typing your text. After typing a line or two, grab the handlebar on the right and bring it in to make your textbox the width you desire. To adjust font size, highlight and click right mouse key. The window in the upper right of this page will appear and give many options for



adjusting the font. To make another textbox with the same font characteristics, click the hatched edge of the box, then go to the Edit menu, and select duplicate. The textbox will duplicate. Highlight the text, delete, and begin typing new text...all font sizes, etc. will be the same as the original text box.



- Text can be quickly adjusted using the **Formatting Toolbar** above. Select all text to be adjusted by using the left mouse key and dragging it over all text in the textbox needing adjustment.

To quickly adjust the font size, use the large “A”, little “A” buttons.



To quickly adjust the separation between your lines of text, use the Increase and Decrease Paragraph Spacing buttons.



Justification of the text can be quickly adjusting using these buttons. Left justified, centered, and right justified.

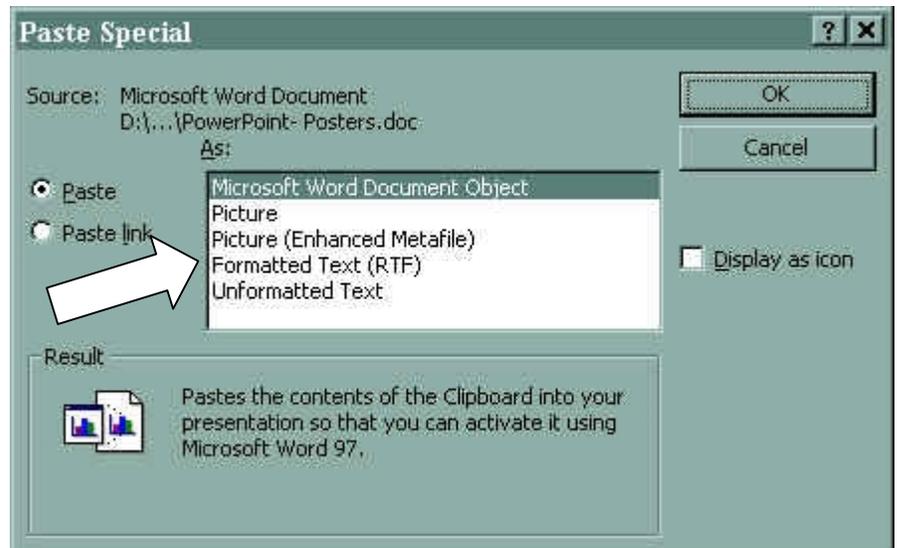


Justified text (like newspapers) can be obtained by clicking the **Format menu**, then **Alignment**, then select **Justify**.

INSERTING TEXT FROM ANOTHER PROGRAM:

Do NOT use a simple cut and paste technique when inserting text from another program into your poster. Cut and Paste will create text boxes identical to the text in your program, but does not give you the option to manipulate and change the text...in other words using the following steps will give you much more flexibility and freedom.

- Select the text in another program, and copy (Ctrl +C).
- In PowerPoint, go to the **Edit Menu**, and select **Paste Special**. Select **Formatted Text**. Then click “OK”.
- The text will enter as a text box. Work with the text in the same manner as discussed above for text created in PowerPoint.



Convert Macintosh fonts to Windows fonts

If you converted a presentation from the Macintosh to Windows, you might not have the same fonts on both computers. The following table shows how you can convert Macintosh fonts by replacing them with Windows fonts.

Replace this Macintosh font	With this Windows font
Avant Garde	Century Gothic
Bookman	Bookman Old Style
Helvetica	Arial
N Helvetica Narrow	Arial Narrow
New Century Schlbk	Century Schoolbook
Palatino	Book Antiqua
Times	Times New Roman
Zapf Chancery	Monotype Corsiva
Zapf Dingbats	Monotype Sorts

To replace a Macintosh font, click **Replace Fonts** on the **Format** menu. In the **Replace** and **With** boxes, click the fonts you want to replace and substitute. PowerPoint replaces the font but retains the Macintosh font name.

Changing the font:

- 1) Select the text you want to change.
- 2) Click the right mouse button and select **Font** and click a font name in the font box. Or in the **Formatting toolbar**, click a font name in the **Font box**.

Changing the size of text:

- 1) Select the text you want to change.
- 2) Click the right mouse button and select **Font** and click a font size in the font box. Or in the **Formatting toolbar**, click a new size in the font size box.

Did you know:

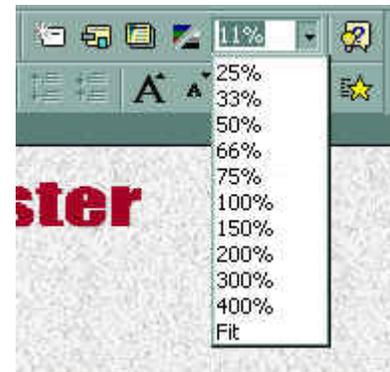
Basic font styles like Times are easier to read the fancy fonts...Lower case is easier to read than all upper case letters....All text should be readable from 4 feet away.

Changing the color of text:

- 1) Select the text you want to make a different color.
- Click the right mouse button and select **FONT** and click a font color in the font box. Or to apply the color most recently applied to text, click **Font Color** in the drawing toolbar at the bottom of the page. To apply a different color, click the arrow on the right of the **Font Color** button, select the color you want, and then click the button.

Viewing text to see what it will look like on your poster:

The upper right hand corner of your PowerPoint screen has a “zoom” feature. It is best to work on your poster in the “fit” mode, but when you wish to see proper sizing, select 100%. What you see on the screen will be what will print out on your poster. (REMEMBER: if you are making the poster proportionately smaller, ie. 1/2 the size and asking the printer to double it, you need to double the zoom as well...so for a 48x72 poster created at 24x36, you need to select 200% to see the actual size!)



GRAPHICS:

Graphics are central to your poster. Remember, a picture is worth a thousand words. Choose graphics (graphs, charts, photos, drawings) which will allow you to reduce your text to a minimum.

Scanning images:

Slides, Photographs, and drawings which you do not have in a digital format can be scanned and saved as a graphic file. We encourage you to save the file as a TIF. TIF formats tend to save the most information, and are most compatible with all programs.

It is important that you scan your images in at the size you need them to be printed out. If the image is going to be 8 inches by 10 inches, then you need to set the scanner for that image size at 150 dpi (dots per inch). Increasing the dpi to 300 or 600 does not make a noticeable difference in the printed image. Take a look at the images below, each scanned at 2"x3" but at different dpi. Notice the sizes of each file. The larger the file, the harder it is to transport, send, or print. Smaller files are much easier to manipulate and manage.



<u>PRINTED IMAGE SIZE</u>	<u>SIZE OF FILE NEEDED</u>
4 inches by 6 inches	1.5MB
8 inches by 10 inches	5 MB
8.5 inches by 11 inches	6 MB
12 inches by 18 inches	14 MB
24 inches by 36 inches	55 MB

Insert and edit a picture:

DO NOT...repeat...**DO NOT** import jpg files into the poster. JPG files are great files for compressing images, but the method of compressing makes them very questionable for printing. They look OK on the screen, but they often will not print, or will only print partially. We recommend that you use TIF files.

You can insert clip art or a picture from the Clip Gallery, or you can insert a picture or a scanned photo you import from other programs and locations. When you insert clip art, you can convert the image to PowerPoint objects, and then use the drawing tools to edit the objects $\frac{3}{4}$ for example, to change the fill or line colors, rearrange parts, or combine images. When you select a picture, the Picture toolbar appears with tools you can use to change the brightness or contrast of the picture or to crop, recolor, or add a border to it.

Insert an imported picture

- 1) In the Slide view, select the slide you wish to add the picture to
- 2) On the **Insert** menu, point to **Picture**, and then click **From File**.
- 3) Locate the folder that contains the picture you want to insert.
- 4) Double-click the file or click **Insert**.

DID YOU KNOW:

Images captured off web pages are very low resolution, and if enlarged at all will pixelate in your poster. A common problem is logos captured from web pages and inserted and enlarged in posters...they look BAD!!!

Graphics file types PowerPoint can import

You can insert many popular graphics file formats into your poster, either directly or with the use of separate graphics filters. You don't need a separate filter to insert the following file formats:

- Enhanced Metafile (.emf)
- Joint Photographic Experts Group (.jpg) **NOTE: DO NOT USE!!!**
- Portable Network Graphics (.png)
- Windows Bitmap (.bmp, .rle, .dib)
- Windows Metafile (.wmf) graphics
- Tagged Image File Format (.tif)
- Targa (.tga)

However, all other file formats in the list that follows do require a separate filter. If you didn't install the filter you need when you installed PowerPoint, you can rerun Setup and add the filter.

Edit a picture

- 1 Select the picture you want to edit.
- 2 On the Picture toolbar, select the options you want.



CHARTS AND GRAPHS:

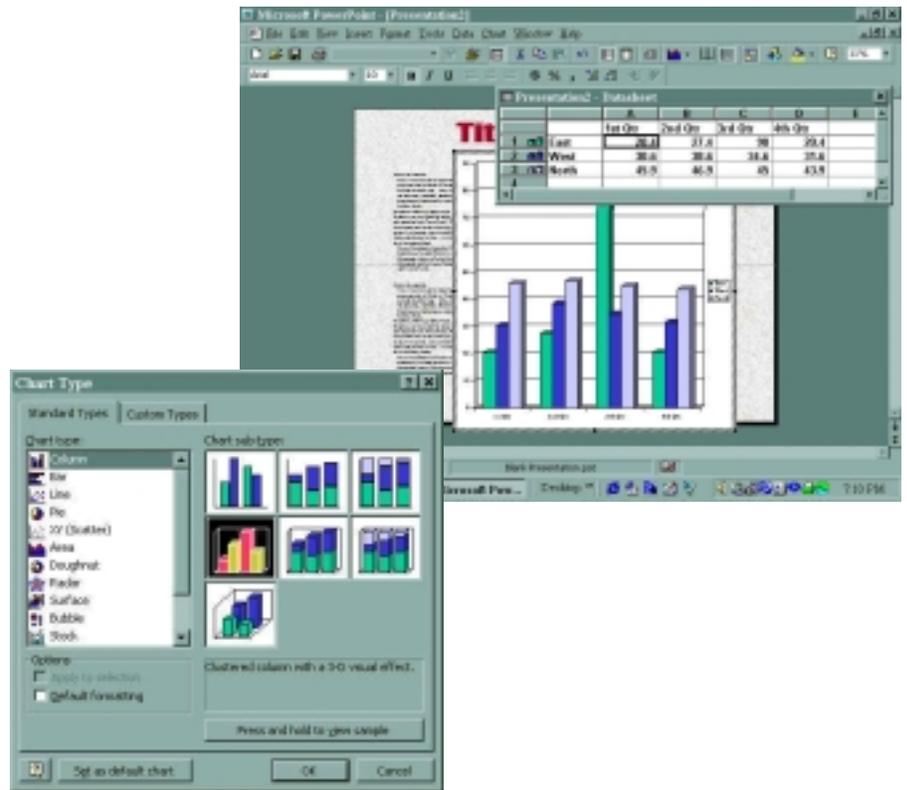
When you create a chart by going to the **Insert Menu** and then clicking **Insert Chart** PowerPoint goes to a program called Microsoft Graph which displays a chart and an associated datasheet. The datasheet provides sample information that shows where to type your own row and column labels and data.

You can select the kind of chart you want (pie, bar, line, combination) by going to the **Chart menu** and selecting **Chart Type**. Follow through to select the type of chart you wish to create and the other options provided.

After you create a chart, you can enter your own data on the datasheet, import data from a text file or Lotus 1-2-3 file, import a Microsoft Excel worksheet or chart, or copy data from another program.
Note PowerPoint also comes with a program that creates organization charts.

TO INSERT A CHART OR GRAPH:

1. Copy the chart/graph from the program you used.
2. In PowerPoint, in the **Edit Menu**, select **Paste Special**, then select **Picture (Enhanced Metafile)**. This imports the file in as a graphic file. It cannot be manipulated or changed because it is not linked to the original. If you just **Paste** in chart/graph into PowerPoint, you can double click it and it will allow you to change data in the chart/graph, BUT when printed, we find that text tends to move around and the chart may change appearance. A graphic file is much better for printing purposes.



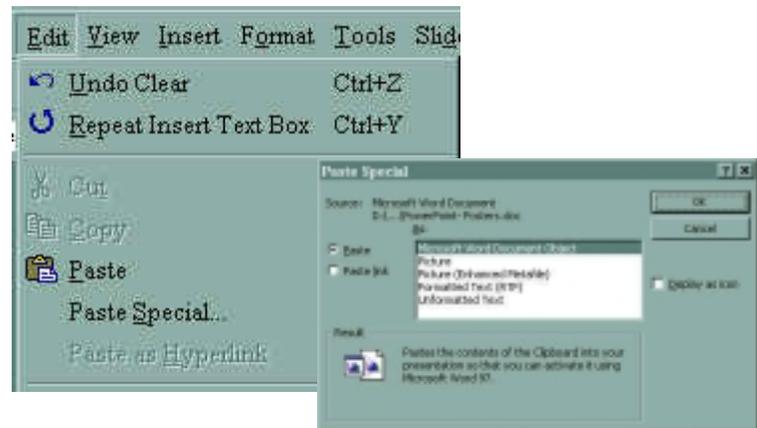
TABLES:

You can use Word, Microsoft Excel, or Microsoft Access to create a table. Microsoft Excel and Word can automatically format the table for you. In Microsoft Access, you can format an entire datasheet.

- ❑ For a table you can easily include in a PowerPoint poster, use Word.
- ❑ For a table that includes complex graphics formatting (such as bulleted lists, custom tabs, numbering, hanging indents, individual cell formatting, and cells split diagonally) use Word.
- ❑ For a table that includes complex calculations, statistical analysis, or charts, use Microsoft Excel.
- ❑ For powerful sorting and search capabilities, use Microsoft Access or Microsoft Excel.
- ❑ For full relational database capabilities, use Microsoft Access.

TO INSERT A TABLE:

1. Copy the table from the program you used.
2. In PowerPoint, in the **Edit Menu**, select **Paste Special**, then select **Picture (Enhanced Metafile)**. This imports the file in as a graphic file. It cannot be manipulated or changed because it is not linked to the original. If you just Paste in table into PowerPoint, you can double click it and it will allow you to change data in the table, BUT when printed, we find that text tends to move around and the tables may change appearance. A graphic file is much better for printing purposes.

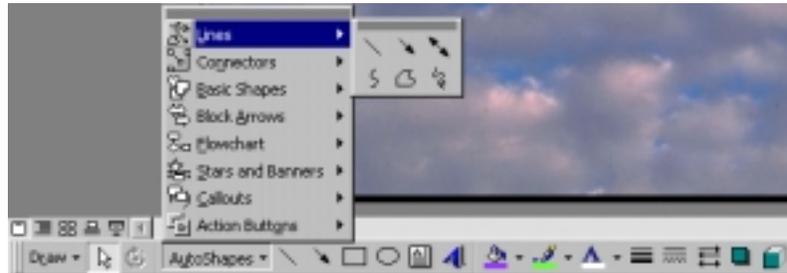


AutoShapes:

PowerPoint comes with a set of ready-made shapes you can use in your posters. The shapes can be resized, rotated, flipped, colored, and combined with other shapes to make more complex shapes. The AutoShapes menu on the Drawing toolbar contains several categories of shapes, including lines, connectors, basic shapes, flowchart elements, stars and banners, and callouts. You can add text to AutoShapes by just clicking in the shape and typing. Text you add becomes part of the shape, if you rotate or flip the shape, the text rotates or flips with it. Many have an adjustment handle (a yellow diamond) you can use to change a special aspect of a shape.

Position, align, and space text in an AutoShape

When text is attached to an AutoShape, such as a callout or flowchart symbol, you can change the position of the text, change the shape of the object to fit the text, make the text wrap in the object, or change the amount of space between the text and the edge of the object. To attach your text to an object, click the object and type the text. Note: You can also use the same procedures to position, align, and space text that was added by using the Text Box tool on the Drawing toolbar.



Add a line:

- 1) Click AutoShapes in the Drawing toolbar, point to Lines, and then click the line style you want.
- 2) Drag to draw the line. To constrain the line to draw at 15-degree angles from its starting point, hold down SHIFT as you drag. To lengthen the line in opposite directions from the first end point, hold down CTRL as you drag.

Change the color of a line or border:

- 1) Select the object you want to change.
- 2) On the Drawing toolbar, click the arrow next to Line Color. Or right mouse click and select *Format AutoShapes*.

Change the style of a line or border:

- 1) Select the line or border you want to change.
- 2) On the *Drawing toolbar*, click *Line Style*.
- 3) Click the style you want; or click *More Lines*, and then click a *style*.

Add or change a fill:

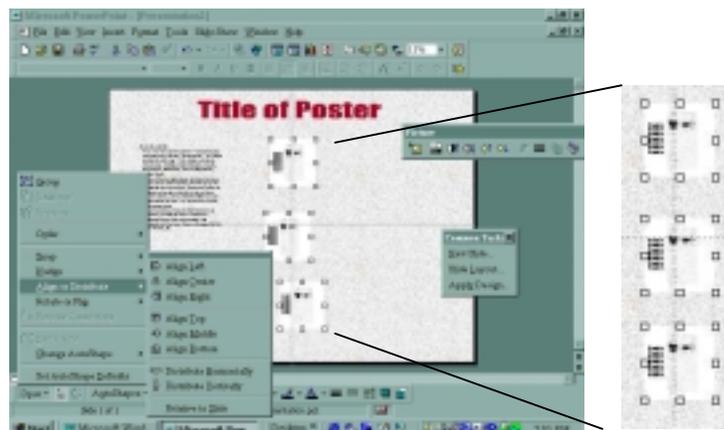
You can fill objects with solid or gradient (shaded) colors, a pattern, a texture, or a picture. Any time you fill an object, the new fill replaces the old one. If you change an object's fill, you can easily change it back to its default.

Aligning images on your Poster:

There are several ways to align objects. You can align objects relative to other objects and can also distribute them evenly (equal distances from each other) horizontally or vertically.

Align objects:

1. Select the objects you want to align...this may include text boxes, graphics, imported pictures, etc.
2. On the Drawing toolbar, click *Draw*, select *Align or Distribute*, and then click any one of the alignment options!

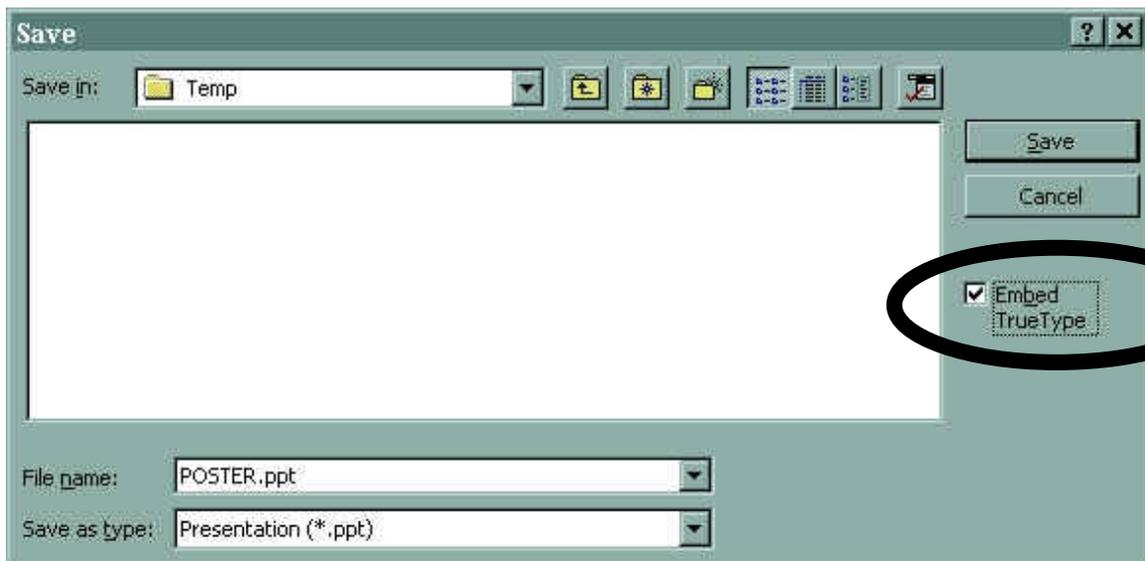


Saving Your Poster to Send to the Printer:

Save your final poster to a separate file and make sure you make a backup on another file. Since the file will no doubt be quite large, you will not be able to save it to a small floppy disk. BCU requests that you bring the poster file on a ZIP disk (100MB), or you can FTP the file to their FTP site. Other service centers have similar arrangements.

1. On the **File** menu, click **Save As**.
2. In the **File name box**, enter a new name for the poster. Use a name that is very descriptive of the poster....Conference name with date....ie. SAVMA May 2000
3. In all cases you should check the Embed TrueType option to the right of the screen. This will assure that your fonts will be printed, even if the service unit DOES NOT have the font on their computer.
4. Click Save.

Tip To save the copy in a different folder, click a different drive in the Save in box or a different folder in the folder list, or both. To save the copy in a new folder, click Create New Folder



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Biomedical Communications is a service unit on the Washington State University campus offering as one of its services, large format printing. Posters in by 10am are printed by 4:30pm the next working day. Please check out the web site or call for more information.