Creating posters using PowerPoint

Quick tips and general principles of layout & design

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1. What is the purpose of a poster?

A poster will

- showcase your work and disseminate your research findings
- catch the attention of other conference/event delegates
- encourage discussion and create opportunities for networking

> "A poster should provide a brief and interesting summary of your research through concise, easy-to-read text, a simple design, and attractive images."
>
> University of Delaware

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2. Before you start

- Check how much space you have been allocated
  - **A0:** 84 x 118 cm, **A1:** 59 x 84 cm, **A2:** 42 x 59 cm
- Plan your content and finalise copy
  - gather together all text, titles, captions, charts, images, etc.
- Be selective and concise
  - focus on major findings
  - eliminate extraneous material!
  - use phrases and bullet points

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3. Creating your poster

Layout

- Less is more!
- Flow of narrative should be clear from layout
  - use headings
  - consider numbering sections to guide readers, or using directional arrows
- Arrange information in columns – reading from top to bottom and left to right
- Check visual balance
  - Is one side text heavy, or image heavy?

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4. Creating your poster

Colour & visuals

- Use a pale colour or white for the background
  - avoid using background – these may not print out as you expect
- Adopt a simple colour palette
  - too many colours can be distracting
- Use graphs, charts, and images where possible to support presented text
  - they are eye catching and easily remembered
- Image resolution should be 150-300 dpi
  - JPG, bitmap, or TIFF formats are easiest to use
  - avoid low res images saved directly from the web

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Copyright

- General guidelines

  One of the following points **must** apply
  - Solely to demonstrate a point
  - Not be for commercial purposes
  - Fair dealing
  - Accompanied by a sufficient acknowledgement

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5. Creating your poster

Text

- It should be possible to read **all** text from 1-1.5m
  - Title: 72pt - 120pt
  - Body text: 24pt - 48pt
  - Section headings: at least 50% larger than body text
- Use sans-serif fonts, e.g. Arial, Verdana, Helvetica, Tahoma
- Use black (or a dark colour) for body text
- Left align text – it's easier to read than justified text
- Be consistent in styling of headings, captions, labels, etc.
- Avoid overuse of UPPERCASE – it's harder to read
- Avoid mixing too MANY *font* **styles and** colours

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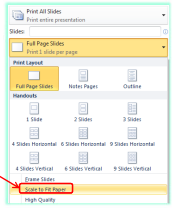
7. Final checks

- Save your work frequently – keep a backup copy
- Make sure all charts, tables, diagrams and images are clearly labelled
- Check your speling [sic] – at least twice!
- Ask others to review your poster
- Print out an A4 proof



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8. Printing your poster

At the printers

- Get your poster to the printers well in advance of a conference or event
  - this will allow time for amendments or adjustments
- Ask your printer for an A3 colour proof
- Choose non-reflective/matt lamination

UniPrint – Reprographics
23 St Machar Drive, Aberdeen
email: reprographics@abdn.ac.uk
tel: 27-2594
www.abdn.ac.uk/uniprint/print

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