

1 ☐ **Creating posters using PowerPoint**

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3 ☐ **Workshop overview**

Presentation & hands-on session (2.5 hours)

We will cover

- ☒ General design advice
 - Layout, colours, font sizes, images, alignment etc.
- ☒ How to use PowerPoint as a tool for creating posters
 - Create an A0 poster: set up the page, add columns, format background colours, apply styles, insert text, graphics and charts.

We won't cover

- ☒ Text content, writing style

4 ☐ **Aims of a poster**

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

5 ☐ **Posters at Conferences/Events**

Aims

- Concise and focused visual presentation of research
- Showcase your work
- Disseminate research findings
- Catch the attention of other delegates
- Encourage discussion
- Create opportunities for networking

6 ☐ **Creating your poster- content**

- Take advice from supervisor
- Typical components of scientific poster
 - Title
 - Author name(s), and institutional or departmental affiliation
 - Abstract/Summary*
 - Introduction/Background
 - Methods
 - Results
 - Conclusions/Discussion

- References*
- Acknowledgments*
- * Sometimes omitted, depending on context

7 ☐ **Creating your poster- practicalities**

- Why use PowerPoint?
- ☒ Ease of access
 - Installed on classroom PCs
- ☒ Compatibility
 - Copy and paste between Word, Excel etc.
- ☒ Familiarity
 - Similar tools across Office 2016

8 ☐ **Creating your poster- other options**

- Microsoft Publisher
 - Similar to PowerPoint, preset columns, inbuilt styles
- Adobe InDesign
 - Perhaps less familiar, but more flexible and powerful tools

9 ☐ **Creating your poster- planning**

- Before you start - preparation is key
- Check conference/event guidelines
 - How much space have you been allocated?
 - Plan your content in advance
 - Title, text, labels, charts, illustrations?
 - Focus on major findings
 - What is the story of your research?

10 ☐ **Creating your poster- layout**

Layout

- Less is more!
 - make use of 'white space'
- Use grids and guides
 - frame content and give 'breathing room'
 - support layout structure
 - align objects
 - equal top and side margins
 - bottom margin can be slightly deeper

11 ☐ **Creating your poster- flow**

- Flow of narrative should be clear from layout
 - Think 'spatial organisation'
 - Arrange information in columns (top to bottom, left to right)
 - Guide readers using headings, numbers, arrows

- Balance
 - Is one side text or image heavy?
 - Are column widths easy to scan?

12 ☐ **Creating your poster- use of colour**

Colours and contrast

- Keep it simple! Use colour sparingly
 - Use a pale colour or white for the background
 - Use black, or a dark colour for body text
 - Avoid background images, patterns or textures
 - Be careful using transparent overlays, difficult to read

13 ☐ **Creating your poster- graphics**

Graphs, charts, images

- Use where possible to support text
 - Eye catching, easily remembered
- Prepare images in advance
 - Keep within 200-300 dpi resolution
 - JPG, bitmap or TIFF formats are easiest to use
 - Avoid images saved directly from the web

14 ☐ **Creating your poster- text size and style**

- All text should be readable from 1-1.5m
 - Title: 32pt – 48pt
 - Body text: 14pt – 16pt
 - Captions: 10pt – 12pt
 - Section headings: 24pt – 36pt (at least 50% larger than body text)

Note- these sizes are guidelines only. See link below for examples of font sizes

https://www.posterpresentations.com/poster_templates_v3/font-chart-for-research-posters-up-to-48x56.pdf

- Be consistent in styling headings, captions etc.
- Avoid mixing too many font styles and colours

15 ☐ **Creating your poster- readability**

Text

- Use sans-serif fonts (clear and uncluttered)
 - Calibri, Arial, Verdana, Helvetica, Tahoma
- Avoid overuse of UPPERCASE
- Left aligned text is easier to read

16 ☐ **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

<https://www.dundee.ac.uk/governance/policies/copyright-webcopy/>

17 **UoD Templates**

<https://www.dundee.ac.uk/brand/toolkit/>

These include

- University of Dundee logo
- Pre-set Title and Heading styles
- UoD colour palette for backgrounds and charts
- Suggestions and guidance on layout
- Available for portrait or landscape posters

18 **Creating your poster**

Final checks

- Save your work frequently, keep a backup copy
- Check your spelling [sic] – at least twice!
- Make sure all charts, tables and images are labelled
- Ask others to review your poster

19 **Printing your poster**

At the printers

- Get your poster to the printers well in advance of a conference or event
 - to allow for amendments or adjustments
 - to get into the printing queue!
- Ask your printer for an A3 colour proof
- Laminating?
 - ask for non-reflective/matt finish

20 **Printing- contact details**

University of Dundee – Creative Services

Print Unit

DJCAD, Level 5 Matthew Building

email: print@dundee.ac.uk

www.dundee.ac.uk/externalrelations/creative-services/

21 **On the day**

Tips

- When presenting your poster, remember – *you* are the expert
 - make sure you know your work inside out
 - have a quick 2 minute summary ready, but also have a more detailed version prepared
- Provide A4 handouts of the poster
- Take a laptop for demonstration purposes

22 **Poster design – good or bad?**

Click the link below for guidance and information on good poster design
<http://www.ncsu.edu/project/posters/ExamplePosters.html>

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23 ☐ **Thank you!**
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