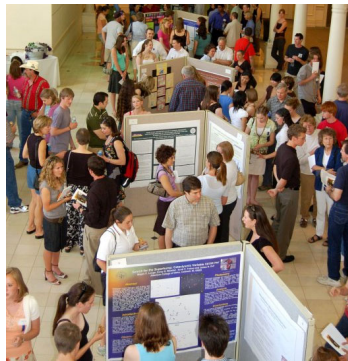


Creating Posters using Publisher



2 November, 2018

Kim Richmond
Pauline Fraser

IT Services Training & Documentation Team
University of Aberdeen

...your key to **IT**



Workshop overview

Presentation & hands-on session (2.5 hours)

- ✓ General design advice
 - Layout, colours, font sizes, images, alignment etc.
- ✓ How to use Publisher 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.
- ✗ Text content, writing style



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Posters at conferences/events

Aims

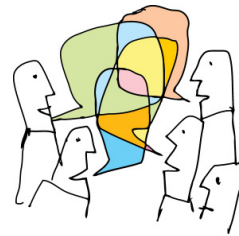
- Concise and focused **visual presentation** of research
- **Showcase** your work
- **Disseminate** research findings
- Catch the **attention** of other delegates
- Encourage **discussion**
- Create opportunities for **networking**

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Posters at conferences/events

“ 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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Why use Publisher?

Practicalities

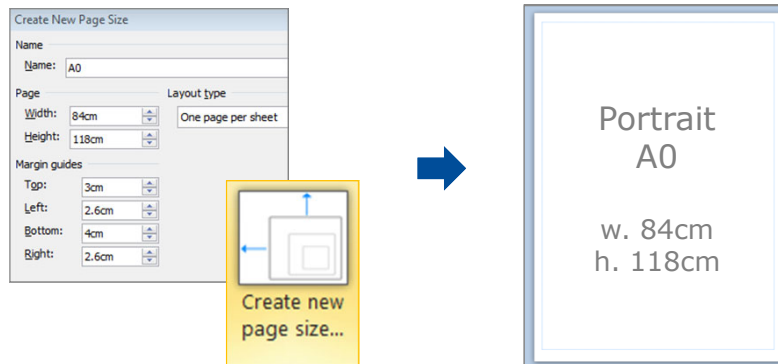
- ✓ Ease of access
 - Installed on all classroom PCs
- ✓ Compatibility
 - Copy and paste between Word, Excel etc.
- ✓ Familiarity
 - Tools similar across Office 2016



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Why use Publisher?

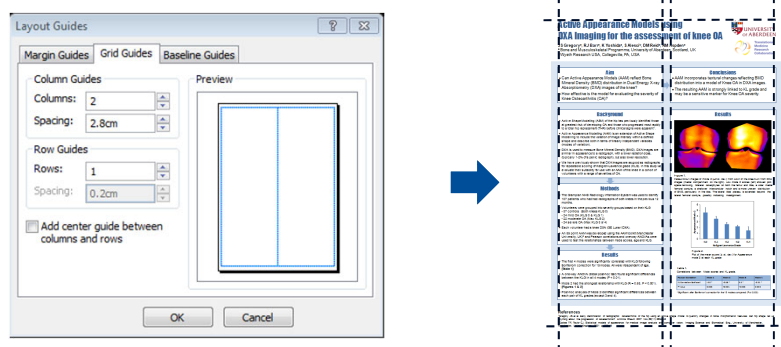
You can set up a reusable template



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Why use Publisher?

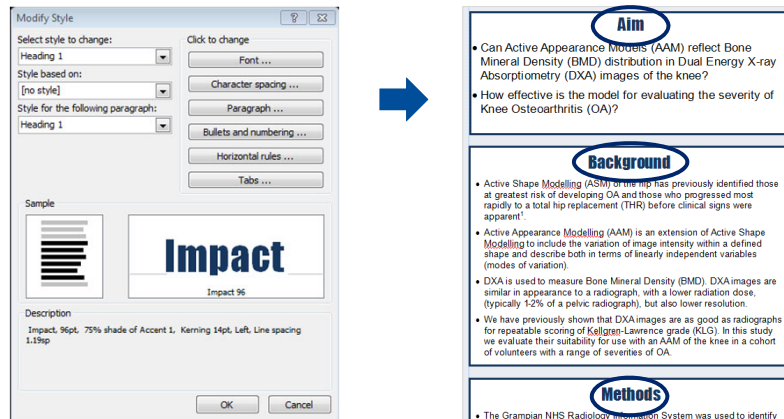
You can add (no fuss) grids and guides



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Why use Publisher?

You can apply and modify styles

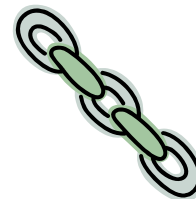


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Why use Publisher?

You can link text boxes

- Create an automatic text flow between columns
- Good for text boxes without headings



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Creating your poster

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?



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Creating your poster

Layout

- 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?

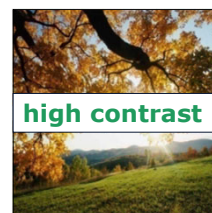


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Creating your poster

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



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Creating your poster

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



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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

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



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Creating your poster

Text

- **All text** should be readable from **1-1.5m**
 - Title: 72pt – 120pt
 - Body text: 24pt – 48pt
 - Section headings: at least 50% larger than body text
- Be consistent in styling headings, captions etc.
- Avoid mixing too **MANY** font styles and colours

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Creating your poster

Text

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

This is an example of left aligned text. The ragged line ends make it easier for the eye to move between one line of text and the next and so the text is easier to read. Notice also that the words are evenly spaced along each line, as you would expect.

This is an example of fully justified text. The even right edge makes it more difficult for the eye to move between one line of text and the next and so the text is harder to read. Notice also that the spacing between the words is uneven to compensate.

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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



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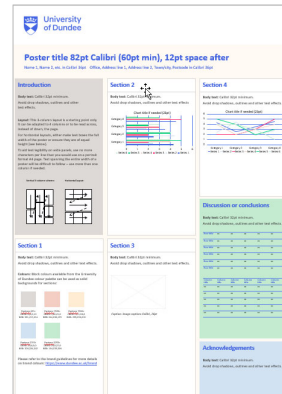
UoD Templates

Research poster templates are available

<https://www.dundee.ac.uk/brand/assets/templates/>

- 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

Although templates are only available in PowerPoint format, they contain useful information re fonts, text sizes, colours, layout, etc.



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Getting your poster printed

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



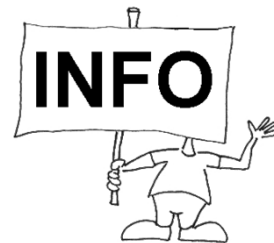
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Getting your poster printed

University of Dundee - Design • Print

Print Unit
DJCAD, Level 5 Matthew Building
email: print@dundee.ac.uk

<https://www.dundee.ac.uk/externalrelations/creative-services/>



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On the day

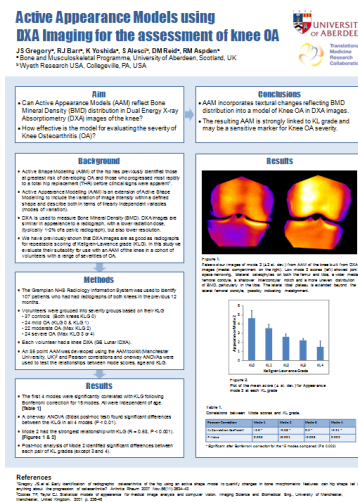
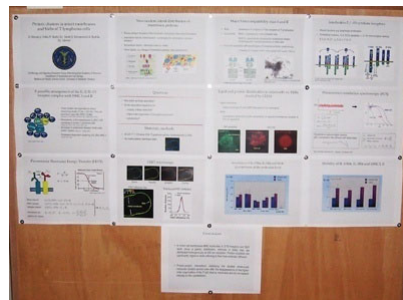
Presenting your poster

- 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



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Poster design – good or bad?



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Poster design – good or bad?

Poster design – good or bad?

<http://www.ncsu.edu/project/posters/ExamplePosters.html>

Accessibility – colours and typeface

AbilityNet.org.uk

AbilityNet

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Thank you!

IT Services Training & Documentation Team
University of Aberdeen

...your key to **IT**

