

# Creating Posters using Publisher - Tips

Microsoft Publisher is an accessible and effective tool for creating large scale posters.

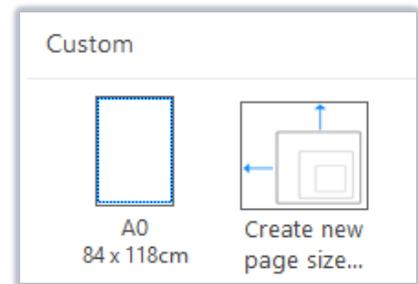
You can set up a reusable template for the paper size that you require, add grids and guides quickly and easily, apply and modify styles, link text boxes, and zoom in and out of your work area to help you position poster elements accurately.

## Poster sizes

Some common poster sizes include **A0**, **A1** and **A2**.

For reference, the width and height measurements are:

- **A0** 84cm x 118cm
- **A1** 59cm x 84cm
- **A2** 42cm x 59cm



## Not sure where to start?

### 1. Think about your aims

- What is the purpose of your poster?
- Remember, a poster should be a concise and focused visual presentation of your work.

### 2. Check assessment or event guidelines

- Should your poster be A0 or A1, landscape or portrait?
- Take advice from your supervisor or the event co-ordinator. Perhaps your School has templates you should use or guidelines you should follow. Check before you start.

### 3. Plan your content

- Prepare all text, images, and charts in advance.
- Avoid images saved directly from the web, and keep within 200-300 dpi resolution. JPG, bitmap or TIFF formats are easiest to use.

### 4. Be selective and concise

- Think about the story you want your poster to tell, what is the key information?
- Focus on major findings, and aim for 800 words or less.

## 5. Decide on the poster elements you will include

- If you are creating a research poster, typical components may include a title, author name(s) and institutional or departmental affiliation, abstract or summary, introduction, methods, results, conclusions, references and acknowledgments. Take advice from your supervisor.

## 6. Consider your audience

- It should be possible to read all poster text from a distance of 1-1.5m. Much will depend on how much space you have, but:
  - **Title** 72pt - 120pt
  - **Body text** 24pt - 48pt
  - **Section headings** at least 50% larger than body text
- Use sans-serif fonts such as Arial, Tahoma and Verdana at a large size, and be consistent in your styling of headings, captions and body text.

## 7. Think about layout

- If you are creating a landscape poster, you can include more columns than on a portrait poster. Column widths should be easy to scan.
- Less is more! Make use of white space to frame your content and provide breathing room. You can use grids and guides to create margins.

## 8. And what about spatial organisation?

- The flow of your poster narrative should be clear from the layout, you might want to number your headings, or include arrows.
- Think about balance. Is one side text heavy or image heavy?

## 9. Keep colours and visuals simple

- Ensure that your text is easy to read against the background. Aim for a high contrast.
- Use graphs, charts and images where possible to support presented text. Don't forget to include labels and captions!

## 10. Don't forget your final checks

- Use Publisher's spell checker, and if possible ask others to review your poster.
- If you are printing your poster yourself, send it to the printers well in advance of your deadline.
  - **Medical Illustration** [www.abdn.ac.uk/it/services/media/med-ill](http://www.abdn.ac.uk/it/services/media/med-ill)
  - **UniPrint** [https://www.abdn.ac.uk/it/services/media/print\\_services.php](https://www.abdn.ac.uk/it/services/media/print_services.php)
- If you are presenting your poster at a conference or event, remember – *you* are the expert. Have a quick 2 minute summary ready, but also have a more detailed version prepared.