



Posters in PowerPoint

Office for Nursing Research

Room T643, Telephone 685-1525

2004



Timeline

Begin with the end in mind.

- 🕒 **When do you leave for your presentation?**
My poster is in my hands by (Date) _____
- 🕒 **Back up one week for printing.**
I take my poster to the printer by (Date) _____
- 🕒 **Back up one more week for final design and proofing.**
I begin my final design and proofing by (Date) _____
- 🕒 **Back up one more week for final editing of text and first draft of poster.**
I have the final edit of my text completed and my poster design in mind by (Date) _____
- 🕒 **Back up two more weeks for first draft of text.**
I have the first draft of my text and charts completed by (Date) _____
- 🕒 **Back up two more weeks for conceptualization of presentation.**
I know what information I want to convey with my poster by (Date) _____
- 🕒 **Add an extra week for the unexpected.**

So when do you begin?

I begin my poster at least eight weeks before I leave for my presentation, that is, by (Date) _____



Things to Consider Before You Start

Know the conference guidelines for posters:

- size
- landscape/portrait
- how displayed
- format, headings etc.

#How much information do you need to include?
Have the Title, Authors, Affiliation, Headings, Figures/Tables, and Source of Funding.

#What types of information are you planning to include --text, graphics, SPSS charts, etc?

#Check out other posters and see what looks good.

#Prepare poster to be readable from a distance.

#Keep labels and captions brief.

#Limit content. Too much detail may not be read. Give details verbally at presentation, and have handouts available for takehome that tell all.



Tips That Will Save A Lot of Time

Design your poster on paper first.

Paper and pencil will do, just sketch it out and change and re-arrange until the elements begin to look right to you. Decide at this point everything you want to include.

Read everything on the Health Sciences U-Wired web page about posters.

<http://depts.washington.edu/hsasf/photo/posters.html>

This page gives you techniques for using PowerPoint, explains about timing issues for printing, and lists printing costs. You also need to stop by T271 and pick up a color chart - the computer screen does not show true color.

Here is a list of available fonts - do not use one they do not support!

<http://depts.washington.edu/hsasf/photo/supportedfonts.pdf>

Choose a manageable poster size.

Most presentation display boards are 4' x 8' feet maximum, so keep your poster size smaller than that.

POWERPOINT limits you to 56" x 56" but you can decrease your PowerPoint setup and enlarge when time to print. Ex: if you want a poster that is 3' x 5' (36" x 60"), set it up at half of that, or 18" x 30." (This affects the FONT too - if you want 24 pt use 12 pt.) When you take your poster for printing, tell them to double the poster size.

The PRINTER is limited to 52" x 120" and you need at least a 1" border all around, so don't design something they can't print! Remember large posters are unwieldy and hard to transport too.

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Tips That Will Save A Lot of Time (2)

Compose your text and do as much formatting as possible in Word.

It's just too hard to do on the PowerPoint screen. Once it's been edited (by someone else), and spell-checked under a *MAGNIFYING GLASS*, cut and paste it into your PowerPoint text boxes.

Set up a poster as one slide.

PowerPoint was designed for slide presentations - when you do a *POSTER*, you need only one slide.

Select pictures and artwork that are clear and crisp.

Flaws will be magnified many times over on a poster!

Edit carefully! This is CRITICAL.

Careless mistakes are magnified on a poster. Don't have misspelled words, odd spacing between letters, or uneven alignment in a section.

Watch your file size.

If you have a ZIP drive, it won't be difficult to move your file to the print shop. Be aware that graphics make enormous files, too large for a floppy.



Getting Started With PowerPoint

Begin

- ✦ File - open your file
- ✦ New - select new
- ✦ General - select general
- ✦ Blank - select blank
- ✦ File - go back to File
- ✦ Page setup - select poster shape and size

Insert

- ✦ Picture - do you want to insert pictures?
- ✦ Object - do you want to insert charts or other objects?
- ✦ Text - you'll need Text Boxes for your text

Format

- ✦ Size - you can format the size of your pictures, objects and text
- ✦ Colors & Lines - you can add colored borders or lines around your boxes
- ✦ Color Scheme - select your overall color scheme
- ✦ Background - select or change your background color
- ✦ Templates - PowerPoint has templates already designed you may like
- ✦ Fonts - select or change font size
- ✦ Bullets - select or change bullets
- ✦ Alignment - control the alignment of text or objects

Draw (Toolbar)

- ✦ Order - do you want one object in front of another?
- ✦ Rotate - do you want to rotate or flip an object?



Poster Layout

Across the Top

- ✦ Title as submitted to the conference
- ✦ Authors
- ✦ Affiliation
 - Address

Body of Poster

- ✦ Abstract
- ✦ Background of the problem
- ✦ Problem statement
 - research question, purpose, hypothesis
- ✦ Research methods
 - design, sample, procedures, measures
- ✦ Results
- ✦ Conclusions / Findings

White Space

- ✦ 50% of your poster should be blank.



10 Poster Promises

- 1. My poster background will be clear and light colored.**
I will avoid busy designs and dark ominous colors.
- 2. My text will be dark colored.**
I will use black, deep blue, brown, or purple lettering.
- 3. I will follow the 3-color rule.**
I will select 70% of one color, 25% of a second color, 5% of a third color.
- 4. I will select a simple font for titles and subheadings.**
Arial and AvantGarde are good strong choices.
- 5. I will select a readable font for the body of text.**
Times Roman and Century Schoolbook are good choices.
- 6. I will use upper and lower case.**
ALL CAPS LOOKS LIKE SHOUTING!
- 7. I will indent my paragraphs or use line spacing.**
I won't do both!
- 8. I will avoid underlining.**
Italics looks better.
- 9. I will format text flush left, ragged right.**
Justified text often throws odd spacing between words.
- 10. I will allow about 50% of my poster space to be blank.**
Blank spaces allow the eye to focus on what you want others to see.



Time to Print

Work with Health Sciences U-Wired for printing.

<http://depts.washington.edu/hsasf/photo/posters.html>

Have you already read all of the information available on this website?

Have you already stopped by T271 for a color chart?

Have you already verified that they support the font you chose?

Have you called them at 206-543-9275 with anything you didn't understand?

If so, now you are ready to proceed to printing.

Stop at their counter to begin the process. They will direct you as to sign-in, viewing your file on-screen, or proofs.

Select semi-gloss paper.

Posters look best on semi-gloss paper - high gloss produces glare, and flat finish paper doesn't show off your colors as well.

Buy a tube.

Purchase a tube for transporting and storing your poster safely. If you want to hang it afterwards, purchase plastic clips and hangers.