

QUICK TIPS FOR POSTER PRESENTATIONS

Powerpoint is not actually intended for large-format printing - its primary use is for screen presentations or for 35mm slide output. Occasionally small inconsistencies when enlarging from PowerPoint will occur. Problems can include text shifting or wrapping to the next line. This is normal and unavoidable. Please keep this in mind when printing large-format from PowerPoint. Other software that can be used to create posters include Adobe Illustrator, Adobe InDesign, CorelDraw and Canvas. Photoshop can be used also, but it creates a *huge* file. Macintosh and PC computers are supported.

1. The poster should use photos, figures, and tables to **tell the story of the study**. For clarity, it is important to present the information in 3 or 4 columns that are easy to follow.
2. **Poster sizes:** Powerpoint *maximum* is 42" x 54" (the printer limit is 42" and Powerpoint's limit is 56" – but it doesn't print well using the maximum 56").
3. However, Powerpoint can be used for a larger poster by creating it at **50%** of the size needed and then it can be printed at **200%**. If you need to do this, be careful with the resolution of the images.
4. **Other software** such as Adobe Illustrator has a *maximum* of 42" on one side, the other can be as large as you need.
5. **Keep a margin** of at least ½" clear of images and text for all poster sides.
6. **Image resolution** is acceptable using 100-200ppi in their **final size** (100%) on the poster. View your images at 100% (200% if they will be printed at 200%). If they are *pixellated* (you see noticeable squares of color) on your screen, they will be *pixellated* when they are printed. You will want to use higher resolution images. High quality images are maintained at 300ppi. To reduce file size, save them in jpg format.
7. **Scan images** from journals and books with black paper behind the page being scanned – this will eliminate shadowing from text or images on the other side of the page being scanned.
8. **For Powerpoint** – use the *Insert-Picture* command to add images to your poster. Never "copy and paste" image graphics into your file unless they are from another Powerpoint presentation.
9. **For Adobe Illustrator** – use the *File-Place* command to add images to your poster.
10. **Fonts** – use common fonts such as Times Roman or Albertus in **bold face** for *titles* and a common sans serif font such as Arial (PC) or Helvetica (Mac) for the **body text**.
11. **Fonts** – if you use an unusual font, use the *File-Package for CD* option in Powerpoint to include the font files for printing; use the *Type>Create Outlines* option in Adobe Illustrator to make the type into objects for printing (**KEEP A COPY OF YOUR ORIGINAL FILE FOR FUTURE EDITING!**)
12. Maintain all your images in **RGB**, *not CMYK*, and keep the poster file in **RGB**.
13. Use **color combinations** that make an impact. High contrast colors make the best impression. Color can enhance the hues or contrast of photographs:
 1. Use a *light background* with darker photos; a *dark background* with lighter photos.
 2. Use a *neutral background* (gray) to emphasize color in photos; a *white background* to reduce the impact of colored photos.
 3. Most poster sessions are held in halls lit with harsh fluorescent light. If exact colors are important to the data, balance those colors for use with fluorescent lighting. Also, all colors will be intensified; bright (saturated) colors may become unpleasant to view.
14. The choice of a **background** (and complement) color is up to you. Generally, however, *softer colors* (pastels, greys) work best as a background - they are easiest to view for hours at a time, and offer the best contrast for text, graphic, and photographic elements.