

How to Create a Poster

Preparation and Creation

When creating an academic poster consider the following questions:

- Who are you presenting to?
 - Effective communication starts with knowing your audience.
- What are you presenting and why?
 - Make sure to distill your message. Be concise and eliminate all but the vital elements. Do not exceed 220 words per square foot.
 - Focusing on the most important element or information will help you design your poster.
- How will you present your information?
 - Organize your information by dividing information into sections. Typically these sections include: Title, Authors, Affiliations, Introduction, Materials & Methods, Results, Conclusions, References and Acknowledgement.
 - Ensure that you use graphics for greater impact. Approximately 30-40% of your poster should be graphic content as it is easier and faster to process. Remember to include titles or captions.
- Where and when will you be presenting?
 - Consider the presentation and printer requirements when designing your poster.
 - Prepare your poster with enough time to review it and have it printed.
 - Poster printing is available on campus:
 - <http://www.cbs.uoguelph.ca/services/bioimage/bioimage.shtml>
 - <http://www.chemistry.uoguelph.ca/posters/>

Poster Design

It is important for your readers to understand the layout of your poster in order to best understand the content. The following principles help to create a seamless layout.

- Unity: build your poster around the dominant element
- Contrast: create contrast using colour, texture, lines, and boxes to guide your audience
- Consistency: treat similar elements in similar manners (ie. Font, size, colour, etc)
- Alignment: everything on your poster should be aligned with something else
- Whitespace: include whitespace around the elements of your poster

Presenting

When presenting an academic poster:

- Give your audience a sense of where you are going both verbally and visually
- Use the sections of your poster as the basis for your presentation
 - The amount of space on poster should tell you how much time you should spend on each section

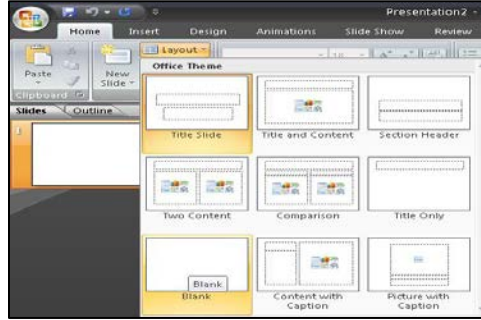
Contact Us

If you have any questions or would like feedback on your poster, email us at learning@uoguelph.ca.

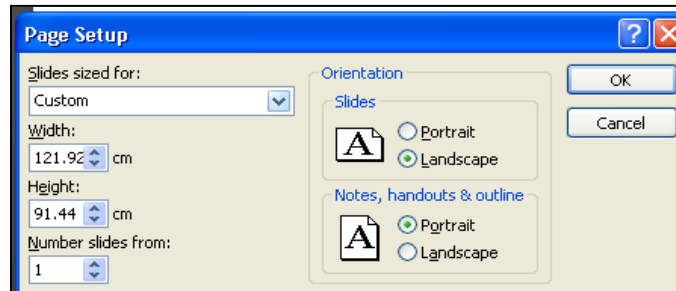
How to Create a Poster in PowerPoint: 10 Steps

Stage 1: Preparing your document

1. **Open PowerPoint:** Select LAYOUT> BLANK



2. **Set your page size:** DESIGN>PAGE SETUP
 - a. Under Slides sized for: Select CUSTOM
 - b. Adjust Width and Height: 122cm X 92cm (48 X 36 inches)
 - c. Under Slide Orientation: Select LANDSCAPE

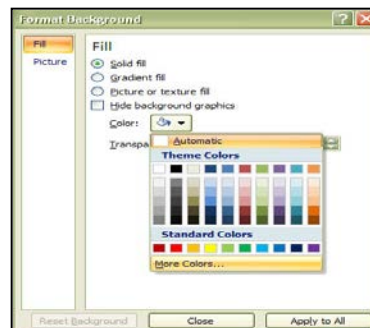


TIP

Double check conference/class guidelines for required size

3. **Create your background:**
DESIGN>BACKGROUND>BACKGROUND
STYLES>FORMAT BACKGROUND

- a. Select SOLID FILL
- b. Select COLOUR pull down menu
 - i. Select from Theme Colours, Standard Colours, More Colours
- c. Close box

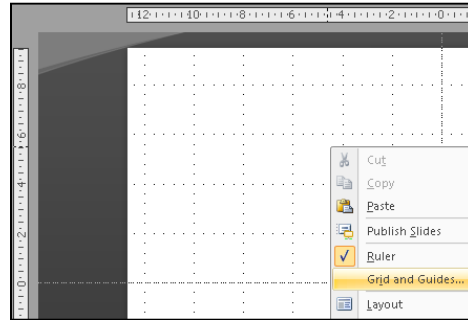


TIPS on COLOUR

- Use colour
- Keep it simple
- Stay away from watermarks
- Muted backgrounds are easier to read
- Use red and green but avoid using them side by side (red-green colour blindness is common)

4. Use guides:

- a. RIGHT click on blank slide Select: RULER
- b. RIGHT click on blank slide SELECT: GRID AND GUIDES
 - i. Check DISPLAY GRID ON SCREEN box
 - ii. Check DISPLAY DRAWING GUIDE ON SCREEN



TIP

Use guides with zoom to align all images, textboxes, etc.

Stage 2: Insert Texts and Graphics

5. Insert text: INSERT>TEXT BOX>left click on slide and drag text box to desired width

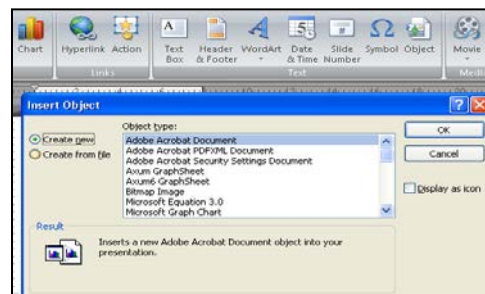
- a. RIGHT click and choose FORMAT SHAPE
 - i. In TEXT BOX, select DO NOT AUTOFIT
 - ii. Edit the LINE COLOUR, SIZE and POSITION as appropriate
- b. Type in text or COPY and PASTE from a word document

TIPS on TEXT

- Use "sans serif" (Helvetica, Arial, Verdana) plain fonts for the title & headings. Bold face is fine for title and headings.
- Never use all caps
- Left align your text
- Title of the poster should be 100-120 pt, Authorship 60-90 pt, Affiliations 40-60 pt
- Section Titles 40-60pt
- Body text 28-40 pt
 - 30-32 pt is ideal
 - References can be as small as 18pt

6. Insert Graphics: INSERT>PICTURE>INSERT PICTURE FROM FILE

- a. Drag image to desired area
- b. To resize image: click and drag corners of image



7. Insert Charts: INSERT>OBJECT

- a. Select: CREATE NEW or CREATE FROM FILE
- b. Drag to desired area
- c. To resize: click and drag corners of chart

TIP:

- TIFFs or large JPGs are best.
- Charts are great for methodology and results.

Stage 3: Finishing Touches

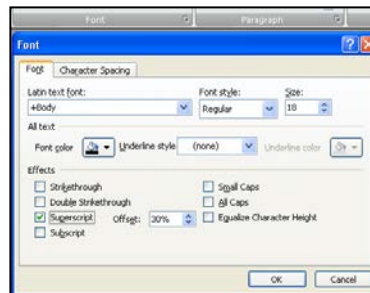
8. **Symbols:** Ensure symbols, italics, and characters are correct

- a. For Symbols: HOME>FONT>FONT drop tab:
Select SYMBOL font

- i. Some common letters that correspond to symbols:

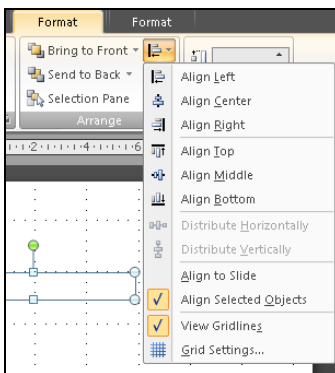
- $a=\alpha$, $m=\mu$, $l=\lambda$, $b=\beta$, $c=\chi$

- b. For Superscripts/Subscripts: HOME>FONT>Select SUPERSCRIP or SUBSCRIPT



9. **Alignment and spacing:** Select all sections you wish to align by holding SHIFT key and LEFT clicking

- a. FORMAT>ALIGN icon
 - i. Ensure the ALIGN SELECTED OBJECTS option has a check next to it
- b. Leave at least a 1 cm border around and between poster content.



10. **Logos:** Consult the graphics standard guide found here:

- a. <http://www.uoguelph.ca/web/graphicstandards/>



TIP:

Do not take logos and images from the web. Ask for a large jpg file.



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