



Production Strategies for Research Posters

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Information Resources



What Software is used to build posters

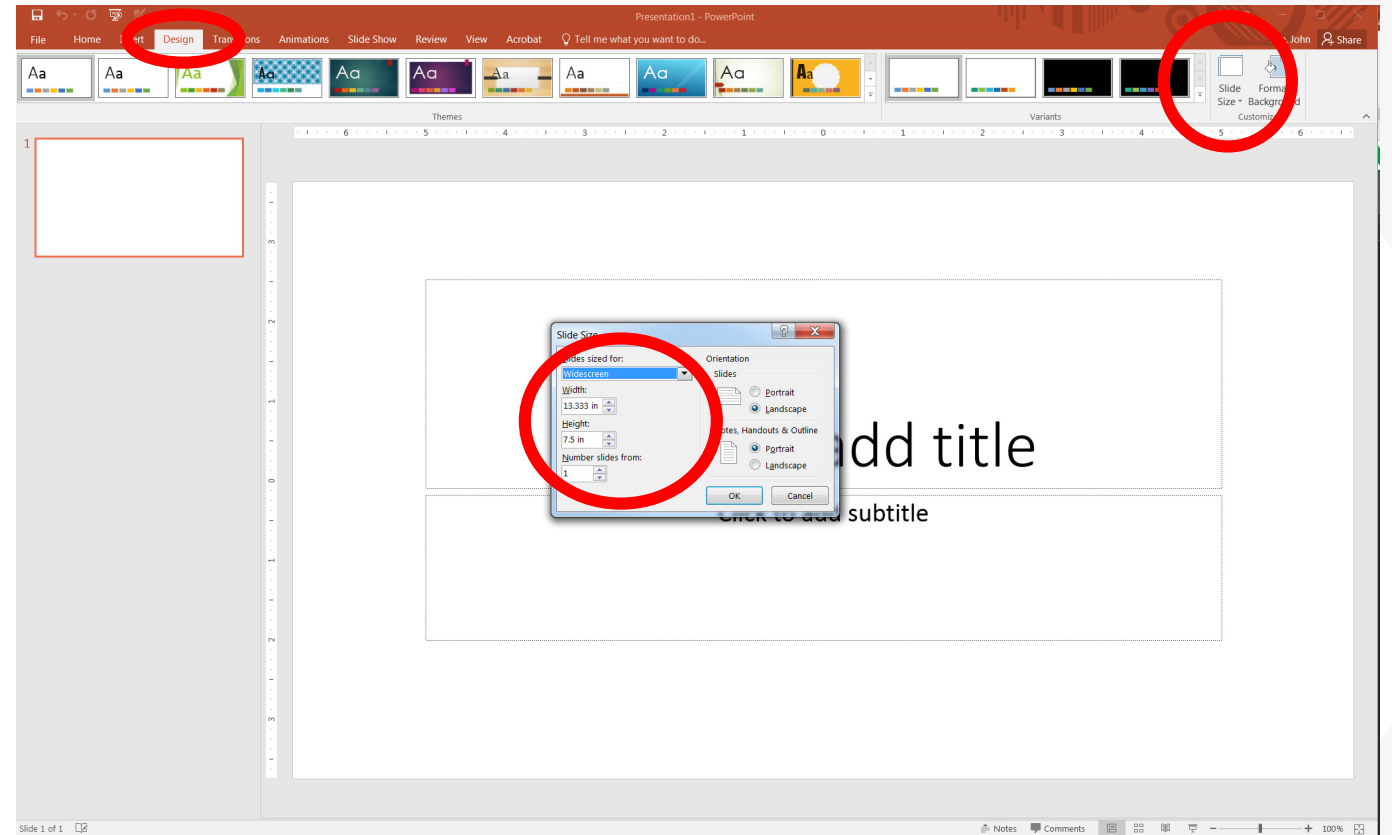
- I will focus on PowerPoint
- If using other software, I recommend that the software can:
 - Save files as .pdf
 - Dimensions (width x height) can be set.

I'm ready to build my poster, what do I do?

- **Step 1: Determine the size of your poster!**
 - There is no standard size
 - Boards could be 8'x4', 40"x30", or another size.
 - The poster could be portrait or landscape.
 - Does the printer have a size limit?
 - In Information Resources, our rolls of paper are 42" wide

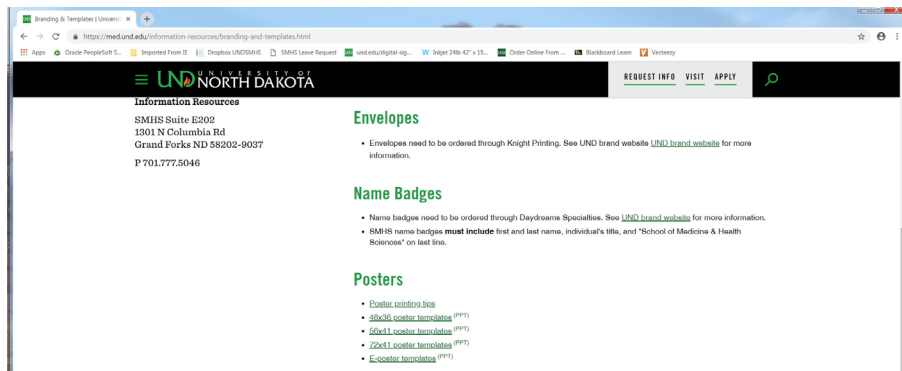
Setting the size of your poster

- In PowerPoint, click on the “Design” tab
- Click “Slide Size”
- Click “Custom Slide Size”
- Enter the width and height values
 - Summer institute posters are 56” wide x 41” high



Using a template

- There may be templates available for you to use.
- med.UND.edu/information-resources/branding-and-templates.html
- Do not adjust colors/positions, etc. of branding elements on the template.



- You aren't required to use the template, but encouraged. Overall background gradients have caused printing issues.

Issues with adjusting the size

- Don't start with the default 13.333"x7.5" size and expect the poster to print large.
- Common issues with resizing the poster after it's built:
 - Images (including logos) don't maintain their proportions
 - Text may have to be resized
 - Charts and graphs may have to be adjusted

PowerPoint size limitation

- PowerPoint limits the slide sizes to 56”
- To make a larger poster, the poster can be built proportionally smaller (i.e. half-sized) – just be sure that the printer knows and is willing to print the poster larger

Posters

- [Poster printing tips](#)
- [48x36 poster templates](#) (PPT)
- [56x41 poster templates](#) (PPT)
- [72x41 poster templates](#) (PPT)
- [E-poster templates](#) (PPT)

Poster Size

Please size posters correctly! Other than the poster's message (data and research) this is perhaps the most important part of poster creation!

Questions on initial set-up?

- Does anyone have any questions?

Adding Data

- Type in text boxes
- It's okay to paste text from word and other sources
- Create charts and graphs

Inserting Images

- **Insert** photos and logos
- Charts and graphs created in third party software may need to be exported as a jpeg and inserted.
 - Pasted images are often linked to a file on the author's computer and may disappear or fail to print when they are opened by the printer's computer.

Inserting Images

- Click the “Insert” tab
- Click “Picture”
- Browse to the image location and place it on your slide

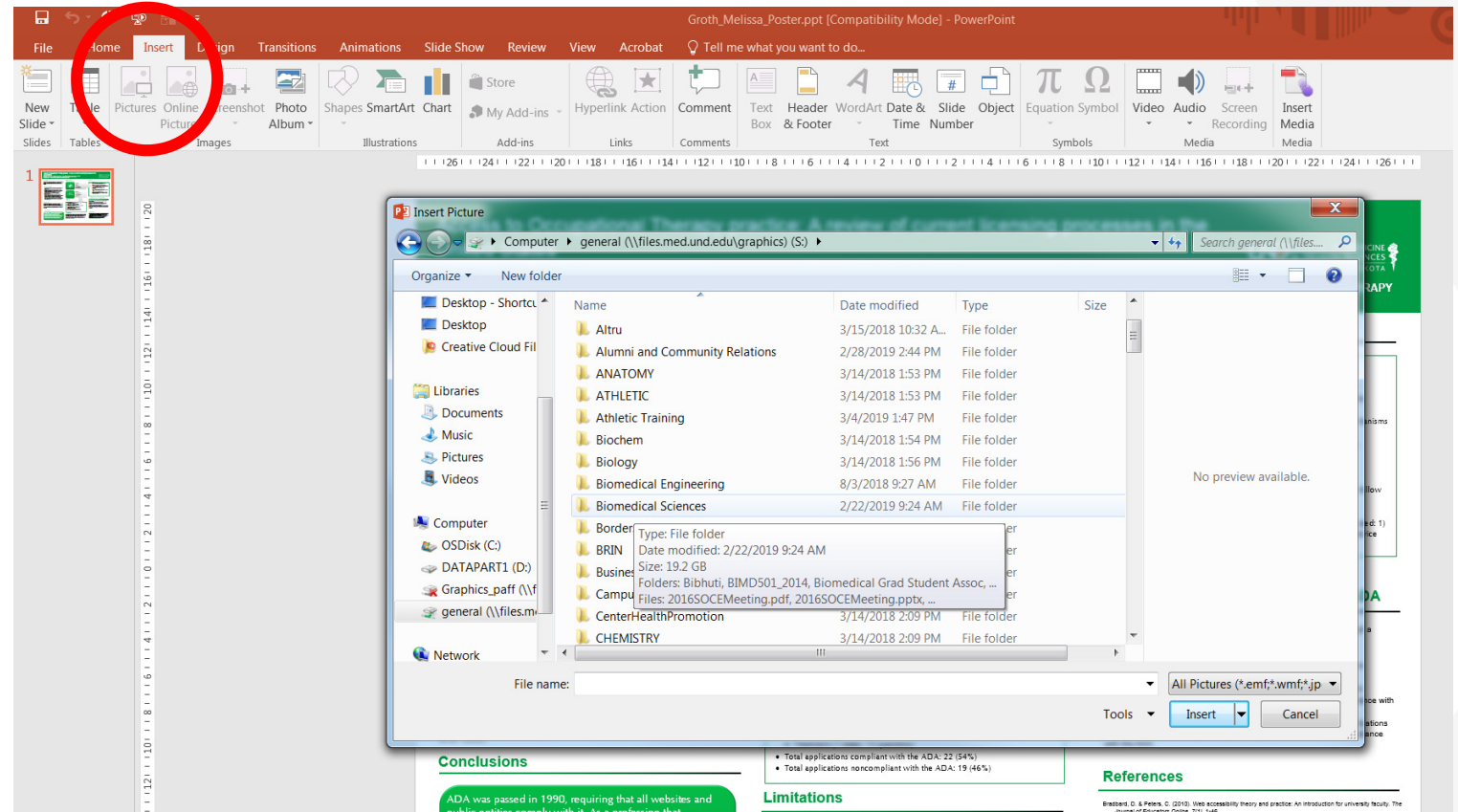


Image Resolution

- Posters are printed large and require high-resolution images
 - Don't download small internet images to use in your poster and expect them to look sharp
 - Image sizes should be at least 1000 pixels x 1000 pixels (that is approximately 3"x3" at print resolution).
 - Internet images may also be copyrighted (don't steal!)

Adjusting Backgrounds

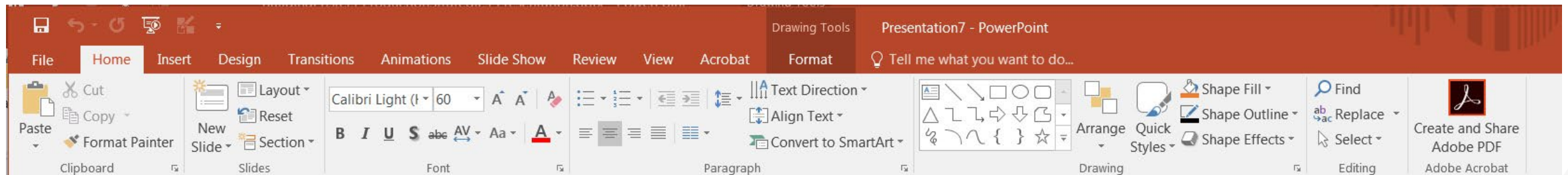
- General Rules
 - Nothing too busy
 - Avoid Intense gradients – these tend to cause printing issues
 - Dark text on a light background is easier to read in printed materials.
 - The data should be the star, not the background

Text guidelines

- Text size
 - Text set at 72 point is almost 1 inch tall (X-height)
 - Body text should be 24–34 point
 - If a poster is doubled in size when printed, the text will also be twice as large (20 pt. text becomes 40 pt.)
- Not too much text
 - Can data be expressed through photos or graphs
 - 50% text and 50% images is a good blend

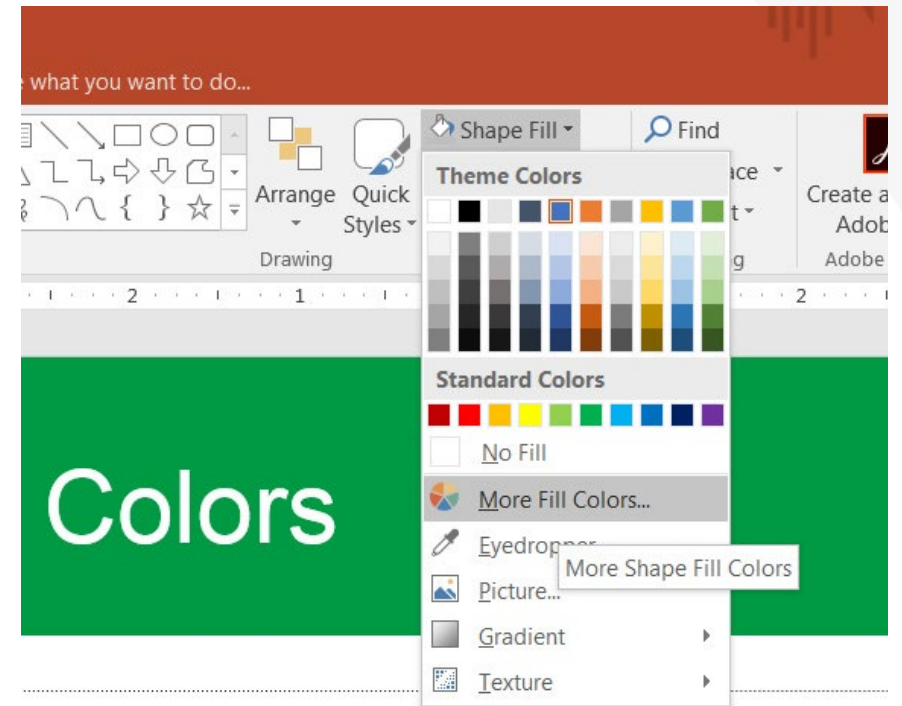
The Home Tab

- Text boxes
- Lines and arrows
- Fonts, text size, paragraph alignment



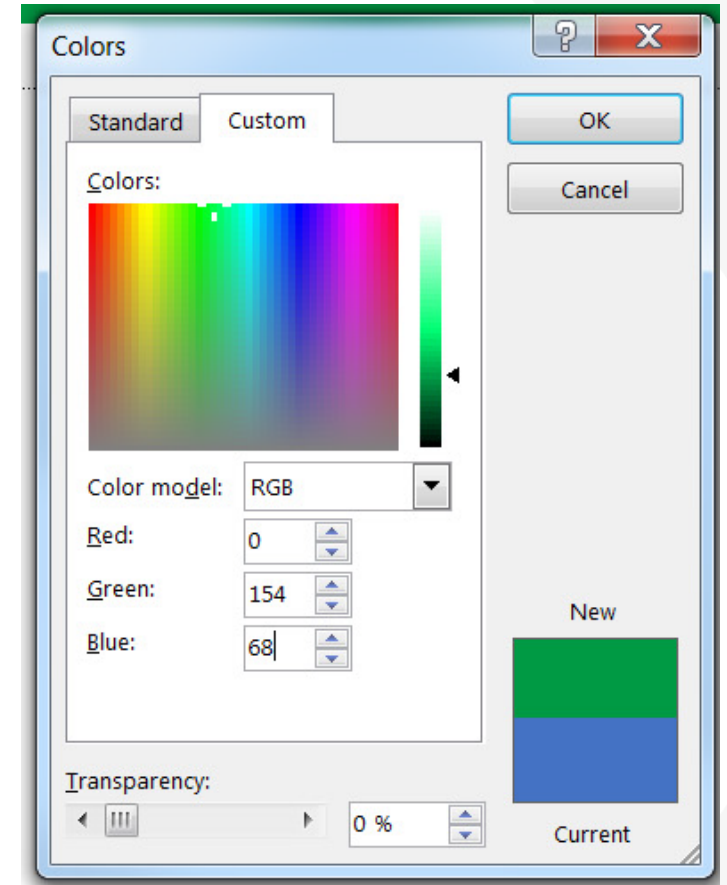
Customizing Colors

- Choose colors from the “Shape Fill” and “Shape Outline” on the **home** tab
- There are theme colors and standard colors
- Can customize colors from “More Fill Colors?”



Customizing Colors

- Create custom colors using RGB values
- The RGB value of UND's Green is 0/154/68



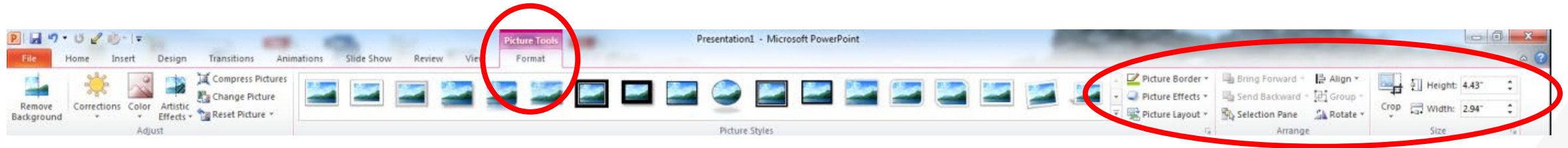
The Format Tab

- Edits Graphics

- Crop Tools 

- Align and Rotate Tools 

- Group Tools 

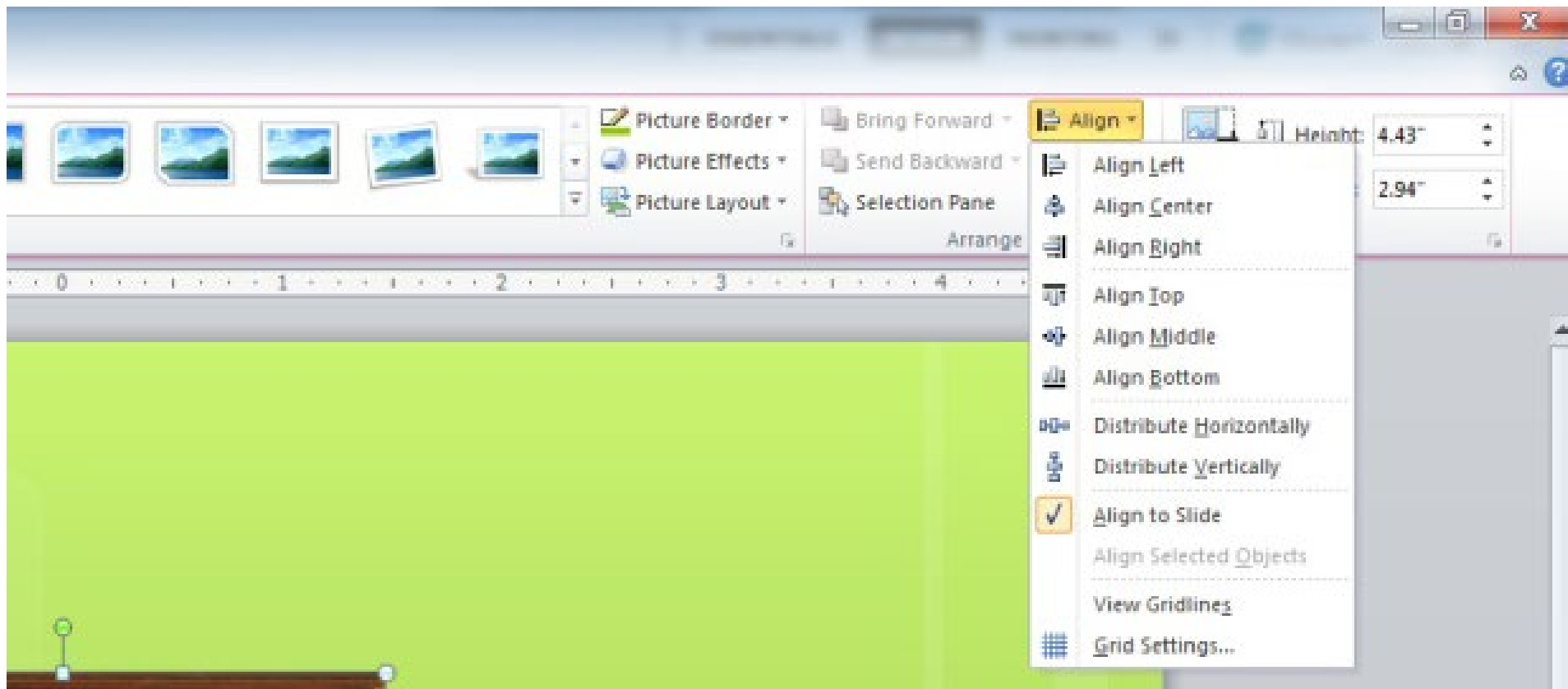


Crop

- Eliminates unwanted data

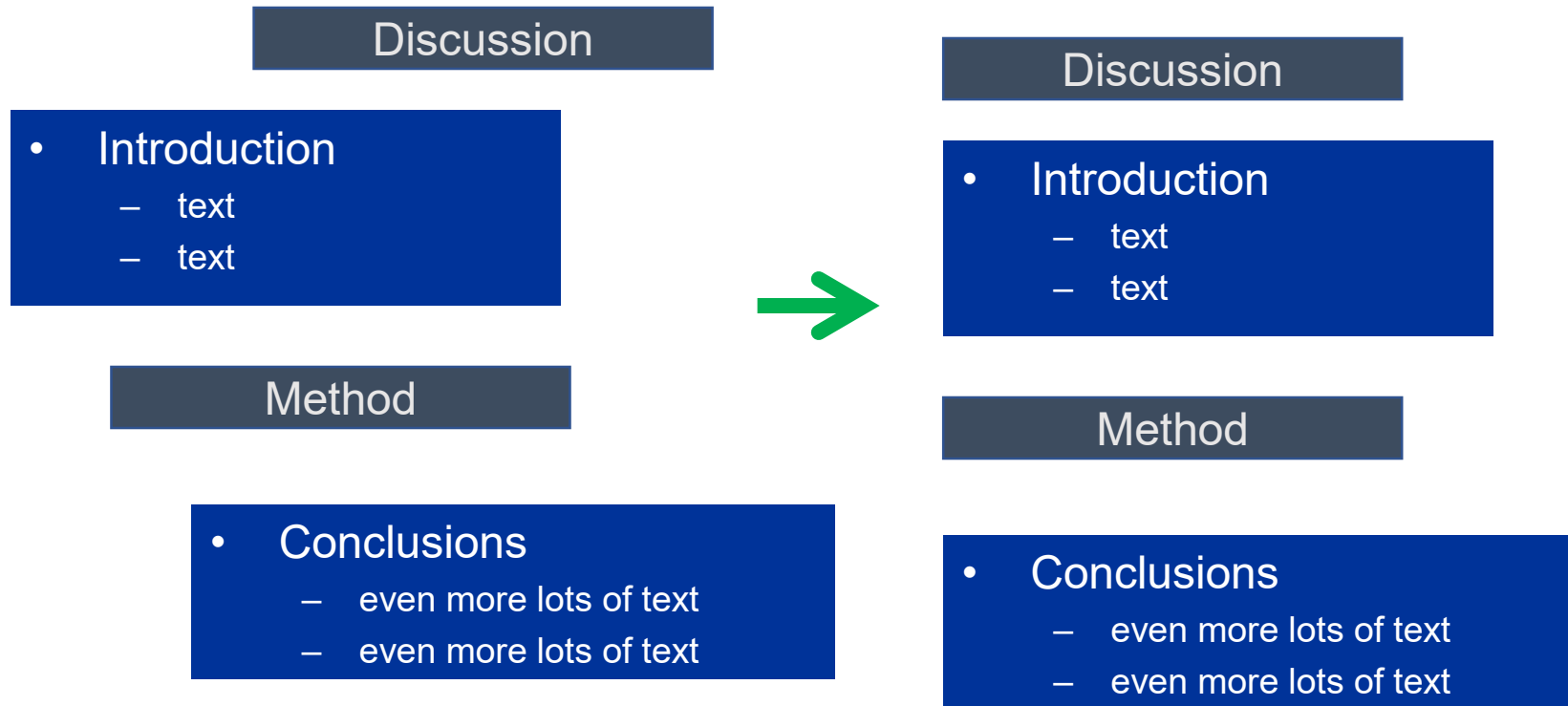


Align Options



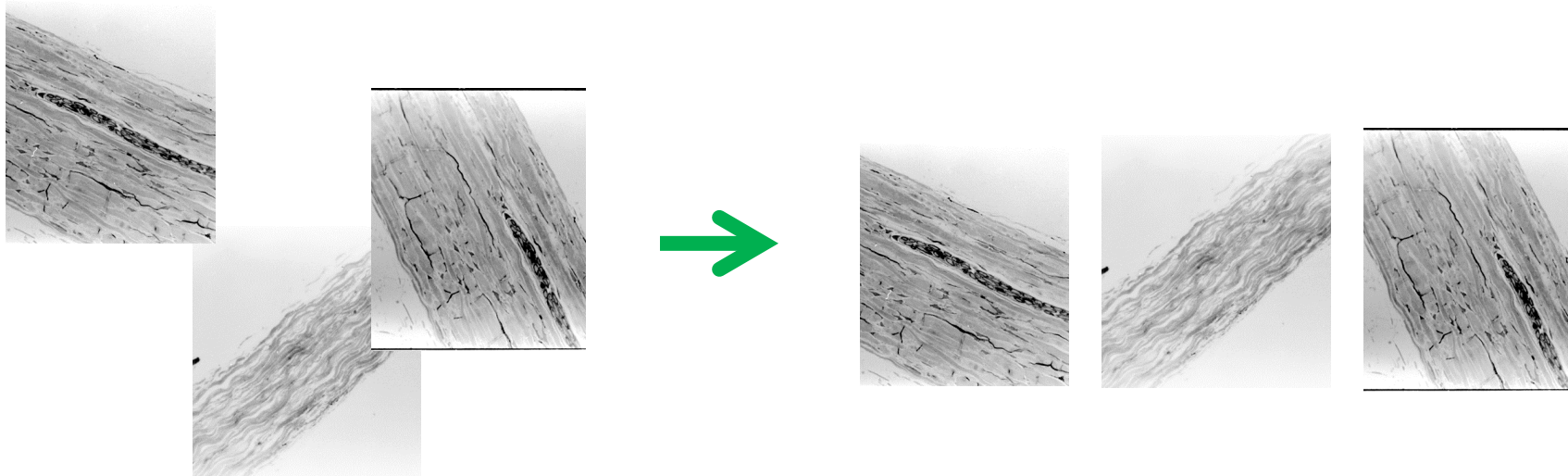
Align

- Aligning Text boxes and shapes



Distribute

- Spaces text boxes and shapes evenly



Group and Ungroup

- Links shapes, images, and/or text boxes
- This can also be found in the **Home** tab under arrange

Customizing the Quick Access Toolbar

- To add commands to your quick access toolbar:
 - Click the carrot at the top
 - Click “More Commands” from the dropdown list
 - “Popular Commands” is the default list to choose from. “All Commands” is a more comprehensive list of tools.
 - Select a command and click “Add” to have it available on the Quick Access Toolbar.

Customizing the Quick Access Toolbar

The screenshot shows the PowerPoint 2010 interface with the 'Customize the Quick Access Toolbar' dialog box open. The 'Choose commands from' dropdown is set to 'All Commands'. The 'Add >>' button is highlighted, and the 'Set Transparent Color' command is selected in the list. The 'Customize Quick Access Toolbar' list on the right contains Save, Undo, Redo, Start From Beginning, and Set Transparent Color.

Slide 14: Text guidelines

- Text size
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Slide 15: The home tab


- Text boxes
- Lines and arrows
- Fonts, text size, paragraph alignment

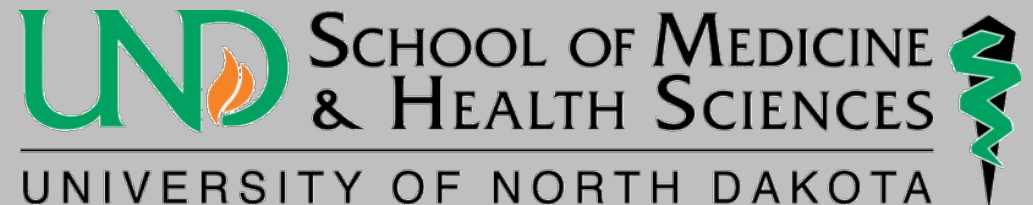
Slide 16: Useful design tools

- Crop (found in the **Format** tab)
- Align and Distribute (found in the **Format** tab)
- Group/Ungroup (found under Arrange in the **Home** Tab)
- Set Transparent Color (Needs to be added to your quick access toolbar)

Slide 17: Customizing the Quick Access Toolbar

Set Transparent Color

- Choose a color in an image to be transparent 
- Useful on logos and charts
- Png and gif files can be placed in a file without backgrounds but are often low resolution



Questions

Any questions about tools or layout

Submitting Posters for print

- Information Resources prints UND School of Medicine & Health Sciences Posters (one/event) for no charge
- Email:
 - john.lee@UND.edu
 - laura.stutrud@UND.edu
 - UNDsmhsgraphics@UND.edu
- Dropbox: dropbox.med.UND.edu/file

Submitting Posters for print

- Please provide the following information
 - What paper do you want your poster printed on?
 - Regular – can be recycled/environmentally friendly and perfect for one-time use
 - Polypropylene - cannot be recycled, does not tear or fade easily, best choice if using poster more than once
 - What paper do you want your poster printed on?
 - If you don't specify which paper you want, we will print the poster on regular paper.
- Name your poster:
first.last_name.poster/eventinfo.Regular (or) Poly.pptx
 - Example: laura.stutrud_BuildPoster_HowConference.poly.pptx

Submitting Posters for print

- Submitting a pdf (preferred way to receive posters)
 - Information Resources will print this file without a proof
 - Information Resources will not edit a pdf
 - Files should appear consistent on different computers

Submitting Posters For Print

- Submit a PowerPoint file
 - If necessary, can be edited by Information Resources
 - A pdf file will be returned to the sender to proof
 - PowerPoint files can change when opened on different computers due to differences in versions, fonts, compatibility of graphics, etc.,
 - Please have only one slide in the poster file

Proofing

- Fonts
- Bullets (still the same?)
- Super- or sub-scripts (are they still there?)
- Images, charts, graphs (are they still there?)
- Greek characters and symbols (are they still there?)
- Spelling and typos
- Colors (color looks different on monitors than when printed. Inks often appear darker.)

Information Resources Print Options

- Information Resources prints on 42"-wide rolls of paper (1/2" is needed for grip – an unprintable area on the margins).
- Regular paper: a green option for printing.
- Acid-free polypropylene/Archival: tear-resistant and longer lasting. Inks often appear a little brighter and grays a little more true.
- Both options are printed on the same machine with the same pigment-based inks.

Other Print Vendors

- UND Duplicating
- EERC
- FedEx
- Kinkos
- Online vendors

Questions

- Any questions?