



I. DESIGN CONSIDERATIONS

Make your message clear

What is your take-away message?

Will the reader get the main idea in 5 seconds from 3-5+ feet away?

Consider alternatives to paragraphs:

- Lists
- Charts
- Graphs

The reader should be able to get the gist of your poster without you having to explain it. You might also want to have available handouts of your poster as well as other data that might be of interest.

Create focus and flow

Create a focal point and a clear, logical path through the poster.

Again, the reader should be able to get the gist of your poster without you having to explain it.

About 30% of the poster should be white space.

Use color and contrast

Light backgrounds and darker text work well

High contrast to make words and objects more visible

- Greatest contrast = black : : white

Know your size requirements

Size of poster

Elements:

- Abstract
- Intro
- Method
- Findings
- Summary
- Acknowledgements
- Others?
 - Are there requirements for images and graphs?

Graphics

Consider creating tables and graphics in Excel and importing them as a picture, or you can cut and paste:

- Mac: take a screen shot: option+shift+4
- PC 2007: Insert Tab → Table → Insert → Excel Sheet (then cut and paste your data/graph)
- PC 2003: Insert → Chart (it will give you a dummy spread sheet and chart; replace values with yours)

Use caution with images from the Web:

- Are they copyrighted? (Do you have permission to use them?)
- Are they scalable?
 - Minimum 300 x 300 pixels (px)
 - Google images: check pixel size by clicking on full size image and selecting "properties"
 - Most are JPEG; TIFF, EPS, and WMF are better; PNG is gaining popularity

Printing your poster

Before you begin, decide where you will have your poster printed, and find out if they have any size or file type requirements or limitations (do they want a PDF file instead of a PPT file?)

Places to print

- Check with your college or department first.
- CBS Imaging Center: <http://www.cbs.umn.edu/ic/posters/>
- Bochert Map Library: <http://map.lib.umn.edu/printing.html>
- U of M Printing Services: <http://www.printing.umn.edu/Services.htm#>
- Coffman B060: <http://www2.publabs.umn.edu/cgi-bin/hardware.cgi?L=21>
(click on the links for the printers for size and cost info)
- Kinko's and other local and online companies may be options to consider

Printing an Oversized Poster

PowerPoint allows for a maximum of 56" for page setup. If you want to make a larger poster:

- set your poster size at half (1/2) of your final size
- have it printed at 200% magnification

For example, if you set your poster for 47 x 21" and print it at 200% magnification, your final poster size will be 94 x 42".

How to save as a PDF

Mac: FILE → SAVE AS → choose PDF form the FORMAT drop-down box.

PC 2007: Locate the Windows icon in the upper left hand corner:



Windows Icon → Save As → PDF

If you don't have an option to save as a PDF, then you will need to install a plug-in.:

Windows Icon → Save As → "Find Add-ins for other file formats". Download plug-in to save as PDF. (The public machines in Magrath do not have the plug-in installed, and you won't be able to install it.)**

PC 2003: If there is no option to save as PDF using FILE → SAVE AS, then see below** OR install CutePDF (free) on your PC: <http://cutepdf.com>

**Save your poster as a PowerPoint file, take it to the Magrath Reference Desk, and ask the librarian to save your file as a PDF. If you don't have a flash drive with you, ask the librarian if you can borrow one.

II. CREATING YOUR POSTER

Using Templates

Templates are a quick and easy way to create a poster. Possible sources:

- Google search: “free PowerPoint templates”
- <http://postersession.com>
- <http://posterpresentations.com>
- <http://teaching.ucdavis.edu/poster/template.htm>

Click on the template of your choice and save to your computer.

Creating a poster without a template

Basically, you create one large slide in PowerPoint:

1. Start with a blank presentation, and pick the blank content menu.
2. Specify the size: FILE → Page Setup
3. DESIGN TAB (in ribbon, 2007): “Slide sized for” → custom
4. Fill in the width (w) and height (h) in inches. PowerPoint allows a max width of 56”.

Basic tools to create your design

- Background color: may be set under: Format → Background (Slide Background, or Styles 2007)
- Text or titles -- start by adding a text box: Insert → Text box, or text box icon on ribbon
 - Text color or fill color of text box: Format → font, or icon on ribbon
 - The “Drawing Toolbar” tab (2007) will appear above the “Format” tab on the ribbon after you select/highlight the text box.
- Graphics, including photos, graphs, clip art (use sparingly): Insert → Picture or Clip Art (Ribbon 2007)
- Create charts and graphs using other software and import as “pictures.”
- Consider displaying grids and guides to help keep the elements evenly spaced: View → Rulers or Guides



Recommended font sizes

Title

90 – 100 pt bold (shown in 100pt)

Author

36-42 pt bold (shown in 42pt)

Section Head

36-54 pt (shown in 54 pt)

Main Text

28-32 pt (shown 32 pt)

References

18-28 pt (shown in 28 pt)

More on PowerPoint Posters

PowerPoint – Creating Posters

http://www.cbs.umn.edu/ic/posters/ICposters_instruc.pdf

Designing effective posters – includes links to many resources

<http://ublib.buffalo.edu/libraries/asl/guides/bio/posters.html>

Advice on designing scientific posters

<http://www.swarthmore.edu/NatSci/cpurrin1/posteradvice.htm>

U of M logos/branding

UMN Graphics Standards Policy: <http://www.brand.umn.edu/standards/>

UMN Images Library: <https://www.ur.umn.edu/imageslib/> (You will need to sign up for an account.)

Examples

From UMN’s Undergraduate Research Symposium:

<http://conservancy.umn.edu/handle/45101>

Click on the browse “Titles.”

From Flickr:

Pimp my poster: <http://www.flickr.com/groups/688685@N24/>

Poster Sessions: <http://www.flickr.com/groups/368476@N21/>

From North Carolina State:

<http://www.ncsu.edu/project/posters/examples/>

<http://www.ncsu.edu/project/posters/NewSite/ExamplePosters.html>

From AgEcon Search:

<http://ageconsearch.umn.edu/bitstream/7629/1/po07ne01.pdf>

<http://ageconsearch.umn.edu/bitstream/6160/2/458832a.pdf>