



THE UNIVERSITY OF GEORGIA

COOPERATIVE EXTENSION

Colleges of Agricultural and Environmental Sciences & Family and Consumer Sciences

Creating a Large Format Poster in MS PowerPoint 2003 for Cooperative Extension

Office of Communications

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Requirements: MS PowerPoint 2003 (earlier versions are similar)
Access to a large format printer (Tifton Campus Conference Center)

Ideally, a poster session should be designed to provide a brief overview of your work in visual format. It should attract attention, be informative, initiate discussion yet stand alone when you're not there. The following guidelines may help.

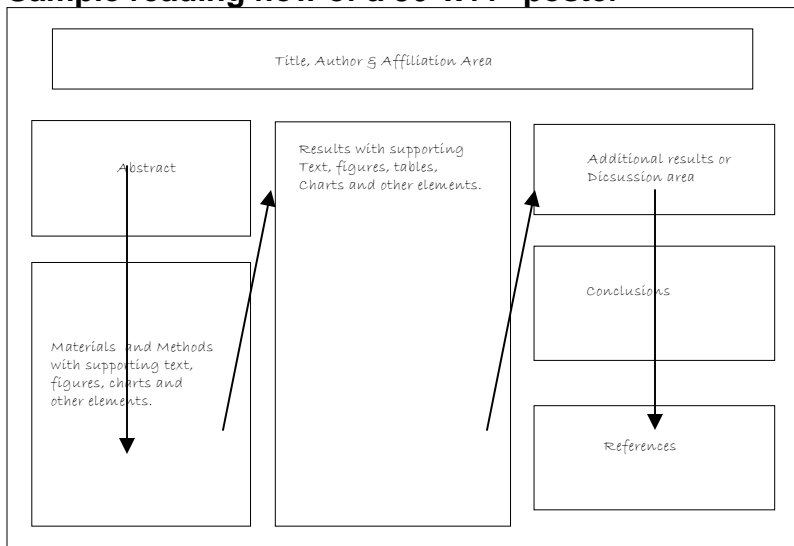
Pre-planning - Before You Begin:

- Determine the essential point or concept you want to make
- Know your target audience (and edit poster elements accordingly)
- Find out how much physical space you will have for your poster. Generally a 44"x 44" area is provided. However, due to paper size constraints of the large format printer in Tifton, your actual poster dimensions cannot exceed 36"x 44".
- Gather and organize all your materials: text, tables, figures, charts, photographs, images, etc.

Starting out:

Determine the reading flow of your poster for layout of elements and sketch it out. Generally, we read top-to-bottom, left-to-right. Note where tables, charts, and images need to be added. Depending upon the number of elements you have, your layout may require 2 or 3 columns. Some typical topics covered in an Extension poster can include Abstract, Introduction, Materials or Materials and Methods, Results, Discussion, Conclusions, References, and Acknowledgements. Other designs could include Situation, Extension's Response or Results.

Sample reading flow of a 36"x44" poster



Using PowerPoint 2003

Once you have all your elements ready to go, it's time to start the actual layout and design in PowerPoint (PPT).

The difference between a PPT digital slide presentation and a poster is simply the number of slides in it. A digital presentation may have several slides that are scrolled through, while a poster will have only one slide (or page). All your elements go on this one page and are printed on the large format printer.

Tip: It's strongly recommended that all Cooperative Extension personnel use templates at <http://www.caes.uga.edu/unit/oc/resources.html#temps>

Tip: It's often easier to add all your elements to the page first and then edit them for size, color and placement. Depending upon the amount of content, text sizes may vary from the standard size guidelines, but should remain consistent throughout the poster.

1. Start PowerPoint – **File, New, Blank presentation**, choose **blank Contents layout**
2. Set the size of your poster (see Note 1).
Create a page with the proper size and length/width ratios. For example, size the page by using the **File, Page Setup, Slides sized for Custom** and put in your poster **width** and **height** dimensions. Set your orientation either as **portrait** or **landscape**. Click **OK**.

NOTE 1: The PPT poster template files found online through the Office of Communications Resources page are designed for 36"x 44", landscape orientation. Use step 2 above if you need other dimensions or orientation.

NOTE 2: **The Tifton Campus Conference Center's printer doesn't allow a page size larger than 36" (for one dimension).** If you need a poster larger than that, please contact an outside vendor for printing.

NOTE 3: What you see on the screen is the physical size PPT uses. The large format printer is different. The printer actually has a margin area all around in which it will not print. **It is highly recommended that you keep all your elements at least 1" in from each edge of your page to avoid having the printer truncate your elements.** To make placement of your elements easier, turn on your ruler (**View, Ruler**) and guides (**View, Grids & Guides, Uncheck Snap objects to grid, Check Display drawing guides on screen, OK**). All guidelines for both a 3-column and 2-column poster are already in place in the PPT poster templates. If you need to adjust the guidelines, hold click and drag the guidelines to the correct widths. Extra guidelines can just be dragged off the screen. Additional guidelines can be copied by holding down the 'CTRL' key and clicking and dragging the current guidelines. Keep your elements within column guidelines.

Allow yourself enough "white space" between elements and columns so that your poster doesn't appear crowded or is hard to read.

Adding Elements

Recommendations for Text:

- Choose one standard font face and use it throughout your poster.
- Use a san-serif (Arial) or serif (Times New Roman) font
- Avoid using funky fonts unless you plan to embed them with your presentation. If the PC connected to the printer doesn't have the same font you've chosen, the software will substitute your font. Be aware that not all fonts can be embedded. (**File, Save As**, click **Tools, Save Options**, click **Embed TTF (characters for printing only)**)
- Be careful when using scientific symbols. Sometimes they don't translate to the printer correctly. It's best to directly insert symbols within PPT. See *Inserting Symbols into Text* below.
- You can emphasize various pieces of text by changing its style by using **bold**, *italics*, different **SIZES** and/or **colors**.
- Left justify all text versus full justify (easier to read).

- Title should be 72-100 points and bold (about 1"-1.5").
- Authors about 60-72 points (about .75-1"), bold.
- Affiliations about 54-60 points (.5-.75"), normal
- Section Headings 40-48 points, bold.
- Subheadings 30-36 points, bold.
- Body text 24-30 points, normal.
- Captions, figure legends 16-20
- Text should be easily readable from a distance of 6'.
- These are only guidelines. Based upon the amount of content you have, you may have to adjust text sizes.

There are several ways to put text into your poster. If you already have your text in a Word document, you can copy and paste blocks of text from Word into PPT. Or you can type directly into a PPT text box.

*Tip: Since a 24 point text size is fairly standard, you can set that as the default for your system before you begin. **Insert a Text Box** somewhere on your page. **Format, Font** to select the box, and in the dialog box set the **font size to 24** . Click the **Default for new objects**. Click **OK**. You may have to adjust font sizes later on, but this is a good starting size.*

- a. Click on the **Text Box** tool or select **Insert, Text Box** to add a container for your text.
- b. Click and drag the text box to where you want it to be.
- c. Type or copy and paste your text into the box (which can be stretched by clicking and dragging the corner handles)
- d. You can change the size and font in your text box by clicking on the box edge and changing the values in the tool bar areas near the top of the screen.
- e. You can change a section of your text by clicking the text box, and dragging through the selection text.
- f. Make a separate text box for each section. Separate elements make it easier to shift them around, if necessary.

My Title (100 points)

Authors (72 points)

Affiliations (60 points)

Section Heads (48 points)

Subheadings (36 points)

Body text (24-30 points)

Captions (16-20 points)

Tip: To create a paragraph with a hanging indent (i.e., for References), or to add more spacing between the bullet and text in a list, click on the text box and move the gray triangle/box in the ruler to the right.

Inserting Symbols into Text

Insert, Symbol, and then choose the same font as your main body font. Scroll through the drop down menus until you find the symbol you need. Highlight symbol, click **Insert**, click **Close**. Repeat as needed. Some common symbols are listed below.

This is less than or equal to	\leq	character code 2264 (Math ops)
This is greater than or = to	\geq	character code 2265 (Math ops)
This is not equal to or	\neq	character code 2260 (Math ops)
This is mu	μ	character code 00B5 (Latin-1)
This is alpha	α	character code 03B1 (basic Greek)
This is beta	β	character code 03B2 (basic Greek)

If you know the character code for a Unicode character, you do not need to open the Symbol dialog box, but can just type the code in the box.

*Tip: For superscripts or subscripts, enter your text then highlight the specific character. Click **Format, Font**, click the appropriate box and click **OK**.*

Keyboard Shortcuts

CTRL+C: Copy
CTRL+X: Cut
CTRL+V: Paste
CTRL+Z: Undo
CTRL+B: Bold
CTRL+U: Underline
CTRL+I: Italics
CTRL+A: Selects all elements

ALT+TAB: Switch to another running program (hold down the ALT key and then press the TAB key to view the task-switching window)

Adding Tables, Graphs or Spreadsheet Data:

Tables and graphs should be as close to final format as possible to avoid editing them once they've been placed on your poster page. Consider your color scheme before pasting color charts.

Tables should be created in Microsoft Word using the table editor function. Copy and paste them into PPT and resize if necessary.

Graphs can be created in either PPT or Excel and copy and pasted into your poster file.

Spreadsheet data can also be copy & pasted into your poster from Excel.

From PowerPoint:

Edit, Paste or Paste Special, MS Drawing Object, will insert the chart and allow some editing of its properties.

Edit, Paste Special, Picture (either metafile), will insert a copy of the chart that cannot be edited unless the chart is converted to an MS Drawing Object. (Click on picture, ungroup, convert)

Edit, Paste Special, Picture (PNG, GIF) is not editable, JPG may be inserted as a unreadable black box.

Edit, Paste Special, Bitmap (either) will bring in an uneditable copy within a white box.

From Excel:

Edit, Paste or Paste Special, MS Office Excel Object, will insert the chart and allow some editing of the graph properties (bar colors, text sizes, etc.)

Edit, Paste Special, Picture (either metafile choice) inserts a picture that is not editable except for resizing unless the picture is converted to a MS Drawing Object (click on picture, ungroup, convert).

Edit, Paste Special, either **Bitmap** choice, inserts a picture of the chart with a white box around it.

Required Logos

There are 3 logos already added to the template files:

- UGA Cooperative Extension logo **must** remain in the upper left on **ALL** Extension posters.
- The Learning for Life logo **must** remain on **ALL** Extension posters, but may be moved around.
- The Clover **must** be on **ALL** 4-H posters, but may be moved around.

Adding Images and Pictures:

Images and pictures can be wonderful additions to a poster session as long as they add value and are relevant to the main concept.

Recommendations for Images:

The best images for print are TIF images, next is high resolution JPGs. However, TIFs tend to be large files while JPGs are much smaller. TIF images are recommended for backgrounds because of their high quality.

From Digital Cameras: Adjust your camera to the highest resolution setting it allows, and take your pictures at this resolution. If you can save them as TIF images, fine. If not, save them as high resolution JPGs.

From Flatbed Scanners: Set your scanner on 300 dpi and scan at 100%. Again, save as a TIF or high quality JPG.

***From the Web:* Downloading images from a website is generally not recommended for two reasons:**

1. **All images are subjected to copyright laws so, UNLESS the site is a public domain site and/or gives permission, you are stealing someone else's work.**
2. **Web images are generally set at a 72 dpi resolution that is fine for viewing on a monitor, but will not print well.**

Use your image editing software (Paint, PhotoShop, PhotoFiltre (www.photofiltre.com), etc.) to crop, color correct, and resize your final image.

Here are two ways to add images to your page

1. **Insert, Picture.** This is the most common method. If you have a standard graphics file (TIF, JPG, GIF, WMF, BMP, PICT, etc.) use the **Insert, Picture, From File** commands, then select your file and click **Insert**. If necessary, resize the image by dragging one of the *corner handles*. **Only the corner handles will size your image with its original aspect (width to height) ratio.** The center handles will stretch it out of proportion. Click and drag in the middle of the image to move it.

2. **Copy and Paste.** If you have an Excel graph or an image from a different software package, you can copy from that application and paste into PPT.

Once all your elements have been added, you can edit size and placement of them to get a well-designed layout.

Tip: To left align elements in a column, hold your shift key and click on each one. Then choose Draw, Align or Distribute, Align Left.

Tip: To vertically space elements in a column, hold your shift key and click on each element. Then choose Draw, Align or Distribute, Distribute Vertically.

Image resolution

The size of an image file and the quality of the picture it contains depend on:

- the number of pixels in the image
- the amount of compression used to store it.

Pixels and Resolution

- A pixel is the smallest 'picture element' of a digital image.
- Arranged in horizontal rows and vertical columns (such as 640 x 480), pixels make up the image *resolution*, an indication of quality.
- The greater number of pixels, the more contrast, color richness, and clarity an image will have, and the better the picture will look when printed or enlarged.
- Mega Pixel = 1 million picture elements. For example, a 5 mega pixel camera can take a picture made up of 5 million colored dots!

Compression – allows storage of many photos in the camera's memory

- Less compression (Fine, Super High Quality, etc. modes), gives better images used for larger prints, but you can't store as many images.
- More compression (Normal, Basic, Standard modes), stores more images and makes the images better for making smaller prints, posting on a Web page, or sending as e-mail attachments.
- For the highest resolution, some cameras offer an uncompressed format.

JPEG - Joint Photographic Experts Group (JPEG), a compression technique that reduces file size by eliminating redundant or unnecessary image data. Mostly used for photographs.

GIF - Graphics Interchange Format (GIF), a compression method used for line art.

TIF - (Tag Image File Format), non-compressed format used to save images created by scanners, frame grabbers, and photo editing programs.

Recommendations for Backgrounds

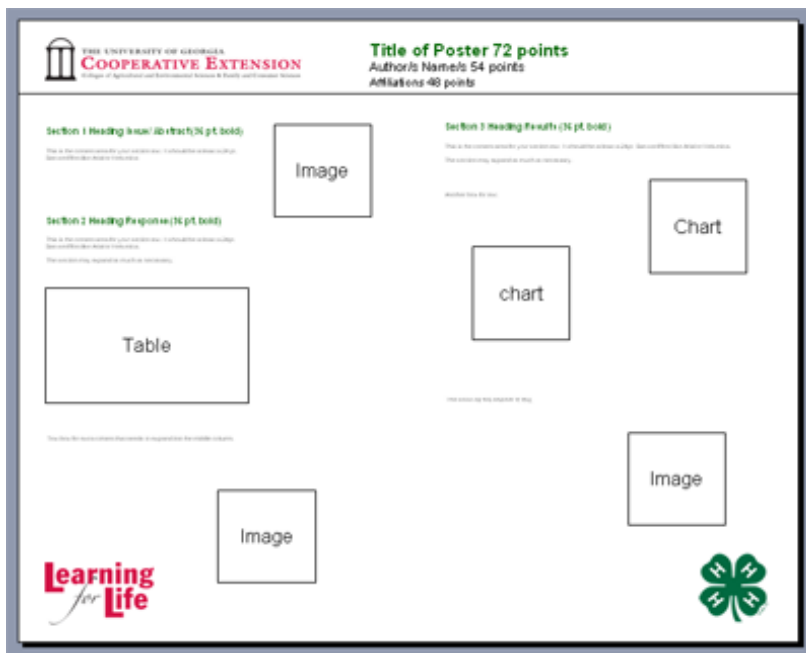
Your choice of backgrounds is virtually unlimited. However, a lighter background color with dark text is standard design because it's easier on the eyes. Choose a color scheme that you find appealing, keeping your choices to no more than 3 colors, and use that scheme throughout your poster.

You can set the background colors directly in PPT by clicking on **Format, Background** and selecting color choices, fill patterns (shading), or textures from the drop down box.

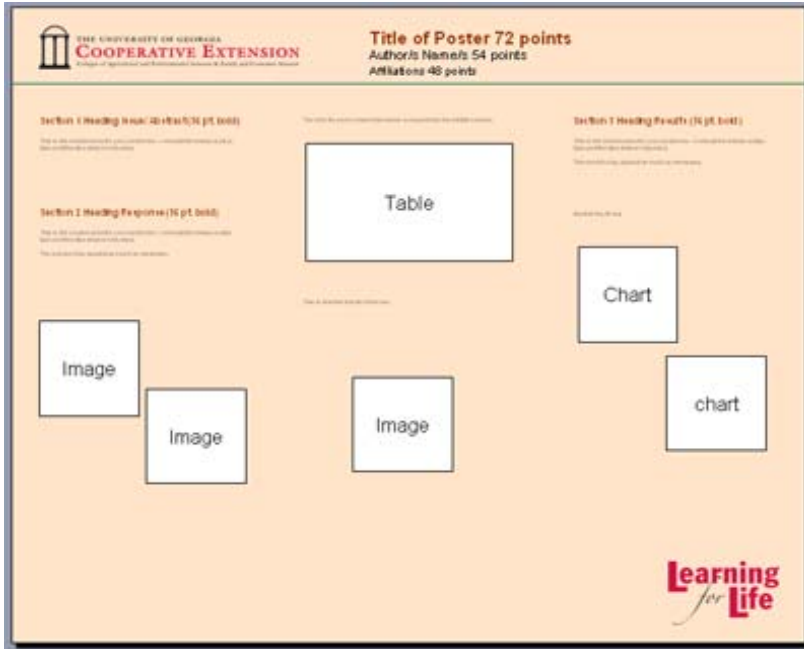
You can also insert a high quality image (TIF or high resolution .JPG file recommended) and make it your background. However, you might want to use an image editing software (PhotoShop, PhotoFiltre) to lighten the original image or adjust the transparency so that the image itself won't interfere with your other poster elements. Insert the picture as usual, then click, **Draw, Order, Send to Back** to move the picture to the background behind all other elements.

Some examples of various backgrounds are:

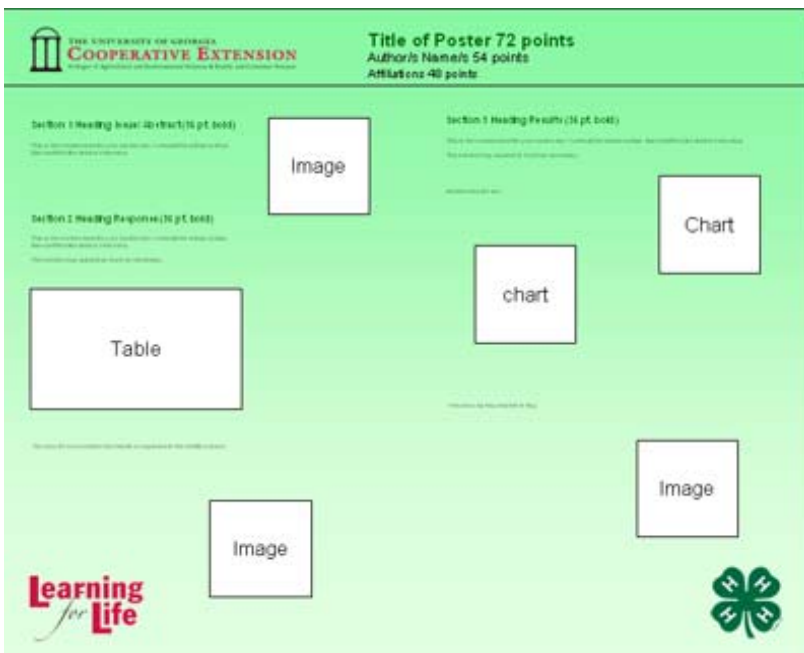
2-column poster with plain white background, color headings



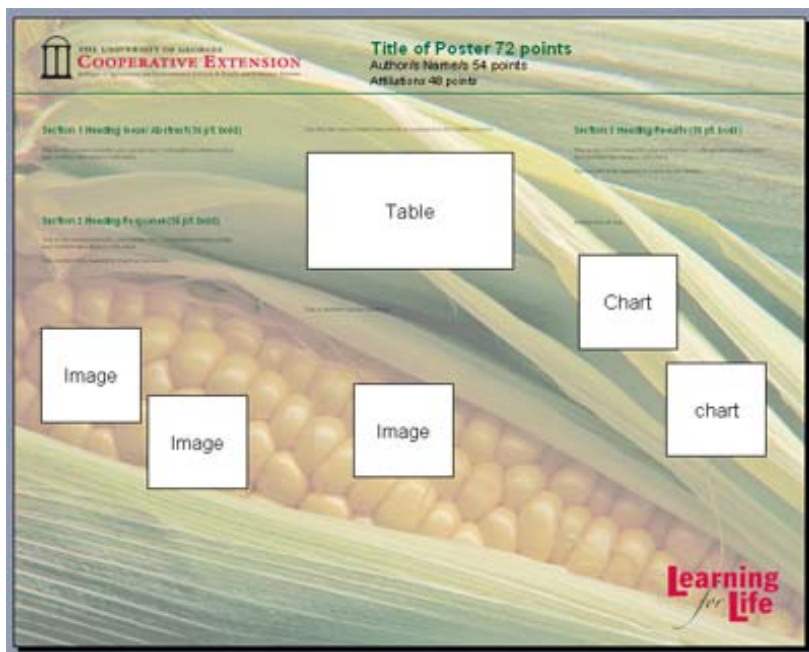
3-column poster with plain colored background, colored headings



2-column poster with shaded background, colored headings



3-column poster with lightened image background, colored headings



Printing

Before printing, spell check your document (click **Tools, Spelling**). Print a small draft of your poster and proofread it carefully. Make any necessary changes. **Your file should be in final, print-ready form before you request printing. Save your file to your hard drive.**

In-house printing can be done through the Tifton Campus Conference Center. Contact either Barbara Maw (barbaram@uga.edu) or call 229-391-6914 or Gail Hargett (ghargett@uga.edu) or call 229-386-3821) to make arrangements for printing.

The Conference Center needs a minimum of two weeks lead time to process posters. However, during peak meeting dates, more lead time may be required.

The Conference Center charges \$7.50 per linear foot for large format printing and \$7.50 for lamination. Lamination is optional. If you require a tube for mailing, the cost per tube is \$5.00. The Conference Center ships via UPS. Mailing fees will vary based on the area.

Resources:

Here are several web sites that contain information about PowerPoint in general and about poster sessions in detail as well as sites where you can find free images.

Extension Templates and User Manuals

<http://www.caes.uga.edu/unit/oc/resources.html#temps>

Extension Identity and Logos

<http://www.caes.uga.edu/unit/oc/resources/logos/>

Image editing software (free download of V.6.3.1)

http://photofiltre.free.fr/frames_en.htm

Color ideas beyond PPT:

Microsoft Publisher – open Publisher, choose Blank Print Publication, Format, Color Schemes and look through the choices.

Microsoft's PowerPoint 2003 Solution Center

<http://support.microsoft.com/ph/2522>

Presenter's University

<http://www.presentersuniversity.com/>

Public Domain Images

<http://portfolio.caes.uga.edu/res/sites/caes/> (CAES)

<http://www.forestryimages.org/> (Forestry)

<http://www.insectimages.org/> (Insects)

<http://www.invasive.org/> (Invasive Species)

<http://www.ipmimages.org/> (IPM)

<http://www.lgmedia.org/> (UGA)

[http://www.bugwood.org/\(UGA\)](http://www.bugwood.org/(UGA))

<http://phil.cdc.gov/phil/default.asp> (CDC)

<http://www.ars.usda.gov/is/graphics/photos/> (USDA/ARS)

<http://images.fws.gov/> (Fish & Wildlife Service)

Other sites

<http://www.freeimages.co.uk/> (requires using photo credit & email registration)

<http://office.microsoft.com/en-us/clipart/default.aspx> (Microsoft free clipart)