

Producing posters in PowerPoint

(Adapted from a document produced by Media Services, 4th floor, Hunter Wing.)

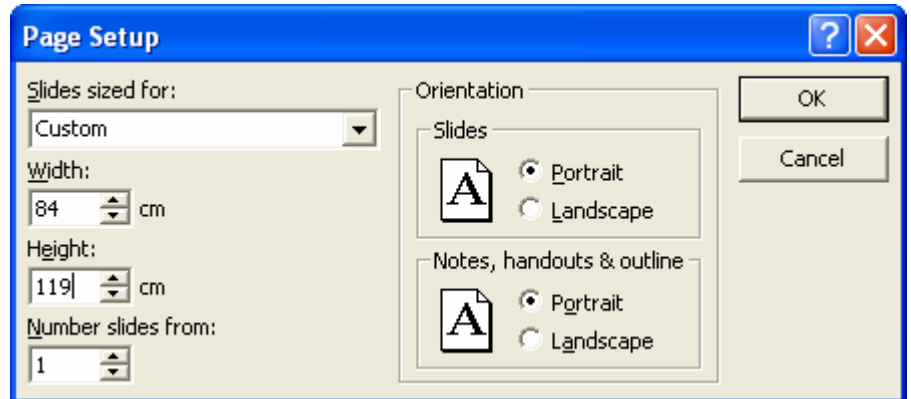
Preparation

Plan the contents of your poster; Find out the allocation of space for your poster. There are no real standard sizes although A0 seems to be a common format (841mm x 1189mm) either landscape or portrait. Try and use images to portray key points, keep text to a minimum.

Page set up

In PowerPoint, select File menu, Page Setup. In the 'slides sized for' box select Custom and adjust the width and height as required:

A0 – 841 x 1189mm 33" x 46"
A1 – 594 x 841mm 23" x 33"
A2 – 420 x 594mm 16" x 23"
A3 – 297 x 420mm 11" x 16"
A4 – 210 x 297mm 8" x 11"



Layout and design

Use separate text boxes for different sections on a poster (this makes it easier to move them around and resize accordingly). It is best to use a 3 column format for landscape and a 2 column format for portrait poster. Avoid using solid background colours as these take longer to print and dry.

Text

Use plain standard fonts, preferably Arial or Helvetica (sans serif). Avoid very elaborate fonts as these are harder to read. Further, avoid using too many different fonts and font sizes as this will also make the poster harder to read. Body text should be a minimum of 24 point size (pt), sub-headings should be between 50 – 60 pt. Main title should 80pt +.

Avoid the following:

TYPING IN CAPITAL LETTERS AS THIS IS HARDER ON THE EYE.

Underlining or shadowed text.

Text rotation as this can cause problems in printing and reading.

Charts

There are a number of different chart applications. Most packages allow for the exporting of charts in a suitable format eg. eps, tiff PICT. PowerPoint has its own charting feature which is OK for simple pie charts etc, but not very scientific. Cricket graph is a good choice and works well between other graphic applications. Excel has a charting feature also. Using Excel you can copy and paste the chart on to a slide.

Colour

PowerPoint does not have a colour management system which causes problems in colour matching. What you see on your screen is not necessarily what you will get on the final print. Many different elements affect colour: monitor settings, room temperature, software packages etc. Avoid using saturated colours for backgrounds; use pastel colours that contrast well. Yellow backgrounds with blue frames work well. Use colour to highlight key points, but avoid using filled colour text boxes as they do not often print correctly.

Images

Images are important to make your poster presentation more eye catching. It is best to carry out image manipulation in Adobe Photoshop and save the file as a tiff or eps file format to import into PowerPoint.

Resolution of images is the key to good quality images. Avoid using images downloaded off the web as they tend to be low resolution (72 dpi) and will not print very well. It is best to scan your image to the final size it will appear on your poster. Scanning at approx 300dpi is generally a good all round benchmark for images at actual size. If you set your page size at A3 it will be enlarged by 280% to achieve A0, so image resolution needs to be adequate enough to allow for resizing. High resolution images will cause memory problems and may result in your poster not printing. Please supply images on disc as well as your PowerPoint presentation.

Cost

Poster printing from disc:

A0 £55 +VAT ; A1 £25 +VAT; A2 £12 +VAT

Larger posters can be produced, prices can be obtained on request.

Lamination

Posters can be laminated, although this is not considered necessary as all posters are printed on 200 gsm high gloss photo base paper. The cost for an A0 poster laminated is £15.00 + VAT.

Transporting files to Media Services

There are several media that can be used to transport files, diskette, zip disk; CD, USB stick or via email. Please remember that diskettes can only hold 1.4mb, so if your poster contains images it may be too large to store on diskette. It is best to store on to a USB stick or CD as email can have restrictions on file size. However, if you do email the file please send it to slide@sgul.ac.uk with your contact details and charge code. Please supply us with an A4 proof, as we need to cross reference in case of bullet points changing; images not printing etc.

Other packages to consider: (the same guidelines apply to these packages.)

QuarkXpress:

The most versatile page layout package available. This has become industry standard throughout the graphics world, alas it is also the most expensive retailing at approx £700.

Adobe Pagemaker:

Similar to Quark and a very popular package, also much cheaper at approx £550

Macromedia Freehand:

A good single page layout and illustrating package which has great import and export facilities.

Adobe Illustrator:

As above.

Packages to avoid:

Microsoft Word: We do not support large format printing from Word documents!

Finally:

Please allow 48hrs notice for us to output your file. It is strongly advised to have a proof print, to check that all images have printed. We cannot be held responsible for final output results if these guidelines are not followed. An additional charge will be made to reprint incorrect posters at the same rate as original poster. Please allow another 24 hrs if you need your poster laminated. Please contact the Graphics unit on ext 2603 for any further help and advice.