

Making academic posters using PowerPoint

Purpose of a research poster

Posters are different from both verbal presentations and published articles and should not be used as direct substitutes for either of them. However, they may be useful to complement a verbal presentation or to highlight work in progress or even a project in the initial stages of development. The purpose is:

- to attract the attention of other researchers in the same field;
- to summarise the key features of the research project;
- to report on work in progress that has not yet been published.

Remember that people normally read left to right, then top to bottom.

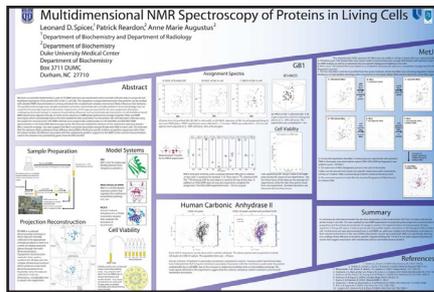
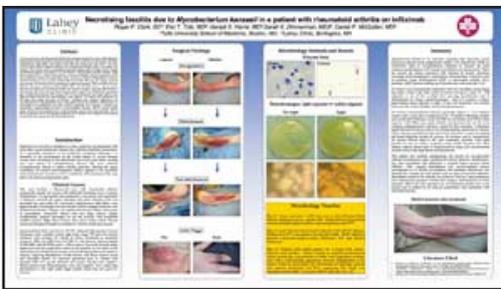
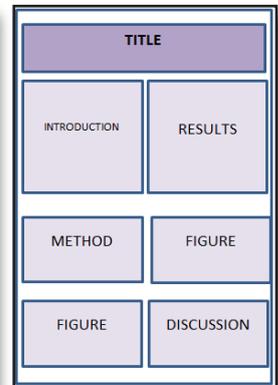
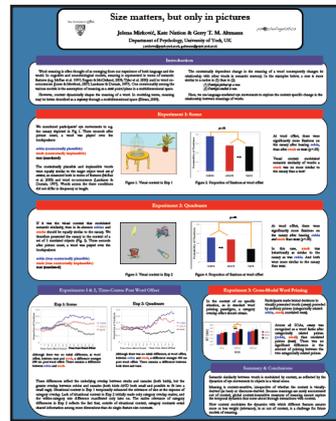
If you want your information read in a different order then you need to signpost it.

Designing your poster

A sketch on a piece of paper will be worth the time spent.

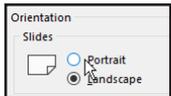
Some example posters can be seen at

<http://phdposters.com/gallery.php> but your content should dictate the design.

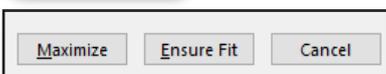


Set up file and quality

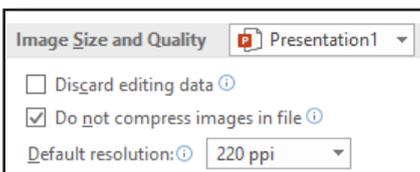
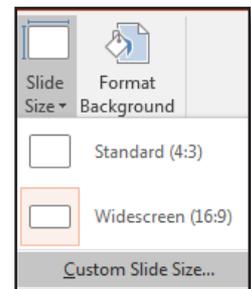
On the **Design** menu, select **Slide Size**, then **Custom Slide Size**. Most academic posters are **A1 (84cm x 59 cm)**



You can swap the dimensions for portrait or landscape. Your choice should be based on the content or requirements for the exhibitions.



You will be asked to maximize content or ensure fit, this only affects existing objects on the slide so choose either.

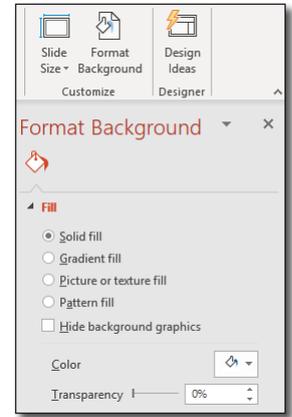


On the **file** menu select **Options** (at the bottom) and **Advanced**. Set the image size and quality to **Do not compress** and output to **High Fidelity** or at least **220ppi**.

Background Colour

On the **design** menu are premade themes. There are also options to choose the background style with many more options in **Format Background** e.g. picture or texture fill.

You can browse for a picture for your background and set the transparency to fade it out.



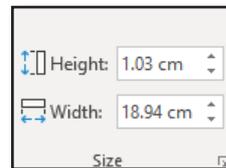
Setting text box sizes

Text boxes are added from the **Insert** menu and **Text**



Text boxes will not change width but will grow down the screen as more text is added. One way to get a consistent look for your poster is to set up one text box and then copy this to make additional boxes. Click on the edge of the text box and then use copy and paste on the home menu.

Sizes can be set on the **shape format** menu which appears when you click on a text box



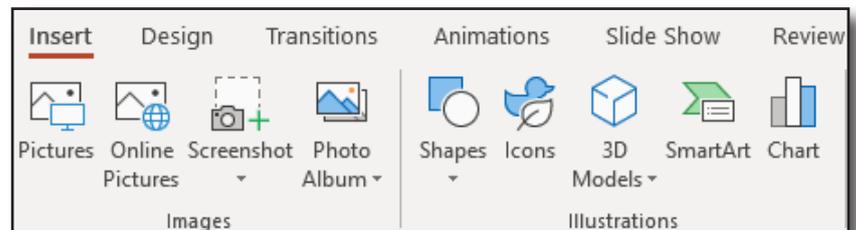
Viewing the poster

Using the slider on the bottom right corner of PowerPoint adjusts the size of the view. Set this using a known width text box and a ruler to see a preview of the actual text size and its readability even if you cannot see all of the poster.



Adding Images

Images and diagrams are eye-catching and convey a lot of information. Add these objects using the **Insert** menu. Use the corners to re-size in order to keep proportions. Add frames and effects using the **picture format** menu.



Finding images

Remember that there may be terms of use attached to images found on the web. In particular, creative commons pictures almost always require attribution so you should credit the original owner. See <https://www.yorks.ac.uk/library/copyright/> for further information about open licences e.g. Creative Commons.

Free images requiring a credit

Most of these images will require an acknowledgement credit.

[Britannica](#) Rights cleared for educational use. Requires York St John Login.

[Flickr Creative Commons](#) millions of creative commons photos plus a good explanation of different creative commons licences.

[Getty Images](#) Best for embedding into websites but come with the Getty logo and link

[Google Images](#) Click on Search **tools** and **usage rights** to select images that are re-usable. Always check the original source page.

[New York Public Library](#) Lots of mainly historical images, not all USA based.

[Icon Finder](#) Computer Icons, clip art and symbols with free option.

[Wikimedia](#) A lot of Google search results come from Wikimedia

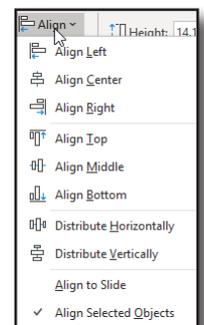
Free images not requiring a credit

[Pixabay](#) Images that are free to use without any credit required

See www.yorks.ac.uk/ils/digitaltraining/it-skills-help/image-skills/ for an up to date list.

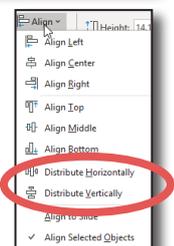
Aligning objects

To align more than one item. Hold down **CTRL** whilst click on multiple items. On the format menu (will vary according to object type). Click on **Align** and select the option you want.



Distributing items

When three or more items are selected (use **CTRL + click**), click on the **Format** menu and **Align** and select distribute horizontally or vertically. The first and last item will stay in place and any items in between will be equally distributed within the space.



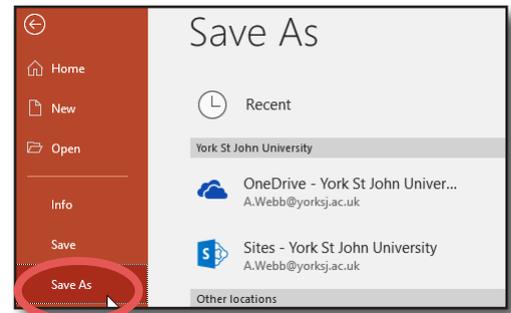
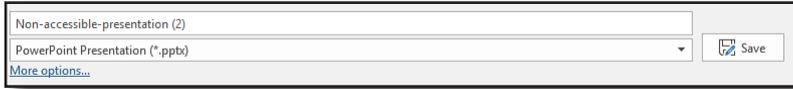
Adding QR codes

QR codes are a way for people to quickly get to information from a poster on their phone using a scanning app. QR codes can contain many different types of information including plain text or web addresses. One of many websites that does this is goqr.me



Saving your file in PowerPoint format

The file will need to be saved as a PDF for printing via Print Services but you should make sure you save a copy of the poster in PowerPoint format to enable editing in future if necessary.

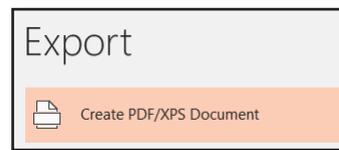


Checking the PDF

Save a PDF copy and use this to check all details at this will be the master that Print Services use.

Saving final PDF copy

Click on the **File** menu and then **Export**. Click on **Create PDF/XPS**. Navigate to folder to save and click **Publish**.



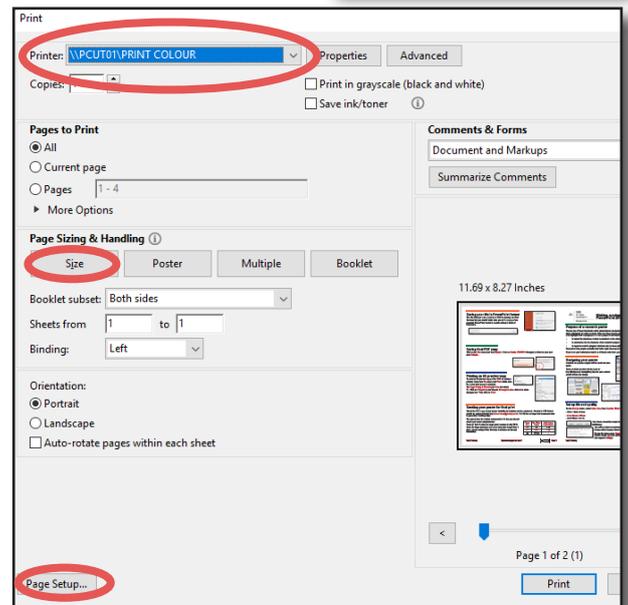
Printing an A3 preview copy

To print an A3 preview copy of the PDF on campus printers. Select the **File** menu and **Print**. Make sure the colour print queue is selected.

Set **Page Sizing & Handling** to **Size** and select **Fit**.

Click on **Page Setup...** and choose **A3**

Then click on **Print**.



Sending your poster for final print

Check the PDF copy of your poster carefully as mistakes can be expensive. Posters in PDF format should be emailed directly to printservices@yorks.ac.uk. For A2 size or larger the turnaround time is generally 2 working days.

The typical size for student coursework is A1 but you should check your course requirements.

Costs at York St John for single prints correct at July 2019. Order for large quantities of posters may take longer than 2 days; please contact Print Services in advance to discuss timescales.

Paper Size	On Gloss Paper	Additional lamination
A2	£6	+ £3
A1	£10	+ £5
A0	£POA	-