

Adventures in Poster Making

Packet Items

- Large format posters
- Changing your poster size
- Basic PowerPoint tips
- How to make a flow chart
- How to import an Excel graph
- How to import a Word table
- Borrowing web images
- Poster organization
- Stylistic considerations
- A judges viewpoint
- Research competitions
- Recap of basics
- Final thoughts

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This packet is the handout for Diana Lizarraga's "Adventures in Poster Making" workshop that showcases over 50 poster examples.

Interested in undergraduate research at UC Berkeley?

Please visit <http://research.berkeley.edu>

We have several residential summer research programs (SUPERB, SROP, Biological Sciences, Amgen, etc.) that would like you to apply.

Want to learn more about the nation-wide alliances of NSF AMP diversity science programs for Undergraduates?

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Large Format Posters

General Format Guidelines

- Posters should be readable from at least three feet away. Everything on your poster should be computer generated for a professional look.
 - Headings no smaller than 34 point type.
 - Text no smaller than 24 point type.
- Usually poster files are created in MS PowerPoint.
- AVOID large extensive, deep color backgrounds.
- Dimensions should be 36" H x 48" W (landscape).
- FYI: posters can take anywhere from 1 to 10 hours to print (based on the size and images). Make sure to plan accordingly and always bring a copy of your poster with you on a flash drive or cd-rom (just in case).

Need Help or Have Questions

- General questions about research posters?
Contact Diana Lizarraga at #510/643-8978 or
ladiana@berkeley.edu or
diana_lizarraga@hotmail.com

Please note that many of the items in these handouts can be done in a variety of ways and I just highlight a few of them.

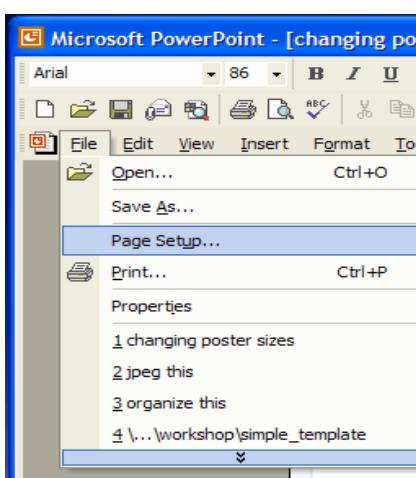
Changing Your Poster Size

This poster are typically set at 48 inches wide by 36 inches tall. If you want to change the size of your poster follow the steps below.

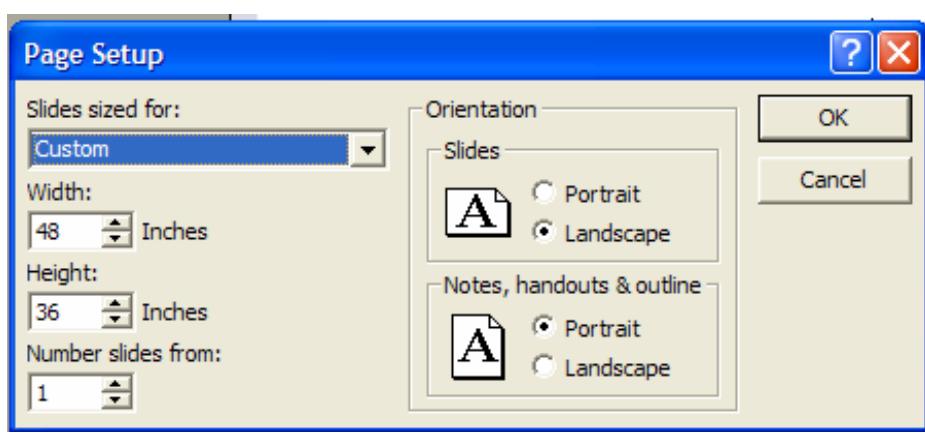
Step 1: from the file menu go to page set up.

Step 2: change the settings for your width and height to your preference (make sure you have the right slide orientation, which is typically “landscape”), then select the “ok” button.

STEP #1



STEP #2



Basic PowerPoint Tips

**Make sure that you know what version of PowerPoint you are working with.
Save your files frequently and save a back up copy.**

Create a Presentation

1. Open PowerPoint
2. Select file menu, then new
3. Choose presentation design that you like (a variety of options should appear from "blank" to "from design template" to "from AutoContent Wizard")
4. Next, pick a slide layout and then start typing

Add a Text Box

1. From the bottom of the screen select the text box icon (looks like a small newspaper with the letter A on it)
2. Drag your mouse to create your new text box in the desired location.
Note: you can move the text box by dragging it with your mouse or by clicking on it and using your arrow keys

Changing Templates

1. Go the format menu
2. Pick slide design
3. Explore the options and then choose the desired template
4. Click on desired option (or select "apply" if there is a button) to activate

Slide Color Schemes (fills, accents, and text)

1. Go the format menu
2. Pick slide design and look at the upper right hand corner of the screen for the "color schemes" hyperlink (click on it)
3. Pick a standard scheme or customized your colors (click on edit color scheme-bottom right) and then select apply

Changing Backgrounds

1. Go to the format menu
2. Pick background
3. Select desired fill color from the drop-down menu
4. Select apply (to current slide) or apply to all (all slides)

Changing Bullets

- (fyi--bullets can be omitted)
1. Click on the designated text line
 2. Go to the format menu
 3. Select bullets and numbering
 4. Select the customize button
 5. Pick bullet style, size, and color (or omit it) that you like
 6. Select ok

Creating Boxes with Rounded Corners

1. From the bottom of the screen select the AutoShapes menu
2. Pick basic shapes
3. Select the box with rounded corners (first object in 2nd row)
4. Drag your mouse to create your new rounded box

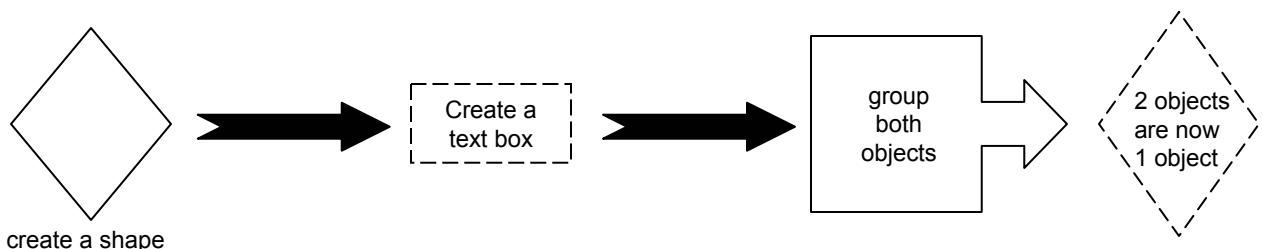
Layering (ex: layer text boxes over rounded boxes)

1. Click on the object that you want to layer
2. Select the draw menu (lower-left of the screen)
3. Select the order option
4. Pick the desired option (bring forward, send backward, bring to front, send to back)

How to Save a File

1. Go to the file menu
2. Select save (a pop-up box should appear)
3. From this pop-up box click save or you can also look at the "save as type" (bottom drop-down menu) option and select the desired version
4. Select ok

How to Make a Flow Chart



Step #1: Making Shapes and Color Fills

1. Go to the slide where you want to make your flow chart.
2. Make sure your drawing tools are activated and visible (bottom of the screen). If not then activate it from the “tools” menu (pick “customize” and then select the “toolbar” tab).
3. Click on the desired shape (for example a square).
4. Move your cursor onto your slide and click and drag to the desired size.
5. Move your new shape to the desired location by selecting it (so that the white box around the edge of the shape is showing) and then move it.
6. To fill this shape with a color (or fill gradient, texture, pattern, or picture) simply select it and then go to the fill bucket (located at the bottom of your screen..it looks like a little paint bucket) or you can use the color and lines options from the “Format Menu.”
7. Select desired fill and then apply it.

Note: You can manipulate these shapes by selecting the shape and then going to the “Draw Menu” and then “Change Autoshape.” Here you have a wide selection. Once you find a shape you like then you can double-click on it and it will convert your original shape into a new shape.

Step #2: Adding a Text Box

1. To add a “Text Box” go to the bottom of the screen and choose the icon that looks like a little newspaper with an A on it (or go to the “Insert Menu and choose Text Box).
2. Move your cursor onto the slide and click on the desired location.
3. Immediately start typing (or you will lose your text box).
4. You can manipulate the text size , text color, and text box fill, and text box outline if you want by using the drawing tools (bottom of screen) or by using the “Font” and/or “Color and Lines” options from the “Format” menu.

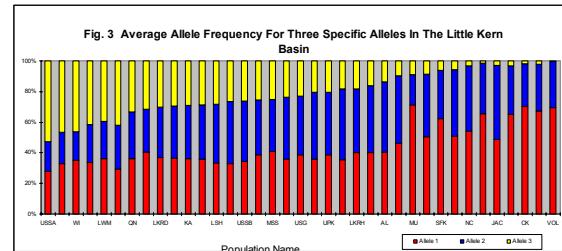
Step #3: Grouping Two Objects Into One Object (optional step)

1. Select first object (example: a square shape). Then hold down the shift key and select the second object (example a text box).
2. Let go of the shift key and go to the “Draw Menu” (lower-left corner of screen) and select “Group”. Now the square and the text box will move together as one object. There is no limit to how many objects you can group.
3. To ungroup objects select the object and then go to the “Draw” menu and choose the “Ungroup” option. Then click away from the objects (ex: in the gray space on the sides of the slide) and they will be separated.

How to Import an Excel Graph

Importing an Excel Graph Into PowerPoint

1. Go to the slide where you want to place your graph.
2. Then minimize PowerPoint and open Excel.
3. Open desired Excel graph.
4. Locate the graph and click on it so that it is selected.
5. Go the Excel “Edit” menu and choose copy.
6. Minimize Excel and Maximize PowerPoint.
7. Click on the desired slide where the graph will go.
8. Now, go to PowerPoint’s “Edit Menu” and select “Paste”.
9. You may need to resize your graph to completely cover the slide area.



How to Import a Word Table

Importing a Word Table Into PowerPoint

1. Go to the slide where you will place the table.
2. Then minimize PowerPoint and open Word.
3. Open desired Word file with the table.
4. Locate table and highlight the cells that you want to copy.
5. Go the Word “Edit” menu and choose copy.
6. Minimize Word and Maximize PowerPoint.
7. Click on the desired slide where the table will go.
8. Now, go to PowerPoint’s “Edit” menu and select “Paste”.
9. You may need to resize your graph so that your text is legible.

Summary of ANOVA Findings

Hypothesis Area	Significant Association with Any of the 5 Leadership Characteristics Detected	No Significant Association with Any of the 5 Leadership Characteristics Detected	Note of Interest
Ethnicity	✓✓✓✓✓		
Gender	✓✓✓✓✓		
Major	✓✓✓✓✓		It is noted that students major has a .071 p-value when “question group/field” is the response variable. Further testing of a larger sampling size may have yielded a statistically significant relationship.
Mother's Educational Background	✓✓✓✓✓		
Father's Educational Background	✓✓✓✓✓		It is noted that two of the response variables, “question group/field” and “maternal officer”, have a nearly statistically significant relationship with the father's educational background. Further testing of a larger sampling size may have yielded a statistically significant relationship.
Gender/Ethnicity Interaction	✓✓✓✓✓		

Leadership Characteristics: Question GroupedField, Rich Directions, Order Cooperative Actions, Able Models/Makes the Task, and Motivates Officers.

Note: If you can not read the table because the slide background is too dark then you may need to select the table and fill the background color of the table to white (or a lighter color) so that it is easier to read.

Borrowing Web Images

Note: If appropriate, you should give credit for borrowed images.

Step #1: Acquiring a Web Image

1. Locate the desired image on the web.
2. Put your cursor directly on top of the image and click with your right mouse button.
3. From the options, click and “save image as”.
4. Rename the image and save it as a jpeg or gif file (you will need to know where you saved it to so don’t forget).
5. Write down the web address and date so that you can give appropriate credit (if applicable) in your acknowledgement section or just below the image.
6. Note: many images are copyrighted so please document all sources of borrowed images and talk with your mentor).

Step #2: Importing Web Images

1. Go to the slide where you want to place the image.
2. Go to the “Insert Menu” and select “Picture”, then choose “From File”.
3. Locate your web image that you saved previously and click on insert.

FYI: You can also import images as an Object...use the help menu to walk you through the process.



*This image
was taken
from the
SACNAS
web site.*

Poster Organization

Headings

(Note: your mentor needs to approve your content.)

- **Title and Author.** Include your name and school, as well as your faculty mentor's name, department, and school with zip code. The title should be at no smaller than 55 point type.
- **Abstract.** This should include a statement of the research question/s or problem/s. Typically around 175-250 words.
- **Introduction/Background.** Significance of project to society.
- **Methods.** Describe the steps you used for your project.
- **Results/Data Analysis.** More space should be devoted to your results than to any other section. This is where you should use graphics, images and tables. It should have prominent placement in the center of your poster. Describe what you found.
- **Discussion/Conclusion.** What can you conclude from your research? What are the implications and the importance of your findings? How does this compare to what others have found?
- **Next Steps.** Briefly describe what will happen next for your project.
- **References (optional).** Major sources on which your research project relied.
- **Acknowledgments.** People who helped you with your research and/or poster.

Stylistic Considerations

Things to Think About

- Design your poster based on your audience (faculty, high school students, etc.)
- Sketch out a rough draft of what you hope the poster will look like.
- Component parts should be organized vertical or horizontal, but not both.
- Leave some open space in the design.
- Convert tabular material to graphic display if possible.
- A large and/or bright center of interest can draw the eye to the most important aspect of the poster. Use color to add emphasis, clarity, and attractiveness.
- Use photographs, charts, and other visuals to enhance your display. Enlarge photos to show pertinent details clearly.
 - Scan images at high resolution (150 or above).
- Consider using a succinct headings (8 words or less, or what will fill a single line). These should be consistently styled, whether in all caps or initial caps, boldfaced or underlined, flush left or centered. Be consistent throughout the poster.
- Avoid thick blocks of unbroken prose (long paragraphs)...use lists and bullets.
- Strive for a balance between texts and graphics. Balance is affected by the size, shape, and color.

A Judge's Viewpoint

Key Items!

- What did you do?
- Why did you do this? Why is it important to solve this problem?
- How did you do it? How did you solve this problem or contribute to the solution of this problem?
- What's the next step?
- What are the implications of this project?
- Could you explain your project with confidence?
- Did you understand your research question?
- Did you understand why you used particular statistics or analytical methods?
- Could you contextualize your project for your audience?

Was your poster presentation appropriate and professional?

- Did your poster make sense?
- Use of visuals
- Explanations based on target audience
- Titles, references, etc.
- Did you speak too fast or too softly?
- Were you well groomed and in professional attire?



Poster Competitions

Seven Ways to Blow It!

- **Don't practice your presentation**
- **Don't label your figures**
- **Have an incomplete title**
- **Don't use references**
- **Don't spell check your content**
- **Use inappropriate images**
- **Use all small text and few images**

Your goal is to explain the following:

- The “What and the How”
- The “Why”
- The “What Next”
- Know your statistics
- Know your research question or hypothesis
- Know the big picture
- Know your lab and lab members
- Know your project’s implication and/or relevance

If possible see as many poster designs as possible so that you can design the poster of your dreams.

Recap of Basics

Cost

- Typical Size 4 ft wide x 3 feet tall
- Kinkos: \$100-200 (coated paper)
- Sometimes fees are in linear feet

Time to print

- one to ten hours
- Depends on the graphics, poster colors, and resolution of the images

First Steps

- Collect your content (make sure to have your mentor's approval)
- Obtain your images
- Decide if you want to go vertical or horizontal with your information
- What colors are appropriate for your poster?
- What size should your poster be?



Large Format Plotter Printer

- Use coated paper if you are going to laminate your poster
- Lamination costs with grommets is about \$40
- Use photo glossy if you are not going to laminate your poster or if you have great images (glossy is more expensive)

Final Thoughts

General Questions People Will Ask You

- Can you run me through your poster?
- How did you get interested in this project?
- Where the findings what you expected?
- What was the most difficult aspect of this project?
- What have other people in your field found?

Gentle Reminders

- Find out if you need to bring tacks/t-pins or if they will be provided for you.
- Find out the location of your poster presentation ahead of time.
- Dress appropriately and professionally for the occasion but remember to wear comfortable shoes (as you will be on your feet for a long time).
- Bring a bottle of water with you.
- Bring business cards (free cards at www.vistaprint.com)
- Consider having about 5-10 copies of your abstract available, if requested. Be sure to include your name, address, phone number, and email.
- Remember to relax and smile!