

# Scientific Poster

Working in PowerPoint  
Part1: setup

## Content

- Before you start
- PowerPoint setup
  - Text
  - Images
  - Charts
  - Color
  - More

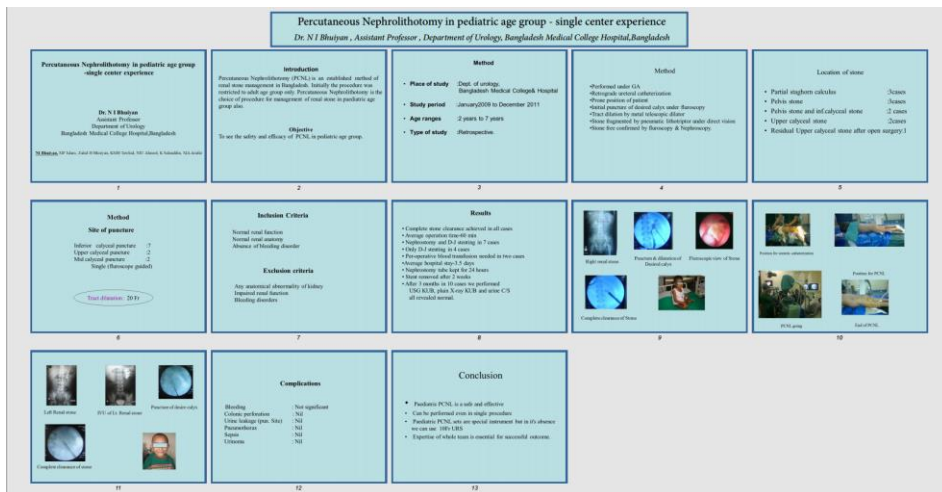


## Before you start

## Note for technophobes

- Do not use Word!
  - Works well for A4, enlarging to A0 is disappointing
  - Difficult to get it printed on a large format
- Do not convert a PowerPoint presentation into a poster
  - 100% bad result





<https://www.epostersonline.com/siu2013/node/34>

## PowerPoint?

**PowerPoint: the non-graphic designer's graphic designing friend** (Nikki Dudley)

- ✓ Easy to start with.
- ✓ Available.
- ✓ Common use.
- ✓ Office-suite, Microsoft world.
- ✓ Templates available.
- Presentation software, not designed for posters
- No color management, Printing can be a problem
- RGB, no CMYK mode

- Check: <https://skills.it.ox.ac.uk/files/itlcp001notespostersimprovingpdf>

# Software

- <http://academia.stackexchange.com/questions/1880/software-to-use-for-creating-posters-for-academic-conferences>
- Inkscape, Illustrator, Corel Draw, ...
  - more powerful,
  - steeper learning curve.

	Powerpoint (presentation software)	Graphical software
Ease of use	Ok	Learning curve
Graphics handling – text wrap	No	Excellent
Layers	No	Many
Autoflow between text boxes	No	Yes



## Get ready

- Have all the information bits collected before starting the production.
- Collect all information in 1 folder (source code)
  - Images (correct format)
  - Graphics (correct format)
  - Data
  - Text
- Get the layout sketched on paper



## Step1: the framework

Sketch the layout	On paper!
Setup the canvas	Create blank slide Set the final dimensions Set grid and guides Set a background
Insert placeholders	Reflect the layout

Taken from: <https://skills.it.ox.ac.uk/files/itlcp001notespostersimprovingpdf>

## Steps 2: fill it out

Convert title placeholder	Title Author(s) Affiliation
Add text	
Insert images	
Insert diagrams	
Insert charts	
Insert tables	

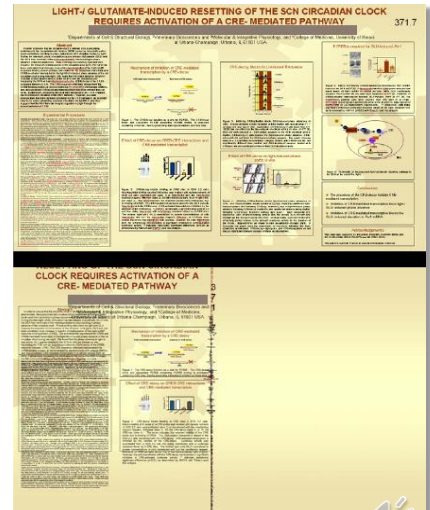
## Steps 3: check it and tune it

Proof read	Spell check
Format and adjust	Aim for consistency

Setup the framework

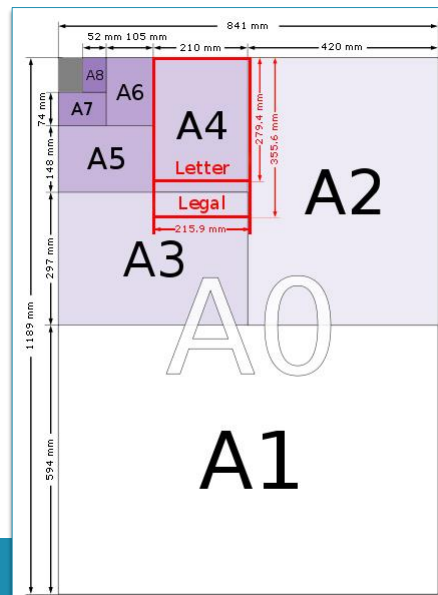
## Dimensions poster

- Immediately set the final dimensions
- Can be a problem with a template (scale correctly)
- Note:
  - Limit the size of your poster  
(2 m high posters are difficult to read!)
  - Do not make a larger poster than provided for
  - A0 (84\*118 cm),  
Oversize A0 (90\*125 cm)
  - PowerPoint: limited to 1.34/1.42m
  - Check with Print shop  
(max paper width)



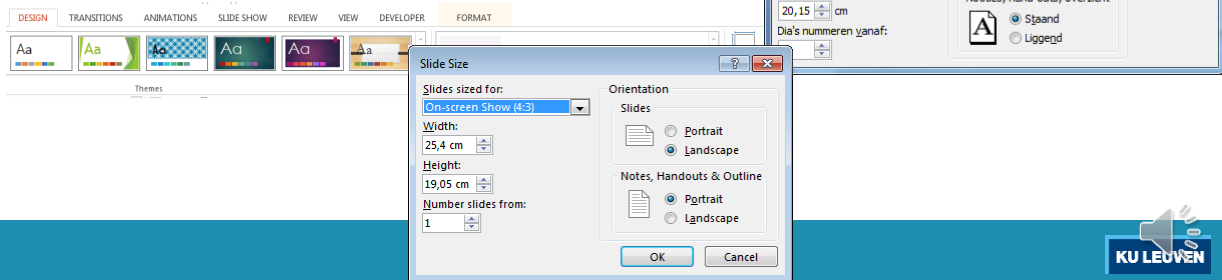
## Table of Paper Sizes

Size	Height x Width (mm)
4A0	2378 x 1682 mm
2A0	1682 x 1189 mm
A0	1189 x 841 mm
A1	841 x 594 mm
A2	594 x 420 mm
A3	420 x 297 mm
A4	297 x 210 mm
A5	210 x 148 mm
A6	148 x 105 mm
A7	105 x 74 mm
A8	74 x 52 mm
A9	52 x 37 mm
A10	37 x 26 mm



# Page size

- Set the final dimensions immediately
- Portrait / landscape
- **Design > Slide Size**
- **Ontwerpen > Pagina-instelling**



# Dimensions poster

- Check with the organization for available space



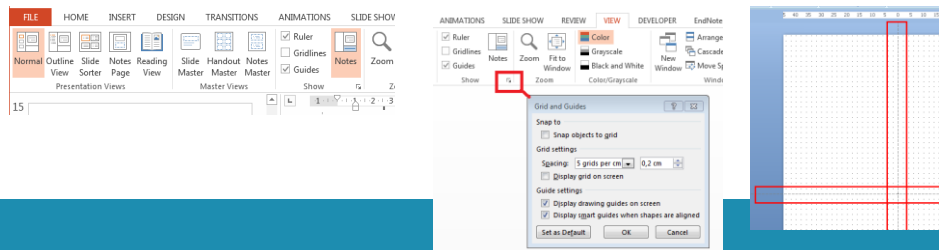


## Dimensions poster



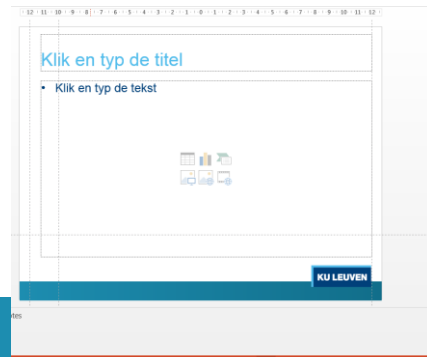
## Ruler & guides

- Ruler and guides are very helpful to place the objects
- **Beeld > Liniaal (View > Ruler Guides)**
- **Right click on slide, select ruler, grid and guides (liniaal raster en hulplijnen)**
- **Move the guide, make a new one with ctrl**



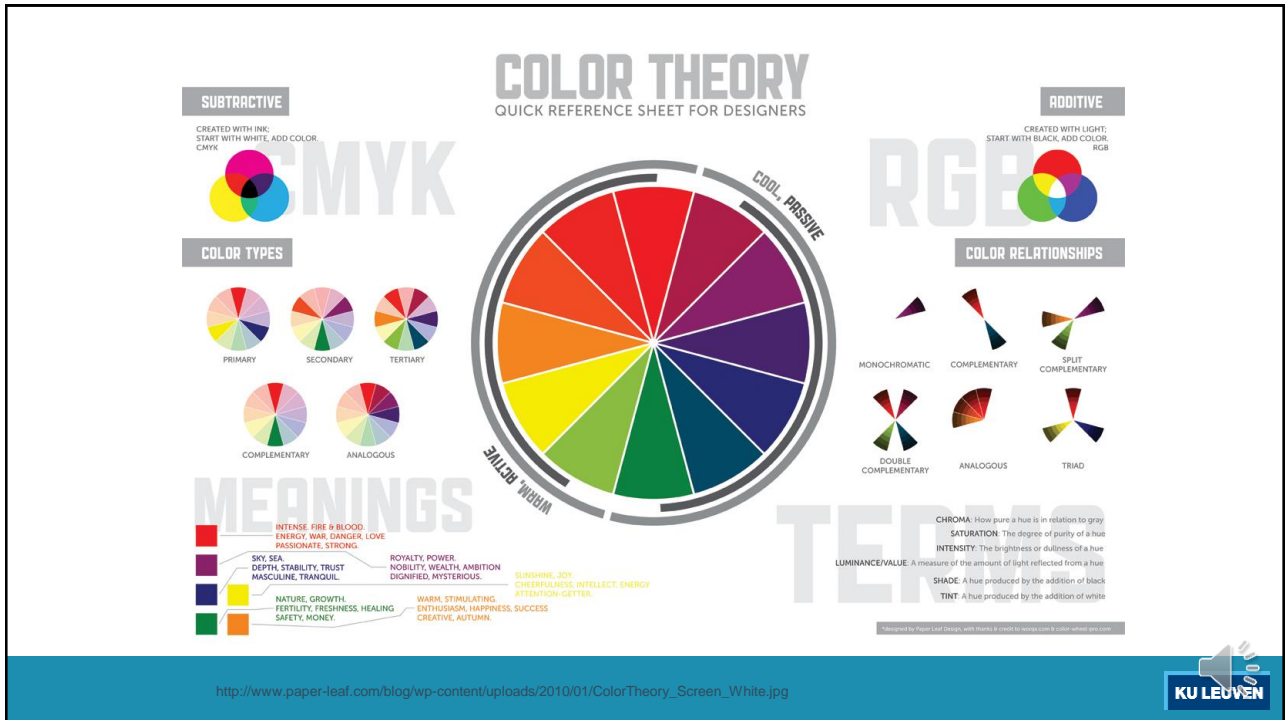
# Zoom

- 100%: See what the poster will look like.  
Good for checking alignment of elements, quality of images, etc.
- 33%: Good for editing text.
- Fit: Good for getting the overall layout.



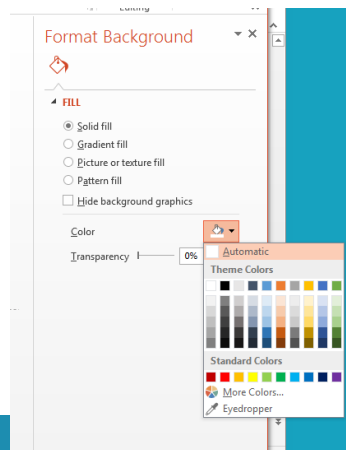
# Color scheme

- Think about the colors to use
- Try to use only 2-3 different colors
- Check Color Theory to get your color scheme right
- Avoid using dark backgrounds
  - Saves on ink
  - Difficult to read

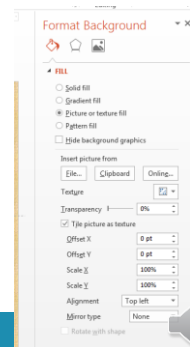


## Set background

- Right click on background
  - Solid fill
  - Light color

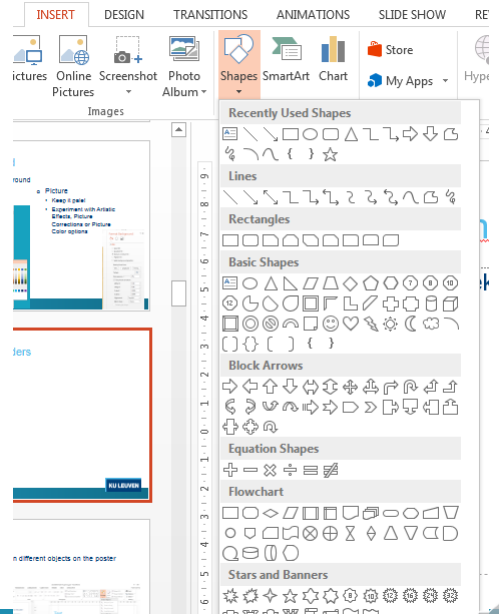


- Picture
  - Keep it pale!
  - Be careful with Artistic Effects, Picture Corrections or Picture Color options (no overkill!)



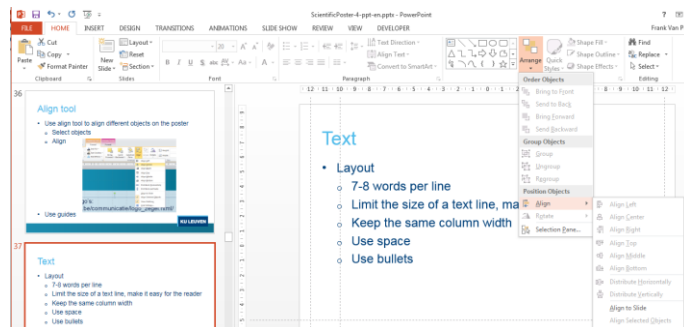
# Insert placeholders

- Placeholders are helpful for the layout
  - Insert > Shapes
  - Select a shape
  - Click and drag on the poster



# Align tool

- Use Align tool to align different objects on the poster
  - Select objects (ctrl to select several objects)
  - Align



- Use guides

## Shortcut keys

Key	Action	Key	Action
<b>Ctrl + A</b>	Select all objects	<b>Ctrl + Y</b>	Repeat last action
<b>Ctrl + B</b>	Bold	<b>Ctrl + Z</b>	Undo last change
<b>Ctrl + C</b>	Copy	<b>Ctrl + Mouse wheel</b>	Zoom in and out
<b>Ctrl + D</b>	Duplicate	<b>Ctrl + drag</b>	Create a copy of an object
<b>Ctrl + G</b>	Group selected objects	<b>Ctrl+arrow</b>	Move selected object one pixel at a time
<b>Ctrl + Shift + G</b>	Ungroup selected objects	<b>Tab</b>	Toggle through objects
<b>Ctrl + V</b>	Paste	<b>Shift + Left click</b>	Select multiple objects
<b>Ctrl + Alt + V</b>	Paste Special	<b>Shift + drag</b>	Move selected objects in 1 direction

<http://www.veodin.com/powerpoint-2010-shortcuts/>



## Hands on

1. Start from scratch
  - Create blank poster
  - Set poster orientation and size
    - Height 120cm
    - Width 90 cm
  - Setup guides
  - Put placeholders
2. Use a template (landscape)
  - Setup guides
  - Reshuffle the layout if needed



## Fastforward tip



- Start with KU Leuven template.
- <https://admin.kuleuven.be/mykuleuven/thema/ict-communicatie-evenementen/communicatierichtlijnen-tools/lay-out-en-drukwerk/postersjablonen>
- Tweak your favorite template into the KU Leuven template.
- Adjust the colors
  - Instant eye-dropper: <http://instant-eyedropper.com/>
- Start filling out the boxes
- Example: handson-AFF\_A0\_start.pptx