

# Scientific Poster

Working in PowerPoint  
Part2: text, images, etc.

## Content

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



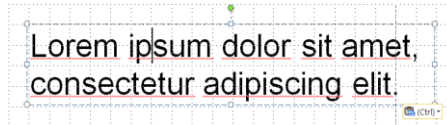
Text

## Text in a text box

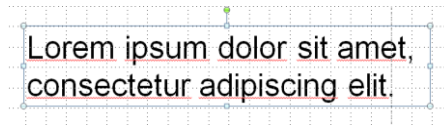
- Select Text Box
  - Click where the Text Box should start. While you type, the Text Box will grow.
  - Click-and-drag the Text Box to determine the width. (Autofit or not)
- Shape (placeholder)
  - Click the shape you want.
  - Click where you want the shape to go, and drag it to the size you want.
  - Right-click the AutoShape, click Edit Text, and then type your text.

# Resize text box

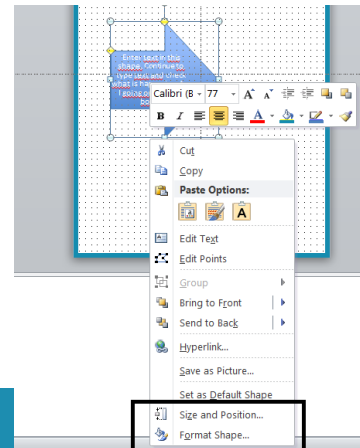
- Click inside box (dashed border), changes happen to text inside



- Click on border (solid border), use square handles

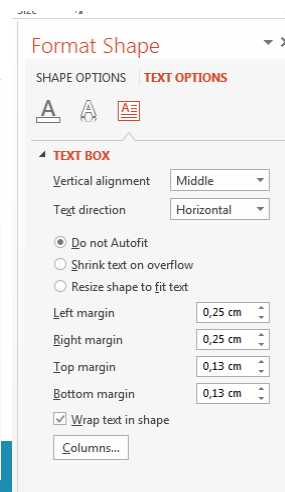
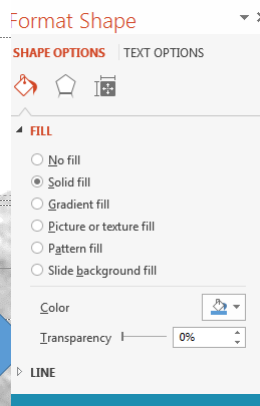
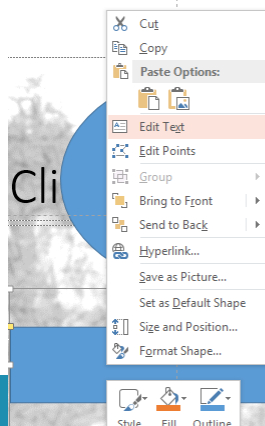


- Use the properties
- <https://lipsum.com>



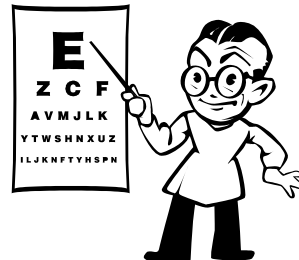
# Text

- Select 'Edit Text' to enter text
- Select 'Format Shape' to change the properties



## Font: dimensions (lower bound)

- Title: 96 pt
- Author: 72 pt
- Affiliation: 36-48 pt
- Section header: 36 pt
- Text: 24 pt



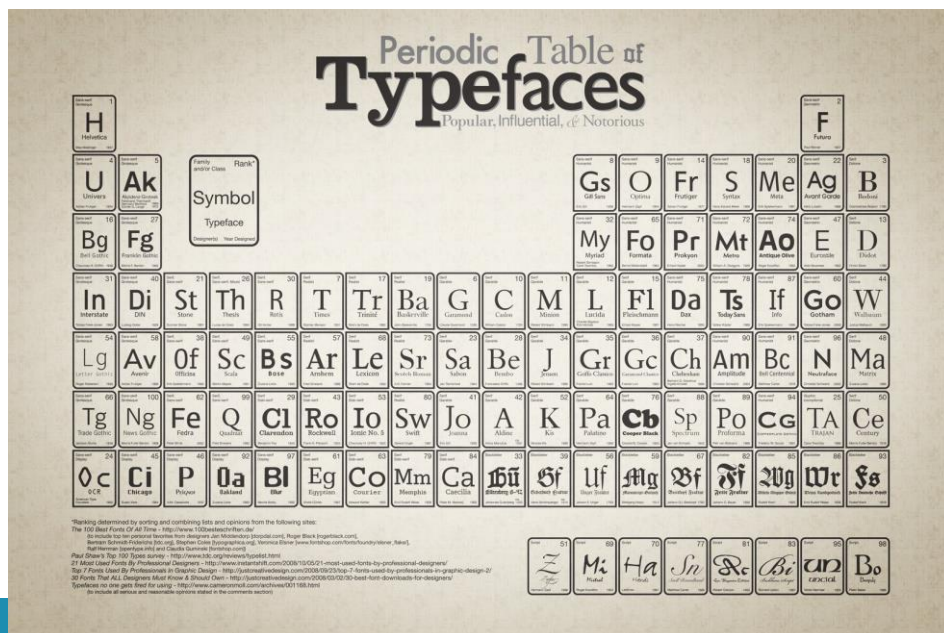
## Font

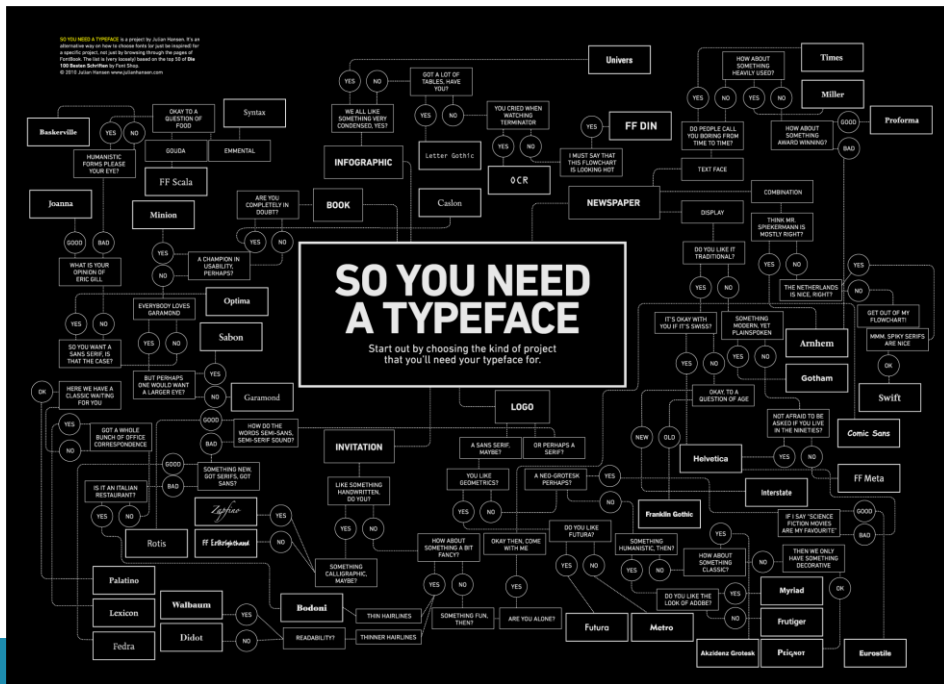
- Use standard fonts
  - less problems when printing
- Easy to read
  - Arial, Calibri, Tahoma, Verdana
- Stick to two fonts
  - Be consistent
  - Leave out:
    - Word art
    - drop shadows
    - gradients

Word  
art?

# Font

- The quick brown fox jumps over the lazy dog -Arial-
- The quick brown fox jumps over the lazy dog –calibri-
- The quick brown fox jumps over the lazy dog –tahoma-
- The quick brown fox jumps over the lazy dog –verdana-
- The quick brown fox jumps over the lazy dog –courier-
- The quick brown fox jumps over the lazy dog –times new roman-
- The quick brown fox jumps over the lazy dog –bodoni poster-
- The quick brown fox jumps over the lazy dog –comic-
- *The quick brown fox jumps over the lazy dog* –vivaldi-
- The quick brown fox jumps over the lazy dog -curlz-
- **The quick brown fox jumps over the lazy dog** -ravie-





## Text

- Layout
  - 7-8 words per line
  - Limit the size of a text line, make it easy for the reader
  - Keep the same column width
  - Use space
  - Use bullets

The ideal line length for text layout is based on the the physiology of the human eye... At normal reading distance the arc of the visual field is only a few inches – about the width of a well-designed column of text, or about 10 words per line. Research shows that reading slows and retention rates fall as line length begins to exceed the ideal width, because the reader then needs to use the muscles of the eye and neck to track from the end of one line to the beginning of the next line. If the eye must traverse great distances on the page, the reader is easily lost and must hunt for the beginning of the next line. Quantitative studies show that moderate line lengths significantly increase the legibility of text.

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<http://suewatts.forestry.ubc.ca/files/2013/08/design-principles-jamie-EDITED.pdf>



## Rivers of whites

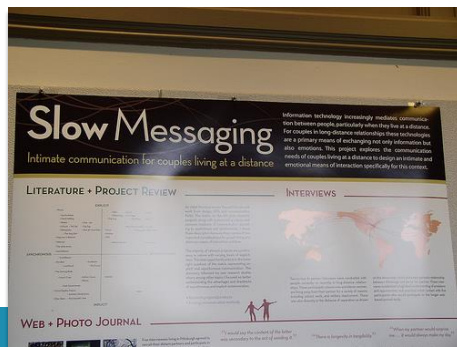
a s s o o n a s t h e s p a c i n g  
e x c e e d s t w o c h a r a c t e r s ,  
y o u r p e r f o r m a n c e c o l -  
l a p s e s : r a p i d r e a d i n g  
b e c o m e s i m p o s s i b l e . Y o u  
f i n d y o u r s e l f i n t h e  
s h o e s o f a b e g i n n i n g  
r e a d e r — t h e b i g r a m n e u -  
r o n s i n y o u r l e t t e r b o x  
a r e a h a v e s t o p p e d  
r e s p o n d i n g !

Taken from L. Tetlan, Designing Academic Posters  
<https://www.warf.org/media.acux/2b9933a2-1316-41a3-82b7-e9944825a2b5>



# Title

- Title
  - < 6 words, capital letters only allowed
  - Careful with capital letters only, too busy



## Text: title box (1 text box)



- Type text
  - title on top
  - Put line around text box
    - Shape Options
    - Solid line
  - Insert shape (rectangle)
    - Dark background
    - Send to back
    - Change font color of title

This is the title

This is text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque finibus hendrerit magna id luctus. Donec venenatis risus in nulla fermentum, mollis mollis felis dictum. Donec non ultrices neque. Suspendisse enim enim, gravida viverra sem ut.



## Text: title box (separate text box)



- Type text
  - 2 text blocks
  - Select both
    - Align
    - Put border
      - Shape Options
      - Solid line
  - Select title block
    - Set background
    - Change font color of title if needed

This is a title

This is text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque finibus hendrerit magna id luctus. Donec venenatis risus in nulla fermentum, mollis mollis felis dictum. Donec non ultrices neque. Suspendisse enim enim, gravida viverra sem ut.

## Text

- Emphasis
  - Use **bold** or underline. – use it moderately -
  - Use different font, font size, color
  - Avoid italics
- Be uniform, consistent in dimensions, style and font

## Text: emphasis + aligning

Lorem ipsum dolor sit amet, consectetur **adipiscing** elit. Praesent purus ipsum, mollis vitae sollicitudin ut, volutpat eget libero. Suspendisse vel nisl erat. Vestibulum varius posuere mauris **pharetra** euismod. Aliquam eget magna massa, ac lacinia tortor. Vivamus gravida, sapien a dapibus tincidunt, neque felis volutpat tortor, at aliquet turpis ligula vitae lectus. **Pellentesque** velit arcu, fringilla a pellentesque quis, varius eu felis. Fusce tincidunt dignissim imperdiet. Aliquam et nibh nibh, vitae vestibulum risus. Ut at quam dui, vel suscipit libero. Etiam lectus augue, lobortis at ullamcorper sit amet, fringilla nec nulla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent purus ipsum, mollis vitae sollicitudin ut, volutpat eget libero. Suspendisse vel nisl erat. Vestibulum varius posuere mauris pharetra euismod. Aliquam eget magna massa, ac lacinia tortor. Vivamus gravida, sapien a dapibus tincidunt, neque felis volutpat tortor, at aliquet turpis ligula vitae lectus. Pellentesque velit arcu, fringilla a pellentesque quis, varius eu felis. Fusce tincidunt dignissim imperdiet. Aliquam et nibh nibh, vitae vestibulum risus. Ut at quam dui, vel suscipit libero. Etiam lectus augue, lobortis at ullamcorper sit amet, fringilla nec nulla. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

## Text

- Align
  - Align (text and text blocks) provides a sense of order
  - Align left, do not use justify

# Align: center

REPLACE THIS BOX WITH YOUR ORGANIZATION'S HIGH RESOLUTION LOGO

TEMPLATE PROVIDED BY GENIGRAPHICS – 800.790.4001  
REPLACE THIS TEXT WITH YOUR TITLE  
John Smith, MD<sup>1</sup>; Jane Doe, PhD<sup>2</sup>; Frederick Smith, MD, PhD<sup>1,2</sup>  
<sup>1</sup>University of Affiliation, <sup>2</sup>Medical Center of Affiliation

ABSTRACT

Click here to insert your Abstract text. Type it in or copy and paste from your Word document or other source.  
This text box will automatically re-size to your text.  
To change the border style of this text box: Double-click on the dashed border, select 'Colors and Lines', and change the border to solid or whatever style/color you like. Or 'No Line' to remove the border altogether.  
To change the font style of this text box: Click on the border once to highlight the entire text box, then select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away on a 36" x 48" poster. Try to stay between 28pt – 40pt for best viewing.

INTRODUCTION

Click here to insert your Introduction text. Type it in or copy and paste from your Word document or other source. Click once on the dashed border to highlight then drag the bottom edge up to fit. Or change the font size to fill the box.  
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METHODS AND MATERIALS

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CONTACT

<your name>  
<organization name>  
Email:  
Phone:  
Website:  
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RESULTS

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For other sizes, visit us at [www.genigraphics.com](http://www.genigraphics.com) or send an email request to [info@genigraphics.com](mailto:info@genigraphics.com) or give us a call toll free at 1.800.790.4001.  
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Figure 1. Label in 24pt Arial  
  
Figure 2. Label in 24pt Arial  
  
Chart 1. Label in 24pt Arial  

	A	B	C	D
Patient 1				
Patient 2				
Patient 3				
Patient 4				

DISCUSSION


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CONCLUSIONS

Click here to insert your Conclusions text. Type it in or copy and paste from your Word document or other source.  
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REFERENCES

1. Click here to insert your References. Type it in or copy and paste from your Word document or other source.  
2. Click on the border once to highlight and select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 4 feet away. Try to stay between 28pt – 40pt for best viewing.  
3. The line spacing is set to add one-half of a line height after each entry. Select Format, Line Spacing to adjust the setting.



# Align: justify

REPLACE THIS BOX WITH YOUR ORGANIZATION'S HIGH RESOLUTION LOGO

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Figure 2. Label in 24pt Arial  
  
Chart 1. Label in 24pt Arial  

	A	B	C	D
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Patient 2				
Patient 3				
Patient 4				

DISCUSSION


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CONCLUSIONS

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# Align: left

**REPLACE THIS BOX WITH YOUR ORGANIZATION'S HIGH RESOLUTION LOGO**

**TEMPLATE PROVIDED BY GENIGRAPHICS – 800.790.4001**  
**REPLACE THIS TEXT WITH YOUR TITLE**  
 John Smith, MD<sup>1</sup>; Jane Doe, PhD<sup>2</sup>; Frederick Smith, MD, PhD<sup>1,2</sup>  
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**INTRODUCTION**

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**DISCUSSION**

Click here to insert your Discussion text. Type it in or copy and paste from your Word document or other source. Click once on the dashed border to highlight then drag the bottom edge up to fit. Or change the font size to fill the box.

Double-click the border and select 'Text Box', then check 'Resize AutoShape to Fit Text' to have the box automatically re-size to your text.

To change the border style of this text box: Double-click on the dashed border, select 'Colors and Lines', and change the border to solid or whatever style/color you like. Or 'No Line' to remove the border altogether.

To change the font style of this text box: Click on the border once to highlight the entire text box, then select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away. Try to stay between 28pt – 40pt for best viewing.

**METHODS AND MATERIALS**

Click here to insert your Methods and Materials text. Type it in or copy and paste from your Word document or other source. Click once on the dashed border to highlight then drag the bottom edge up to fit. Or change the font size to fill the box.

Double-click the border and select 'Text Box', then check 'Resize AutoShape to Fit Text' to have the box automatically re-size to your text.

To change the border style of this text box: Double-click on the dashed border, select 'Colors and Lines', and change the border to solid or whatever style/color you like. Or 'No Line' to remove the border altogether.

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**CONTACT**

Your name  
 Organization name  
 Email  
 Phone  
 Website

**REFERENCES**

- Click here to insert your References. Type it in or copy and paste from your Word document or other source.
- Click on the border once to highlight and select a different font or font size that suits you. This text is in Arial 32pt and is easily readable up to 6 feet away. Try to stay between 28pt – 40pt for best viewing.
- The line spacing is set to 1.5 and checked at the height after each entry. Select 'Format', 'Line Spacing' to adjust the setting.

**FIGURES**

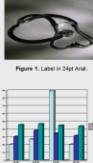
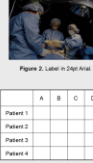



Figure 1. Label in 24pt Arial.

Figure 2. Label in 24pt Arial.



# Hands on

- Create a Title + Author list
- Put text boxes on the poster (use lipsum.com)
- handson-AFF\_A0\_text



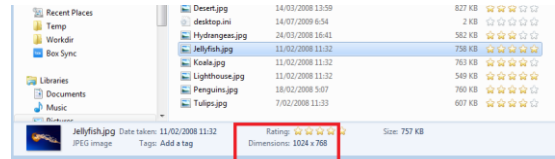
# Images

# Images

- Useful information: <https://it.hms.harvard.edu/services/research-computing-solutions/research-imaging-solutions/ris-seminar-handouts>
- Get the correct resolution
  - Avoid clip-art (be professional)
  - No webpage images
  - No overkill on resolution (scan, digital pictures)
  - Process images outside PowerPoint (Photoshop, gimp, pixlr.com)
- Turn off image compression
  - File > Options > Advanced
  - Check 'Do not compress images in file'

# Images: resolution

- Dimensions
  - Keep aspect ratio (lock aspect ratio)
  - Inspect at full size (100%)
- Use the right type (png, tiff, jpeg)
- Check the resolution: have enough pixels!
  - Open explorer window
  - Find out how many dots wide the image is
  - Divide by 300 => limit on width on poster



# Copyright free images

- “found on the internet” does not mean “free to use”
- **Take your own photos if possible**
- Morgue File - <https://www.morguefile.com/>
- Wikimedia Commons - <https://commons.wikimedia.org/>
- Library of Congress Prints & Photographs online <https://www.loc.gov/pictures/>
- Google Images using the 'usage rights' filter. - [https://www.google.be/advanced\\_image\\_search](https://www.google.be/advanced_image_search)
- Flickr Creative Commons - Only search within **Creative Commons**-licensed content - <https://www.flickr.com/search/>
- <https://www.freepik.com/>
- <https://ian.umces.edu/imagelibrary/>

## Geavanceerd zoeken naar afbeeldingen

Afbeeldingen vinden met...

al deze woorden:

dit exacte woord of deze exacte woordgroep:

een of meer van deze woorden:

geen van deze woorden:

Dit is het zoekvak doen.

Tijp de belangrijke woorden: vóórter #12p

Zet exacte woorden tussen aanhalingstekens: "ijsbloes"

Tijp de tussen alle woorden die u wilt weergeven: toeren OR onkruid OR grassen

Zet een minteken vlak voor woorden die u niet wilt weergeven: -vindous

Verfijn vervolgens uw zoekresultaten op...

afbeeldingsformaat:

elk formaat

Afbeeldingen zoeken in elk gewenst formaat.

beeldverhouding:

elke beeldverhouding

Geef de vorm van afbeeldingen aan.

kleuren in afbeelding:

☒ elke kleur ☐ full colour ☐ zwart-wit ☐ transparant ☐ deze kleur: ■

Zoek afbeeldingen in de gewenste kleuren.

type afbeelding:

elk type

Beperk het type afbeeldingen dat kan worden gevonden.

regio:

elk land

Zoek afbeeldingen die in een bepaalde regio zijn gepubliceerd.

site of domein:

Zoek één site (zoals: sfacsa.org) of beperk uw resultaten tot een domein: zoals: edu, .org of .gov

SafeSearch:

Meest relevante resultaten weergeven

Aangeven of SafeSearch de meest expliciete inhoud moet filteren.

bestandstype:

elke indeling

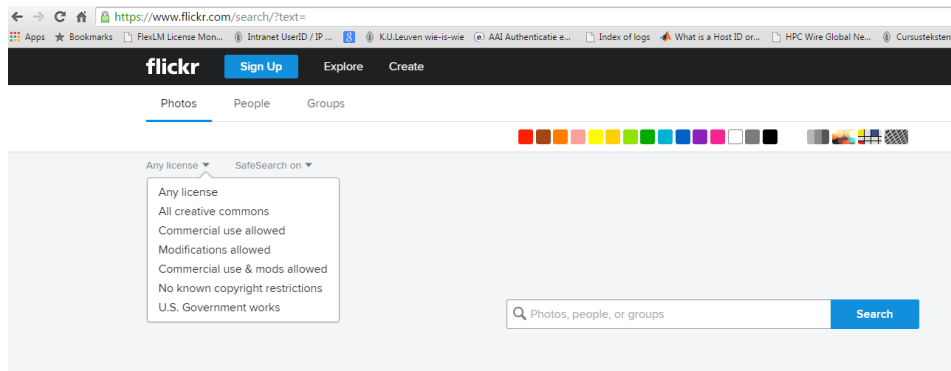
Zoek afbeeldingen met de gewenste indeling.

gebruiksrechten:

niet gefilterd op licentie

Zoek afbeeldingen die u onbeperkt opnieuw kunt gebruiken.

Geavanceerd zoeken



# Images

- Raster images vs Vector images
  - Raster images are created with pixel-based programs or captured with a camera or scanner.
  - A raster image is an array of pixels of various colors, which together form an image.
  - Common file types: jpg, gif, **png**, tif
  - Vector images are composed of paths. The data file for a vector image contains the points where the paths start and end, how much the paths curve, and the colors that either border or fill the paths.
  - Common file types: svg, eps, pdf
- Vector images can be scaled without losing quality. Raster graphics become "blocky"
- Source: [https://pc.net/helpcenter/answers/vector\\_and\\_raster\\_graphics](https://pc.net/helpcenter/answers/vector_and_raster_graphics)

# Images

- Powerpoint works with raster images
- Vector graphics (eps, svg) can be a problem (older versions of powerpoint)



# Images

- Do not forget:
  - Legend
  - Scale
- Images with a small border seem to look better



# Images

72 ppi  
1 inch square



150 ppi  
1 inch square

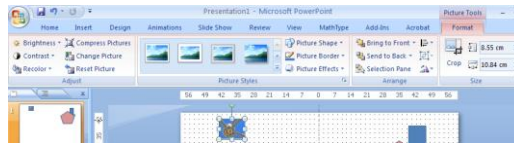
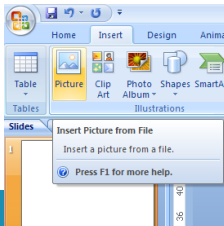


300 ppi  
1 inch square



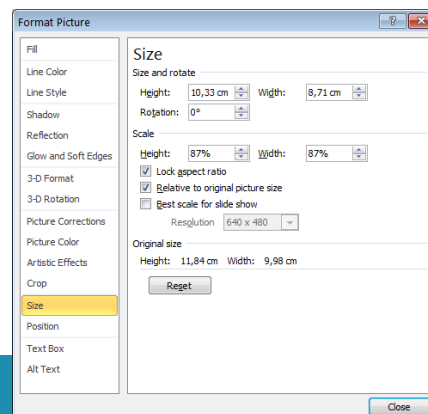
# Images

- Insert:
  - Use insert menu (best choice)
  - Copy/paste using the clipboard (image quality can decrease)
  - Default resolution in PowerPoint is 96 dpi
- Image can be edited further  
**Picture tools > format**



# Images

- Select
- lock aspect ratio
- Relative to original picture size



# Logo

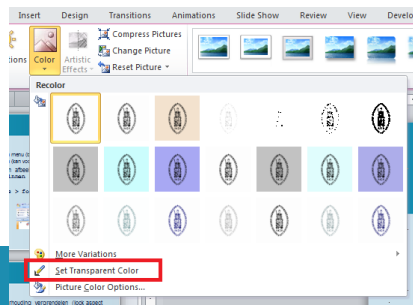
- K.U.Leuven logo's: <https://admin.kuleuven.be/mykuleuven/thema/ict-communicatie-evenementen/communicatierichtlijnen-tools/lay-out-en-drukwerk/logo-sedes>
- Take care:
  - Resolution
  - Transparency



# sedes



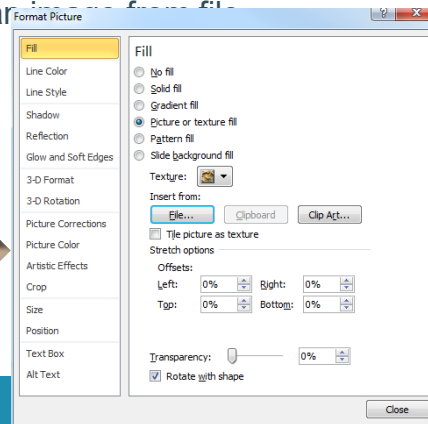
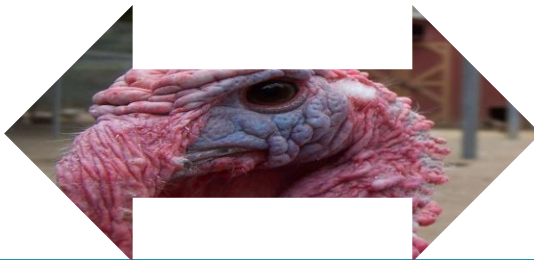
- Tip: change background
- Insert sedes.jpg (insert > picture)
- Select sedes, choose 'Picture Tools – Format' > Color > Set Transparent Color > click the transparency tooltip on the image



## Tip



- Image in a shape
  - Insert shape
  - 'Picture or texture fill' the shape' with an image from file



## Hands on

- Insert an image to the poster
    - Arenberg-240\_150.jpg
    - Arenberg-1680\_1050.jpg
- Set the width of the images at 25 cm

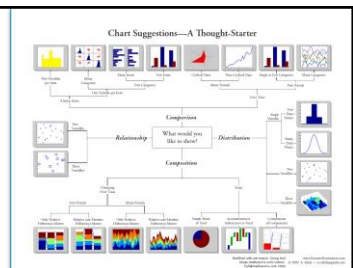
handson-AFF\_A0\_image



# Chart

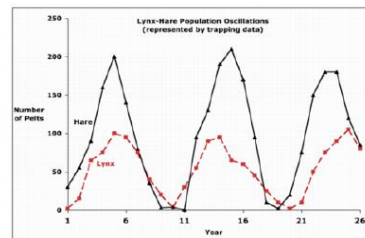
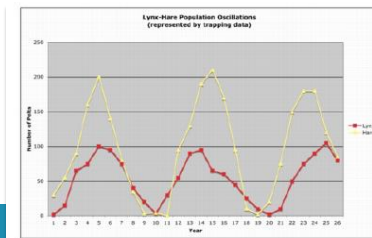
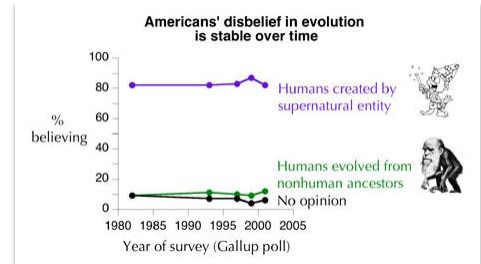
## Graphs, charts

- Decide how to show the data
  - Type of data usually dictates the kind of graph
  - Do not make it too complex (<https://sloanreview.mit.edu/article/choose-charts-everyone-understands/>)
- Chart chooser
  - <https://infoguides.gmu.edu/data-visualization/types>
  - <https://datavizcatalogue.com/search.html>
  - <https://extremepresentation.typepad.com/files/choosing-a-good-chart-09.pdf>



# Charts

- Background usually has no added value
- Put information near the plot, no legend
- No / few gridlines
- Y-label horizontally

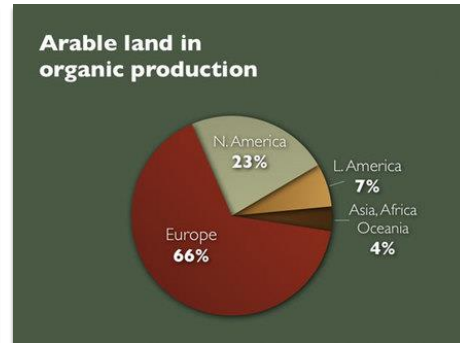
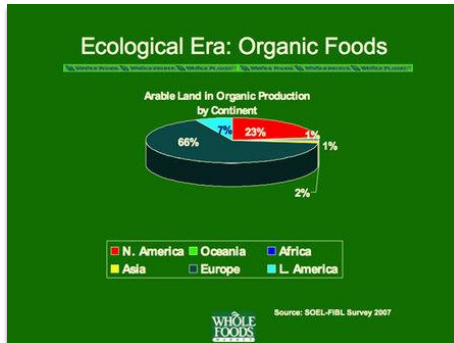


# Charts

- Keep the same color palette
- Text on charts in same font type as other text fields
  - If not possible in source software, add text boxes as axis labels
- Put meaningful captions
  - Same rules as for title: short and clear

# Charts

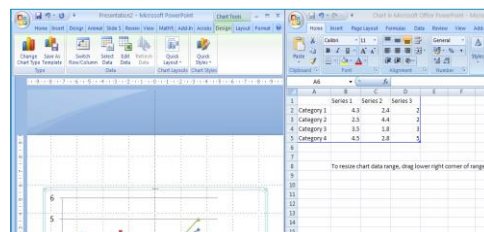
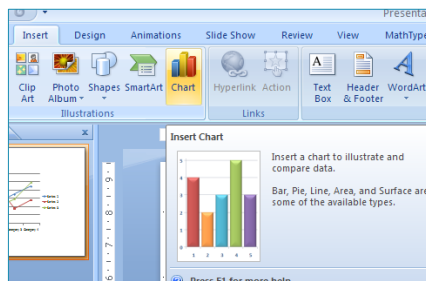
- Avoid 3D-charts if possible



[http://www.presentationzen.com/presentationzen/2007/03/a\\_few\\_weeks\\_ago.html](http://www.presentationzen.com/presentationzen/2007/03/a_few_weeks_ago.html)

# Charts powerpoint

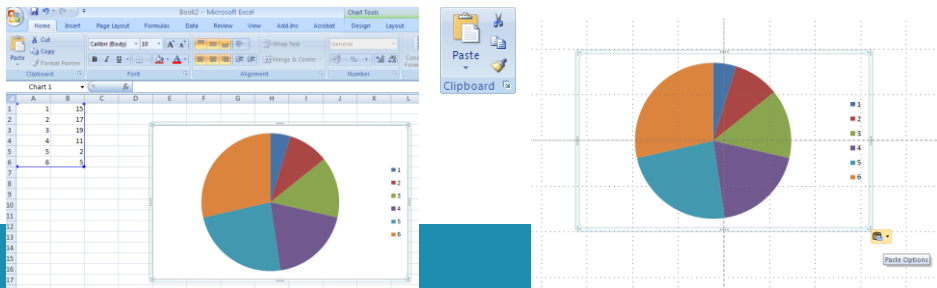
- Start from scratch within PowerPoint
- **Insert > Chart (Invooegen > Diagram)**  
Make a choice and spreadsheet opens



- Chart can be changed > Design

## Charts excel

- Copy chart in Excel
- **Paste (Plakken) (in Home menu)**
  - Embed: information is also in ppt
  - Link
  - Copy as a picture – in case of problems



## Charts from sources other than MS

- When putting charts from different sources (Matlab, SAS, Sigmaplot, ...):
  - Be uniform
  - Try to use the same fonts
  - Import as picture
  - emf (enhanced meta file) gives good results



# Table

- Graphs work best when the data presentation:
  - Is used to communicate a message that is contained in the shape of the data
  - Is used to reveal relationship among many values
- Tables work best when the data presentation:
  - Is used to look up or compare individual values
  - Requires precise values
  - Values involve multiple units of measure
  - Limited number of values
  - **Requires more reading and interpretation than a graph – try to leave them off a poster**
- Use Insert > Table
- Format table

[http://www.informationbuilders.com/new/newsletter/9-2/05\\_lozovsky](http://www.informationbuilders.com/new/newsletter/9-2/05_lozovsky)



# Table

- Insert > Table
  - Select layout
- Layout / Design can be changed
  - Table Tools
- Uniformity
  - Keep same fonts
  - Keep same color palette
  - Clear captions




# Hands on

- Use ExampleChart.xlsx to create a chart
  - Include the chart into the poster
- Use 'Insert Chart' within Powerpoint
- handson-AFF\_A0\_charts
- weather-data.xlsx