

Scientific Poster

Working in PowerPoint
Part2: text, images, etc.



1

Content

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



2

Text



3

Text in a text box

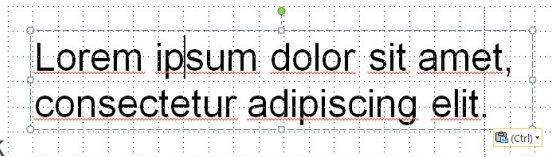
- Select Text Box
 - Click where the Text Box should start. While you type, the Text Box will grow.
 - Click-and-drag the Text Box to determine the width. (Autofit or not)
- Shape (placeholder)
 - Click the shape you want.
 - Click where you want the shape to go, and drag it to the size you want.
 -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



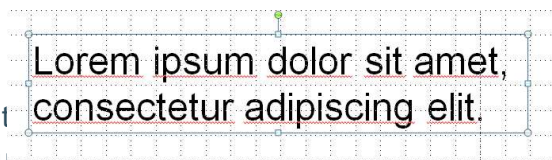
4

Resize text box

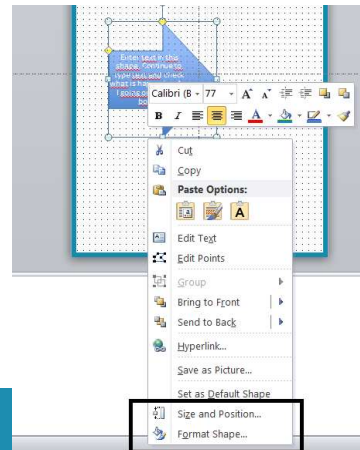
- Click inside box (dashed border), changes happen to text inside



- Click use square handles



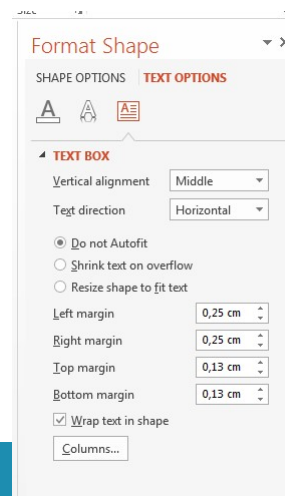
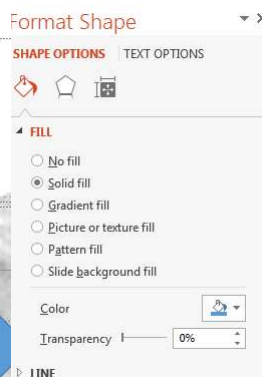
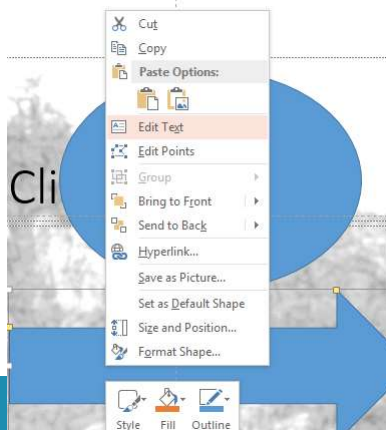
- Use 1
- Lipsum.com



5

Text

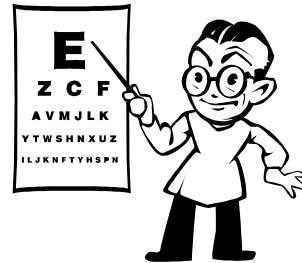
- Select 'Edit Text' to enter text
- Select 'Format Shape' to change the properties



6

Font: dimensions (lower bound)

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



7

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?



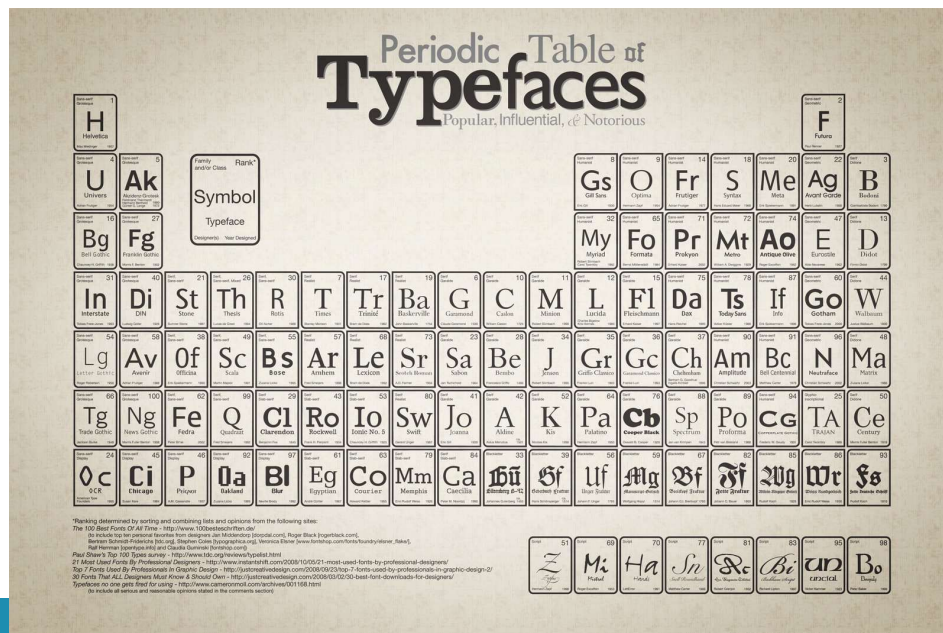
8

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-



9



10

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.

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.

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



13

Rivers of whites

as soon as the spacing exceeds two characters, your performance collapses: rapid reading becomes impossible. You find yourself in the shoes of a beginning reader – the bigram neurons in your letter box area have stopped responding!

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



14

Title

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



15

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.

16

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.



17

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



18

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.



19

Text

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



20

Align: center

REPLACE THIS BOX WITH YOUR ORGANIZATION'S HIGH RESOLUTION LOGO

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 fit 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 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 fit 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.

CONTACT

your name
organization name
Email
Phone
Website

TEMPLATE PROVIDED BY GENIGRAPHICS – 800.790.4001

REPLACE THIS TEXT WITH YOUR TITLE

John Smith, MD¹; Jane Doe, PhD²; Frederick Smith, MD, PhD^{1,2}
¹University of Affiliation, ²Medical Center of Affiliation

RESULTS


Genigraphics has provided this template to assist in preparation of a medical or scientific research poster. The dimensions are set to 36" high by 48" wide but prints can also be scaled up proportionally as large as 54" high by 72" wide. When you order your print we will know to scale the original file to the size you specify.


For other sizes, visit us at www.genigraphics.com or send an email request to info@genigraphics.com or give us a call toll free at 1.800.790.4001

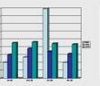
The various elements and text boxes included in this template are examples of what we commonly see on posters of this kind. They are simply placeholders and you should feel free to add, delete, re-arrange, re-name, or re-size as best suits your needs.

Choose Genigraphics to print your poster and we will perform a free design review and advise you if we see anything that may be a concern for printing.

We print directly from PowerPoint so your poster will look just like it does on screen. Other printing outlets (Kinko's, for example) convert your file to another format prior to printing. This can result in elements shifting, loss of effects, or altered colors. By printing from the same version of PowerPoint that your file was created in, Genigraphics gives you the most accurate reproduction available.


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				

Table 1. Label in 24pt Arial

DISCUSSION

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 fit 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.

CONCLUSIONS

Click here to insert your Conclusions text. 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.

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 6 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.



21

Align: justify

REPLACE THIS BOX WITH YOUR ORGANIZATION'S HIGH RESOLUTION LOGO

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 fit 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 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 fit 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.

CONTACT

your name
organization name
Email
Phone
Website

TEMPLATE PROVIDED BY GENIGRAPHICS – 800.790.4001

REPLACE THIS TEXT WITH YOUR TITLE

John Smith, MD¹; Jane Doe, PhD²; Frederick Smith, MD, PhD^{1,2}
¹University of Affiliation, ²Medical Center of Affiliation

RESULTS


Genigraphics has provided this template to assist in preparation of a medical or scientific research poster. The dimensions are set to 36" high by 48" wide but prints can also be scaled up proportionally as large as 54" high by 72" wide. When you order your print we will know to scale the original file to the size you specify.


For other sizes, visit us at www.genigraphics.com or send an email request to info@genigraphics.com or give us a call toll free at 1.800.790.4001

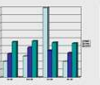
The various elements and text boxes included in this template are examples of what we commonly see on posters of this kind. They are simply placeholders and you should feel free to add, delete, re-arrange, re-name, or re-size as best suits your needs.

Choose Genigraphics to print your poster and we will perform a free design review and advise you if we see anything that may be a concern for printing.

We print directly from PowerPoint so your poster will look just like it does on screen. Other printing outlets (Kinko's, for example) convert your file to another format prior to printing. This can result in elements shifting, loss of effects, or altered colors. By printing from the same version of PowerPoint that your file was created in, Genigraphics gives you the most accurate reproduction available.


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				

Table 1. Label in 24pt Arial

DISCUSSION

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 fit 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.

CONCLUSIONS

Click here to insert your Conclusions text. 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.

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 6 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.



22

Align: left

TEMPLATE PROVIDED BY GENIGRAPHICS – 800.790.4001
REPLACE THIS TEXT WITH YOUR TITLE

REPLACE THIS BOX WITH YOUR ORGANIZATION'S HIGH RESOLUTION LOGO

John Smith, MD¹; Jane Doe, PhD²; Frederick Smith, MD, PhD^{1,2}
¹University of Affiliation, ²Medical 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 30" 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 fit 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.

RESULTS

Genigraphics has provided this template to assist in preparation of a medical or scientific research poster. The dimensions are set to 36" high by 48" wide but prints can also be scaled up proportionally as large as 54" high by 72" wide. When you order your print we will know to scale the original file to the size you specify.

For other sizes, visit us at www.genigraphics.com or send an email request to info@genigraphics.com or give us a call toll free at 1.800.790.4001.

The various elements and text boxes included in this template are examples of what we commonly see on posters of this kind. They are simply placeholders and you should feel free to add, delete, re-arrange, re-name, or re-size as best suits your needs.

Choose Genigraphics to print your poster and we will perform a free design review and advise you if we see anything that may be a concern for printing.

We print directly from PowerPoint so your poster will look just like it does on screen. Other printing outlets (Kwikis, for example) convert your file to another format prior to printing. This can result in elements shifting, loss of effects, or altered colors. By printing from the same version of PowerPoint that your file was created in, Genigraphics gives you the most accurate reproduction available.

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 fit 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.

CONTACT

your name:
organization name:
Email:
Phone:
Website:

METHODS AND MATERIALS

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 fit 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.




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				

Table 1. Label in 24pt Arial.

CONCLUSIONS

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

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.

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 24pt and is easily readable up to 6 feet away. Try to stay between 18pt – 28pt 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 this setting.



23

Hands on

- Create a Title + Author list
- Put text boxes on the poster (use lipsum.com)
- handson-AFF_A0_text

24

Images



25

Images

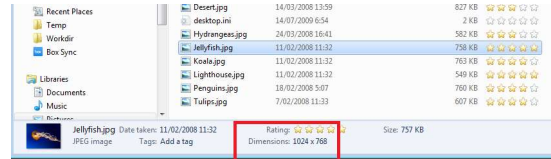
- Useful information: <https://it.hms.harvard.edu/services/research-computing-solutions/research-imaging-solutions/ris-seminar-handouts>
- Get the correct resolution
 - Avoid clip-art (be professional)
 - No web images
 - No overkill on resolution (scan, digital pictures)
 - Process images outside PowerPoint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



26

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



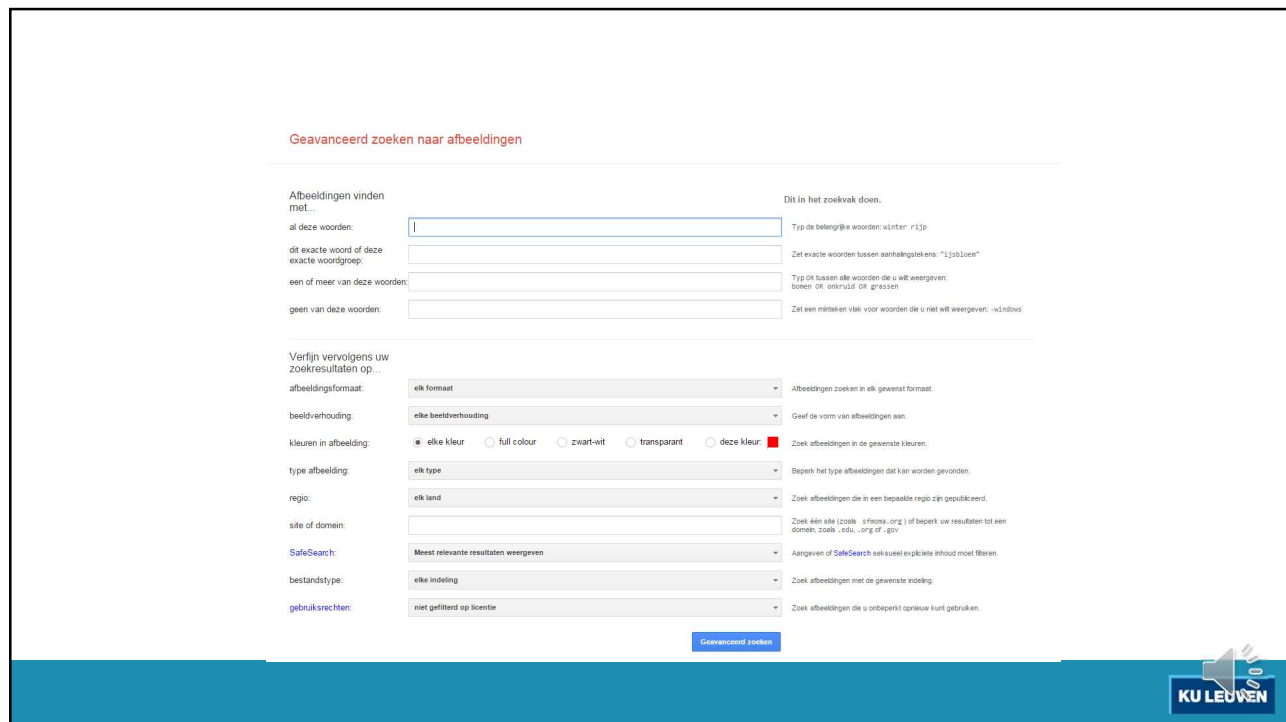
27

Copyright free images

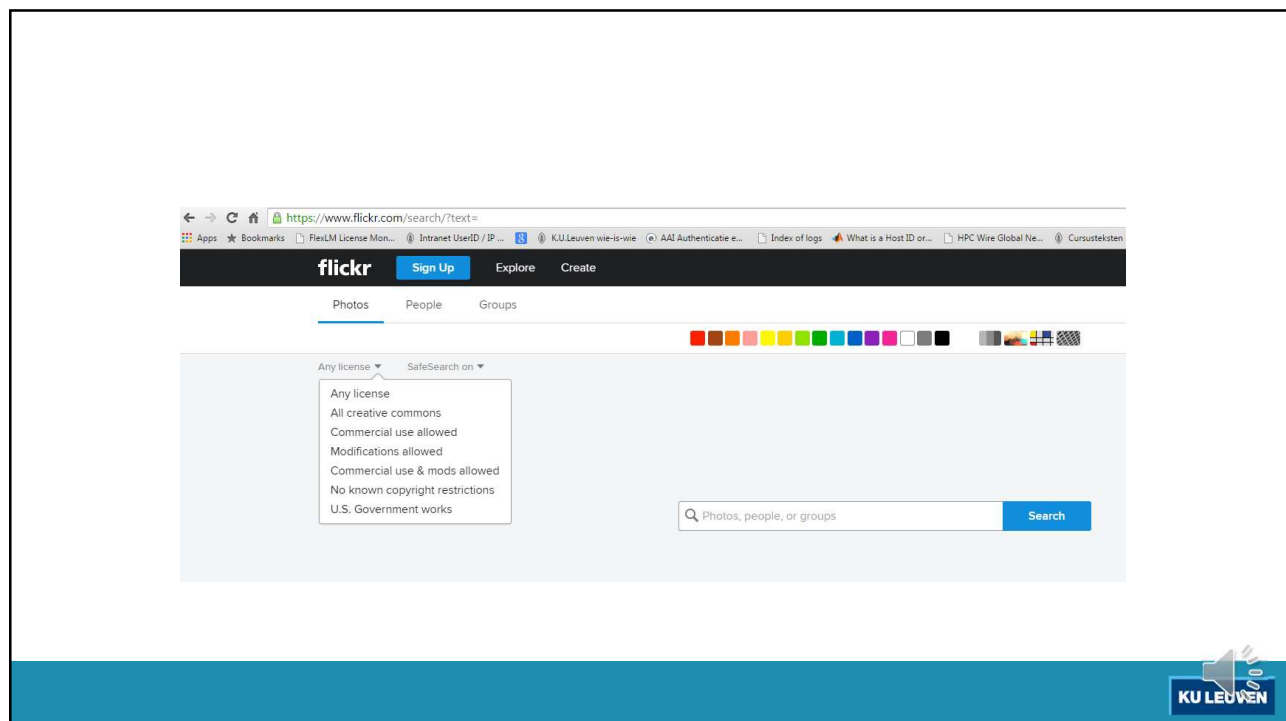
- Morgue File - <https://www.morguefile.com/>
- Wikimedia Commons - <https://commons.wikimedia.org/>
- Library of Congress Prints & Photographs online <https://www.loc.gov/pictures/>
- Google Images using the 'usage rights' filter. - https://www.google.be/advanced_image_search
- Flickr Creative Commons - Only search within **Creative Commons**-licensed content - <https://www.flickr.com/search/>
- <https://www.freepik.com/>
- <https://ian.umces.edu/imagelibrary/>



28



29



30

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

Images

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

Images

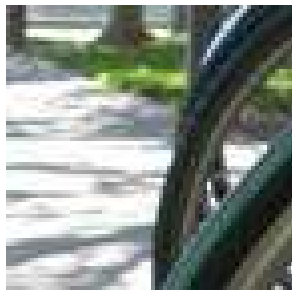
- Do not forget:
 - Legend
 - Scale
- Images with a small border seem to look better



33

Images

72 ppi
1 inch square



150 ppi
1 inch square



300 ppi
1 inch square



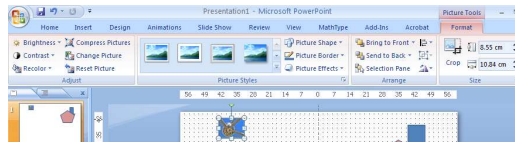
Valerie Griffith (ucdavis – powerup with powerpoint)



34

Images

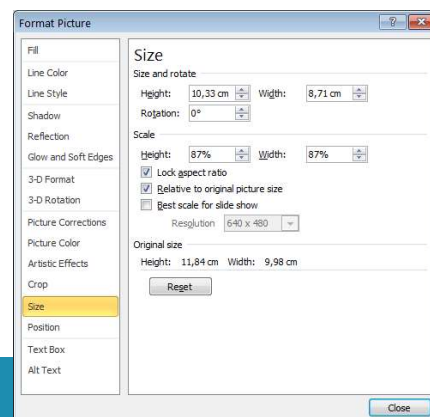
- Insert:
 - Use insert menu (best choice)
 - Copy/paste using the clipboard (image quality can decrease)
 - Default resolution in PowerPoint is 96 dpi
- Image can be edited further
Picture tools > format



35

Images

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



36

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



**ASSOCIATIE
KU LEUVEN**

KU LEUVEN

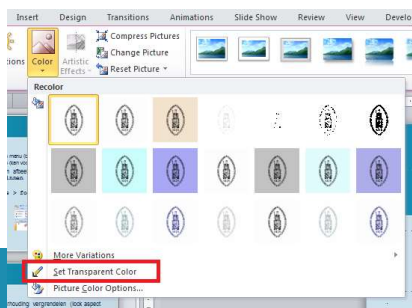


37

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

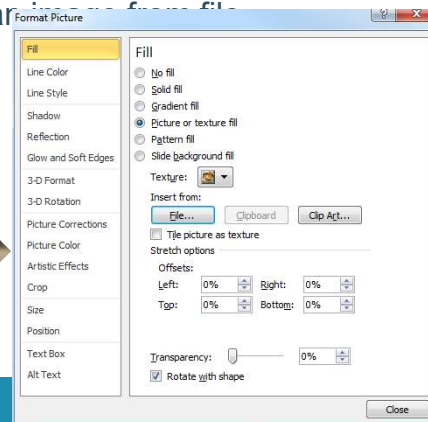
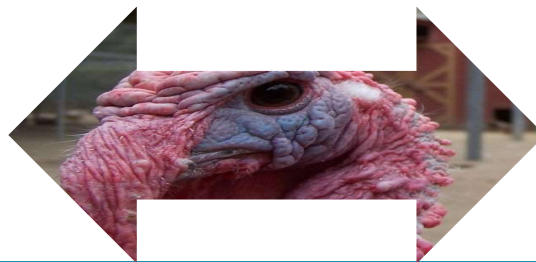


38

Tip



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



39

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



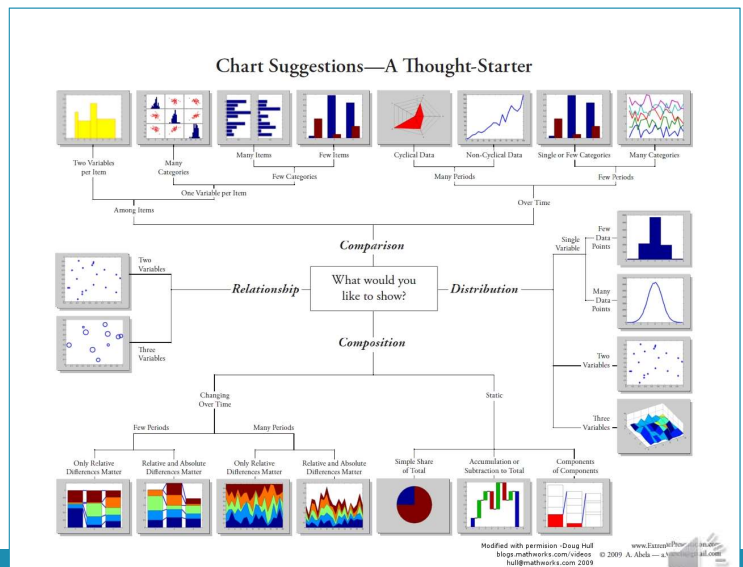
40

Chart

41

What chart?

Andrew Abela:
extremerepresentation.typepad.com/blog/2006/09/choosing_a_good.html



42

More info

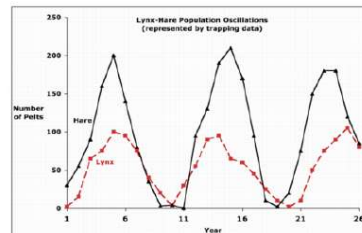
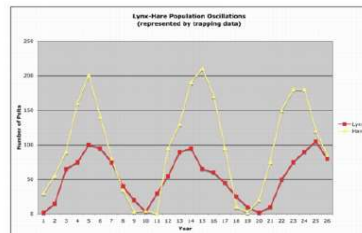
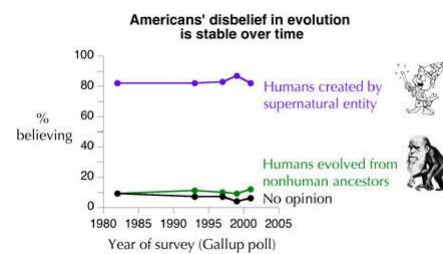
- <https://depictdatastudio.com/charts/>
- <https://coolinfographics.com/dataviz-guides>
- <https://datavizblog.com/tag/chart/>
- <http://labs.juiceanalytics.com/chartchooser/index.html>



43

Charts

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



44

Charts

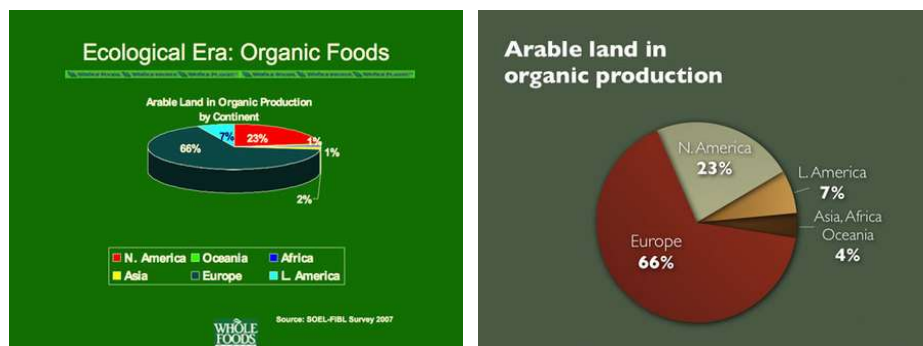
- Keep the same color palette
- Text on charts in same font type as other text fields
 - If not possible in source software, add text boxes as axis labels
- Put meaningful captions
 - Same rules as for title: short and clear



45

Charts

- Avoid 3D-charts if possible

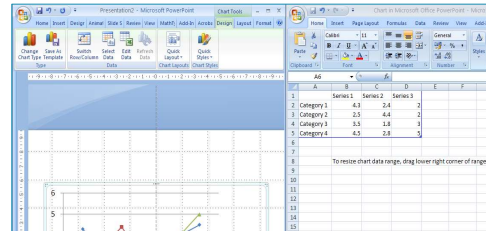


http://www.presentationzen.com/presentationzen/2007/03/a_few_weeks_ago.html

46

Charts powerpoint

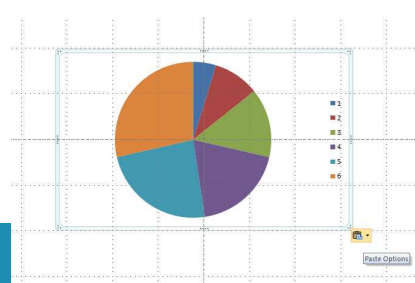
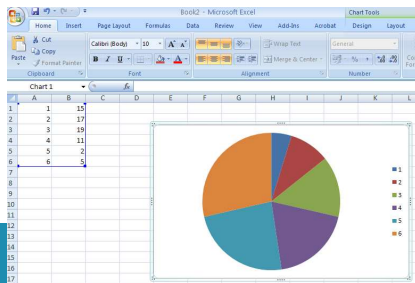
- Start from scratch within PowerPoint
- **Insert > Chart (Invvoegen > Diagram)**
Make a choice and spreadsheet opens



- 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



49

Table

- 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
- 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
- Use Insert > Table
- Format table



http://www.informationbuilders.com/new/newsletter/9-2/05_lozovsky

50

Table

- Insert > Table
 - Select layout

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



51

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



52