

Scientific Poster

Working in PowerPoint
Part2: text, images, etc.

1

Content

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



2

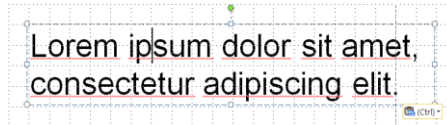
Text

Text in a text box

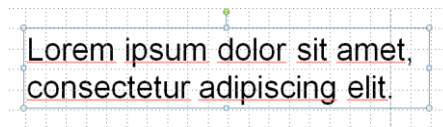
- Select Text Box
 - Click where the Text Box should start. While you type, the Text Box will grow.
 - Click-and-drag the Text Box to determine the width. (Autofit or not)
- Shape (placeholder)
 - Click the shape you want.
 - Click where you want the shape to go, and drag it to the size you want.
 -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

Resize text box

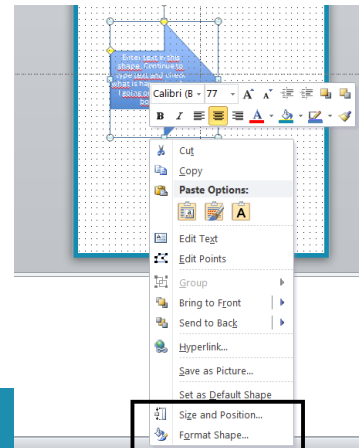
- Click inside box (dashed border), changes happen to text inside



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



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

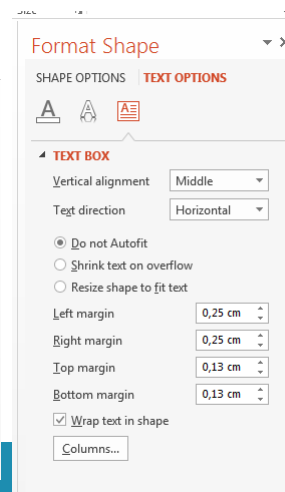
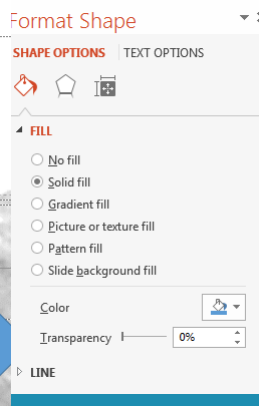
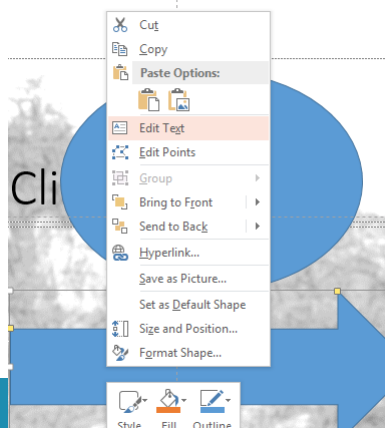


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5

Text

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

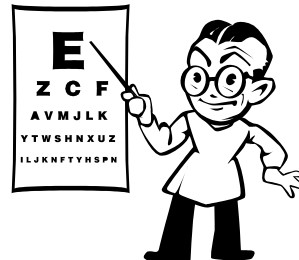


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Font: dimensions (lower bound)

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



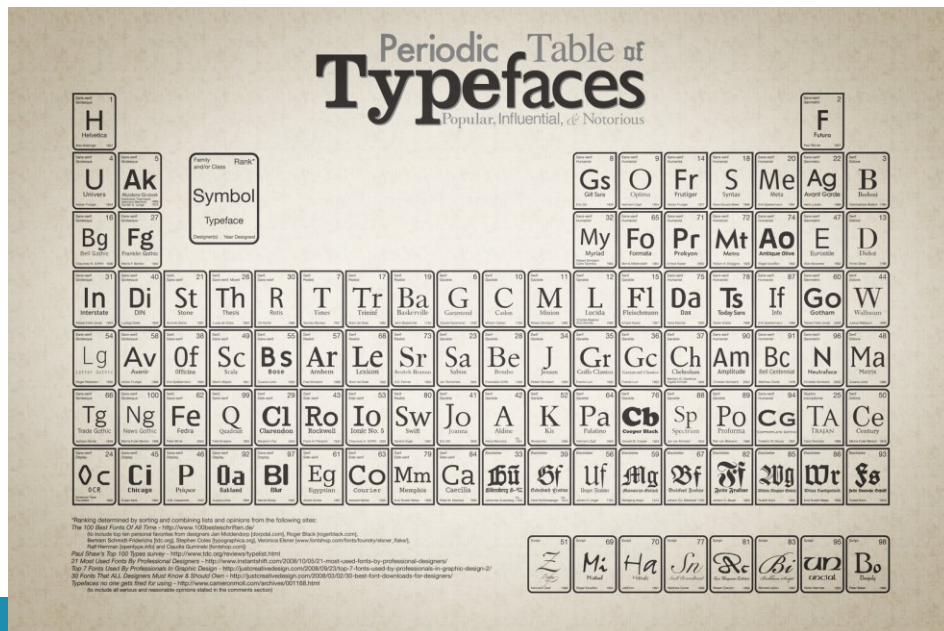
Font

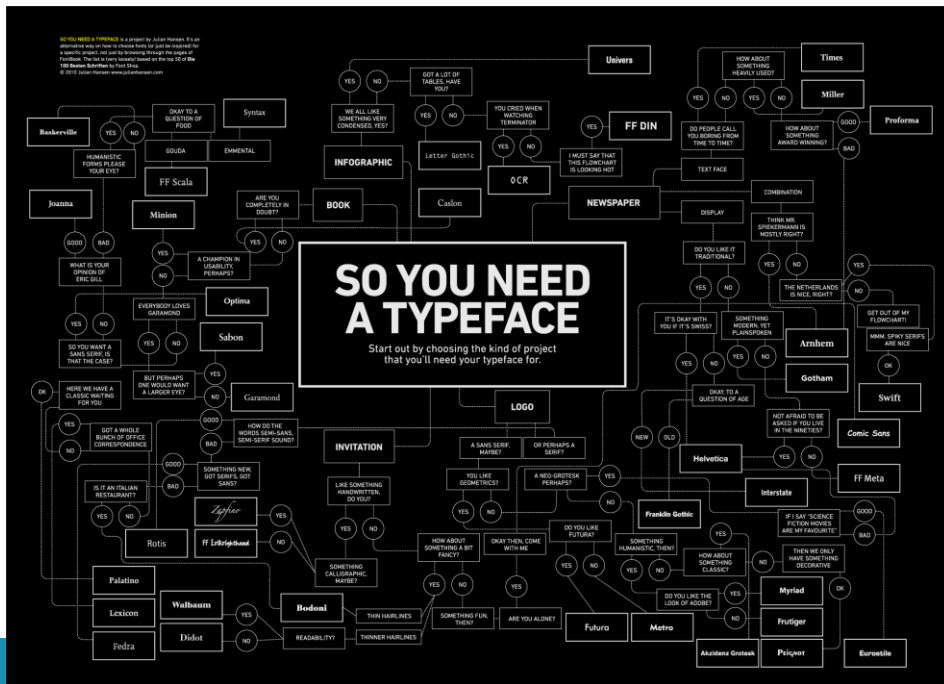
- Use standard fonts
 - less problems when printing
- Easy to read
 - Arial, Calibri, Tahoma, Verdana
- Stick to two fonts
 - Be consistent
 - Leave out:
 - Word art
 - drop shadows
 - gradients

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>

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Rivers of whites

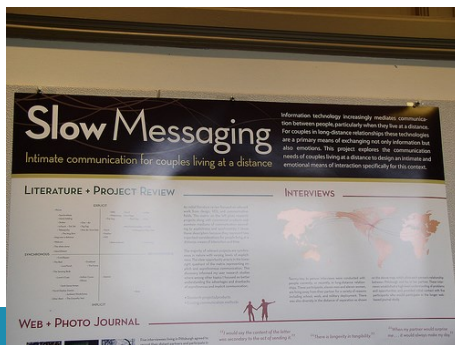
as soon as the spacing exceeds two characters, your performance collapses: rapid reading becomes impossible. You find yourself in the shoes of a beginning reader – the bigram neurons in your letter box area have stopped responding!

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

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Title

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



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15

Text: title box (1 text box)



- Type text
 - 1 text box
 - Title on top
 - Put border 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 mollies felis dictum. Donec non ultrices neque. Suspendisse enim denim, gravida viverra sem ut.

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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 wt. felis dictum. Donec non ultrices neque. Suspendisse enim wt., gravida viverra sem ut.

Text

- Emphasis
 - Use **bold** (*preferred*) 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 nib, 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 ridicules, 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, 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 36" x 48" poster. Try to stay between 28pt – 40pt for best viewing.

INTRODUCTION

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CONTACT

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

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Figure 1. Label in 24pt Arial.




Figure 2. Label in 24pt Arial.




Chart 1. Label in 24pt Arial.




Table 1. Label in 24pt Arial.

DISCUSSION

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Align: justify

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


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


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Align: left

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WITH YOUR
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METHODS AND MATERIALS

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

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CONTACT

Your name:
 Your organization name:
 Phone:
 Website:

Figure 1. Letter in 32pt Arial.

Figure 2. Letter in 32pt Arial.

Chart 1. Letter in 32pt Arial.

Table 1. Letter in 32pt Arial.

Hands on

- Create a Title + Author list
- Put text boxes on the poster (use [lipsum.com](https://www.lipsum.com/))
- handson-AFF A0 text

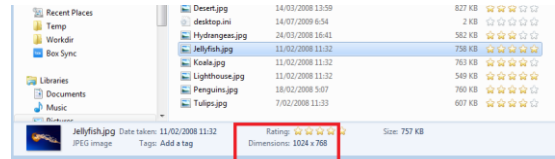
Images

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 (gif)
 - 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
- Demo: fonske



KU LEUVEN

27

Images

72 ppi
1 inch square



150 ppi
1 inch square



300 ppi
1 inch square



Valerie Griffith (ucdavis – powerup with powerpoint)

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28

Can I use that picture?

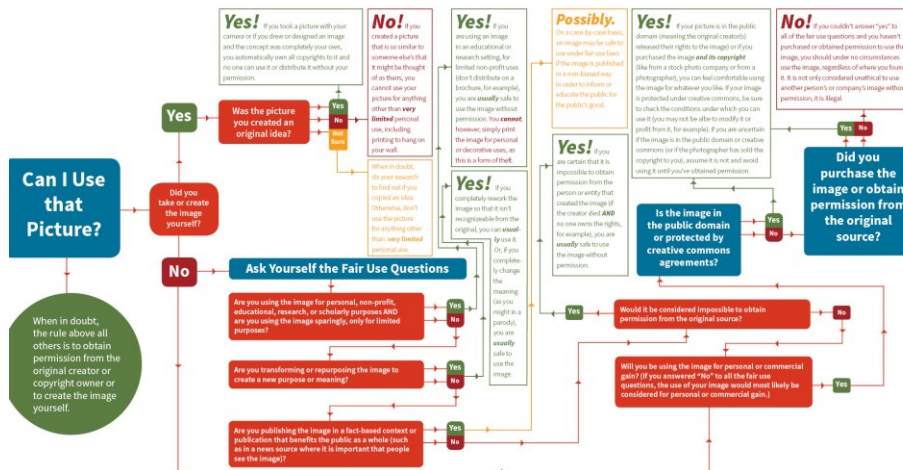
- <https://thevisualcommunicationguy.com/2014/07/14/can-i-use-that-picture/>
- Check the flowchart.
- “found on the internet” does not mean “free to use”
- **Use your own images if possible.**

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29

Can I Use that Picture?

The Terms, Laws, and Ethics for Using Copyrighted Images



What if I found the picture on social media or a website?

While the laws about distributing images through social media channels like Facebook, Pinterest, and blogs can sound fuzzy, it is generally considered socially acceptable to redistribute an image that was originally intended to be publicly viewed by the creator. This is why you will typically find original images re-posted on blogs, news sites, and social media channels even if the person re-distributing the images didn't obtain permission to do so.

However, much depends on the way in which you intend to use the image. It is unethical to redistribute an image on Facebook, for example, if a person didn't intend for the image to go public in the first place. It is also a form of plagiarism to post an image on your blog or website without citing the original source (and it is considered best practice to link back to the original source as well).

Pay attention to the fair use laws and other questions to the left when considering using other images you find online. Be careful about using others' images for personal gain, commercial gain, and even formal presentations without obtaining permission first.

Copyright

The protection given to any created image or work from being copied or distributed without permission. All images are immediately given copyright to the creator when the image is created.

Fair Use

The legal right to use copyrighted images as long as the images are used for educational, research, or personal use or as long as the image benefits the public good in some way.

Creative Commons

Images that are copyrighted but that the creator has put provisions on their use. A creative commons license might stipulate, for example, that an image can be used as long as it isn't modified in any way.

Public Domain

Images that no longer have copyright restrictions either because the creator willingly relinquished their copyright or because the creator is dead AND no one owns the copyright.

TheVisualCommunicationGuy.com | 2014

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30

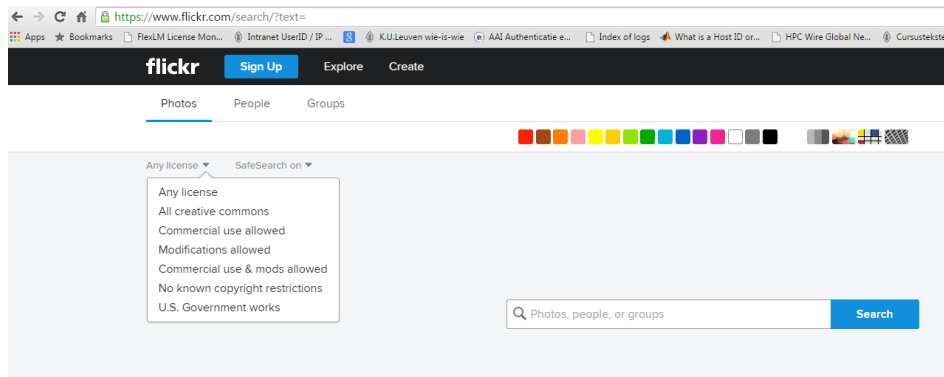
Copyright free images

- 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/>

Geavanceerd zoeken naar afbeeldingen

Afbeeldingen vinden met...		Dit in het zoekvak doen.	
al deze woorden:	<input type="text"/>	Typ de belangrijke woorden: winter rijk	
dit exacte woord of deze exacte woordgroep:	<input type="text"/>	Zet exacte woorden tussen aanhalingstekens: "ijsbloes"	
een of meer van deze woorden:	<input type="text"/>	Typ om tussen alle woorden die u wilt weergeven: bosjes OR orchidee OR grassen	
geen van deze woorden:	<input type="text"/>	Zet een minteken vlak voor woorden die u niet wilt weergeven: -vindoes	

Verfijn vervolgens uw zoekresultaten op...		
afbeeldingsformaat:	<input type="text"/>	Afbeeldingen zoeken in elk gewenst formaat.
beeld-verhouding:	<input type="text"/>	Geef de vorm van afbeeldingen aan.
kleuren in afbeelding:	<input checked="" type="radio"/> elke kleur <input type="radio"/> full colour <input type="radio"/> zwart-wit <input type="radio"/> transparant <input type="radio"/> deze kleur: <input type="color"/>	Zoek afbeeldingen in de gewenste kleuren.
type afbeelding:	<input type="text"/>	Beprek het type afbeeldingen dat kan worden gevonden.
regio:	<input type="text"/>	Zoek afbeeldingen die in een bepaalde regio zijn gepubliceerd.
site of domein:	<input type="text"/>	Zoek één site (zoals vimeo.org) of beperk uw resultaten tot een domein: zoals .edu, .org of .gov
SafeSearch:	<input type="text"/>	Aangeven of SafeSearch seksueel expliciete inhoud moet filteren.
bestands-type:	<input type="text"/>	Zoek afbeeldingen met de gewenste indeling.
gebruiksrechten:	<input type="text"/>	Zoek afbeeldingen die u onbeperkt opnieuw kunt gebruiken.



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/pixelated"
- 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)

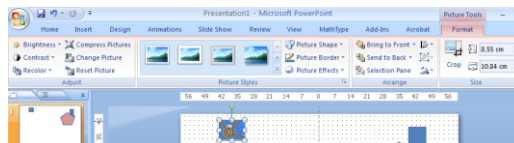
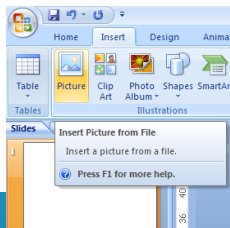
Images

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



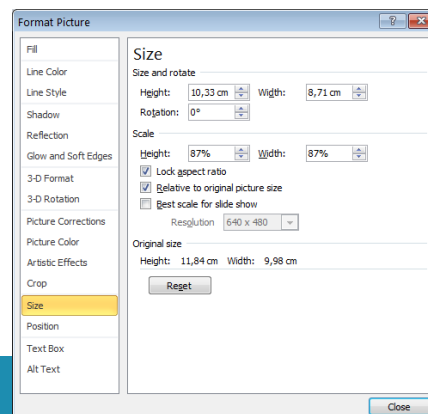
Images

- 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

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



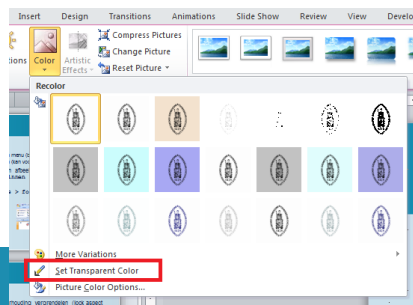
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39

sedes



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



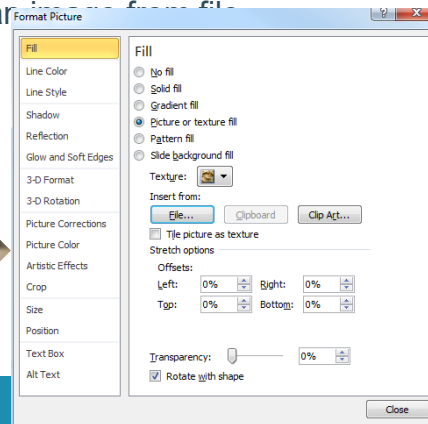
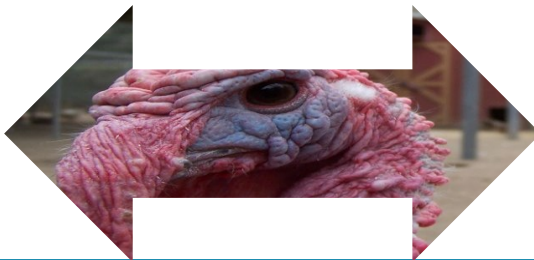
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40

Tip



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



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41

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

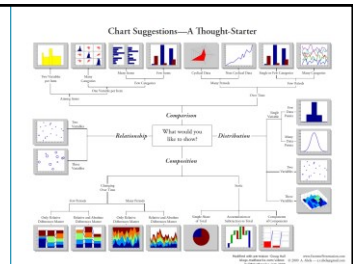
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42

Chart

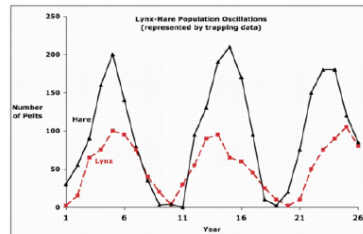
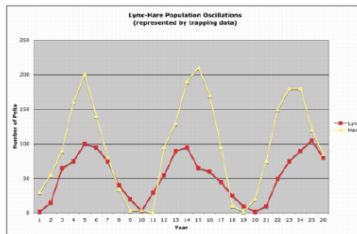
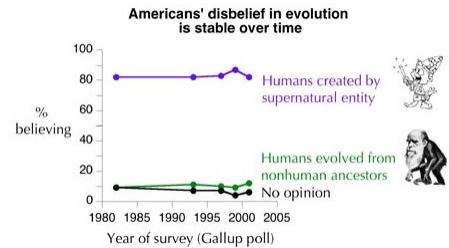
Graphs, charts

- 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

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



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45

Charts

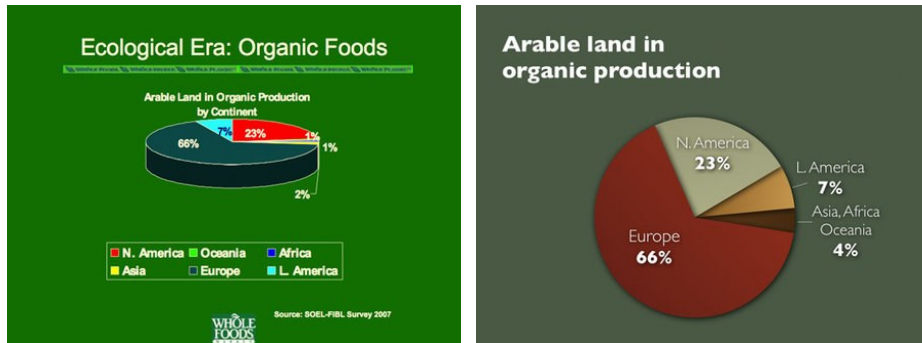
- Keep the same color palette
- Text on charts in same font type as other text fields
 - If not possible in source software, add text boxes as axis labels
- Put meaningful captions
 - Same rules as for title: short and clear

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46

Charts

- Avoid 3D-charts if possible



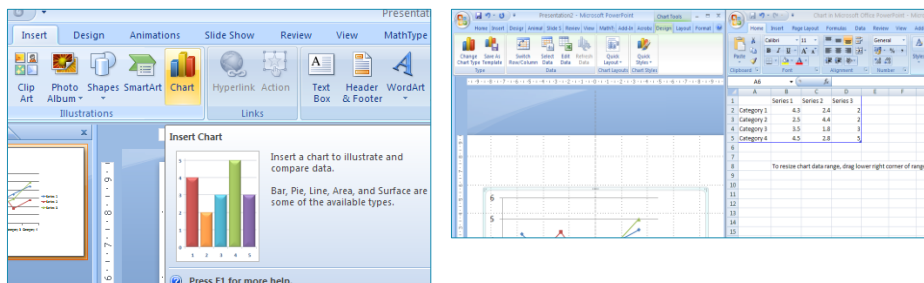
http://www.presentationzen.com/presentationzen/2007/03/a_few_weeks_ago.html

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47

Charts PowerPoint

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



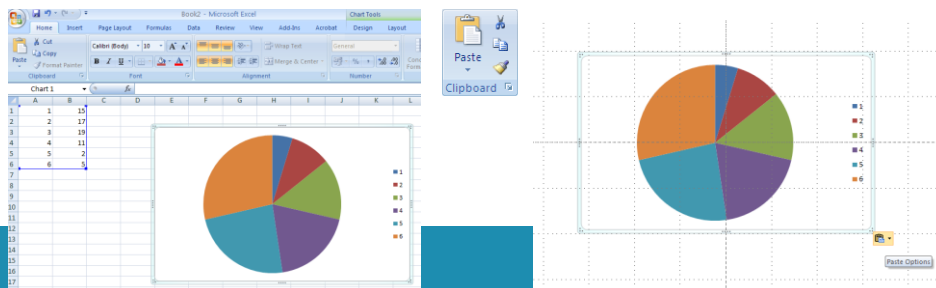
- Chart can be changed > Design

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Charts excel

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



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Charts from sources other than Microsoft

- 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

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50

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
 - Avoid large tables
 - **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

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Table

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

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52

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