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Scientific Poster

Working in PowerPoint
Part2: text, images, etc.

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Content

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

Ok, smarty pants, give me a new PowerPoint tip, something not shared before.
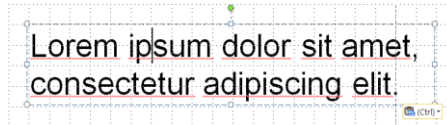
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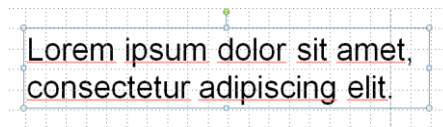2

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.
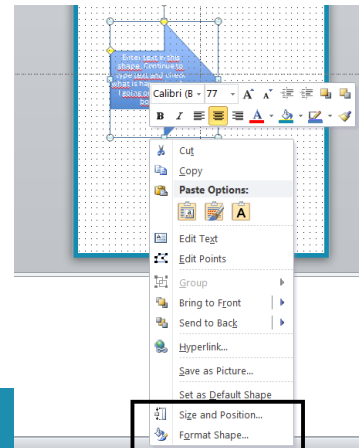 - Right-click the AutoShape, click Edit Text, and then type your text.

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Resize text box

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

  Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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

  Lorem ipsum dolor sit amet, consectetur adipiscing elit.
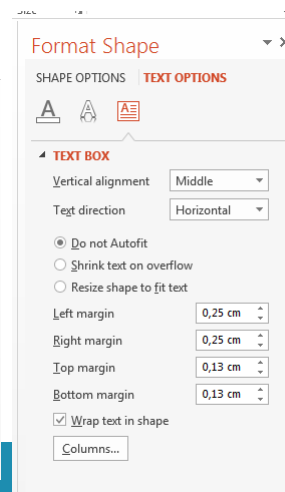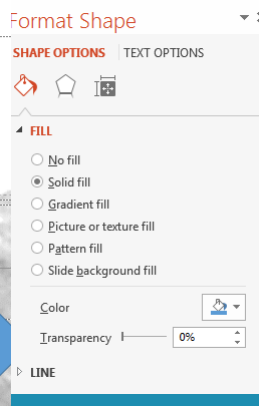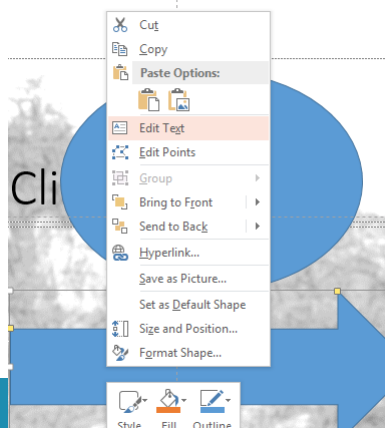
- Use the properties
- https://lipsum.com

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

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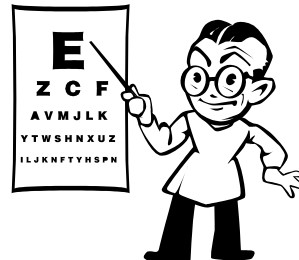
Font

- 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?

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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-

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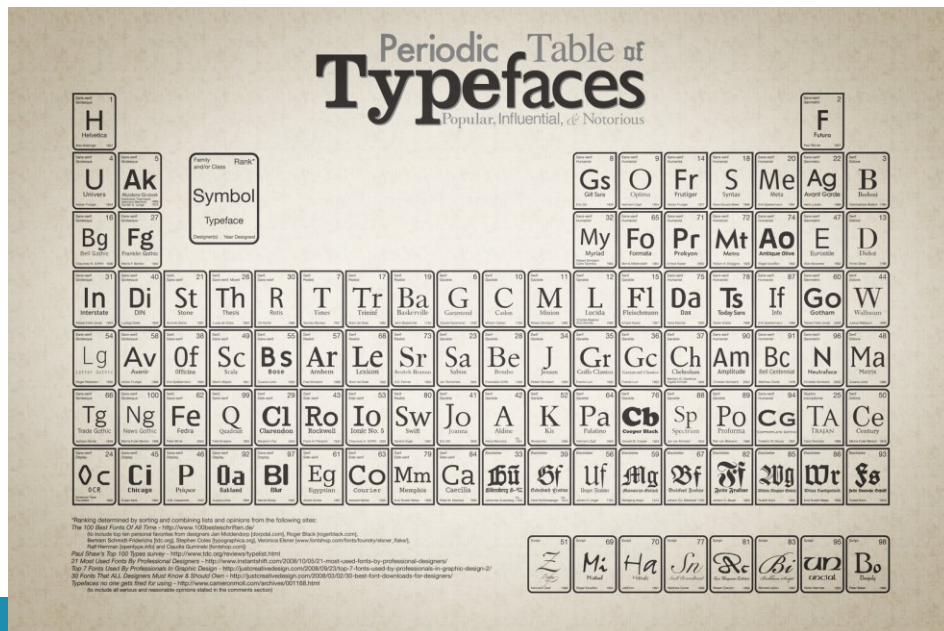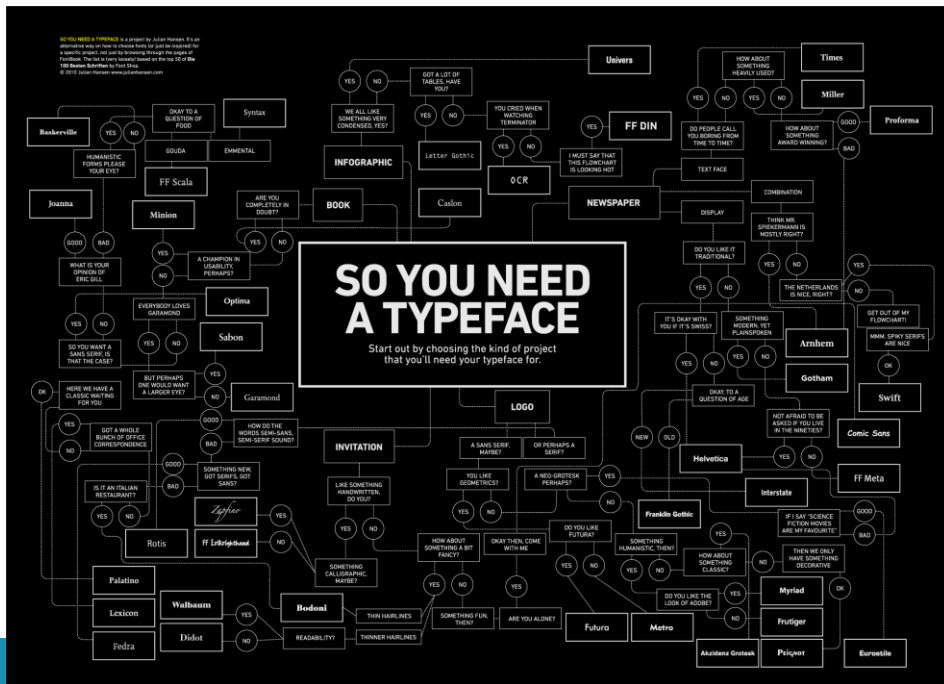
Text

- 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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Rivers of whites

as soon as the spacing exceeds two characters, your performance col-lapses: rapid reading becomes impossible. You find yourself in the shoes of a beginning reader—the bigram neu-rons in your letter box area have stopped responding!

Taken from L. Tetlan, Designing Academic Posters

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Title

- Title
  - < 6 words, capital letters only allowed
  - Careful with capital letters only, too busy
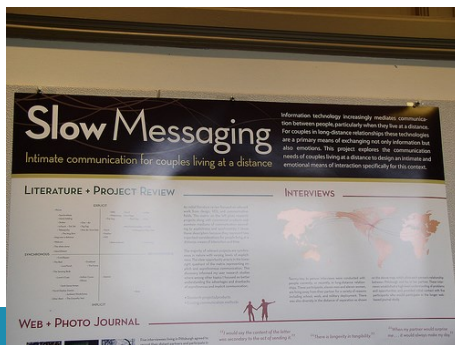
Text: title box (1 text box)

- 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.

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.

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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

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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 <u>adipiscing</u> elit. Praesent purus ipsum, mollis vitae sollicitudin ut, volutpat eget libero. Suspendisse vel nisl erat. Vestibulum varius posuere mauris <u>pharetra</u> euismod. Aliquam eget magna massa, ac lacinia tortor. Vivamus gravida, sapien a dapibus tincidunt, neque felis volutpat tortor, at aliquet turpis ligula vitae lectus. <u>Pellentesque</u> 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

Align: justify

Align: left

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 (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
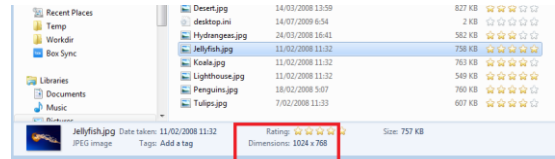
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Images

72 ppi	150 ppi	300 ppi
1 inch square	1 inch square	1 inch square

Valerie Griffith (ucdavis – powerup with powerpoint)

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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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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/

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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

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Images

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

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Images

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

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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`
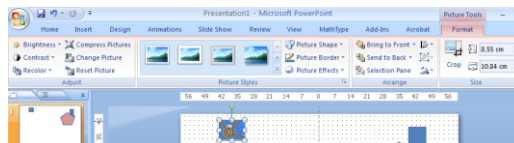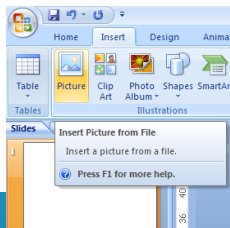
Images

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

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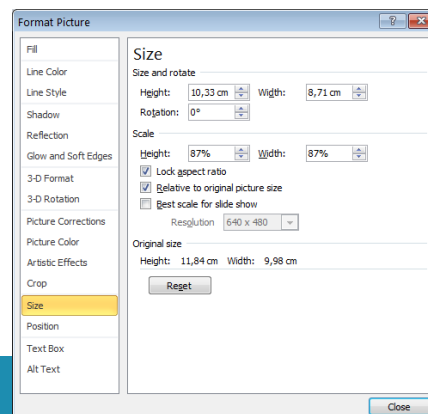
- KU Leuven logo's: https://admin.kuleuven.be/mykuleuven/thema/ict-communicatie-evenementen/communicatierichtlijnen-tools/lay-out-en-drukwerk/logo-sedes
- Take care:
    - Resolution
    - Transparency

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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
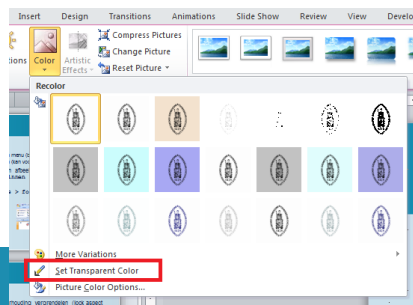
Tip

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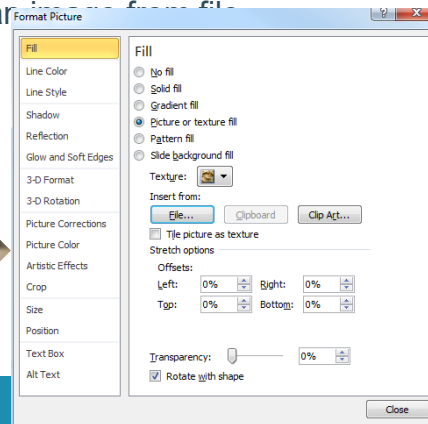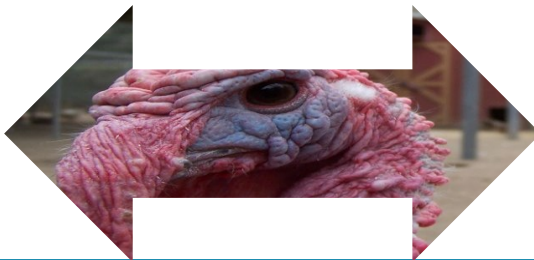
Hands on

- 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
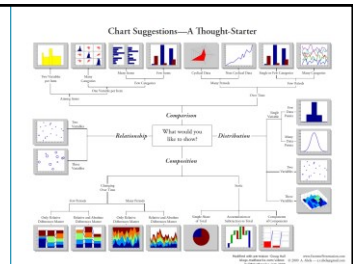
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Charts

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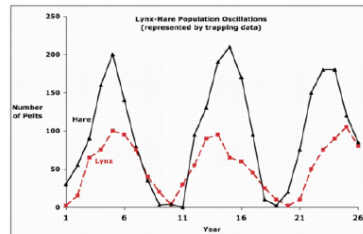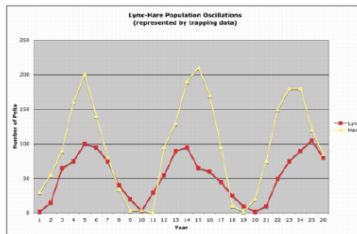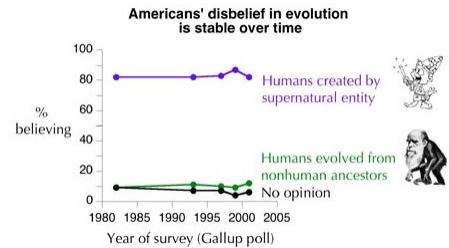
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Charts

- 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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Charts

- Avoid 3D-charts if possible
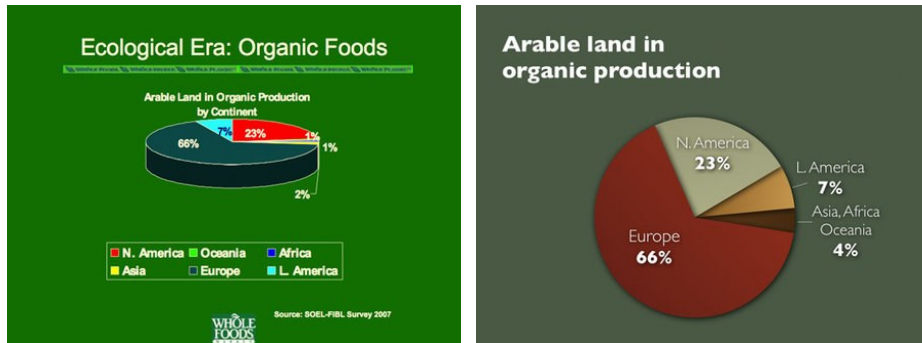
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Charts PowerPoint

- Start from scratch within PowerPoint
- **Insert > Chart (Invoegen > Diagram)**
  Make a choice and spreadsheet opens
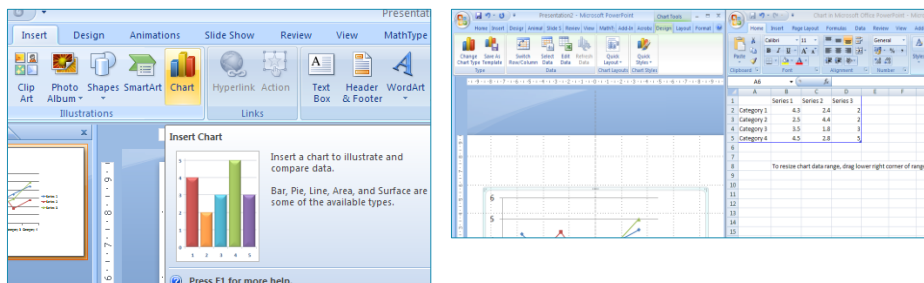
- Chart can be changed > Design

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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
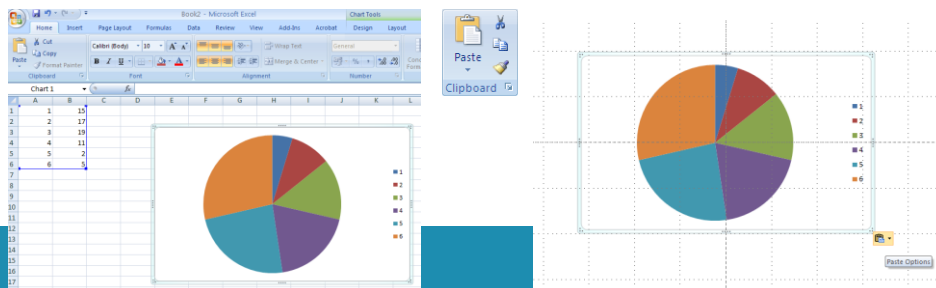
Charts from sources other than Microsoft

- 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

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

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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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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

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