

Scientific Poster

Working in PowerPoint
Part1: setup

Content

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

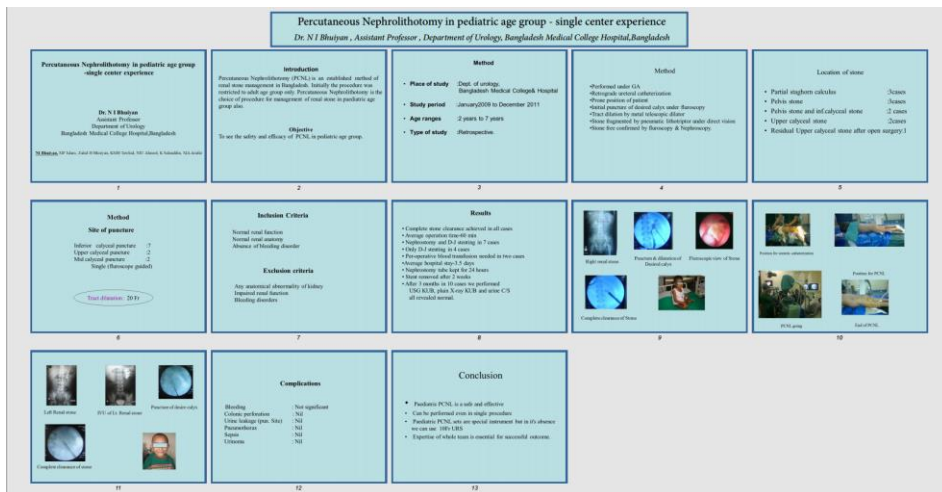


Before you start

Note for technophobes

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





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

PowerPoint?

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

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

- Check: <https://skills.it.ox.ac.uk/files/itlcprr001notespostersimprovingpdf>

Software

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

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

Get ready

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

Step1: the framework

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

Steps 2: fill it out

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

Steps 3: check it and tune it

Proof read	Spell check
Format and adjust	Aim for consistency

Setup the framework

Dimensions poster

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

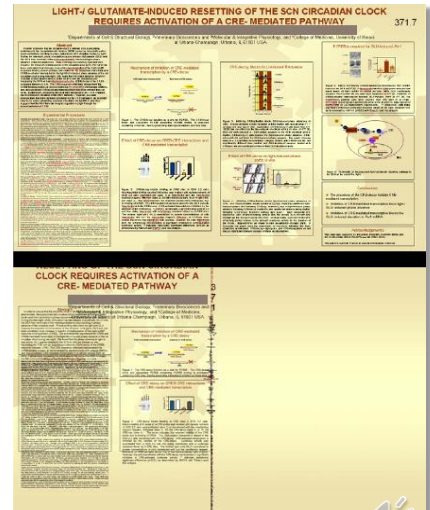
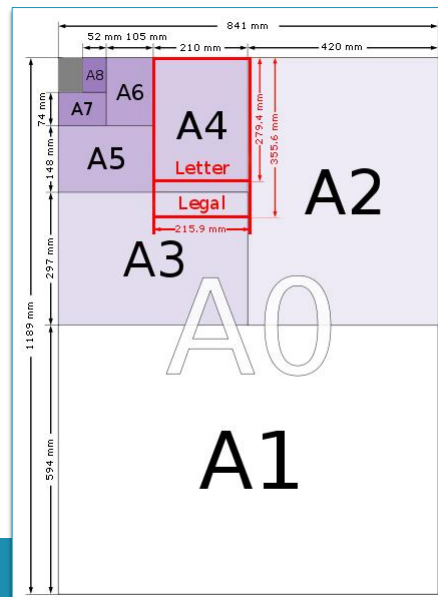


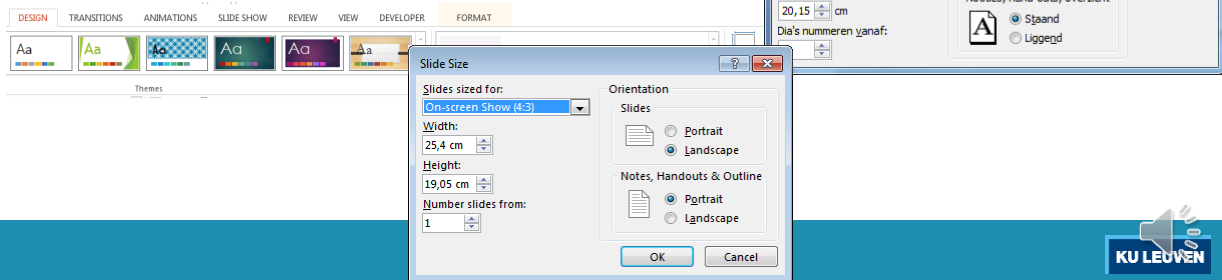
Table of Paper Sizes

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



Page size

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



Dimensions poster

- Check with the organization for available space

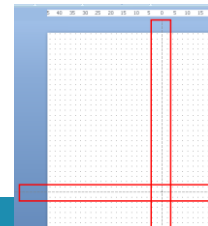
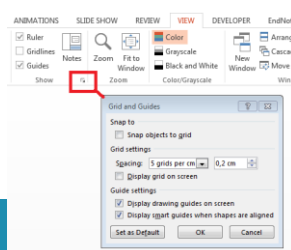
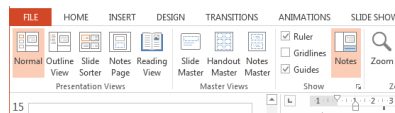


Dimensions poster



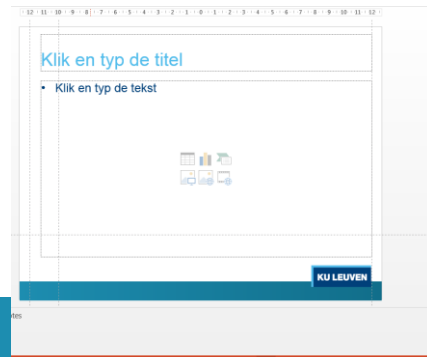
Ruler & guides

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



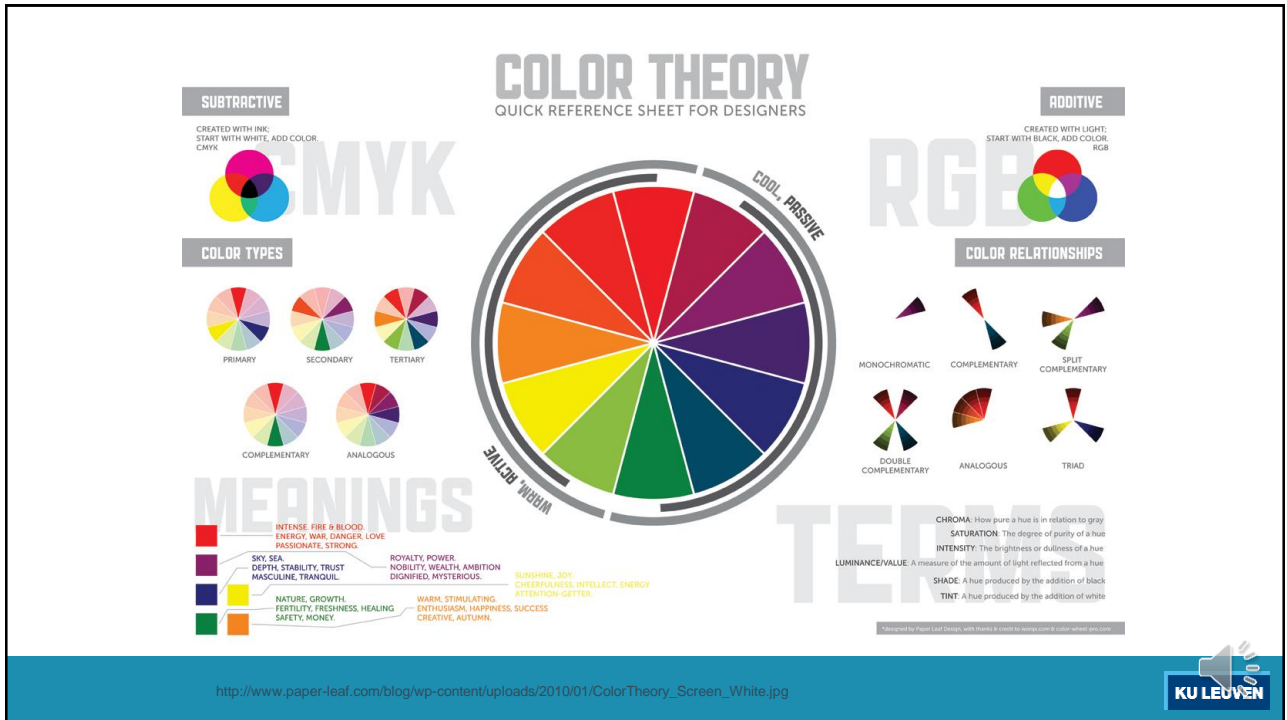
Zoom

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



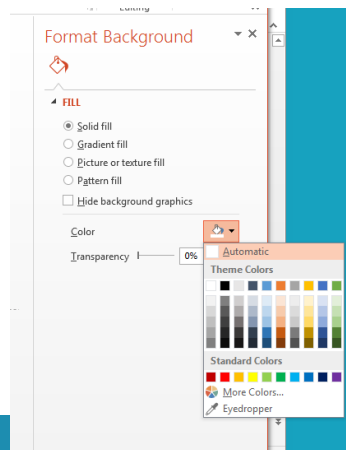
Color scheme

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

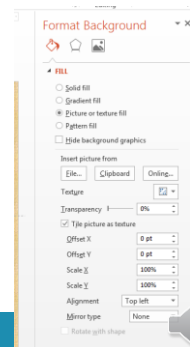


Set background

- Right click on background
 - Solid fill
 - Light color

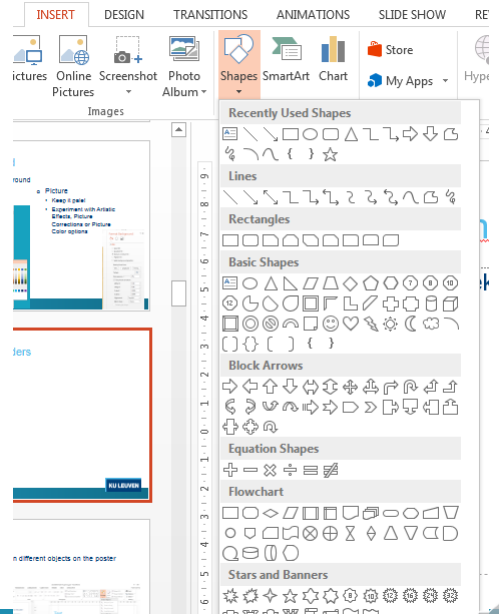


- Picture
 - Keep it pale!
 - Experiment with Artistic Effects, Picture Corrections or Picture Color options (no overkill!)



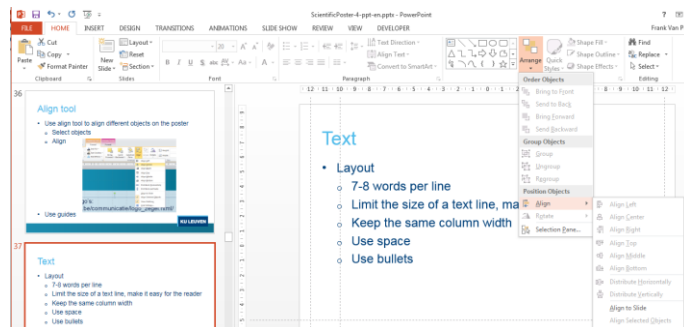
Insert placeholders

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



Align tool

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



- Use guides

Shortcut keys

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

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



Hands on

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



Cheating tip



- Start with KU Leuven template
- <https://admin.kuleuven.be/mykuleuven/thema/ict-communicatie-evenementen/communicatierichtlijnen-tools/lay-out-en-drukwerk/postersjablonen>
- Have your favorite template from internet, use it in the KU Leuven template
- Adjust the colors
 - Instant eye-dropper: <http://instant-eyedropper.com/>
- Start filling out the boxes
- Example: handson-AFF_A0_start.pptx