

Scientific Poster

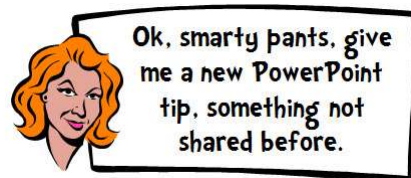
Working in PowerPoint
Part 3: more



1

Content

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



2

Color



3

Color

- Use color to:
 - Highlight / emphasize
 - Separate / associate information
- Limit the color palette, no coloring page
 - Do not overwhelm the reader
 - Should not compete with the information
- Use colors in

“Color should be used in the same way that type size is used: to emphasize importance, not decorate a page.”

— Alexander White



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Color: background

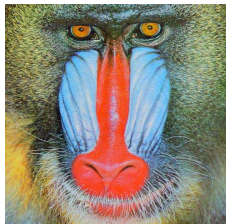
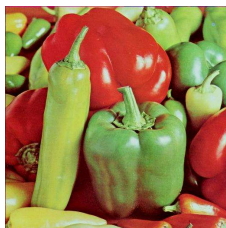
- Use 1 background color
 - Take a light color
 - Avoid the standard PowerPoint textures
 - Dark font on light background reads better
<http://www.hhs.gov/web/policies/webstandards/backgrounds.html>
 - Dark backgrounds tend to use a lot of ink (paper curl)



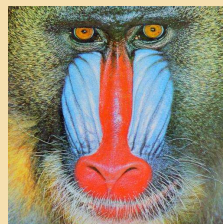
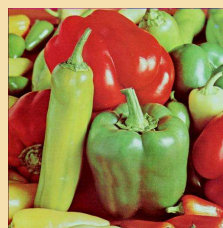
5

Color: background

- White background will reduce the impact of bright colors



- Grey background will enhance bright colors

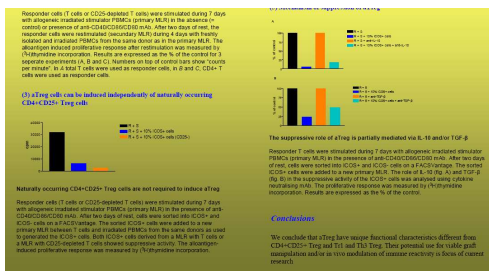


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Color: gradient, transparency

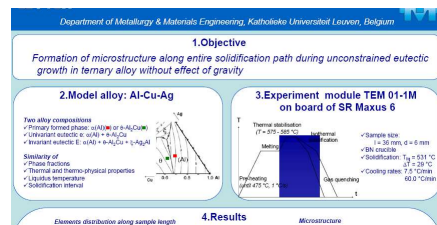
Gradient

- Be careful
- Print can be bad (banding)



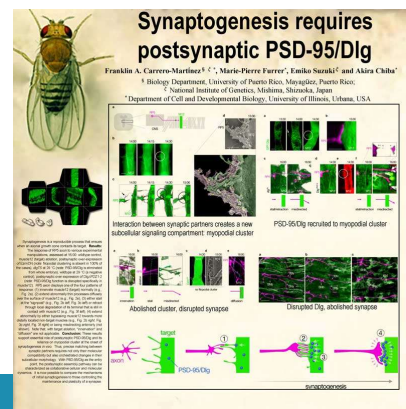
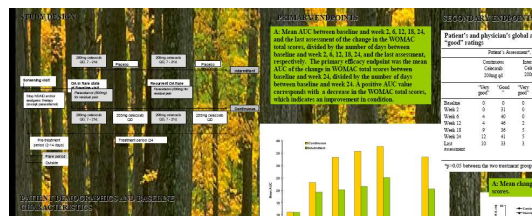
Transparency

- Print can be a problem
- As well in corel as ppt



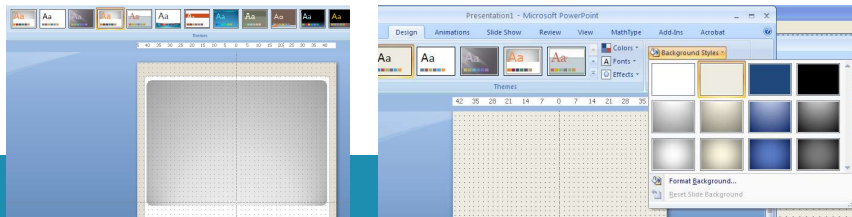
Color: background image

- Usually disappoints
- Keep it really on the background!
- Print can be a problem (transparency)



Background

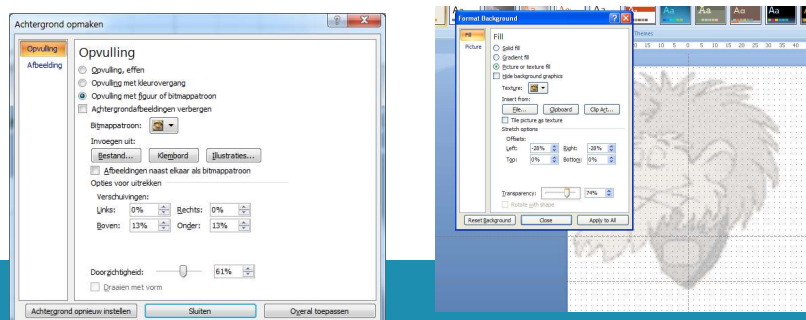
- grays and muted/pale colors help foreground information stand out (cool colors)
- Keep backgrounds subtle; no busy backgrounds
- Different options in PowerPoint
- **Design > Themes (Ontwerpen > Thema's)**
- **Background Styles (Ontwerpen > Achtergrondstijlen > Achtergrond opmaken)**



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Background

- Picture in background
- **Achtergrond opmaken > Opvulling met figuur (Format Background > Picture fill)**
- Change transparency



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Contrast

- Text blocks on white or pale background, dark fonts
- Use dark background / light letters for title, section headers
- Color blindness?! Red/green combinations

<http://fly.iam.u-tokyo.ac.jp/color/>

<http://www.vischeck.com/vischeck/vischeckImage.php>



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Contrast

- Use clear contrasts
- Text shadow can disappoint
- Must be legible at 2m

•Solid
•Gradient
•Photograph
•Graphic



•Solid
•Gradient
•Photograph
•Graphic



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Colorblindness

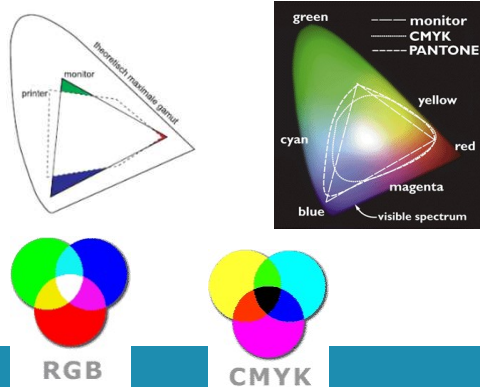
- Check ColorOracle
<http://colororacle.org/index.html>



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Color: print

- The color on the computer screen is not the color that will be printed!
- Range screen > range printer
- <http://www.overnightprints.com/difference-between-cmyk-rgb>



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Extra



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SmartArt

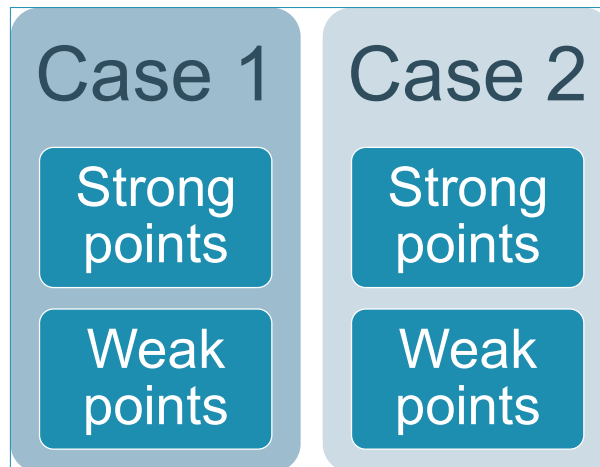
- Can be useful graphical communication.
 - Don't overuse it.
 - Use it if it can simplify the presentation of the content.
- Select the type that corresponds the best with your message.
- Some layouts are limited in the number of objects.



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What kind of message you have?

- Comparison?



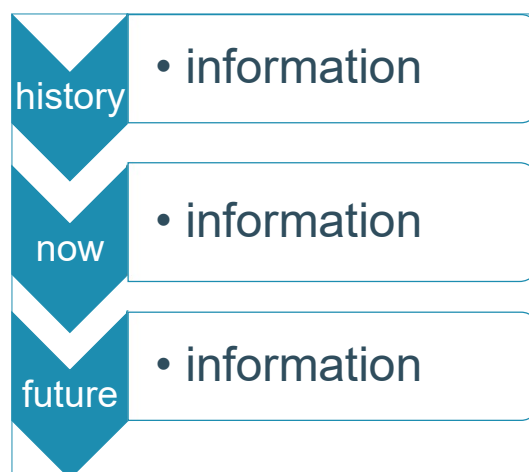
Based on <http://blogs.monm.edu/writingatmc/files/2013/03/Research-Poster-Design-Tips.pdf>



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What kind of message you have?

- Evolution
- Cause and Effect?



Based on <http://blogs.monm.edu/writingatmc/files/2013/03/Research-Poster-Design-Tips.pdf>



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Smart art example

Title

Subtitle

Author's Name

Headline

Subhead

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Sample 1

Sample 2

Sample 3

Subhead

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Headline

Subhead

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Subhead

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Per voluerit e nui tat consequat ad eumty indubitat vobis tate voluere moluere huius receptat vult tate moluere huiusmolore vult, nuncum huius vel exuere dolore digna aliqut, vno de vultate angustit ing et nuncum mersi cunctat tat ing et angut in vol inuoluntat quipiditit delpiditit pteriti.

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Is it big enough?



- <http://betterposters.blogspot.be/2010/01/is-it-big-enough.html>
- print the poster, at reduced size, on A4
- hold the printed page at arm's length
- be able to read the text and make sense of any pictures or graphs

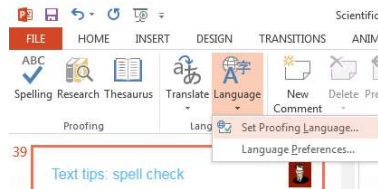
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Text: spell check



- Set the proofing language
 - Select the text that you want to check.
 - Review > Language > Set Proofing Language



- In the Language dialog box, select the language you want to use for the dictionary.
- Repeat steps 1-3 for each section of text that you want to check.



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Text: spell check



- Select all text
 - View > Outline
 - Ctrl-a to select all text
 - Set proofing language
- Check spelling
 - On the Review tab, in the Proofing group, click Spelling.
 - Shortcut: press F7 to start the spelling checker.



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Text: count the number of words



- File > Info > Advanced Properties > Statistics

