

Title of a Poster Designed on a Mac with PowerPoint 2008

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Abstract

Before you begin, edit your text to basic concepts and reduce paragraphs to phrases and bullet points. Readers will lose interest if there is too much text. Give more detailed information in a handout to interested viewers.

Make the section titles about 48 point text. The body text of a poster should be about 24-36 point. 18 point for captions and labels.

If you have an abstract, the text should be slightly larger in that text block than in the other parts of the poster. This text is larger than the rest of the body text in this poster.

Rationale

Serif fonts (fonts with the little flags at the tops and bottoms of the vertical letters) are best for reading lots of text. Use serif for the body text.

Use the Sans-serif fonts (no flags) for headlines. The stroke of the letter is wider and makes a bold impression.

Another Heading

About backgrounds...

- In the ink jet process, dark backgrounds takes much more ink (therefore lighter backgrounds are encouraged).
- Contrast is important. If your background is dark use white text and make everything bolder. Thin lines will have to be thicker. Fonts that have thin letters might be better bold or in a sans-serif font.
- Avoid a “busy” background. It’ll make the text harder to read.
- If the text doesn’t stand out from the background edit the text block to have a background color. Select the textbox then choose **Format Menu/shape/fill: color**

Hypotheses

To divide a block of text into two columns, select text then choose **Format menu/columns**.

If the text in a paragraph exceeds 10 – 12 words per line, break the paragraph into two columns for easier readability. Lay out posters that are over 3 foot in width with at least six columns of text.

Method

Background Color

To choose a background other than this “parchment paper” look: choose **format menu/slide background/fill** then click on one the options and apply.

Scans and digital photos

- Scans images the size you want them in the poster at 180 dpi.
- Scans images the size you want them in the poster at 180 dpi. For pictures from your own digital camera, uses the largest file setting.

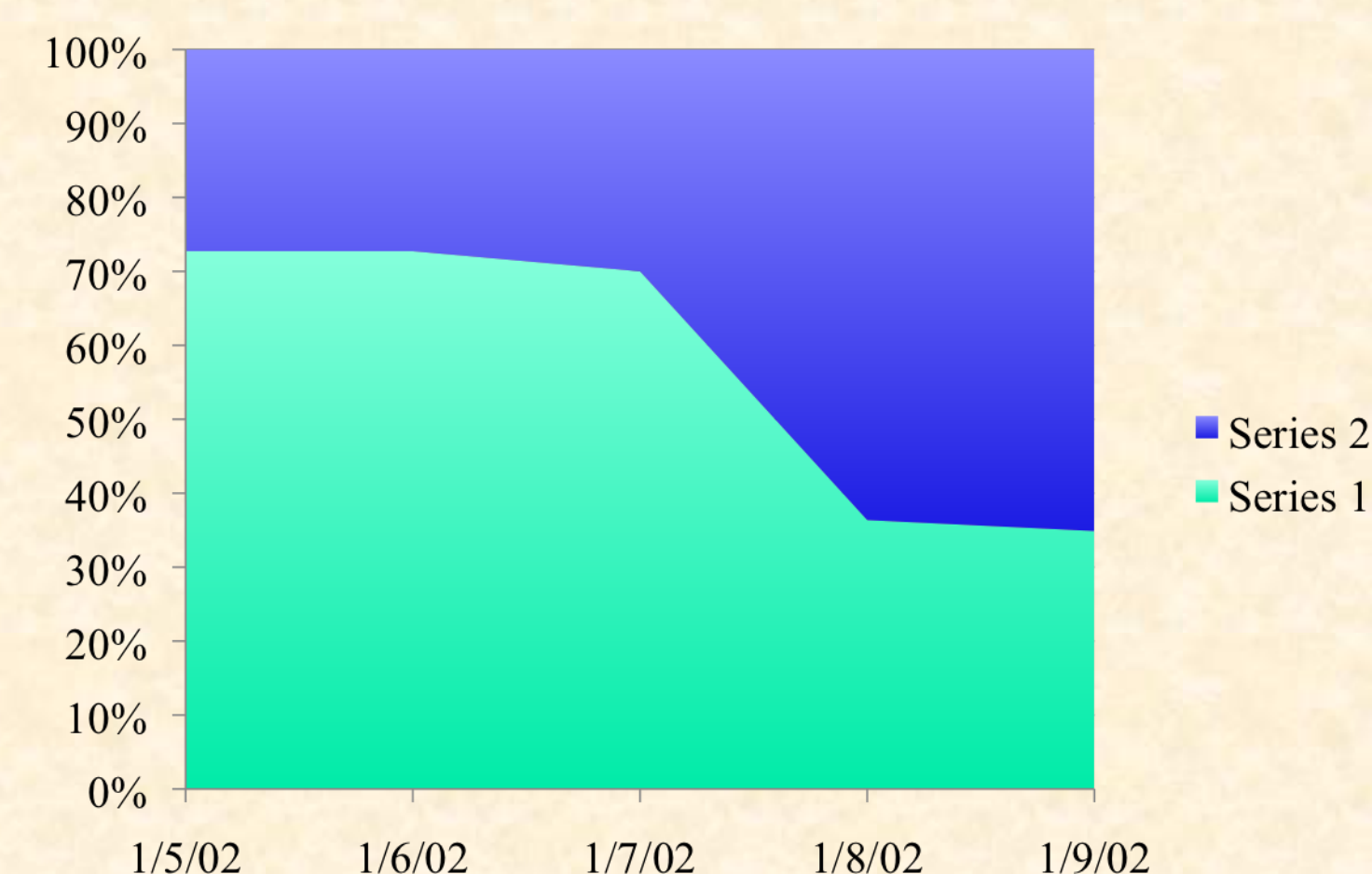
Pictures from the Internet:

- Unless you find photos made for downloading and printing the resolution is likely to be too low. The photos will print real grainy.
- Only use internet photos with copyright permission. I recommend a stock photography sight such as istockphoto.com or clipart.com.

Background photos

- If you use a photo for the background don’t use a busy, detailed image. It could distract from the text of the poster. The image must be high resolution. A textured background or gradient fill may be a better background option.

Figure one



Caption for this chart

Figure two



Caption for this chart

Results

Inserting photos:

- To insert a photo choose **insert menu/picture**
- If you insert graphics from a Microsoft Office product please include a copy when sending the poster. Occasionally I have trouble with the graphics and it helps to have the original documents

Inserting Excell charts:

Select the chart in Excel. Copy it (**edit menu/copy**). Return to PowerPoint. Paste it. (**edit menu/paste**).

Conclusions

Aligning text and boxes

There are features that can help you line up columns or rows. Select the items and choose **Format Menu/Align**.

Calvin Logo

The Calvin Logo with “Minds in the Making” is in the bottom right. If you need a logo in white or Calvin Maroon contact Instructional Graphics at 526-8614.

Printing

You can email your poster to: graphics@calvin.edu or deliver the file on flashdrive or CD/DVD. Please **allow two weeks for printing**. Include any graphics, photos or fonts in a folder as well in case we need to re-insert anything. Call us at 526-8614.

References

Lastname, James M., & Witte, Kenneth L. (1988). Lasdkjf ;klj sdfkl jlk;jsdf lk;sjdf klj. Bulletin of the Society 12 (4), 325-328.



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