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Digital literacy training

Conference poster production using PowerPoint

2020

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Poster design



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Summary

- Paper sizes and ANU requirements
- Elements of your poster
- Content requirements
- Design principles and recommendations
- PP Tools
- Printing
- House and time keeping

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Poster templates

ANU Marketing does not provide open access templates for posters. It is recommended to design the poster and approach ANU Marketing for approval and a logo.

Link: For more information and for logo
ql.anu.edu.au/7yy0



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Size

- Check conference specifications for required size
- Standard size - 90cm x 120cm: [Paper sizes](#)
- Portrait or landscape
- Print at ANU Printing Service ql.anu.edu.au/i201
 - printing@anu.edu.au

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Poster format

If the poster is for a specific conference or meeting it is important to follow the requirements of the conference organizers. Design your poster according to the space allocated, but you do not necessarily need to use all space. For example if you have a portrait poster board, do not try to use the whole space if it will make it difficult for the audience to read from a normal standing position.

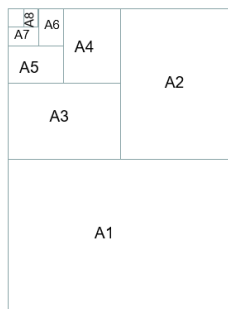
Link: ANU Printing Service ql.anu.edu.au/i201
printing@anu.edu.au



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Paper sizes

Whole Sheet
A0



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'A' series paper sizes

as defined by the ISO 216 standard

- A0: 1189 x 841 mm (1 m²)
- A1: 841 x 594 mm (1/2 m²)
- A2: 594 x 420 mm (1/4 m²)
- A3: 420 x 297 mm (etc.)
- A4: 297 x 210 mm
- A5: 210 x 148 mm
- A6: 148 x 105 mm

To change page size in PowerPoint:
Design tab > Customize group > Slide Size



Size of bottom margin



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Landscape format

Sizes of bottom margin

A3: 420 x 35.0 mm

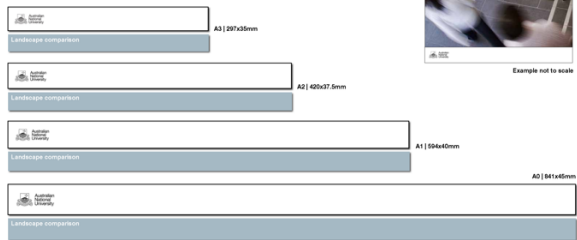
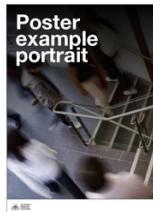
A2: 594 x 37.5 mm

A1: 841 x 40.0 mm

A0: 1189 x 45.0 mm



Size of bottom margin



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Portrait format

Sizes of bottom margin

A3: 297 x 35.0 mm

A2: 420 x 37.5 mm

A1: 594 x 40.0 mm

A0: 841 x 45.0 mm



ANU Requirements

- Margin at bottom of the poster (see above)
- Font
 - a clear font is Arial
 - no requirement to use it
 - ensure the typeface you use is readable
- ANU logo within margin
 - exact positioning required
 - Logo must be requested
- Submit the accepted conference poster
 - openresearch.anu.edu.au

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ANU requirements


Poster may need to be approved by the Marketing Office

For 90x120 poster:

(90cm = 35.433 inches. 120cm = 47.244 inches. Therefore approx 36" x 48")

Black or white band at bottom = 65mm high

Link: Submit the accepted conference poster openresearch.anu.edu.au



Usage of the ANU logo

- Logo only provided if the poster is
 - to be presented outside the ANU
 - at a conference or similar event
- Supervisor must endorse logo use via email
- Following details are required
 - where the presentation will be held
 - size of the poster i.e. A0, A1, A2, A3
 - portrait or landscape
- For more information and for logo:
 - ql.anu.edu.au/7yy0

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Logo


Width: 60mm

From top of band: 15mm

From right edge: 40mm

Different settings for smaller posters

Link: For more information and for logo
ql.anu.edu.au/7yy0



Elements - some


- Title
- Author list
 - often a research group
- Address
 - Dept name
 - School
 - College
 - The Australian National University, Canberra ACT
- Primary author email address
- ORCID QR code ql.anu.edu.au/sk11
- Incorporate Creative Commons licence creativecommons.org.au
- Explanation of research and images
- References

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A poster should

- Have a Clear Purpose
- Be Readily Understood
- Have a Simple Format
- Be Unified
- Concentrate on the Graphics not the Words

Links: ORCID QR code ql.anu.edu.au/sk11
 Creative Commons licence
creativecommons.org.au



Content

- Content order visually clear
- Sections might include
 - Introduction
 - Aim / Background
 - Methods and Results
 - Summary (Conclusion)
- Prepare text and images before placing in poster
 - can be edited once placed

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Preparing a scientific poster

The presentation of the science is generally in the same format as other forms of scientific writing (i.e. Introduction, Methods, Results/Analysis, Discussion and Conclusion). However, the focus is on the results: The Introduction, Discussion and Conclusion should be brief and concise. Often the Results and Discussion are combined.

Tell a story but minimize the narrative. If you try to keep your word count to less than 800 words, your audience is more likely to read it. Each text block should be <50 words. Remember, you can have serious competition for a reader's time and attention.

Planning and layout

The flow of your poster should be clear to the reader.

- Introduction should be in top left, conclusions bottom right.
- In general columns are easier to follow than rows.
- You can use numbers or letters to label different sections/blocks in your poster.
- Use headings to convey major points.
- Most important messages should appear at the top of the poster (details and supplementary points lower).
- Details detract from the main point and should be avoided.
- Balance the use of graphics and text (horizontal, vertical or diagonal symmetry in placement of figures and text).



Design 1

- Correct information is the most important requirement
 - but design helps to get the message across
- Columns – are usually measured in even amounts
 - 2 or 3 or 4 equal widths
 - Space (gutters) between columns
- If uneven widths are required
 - try to create a balance
 - 2 columns of equal width and 1 wider column
 - example: col 1 = 24 cm, col 2 = 24 cm, col 3 = 35 cm
 - allow for gutters between columns and margins

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Maths

3 column layout

Allow minimum 1 cm between columns and for outside edge. That's a total of 4 cm for 3 columns

$$90 - 4 = 86 \text{ cm}$$

$$86 / 3 = 28.7 \text{ cm per column}$$



Design 2

- Images
 - size within an image program before placing
- Font size
 - title
 - 50 – 80 points (72 points = 2.54 cms or 1 old inch)
 - headings
 - 24 - 30 points
 - text
 - 20 to 24 points
- Lining up
 - secret of the design is to
 - make sure that elements are lined up with each other
 - not placed randomly

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Figures and graphics

- Should be between 150 and 300 dpi (final resolution)
- Each figure should illustrate one or two points at most
- Make sure all graphics are embedded rather than linked
- Physical area on graph should be proportional to numbers represented
- Use same scaling if two graphs display similar types of data
- Data should not be displayed out of context
- Explanatory material and labels should be included on the graph.

Font size

Titles: At least 72 point; Headings: At least 48 point; Text: At least 24 point

Headings

- Summarises the point outlined in the subsequent text block or graphic.
- The more important the point the larger the font size.
- Make the statements as strong as the research allows.

Text

- Use active voice.
- Use phrases rather than full sentences.
- Lists (bullet points, numbered) are useful.
- Avoid jargon and acronyms.
- Use a serif font (Sans-serif is alright for headings).
- Left-justified text is best (fully-justified is difficult to manage in columns).
- Restrict the number of fonts to 2-3 at most.

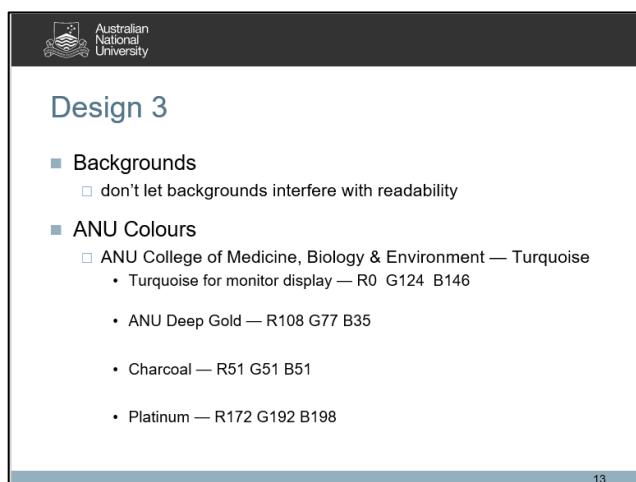
Sizing of figures and graphics in PowerPoint

Optimal pixel density of images in PP is 220 pixels per inch (ppi). Images with greater pixel density can dramatically increase file size, while images with lower pixel density will reproduce with inferior quality.

To find the optimal dimensions of an image in PowerPoint follow the following steps:

1. Right mouse click on the JPEG (or other file type) of the image you want to use and find the dimensions of it in Properties, e.g. 1919 x 1079 pixels
2. Calculate the optimal dimensions of that image in inches/cm as follows:
width = $1919/220 = 8.72$ inches = 22.15 cm
height = $1079/220 = 4.90$ inches = 12.45 cm

Reducing the physical size of that image on your PP poster will not reduce its overall file size. Increasing the physical size of that image on your PP poster will result in inferior image quality.



Backgrounds and ANU colours

- PowerPoint doesn't provide CMYK [cyan, magenta, yellow, and key (black)] colours, which are usually used for print
- Specific colours will have to set in RGB [red, green and blue]

Example for Background: right mouse click > Format Background > Fill > Color > More Colours > Custom

Graphic design tips

For readability:

- Use black or dark-coloured text on a white or pastel background.
- Keep a reasonable amount of white-space (>35%)
- Stick to a theme of 2 -3 colours
Consider colour differentiation (red/green colour blindness).

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Tools to Help

- The following assists with layout
 - calculator to work out measurements
 - PowerPoint ruler
 - grids
 - guides
 - snap to other objects
 - tip: draw boxes
 - size accurately
 - 'align' to assist in measuring up the page
 - position the guides against them
 - delete when page is structured

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Ruler: View > Ruler

Grids: View > Gridlines

Guides: View > Guides

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Tools 1

- Guides (toggle Alt+F9 to show or hide)
 - set in the vertical and horizontal centres
 - drag to move
 - control+drag generates a new guide
 - drag off side to remove
- Ruler
 - zero point set in vertical and horizontal centres
 - not moveable
- Grid (toggle Shift+F9 to show or hide)
 - right click background for menu option > Grid and Guides
 - choose display and snap options
 - alt key overrides snap options
- Snap to objects
 - useful for lining up objects

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Tools 2

- Align settings
 - Select objects > Drawing tools > Format > Align
 - align objects
 - distribute objects evenly
- Background
 1. Design tab > Background styles > Format background
 2. Choose solid or gradient or insert a picture
 - can use Transparency with a picture


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PowerPoint templates

Many templates exist that can assist in designing posters for PowerPoint, e.g.

[Poster PowerPoint Templates by PosterPresentations.com](http://PosterPowerPointTemplates.com) (ql.anu.edu.au/rg0t)


[PowerPoint Research Poster Templates by Genigraphics](http://PowerPointResearchPosterTemplates.com) (ql.anu.edu.au/22g8)

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Approximate printing costs

- ANU Printer
 - Format must be PDF
 - Unlaminated \$66.00
 - Laminated \$90.00
 - Cloth \$85.00


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Backups

- Backup regularly
 - file name with a running version number
 - poster_conf_1.pptx, poster_conf_2.pptx, poster_conf_3.pptx


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Time Keeping

- Posters are time consuming to get right
 - text
 - layout
 - not to mention printing
 - at least 2 days notice to print
 - better to give preliminary booking of 1 or 2 weeks
- Give yourself time!

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Summary

- Prepare text
- Prepare images
- Build poster structure
- Add text and graphics
- Book the Printer
- Print

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Other suitable software

Information on suitable types of software can be found at:

[QuarkXPress](http://quark.com)
quark.com

[Adobe Illustrator](http://adobe.com/products/illustrator)
adobe.com/products/illustrator

[Adobe InDesign](http://adobe.com/products/indesign)
adobe.com/products/indesign

The list above shows useful programs for designing large format posters, but there are many others.

Resources

Examples of Posters can be found at:

[PhD Posters.com](http://phdposters.com/gallery.php) (phdposters.com/gallery.php)

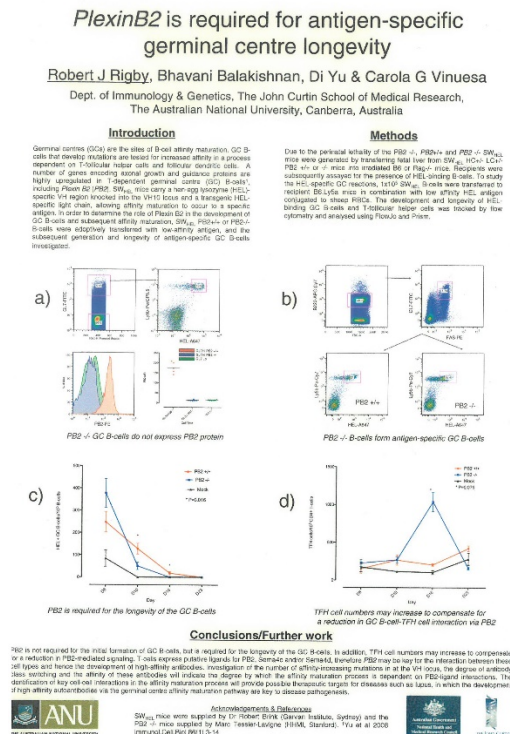
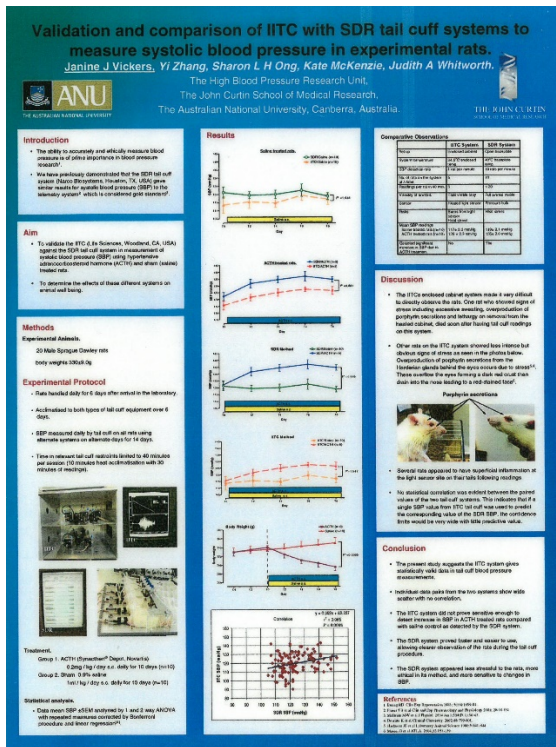
[ePosters](http://eposters.net) (eposters.net)

[Creating Effective Poster Presentations \(Hess, Tosney & Liegel\)](http://ql.anu.edu.au/uaqz) (ql.anu.edu.au/uaqz)

[Poster Samples – The University of Texas at Austin](http://ql.anu.edu.au/wdin) (ql.anu.edu.au/wdin)

[Poster Samples from the School of Social Science – The University of Queensland](http://ql.anu.edu.au/esuy) (ql.anu.edu.au/esuy)

[Poster Tips for Humanities Conference Papers – NYU Public History Program](http://ql.anu.edu.au/yymb) (ql.anu.edu.au/yymb)



Samples of Conference Posters

Other resources

Training notes

To access training notes, visit the Research & learn webpage anulib.anu.edu.au/research-learn and select the skill area followed by the relevant course. You can register for a workshop and find other information.

Research & learn how-to guides

Explore and learn with the ANU Library's how to guides (anulib.anu.edu.au/howto). Topics covered are:

- Citations & abstracts
- E-books
- EndNote
- Evaluating Sources
- Finding books and more
- Finding journal articles and more
- Finding theses
- Increasing your research impact
- ORCID iD (Open Researcher and Contributor ID)
- Research Data Management
- Text and Data Mining
- Topic analysis

Subject guides

Find subject-specific guides (anulib.anu.edu.au/subjectguides) and resources on broad range of disciplines. Such as:

- Asia Pacific, Southeast Asia and East Asian studies
- Business, economics, art, music and military studies
- Criminal, human rights and taxation law
- History, indigenous studies, linguistics and philosophy
- Biological, environment, physical & mathematical sciences, engineering & computer science, health & medicine

Navigating the sea of scholarly communication

An open access course designed to build the capabilities researchers need to navigate the scholarly communications and publishing world. Topics covered include finding a best-fit publisher, predatory publishing, data citations, bibliometrics, open access, and online research identity. Five self-paced modules, delivered by international and local experts/librarians (anulib.anu.edu.au/publishing).

Online learning

Online learning is available through ANU Pulse, which can be accessed from both on and off campus by all ANU staff and students (ql.anu.edu.au/pulse).

Modules available in ANU Pulse

- Microsoft Office (Access, Excel, OneNote, Outlook, PowerPoint, Project, Visio, Word)
- Microsoft Office (Mac)
- Adobe suite (Illustrator, Photoshop)
- Type IT

Training

A range of workshops are offered to help with your academic research and studies (anulib.anu.edu.au/training-register).

Feedback

Please provide feedback about webinars on the online feedback form (ql.anu.edu.au/libwebinar).