

## **Preparing posters on PowerPoint**

### **Before you start preparing your poster:**

There are two ways to prepare a poster- a) Print each slide on an 8" x 11" sheet and assemble them on a poster board b) Prepare your poster on a single Powerpoint slide and print it on a large sheet.

If you prefer to print your entire poster on one sheet, you can choose to get it printed in the print center at Simpson. The print center is located on the corner of Buxton and Clinton Streets and offers printing services for campus materials. Please get in touch with Karla Goodwin as soon as possible to get the following information:

- 1) What is the maximum size of a poster that can be printed at the print center?
- 2) Format of the poster file.
- 3) Fixing an appointment for printing your poster.
- 4) How much time does the print center need to print a poster?
- 5) Contact your research advisor/instructor/department chair regarding funds to pay for your poster.

Please start preparing your poster only after you get the above information. Changing page set-up later can lead to much angst, frustration, and waste of time!

Contact information for the Simpson print center: [karla.goodwin@simpson.edu](mailto:karla.goodwin@simpson.edu), 515-961-1687

Alternatively, you can print your poster at other print services—for example, beeline and blue (in Des Moines).

If you are printing your poster on one sheet, please use the following instructions:

### **Step One: Page size**

The poster board dimensions at Simpson college are 36 inches (height) x 48 inches (length). Therefore, this is the largest poster you can print for the symposium. Create the page according to the steps in your program. Do not change the page size after you have started creating your poster. Doing so may cause bizarre and unexpected things to happen to your text and graphics. They may look fine on the screen, but when the poster is printed-yikes!!!

### **Step Two: Prepare a general layout and then insert text and graphics.**

A couple of notes on the text:

- Fonts - Use True Type Fonts and stick to the standards, Arial, Times New Roman, Palatino, if at all possible (yes, I know, they're boring, but they don't cause odd printing problems because they are common).
- Headings-Around 32 point
- Body - Around 24 points. The poster should be readable from four feet away.

### Step Three: Insert your graphics.

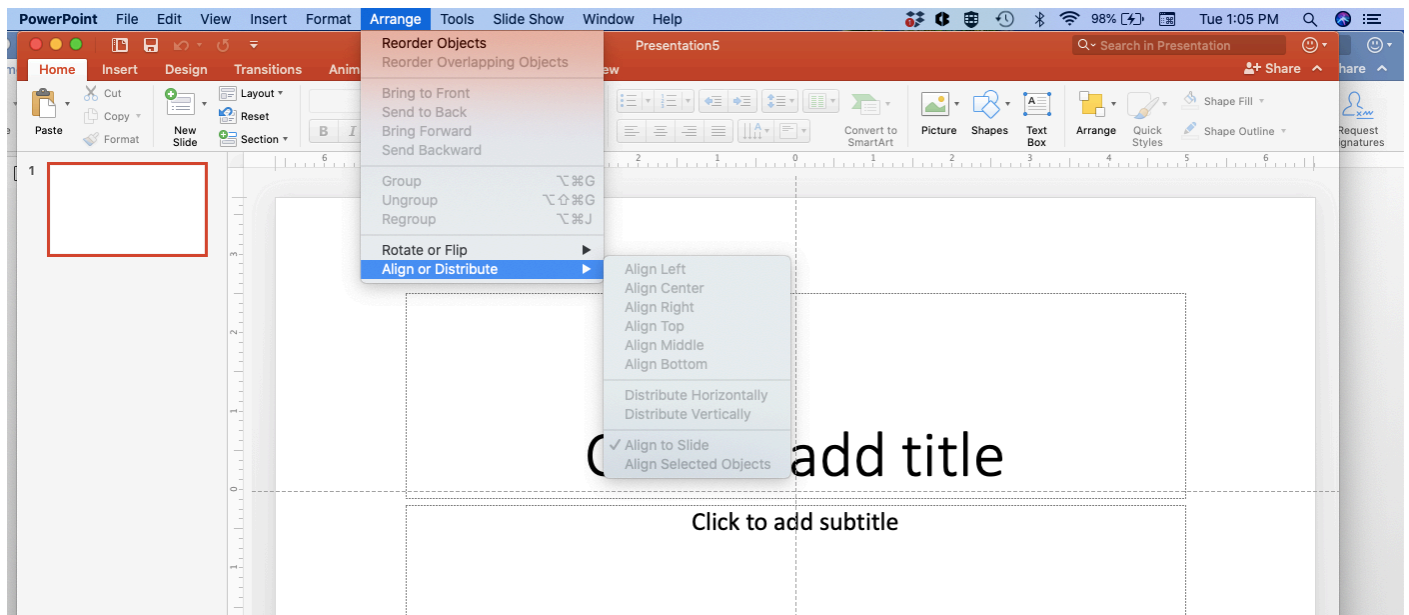
You must be sure to obtain enough information when you create the image (digital camera, scanner, etc.) so that it looks good when you print it. The image should be captured at a minimum of 300 pixels per inch (PPI/DPI). Here's an example: You have a beautiful slide of a cute fuzzy wachamacalit that you want to put on your poster. The image on your poster needs to be 4" x 5". Remember, it needs to be at least 300ppi. That means when you capture your image (scanner, digital camera, etc.), you must set the input resolution on your device so that the output image is at least 1200ppi x 1500ppi. (300ppi \* 4" x 300ppi \* 5"). This will ensure that when you insert the picture into PowerPoint, it will look great on the poster. A good rule of thumb is to look at your graphic at 300% (yes, I said 300% - not 100%. 100% would not work)! If it looks good at 300%, then it will be fine.

Avoid downloading images from the web. It is very tempting to grab a picture off the web and put it on your poster. It looks great on the screen, but when you go to print it out, aaaaaaaargh! What happened? If you look closely at the image when you download it, you will see it probably has a resolution of 72 PPI. For example, if it is 3" x 5", that translates to 216ppi x 360 PPI. So, when you expand it to 5 x 7 on your poster, it prints out at 43ppi x 51ppi!!!

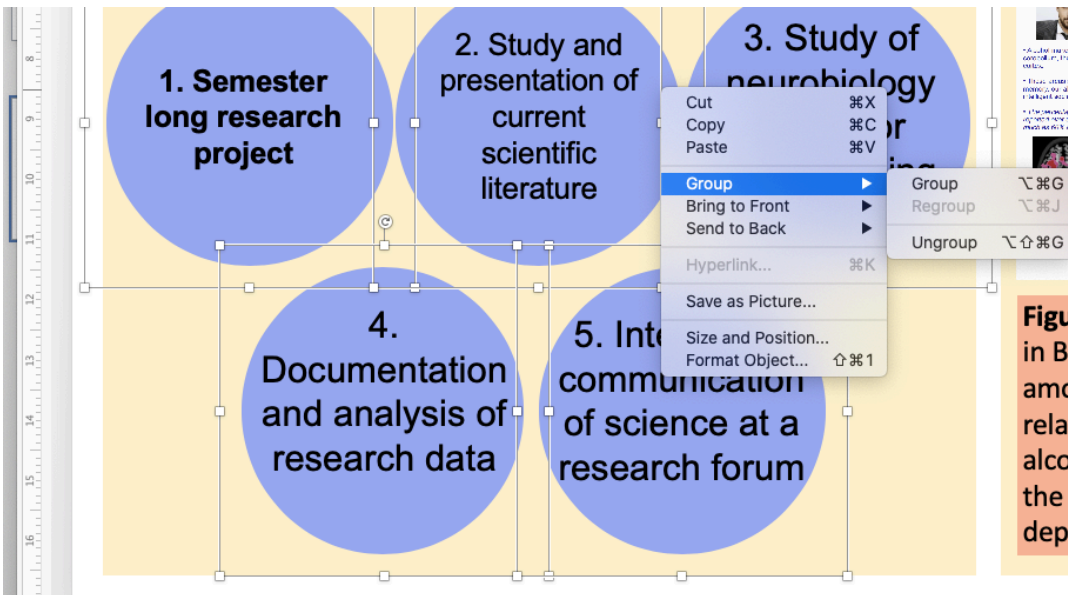
### Step four: Useful tools.

Here are a few tools that you will find helpful:

1) Align or distribute. This is an extremely handy tool as it allows you to ensure that boxes, images, texts, etc., are symmetrically aligned and spread on your poster. The biggest mistake I see is people don't take the time to "size and align." If you have three text boxes in a column or row, make sure they are aligned with the same width and/or height. On a Mac, you will find it here:



2) Grouping objects. If you have a space/section with multiple objects in one section, make sure you group all those objects in that section. Otherwise, you will have to spend a lot of time modifying the placement of all the objects in that space. Here is an example:



#### Step Five: Finishing touches.

If you are going to put a Simpson Logo on your poster, do not just copy one from the web. Please contact Tayte Barensen ([tayte.barensen@simpson.edu](mailto:tayte.barensen@simpson.edu)) at the Office of Marketing and Strategic Communication (OMSC) for logos. After you have inserted your text and aligned all of your graphics, double-check everything. Then walk away from the poster and recheck it later. Don't forget to have your instructor look over it. Please save it to a thumb drive, and you're done!