

Creating a Presentation Poster

Planning:

- *Poster Size:* Set your dimensions to (40" by 54") or (54" by 40") maximum. Paper size will be 2 inches bigger than your dimensions.
- *Layout:*
 - Body text:
 - Columns, reading top-to-bottom, left-to-right.
 - 3 to 4 columns, depending on width of poster.
 - Columns should all be same width.
 - Same size and style of font.
 - Leave white space around text. Don't overcrowd the poster.
 - Short line length, 50 characters max, including spaces.
 - Left-aligned only, not "justified".
 - Fonts:
 - Plain fonts: Helvetica, Arial, Times New Roman, Univers.
 - Title: 85 point
 - Authors and origin: 56 pt
 - Sub-headings: 36 pt
 - Body text: 24 pt
 - Captions: 18 pt
 - Simplified data sets, graphs rather than tables
 - Photographs and diagrams where possible.
 - Images should be converted to JPEG or TIFF format.
 - DO NOT stretch graphics much. If stretched a lot, they may look good on the screen, but they will pixelate and be very ugly when printed. Images from the web are usually too low in resolution, so beware.
 - Don't oversize graphics. A 5" x 7" image at 180 dpi is usually adequate. However, do keep your entire poster file below 50 megabytes, or there could be problems in printing.
 - Uniform, visually appealing colors, graphics, and type
- *Appearance:*
 - All text: Black or dark text on white or light background
 - Colors: Not all colors print exactly the same as seen on your screen. The more contrast between text and background, the better.
- *Content:*
 - Concise content, avoiding information overload.
 - Titles: Short and meaningful titles in large type, using upper and lower case, not all capitals.
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Software:

- Microsoft Powerpoint (this software should be installed on all lab computers on campus).
- Acrobat PDF (must be saved to actual poster size).

Logos:

- University logo – available in high resolution from CTLE. Does not look good on a dark background.
- University seal – available in high resolution from CTLE