Making a Poster Using MS PowerPoint 2010-- PC version SETTING

UP YOUR POSTER FILE:

Create a PowerPoint Poster Presentation by creating a custom size in Page Setup.

1. Open Microsoft PowerPoint.
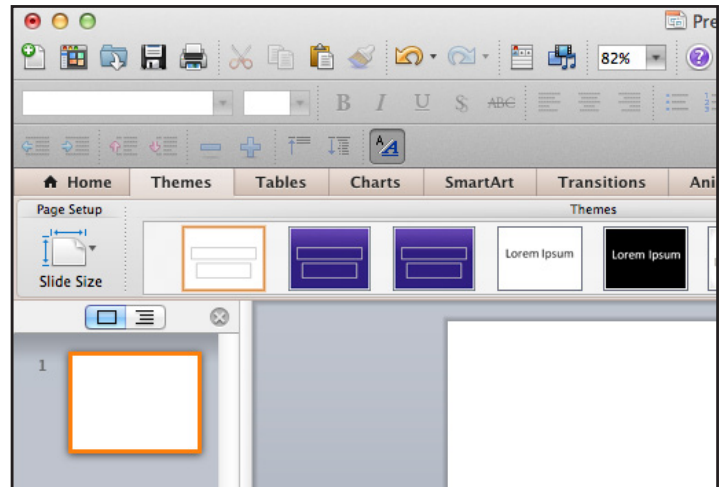• **Choose** *View>>Normal.*

2. Select New Blank Presentation
• Go to *File>>New Presentation*

3. Select *Themes>>Office Theme*
Delete the two text boxes in the slide.

4. Set size:
• Go to *File >> Page Setup* and set the height, width and orientation. Click OK.

Note: PowerPoint limits design size to 56" x 56". If you want a 4' x 8' poster, set your layout for 2' x 4' (24" x 48") and request "Print or scale @ 200%" when placing your poster printing order. On the UW-POSTERS order form, enter the final dimensions you want for your poster.
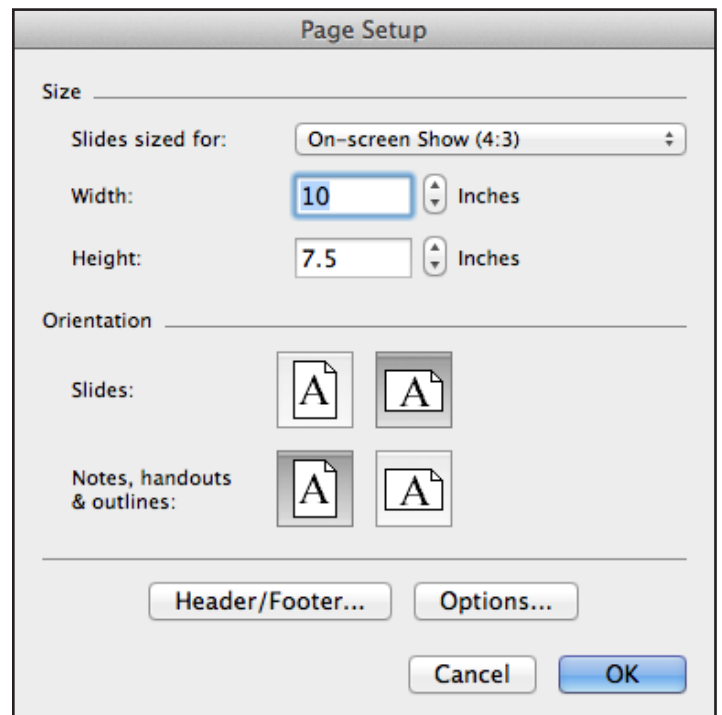
5. Save your file:
• **Choose** *File>>Save* and save your presentation.

WORKING WITH TEXT ELEMENTS:

6. Add text
  • In the *Home* Toolbar,
    Select *Insert >>Text Box.*
    Drag to "draw" the text box where you want to place text. Begin typing and text will appear in the text box. The text box will expand as you type. You can also copy and paste text from an MS-Word doc.

  Note: "Text Box" is always used since text requires a container in PowerPoint.

  • You need to create a separate Text Box for each separate piece of text that you want to manage/move independently.
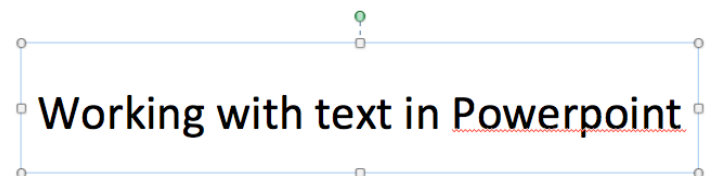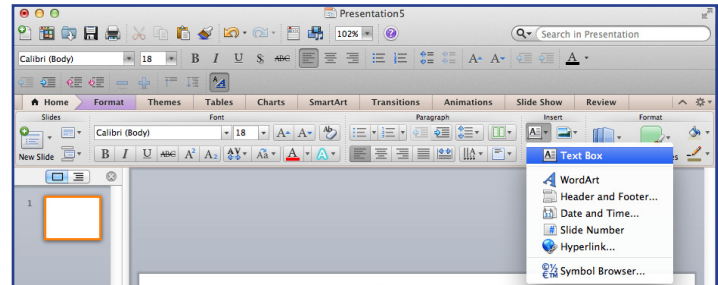

  • You can resize the text box/container at any time by moving your cursor over the corner or center handles (cursor changes to double headed arrow) and dragging.
  • You can move the entire box by moving your cursor over an edge until it turns into a four-way arrow.
  • Use the green dot to rotate the box

7. Change text font style, size and color:
  • **Highlight text** to select it.
  • **In the main menu, Go to**
    Format>>Font.
    The font dialog box opens.
    Or work with the menu bar in the document.
    • **Select Font, Font style, size and color**

  Note: 100-point font is about an inch high. If you don't see the size you want from the drop-down menu, type in the correct size. If your poster file will be scaled up when printed, the text will be too. Example: 50 pt text will become 100 pt if scaling to 200%.
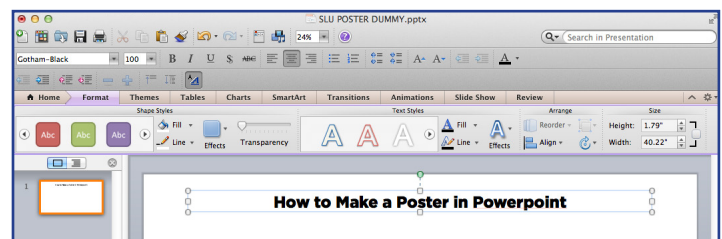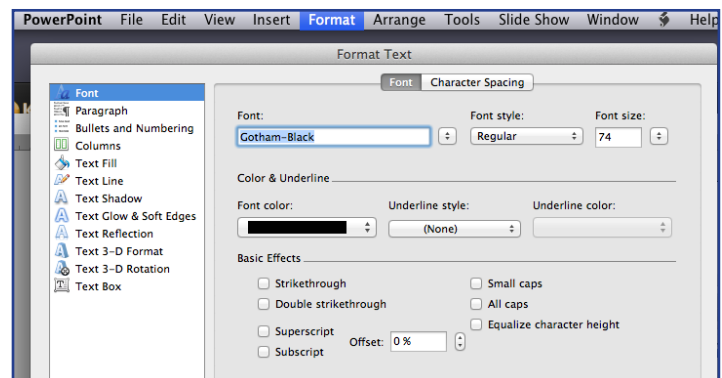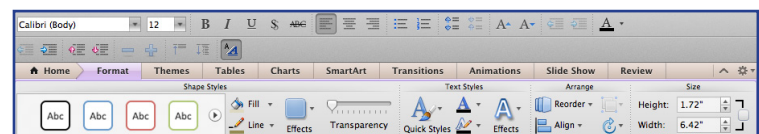

8. Change text box attributes:
    Select a text box, then go to *Format* on the menu bar.
    Double click the text box to get the dialogue box

    Text box options:
    You can set size, fill and outline, and add various effects.

WORKING WITH IMAGES:

You can import most standard graphic formats (jpeg, gif, tiff, pict, bmp, etc.).

Avoid "copy and paste" as a method for adding graphics—this often results in a low-resolution copy of the image.

> ***Plan ahead.*** *When creating a graphic in your imaging software program, set the size to be 100% of what you'll want for the final print. Set the image resolution to 150 dpi. This will give you the best quality image.*

9. Inserting Images
Select *Insert>>Picture>>From File>>Browse* from the menu bar

Once your image appears in your poster, you can adjust the size by moving the handles.
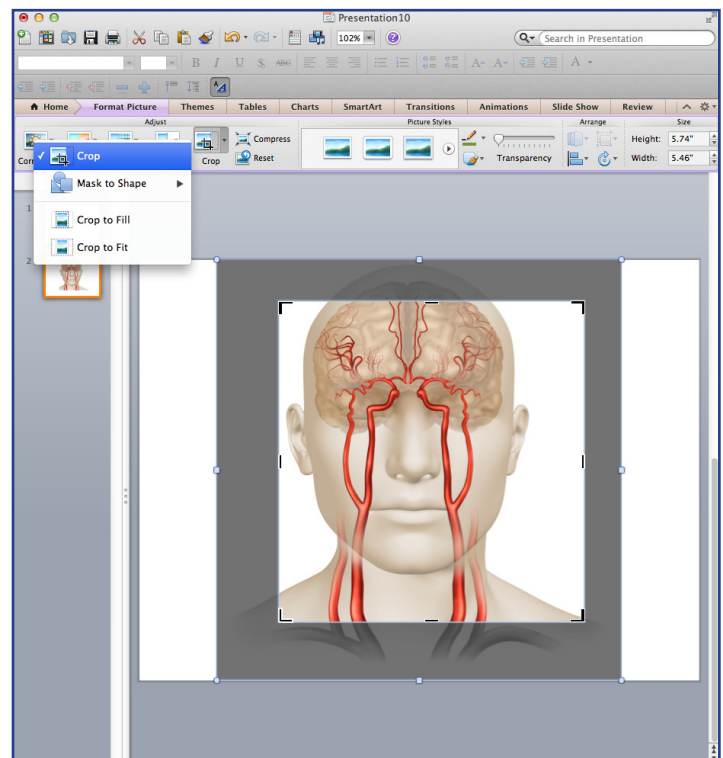The corner handles keep the same aspect ratio; the side handles do not.
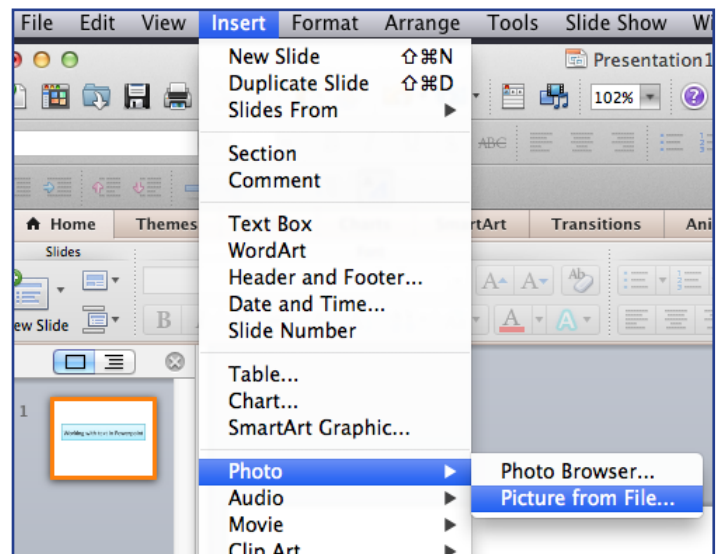
10. Manipulating images:
Select a picture, then g*o to Format Picture* on the menu bar.

You can crop, adjust brightness, etc.

CREATING A BACKGROUND FOR THE POSTER:

11. Make a solid color background:
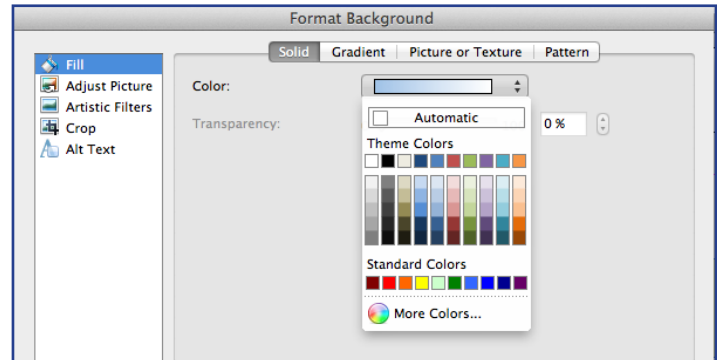Select *Format>>Themes>>Background* and the Background dialog box opens.

Options from the drop down menu: Use one of the automatic color choices or select *>>Format Background.*

Select "Fill Effects" for gradients, textures, etc.

You can change the color and effect at any time without affecting the order of elements on the poster.

The best backgrounds provide maximum contrast to text placed on it. *dark background = white text, white background = black text*

*Image backgrounds can affect the readability of your text.*

12. Make a picture background:
Select *Format>>Themes>>Background >>Format background>>Picture or Texture>>Choose Picture,* browse to your picture and select it. This will fill the background with the picture, and will resize it to fill, possibly changing the height-width ratio in the process. To avoid this, crop the image to the desired ratio before inserting it.

OR: From menu bar, select *Insert>>Photo>>Picture from File*

This will keep intact the height-width ratio, and you can resize it by dragging the picture, by the corners only (maintains aspect ratio), to fill the page.

To position it behind other elements, select *>>Arrange>>Send to Back*
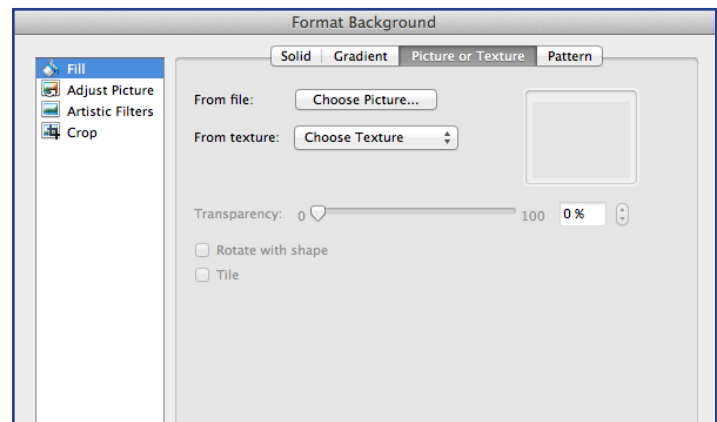
If your poster file is slow to update or more difficult to work with, compress/reduce the original background image or lower the resolution to <100dpi and then reinsert it.

If you resize your poster, then your images will also be resized and possibly distorted. Reinsert if necessary.
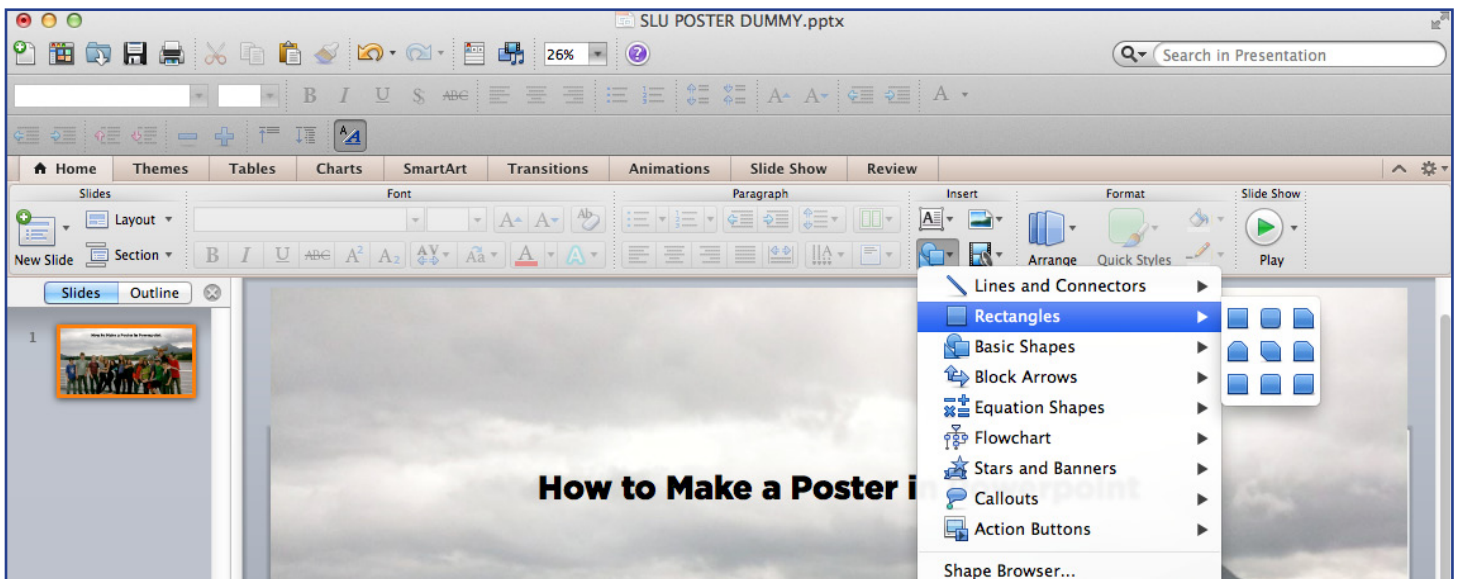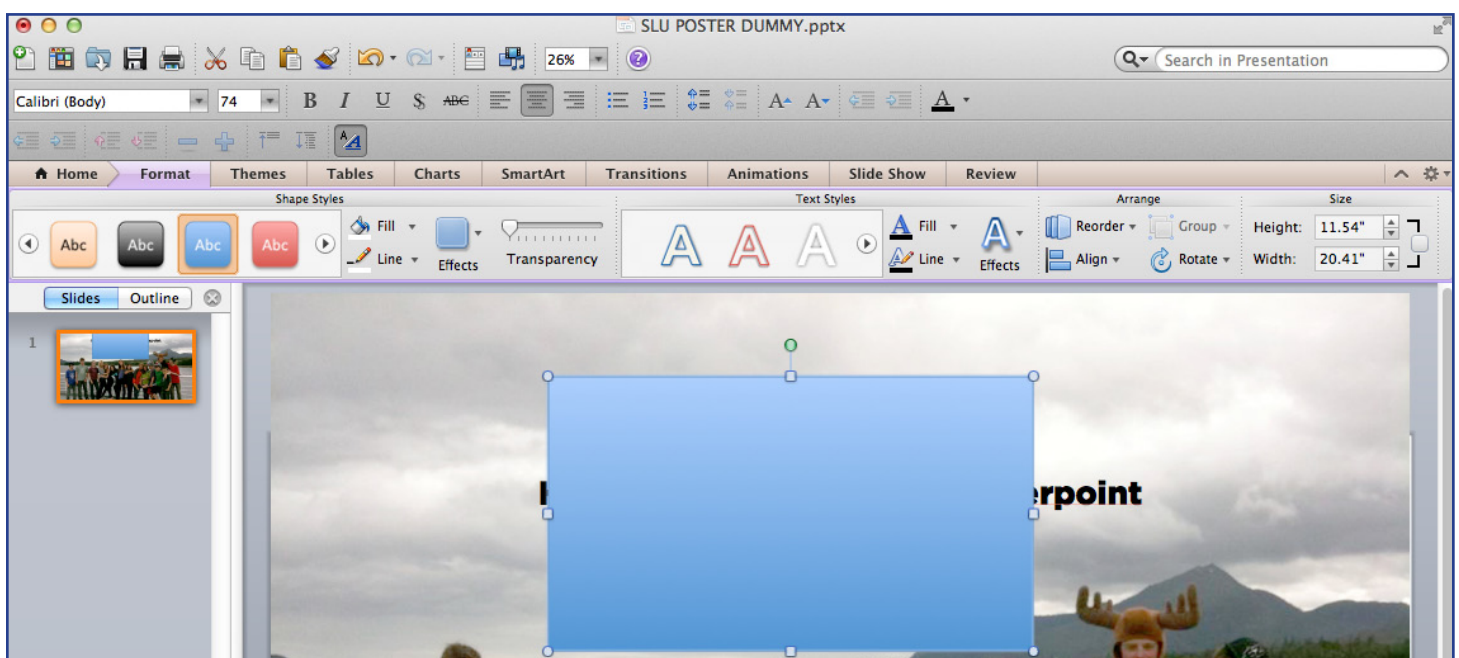
CREATING BELLS AND WHISTLES:

13. Adding lines, arrows, boxes, etc.

Select *Home>>Insert>>>* and choose the graphic element you would like to insert.

Under *Shapes* you will find arrows, shapes, and other graphic elements you can place in your poster design.

Click and drag the arrow to place the element, double click to edit in the *Format* tab

POSTER PRE-PRODUCTION CHECKLIST

GATHER YOUR MATERIALS AND THOUGHTS-

Graphs and Photos-
- **Color Mode:** Should be RGB. If they are CMYK, open in a design software like PhotoShop and save as RGB before inserting.
- **Insert** objects, charts or photos. Don't cut and paste or copy and paste.
- **Image Resolution:** Recommended: No less than 150 dpi at 100%. More is unnecessary, less is inadequate for good results.**Templates-**
- Use only if in the current version of PowerPoint -- PC: 2010, Mac: 2011

Size-
- Set up your poster at the desired final size. If you want a size larger than PowerPoint supports, make it at half size and we can double the size at printing. Example: If final size is to be 4 feet by 6 feet, make the poster 2 feet by 3 feet and ask for the print at 200%.
- Leave at least 1 inch margin around the edges of the poster to prevent cropping and to increase readability. To display the ruler go to the *View* tab and select *Ruler.*

Text and Fonts-
- We support all fonts that come with Microsoft Office or Adobe Creative Suite.
- Don't use any more fonts than necessary. One or two is generally all you need. To change emphasis, use varying sizes or attributes of one font.
- Make the font size large enough to read from 3 to 6 feet away at final size.

Media-
- **Semi-gloss:** gives best color and detail, especially for photographs and images.
- **Matte:** has a beautiful, flat finish but will not look as sharply focused as semi-gloss.
- **Economy Bond:** If cost is of paramount importance. Lightweight but fades fast so will only look its best for a short while.
- **Travel Fabric:** Good when re-using poster AND for travel - can be packed in your suitcase... no tube needed!

BEFORE YOU SEND TO PRINT: It is recommended that you create a PDF. This is not a guarantee of what the final poster will print like, but it can help reveal any problems or issues that may occur when the file is processed by our printer.
You can then upload either the pdf or the Powerpoint file to us.

File check-
1. Go to pdf preferences dialogue boxes
    - save your file at the same size as created
    - embed all objects and fonts
2. Save as 'High-quality pdf'
3. Open in Acrobat to review your file.

If all looks good-
4. Upload file (native or pdf) via link on uwposters.com   **REQUEST A PROOF**

POSTER PROOFING AND PRINTING AT UWPOSTERS:

1. Upload your file: via the link on our website - http://www.uwposters.com

2. Get a Proof:
We highly recommend a printed proof. This is the only way to actually see how your poster will print.
 • checks your file's compatibility with our printer software as well as checks for errors.
 • will show how the colors will really look on the poster.
 • takes 2-3 hours: cost $7

3. Check the proof:
 - If the proof is correct
   • Please come in, call or email (uwposter@uw.edu) us to approve final printing with no changes (do NOT re-upload the original file).

 - If you need to make corrections or changes
 • If the proof has images missing, format problems, color issues, etc, you may need to confer with us to fix the problem before moving forward.
 • Please **DO NOT** start a **new order** with your **REVISED** file.
 • Upload the REVISED file to our website using the original order number and confirmation code to access the existing order.
 • Indicate YES or NO for a revised proof. No charge for a revised proof.

4. Approve the proof and go to final.

OPTIONS FOR RECEIVING THE POSTER:

 • *Rush Service:* If the work load allows and you have a special need, we may be able to provide Rush service in less than 24 hours. This doubles the cost of the poster.
 • *Delivery Options:*
   • SLU Courier between SLU and UWMC
   • Pick up at UWPOSTERS at Health Sciences Bldg, room T-271
   • UPS
   • Private courier (client arranged)

Contact Us!

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