Poster Production
Tips for getting started and making the process smoother

1. Decide where to you will save your work:
    - Use a Flash drive
    - Use an external drive
    - Store on your own machine (if you have the necessary software)

2. Create a folder in your designated space and give it a name. Here you will store the poster template (save it there) **and all associated documents** (spreadsheets, images, exports from SPSS, etc.)

    **Please note: make sure to store all images that will go on this poster here

3. Start with your content – create a word document that has the appropriate headings that also appear on the posters and templates:

    a. Abstract
    b. Introduction
    c. Method
    d. Results
    e. Conclusions
    f. References
    g. Acknowledgments

    > This list may change according to the specific guidelines or preferences of the faculty member.

4. Do all text editing in the document to include spelling and grammar checks.

5. Choose your software - Campus computers come installed with 3* different programs you can choose from.

    - PowerPoint can be used on both a Mac and PC.
    - Publisher is a PC program.
    * InDesign can be used on both Mac & PC and requires in-depth training. Contact the DLC for more information.

6. Begin creating the poster using one of the templates located here:
    http://www.hws.edu/itservices/training_programs.aspx and select Poster Production under **Quick Reference**

    - *Simply copy and paste the text into the appropriate box. Insert images and choose colors.*

7. ***Make an appointment early if needed with the DLC***. We are located on the first floor of the library, second room on the left. Please call 4420 or email DLC@hws.edu to make an appointment.

8. **Working with a print shop:**
    - The final format of your poster should be sent as a PDF [File > Save As > Format >PDF]
    - Always good to send the file at least 3-5 days in advance.
    - Include contact information with file, in the chance that there is a problem with the printing of the final product.
    - Final product should contain images with a max export setting of 300 dpi. (Unless you are having issues with the quality of the exported image)

Poster Production
Tips for general design, including data visualizations.

1. **Be able to answer the following questions about your poster design:**
   - Who is the audience of the poster? - If it is for the general public use more general terms
   - How will the poster be used? - Is the poster going to be displayed in the hallway of the department or used for some outside agency?
   - **Include your Meta Data**: Sources for text as well as images. For spatial data, include link to Meta data files or how the data has been created.

2. **Poster design:**
   - *Balance* - Be aware of your use of whitespace and bounding boxes. Boxes tend to draw the eye and make a poster look busy.

   - *Alignment* - Pay special attention to alignment. Alignment increases the credibility of the poster

     - See page 5 for more details.

   - *Visual contrast* - Symbol classes should be easily distinguishable

   - *View the poster at 100 %* to assure you are satisfied with how your final printed product will look.

   - *Color* - Humans can distinguish a maximum of 5 colors.
     - For sequential data - use shades of the same color, or sequential colors
     - For qualitative data (names on a map as an example) - use a random color scheme
     - For diverging color scheme - use diverging colors (Purple and Green - See below)

Sequential Data   Divergent Data
(Analogous Colors)   (Complimentary Colors)
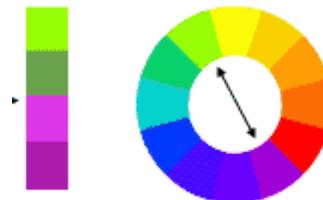
   - *Images* can be looked up on Creative Commons (which can be searched for) or on HWS's online databases specifically "AP Images". When taking images from search engines make sure you are saving the full- size image.

     *Final product should contain images with a max export setting of 300 dpi especially for large format posters. (Unless you are having issues with the quality of the exported image)

Design Tips for Creating Large Format Posters

Contrast

Strong contrast in sizes, fonts and colors create visual interest.

Try:

Thin serif fonts for text

Thick sans-serif fonts for headings

A dark font on a light background	A light font on a dark background

Repetition

Limiting the variety in the design keeps the poster from being too busy.

Try:

Use up to 3 complimentary colors

Repeating in threes

Use the same 3 fonts consistently: 1 for titles, 1 for text, 1 for accent

Alignment

Lining up objects in the poster creates a design that looks well-thought.

Try:

Snap grids in InDesign. They make it easy to make sure all objects are aligned perfectly.

The lines all disappear when you print.

Proximity

Keeping like information together makes it more understandable.

Try:

Leave space between sections to clearly indicate information that is meant to be together

Titles that are spaced close to text below

Commonly Used Fonts:

Serif:
Baskerville Old Face
Bookman Old Style
Cambria
Garamond
Georgia

Sans Serif:
Arial
Calibri
Gill Sans
Helvetica
Tahoma

Font Point Sizes:

Arial 12 point • Georgia 12 point
Arial 24 point • Georgia 24 point
Arial 28 point • Georgia 28 point
Arial 30 point • Georgia 30 point
Arial 36 point • Georgia 36 point
Arial 48 point • Georgia 48 point
Arial 60 point • Georgia 60 point
Arial 72 point • Georgia 72 point
Arial 100 point • Georgia 100 point
Arial 125 point • Georgia 125 point

Line Weights:

1 point line
2 point line
3 point line
5 point line
8 point line
10 point line

Using Images:

Low Resolution
Web images are intentionally small files for onscreen viewing. They become blurry and distorted when resized in a poster.

High Resolution
Images from a digital camera or stock photo database are generally made for print and work well in a poster.

Images can be scanned at 300 dpi or higher to create a high resolution image that can be printed on a poster.

36" wide

48" wide

Poster Production

Working with Data Visualizations: Frequently the production of a poster requires the inclusion of analyzed data from software programs available here on campus. However, the preparation of images for large formatting printing is not always straightforward, as images from different pieces of software will sometimes produce images with less than expected quality.

Visualizations for poster display:

- · Excel - see below
- · Word - print charts, tables or graphs to PDF - see the guidelines below
- · SPSS - print charts and tables to PDF

The most commonly used is Excel charts and tables. Summarized below are some tips to consider when transferring Excel data to a poster. For specific questions related to the visualization of data from the software listed, please contact the Digital Learning Center.

Excel Tips

Charts and Graphs:

1. Consider creating a chart of data on a new page of the workbook. This will increase the size of chart on screen and make it easier to see and work with. This will also create an image large enough to successfully insert into a poster.

2. Print the chart page to a PDF file. This software function is available on all campus computers. Go to File > Print and choose PDF from the dropdown. This will save the chart to an 8.5 x 11 sized chart. In most cases this PDF can then be added directly to the poster.

3. If the PDF is not of sufficient quality, open Acrobat professional and convert the PDF file to a *jpeg* or *TIFF* image (when prompted, choose a high export resolution). In most cases this chart can now be placed on the poster without loss of image quality.

Data Tables:

Data stored in tables can be difficult to transfer to a poster for a number of reasons. Frustration often arises over blurry and hard-to-read text. To increase the readability of the text try the following:

a. In Excel, use the built-in formatting tools to create a formatted table (different shades applied to alternating rows in the table)

b. Increase the line weight of cell borders or dividing lines of the table

c. Increase the font size and/or make the type face bold for the text in the table

The idea is to create contrast between the text and the background without using black on white, which can often lead to blurry and unreadable text.

Poster Production
Tips on Alignment Using PowerPoint and Publisher

The templates on the IT Services page contain margins that you must stay within, which are indicated by the white "border" around the poster templates. You must be cautious as to not have your placeholders in that region because it will not appear on your printed poster. The following tips will help you create visible margins and help your posters look neat and organized.

1. Make sure your Rulers are visible. If not, check Ruler located under View.

2. **PowerPoint :**

   (MAC) Select View > Guides > Static Guides and intersecting horizontal and vertical lines appear on the center of the template these will become your margin lines.

   (PC) Home > Arrange > Align > Grid Settings > Under Guide Settings check off *Display drawing guides on screen* > OK.

   *To create additional lines hold down the OPTION key (on MAC) OR CTRL (on PC) and click on one of the lines and drag and an additional line appears. Place them where the template's margins belong.

   Publisher (PC only):

   To create lines that will act as your margins, click and drag from the rulers onto your templates and horizontal/vertical line(s) will appear, depending on which ruler you dragged from.

3. To remove unwanted lines just drag them off the template.

4. To select and work with more than one placeholder at a time use the Shift key to select placeholders.

   *A solid line around a placeholder means you have selected placeholder
   *A dashed line around a placeholder means the content within has been selected (i.e. text)

   On PC Only
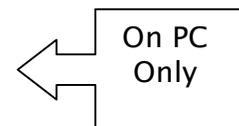
5. You have the option of grouping certain selected placeholders under Home > Arrange > Group/Ungroup.

   *Grouping allows you to rotate, move, or resize all shapes or objects at the same time as though they were a single shape or object.

6. For precision, use the arrow keys to move content your around.