



The Institute

Training and education for Guernsey's Health & Social Services

Study Skills Series

How To Design A
Poster Using MS
Powerpoint™

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What is a poster presentation?

A poster presentation is an alternative way of presenting the key contents of a paper, study, service improvement or audit to a particular audience. The benefits of producing a poster far outweigh the cost of producing it:

- The poster can be viewed by all conference delegates
- It can convey the key messages of a paper within a few minutes
- Attractive eye catching posters generate networking between delegates
- The poster can be displayed in different sites after the conference

This leaflet will take you through the steps to set up your PowerPoint™ so that you too can produce professional posters which will wow your audience. You are limited only by your imagination!

Setting up the PowerPoint™.

1. Decide on what size poster you wish to produce, this may already be stipulated by the conference organizers or in the task guidelines if it is part of an assessment.
2. Open PowerPoint™ in the usual way
3. Click on **design** and then **slide size** followed by **Custom slide size**
4. Decide whether you want your poster as **portrait or landscape**.
5. Next set the width and height of the poster according to the final size you want it to be.
 - A0 — 84.1 x 118.9 cm
 - A1 — 59.4 x 84.1 cm
 - A2 — 42 x 59.4 cm
 - A3 — 29.7 x 42 cm
 - A4 — 21 x 29.7 cm
6. Press **O**
7. Design your poster on the PowerPoint™ slide (see poster making tips)
8. On completing your design save the slide as a **PDF** document. It is possible to click the option to open the document after saving. Click on **publish**.

Printing your poster

It is essential that you save your finished poster as a PDF to ensure that the design does not change during the printing process. The Institute is able to offer a printing facility for posters at a small charge. The most popular size of posters are A3 and A1. The A1 poster is ideal for conference presentations.

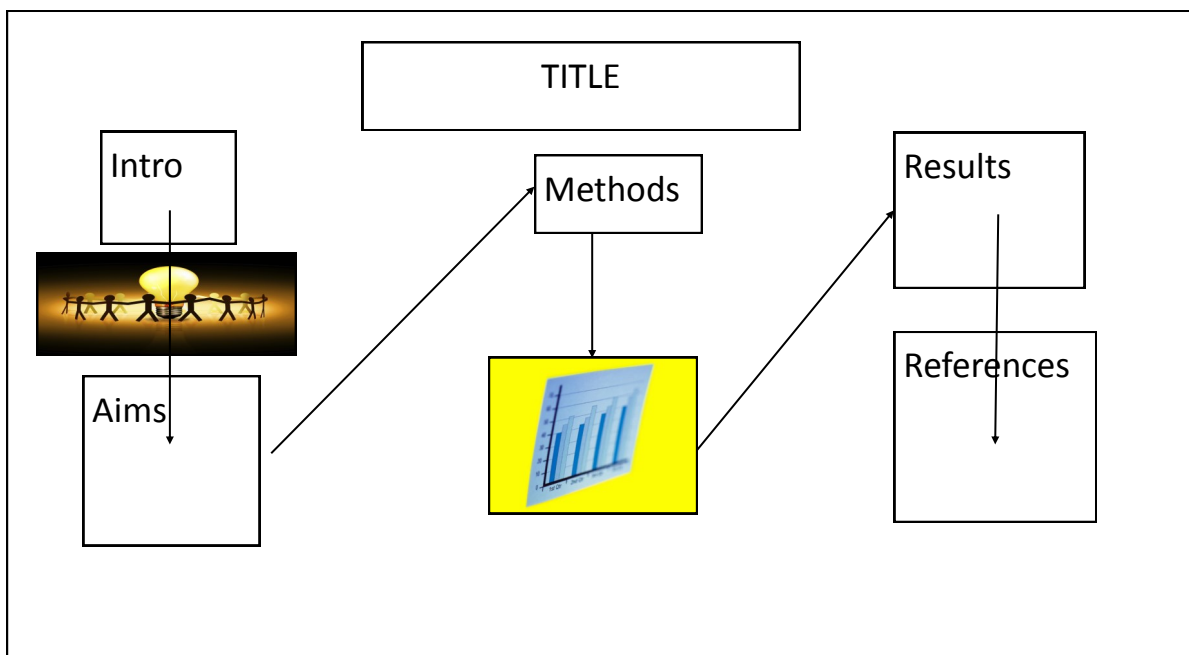
If you would like the Institute to print your poster you need to e-mail the PDF to:

Annmarie.nolan@gov.gg

On receipt of an e-mail stating your poster is ready for collection, pick the poster up from The Institute library. Make sure you are able to pay for the poster at the time of collection. The charge for printing is necessary, so that the cost of ink and paper is covered.

Making attractive posters—Top tips!

Draft out what you want to include on your poster and the order in which you will present each element of the poster. It is worth doing a quick sketch of what you want it to look like; a suggested layout is illustrated below:





- Create a storyboard which flows from top to bottom and left to right (see arrows).
- Balance the content and presentation—aim for about 50% text, 30% graphics and 20% white space, this will prevent your poster appearing cluttered. An A0 poster should have no more than 1000 words
- Keep to a colour theme of 2-3 different colours and no more

Top tips continued.....

- Use images that have 300 dpi or higher to avoid blurring or pixilation when the poster is printed out to full size. This is a particular problem for large posters.
- Arial is a good font to use, it is easy to read. The size of the font will depend on final poster size. The title of an AO poster should be in 70-90pt font for impact with the smallest text being 20pt. Obviously this will change if the poster is smaller.



- The background of the poster should be light enough to allow the text to stand out. However dark backgrounds can have impact if the text is printed in white.  
- Backgrounds can also be photos or pictures, to do this firstly right click on the background of your slide. Go to **format background**. Click **picture or texture fill**. Select picture from file, clipboard or clip-art. Press insert. You can then edit this to either apply as a tile or to make the image more transparent. The latter will make it easier to read the text that will be written over it. Remember less is more and a picture paints a thousand words!

Finally, evaluate your poster and ask others to do the same.

You can print a small version of your poster by using the page scaling option in the print dialogue box. Ask yourself the following....

- A) Is the overall appearance pleasing on the eye with good use of colour, graphics and font type?
- B) Is the poster uncluttered with good use of 'white' space to break up the text and images?
- C) Have you used an appropriate size font for the title, headings and main text? You should be able to read the title of a large poster from 2-3 metres.
- D) Have you included enough detail so that the reader is able to receive the main thrust of your message without you being present to provide an explanation?
- E) Have you included your name and the names of other colleagues involved in developing the poster and provided details of how you may be contacted?
- F) Have you taken time to proof read the poster through prior to printing? Get someone else to check your work for you.