Digital literacy training

Conference poster production using PowerPoint

2019
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Poster design

Summary
- Paper sizes and ANU requirements
- Elements of your poster
- Content requirements
- Design principles and recommendations
- PP Tools
- Printing
- House and time keeping

Poster templates
ANU Marketing does not provide open access templates for posters. It is recommended to design the poster and approach ANU Marketing for approval and a logo.

Link: For more information and for logo
ql.anu.edu.au/7yy0

Poster format
If the poster is for a specific conference or meeting it is important to follow the requirements of the conference organizers. Design your poster according to the space allocated, but you do not necessarily need to use all space. For example if you have a portrait poster board, do not try to use the whole space if it will make it difficult for the audience to read from a normal standing position.

Link: ANU Printing Service
ql.anu.edu.au/i201
printing@anu.edu.au

'A' series paper sizes
as defined by the ISO 216 standard

A0: 1189 x 841 mm (1 m²)
A1: 841 x 594 mm (½ m²)
A2: 594 x 420 mm (¼ m²)
A3: 420 x 297 mm (etc.)
A4: 297 x 210 mm
A5: 210 x 148 mm
A6: 148 x 105 mm

To change page size in PowerPoint:
Design tab > Customize group > Slide Size
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### Landscape format

**Sizes of bottom margin**
- A3: 420 x 35.0 mm
- A2: 594 x 37.5 mm
- A1: 841 x 40.0 mm
- A0: 1189 x 45.0 mm

### Portrait format

**Sizes of bottom margin**
- A3: 297 x 35.0 mm
- A2: 420 x 37.5 mm
- A1: 594 x 40.0 mm
- A0: 841 x 45.0 mm

### ANU requirements

Poster may need to be approved by the Marketing Office.

For 90x120 poster:

(90cm = 35.433 inches. 120cm = 47.244 inches. Therefore approx 36” x 48”)

Black or white band at bottom = 65mm high

Link: Submit the accepted conference poster [openresearch.anu.edu.au](http://openresearch.anu.edu.au)
Usage of the ANU logo

- Logo only provided if the poster is to be presented outside the ANU at a conference or similar event
- Supervisor must endorse logo use via email
- Following details are required
  - where the presentation will be held
  - size of the poster i.e. A0, A1, A2, A3
  - portrait or landscape
- For more information and for logo: ql.anu.edu.au/7yy0

Logo

Width: 60mm
From top of band: 15mm
From right edge: 40mm
Different settings for smaller posters

A poster should

- Have a Clear Purpose
- Be Readily Understood
- Have a Simple Format
- Be Unified
- Concentrate on the Graphics not the Words

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Their presentation is generally in the same format as other forms of scientific writing (i.e. Introduction, Methods, Results/Analysis, Discussion and Conclusion). However, the focus is on the results: The Introduction, Discussion and Conclusion should be brief and concise. Often the Results and Discussion are combined.

Tell a story but minimize the narrative. If you try to keep your word count to less than 800 words, your audience is more likely to read it. Each text block should be <50 words. Remember, you can have serious competition for a reader’s time and attention.

Preparing a scientific poster

The presentation of the science is generally in the same format as other forms of scientific writing (i.e. Introduction, Methods, Results/Analysis, Discussion and Conclusion). However, the focus is on the results: The Introduction, Discussion and Conclusion should be brief and concise. Often the Results and Discussion are combined.

Tell a story but minimize the narrative. If you try to keep your word count to less than 800 words, your audience is more likely to read it. Each text block should be <50 words. Remember, you can have serious competition for a reader’s time and attention.
Planning and layout

The flow of your poster should be clear to the reader.

- Introduction should be in top left, conclusions bottom right.
- In general columns are easier to follow than rows.
- You can use numbers or letters to label different sections/blocks in your poster.
- Use headings to convey major points.
- Most important messages should appear at the top of the poster (details and supplementary points lower).
- Details detract from the main point and should be avoided.
- Balance the use of graphics and text (horizontal, vertical or diagonal symmetry in placement of figures and text).

Maths

3 column layout

Allow minimum 1 cm between columns and for outside edge. That’s a total of 4 cm for 3 columns

90 - 4 = 86 cm
86 / 3 = 28.7 cm per column

Figures and graphics

- Should be between 150 and 300 dpi (final resolution)
- Each figure should illustrate one or two points at most
- Make sure all graphics are embedded rather than linked
- Physical area on graph should be proportional to numbers represented
- Use same scaling if two graphs display similar types of data
- Data should not be displayed out of context
- Explanatory material and labels should be included on the graph.
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Font size
Titles: At least 72 point; Headings: At least 48 point; Text: At least 24 point

Headings
- Summarises the point outlined in the subsequent text block or graphic.
- The more important the point the larger the font size.
- Make the statements as strong as the research allows.

Text
- Use active voice.
- Use phrases rather than full sentences.
- Lists (bullet points, numbered) are useful.
- Avoid jargon and acronyms.
- Use a serif font (Sans-serif is alright for headings).
- Left-justified text is best (fully-justified is difficult to manage in columns).
- Restrict the number of fonts to 2-3 at most.

Sizing of figures and graphics in PowerPoint
Optimal pixel density of images in PP is 220 pixels per inch (ppi). Images with greater pixel density can dramatically increase file size, while images with lower pixel density will reproduce with inferior quality.

To find the optimal dimensions of an image in PowerPoint follow the following steps:

1. Right mouse click on the JPEG (or other file type) of the image you want to use and find the dimensions of it in Properties, e.g. 1919 x 1079 pixels

2. Calculate the optimal dimensions of that image in inches/cm as follows:
   - width = 1919/220 = 8.72 inches = 22.15 cm
   - height = 1079/220 = 4.90 inches = 12.45 cm

Reducing the physical size of that image on your PP poster will not reduce its overall file size. Increasing the physical size of that image on your PP poster will result in inferior image quality.
**Backgrounds and ANU colours**

- PowerPoint doesn’t provide CMYK ([cyan, magenta, yellow, and key (black)] colours, which are usually used for print
- Specific colours will have to set in RGB ([red, green and blue])

Example for Background: right mouse click > Format Background > Fill > Color > More Colours > Custom

**Graphic design tips**

For readability:

- Use black or dark-coloured text on a white or pastel background.
- Keep a reasonable amount of white-space (>35%)
- Stick to a theme of 2-3 colours

Consider colour differentiation (red/green colour blindness).

**Tools to Help**

- The following assists with layout:
  - calculator to work out measurements
  - PowerPoint ruler
  - grids
  - guides
  - snap to other objects
  - tip: draw boxes
    - size accurately
    - ‘align’ to assist in measuring up the page
    - position the guides against them
    - delete when page is structured

**Tools 1**

- Guides (toggle Alt+F9 to show or hide)
  - set in the vertical and horizontal centres
  - drag to move
  - control+drag generates a new guide
  - drag off guide to remove
- Ruler
  - zero point set in vertical and horizontal centres
  - not moveable
- Grid (toggle Shift+F9 to show or hide)
  - right click background for menu option > Grid and Guides
  - choose display and snap options
  - alt key overrides snap options
- Snap to objects
  - useful for lining up objects
PowerPoint templates

Many templates exist that can assist in designing posters for PowerPoint, e.g.

- Poster PowerPoint Templates by PosterPresentations.com (ql.anu.edu.au/rg0l)
- PowerPoint Research Poster Templates by Genigraphics (ql.anu.edu.au/22g8)
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Time Keeping
- Posters are time consuming to get right
  - text
  - layout
  - not to mention printing
    - at least 2 days notice to print
    - better to give preliminary booking of 1 or 2 weeks
- Give yourself time!

Summary
- Prepare text
- Prepare images
- Build poster structure
- Add text and graphics
- Book the Printer
- Print
**Other suitable software**

Information on suitable types of software can be found at:

<table>
<thead>
<tr>
<th>Software</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>QuarkXPress</td>
<td>quark.com</td>
</tr>
<tr>
<td>Adobe Illustrator</td>
<td>adobe.com/products/illustrator</td>
</tr>
<tr>
<td>Adobe InDesign</td>
<td>adobe.com/products/indesign</td>
</tr>
</tbody>
</table>

The list above shows useful programs for designing large format posters, but there are many others.

**Resources**

Examples of Posters can be found at:

- **PhD Posters.com** (phdposters.com/gallery.php)
- **ePosters** (eposters.net)
- **Creating Effective Poster Presentations (Hess, Tosney & Liegel)** (ql.anu.edu.au/uaqz)
- **Poster Samples – The University of Texas at Austin** (ql.anu.edu.au/wdin)
- **Poster Samples from the School of Social Science – The University of Queensland** (ql.anu.edu.au/esuy)
- **Poster Tips for Humanities Conference Papers – NYU Public History Program** (ql.anu.edu.au/ymmb)

**Samples of Conference Posters**
Other resources

Training notes
To access training notes, visit the Research & learn webpage anulib.anu.edu.au/research-learn and select the skill area followed by the relevant course. You can register for a workshop and find other information.

Research & learn how-to guides
Explore and learn with the ANU Library’s how to guides (anulib.anu.edu.au/howto). Topics covered are:

- Citations & abstracts
- E-books
- EndNote
- Evaluating Sources
- Finding books and more
- Finding journal articles and more
- Finding theses
- Increasing your research impact
- ORCID iD (Open Researcher and Contributor ID)
- Research Data Management
- Text and Data Mining
- Topic analysis

Subject guides
Find subject-specific guides (anulib.anu.edu.au/subjectguides) and resources on broad range of disciplines. Such as:

- Asia Pacific, Southeast Asia and East Asian studies
- Business, economics, art, music and military studies
- Criminal, human rights and taxation law
- History, indigenous studies, linguistics and philosophy
- Biological, environment, physical & mathematical sciences, engineering & computer science, health & medicine

Navigating the sea of scholarly communication
An open access course designed to build the capabilities researchers need to navigate the scholarly communications and publishing world. Topics covered include finding a best-fit publisher, predatory publishing, data citations, bibliometrics, open access, and online research identity. Five self-paced modules, delivered by international and local experts/librarians (anulib.anu.edu.au/publishing).

Online learning
Online learning is available through ANU Pulse, which can be accessed from both on and off campus by all ANU staff and students (ql.anu.edu.au/pulse).

Modules available in ANU Pulse
- Microsoft Office (Access, Excel, OneNote, Outlook, PowerPoint, Project, Visio, Word)
- Microsoft Office (Mac)
- Adobe suite (Illustrator, Photoshop)
- Type IT

Training
A range of workshops are offered to help with your academic research and studies (anulib.anu.edu.au/training-register).

Feedback
Please provide feedback about workshops on the online feedback form (ql.anu.edu.au/survey).