# DOING MORE WITH POWERPOINT: POSTERS WITH PUNCH!

WHY USE POWERPOINT FOR POSTERS?

Whether you need to publicize an event, present research at a conference, or enhance an audience's understanding of your data, a poster created in PowerPoint will give you a fabulous result. Using MS PowerPoint even design novices can create beautiful, eye-catching posters quickly and easily.

HOW DO I CREATE A POSTER USING POWERPOINT?

1. **Open PowerPoint** and **create a new presentation**.

2. **From the Task pane** in PowerPoint XP, choose the layout for a blank slide. *Choosing a blank layout will allow the most design flexibility when creating a poster.*
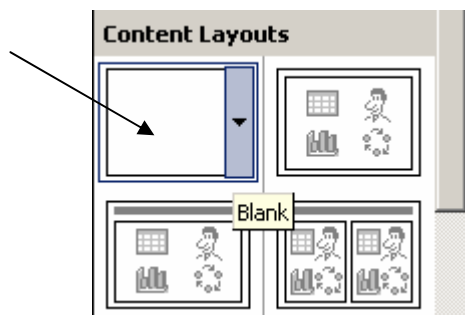

Since the poster will be much larger than the average PowerPoint slide show, you must next choose the dimensions of your poster. To do this:

3. From the **Menu bar**, choose **File: Page Setup.**

4. In the **"Slides sized for" box**, click the **down arrow** and choose **Custom**.

5. Change the **Slide Orientation** to **Landscape**.

PowerPoint has a maximum page size of 56 inches x 56 inches, your poster may fit anywhere within that range.

6. Make the poster **36 inches wide and 18 inches tall**.

Your screen should look like this:
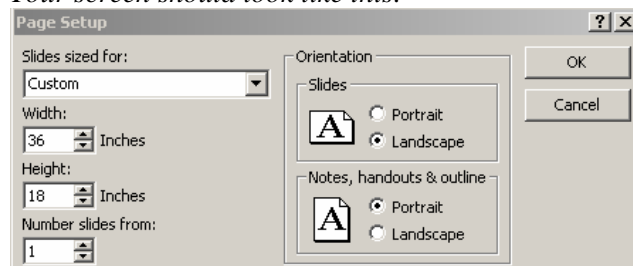
7. Click **OK**. *The poster is now properly sized and ready for design.*
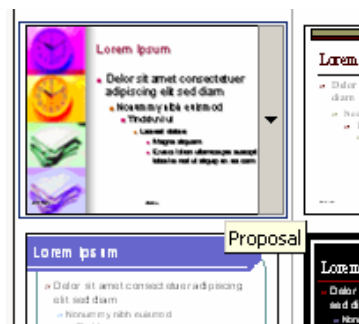
FORMATTING THE BACKGROUND

There are two ways to create a subtle, yet effective, background for your poster. You may use the predefined slide design templates offered in MS PowerPoint, or you may create a background of your own using the Format menu bar. We will explore both options.

Creating a background using PowerPoint's design templates:

1. From the **Formatting toolbar**, choose **Design**. *The task pane reveals all of the design templates available in PowerPoint XP*.

2. **Scroll through the options and select a background** that will match the message you wish to covey. For instance, if your poster discusses time management principles, you might wish to choose the template named "Proposal" because it has clocks and stacks of paper on it.
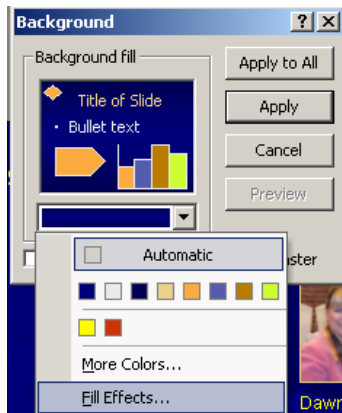
Proposal template:

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Creating a background from the Format Menu option:

1. From the **Menu bar**, choose **Format: Background**. *The background dialog box is displayed.*

2. Click the **down arrow on the background fill box** and choose **Fill Effects**.

3. Scroll through the options with which you are presented and choose one that will enhance your presentation. *Ensure the background you choose does not detract from the message your poster is conveying.*

ADDING TEXT

Since you chose a blank layout for your slide, you will need to create text boxes on the poster. To do this:

1. From the **Drawing toolbar** located at the bottom of your screen, **click** the **text box tool**. *After selecting the tool, do not hold down the mouse.*

Text box tool

2. Position the mouse on the screen roughly where you would like to add the text box.

3. **Click and hold the left mouse button and drag the curser down and diagonally to the right**. *The text box is created.*

Choosing the correct font:

It is recommended that you use standard fonts and do not embellish them with shadows, underlining, or embossing, etc. Sans serif fonts are best because they give the poster an uncluttered look. Sans serif fonts are a category of typefaces that do not use serifs, small lines at the ends of characters. Among the most popular sans serif fonts are Helvetica, Arial, and Geneva, but in general, any sans serif font will do.

Choosing the right font size:

- Titles: 80 – 105 points
- Sub Titles: 50 – 72 points
- Text: Nothing smaller than 45 points

IMAGES

Pictures imported from the Web or from overhead transparencies, brochures, or letterhead may look fuzzy when blown up to poster size. For best results, images for use on a poster should be scanned at 150 dpi and saved as a jpeg or bitmap.

VIEWING THE POSTER

Although text and graphics will look small, it is generally best to work with your poster in the "Fit" mode, which will allow you to see the whole poster on the screen. However, to get a good idea of what the poster will look like once it is blown up, use the Zoom tool located on the Standard toolbar at the top of your screen.
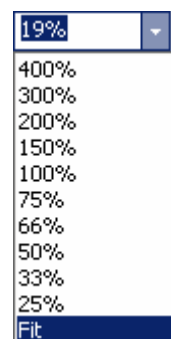
To see the poster as others will see it when it is printed, choose **100%**. *Use both the vertical and horizontal scroll buttons to see all the elements of the poster.*