

Help Document Series: Designing Posters in Microsoft PowerPoint 2007

This document will walk you through creating a large format poster for Fall Fest or Academic Spree Day, using PowerPoint.

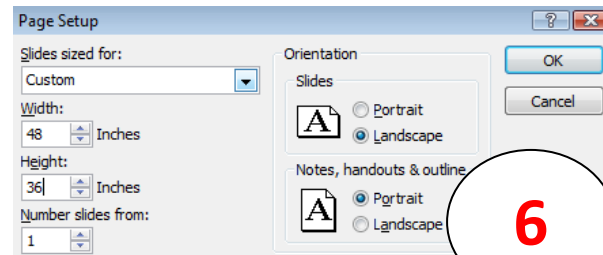
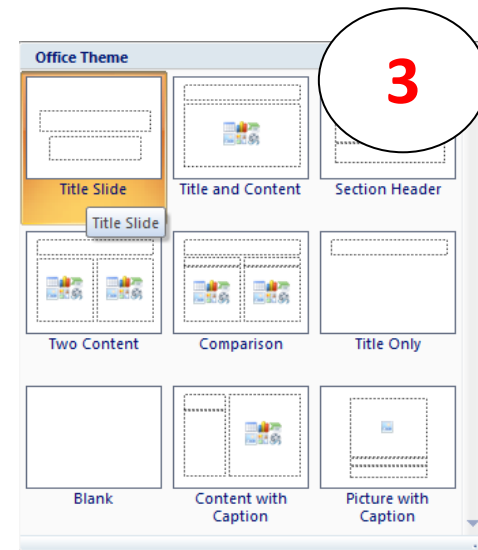
The ideal poster is designed to:

- Provide a brief overview of your work
- Initiate discussion
- Attract attention
- Give you something useful to point to as you discuss your work
- Stand alone when you are not available to provide an explanation
- Let people know of your particular expertise
- Illustrate
- Demonstrate

- Step 1.** Open PowerPoint on your computer.
Step 2. Select “Blank presentation” and click “Create”.
Step 3. On the Office Ribbon, select the “Home” tab and click “Layout”.
Step 4. Switch the slide layout from “Title Slide” to “Blank”.
Step 5. On the Office Ribbon, select the “Design” tab and click “Page Setup”.
Step 6. Change the setting in the “Slides sized for” menu to be “Custom”, and change the height and width to your desired dimensions.

The standard size is 36” x 48”.

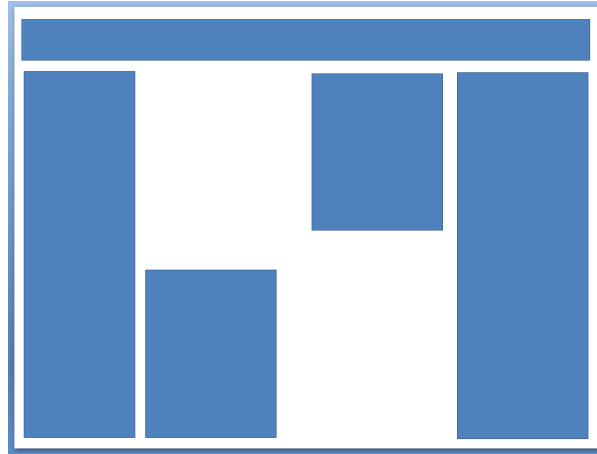
- a. *Optional:* If you’d like to be able to “fine-tune” the placement of objects on the poster, click on the “View” tab and check the “Ruler” box now. For even more ability to adjust what will go where, check the “Gridlines” box as well.



Step 7. Click on the “Insert” tab and select “Shapes”. Draw a rectangle across the top of the poster.



Step 8. Insert more rectangles wherever you plan to put text in your final poster.



Step 9. When you are ready to add text, right-click on one of the rectangles and select “Edit Text”.

Note the following font sizes suggested by ITS:

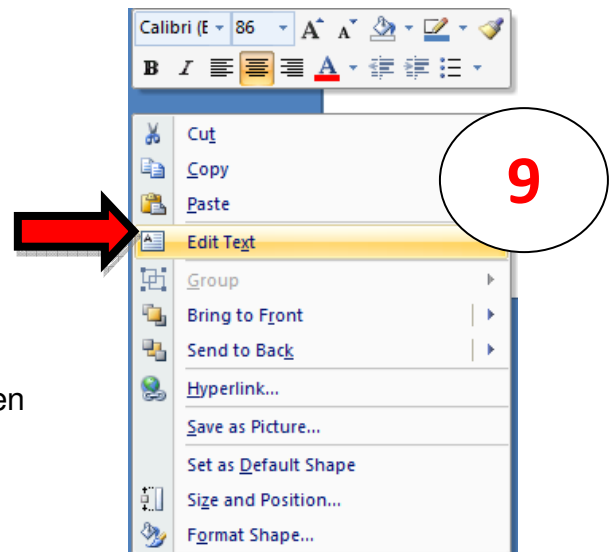
Poster heading: 68 point

Subheading: 58 point

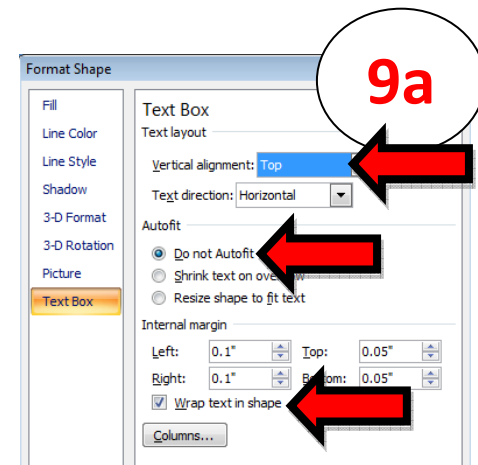
Content heading: 34 point

Content: 24 point

- a. If the text you’ve added isn’t showing up the way you want it to, right click on the textbox and select “Format Shape...”, then select “Text Box”. Set Vertical Alignment to “Top”, select “Resize shape to fit text”, and finally, check “Wrap text in shape”.



Step 10. Along with text, you will most likely want to include images. The ITS Poster Printing Guidelines, available at www.clarku.edu/offices/its/academictechnology/posters.cfm, suggests all images be either .JPEG or .GIF files, or your poster may not print correctly.

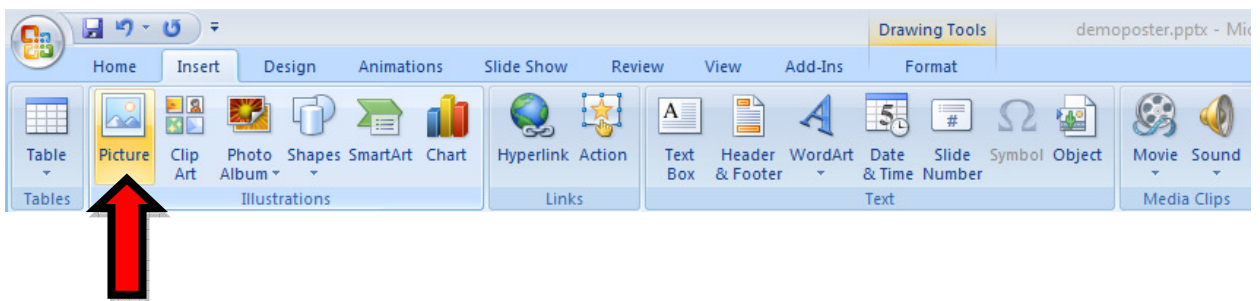


You should use another application, such as IrfanView (www.irfanview.com) on the PC, or ImageWell (xtralean.com/IWOverview.html) on the Mac, or other image-editing software such as Photoshop or Photoshop elements to prepare your images before bringing them into PowerPoint. In addition to converting your images to JPEG or GIF, we strongly recommend that you

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lighten up dark images for legibility, as the poster printer tends to print things darker than they appear on the screen.

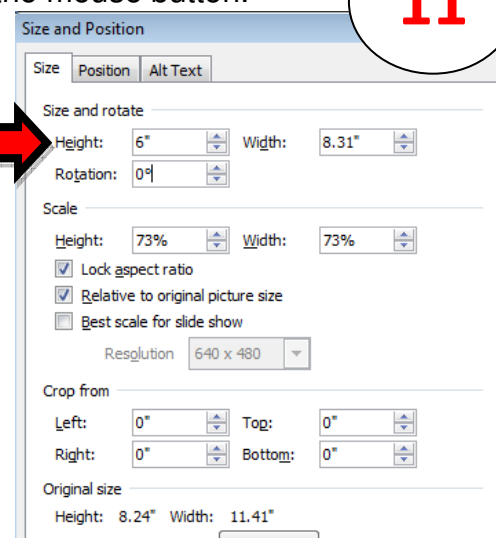
To add an image, click the Picture button in the Illustrations subpane of the Insert tab on the Office ribbon. Find the file and click “Insert”. Don’t worry if the picture comes in very large or in the wrong place, as we’ll be adjusting that in the next step.



Step 11. If the image is large, right click on it and select “Size and Position”. Change the height to something more manageable, such as 8”, and click OK. By default, PowerPoint should automatically scale the picture’s width to match the new height you have selected. Click and hold on the image to drag the image to where you want it placed. To resize the image further, click and drag any of the resize handles on the edge of the image. Generally, it is best to resize using one of the four corner handles to maintain the proportions constraint. When you are satisfied with the picture’s placement and sizing, release the mouse button. You can also add lines, boxes, and arrows by using tools available under “Shapes” on the Insert tab of the Office ribbon.

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NOTE: If you have a Clark login and would like to use the Clark University logo on your poster, you can find high resolution images at the following page on the



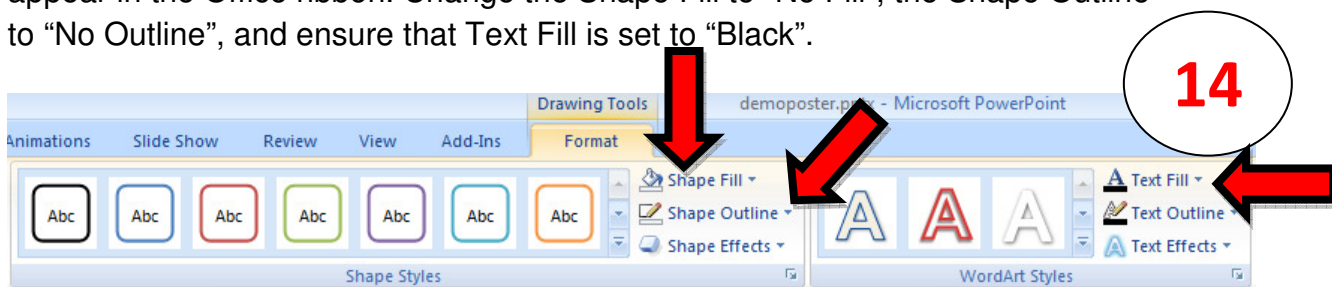
Department of Communications' website:

<http://www.clarku.edu/offices/publicaffairs/logo/index.cfm>

Step 12. If you have put down a rectangle that you no longer wish to use, simply click on it and press the Backspace or Delete key to remove it from your poster.

Step 13. To add a chart or graph, use the Table or Chart buttons on the Insert tab of the Office ribbon. Clicking Chart will bring up a dialog box with a list of chart types to choose from. Press "OK" when you have made your selection, and PowerPoint will create a new Excel worksheet which you can copy-paste your data into—the graph in PowerPoint will change accordingly. You can also simply use copy-paste (Ctrl+C / Ctrl+V) to bring in a chart you have already created in an Excel spreadsheet. Many of the same operations discussed for pictures (resizing, moving, etc.) also hold true for charts and tables.

Step 14. At this point, you're ready to remove the color and border outlines from the text fields on your poster. To do so, click the object (or shift-click to select multiple objects) and then switch to the "Drawing Tools – Format" tab that will appear in the Office ribbon. Change the Shape Fill to "No Fill", the Shape Outline to "No Outline", and ensure that Text Fill is set to "Black".



Step 15. While we hope you've been saving throughout this tutorial, if you haven't been doing so, save your work now! To avoid problems, don't use spaces or punctuation characters in the title. It also helps if you include your name in the filename. A good example is "melliottFallFestPoster.pptx"

You're almost done!

Step 16. Before submitting the poster, print the final version on a single 8.5" x 11" sheet of paper. Make sure all images print correctly, text stays within the boundaries you set, text appears on the page, and for other problems such as spelling and grammar.

Step 17. When you are ready to have the poster printed, review the Poster Printing Guidelines at <http://www.clarku.edu/offices/its/academictechnology/posters.cfm> and use the Printing Request Form link on that page to submit the file.

