Tips and Tricks for Poster Development

Overall Look

Make sure that your formatting is consistent throughout the poster. If you have an extra space underneath one headline, make sure it is the same underneath all of the headlines.

Remember that PowerPoint slides can only go up to 56", so if you have a larger size (i.e. 4x6 ft – 48"x72") make it half size (24"x36") and it can be doubled when it comes time to print.

Use 1" margins

The following poster template and format is recommended:

Font

Posters should be legible at 3 to 4 feet away and the Title should be legible from at least 6 feet away from the poster. Use simple fonts such as Arial or Times New Roman (Upper and Lower case letters). We recommend that you use at least 20 pt font, although 14pt is legible (sections such as Sources/Literature Cited) may have a smaller font size if needed.

The poster title should be centered at the top of the poster and the title font size should typically be between 60pt and 96pt.

Use a consistent font, color and size for all the headlines.

Use a dark font color to ensure that your text will show up well against a white background (yellow on white makes the text very difficult to read). Bright or light colors will not stand out. Using a dark color (navy blue, burgundy, forest green, etc.) will be easier for the reader to see.

Text Organization

Put your information into columns on the poster. This makes it much less overwhelming and easier to read. Look at any pictures that are to be included at full size (e.g. if making a 4x6 poster at half size, use the Zoom feature to look at the pictures at 200%). The pictures may look fine on your screen at 33%, but could be pixilated when they are printed out full size. **Zoom To: 200% or 100%**

Do not copy and paste images into PowerPoint. Save the image separately and use the Insert Function in Power Point to include it in your poster file.

Charts and graphs can be copied and pasted into PowerPoint since these are not images

Photo images should be set at 125-200 dpi in JPEG format. Do not use .TIF in PowerPoint.

Images that contain cartoons, illustrations, scanned text, drawings or charts should be 225 dpi in GIF format. The image of the AHS logo should be affixed at the top left-hand corner of your poster.

Spacing

Use the ruler on the side of the PowerPoint slide (this can be added using the View Tab and clicking on Ruler). If you have a lot of text boxes, pictures, or graphs, you might also want to use the Grid and Guides option. The top and bottom of each text box should be aligned so that the border of the poster is consistent throughout. Tip: Double click on the text box to check and modify size

Try to keep the spacing between sections equal at least within a column, and keep the spacing between the columns consistent. The spacing does not have to be large (3/4" looks fine), and do not go too large – a space of more than 2" between the columns makes the poster look like there isn't enough information on it.

Right and Left Justifying your font makes the poster look more professional.