Poster Creation & Printing Using MS Publisher
Creating a large Eye-Catching Poster

INSTRUCTIONS

Physical layout of poster—Create a poster for use as an educational, promotional, or informational tool. Your poster should be sized at the final size. So, if your poster will be printed 34"x44", 36"x46", or 36"x48", your Page Setup page size should be set to Custom 34x44, 36x46, or 36x48 inches respectively in MS Publisher.

Content of poster—The poster should tell a captivating **educational, promotional, or informational** story. Use figures, charts, tables and photos. Include labels for figures and tables. Remember that a typical reader may spend only a few minutes looking at the poster, so it's very important that there is a minimum of clutter and a maximum of clear, informative statements and attractive, enlightening figures. Keep text to a minimum. Consider short paragraphs, **narrow columns** and bulleted text.

Helpful Tips: Keep the full title as one paragraph and use Shft+Enter to break the line where you'd like. Use Mixed Case for Titles. Use sentence case for body text.

Position: The work area or template includes text boxes that help guide your placement of text. You can resize the boxes to make room for tables and charts.

If your text is in Word or a word processor: You can copy and paste the text into your Publisher work area or template. If you choose Edit>Paste Special>Unformatted Text the template formats will apply.

Figures, Charts & Tables—Are most often created in other programs and copied into Publisher. Use Word or Excel for tables and Excel for best charting control. Complete your formatting in those programs. After you copy it, when you are pasting it into your poster, do not just paste. Instead, choose Edit>Past Special>Picture (JPEG) command. This inserts a graphic object. The drawback is that changes need to be made to the source file.

Image and Logos—Files are placed in Publisher using Insert>Picture>From File command. I recommend TIFF and JPEG/JPG formats of logos that hold resolution as they scale up. Web versions of logos (GIF files) will be pixilated. Photos should be imported at the size you intend them to be reproduced at a resolution of 200dpi.

Figure & Table Labels—These items can be added as separate text boxes, if you need them.

Background Color— Use background colors with caution. ***Keep them simple***, light and be wary of gradients.

Layout—Keep appropriate white-space and avoid a cluttered poster. Keep columns narrow, 3-5 inches wide in your layout for a final printed width of 8-10 inches.

Quality—A few steps you take can make a big difference in the quality of your poster:

> 1) Spell check!
> 2) Review, review and review! As you draft your poster, look for mistakes, check for legibility and inconsistency in style. Ask others for their 'honest' opinions. Be critical.
> 3) Print an 8.5x11 color proof before you run your final poster (optional).

----- Things to Accomplish -----

		Yes	No
1.	**Planning what you want to say:** *Identify your audience* _____ (Establish who your audience is).		
2.	**Planning what you want to say:** *Identify your message*: The key to any "Poster" is deciding what your message is. In order to do this, you need to distil the key points of your work on to some rough paper and arrange the order of your 'story'.		
3.	Submit a THUMBNAIL SKETCH of your poster to your instructor for approval with her signature		
4.	If you are reporting on work from your individual research project or a group project, it is good to write a short section at the beginning (approximately 200 words) which outline: Why you did this research (gives a context) How you did it (method) Issues it raised (there may be some interesting things to solve on theway) Key findings/conclusion/recommendation This is similar to an 'abstract', which is found at the beginning of a journal article inorder to prepare the reader for the content of the paper. Once you have the abstract, you have the key ideas for your poster and your introduction.		
5.	If you have not carried out any data-gathering research, you may be planning just to present a poster on a topic. This is something like a visual essay and you will also need to start by jotting down a summary of your reading by: Stating the importance of this topic (gives context) Listing the key points/issues/positions (either as theoretical positions, key researchers, factual positions, key solutions etc). Also offer critical reflection on what you have read and a concluding remark		
6.	Once you have summarized what you have found, you have the key ideas for your poster and can be part of your poster introduction Your poster must also have a very clear message. The information in your abstractor introduction can be further developed in the boxes on your poster.		
7	Your poster may be the visual aid for an oral presentation in preference to slides.		
8	There are no errors of any kind present.		
9	Use of the <u>four</u> basic visual design principles (BALANCE, SIMPLICITY, UNITY, and EMPHASIS) is considered and obvious. The elements below are also carefully and effectively used. ☐ All lines, columns, tables, figures, pictures, graphs are lined up neatly and appropriately. ☐ All levels of texts are formatted neatly and systematically displayed and lined up.		
10	**How your poster is read:** A poster is not a jumble of things that can be read in any order (unless you are using the poster as a form of art). Generally, we read a poster from the top left and workour way down to the bottom right, as with any page we read. However, you can break this rule if your route through the poster is clear and logical.		

Your Name: _____ Date Submitted: _____