



# **PRINTING SERVICES KB COPY CENTRE**

## **DESIGN A POSTER USING POWERPOINT**

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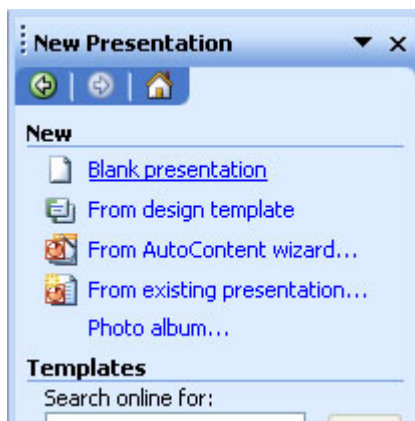
# Step 1. Set up page orientation and page size

## How to set up page orientation and page size

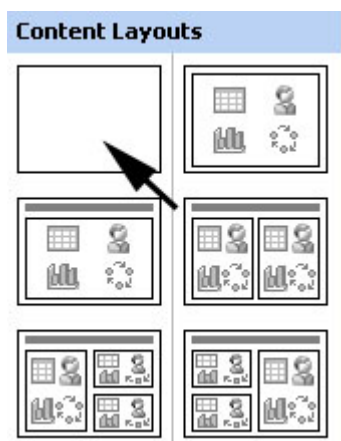
PowerPoint is setup by default to produce slides for a slideshow presentation. So the first thing you need to do is to create a new blank presentation and change the page set up for an A1 or A0 size poster in either portrait or landscape orientation.

### Create a blank presentation with a blank slide layout

1. From the **File** menu, click on **New**
2. From the **New Presentation** task pane select **Blank presentation**



1. Then select the **Blank presentation** layout.



You now have a clean canvas to start designing your poster.  
The next thing you have to do is to set up page size and orientation.  
What size is your poster going to be, A0 or A1?  
What orientation will it be? Portrait or Landscape?

### Set up the poster for size A0 Landscape

1. From the **File** menu, select **Page Setup**.
2. Under **Slides Sized for**, select **Custom**.

3. Check that the Width and Height units are set to cms.  
For an A0 poster
4. In the **Width** box, type in **118.9**
5. In the **Height** box, type in **84.1**  
Poster dimensions

A0	A1	A2	A3
118.9 x 84.1	84.1 x 59.4	59.4 x 42	42 x 29.7

6. Under **Orientation** check that it's set to **Landscape**
7. Click on **OK** and save the file
8. To maximise the area of screen for your poster, close the **Task pane** and the **Slide pane**

Notice that you are currently viewing the poster at 17% of its original size.  
Finally another few things to check:

- Select the **View** menu, select **Toolbars** and make sure you have **drawing toolbar**, **formatting palette** and **slide view** selected.

## Step 2. Grids and Guides

### How to add grids and guides

In order to accurately place text and graphics you need to use the grids and guides tool.

**Grids** are dotted vertical and horizontal lines that appear on the page to help you position objects, they help you to judge the distance between objects on your poster (don't worry grid lines won't appear on your printed poster).

**Guides** are vertical and horizontal lines that you can use to help line up text and graphics

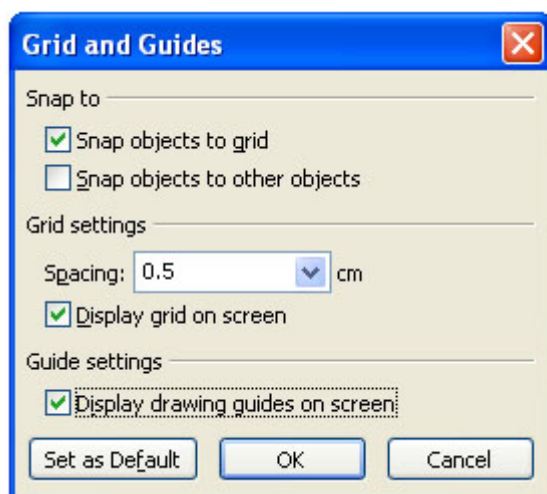
This page shows you how to:

- Display grids and guides
- Display the ruler
- Create more drawing guides

The following instructions will show you how to display the grid, add guides for margins at each edge, for columns and for a text area. You will also learn how to display the ruler.

#### Display grids and guides

1. To view the grid, from the **View** menu, choose **Grid and Guides**.
2. In the **Grid and Guides** dialog box, make sure that **Snap objects to grid** is selected.
3. Change to **2 grids per cm** (you can always modify this later if you want greater control).
4. Click on the box **Display grid on screen**.
5. Click on the box **Display drawing guides on screen**.
6. Then click on **OK**.



Your PowerPoint poster will show a grid of dots, with two lines which dissect the poster in the centre. These two lines are the drawing guides which will help you to place objects (text and pictures) on your poster.

## Display the ruler

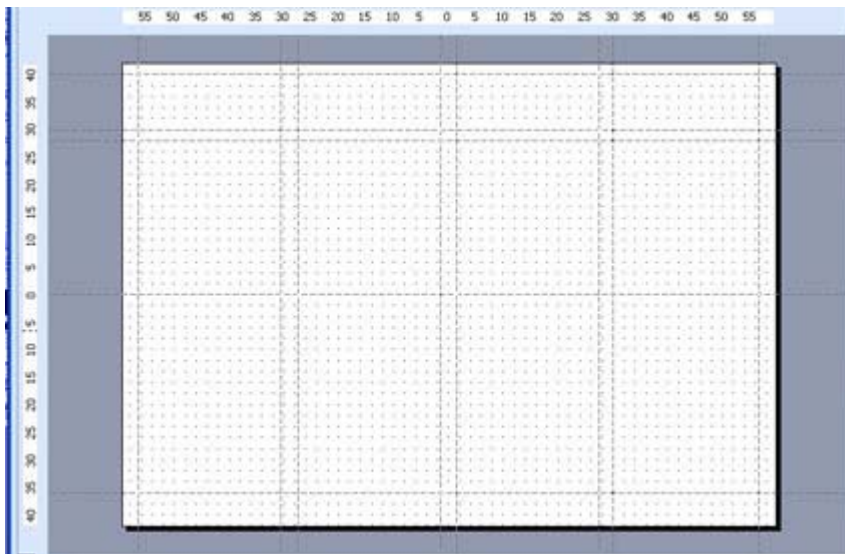
First of all you are going to add a ruler, from the **View** menu select **Ruler**.

A horizontal ruler appears across the top of the poster and a vertical ruler along the left side of the poster.

Notice that the zero point for each ruler is at the centre of each ruler. You will measure things from the centre of your poster.

Next you'll create guides to help you create a poster with a four column layout with the title of the poster across the top. You want to make sure the poster has plenty of white space and you will have at least 3 cms of white space between columns and each column will be 26 cms wide.

## Create more drawing guides



- To create a new guide, press **Ctrl** while dragging on a guideline.

To create guides to help you make a poster with a four column layout, with 3cms of white space between columns:

1. First create two vertical guide each 1.5cms left and right from the centre.
2. Next create six vertical guides, 27.5 cms, 30.5, 56.5, left and right from the centre.
3. Note that you are only allowed to create 8 horizontal and 8 vertical guides.
4. Create three horizontal guides at the top of the poster 28 cms, 30 cms and 40 cms from the centre and one along the bottom at 36 cms from the centre.

According to design principles, the bottom margin should be slightly bigger than the top margin.

These guides will help you place text and images on a poster with a four column layout.

**Print Margins:** All printers have an area at the edge of the paper that they can't print on. These are called print margins (they differ slightly from printer to printer). To be on the safe side, don't put objects within 2 cms of the edge of the paper.

### Step 3. Add text boxes

## How to add and edit text

Once you have set up grids and guides and designed a layout that will help people read the information on your poster, the next step is to add content to your poster.

This page covers how to: add a tilte banner, add headings and add main content. It explains how to:

- Add and modify a text box
- Copy and paste text from Word
- Change font size and style
- Change line spacing
- Change paragraph alignment

## Add a title banner to your poster

You add text to your poster by adding a text box, you can then either type in text or copy in text from MS Word.

**First of all, you are going to add a text box for the title of the poster**

The title usually goes across the top of the entire poster, with the content arranged under it columns. The information is normally read from the upper left read corner, down each column to the lower right corner.

1. On the drawing toolbar at the bottom of the screen click in the **text box** tool (if you can't see the drawing toolbar, go to the **View** menu and select **Toolbars: Drawing**.)



2. Drag a text box approximately where you want it at the top of your poster (you can adjust this later).
3. Type in the content: e.g Title of poster, Names of contributors, date.

**Next, you are going to change the format and alignment of the text**

This is how you change the font of the title to Arial in a larger font size.

1. To change the text for the Poster title select the Title text, go to the **Format** menu and select **Font** and select **Arial** and change the font size (minimum **72pt**), then select the second line of text (names of contributors etc), change the font to **Arial** and the font size (minimum **50pt**).
2. To centre the text. select the text and click on the **Centre** alignment button.

**If you want to change the background colour...**

1. Make sure the text box is selected, then from the **Format** menu, click on **Text box**.

2. In the **Fill and color** tab, under **Fill** click on the arrow next to **Color** and choose a colour.

### To change the colour of the font...

1. Highlight the text, select **Format Font** and choose a font colour.

### To add more white space...

If you want to add more white space so the text is not right up against the edge of the border of the text box.

The more white space you have around your text, the more legible it will be.

1. Select the text box and then from the **Format** menu select **Text box**.
2. Click on the **Text box** tab, and then change the internal margins to **1 cm** and make sure that **Word Wrap** is selected.

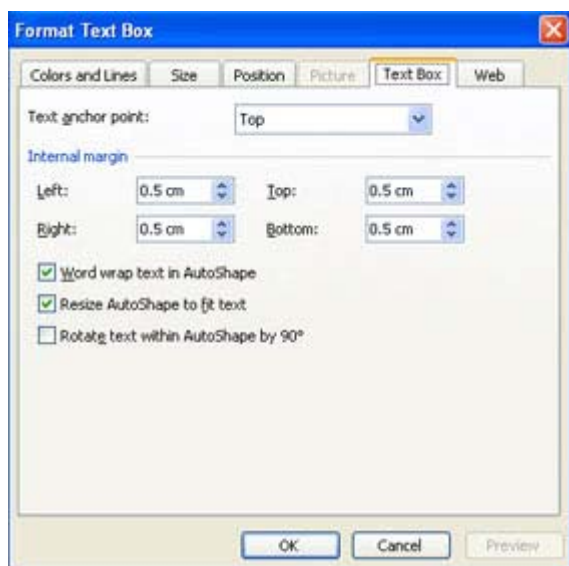
### To change the height of the text box to 10 cms..

1. Select the text box and then from the **Format** menu select **Text box**.
2. Click on the **Size** tab, and in the height box, type in **10**.

### Show me how to create a title banner

## Add a text box for a heading

1. On the drawing toolbar at the bottom of the screen click in the **text box** tool
2. Drag a text box approximately where you want it on your poster (you can adjust this later).
3. Type in the content
4. Change the font to **Arial** in font size **40 pt**
5. Change the background colour to **grey**
6. Change the font to white
7. Change the margins to 0.5 cms. In the **Format Text box** dialog box, click on the **Text box** tab, and then change the internal margins to 0.5 cms and make sure that **Word Wrap** is selected.



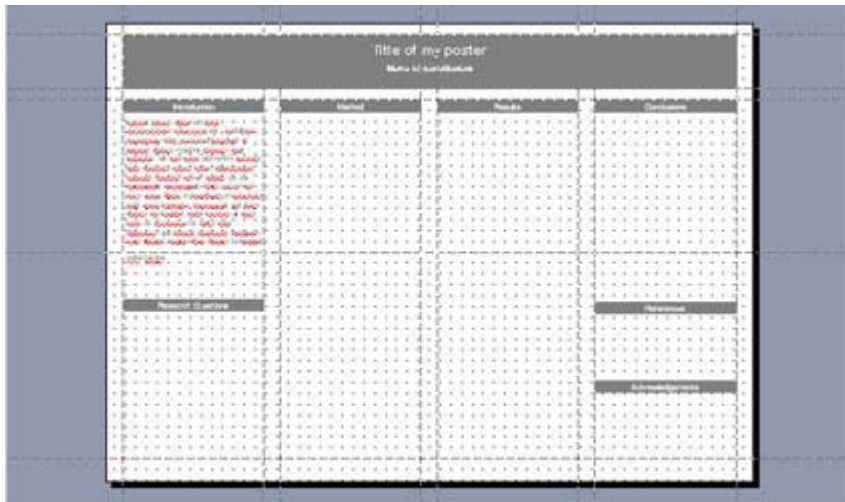


### To create another text box..

Now that you have created a text box that is the exact width you need for your poster and the text and internal margins are set as you want them, the easiest way to create another text box is just to copy the one you have just created and replace the text.

## Add a text box for some text in the first column

1. Draw a text box approximately where you want it, in the first column of your poster ( we will adjust this later)
2. Type in the content
3. Your main text will be easier to read in a Serif font e.g. Times New Roman. Change the font to Times New Roman in 32p ( minimum of 22pt)
4. Change the margins to 0.5 cm
5. To make these settings the default, select the **Colors and Lines** tab, and select **Default for new objects**
6. To resize the text box, place the cursor in a selection handle and drag until it is the required size
7. To move a text box, click on the text box, place the cursor on the text box, it should change to a four way arrow. You can now drag the text box to a different position.



## Step 4. Using the Zoom tool

### How to use the Zoom tool

You will probably want to work on your poster at different magnifications or reductions depending on whether you want to see the entire poster or just one section of it. You can zoom in to see the detail of text and other objects and zoom out to see the whole poster.

If you are working on the layout and you want to see the entire poster, use the Zoom tool to fit the poster to the screen

#### To see the entire poster

- From the **View** menu, select **Zoom** and then select **Fit**.

#### To zoom into one section of the poster

If you are working on the text of a particular section, it might be easier to see the text if you zoom into that section.

1. Click in the area you want to zoom into.
2. From the **View** menu, select **Zoom**, and then select **33%**.

## Step 5. Insert images

### How to insert and modify images

Before you insert images (such as photographs and diagrams) into your poster, it is recommended that you use Photo editing software such as Photoshop or Gimp to change them to an appropriate size and format.

For example you need to consider:

- The **resolution**: should be high enough to print clearly - e.g. 300 dpi (minimum 150 dpi)
- The **dimensions**: approximately the length and width required (you can if needed tweak this in PowerPoint later).
- **Size** in megabytes: by setting the resolution to between 150 and 300 dpi and the dimensions to the actual size you need, you will keep file sizes to an optimum level.
- **File Format** of the photograph file: we recommend a tiff format (for optimal printing) but you can use jpeg or png for photographs and gif or png for drawings, graphs and clipart (these are compressed formats).

#### A few tips.....

- Don't use images taken from the web. Images on web pages are of very low resolution (72 dpi), and if enlarged will pixilate, and not print clearly. Images created for the web are not recommended for poster presentations.
- Once you have prepared your pictures, check to see how they print out at the required size. Are they still sharp and in focus?
- Save all your pictures in one folder, so you can easily access them.
- If you are scanning in images, scan them in at a high resolution (300 dpi) and scan them in at the size they will be printed out on your poster.

Once you have selected and prepared the images for your poster, the next stage is to insert them into your poster.

#### Insert an image

1. From the **Insert** menu, select **Picture** and then **From File**.
2. Navigate to find your picture, click on the filename to select it and then click on the **Insert** button

#### You may then need to reposition it...

1. Select the image, sizing handles should appear around the image.
2. Position the cursor within the image, it should change to a four sided arrow, drag the image to its new position.  
If you hold down the **Alt** key while dragging the image you will be able to position it more precisely as it won't snap to position on the grid.

To resize an image...

- Move the cursor to one of the sizing handles at one of the corners and drag inwards or outwards to increase or decrease the size.

## Step 6. Align and distribute tool

### How to use the Align and Distribute tool

You can use guides and rulers to help you align graphics on your poster or to space objects equally but there is a tool that will do this for you automatically.

Let's say that you have 3 pictures you want to align to the bottom margin and to distribute them so that there is exactly the same space between them.

#### To align two or more items vertically

1. Click to select the first picture you want to align; hold down the **shift** key as you click on the other pictures.
2. On the **Drawing** toolbar, click **Draw: Align or Distribute: Align Bottom**

#### To distribute two or more items with equal space between them

1. Click to select the first picture you want to space evenly; hold down the **shift** key as you click on the other pictures.
2. On the **Drawing** toolbar, click **Draw: Align or Distribute: distribute horizontally**.

Note: If you are trying to align items and they jump to the top or bottom of the screen, you may need to untick relative to slide.

## Step 7. Add tables, graphs and diagrams

### How to add tables, graphs and diagrams

It is useful to have diagrams and graphs in your poster, it gives you something you can explain to your audience. Diagrams can be useful for showing processes and graphs for displaying numerical data.

**Diagrams** - It is best to create your diagrams in another PowerPoint file or in another program and then copy and paste them into your poster.

**Tables** - You can create tables in Word and then copy and paste them into your poster.

**Graphs** - you can create your graphs in Excel. Before you add them to your poster it is important that you make sure that they are readable from a distance. Check that there is sufficient contrast between the lines and the background, remove the legend and add labels to the x and y axis.

#### To insert a chart or graph from Excel or another application

1. Select and copy the chart/graph from the program you used.
2. In PowerPoint, in the **Edit** Menu, select **Paste Special**, then select **Picture (Enhanced Metafile)**.
3. Click on **OK**



This imports the file in as a graphic file. It cannot be manipulated or changed because it is not linked to the original. If, on the other hand, you just paste a chart or graph directly into PowerPoint (not paste special), you can double click it and it will allow you to change data via the original application. When printed, however, the text tends to move around and the chart may change in appearance. A graphic file created by the "Paste Special" command is usually better for printing purposes.

Once inserted into PowerPoint give the graph a title, a short informative title will help the viewer.

## Step 8. Add colours, borders and backgrounds

### How to add colours, borders and backgrounds

Next we will look at how to add and change colours.

- How to change colour of text
- How to add colour to a text box
- How to add a background colour
- How to add a background picture
- How to add a border

It is recommended that you use a dark colour for text on a light background. The function of colours on your poster should be to help the reader to navigate the information, help distinguish between elements on your poster.

Note that colours on your screen may look different in print; in general a colour will appear lighter on the screen than in print.

A few tips...

- It is important to have a colour scheme with two or three related colours.
- Colours that are close together on a colour wheel look good together.
- Use bright colours sparingly.

#### Change colour of text

- Click on the text box, select the text, and then from the **Format** menu select **Font** and choose a colour.

#### Add background colour to a text box

- Right mouse click on the text box, select **Format text box**. Make sure the **Colours and Lines** tab is selected, next to **No Fill** click on the arrow and choose a colour.

#### Add a background colour to the poster

- From the **Format** menu, select **Background** and choose a colour. Click on **Apply**.

#### Show me how to add a background colour to the poster

#### Add a background picture to the poster

1. From the **Format** menu, select **Background**, and under the **Background Fill** box, click on the arrow and select **Fill Effects**.
2. Then click on the **Picture** tab, click in **Select Picture** and navigate to the file you want to use as a background, click on **Insert** and then **OK**.
3. Finally click on **Apply**.

Note a faded picture makes a better background; otherwise the image will detract from the content.

### Add a border to the poster

To add a rectangular border to your poster.

The simplest way to a line border to your poster is to add a rectangle and remove its fill colour so that you just have a line. You can then modify the thickness and colour of this line.

1. From the **Drawing** toolbar, click on the rectangle tool, drag the rectangle over the entire poster within the print margins.
2. From the **Format** menu, select **AutoShape**, and under **Fill: color:** select NoFill.
3. To change the thickness of the line, under **Line: Weight**, increase the point size (e.g. change to 10 pts)
4. To change the colour of the line, under **Line: Colour** choose a different colour

### Add borders to a text box

1. Right mouse click on the text box. Select **Format text box**.
2. In the **Line** section, select a colour and a style for your line.

## Step 9. Set up your poster for printing

### How to set up your poster for printing

We recommend that you convert your poster file to a PDF format. The PDF will give you an clear idea what your poster will look like in print, will help you spot any problems and will give you a smaller file size.

#### Create a PDF

The following instructions show you how to convert your file to a pdf using Save As....

In PowerPoint:

1. Select **Save As** form the **File** Menu.
2. Select **File Name** text box and rename file.
3. Select **PDF** from the **Save As Type** drop down menu.
4. Click on the **Options...** button and untick **ISO 19005-1 compliant (PDF/A)**
5. Click on the **Okay** button.
6. Click on the **Save** button.
7. Your file will be converted to a pdf format, this process may take a few minutes.

See the IS Resource Centre [printing instruction guides](#) for more information



## The University King's Buildings



### King's Buildings Copy Centre

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