



Planning, Creating, Printing & Presenting Professional Posters

Suggested Software for Posters:

Microsoft PowerPoint

Suggested Poster Sizes for
Connected Learning Symposium:

Single Sheet: 24" x 18"

Create 1 PowerPoint Slide 24" X 18"

3-Fold Center 24" x 36"

3-Fold Sides 12" x 36"

Create 2 PowerPoint Slides:

Center: 23.5" x 35.5"

*Sides: 23.5" x 35.5"

**The Side Slide will be cut in half so that the left half is for the left side panel and the right half is for the right side panel*

Be sure to **cite your sources**; otherwise, observers will think the images and text are all yours.



Poster Printing Direction

1. Request print orders by emailing helpdesk@lasell.edu
 - Use subject Line: "Poster Print Request for (enter the due date)"
 - Give a minimum of 24 hours notice
2. Size the poster no larger than 18" X 24"
3. Format the poster in either
 - PowerPoint
 - or
 - jpeg file

Getting Started

Step 1: Plan your poster on scrap paper as a rough draft design. This will save you hours of work. Consider the size of the poster and how you will place your objects (titles, subtitles, text, images, graphs, etc.)

Step 2: Open Microsoft PowerPoint. Select *File >> New*. Change the layout of the slide to blank.

Step 3: Adjust the size of your presentation slide to a generic poster size. Select the *Design Tab* on the menu bar and choose *Page Setup*.

For example: If you choose a poster size of 18 x 24; set the width to 24 and the height to 18, page layout is landscape, and click the *OK* button. See other sizes in the side margin.

Creating the Poster

You are now ready to create your poster. While creating the poster you should follow some of the basic rules for poster models such as:

- Lettering for titles should be readable from at least 6 feet away. Use no less than 1/2-inch high text. *For example, use any font greater than 48 pt.*
- Lettering for text in the body of the poster should be readable from at least 4 feet away. *For example, use any font size greater than 18 pt. Sans serif fonts such as Arial may be easier to read than serif fonts such as Times New Roman.*
- Graphics should tend toward the horizontal, greater in width than height.
- 20% Text, 40% Graphics, 40% Empty. Have enough white space, which is as important as the content. Sprinkle your text with images, graphs or icons to replace some text. Be sure there is a balance to meet the needs of your diverse audience. **NOTE: Edit continuously to eliminate unnecessary text -- use bullets and short phrases and remember, you will be offering explanations to those who stop to hear an explanation of your project; therefore, you don't need to include entire explanations (see back for further information about presenting your topic).**
- Use the active voice and be sure you have offered an explicit take-home message – what message do you want to have your audience walk away with?
- Make sure to proofread your poster at least twice to make sure there are no grammatical errors or typos. **NOTE: Ask someone else to help you with the proofreading – most of us have trouble seeing our own errors.**



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Effective Posters offer:

- A clear main idea
- Organization
- Appropriate graphics
- Readable text
- Essential content



Finishing Touches

Step 4: To insert pictures onto the PowerPoint slide you select insert from the main menu then pictures. It is best to use original artwork and not Microsoft's clipart.

Note: Cite the source of your images if they are not your own.

Step 5: Now that the poster is finished it is ready to be printed on the HP Designjet large paper printer. Note: Poster Printing is done by the IT Help Desk. Be sure to allot at least 24 hours between the time you finish the poster and the time that you need to have the printed product.

There are many poster presentations so don't be disappointed if passersby do not stop at your poster.

When someone stops by to take a look at your project, engage him with conversation.

Do you have any additional tips or recommendations for that should be included on this sheet? Please email them to tlc@lasell.edu.

Presenting Your Poster

Arrive Early:

- Be sure to arrive at least 15 minutes before the Poster Session begins.
- Understand beforehand how your poster will be positioned so that you have all the materials you will need.

Dress for Success:

- Dress in an appropriate manner for a professional presentation.

Be prepared to speak to your audience:

- Be prepared with an outline of your project
- Come with a prepared list of questions and answers
- Bring a pen and paper to write down any comments from your audience that you would like to remember