Creating e-Posters

Using PowerPoint

A poster is a large piece of paper designed to disseminate information, for example at a seminar.

An e-poster is similar to a regular printed poster. The main difference is its online format, which enables it to be distributed electronically, and often as a PDF file.

E-posters are normally used when the final poster is to be displayed on a large screen, and therefore resolution and size needs to be taken into consideration. Many platforms can be used for creating a poster, however, the benefit of using PowerPoint (PPT) is that it is easily accessible, familiar and easy to use, and it can support large slide sizes.

Slide size

When creating a poster in PowerPoint, you normally make your poster on one slide only, but in some cases two to three slides are allowed. We will begin by discussing how to create a single slide poster.

The first step when making a poster is setting up your slide size. Changing the slide size later will alter your formatting. A large slide means that the features of the poster will be clearer when zoomed in or when displayed on a larger screen.

To change your slide size, go to **Design →
Slide size → custom**, and enter your desired size.
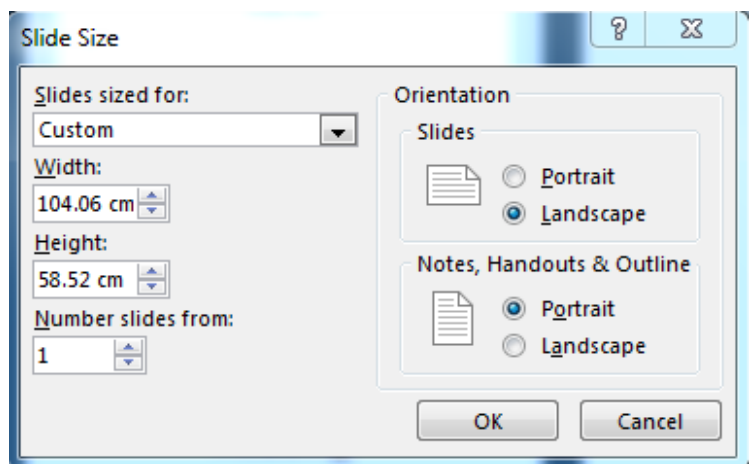
For e-posters, a 16:9 widescreen format is usually used. A common size is 40.97"×23.04" or 104.06cm ×58.52cm. Make sure the orientation of your poster is Landscape.

Design

Now that you have set your slide size, you need to decide on a general design.

Use a pre-existing design from those provided in PowerPoint, or download one from the web (NB: be careful when downloading from the web as files can contain viruses). Alternatively, you could create your own.

Usually, a simple design is most effective. Under the 'Design' tab, select a 'Format background. A solid fill background is a safe option. You can always make the poster more engaging using relevant pictures and diagrams. Once you have a background, use the 'Insert' tab to insert shapes and text boxes to suit your style. You can also insert
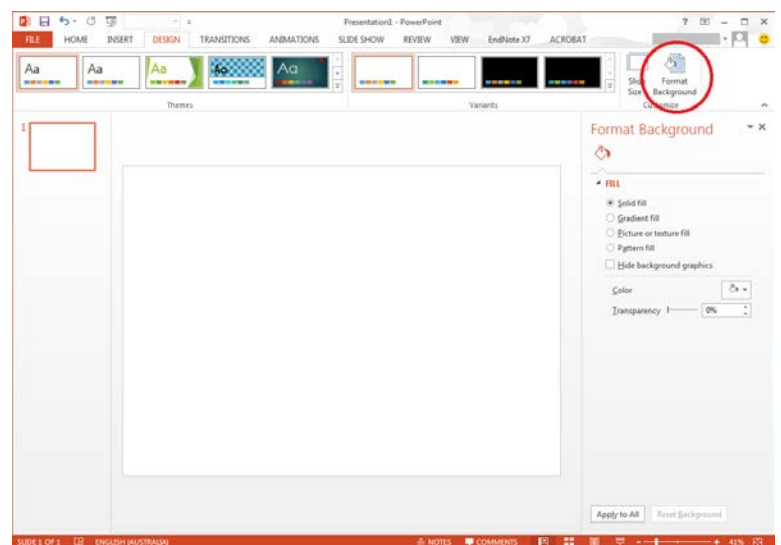
relevant graphs and images to make your poster more visually appealing and easier to read. When choosing your design, consider these elements:

Colour scheme

To keep your poster simple, elegant and professional, choose a colour scheme of only two or three colours. Make sure that your text colour contrasts well against your background. To make your colour combination more reader friendly, check your colour scheme on the Web Accessibility In Mind website, at:

https://webaim.org/resources/contrastchecker/

Font size & text display

To be easily readable, the font needs to be appropriate for the size of the poster. Having a size 12 font on an A1-sized poster is not ideal, as the amount of text will be overwhelming. Similarly, a too-large font size means you will not be able to fit all the information on the poster.

For a poster of the size recommended in this helpsheet (see **Slide size** section above), a font size of 28pt for the body text is desirable, with the headings in a larger font. Usually, PPT will adjust the font size to be reasonable for the chosen slide size.

Graphs and images

Considering your poster is large with a high resolution, it is important to choose high-quality and high-resolution images and graphs to go on it. If you can't determine whether your poster images are of a high enough resolution (quality), try zooming in. If your images appear blurry compared to the text and/or background, it is likely that your image quality is insufficient. Another way to test the resolution is to display your slide on a large screen (computer monitor or television screen) with 1080p resolution. This way, you are able to clearly see how your poster will appear.

Saving your poster

The easiest way to save and display your poster is as a **.pdf file**. However, make sure you always save your PPT version as well, in case you need to make changes later on. Save your poster as a PDF by going to the tab **File → Save As**, then choose *where* you want to save it, *what name* to give your poster, then click on the 'Save As Type' and from the drop-down box, choose 'PDF'. Click **Save**. You can now submit it to your lecturer via the Moodle submission link, or according to your lecturer's instructions.

e-Posters with multiple slides

Creating an e-poster with multiple slides is also possible. Confirm with your Course Coordinator that using multiple slides is an acceptable format. Usually, you will not use more than two or three slides for a poster, with the important information displayed on the first slide. You can manage the transition between slides using the 'Transitions' tab. Set the slides to advance either 'On Mouse Click' or after a certain period of time. These features can only be used from PPT in your presentation. A multiple slide poster can also be saved as a PDF file for the reader to scroll through manually if required.