Conference Posters:

a workshop

Dave Baker

IT Learning Programme
## Today’s arrangements

<table>
<thead>
<tr>
<th>Your teacher is</th>
<th>Dave Baker</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><a href="mailto:david.baker@oucs.ox.ac.uk">david.baker@oucs.ox.ac.uk</a></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>We finish at</th>
<th></th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>You should have</th>
<th>Some ideas!</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>You will have</th>
<th>Copies of slides</th>
</tr>
</thead>
</table>
Your safety is important

Where is the fire exit?
Beware of hazards:
   Tripping over bags and coats
Please report any equipment faults to us
Let us know if you have any other concerns
Your comfort is important

The toilets are along the corridor outside the lecture rooms

The rest area is where you registered; it has vending machines and a water cooler

The seats at the computers are adjustable

You can adjust the monitors for height, tilt and brightness

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No cell phones or food allowed.
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Session format
How shall we use this workshop?

Your options are:

- Critique some past posters
- Critique your posters
- Hear some ‘words of wisdom’ from us
- Create your own posters
- Revisit your existing posters
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Critique of posters
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Creating posters with PowerPoint
Today’s topics closely follow the Poster Process

Choosing your tool
Planning your poster layout
Using images
Using diagrams
Using text
Choosing colours
Proofreading and printing
PowerPoint is not the best tool for the job but it is adequate.
Some layout decisions will be made for you, others are yours...

<table>
<thead>
<tr>
<th>Conference organiser:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size</td>
</tr>
<tr>
<td>Orientation</td>
</tr>
<tr>
<td>Layout</td>
</tr>
</tbody>
</table>

You:

- Color Palette
- Fonts
- Images and Artworks
Some initial planning will save time
There are some things a poster must have

Title
Contact details
Start ➤ Middle ➤ End
A ‘path’ to follow
  Headings
  Numbering
  Layout
  A design element
And some things a poster could have

Author images...
...because you won’t always be in front of your poster

QR Code...
...because you can encode all sorts of data in it
An important first step is to set the page size

Always do this first!

Common sizes are:

A1 = 8 x A4
A0 = 16 x A4
Custom!
Poor alignment makes a poster look amateurish

Make use of the alignment tools available:

- Ruler
- Grid (snap to)
- Drawing Guides
- Smart Guides (2010)
Everything should line up with something!
Use a layout grid to help
Empty space is part of the content!
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Using images
There are two types of image

**Vector Images**
- Windows Metafile
- AutoCAD

**Bitmap Images**
- TIF
- GIF
- PNG
- JPEG
You need to take care when resizing images

Vector graphics resize well

Bitmapped graphics don’t!
For large printed images you need large numbers of pixels

At least:
200 dots per inch (dpi)
80 dots per cm
There are many sources for images...
But the most important image resource is your librarian!
For posters use the vector (scalable) versions of the Oxford crest

Search for: oxford branding toolkit
Presentation applications have a limited range of image editing tools.
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Using diagrams
Use the Shapes and SmartArt toolbars to create your own diagrams
Your visitors won’t have time to assimilate large tables of data - charts are better

<table>
<thead>
<tr>
<th>Year</th>
<th>Sun Spots</th>
<th>Year</th>
<th>Sun Spots</th>
<th>Year</th>
<th>Sun Spots</th>
<th>Year</th>
<th>Sun Spots</th>
<th>Year</th>
<th>Sun Spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>1936</td>
<td>40</td>
<td>1937</td>
<td>115</td>
<td>1938</td>
<td>100</td>
<td>1939</td>
<td>80</td>
<td>1940</td>
<td>60</td>
</tr>
<tr>
<td>1937</td>
<td>19</td>
<td>1938</td>
<td>75</td>
<td>1939</td>
<td>145</td>
<td>1940</td>
<td>130</td>
<td>1941</td>
<td>130</td>
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<tr>
<td>1938</td>
<td>80</td>
<td>1939</td>
<td>100</td>
<td>1940</td>
<td>180</td>
<td>1941</td>
<td>75</td>
<td>1942</td>
<td>120</td>
</tr>
<tr>
<td>1939</td>
<td>100</td>
<td>1940</td>
<td>80</td>
<td>1941</td>
<td>175</td>
<td>1942</td>
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<td>1943</td>
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<td>1940</td>
<td>80</td>
<td>1941</td>
<td>100</td>
<td>1942</td>
<td>190</td>
<td>1943</td>
<td>120</td>
<td>1944</td>
<td>190</td>
</tr>
</tbody>
</table>
Charts can be created directly in PowerPoint or pasted from Excel.

Right-click to change elements.
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Using text
The size of the fonts is critical for readability

Rule of thumb (for an A1 or A0 poster):

Main title: 72+
Subtitles: 54+
Text: 30+
Sub-text: 20+
At the recommended font sizes, you can get surprisingly few words on a poster. How many? ~400-600
Use one font for the body and one font for headings (and they might be the same!)

Your Heading

Your Heading
There are at least seven deadly sins of type

Take care reversing!

powerpoint can’t underline

DON’T SHOUT

Three’s a crowd

No stroking

Arghh!!!

Leave this to the medics
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Using colour
Choose backgrounds carefully - especially gradients
If you want to use a background, put it on the master (layer)
A good choice of colours is subjective but some combinations work better than others
Screen colours are not the same as printed colours unless you take care...

Screen = Transmission

RGB
Red Green Blue

Paper = Reflection

CMYK
Cyan Magenta Yellow (Black)
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Proofing and printing
Proofread your poster before your audience does it for you!

It is important that you proofread the poster carefully.

Use the spell checker.
Get someone else to evaluate your poster
OUCS can print your posters for you

**Large format colour printing**

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions</th>
<th>Inches</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>594 x 841 mm</td>
<td>23(\frac{3}{8}) x 33(\frac{1}{8}) in</td>
</tr>
<tr>
<td>A0</td>
<td>841 x 1189 mm</td>
<td>33(\frac{1}{8}) x 46(\frac{3}{4}) in</td>
</tr>
</tbody>
</table>

**Charges**

- A1 Glossy or Satin paper: £18.21
- A0 Heavy Coated paper: £21.15
- A0 Glossy or Satin paper: £41.13

Allow 24-48 hours

PDFs preferred!
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Questions?
The Plan
What you need to do:

Design your poster
Choose your colours and font
Set up the page size
Set up any guides you need
Source/create your images and diagrams
Create your text
Layout the poster
Proofreading and printing