

Poster Design

PowerPoint is one of the simplest ways to create a conference-quality poster. This handout takes you through the main steps involved in the poster design process.

General Formatting Guidelines

Dimensions: Your poster can be either portrait orientation with the overall dimensions of 36 inches high by 30 inches wide or landscape (30 inches high by 36 inches wide).

Margins: There should be a one-inch margin on all four sides of the poster so the useable space is 34" x 28" (portrait) or 28" x 34" (landscape).

Paper Quality: The printer that will print your file is a special poster printer that will generate this large, full color poster on special conference poster stock.

Logos: The Cabrini College Logo should be inserted into the upper left corner of the poster.

Logos are available at www.cabrini.edu/styleguide.

Save the file and then use the Insert command in Power Point to set it into your poster.

Required Heading: All posters should have the following information centered at the top of the poster:

- 1. Project title
- 2. Author's full name
- 3. Author's departmental affiliation
- 4. Author's contact information (please use your Cabrini College email address)
- 5. The name of the event
- 6. The date of the event

Acknowledgment: All posters should acknowledge your faculty sponsor and what course you are taking with him or her.

Organizing Your Information into Columns: We recommend that you use either a three-column or five-column design on your poster. This seems most pleasing to the eye. A two- or four-column design can be done, if you believe that will present your story more effectively.

Getting Started

Creating a File in Four Easy Steps

- 1. **Open a New File:** Begin a new file in PowerPoint by going to "File" in the top toolbar and selecting New Presentation. If this step displays a series of different templates, choose the one that is blank.
- 2. **Remove Hidden Codes:** Place your cursor and click on the blank PowerPoint slide and then press "Delete" to remove any hidden codes embedded in the document.
- 3. Select Page Setup: Go to "File" again on the top toolbar and select "Page Setup."
- 4. **Enter Poster Dimensions:** In "Page Setup," enter the dimensions of your poster: *i.e.* 30 inches by 36 inches (or vice versa 36" x 30"). This will automatically default your poster to this Custom Size and in either portrait or landscape orientation as your dimensions indicate. If a "Fix" or "OK" option appears click on "OK."

You now have one large PowerPoint slide to design and format.

(*Please note:* you will not be designing individual PowerPoint slides that you print out and paste onto the poster. You will now be working with just one slide, but can use all the text and formatting options that are available for multiple slides.)

Designing Your Poster's Format

1. **Create Your Margins:** You will want to leave an approximately one-inch margin on each side of the poster so that your design and text will not bleed off the page.

Use the "Rectangle" command to draw a rectangle

- Click on the Drawing toolbar, then double-click on the rectangle form
- Enter in the "Size" height of 34 inches (for portrait orientation) or 28 inches (for landscape orientation)
- Check "Lock Aspect Ratio" in Dialog Box
- 2. **If you want to create a border, select (background) Color:** Change the rectangle Fill to the color white with 100% transparency.
- 3. Set Up Your Alignment:
 - For MAC Users: From the Format menu, select "Align," and then "Center."
 - For PC Users: From the Drawing Toolbar, select "Align," then select "Relative to Slide," then select "Align Middle," then select "Align Center." This should give you a workable space of approximately 34 x 28 inches.

From here you can use all the commands and procedures that you use for any PowerPoint presentation.

Remember that you will be working with only this one slide.

Designing Your Poster's Content and Format

- 1. Utilize the Insert command to insert text boxes, photos, graphics, etc. and use the usual formatting options within these commands including "Alignment" to give the shape, color, and textures to tell your story with the poster.
- 2. When inserting pictures, keep the resolution high for minimal pixilation and clearest resolution. Remember that your picture will be significantly larger on the poster. We recommend at least a 150 dpi resolution.
- 3. When inserting content, start with a three-column format, filling in the upper left-hand corner and moving down the column until it is filled. Then move to filling in the other columns.
- 4. There are many variations and tools that can be used in PowerPoint. If you would like to design something specific but are unsure how to do so, meet with the coordinators to see how it might be done.

You can contact them at:

Dr. John Cordes, jcordes@cabrini.edu or 610-902-8344

Ms. Dawn Oliver, tjo722@cabrini.edu or 610-902-8213

What information you should include

If your project is a *community partnership*, include this type of information:

- 1. Present the organization, its mission, and contact information.
- 2. Introduce the issues that your project is meant to address.
- 3. Tell what you did to address the issue with your community partner.
- 4. Describe the impact of the project on you (as a student, a partner, a citizen, perhaps even as a person of faith).
- 5. Describe possible future issues that your project enables your community partner to address.
- 6. Acknowledge all those with whom you worked.

If your project is *research-oriented*, include this type of information:

- 1. Offer an abstract of no more than 300 words, summarizing your methods and findings.
- 2. Introduce the issues and problems you are studying.
- 3. Describe any materials used in the study.
- 4. Explicitly describe your methods of analysis.
- 5. State the results of your research clearly and succinctly.
- 6. Interpret your results in a "Discussion" section.
- 7. Describe future research possibilities.
- 8. Acknowledge all those with whom you worked.