

Poster Creation Quick Reference Guide

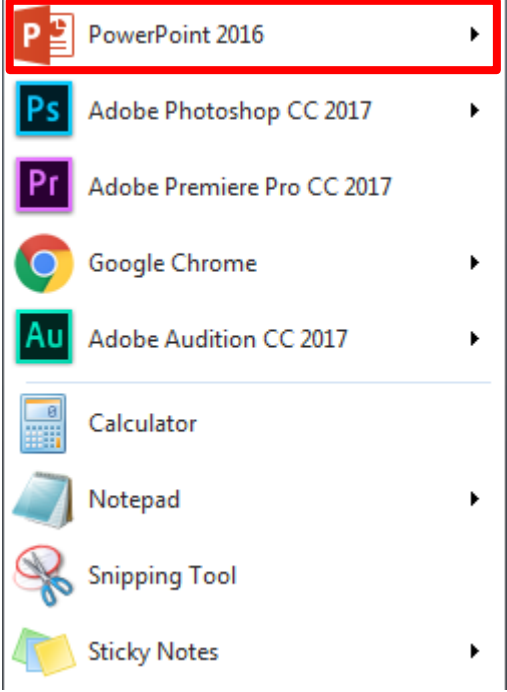
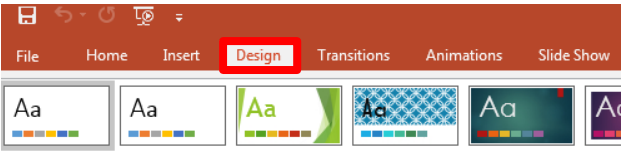
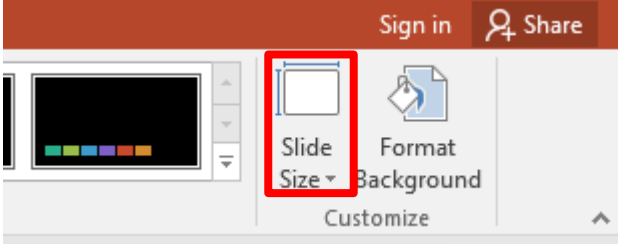
Created By:
Jeremy Hardin
Joel Dion
Kyle Culpepper

The logo for nMMC features the lowercase letter 'n' in black, followed by the uppercase letters 'M' and 'C' in black. The letter 'M' is highlighted in a vibrant red color.

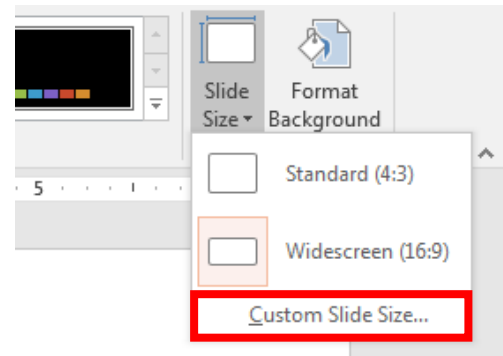


Poster Creation Using PowerPoint Quick Reference Guide

Setting up Proper Dimensions

Steps	What You See
<p>Select: PowerPoint</p> <p>Note: Posters can be created using alternate programs. You may find that using PowerPoint a greater ease in poster creation</p>	
<p>Click: Design tab</p>	
<p>Click: Slide Size</p>	

Click: Custom Slide Size

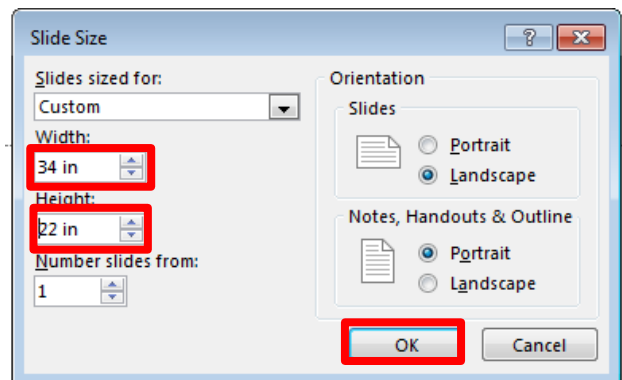


Adjust the Width and Height

Note: The standard printing width and height will be (Portrait) 22x34 or (Landscape) 34x22.

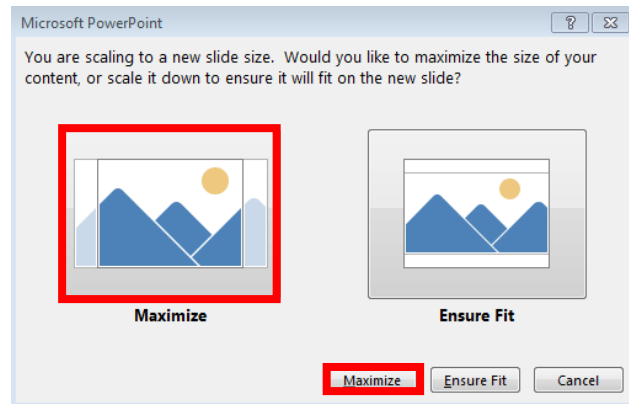
Click: Ok

Note: Your poster will adjust its dimensions



Click: Maximize

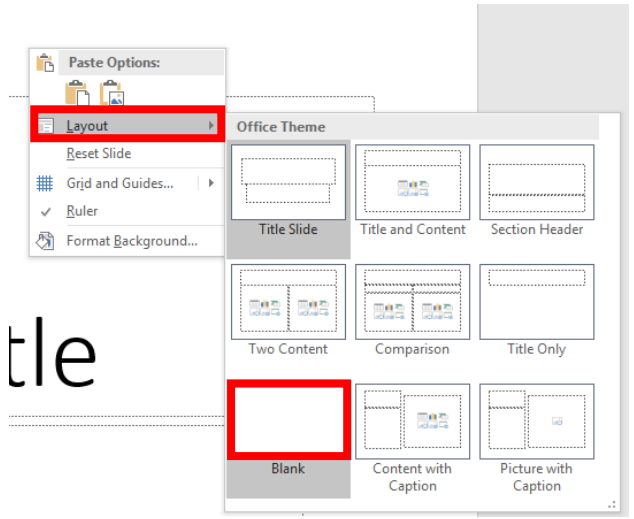
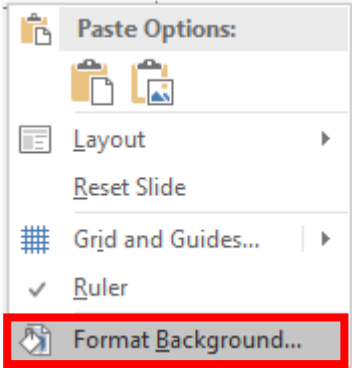
Note: Maximize keeps the size of the content the same. Ensure Fit adjusts the size of your content to fit.





Poster Creation Using PowerPoint Quick Reference Guide

Setting up Background

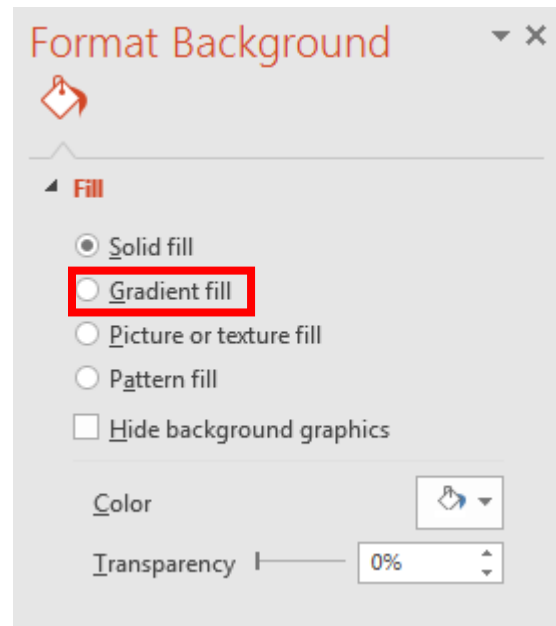
Steps	What You See
<p>Right Click: Somewhere on the slide background area</p> <p>Click: Layout</p> <p>Click: Blank</p> <p>Note: This will provide you with a clean background to work with in PowerPoint</p>	 <p>The screenshot shows a right-click context menu on a slide background. The 'Layout' option is highlighted with a red box. Below the menu, the 'Office Theme' dialog box is open, displaying various slide layouts. The 'Blank' layout is highlighted with a red box. The word 'Title' is partially visible on the left side of the slide.</p>
<p>Right Click: Somewhere on the slide</p> <p>Click: Format Background</p>	 <p>The screenshot shows a right-click context menu on a slide background. The 'Format Background...' option at the bottom of the menu is highlighted with a red box.</p>

Various fill options become available

Select the radio button option that best suits your goals

For this example we will use Gradient fill

Note: It may be best practice to use either Gradient or Solid fill depending on your project goal



Gradient Settings:

Preset Colors: This drop down menu contains template gradient sets of colors to choose from

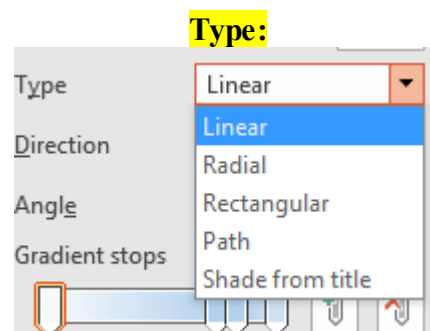
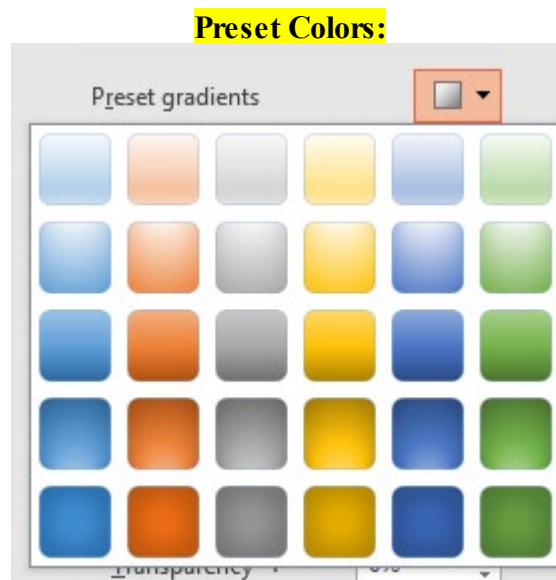
Type: Allows for the color to be oriented as either linear, rectangular, radial, etc.

Direction: Is in direct relation with the angle of the color scheme. Here you can control the angle at which the gradient is directed from

Gradient Stops: This is an interactive bar. Click anywhere on this bar to add a stop. Drag a stop. In the image you see 3 stops along the Gradient stops bar. Each stop adds a new color to the image background

Position: Describes where on the gradient stop bar your stop is at, where 0% means that the selected stop is to the very left edge

Color: Controls the stop that is selected. Change the color as desired to see how the background will change. You must first select



an individual stop to change its color with this drop down menu

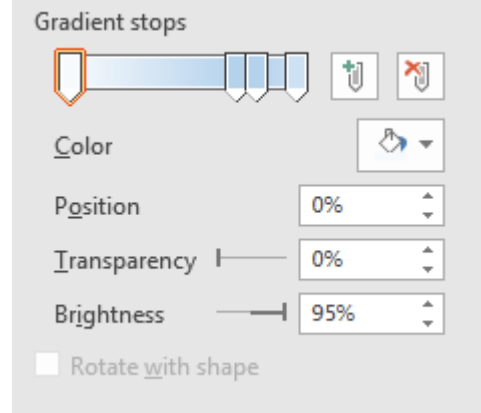
Brightness: Alters the output brightness, where darker will be in the negative percentile range and brighter will be in the positive range from 0-100%

Transparency: Slide this bar across to make the background less visible or more opaque

Direction/Angle:



Gradient Stops/Position/Color/Bright...

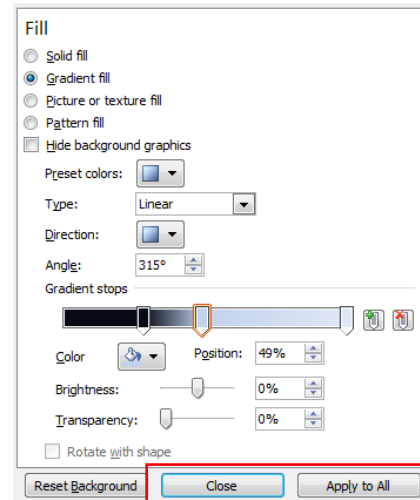


Click: Close if you wish to only apply the changes made to the current slide

- OR -

Click: Apply to All for all of the slides in your PowerPoint to be adjusted to the settings you have chosen

Click: Reset Background if you are unhappy with the changes you have made and wish to go back to start



We have successfully made our background design using the gradient radio option. Alternatively a solid fill would be a great option for poster design.



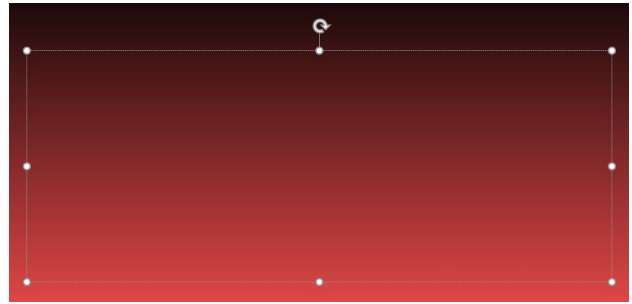
Poster Creation Using PowerPoint Quick Reference Guide

Adding Text & Images

Steps	What You See
<p>Steps to add text:</p> <p>Click: Insert tab</p> <p>Click: Text box icon located in the Insert Ribbon in the Drawing section</p>	
<p>Click + Hold + Drag: The mouse across the area you wish to insert a text box at and then let go of the mouse</p>	

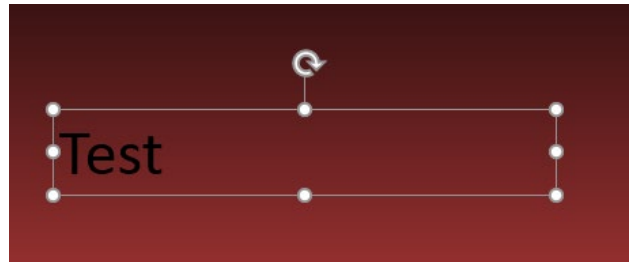
Note: All white dots around your newly formed text box can be dragged out to extend or collapse the box

Also, the green dot will allow you to reorient the angle at which the box is tilted along the boxes axes



Type: In the text box before clicking elsewhere to prevent losing the text box

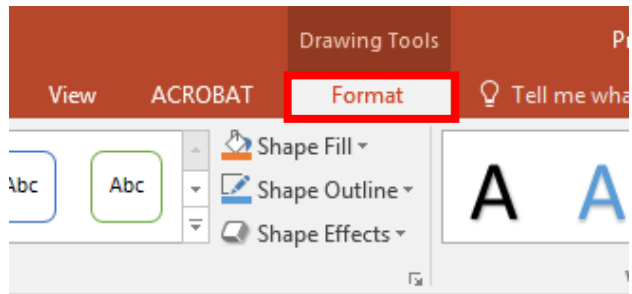
Alter font and style much like using Word, and Excel



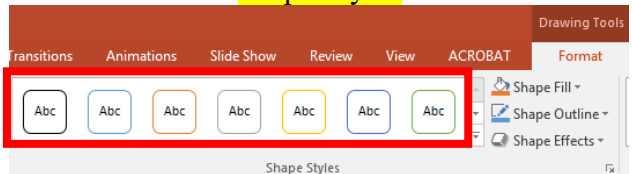
Note: You may find the Format tab that appears after creating your first text box contains neat quick formatting styles

Shape Styles Section: Gives template styles for your text box

WordArt Styles: Is where you can quickly find predesigned text color designs at



Shape Styles:



WordArt Styles

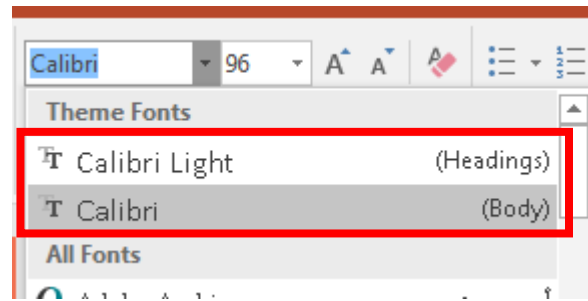
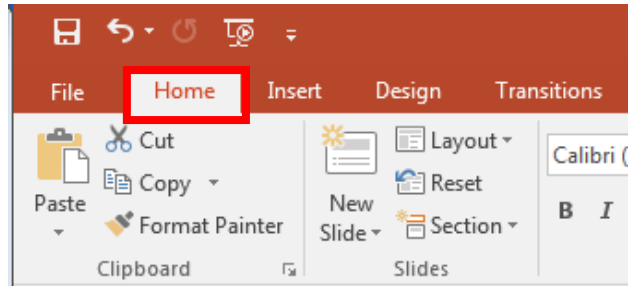
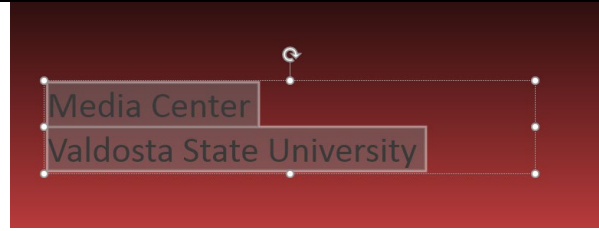


Change Text Styles:

Highlight: The text area

Click: On home tab

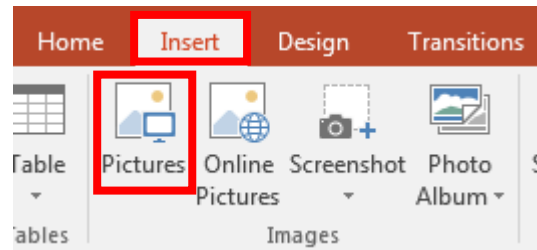
Select: Theme fonts from the drop down menu under the Font section



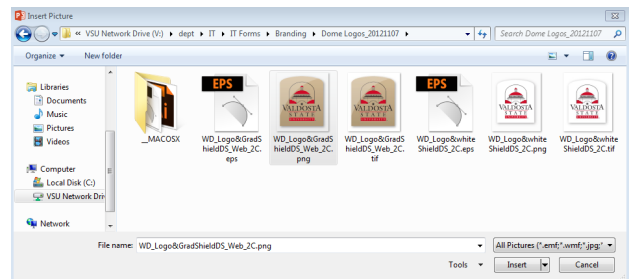
To Insert Photo:

Click: Insert tab

Click: Picture



Browse & Select: Picture you wish to insert



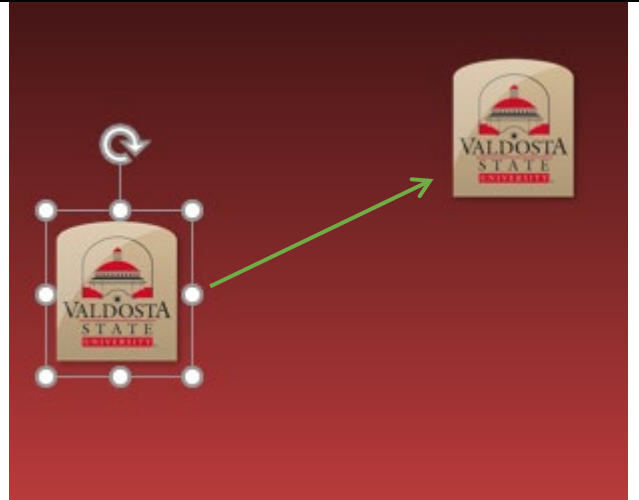
Drag & Drop: Image to desired location on slide

Note: Image inserted will act a lot like any shape, or text box entered onto the slide. It can be stretched, collapsed, or reoriented

Also, if an image is very small then if stretched too much the image quality will suffer

Always resize an image by the corner dots not the side dots. Doing so will elongate either the width or height, distorting your image

Be sure to insert the Institutional Logo as seen here onto your poster. You will see more information about this at the end of this document

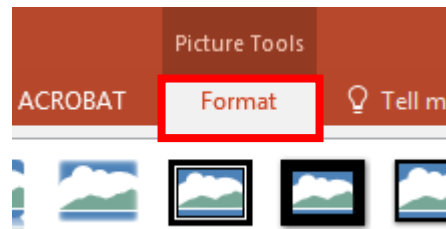


Picture Formatting:

Double Click: Image you wish to work on

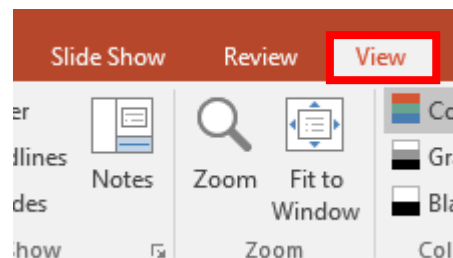
The Format Tab will be automatically selected by doing so

Here you are able to Adjust the color, brightness, contrast, remove backgrounds, add picture styles and borders, and crop



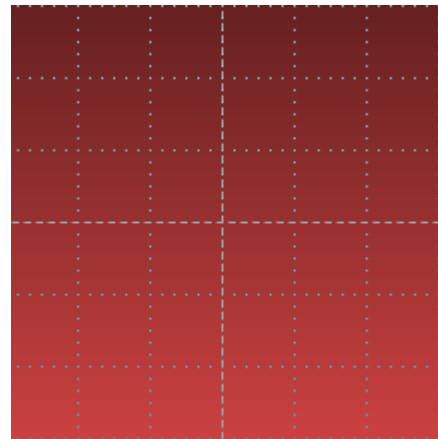
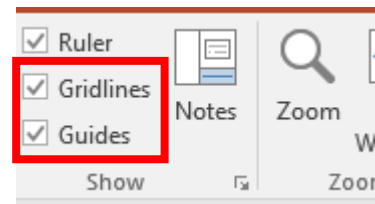
When Aligning pictures or text boxes:

Click: View tab



Click: The check box next to Gridlines
Click: The check box next to Guides

Note: Doing this will assist when aligning columns, images, and text box material



To insert video from internet:

1. In your web browser, locate the video you want.
2. Copy the URL of the web page from the **Address** bar of your browser.
3. Switch back to PowerPoint and select the slide where you want to place the video.
4. On the **Insert** tab of the ribbon, select **Video > Online Video**.
5. In the **Online Video** dialog box, paste the URL you copied in step 2.
6. Select **Insert**.

Insert hyperlink:

1. Select the text, shape, or picture that you want to use as a hyperlink.
2. Select **Insert > Link (Hyperlink)**. Hyperlinks can be used to bring up files on a computer, web pages, another page within the PowerPoint Presentation, a new document or a link to an email address.
3. Select **Existing File or Web Page**, and add the:
 - **Text to display:** Type the text that you want to appear as hyperlink.
 - **ScreenTip:** Type the text that you want to appear when the user hovers over the hyperlink (optional- can be used for clarifications or directions etc).
 - **Current Folder, Browsed Pages, or Recent Files:** Select where you want to link to.
 - **Address:** If you haven't already selected a location above, insert the URL for the web site you want to link to.

If you link to a file on your computer, and move your PowerPoint presentation to another computer, you'll also need to move any linked files.

- 4. Select **OK**.

Transitions:

- Click Transitions tab From one slide to the next: Select slide you want to apply the transition to and then select the transition you want by clicking on that transition.

Voice Over

If you would like to add a prerecorded audio file or record one onto your presentation, select the **INSERT** tab and click on

-**AUDIO**> Audio on my PC

or

-**AUDIO**> Record Audio.

Export as Video: File Export> as video

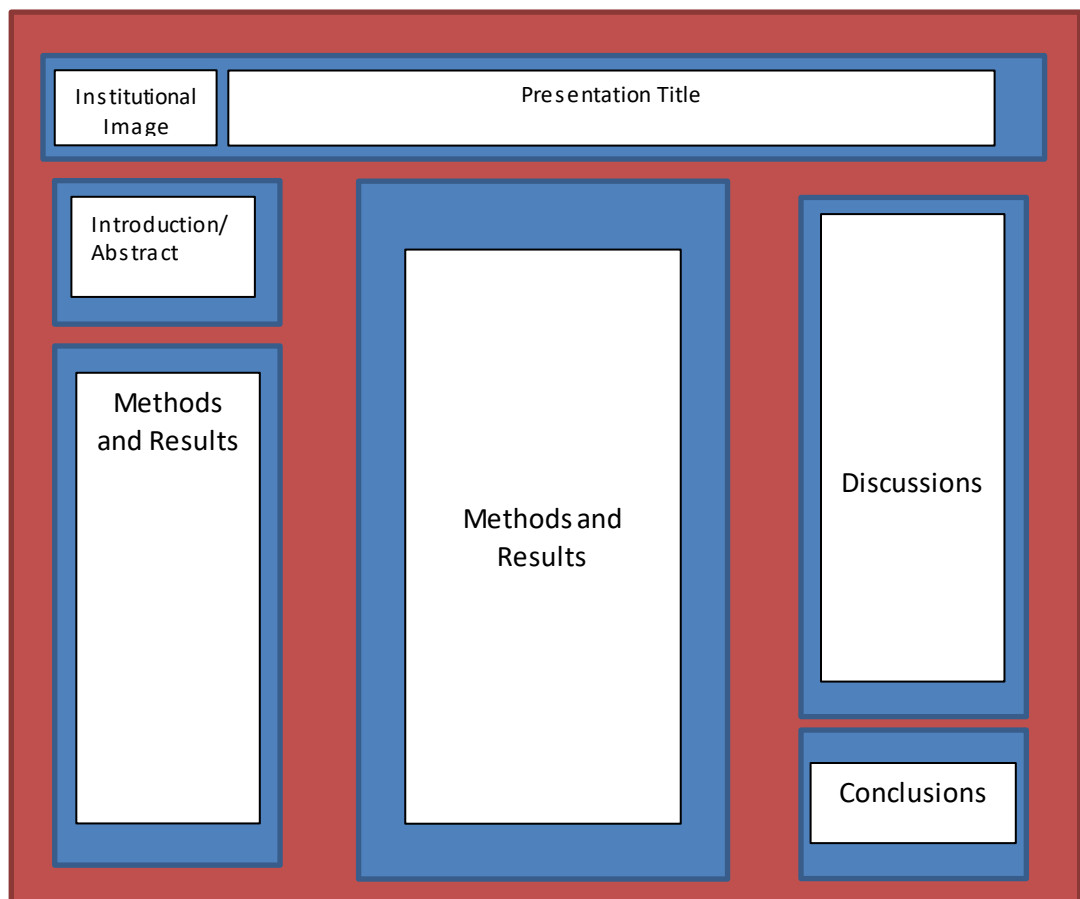
For VSU specific Branding, Color Codes, Typography etc: <https://brand.valdosta.edu/>



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Elements of an Academic Poster

Acceptable Academic Poster Layout Example:



Key Poster Suggestions:

1. Before making a poster develop an initial sketch of your work
 - a. Think of your key points
 - b. Write up your sections in a word document before making your poster
 - c. Make various poster designs to incorporate clarity and simplicity
 - d. Test each design with the copied material from your word document
2. The title section should contain the project title, authors names, and departmental information
 - a. This section should be readable from 15 feet away
 - b. Poster title should be the largest font
 - c. Sub-categories such as abstract, methods, discussion... etc. should be treated as a second heading font size
3. A poster should use photos, figures, and tables to tell the story
4. Figures and tables should cover slightly more than 50% of your poster area
5. Self-explanatory graphics should dominate the poster
6. Posters are primarily visual representations of your work, text should support the visuals
7. Use the active voice when writing text
8. Remove redundant fields when possible
9. Excessive detail about methods or large tables are not necessary
10. Eye movement should feel natural when scanning down the columns or rows of your poster
11. Give credit where credit is due, have an acknowledgement section for contributors if any were donating time, money, etc.
12. If needed make a Citation section at the end of the poster if there are many texted materials to cite, else place citation text next to cited material being referenced
 - a. Example: (Culpepper, B. 1987. JFK 199:256-247)

Notes for Presenting.

You are the Key, the Presentation should be backing you up, not the focus.

- Do not cram the slides full of info. Do not cut huge chunks of text from your papers and paste them into the slides. SIMPLIFY into notes that you can expand on. The presentation is not a teleprompter. You want viewers listening to you, not reading along.
- Use different slides for different topics. CITE Sources on each slide or at end.
- Sound can be added in transitions and within slides, but do not let it distract from what you are saying.
- Slides should take about 3 seconds to comprehend for viewers. Longer than 10 seconds and viewers have likely lost interest.
- If you use visual imagery, make sure it pertains to what you're saying
- Do not decorate the slides just for the sake of decoration. Focus on info first. Then Design/ Additions. Make sure the imagery is purposeful.
- Font size and type for posters should be readable from 6- 10 feet away.
- Keep it simple: This is a tool to help you get info across.