Blink

Wide Format Printing

POSTER PRESENTATION GUIDELINES

This guide is designed to help you set up a professional looking poster presentation using PowerPoint software and walk you through the printing process from start to finish.

Questions? Call, email, or visit our shop in the UVic Bookstore!

Located in the UVic Bookstore | Open Monday – Friday 9am – 5pm
UVic Printing Services | Division of Student Affairs | University of Victoria
250-472-4590 | blinkprt@uvic.ca | uvic.ca/print/blink

University of Victoria | Printing Services

BASIC STEPS TO CREATE A GREAT POSTER

1. Design or download you poster layout

The best way to start your poster is to make a rough layout, or download a template to give yourself a head-start. Depending on how much time you have, a template is probably the best way to go.

Two great resources for your poster design are:

- **UVic branding and logo:** http://www.uvic.ca/brand/templates/downloadable/index.php
- **Poster templates:** https://www.posterpresentations.com/html/free_poster_templates.html

Make sure the template you use is the correct size for your project. Typical sizes are 48" by 36", 36" by 24", or A0.

2. Gather ALL OF YOUR images and content together

Before experimenting with your layout, make sure you have all the material you need to include ready to go. The last thing you want is to rethink your design because of last minute additions.

3. Place content into template

Place everything into your template and arrange as you see fit. Make sure you consider your most important message and make it stand out.

4. Arrange and design your poster to attract attention

Taking the time to make an engaging layout is an effective strategy to help your poster stand out in a crowded conference hall. Be aware of font-sizing, readability and the priority of your content. Print small sections at full size to preview their actual printed scale. Or, scale the design on-screen to its real-life size and step back from your screen to see how it will look from a distance. During the process it may be helpful to take a break, and come back to your poster with a fresh perspective. There are more tips in the next section for basic design best-practices.

5. Save as PDF and submit for printing

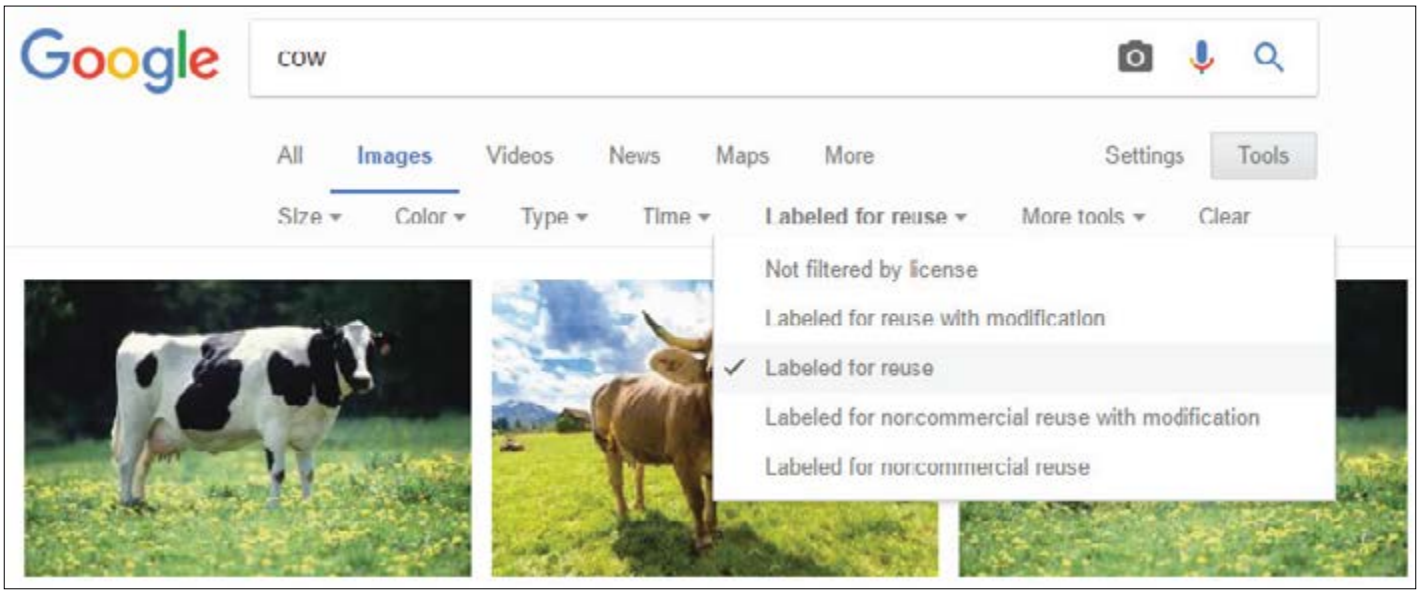
When your poster design is ready and approved by your supervisor, send it to us! We have details on the process for submitting your print request in the section at the back of this document.

COPYRIGHT AND CITING SOURCES

The following are basic directions on finding properly licensed imagery for your poster and how to cite your sources.

1. Use images that have a Creative Commons license (e.g. Pixabay or Wikipedia Commons). You can also use google to find images with Creative Commons licensing easily using the following steps:

Google Search – Images – Tools – LABELLED FOR REUSE



Wikipedia Commons is an amazing resource and has all of the licensing information easily available, this is highly recommended as your first stop for finding images.

2. Cite the source of the image and the kind of license it has using the following format:

License, Title, Author, Source & URL, Any edits you made

CC BY-SA 2.0, Aberdeen Angus bull, Evelyn Simak, http://www.geograph.org.uk/photo/546924, Sepia Tone

You can do this directly below or on the image or you can use footnotes at the bottom of your poster as long as they are easy to follow.

3. Use can also use your own images but you still have to cite them by indicating the year it was taken and your name.

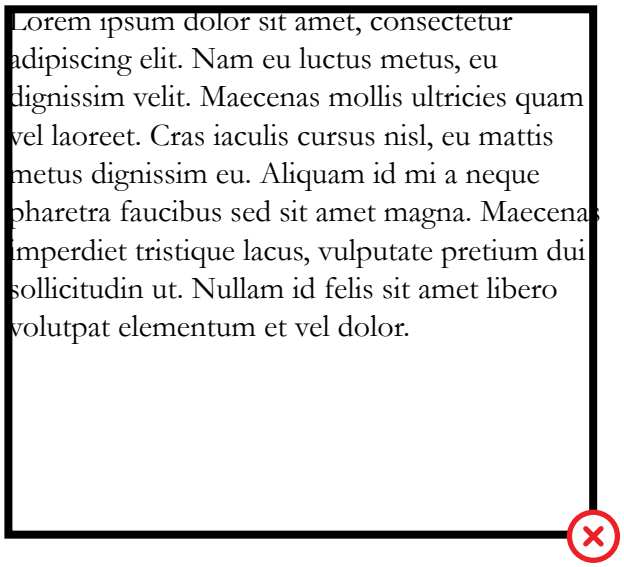


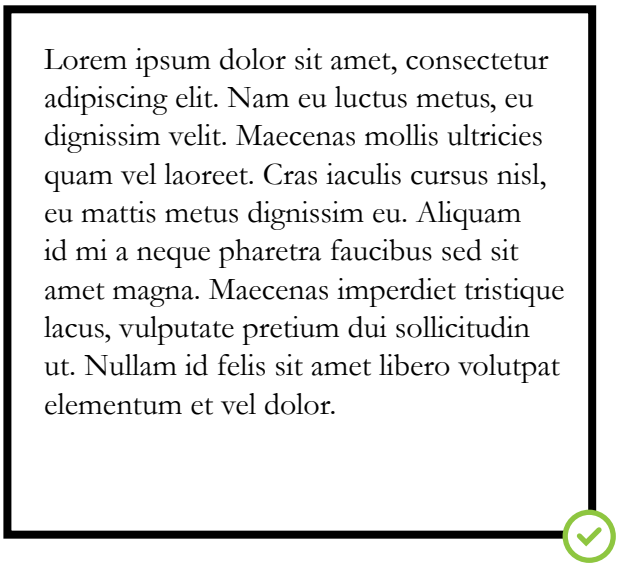
CC BY-SA 2.0, Aberdeen Angus bull, Evelyn Simak, http://www.geograph.org.uk/photo/546924, Sepia Tone

DESIGN GUIDELINES 1

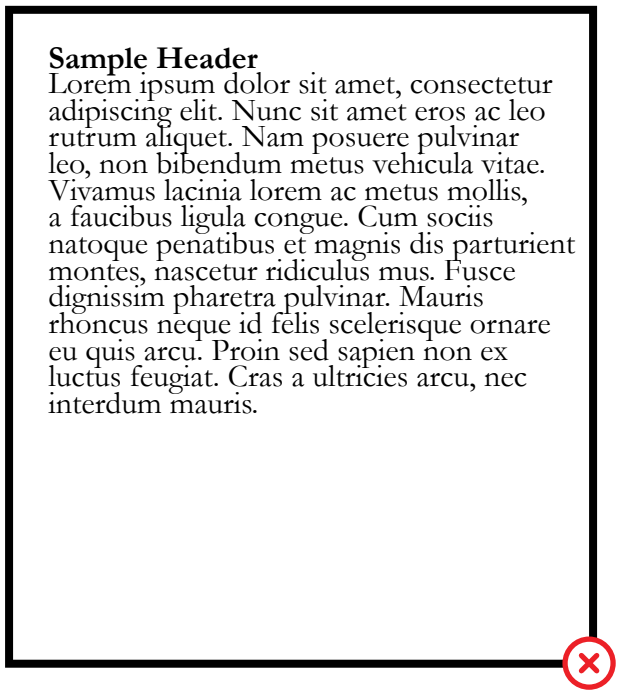
This section provides examples of common design mistakes and tips for how to avoid them. Design is an art and sometimes things don't fit neatly into standard practice. Follow your intuition and choose what looks right to you! Check with peers or friends and family from outside your discipline for a second opinion.

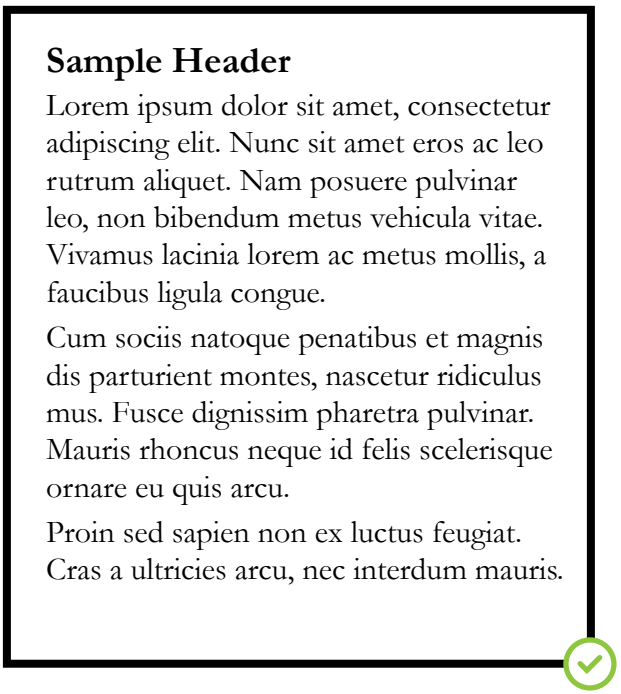
Ensure breathing room around text





Set proper leading (the space between lines - known as line height in Power Point) and space after paragraphs in body text. Check the tips page at the end of this document for info on how to do this.





DESIGN GUIDELINES 2

Make sure leading (the space between lines) is set to a height that is not awkward on titles

THIS POSTER HAS A REALLY LONG NAME AND DESCRIPTION

THIS POSTER HAS A REALLY LONG NAME AND DESCRIPTION

Maximize your use of the space available

MY POSTER IS REALLY AWESOME
By John Smith
University of Victoria

MY POSTER IS REALLY AWESOME
By John Smith - University of Victoria

Use Vector graphics and high-res images wherever possible

Vector or High Res JPG



Low-Resolution GIF



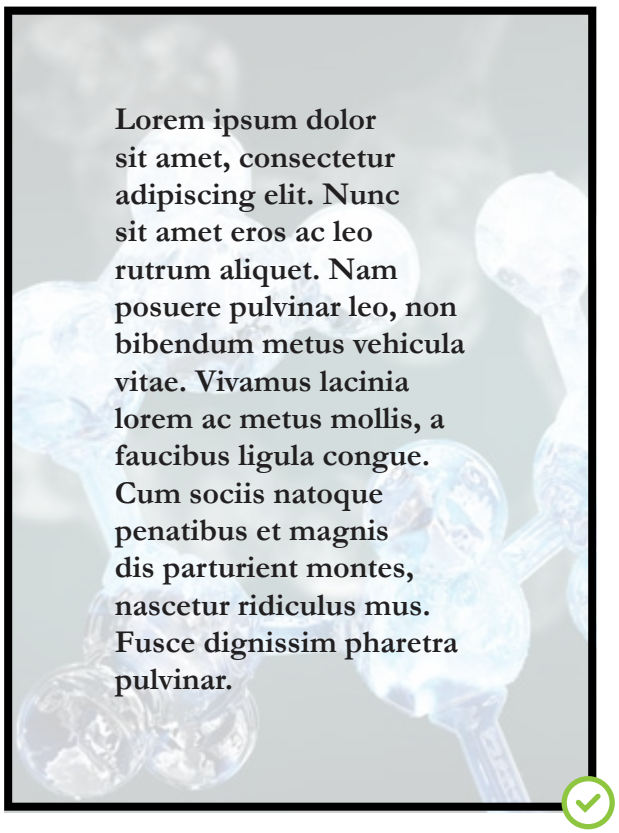
DESIGN GUIDELINES 3

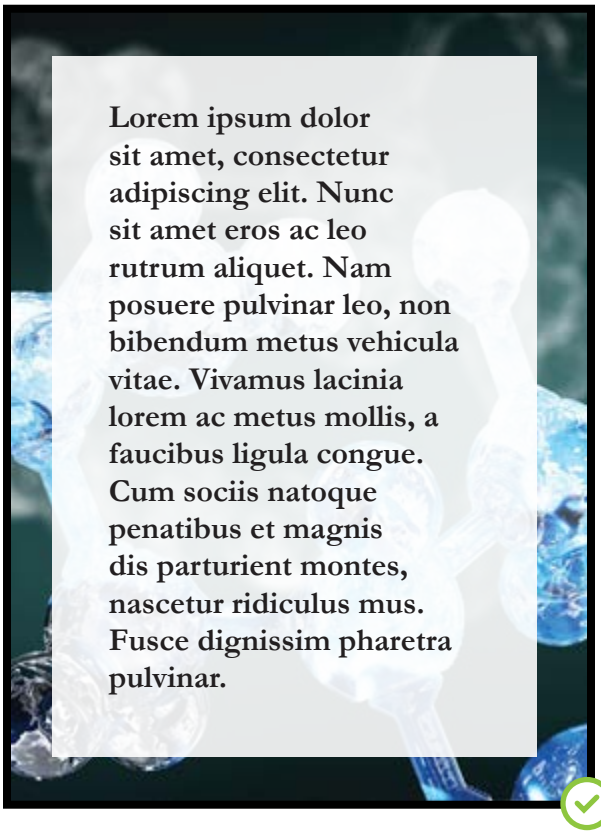
Use dark text on a light background or light text on a dark background to improve readability

THIS POSTER TITLE IS HARD TO READ

THIS POSTER TITLE IS EASY TO READ

Maintain readability when using text over a background image by making the image transparent or by creating a transparent box between your text and the image





DESIGN GUIDELINES - FONT SIZES

Print this page with scaling turned off in your printer dialog to see the actual scale of standard font sizes in the font Myriad Pro. PLEASE NOTE SIZE VARIATION BETWEEN FONTS ie. Times 72pt is not the same size as Courier 72pt.

Regular 12pt. The quick brown fox jumped over the lazy yellow dog.

Regular 14pt. The quick brown fox jumped over the lazy yellow dog.

Bold 18pt. The quick brown fox jumped over the lazy yellow dog.

Bold 24pt. The quick brown fox jumped over the lazy yellow dog.

Bold 36pt. The quick brown fox jumped over the lazy yellow dog.

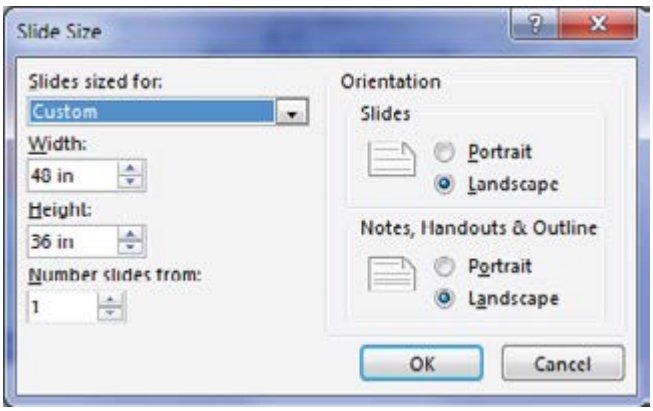
48pt. The quick brown fox jumped over the lazy...

60pt. The quick brown fox jumped...

72pt. The quick brown fox...

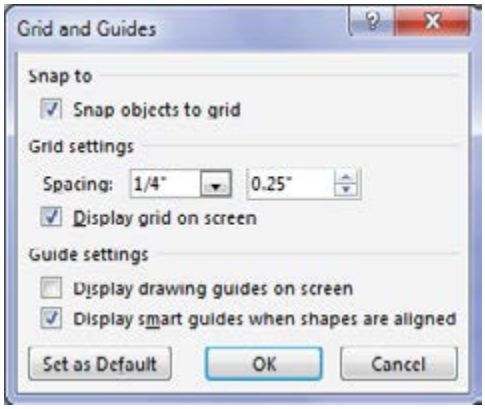
DESIGN GUIDELINES - PRO TIPS

• Open your rulers in Power Point to view the exact dimensions of what you are working on (the default hotkey for rulers is ***Shift+Alt+F9***, or you can access it from the view menu). Set the Zoom to 100% to get a sense of what your poster will look like at actual size.



• Make sure your Slide is set to the correct size ie. 48" x 36" (or 121.92cm x 91.44cm) from the ***design/slide size/custom slide size*** menu.

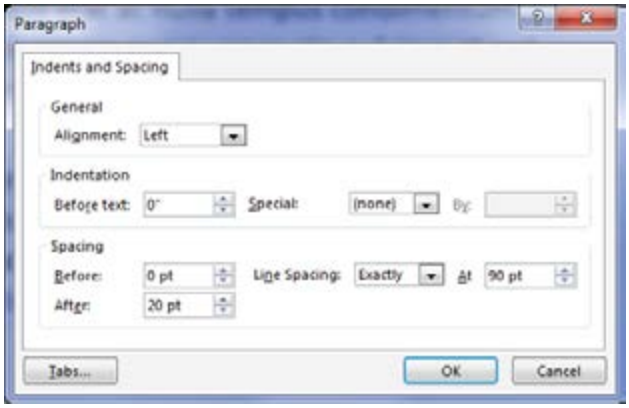
• Set up a grid and snap all of your elements to it by going to the ***grids and guidelines*** dialog box and enabling ***snap objects to grid***.



Set your grid lines to a small increment (1/4" or 1cm work well) and any objects you create or move will automatically line up.

Enabling ***Smart Guides*** will show highlighted lines whenever the object you are moving is lined up to other elements. Turn off the grid to see what you are working on without the annoying lines all over your project.

• Set up the space between lines (leading) and after paragraphs using the line spacing options dialog box. Spacing ***Before*** and ***After*** refers to the space before and after each paragraph in a text box. Set Line spacing to a specific point value to get it exactly where you want it.



• Generally, it is best to use a sans-serif font for titles and heading text, and a serif font for paragraphs, but this is not hard rule. Use what looks best.

• Use a website like www.dafont.com to find free fonts for your project.

HOW TO ORDER

When your poster is finished and you are ready to place your order, save it as a PDF and send the file in an email to us via blinkprt@uvic.ca with the following information:

- *Name, email address and phone number for contact person*
- *Date project is required by*
- *Payment method (FAST Account Number or Cash/Credit/Debit) - payment is NOT required until product is picked up*
- *Description of your project including size of final print (ie. Standard Presentation Poster 48"x36")*
- *Is a proof required? Physical or digital? Please note that physical proofs are an extra $10 and cannot be provided for rush orders needed within 48 hours .*

Once we have recieved your order we will send you a digital proof if requested. After we have your approval to print we will put the poster into our production queue to be completed typically within 1 to 2 business days. If you need your poster immediately let us know your situation as we may be able to accomodate a rush order depending on our current work load.