



# 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.*

*Got Questions? Call, email, or stop by our shop in the UVic Bookstore!*

Located in the UVic Bookstore | Open Monday – Friday 8:30am – 5pm  
UVic Printing Services | Division of Student Affairs | University of Victoria  
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# BASIC STEPS TO CREATE A GREAT POSTER

## 1. Download a template or plan your design on paper

The best way to start on your poster is to either plan out your design beforehand or to download a template to help give you a direction. Depending on how much time you have a template is probably the best way to go.

The two best places to get a template are:

- **The UVic Website:** <http://www.uvic.ca/brand/templates/downloadable/index.php> ( just search uvic.ca for poster templates ) Located under **Academic Research Posters**
- **Posterpresentations.com:** [https://www.posterpresentations.com/html/free\\_poster\\_templates.html](https://www.posterpresentations.com/html/free_poster_templates.html)

Make sure the template you get is the correct size for your project. Typical sizes are 48"x36", 36"x24", or A0.

## 2. Gather ALL OF YOUR Images and Content together

Before you start playing with your layout make sure you have everything you want to include ready to go, the last thing you want is to have to fit something major you forgot into a finished design at the last minute.

## 3. Place content into template

Start placing everything into your template and arrange it as you see fit. Make sure you think about what your most important message is and try to make that really stand out.

## 5. Arrange and design your poster and if you have time make it look pretty

Spending the time to make an attractive layout can really make you stand out when you are presenting in a crowded conference hall. Make sure you are aware of font-sizing, readability and the importance of your content. Print out some sections at full-size to see how big things will come out. Zoom in to 100% and step back from your computer to see how it will look. It can also be very helpful to take a break, and then come back and open up your poster again to see what pops out at your first. There are some more tips in the next section on basic design best-practices.

## 7. Save to PDF format and submit for printing

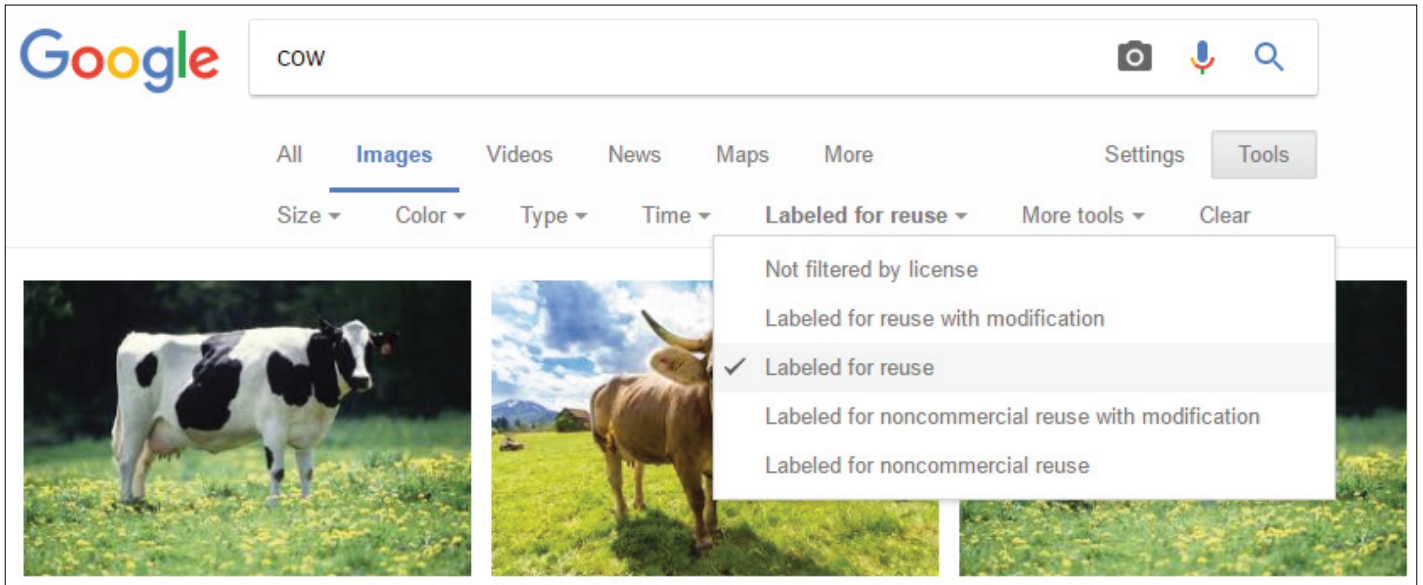
When you are all done, get approval from your supervisor and then send it over for printing! Details on how to do this are in the section at the back of this booklet.

# COPYRIGHT AND CITING SOURCES

The following are basic directions on how to acquire properly licensed imagery to use on 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 has some simple things to keep in mind while designing your poster. Remember, design is an art and sometimes things don't really fit neatly into the rules so be sure to take breaks to step back and see how things are looking. Pay attention to your gut feeling and follow your intuition for what looks right to you! When in doubt get an outside opinion (but be careful who you ask, you might get more than you bargained for...)

Ensure breathing room around text

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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.

## Sample Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc sit amet eros ac leo rutrum aliquet. Nam posuere pulvinar leo, non bibendum metus vehicula vitae. Vivamus lacinia lorem ac metus mollis, a faucibus ligula congue. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Fusce dignissim pharetra pulvinar. Mauris rhoncus neque id felis scelerisque ornare eu quis arcu. Proin sed sapien non ex luctus feugiat. Cras a ultricies arcu, nec interdum mauris.



## Sample Header

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## 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



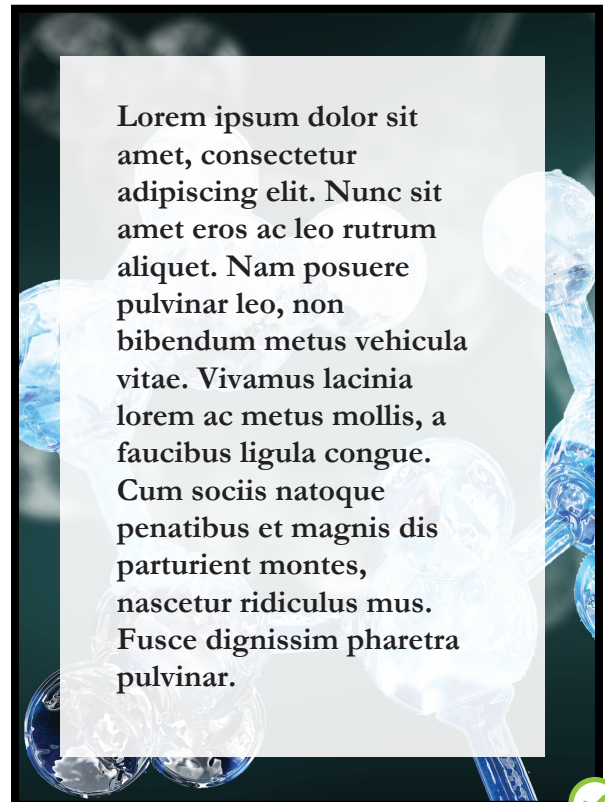
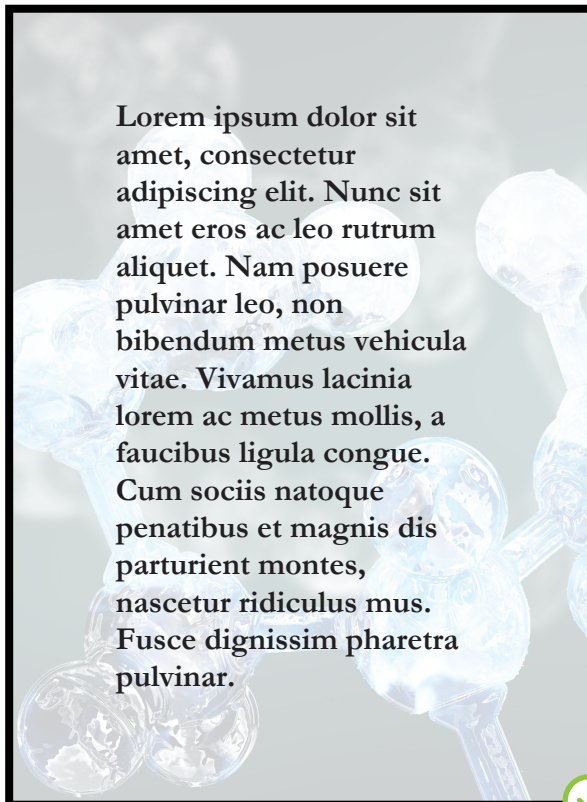
**THIS POSTER TITLE IS HARD TO READ**



**THIS POSTER TITLE IS EASY TO READ**

When using a background image keep in mind the dark on light and light on dark rule...

Two good options for keeping your text readable is to either set the whole background image to be transparent, or to create a transparent box between your text and the image



## DESIGN GUIDELINES - FONT SIZES

Print this page out with scaling turned off in your printer dialog to get an idea of how large some standard font sizes are in the Myriad Pro font.

PLEASE NOTE THAT SIZES WILL DIFFER BETWEEN FONTS ie. Times 72pt is not the same size as Courier 72pt.

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

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

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

**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...**

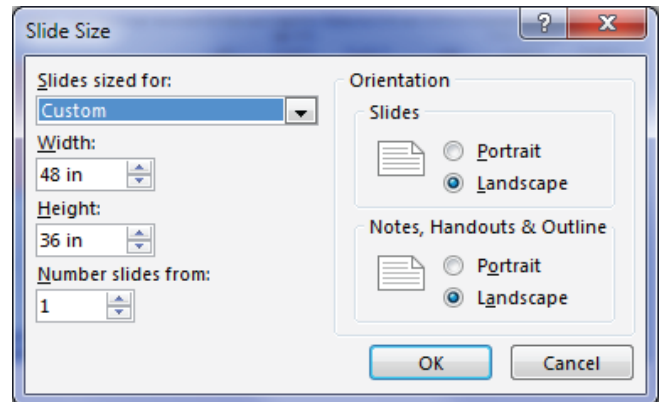
**72pt. The quick brown fox...**



# DESIGN GUIDELINES - PRO TIPS

· Bring up your rulers in Power Point to view the exact dimensions of what you are working on (the default hot key for rulers is Shift+Alt+F9, or you can access it from the view menu). Set the Zoom to 100% to get a pretty accurate view of your poster full size.

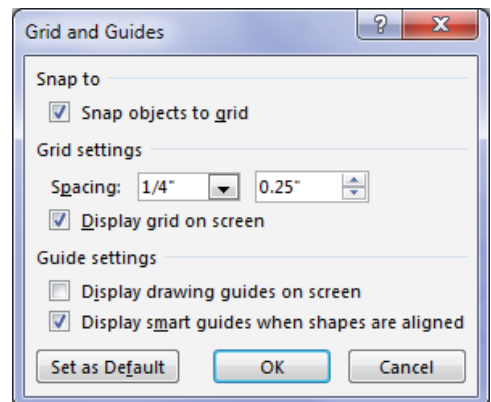
· Make sure your Slide Size is set to the correct size ie. 48" x 36" (or 121.92cm x 91.44cm) from the **design/slide size/custom slide size** menu.



· 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.

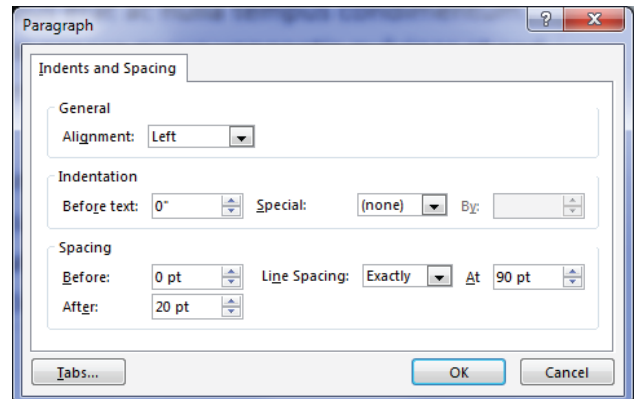
Enabling **Smart Guides** will show highlighted lines whenever the object you are moving is lined up to other elements. Turn off the grid to see what you are working on without the annoying lines all over your project.



· 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 speaking it is best to use a sans serif font for titles and larger text and a serif font for body copy, but this is not really a hard set rule - use your judgement

· Use [www.dafont.com](http://www.dafont.com) to find free fonts for your project





# HOW TO ORDER

When you are finished working on your project and are ready to place your order please save it into PDF format and either drop it off in person at our shop in the UVic Bookstore or email the file to us 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.*
- *If you have files to send us please attach them to your email or upload them using the FTP below*

Once we have received your order we will create and email you a digital proof to review and approve. After we have your approval to print we will put the poster into our production queue to be completed typically within 24 hours. If you need your poster immediately please call us and let us know your situation as we may be able to accommodate a rush order depending on our current work load.

If you come to drop off your poster in person we can proof the poster for you on our screens and skip the digital proof step. This will also give you the best preview of colour and quality as our monitors are calibrated to match our printers.