

Tips for producing poster in PowerPoint



These instructions have been written for PowerPoint 2016, but should work for PowerPoint Office365 and PowerPoint 2019.

Check the rules

When creating and academic or conference poster, there will usually be some guidelines that need to be followed. Failure to follow the rules can result in a lower grade or a rejected poster. These may include:

- Poster size
- Orientation (landscape / portrait)
- Text sizes
- Other
-

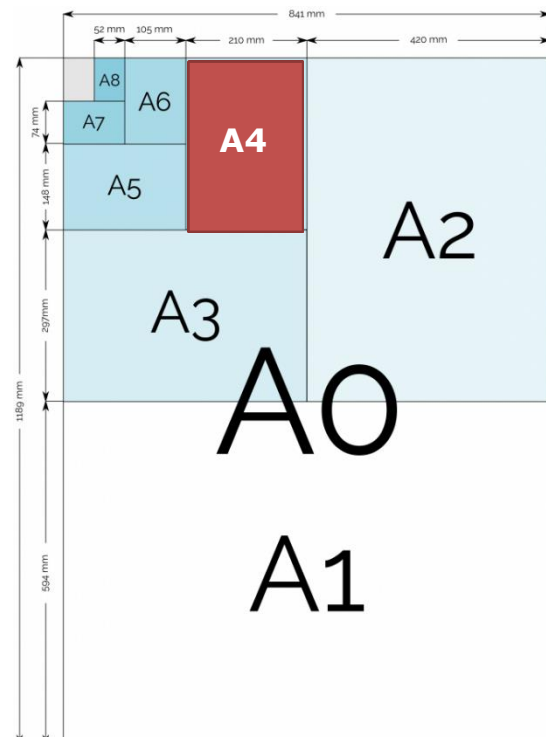
Paper sizes

We should all be familiar with A4 as a standard paper size. Doubling a sheet of A4 along, its long edge, gives us the A3 size.

Doubling A3 along the long edge gives us A2.

Doubling A2 along the long edge gives us A1.

Doubling A1 along the long edge gives us A0.



The actual dimensions are:

Portrait

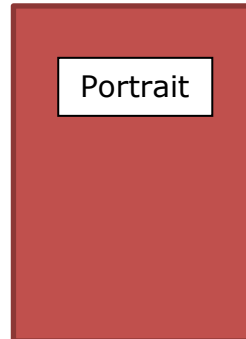
A4 – 210mm x 297mm

A3 – 297mm x 420mm

A2 – 420mm x 594mm

A1 – 594mm x 841mm

A0 – 841mm x 1189mm



Landscape

A4 – 297mm x 210mm

A3 – 297mm x 420mm

A2 – 420mm x 594mm

A1 – 594mm x 841mm

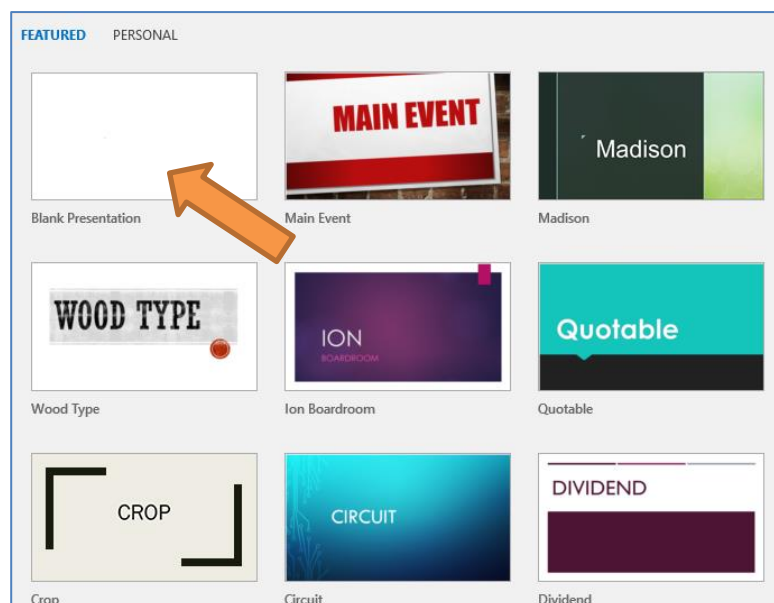
A0 – 841mm x 1189mm



Create your paper size in PowerPoint

Open PowerPoint and you will be presented with the “Choose a template” window.

You can choose any design you like, but for the purposes of making an academic poster – you probably want to start with a **blank** sheet of paper rather than having to work around objects that PowerPoint has placed on the page.

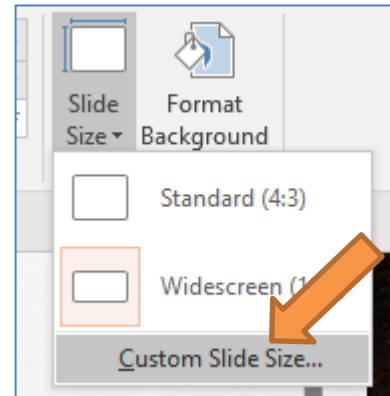


Next you need to select the **Design** tab at the top of the screen:



Whilst in the Design tab, choose **Slide Size** and **Custom Slide Size...**

This will allow us to input the correct size for our poster.



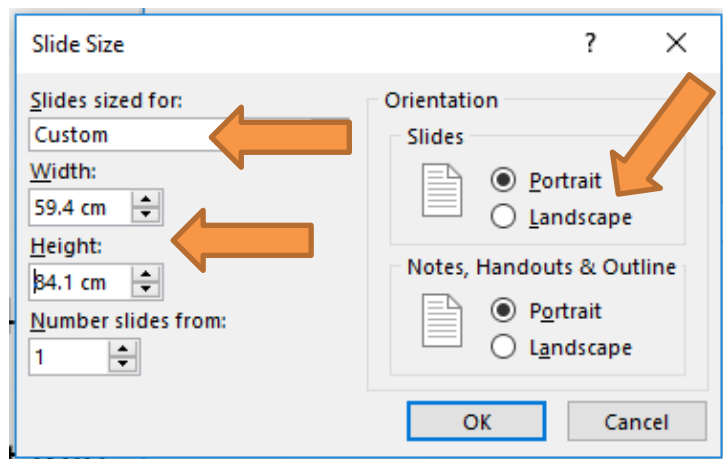
The **Slide Size** popup window provides the options for setting your page size.

Select **Custom** in "Slides sized for:"

You can declare **Portrait** or **Landscape**.

Add in the page **Width** and **Height** for your paper size (the sizes are in cm so 594mm becomes 59.4cm).

Clicking **OK** will resize your new blank slide to your chosen page size.



In this example, I have set the dimensions to create a page that is A1 Portrait.

Filling your poster

You are now ready to start working on your poster. But... you have a few other things to consider:

Text size

You will need to set the size of your text so that it can be easily read from a short distance. Our suggestions provide a range that you should try to work within:

Main page heading - 54 to 70	Page text - 18 to 22
Page sub-heading - 36 to 48	Captions - 14 to 18
Section heading - 24 to 32	Image citation - 12 to 14

Font

You need to use a clear font and may use separate ones for your headings and text. **Comic Sans** and *SCRIPT* fonts are out.

Any common sans-serif (the ones without extra curls at the end) are generally good.

Arial, Verdana, Calibri, Open Sans, Tahoma and **Trebuchet** are all good and are easy to read on a poster.

Some simple rules

1. **Follow the rules!** Read the briefing document / assignment specification to properly understand what you are being asked to produce.
2. **Switch off your computer!** When planning a poster, start with pen and paper. Sketch out what you plan to do before trying to build it on your PC.
3. **Use the right tools!** PowerPoint and Publisher make usable posters, but consider more professional tools if posters are to be a big part of your future.
4. **Be bold, but silent!** Less text usually means more visitors – can you get across your main ideas with charts and images? Can you show a journey?
5. **Big and clear!** Choose your font(s) and text sizes according to the guidelines on the previous page. Ensure your poster can be easily read.
6. **Use colours wisely!** 2 or 3 main colours are enough to create interest and style. Any more and things get distracting.
7. **Line it up!** Keep things tidy and line things up – you don't want your poster to look like the content was simply thrown at the page.
8. **"White" space is your friend!** Leave space around the edges and around objects to make reading easier (the space doesn't need to be white).
9. **Leave plenty of time for printing.**

Poster presentations - useful links

Colin Purrington has compiled a very useful page full of tips, dos & don'ts, templates and advice for designing, creating and populating academic posters: [Creating Conference Posters](#)

For further help in using PowerPoint and Publisher go to [Free Microsoft Tutorials at GCFGlobal](#) or complete a certificated course in [Linkedin Learning](#) (university login required).