

Tips for producing poster in Publisher



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

Check the rules

When creating an 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

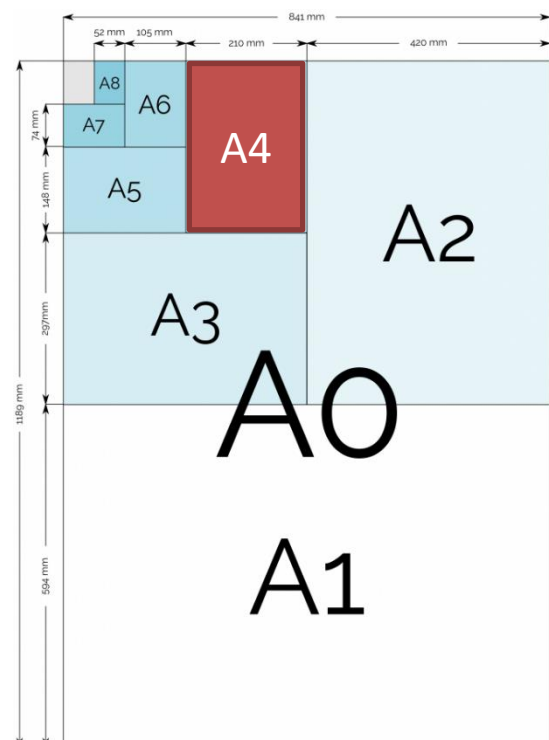
Paper sizes

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

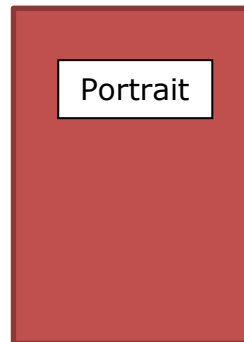
A4 – 210mm x 297mm

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

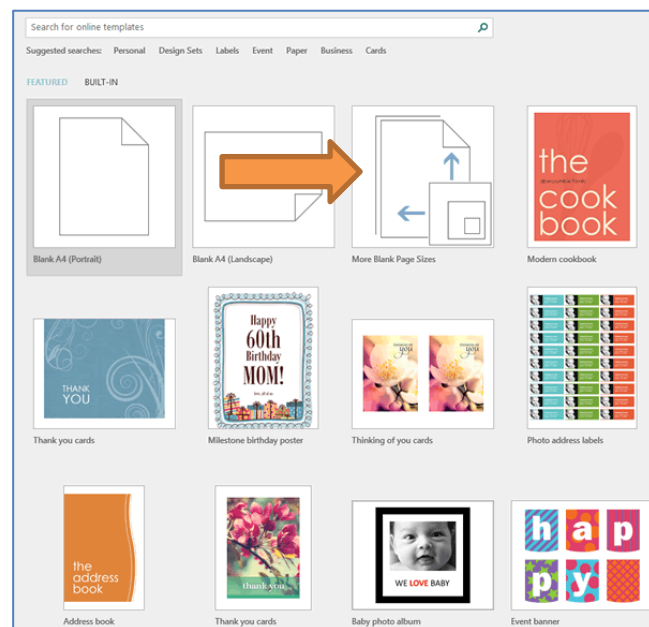
A0 – 841mm x 1189mm



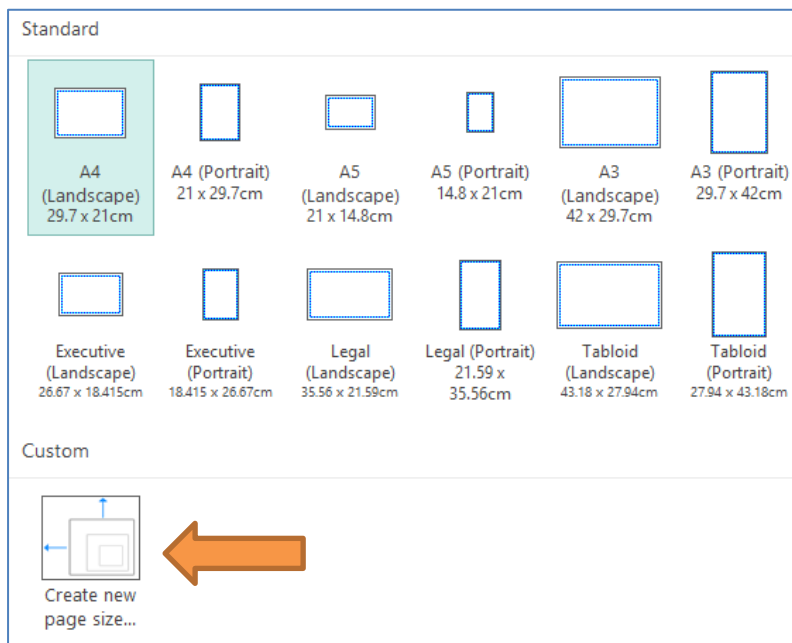
Create your paper size in Publisher

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

To create a large size poster, we will need to choose “More blank paper sizes” and manually create the paper size we are wanting. This is because Publisher does not automatically make the larger paper sizes available.



On the next screen will need to choose **"Create new page size..."**

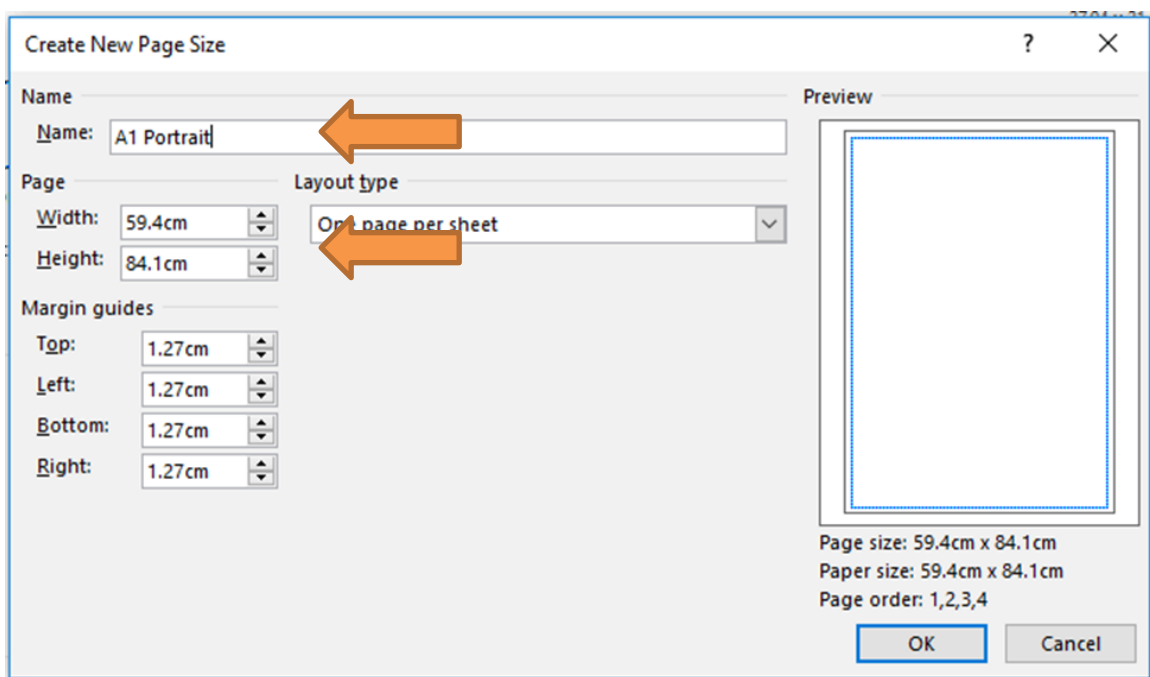


In the resulting popup window - **Name your new paper size** (mine is called A1 Portrait).

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

You can also set **page margins**, but I've left these as the default settings.

Clicking **OK** will keep this new named paper size for use next time you want it.



Your new blank poster is now ready to populate.

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.

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).

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.**