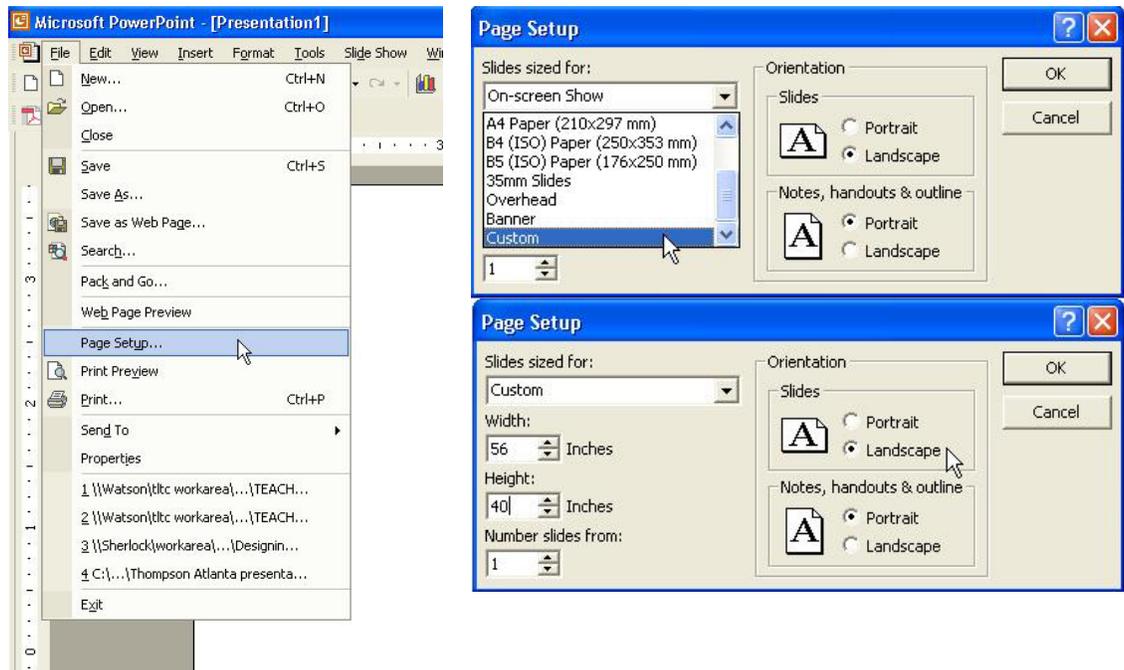


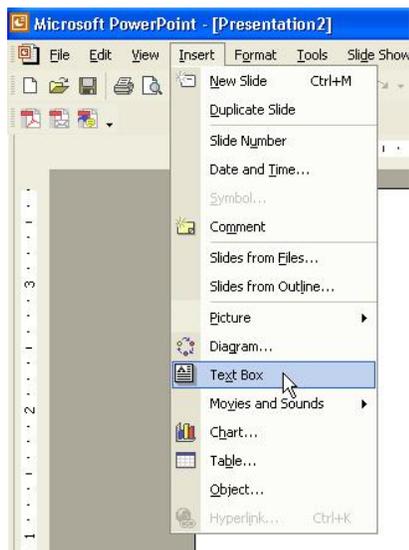
## How to Make a Poster Using PowerPoint

Start PowerPoint: Make a New presentation – a blank one. When asked for a Layout, choose a blank one – one without anything – even a title.

**Choose the size of your poster:** Go to File> Page Setup. A Page Setup screen will appear. In the Slides sized for option, choose Custom. Put the actual size of poster for the Height and the Width. **(If printing at the TLTC, no larger than 40" x 56".)** Pick if your poster will be Portrait (up and down) or Landscape (sideways.) Click OK. Do this before you begin creating the poster! Failure to do so may result in a poster that is not printable, or not printed at the size you need. Click OK.



**Adding text:** In order to add text, the text needs a "container" – a Text Box. Make a text box by clicking on the Text Box tool or selecting Text Box under the Insert menu.

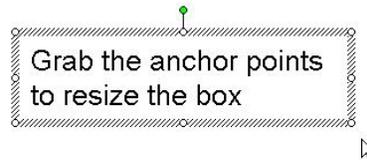


The Text Box tool is found near the bottom center – it looks like a mini page with an "A" in the upper-left part of it.



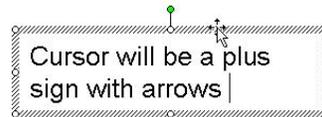
Click or click-and-drag where you want the text to be. You should see the rectangular shape of the Text Box. Type in your text. You can re-size it at any time by dragging one of the little "handles". The

box will also grow automatically as you type (if it needs to). To copy text from another program first make the text box then do copy and paste into the text box. Make a separate Text Box for each separate piece of text. "Separate text" means a portion of text that you want to be able to move independently from the others.



As in many programs, you can change the font and size by highlighting the text to be changed and then making the changes. A 72-point font is about an inch high. If you don't see the size you want in the selection list, you can enter it in by hand. You can change the color of the text, the edge, and the fill as well as other things under the **Format>Text Box** menu.

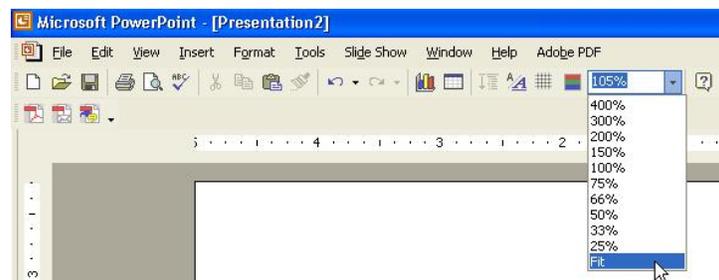
To move a Text Box, position your pointer over a part of the edge of the box that is not a handle. The pointer should become shaped like a plus sign with arrows. Click and drag the Text Box to the wanted position.



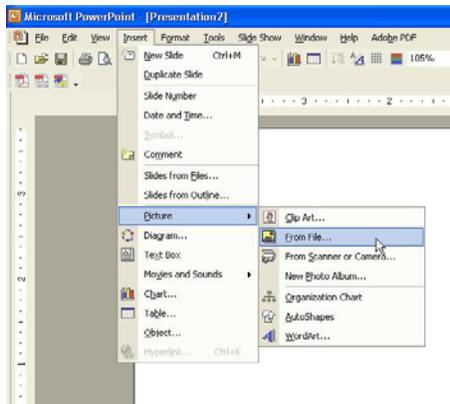
## TEXT TIPS:

- It is better to create all of your text, charts, and tables in PowerPoint rather than copy and pasting to avoid problems with formatting and printing your poster.
- You can change the proportions, type size and style later.
- Try to use a minimum of 24 point type for the body text.
- Allow for enough "white space" (areas where there is no text or graphics) to keep your poster from looking too overloaded.
- Minimum 72 point font for the title. (Of course the bigger the better, but 72 pt is approximately 1" tall.)
- You can import text from your word processor via copy and paste.
- You may have to change the formatting of the pasted text. It rarely survives the translation process unchanged. Try one of the "paste special" options if it is available to you.
- Individual text box backgrounds can be changed by selecting the box and changing the "fill" and/or "lines" colors.
- Do not use lettering effects such as outlined or shadowed. They don't reproduce well.
- Bold, italic, and underline are OK. Use these sparingly.

**Zoom:** You can control the zoom amount by clicking on the zoom choice box, or using the **View >Zoom** menu. "Fit" will allow you to see your entire poster on screen. Zooming to 100% will show you the actual printed size of your poster. (You'll have to scroll around from this view.)



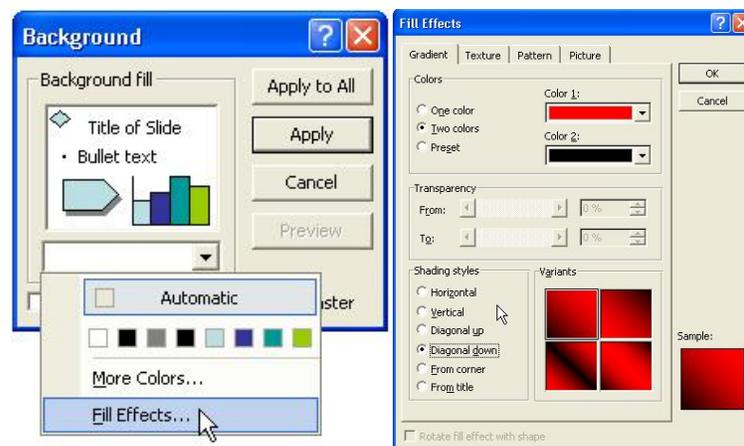
**Adding images:** The two ways to add images are with Insert/Picture and with Copy and Paste.



**Insert/Picture:** This is the most common way of adding graphics to a PowerPoint document. If you have a file that is in one of several standard graphic formats (like JPEG, GIF, PICT, etc.), use the **Insert> Picture>From file** and browse your computer to select your file. The image will appear on your document with handles. Use one of the corner handles to re-size it. (The corner handles will keep the same aspect ratio; the side handles will not.) Click and drag in the middle of the graphic to move it.

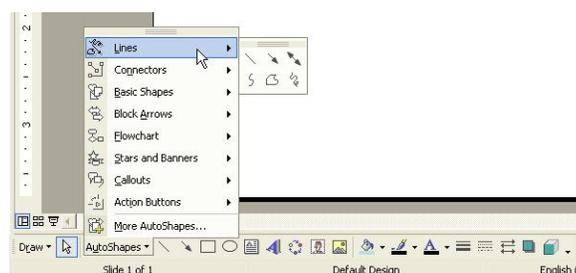
**Copy and Paste:** Use this if you have something like an Excel graph you want to add to your document. Generally avoid this method if you can – Copy and Paste will often only give you a low-resolution copy of a graphic.

**Background:** You can select a background under the **Format>Background** menu.



Avoid using bold, dark, solid colors as your background. (If it takes up more than 50% of the printed area.) Too much ink saturation can make your poster wavy like a Ruffles potato chip. Under the Fill Effects window, several options can be used that will not cause this effect. Just explore with the many options shown until you find a look that you like, and is still easy to read. (Note: Avoid the “patterns” option under the Fill Effects menu. They typically do NOT print well.)

**Lines, Boxes, Arrows:** Next to the Text Box tool are tools to make ovals, boxes, lines, arrows, etc. When you have made one of these, you can change it (when it is selected) with the Format menu/Colors and Lines. This toolbar can typically be found at the bottom of the screen.



## Design Tips

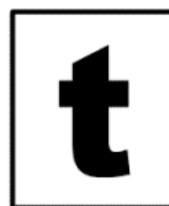
- Pictures imported from web sites are low resolution images. These images are for onscreen presentations and web page use only. To download high res Texas Tech graphics, you can get them here: <http://www.tlfc.ttu.edu/posters>
- Do Spell-check, under Tools.
- Use high contrast colors between foreground and background. A light background with a dark foreground is the most readable combination. E.g., a white or light yellow background with black or dark blue text is the optimal combination. Or another effective combination is a dark blue background with white text body and yellow for titles. Use all other colors sparingly. And remember - combinations of red and green appear as grey to people who are color blind. Save this combination for Christmas time only.



- Use a simple serif font, e.g., Times New Roman. Serif fonts are easier to read on paper than sans serif fonts (Helvetica, Arial, etc.) .



Times Roman  
example of  
a serif font



Arial example  
of a sans  
serif font

- **If you are using special fonts:**

When you have completed your poster in PowerPoint, go to the File pull down and choose Save As. At the top of the dialog box you will see a button called "Tools". Click that and a drop down box of options should show up. One of the options will be Save Options, choose that and you'll see a check box that says "embed true type fonts" make sure this is checked and then name and save your file.

