

Light Ink Sample

- **Mostly a text document.**
- **Has limited color or color boxes.**
- **Has no graphics or images.**
- **It has a lot of white space.**

Example of a color box for a heading

We have two sizes of paper roles - 24 inch and 42 inch, the width of a poster can be any size up to 42 inches wide, but the length can be as long as needed. If you want to laminate the poster after it has been printed, the width has to be 24 inches or less.

Example of a color box for a text block

We have two sizes of paper roles - 24 inch and 42 inch, the width of a poster can be any size up to 42 inches wide, but the length can be as long as needed. If you want to laminate the poster after it has been printed, the width has to be 24 inches or less.

Example of a Light Ink Poster

How to Design a Presentation Poster

Before You Get Started

- Find the major points your paper/presentation and limit yourself to the information (text, images, graphics, charts, etc) that supports those points. Too much information will make it hard to read.
- Think about the poster's layout – sketch it out on paper if you need to. What kind of title do you want on the top of your poster? Do you want 2 or 3 columns? If 3 columns, do you want all to be the same size or the center one larger? Try to balance the information between your columns. (see Design Tips)

Starting the Poster in PowerPoint

- Open the program, then File, Page Setup, and from the dropdown menu select Custom. Change the Width to 48 inches, and the Height to 36 inches. Slide Orientation should be Landscape. Handouts Orientation doesn't matter.
- You can pick a pre-made design and/or color scheme from PowerPoint. Just make sure the theme and/or color scheme is appropriate for your presentation.
- If you want to create your own design, insert images, charts, graphics, diagrams and text boxes as you need them.
- Make sure the Grid and Rulers are turned on so you can line up the elements on your poster. Under the View dropdown select Ruler, and then Grid and Guides

Using Every Color on the Palette?

Because you want your poster to have a professional look, limit the number of colors as well as the ones you select. Unless your topic calls for "wild" colors you should keep them subtle. Limit the number of colors to 2 or 3. If you don't use one of the pre-made color schemes, you could use some of the colors in the graphics, photos, graphs, or charts in your paper.

Layouts: 2-column, 3-column, or More?

There are benefits to each of the layouts shown in the center column. If you can divide your points evenly, use either the 2-column or equal 3-column layout. If you have a larger graphic, image, diagram, or chart, use the 3-column layout with a wider center panel. You will have to make that information fit "logically" in the center. Avoid having just a single column layout, it is a lot of space to fill and still have it look attractive. Make sure the text blocks line up in each of the columns and have an equal width.

Titles & Fonts

When designing the title section, use an easy to read font. Always have a contrast between your text color and your background color, if you have a dark text color use a light background or for light text color use a dark background. Gradients can be difficult if one of the colors is too dark or too light. The one in the sample goes from black to a dark gray so white text is usable. You could use a light yellow (or blue, pink, green, etc.) to white gradient with black text. Ask yourself if a viewer is standing a couple feet away from your poster, will he or she be able to read it clearly?

Unless your topic calls for a specialty font, use another easy to read font. Color can be used, but too much can distract from what you are trying to say. Again ask yourself if a viewer is standing a couple feet away from your poster, will he or she be able to read it clearly?

Graphics, Charts, Logos...Oh My!

Make sure any graphics, logos, charts, etc used in your poster are your own work, copyright free, or you have permission to use them. Another thing to think about is resolution of those graphics, logos, etc. If it is too low, the image will be pixilated and won't look clear when it's enlarged to fit on the poster.