

Tips on Creating a Printable Poster

1. Set an appropriate slide size for your poster

Be sure to check the size requirements for your poster when setting your slide dimension. PowerPoint has a limit of 56 inches, if you want a larger poster the most important thing is that your slide is proportional to the printed size. (We can scale up slides when printing.) For example, if you wanted a 36 x 48 or 42 x 56 poster, you can set your slide to those sizes. But if you wanted a 42 x 65 poster, you'd have to set the slide to a smaller, proportional size - usually one-half: 21 x 32.5.

2. Stay within the slide area.

PowerPoint will not print anything that is outside of the white area of the slide.

3. Have only one slide per poster file.

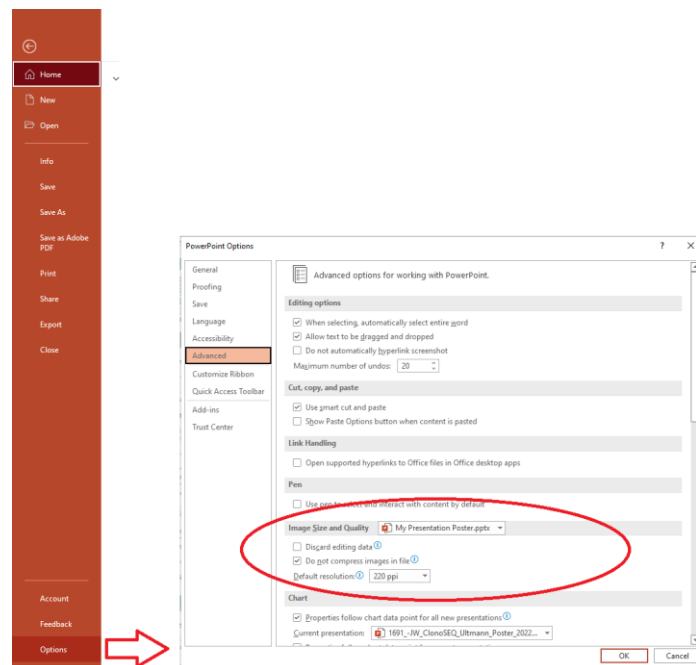
Having multiple versions of your poster or other slides filled with elements for pasting in the same file will result in multiple posters being printed.

4. Try to avoid using outdated templates.

An outdated template may cause unpredictable behavior when printing and may not be fixable, particularly if it's been passed between Mac and PC. Additionally, there are some templates that have been circulating for years, with bad logos, image compression, and other problems.

5. Make sure image compression is turned off.

Image compression will reduce the resolution of smaller, simpler images - like logos - giving them a poor appearance. In PowerPoint turn off image compression by going to FILE > OPTIONS, select ADVANCED, then under "Image Size and Quality" select "Do Not Compress Images in File" check box.



6. Do not recolor, distort, or apply effects to logos.

Logos define corporate identity, and while you may have permission to use one, you are never given permission to alter it. When you have a choice, use logo images that are higher resolution. A screen capture of a logo on a web page is very low resolution and should be avoided if possible.

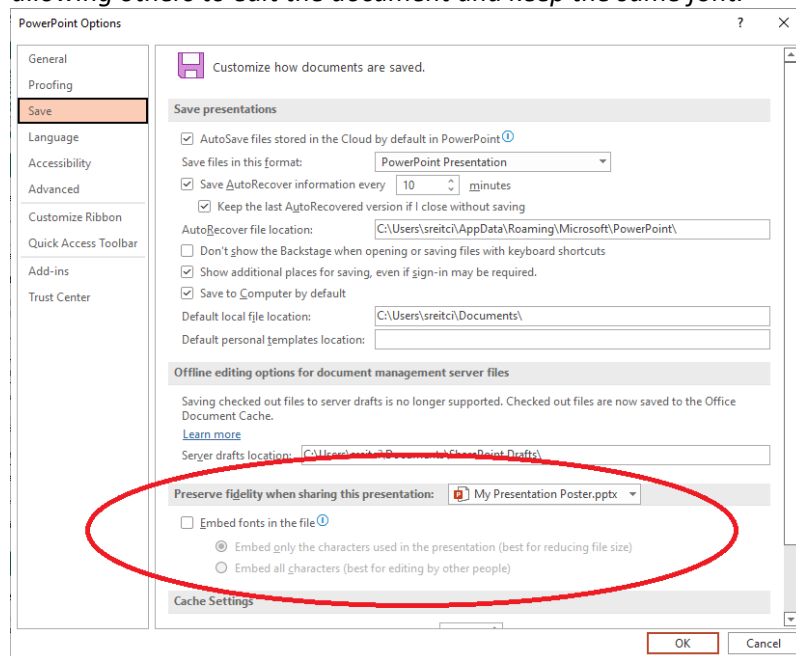
MCW Branding Guidelines and logos:

<https://infoscope.mcw.edu/Office-of-Communications/Guides-Tools-and-Resources.htm>

7. If you use specialty fonts embed them into the file.

FILE > OPTIONS, select SAVE, then under "Preserve fidelity when sharing this presentation," select "Embed fonts in the file" check box.

Selecting Embed only the characters used in the presentation reduces the file size but limits editing of the file using the same font. Leaving that check box blank increases the file size, but is best for allowing others to edit the document and keep the same font.



8. Avoid large areas of dark colors, especially black.

Large areas of solid, dark colors are very prone to easily showing accidental bumps and scrapes.

9. Discover Arrange, Align, Distribute, & Grouping

Learning to use the Alignment and Grouping tools will help you create a better-looking poster more easily. The Alignment and Grouping controls are in the DRAWING section of the HOME ribbon, in the ARRANGE drop-down. This YouTube video explains (*GCFLearnFree.org is not affiliated with MCW Libraries.*) <https://www.youtube.com/watch?v=7DifsKnoTos>

10. DO NOT SECURE OR ENCRYPT YOUR FILE

Very often we need to make corrections such as replacing low-resolution logos with better ones, or to correct simple alignment issues. When a file is secured or encrypted it takes us longer to make those corrections and may limit the types of repairs we can do.

11. PowerPoint files are preferred.

While we can accept many formats, the closer your poster is to its original format the more we can do to fix any problems. If you're using a non-standard program, save the file as a PDF, and submit that file.

12. Three foot rule

When designing your poster, keep in mind that most people will be seeing it from three or more feet away. Scale your elements for easier viewing. Too small text or images may make your poster harder to read. This also means small errors or defects may not be noticeable by most people.