

## Guidelines for Preparing a Poster

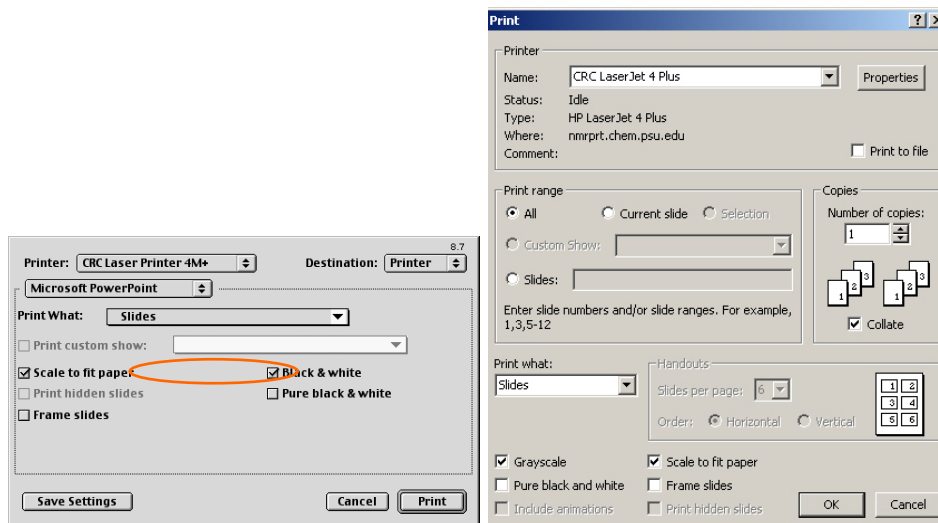
If you have chosen to prepare a poster that you would like printed on the CRC Computer Room Poster Printer then you will need to do the following:

1. Check with your instructor for the poster session date and the due date to submit your poster for printing. Typically you will be asked to submit your poster at least five class days in advance of the poster session because of the large number of posters that need to be printed for each class.
2. Follow the Guidelines and suggestions below for creating a poster. Any poster that does not adhere to the guidelines especially those concerning background selections and poster size will not be printed until the proper editing has been completed. Any poster that is resubmitted will go to the bottom of the cue.
3. All posters will be hung on the second floor hallway of Whitmore Lab after printing.
4. All authors must provide contact information so that they can be alerted if there are any printing problems.
5. All posters are to be submitted by one of the following mechanisms:
  - a. Drop off a CD to Dr. Jackie Bortiatynski in 211 D Whitmore by the poster printing due date.
  - b. Email the file to Dr. Bortiatynski @ [Jackie@chem.psu.edu](mailto:Jackie@chem.psu.edu)
  - c. Make an appointment with Dr. Bortiatynski via email to bring a flash drive or other media to the CRC Computer Room and the file will be placed on the computer desktop. DO NOT attempt to place your file on the desk top of the computer in the CRC computer room because the file cannot be accessed from the printer log in.

## Suggestions for Preparing Posters to be Printed On the CRC Computer Room Poster Printer in 207 Whitmore

### Poster Creation using MS PowerPoint (see samples in Whitmore hallway):

- In PowerPoint, set up a landscape 34" wide by 40" high presentation/slide in page setup. The paper is 42" high, but if you want to avoid rescaling by the software you will need room for a 1" boarder on all sides.
- You will use a lot of the tools at the bottom of the screen. Use the textbox at the bottom to create areas of text. Font size should be 24 to 28 point.
- You must use a **WHITE** background. You can use colored photos, graphs and font.
  - Chromatograms and spectra can be scanned at 125 to 150 dpi (200 to 300 dpi if your going to blow up a small image) using scanners in 207 Whitmore and Photoshop or other picture editor. Save in jpeg (preferred) or tiff format. Also they can be copied and pasted via the clipboard into Paint or Power Point although the results can be pretty jaggy.
  - Structures can be drawn in ChemDraw or IsisDraw and copy/pasted into PowerPoint. They can be stretched to an appropriate size and seem to come out fine.
  - The PowerPoint Insert menu selection lets you insert pictures (jpg's, tif's and gif's) from files and objects (Excel spreadsheets or workbooks, charts, etc.) and these can be resized too.
- Before you print your poster, print a 8.5 x 11" proof copy on a laser printer or color inkjet printer. Change General to PowerPoint if necessary and check "Scale to fit paper" and landscape.



### Tips and Comments:

- Just because it looks good on your small screen doesn't mean it will look good on your poster when it is 300% larger. Small graphics from files like .GIF and .jpeg do not scale well generally. If you copy a picture from a web page to put on a poster, there's a good chance it's going to look "chunky" when you scale it up.
- Just because you use it doesn't mean we know how to use it and can give you help when you get stuck. We don't know Freehand, Corel Draw, Visio, or PageMaker and because of past problems, provide *no support what so ever* for MSPublisher. Illustrator seems to work OK, but Powerpoint is preferred.

- *Watch your image resolution!* In a nutshell, if you have photos/images in your poster, they can take up large chunks of space. A good rule of thumb is: "Scan in high, print low(er)". If you have a photo you want to put in your poster, a good recommendation is something to this effect:
  1. Scan the image in at something around 300 DPI.
  2. Scale it up to "life size for the poster" (e.g. your picture starts out as 3" x 5" but when it prints you want it to use a small portion of the image itself, but print it as 6" x 10" so scale and crop the image so that the smaller section of the image *IS* 8" x 10")
  3. Reduce the image resolution to 72 DPI.
- As long as you don't scale the image any more after doing this, it will print perfectly well. The 300dpi image is going to try and lay down more ink in the same area as a 72dpi image. Sometimes this can actually "muddy" the image, or make it overly dark. It will also save you *a lot* of file space, and print *faster* because there's less image for the plotter to parse. From 6 to 10 feet away, no one is going to notice the difference, either!
- Try to stick to the "**standard 14 fonts**": Others may look cool, but may not be in the poster printers retinue and will get substituted with something that will make your spacing look like garbage.
- Here are the standard 14 fonts:
  - Courier
  - Courier Bold
  - Courier Italic
  - Courier Bold Italic
  - Helvetica
  - Helvetica Bold
  - Helvetica Oblique
  - Helvetica Bold Oblique
  - Times
  - Times Bold
  - Times Italic
  - Times Bold Italic
  - Symbol
  - Comic Sans MS