Create research posters in PowerPoint

Included with the templates are some good examples of posters to inspire you. If you have received this document separately, you can get the whole package via the *Media-Tryck website* or the *Image and Media Bank*.

BEFORE YOU START

If you are not used to producing posters or working in PowerPoint, Media-Tryck can help you complete your poster. Make a simple sketch in PowerPoint or another application you are familiar with, or photograph a paper sketch and send to *media-tryck@service.lu.se* together with the manuscript, visual material, thoughts and ideas – read further information at the end of this document.

Regardless of whether you or Media-Tryck produce your poster, it can be a good idea to start with a sketch on paper.

ABOUT THE POSTER TEMPLATES

The templates are in the most common format, A0, with the Lund University logotype and colours inserted.

The profile colours are in the colour palette and should be used as far as possible. Other colours are permitted, if required, for example to obtain sufficient contrast in graphics.

The templates are created using the profile typeface options *Times New Roman* and *Arial*. As a Lund University employee, you may also use the profile typefaces *Adobe Garamond* and *Frutiger*. If required, you can download them from the Image and Media Bank (*lu-mediaportal. qbank.se/en/login*).

Read more at *www.staff.lu.se/support-and-tools/ communication-and-graphic-profile/graphic-profile- and-logotype*

COMPLETING THE TEMPLATES

Start by selecting landscape or portrait format. To create a poster in a smaller A-format (A1, A2 etc.) you do not need to reduce the format in PowerPoint. Media-Tryck reduces your poster to the right size when printing out.

If you need a format with other proportions, Media-Tryck can assist you with production. Always check with the conference organisers concerning the space available to you and the distance from the poster next to yours.

Under *Start > Layout*, you can select different column formats and background colours.

You can make changes freely as needed: copy, add and remove objects. On the second page of the template are some pre-formatted objects and texts that may be useful.

Graphics and tables

Image resolution should be at least 150 ppi in the final format. If you do not know how to check the resolution, you can still check the image quality by setting the zoom level at 150 %. Images of sufficient quality will look good on screen at this zoom level.

Use PNG files to insert graphic elements in the template.

It is a good idea to create tables in Word and then copy and paste them into your poster.

DESIGN TIPS

Avoid reducing the size of the texts – the poster should be readable from a couple of metres away.

Two to three columns are suitable for portrait format, three to four columns for landscape format. An asym- metrical configuration is sometimes required.

Use images and graphics to put your message across and keep the text brief – not many people have time to read long texts on a poster. Instead, use hand-outs in the form of a flyer or folder to communicate in more depth.

Some good examples of posters with a good balance between text and images are included with the tem- plates.

SAVE AND SEND FOR PRINTING

Save your poster as a PDF and check it carefully – both on screen and as a print-out from a regular office printer.

Upload your PDF on the Media-Tryck website (*mediatryck.lu.se/en*).

Your poster can be produced on paper or fabric. Fabric is appropriate if you are going to take your poster on a flight and/or use it several times.

Do not hesitate to get in touch with *media-tryck@service.lu.se* if you have any questions!

Good luck!

LUND UNIVERSITY