

Preparing Large Poster Prints

General Poster rules:

1. Any one dimension (length or width) can be no more than 42"
2. Leave space between the edge of the poster and text/images
3. Do not stretch University logos (hold "shift" key while resizing to maintain dimensions)
4. Acceptable formats: Adobe Illustrator (pdf or ai) and Microsoft PowerPoint (ppt or pptx)

Before you begin

Determine the key points of your poster:

- **Title**
- **Abstract and / or Introduction**
- **Methods**
- **Photos/Graphs**
- **Results and Discussion**
- **Conclusions**

Layout:

Make a mock up of how you would like the items in your poster to be arranged. This will give you a better idea if you need to add more information or remove non-essential items.

Photos/Graphics:

Resolution is crucial when working with large posters. Graphics become more pixilated the larger you make them. It is best to keep all photos at a minimum of 300dpi for print, whereas most photos from the Internet are 72dpi. Try to avoid copying images from the web. See example:



72dpi



300dpi

Keep to your subject:

Clearly present the highlights; try to keep the reader moving seamlessly through your poster. Choose only a few of the most important points and make them well, it is easy to start elaborating on points, but keep it simple. Be sure to use full sentences and always double check spelling.

Use appropriate text: Text should be legible from a distance of ~3 ft. Try to use at least a 20pt type for body copy, 50-80pt type for sub-headers and 150-200pt type for the main poster heading. In addition, try to avoid *Script* fonts, as they are hard to read.

Use graphics: It is always a good idea to add visuals to your poster. It gives the reader a break from all the text and also helps link what you are talking about with the visual. Examples of visuals are clip art, charts, diagrams and photographs.

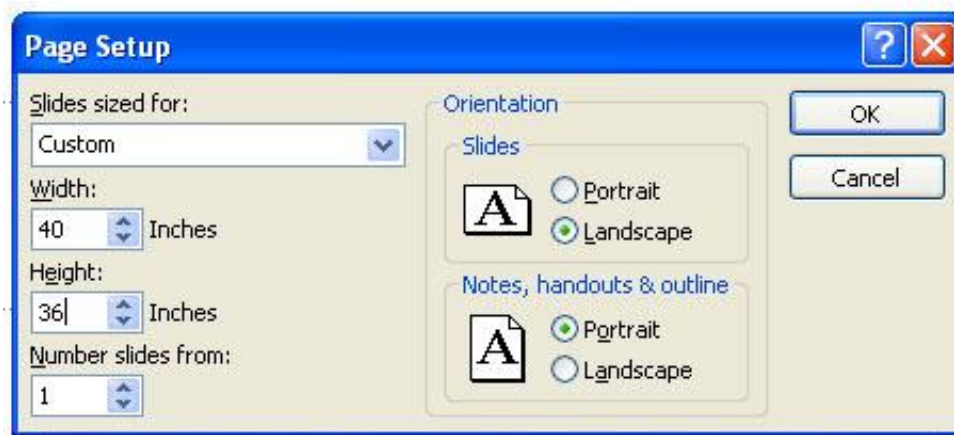
Poster appearance: An overly elaborate poster can make it hard for the reader to focus on or figure out what you are trying to present. Limit your poster to simple colors and effects, also be sure that the background is not distracting or affects the readability of the text. Just because you *can* do it, does not mean that you *should*. Visuals are meant to aid, not distract.

Large Scale Posters in *Illustrator*:

1. Make the file dimensions the size you want the poster printed
2. Ensure text is outlined before submitting for print
3. Use little or no special effects (drop shadow, feathering)
4. Save and submit file as a high quality pdf

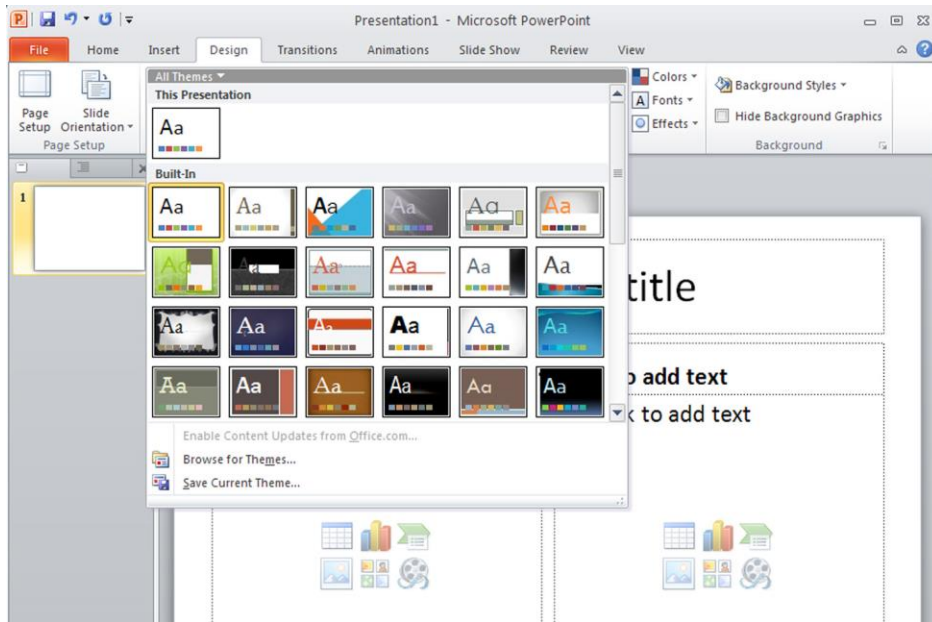
Large Scale Posters in MS PowerPoint:

1. Start PowerPoint
2. Under the '**Design**' menu, select '**Page Setup**.'
Enter your page size (example 40x36). Please note: the printer paper is only 42" wide; one dimension must be 42" or less.



(Always set the correct page size before beginning, resizing in PowerPoint will distort and shift all images on the page!)

- Under the **'Design'** Tab, you can choose a blank or predesigned background.



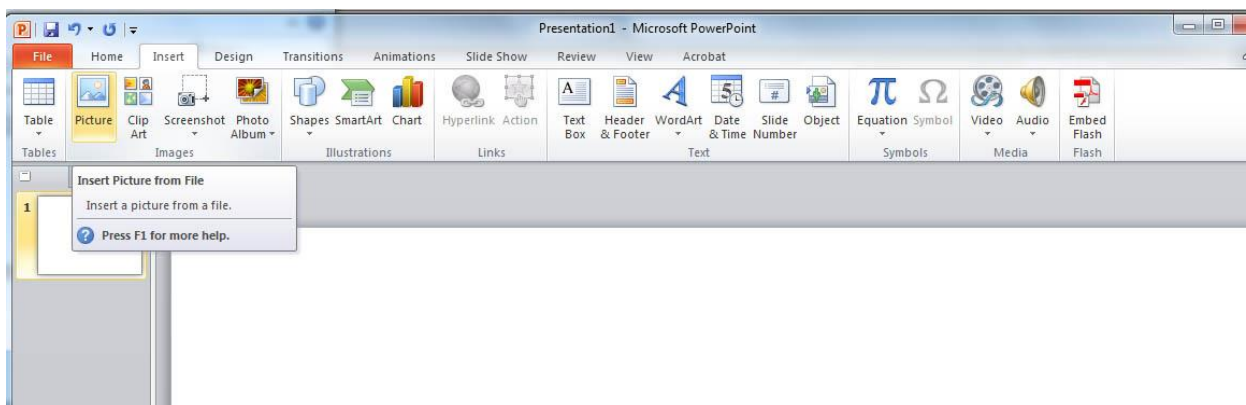
- To add text boxes:**

Under the **'Insert'** tab, choose **'Text Box'**, then click on your poster where you would like the text inserted. Text boxes can be freely moved or re-sized at any point as you add additional items to the poster.

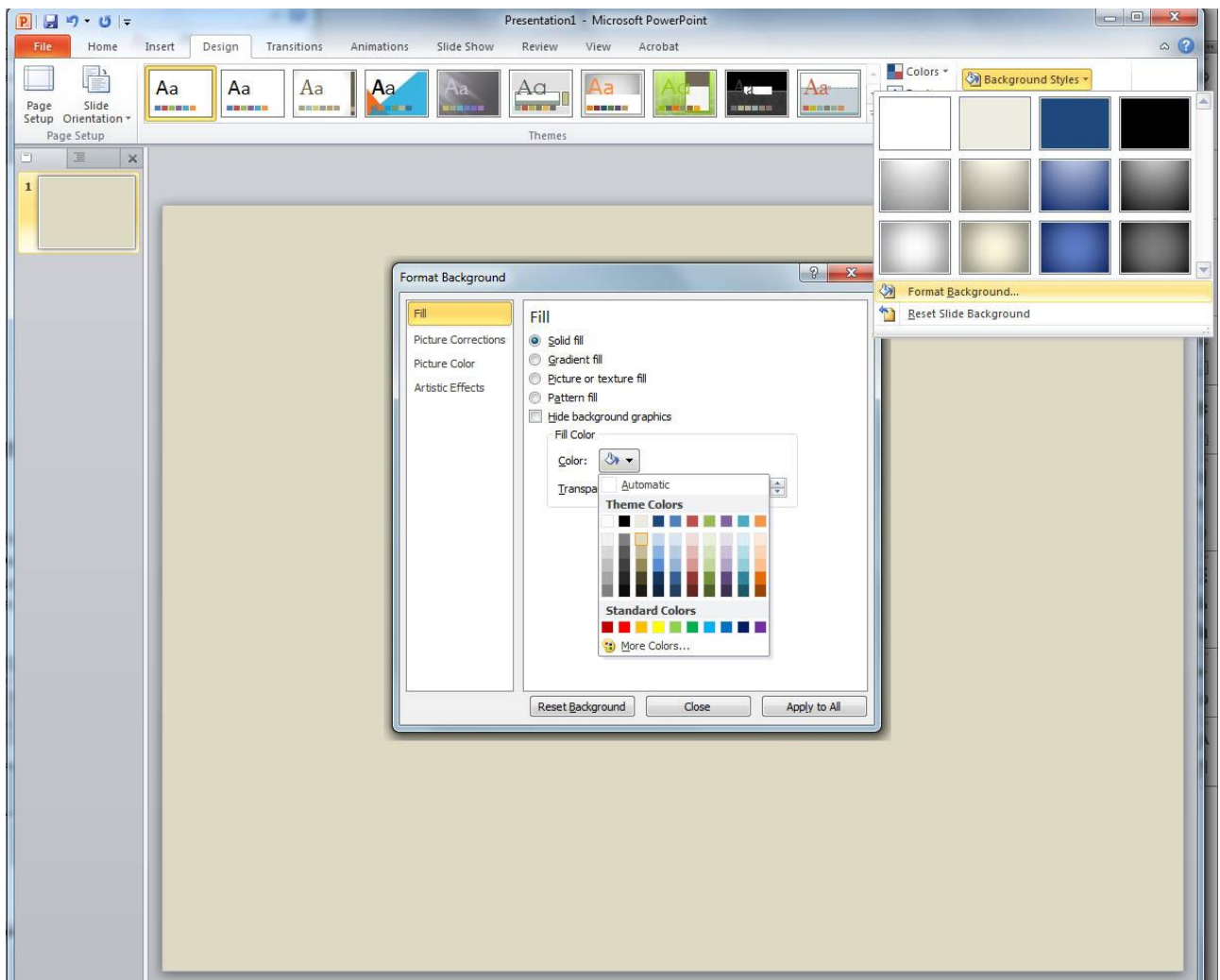
- To add graphics or photos:**

Choose **'Picture or Clip Art'** from the **'Insert'** tab as shown below, then locate the desired graphics file. Most common file formats (e.g., JPEG, GIF, TIFF) can be read in this way.

If you have a graphic contained inside another document, such as Word, you may Copy the graphic from the document and Paste it directly into your PowerPoint poster. Graphics can be resized and moved at any time after being added to your poster.



6. If you want to add a simple color background, choose '**Background Styles**' from the '**Design**' tab. You will see a submenu similar to that shown below. If you select '**Format Background**,' you can select from available colors and gradients. Avoid backgrounds that detract from the subject matter and copy you are trying to present



7. Remember to save your poster often so information will not be lost if an error occurs

Once you are ready to print:

Submit your poster to: posters@usd.edu

(Questions: 605-658-6276 or alison.buckman@usd.edu)

Attach your file - Include your name, department, contact information, billing index number and date the poster it needed*.

*All posters require a minimum of 2-3 days for production; add an additional day for lamination.