CREATING SCIENTIFIC POSTERS
THE BASICS OF USING POWERPOINT AND POSTERGENIUS

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OVERVIEW

- Design essentials
- Do’s and don’ts
- Practical tips to make poster design easy and fun
- Demonstrations in PowerPoint and PosterGenius
- Helpful websites and resources (see handout)
DESIGN TIPS

- **Size & Layout**
  - Typical dimensions (inches) are often 48 x 36 or 56 x 36
  - Keep it to 3 or 4 columns

- **Balance**
  - 20-25% text
  - 40-45% graphics
  - 30-40% white space

- **Visual appeal**
  - Keep it simple
  - Choose a color palette
  - UT Logo Graphics Standards
FONT SIZES (APPROXIMATIONS)

- Title: 80 pt
- Author(s): 60 pt
- Headings: 44 pt
- Main Text: 32 pt
- Image Captions: 28 pt
DO’S AND DON’TS

- **Do…**
  - Type your text in MS Word first, then copy and paste
  - Use a non-serif font (i.e. Arial, Helvetica) for title and headings
  - Use a serif font (i.e. Times New Roman, Palatino) for body text
  - Use hi-res images
  - Consider copyright when using images – [http://libguides.utoledo.edu/findimages](http://libguides.utoledo.edu/findimages)

- **Don’t…**
  - Use dark backgrounds
  - Switch from PC to Mac and Mac to PC when designing in PowerPoint
  - Get too wordy (limit word count to 800-1000)
  - Use colors that make your poster unintelligible
  - Use “cute” clip art
### POWERPOINT VS. POSTERGENIUS

<table>
<thead>
<tr>
<th><strong>PowerPoint</strong></th>
<th><strong>PosterGenius</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Readily available on personal and office computers</td>
<td>Licensed software available in COB 4406</td>
</tr>
<tr>
<td>Flexibility and creativity</td>
<td>Easy-to-use templates</td>
</tr>
<tr>
<td>More time consuming</td>
<td>Relatively quick</td>
</tr>
<tr>
<td>Need to play with font, sizing, etc. for readability</td>
<td>Tells you how readable your poster is from a certain distance</td>
</tr>
</tbody>
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*Each have their strengths and limitations! It depends on preference and how you work.*