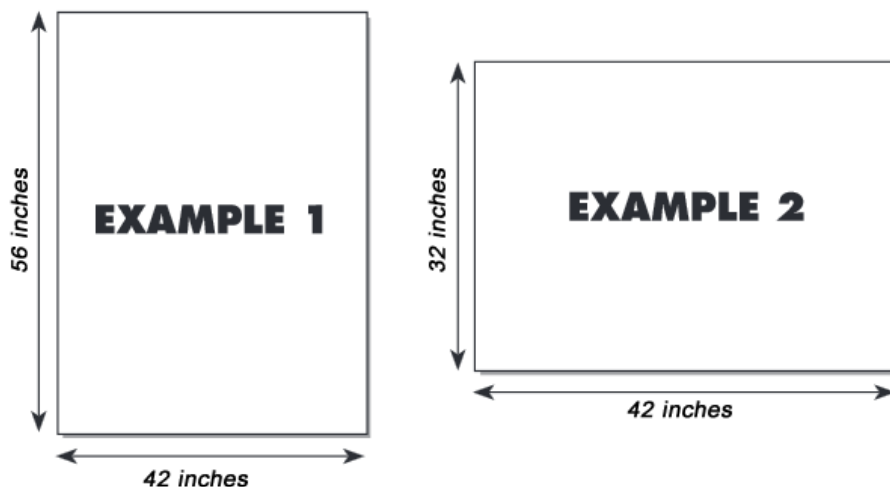


## Tips for Designing a Poster

- 1. Do all your research.** Gather your pictures, text, facts, and any other diagrams and information that you might include in your poster. Be sure that your images and figures are the highest quality that you can find. Pictures that are found off the web are often designed for web viewing and are not high enough quality to be printed onto paper.
- 2. Choose your main point.** Figure out the main message of your poster. Design your poster around that. If you have some central diagrams that illustrate your point, then make them front and center. If you have a picture or two that proves a hypothesis or a central idea, then make them the focal point of your poster. Make sure to choose your Images and Diagrams carefully. Make sure they clearly support your point.
- 3. Sketch your poster onto a plain white piece of paper.** This will help you organize your ideas and create a sort of mini-map of where you plan to put the different elements of your poster onto your paper. The title will go here, this body of text will go here, this one picture will go here, these bullet points will go here... and so forth. The clearer the direction that one has to the design of the poster prior to sitting down at the computer, the better the poster will be and the easier it will be to put together.
- 4.** If you are not familiar with a desktop publishing program, then you should put your poster together in **Microsoft PowerPoint**.
- 5. THIS IS VERY IMPORTANT!!.** Before you start editing your poster and adding components to it in PowerPoint, set the dimensions of your poster. Just remember that at least **ONE** side of your poster has to be less than 42 inches in length. If you set the dimensions of your poster, and then get halfway done with your poster and then realize that you need to change the dimensions, this will prove to be difficult in Microsoft PowerPoint and you might have to spend more time recreating your poster.



**The length of at least ONE side  
of your poster must be  
42 inches or less.**

## How to Set Dimensions in PowerPoint:

### How to set the size in PowerPoint 2007 or PowerPoint 2010:

- On the Design tab, in the Page Setup group, click Page Setup.
- In the Slides sized for list, select Custom. Type or select the measurements that you want in the Width and Height boxes.
- To set the page orientation for the slides, under Orientation, under Slides, click Landscape or Portrait.
- *The length of at least ONE side of your poster must be 42" or less*

### To set the size in PowerPoint 2013:

- On the Design tab go to Slide Size, Custom Slide Size. Type or select the measurements that you want in the Width and Height boxes.
- To set the page orientation for the slides, under Orientation, under Slides, click Landscape or Portrait.
- *The length of at least ONE side of your poster must be 42" or less*

- 6. Choose your fonts carefully.** If you stick with ONE or TWO specific fonts, use the different font weights to use as Bullet Points or Captions. For example, if you use Arial as the basic paragraph font, then try and use ARIAL BOLD for bullet points and ARIAL Narrow for captions to your photographs. Try and stay away from fonts like Comic Sans because using fonts like that might not get your poster the attention that it deserves.
- 7. Less is more.** One or two powerful images or diagrams is better than a lot of images or diagrams that your viewer has to sift through.
- 8. Background.** If it is not needed to properly convey the message of your poster, then it is recommended that you do not use a background.
- 9. View Your Poster at 100% size and examine all graphics before submitting it for printing.** Many graphic files do not scale up well (when stretched to a larger size they appear blurry). With this in mind, if you copy/paste a graphic or chart from a website or another document, make sure you view your poster file in PowerPoint at 100% to see if the graphic became blurry when it was stretched to the actual size of your poster when printed. To view your poster at 100%, in the lower right of your PowerPoint application you can change the view to 100% by moving the slider to the middle.



If your graphic appears blurry at 100%, you need to use a different graphic that has a higher resolution.

- 10. Make sure to SAVE the document as a .ppt or .pptx and then open up your file and save it as a .pdf and email the pdf file to [foodchainit@ucdavis.edu](mailto:foodchainit@ucdavis.edu).**