

MED CENTER GRAPHICS: A GUIDE TO CREATING POSTERS

Identifying images and logos

Getting Started

- 1 What's the process?** You create the poster file and we print it. PC or Macintosh files are welcome. You can use Powerpoint or a layout or drawing program, such as Quark or Freehand. You should **NOT** use Word, it does not allow printable large format setups. Occasionally an art poster is made in Photoshop; in this case bring us a tif file.
- 2 I'm going to use Powerpoint. How do I start?** Determine the final size of your poster (check the meeting instructions). You can work at full size for a poster up to 56 inches long (the canvas limit in Powerpoint). If it is longer, you'll need to work at half size, and we'll double when we print. Here's how: open Powerpoint, choose **File, New**. Select 'blank presentation' and 'blank layout', then choose **File, Page setup**. In the slide size menu, choose **custom**. Now enter the dimensions you need, either full size or half size, according to your poster's final dimensions. When you click OK, a very large blank 'slide' opens up. **For example**, a common size is 3 by 6 feet, or 36 by 72 inches. Your setup size will be 18" by 36". We print at 200% and you will end up with a 3 by 6 foot poster.

Text

- 3 How do I enter text?** Clearly, you can type right in Powerpoint. Select the text tool, set the font, style and size for each text box and enter your text.
If your text is already written in a Word document, you can:
 - create text boxes in Powerpoint for each item (banner, abstract, etc.), choose the parameters, and then copy the selected text from Word and paste into the Powerpoint text box. You can then edit in Powerpoint. OR
 - copy and paste directly from Word. Click and Word opens to edit. A note of caution – this method can lead to resizing problems.

- 4 What size is good for the type?**
Banners at least **1** inch high, which is **72** points.

Category Headers larger than body text, this is **36** points.

Main Text should be easy to read from a few feet, this is 24 points.

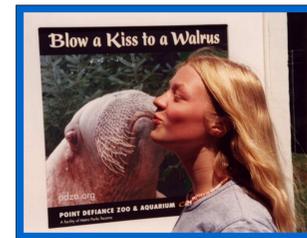
These are final sizes; use half this point size if you are working at half size.

- 5 What fonts should I use?** The most important factor is readability.
If you want a serif font, Times is clear and prints well.
If you want a nonserif font, Arial is clear and prints well.
 - If you want to experiment, ask us for a list of fonts our printers recognize. There are many choices that work, but there are hundreds of fonts and not all of them are going to print.
 - If you need to use a symbol, use the **Symbol** font. PC users can go to their Character Map (a system tool under accessories), Mac users can check Key Caps to find out the key to type for the appropriate symbol. Warning: please do not use **Insert, Symbol** as the result is a form of clipart that often does not print.

Figures

- 6 How do I include charts and graphs?** It is best to create the charts in Powerpoint, rather than importing them.
 - Choose **Insert, Chart**, select the style and enter the data. You can edit style (colors, lines) and data easily by clicking on the chart. If you need to adjust the overall size, remember this rule: hold down the **shift key** while you drag a corner handle to the desired size. This constrains the proportions (prevents distortion of width to height ratio).
 - Edit** charts and graphs so they are bold and clear in the poster. Select the chart, **right click** and options will show up. Lines should be heavy enough to print smoothly. Colors should show up clearly, and be bold for significant data, subtle for controls.
 - If you need to import charts or graphs, use **Insert, Object, from file** rather than **Copy/Paste**.
- 7 How do I include images?** The first step is to convert your original image to an electronic file.
 - Prints, slides, x-rays and artwork (up to 8 by 10 inches) can be scanned in Graphics and the file will be sized to fit your poster needs.
 - If you scan your own images, you need to save the file as a **tif** (not a jpeg unless you are sure it has NO compression), crop to the physical size to fit the space it will occupy in the poster, and keep the resolution at about 300 dpi.
 - If you download images from the internet, they are almost always jpegs or gifs at low resolution (72) for monitor viewing. Be warned that jpegs are often compressed and won't print at all. It is far more reliable to use **tif** files. (You can open a jpeg in Photoshop and save it as a tif file.)
 - To get your image in the poster, follow these steps. Choose **Insert, Picture, from file** and browse for the image file. Say OK, and your figure will come in. Move it to the correct location in the poster, remembering to hold down the shift key if you need to resize.

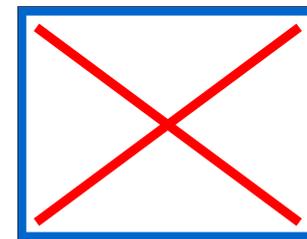
If you add a figure by the Copy/Paste method, the resolution drops to 72dpi



Insert/picture/from file



Copy/Paste



compressed jpeg



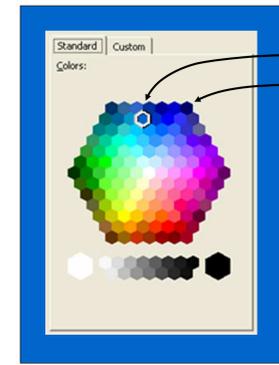
72 resolution jpeg

Layout, Style and Colors

- Layout** is a matter of knowing approximately how much information you want to present and dividing it into neat, logical reading segments.
- It is much easier to read a poster with short clear sections of text than to read whole columns of dense type. It is also more appealing to break up the text with figures. 'A picture is worth a thousand words' is very apt.
 - Separate handouts are the appropriate place for a lengthy reference list.
- How do I set up columns?**
- To align the material in columns, make copies of the original guides by dragging from the guide while holding down the control key. Powerpoint allows 7 copies for a total of 8 each, vertical and horizontal.
- 8 Is there a best style?** This is the most subjective aspect of your poster and it is your chance to express yourself. However, we strongly recommend that you let the purpose of presenting the poster - to get your message across - guide your decisions.
 - A subtle, light background color allows the data to hold the reader's attention and not compete with a busy or bright background.
 - Simple bold text in dark colors is easier to read than light colored, underlined or shadowed text.
 - Use figures effectively: make them large enough to draw the reader's eye and make your point. Keep figure legends short. Explain details in the methods section.

PLEASE NOTE: Powerpoint, especially the newer versions, offers cool effects using % transparency fills. They are designed to look fabulous onscreen, but they do not print correctly. Please avoid them in a poster.

A word about COLOR.
A few colors are more effective than too many; Powerpoint has a complete color palette, but 'more is not better', it is confusing. Choose 3 or 4 colors to use in a systematic manner.



This blue is close to the new logo color
The blues in this corner are too violet

Blue is a popular color for posters. We have found that the most commonly selected dark blue prints much more **violet** than it looks on computer monitors. Go to the color palette and select a dark blue that has more green to avoid this problem. We have printed samples of the color palette if you want a copy.

- 9 Should I choose glossy or matte paper?**
Both are high quality papers with **WATER BASED** inks. Both will last far longer than the length of a scientific meeting; the difference only becomes obvious if you display them for a few months. Ink on the matte paper begins to fade. Alternately, the glare of lights on a glossy poster in a convention hall might be a drawback. Finally, matte posters dry almost immediately, while glossy posters need time to dry.
So:
Matte for short term color fastness, absence of glare and faster turnaround
Glossy for longer color fastness and a more photographic paper surface

If you plan to laminate, the poster must be printed on matte paper.



Hospital entrance
Medical School entrance
A landmark on the river campus, Rush Rhees Library.



- 10 May I use the U of R seal?**
The seal may not be used on posters. It is only for legal documents such as certificates and diplomas.
- 11 May I use the U of R logo?**
You are encouraged to use the appropriate U of R logo. There are files on the intranet you can download for the U of R, the URM, SMH and several hospital affiliates. We'll help if you can't reach the brand center.



- 12 If you use an application we don't have,** Adobe Illustrator, for example, you will have to submit the poster file in a format we can print, such as **postscript** or **pdf**. Please ask in Graphics for instructions. You'll need to make the file with the driver for our poster printer so the setup includes the right paper size and magnification.

Getting files to us:

- Walk it down on a flash drive or cd or zip drive. Room **G-7230**.
- Drop the file off via the U of R network [instructions available]
- Email to medcentergraphics@urmc.rochester.edu. Please make sure you include your job information in the email (such as if you need a proof, if this is for the final print, type and size of paper to be printed on, do you need a carrying tube).

TIME TURNAROUNDS AND PRICES		
Posters:		
proofs	24 hours	first one is free
matte 36"	24 hours	\$13.00 a linear foot
glossy 36"	48 hours	\$15.00 a linear foot
matte 42"	48 hours	\$15.00 a linear foot
glossy 42"	72 hours	\$18.00 a linear foot
Tubes:		
36"		\$3.50
42"		\$4.50