

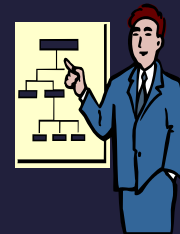
Creating Effective Poster Presentations Using PowerPoint

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MSTAR Workshop, July 2008

Goals of An Effective Poster

- **Communicates visually**
 - Serves as an illustrated abstract
 - Aesthetically pleasing
- **Attracts & holds attention**
 - Makes it easy for readers
 - Initiates discussion
- **Is concise & organized**
 - Focuses on a single clear message
 - Successfully presents scientific / technical information
 - Is not a journal article
- **Stands alone if /when you're not there**



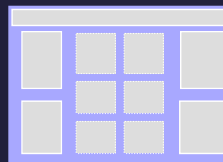
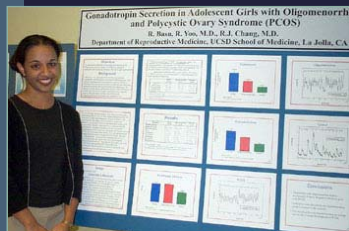
Know Poster Session Rules

- Size of poster
- Display environment
- Length of poster session
- When is set-up time
- Need for author to stay with poster
- Other AV materials or computer allowed



'Old Fashioned' Approach

Multiple Pages Mounted on Single Poster Board



Pages mounted on poster board



Page matted with contrasting color, then mounted on poster board

'Modern' Approach Single Panel in PowerPoint

National Tuberculosis Curriculum Consortium (NTCC)
 Helene Hoffman PhD, Shawn Harrity MD, Marguerite Jackson PhD RN, Laura Myhovich, Daryl Cummings & Antonino Catanzaro MD (for the NTCC), UC San Diego - School of Medicine

Introduction

The National Tuberculosis Curriculum Consortium (NTCC) was established in October 2003, under a contract from the National Heart, Lung & Blood Institute of the National Institutes of Health (NIH-49-30157). Mission: to create best best environments for designing, implementing & evaluating tuberculosis (TB) curricula; to develop a network of organizations to impact TB education throughout the USA, & to increase access to educational & training opportunities for post-graduate & the public.

Lead by the University of California San Diego, School of Medicine, the NTCC consists of faculty representing health science schools from a broad range of disciplines: Medicine, Nursing, Pharmacy, Public Health, Respiratory Therapy, Clinical Laboratory Science/Medical Technology, & Physician Assistant.

Collaboration among members of the NTCC occurs through a combination of face-to-face meetings & frequent phone conferences. In addition, the NTCC Web Portal & associated electronic resources facilitate communication & interaction among members & contribute, regardless of locale. The Web Portal also provides a collaborative work zone using project-based & discipline-specific discussion forums. Further, it is used to develop, organize, & archive work products & the resources identified by member schools. In the future, it will control delivery & timing of instructional resources & ultimately serve as a repository enabling dissemination of NTCC-developed instructional products.

Lead by the University of California San Diego, School of Medicine, the NTCC consists of faculty representing health science schools from a broad range of disciplines: Medicine, Nursing, Pharmacy

NTCC Consortium Members

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General Accomplishments

1. NTCC Web Portal v 2 launched 2003 with improved features
 - Streamlined navigation
 - Expanded options for searching membership (name, discipline, role, region)
 - Ability to search discussion forums (keyword, forum type, user)
 - FAQ & Help features
 - Updated Events calendar
 - Additional Administrative Tools for website management
2. Consortium schools surveyed to determine baseline TB curricula
 - Inventory of existing curriculum learning goals (eg, included)
 - Significant variability in breadth & depth of TB instruction among schools
3. Online admission module implemented to collect TB educational materials prepared by consortium members for review & publication on the web portal
4. Newly developed educational products demonstrated by search discipline group at the most recent NTCC Annual Meeting, San Diego, 2005.

MO/DO Competencies

1. Demonstrate knowledge of the following:
 - a. Epidemiology of active & latent tuberculosis (TB) & risk factors for acquisition of TB
 - b. Clinical syndromes associated w/TB infection & differences in adult, pediatric & HIV-infected populations
 - c. Diagnostic tests for TB & interpretation of test results
 - d. Treatment of TB infection
 - e. Public health TB control system
2. Available resources for updating knowledge about TB:
 - Regional epidemiological trends
 - Describe demographic groups within the United States who are at high risk for TB
 - Differentiate between latent presentation & underlying pathophysiology; implications for spectrum of TB clinical disease including primary TB infection, reactivation TB, latent TB infection (LTBI), disseminated TB & extrapulmonary TB
3. Gather accurate & essential information pertinent to diagnosis & care of patients or populations affected w/TB, including medical histories, physical examinations, historical records & results of diagnostic tests & key suggested objectives include:
 - Recognize patient-reported symptoms & signs that suggest a diagnosis of TB & conduct a relevant review of systems to explore the presence of potentially associated symptoms
 - Recognize & describe physical examination findings that suggest a diagnosis of TB
4. Formulate recommendations about TB & TB testing for job supported or relevant to health TB, incorporating knowledge of local practice & preferences

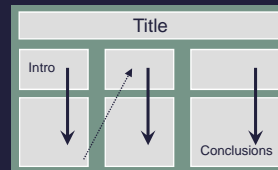


Construction

- Plan
- Page Set-Up
- Title, Author & Institutional Affiliation
- Body Text & Graphic Elements
- Rough Layout
- Refinement
- Color Scheme

Plan Before you Begin

- Draft /edit text using word processing program
 - Use plain language
 - Pare down blocks of text to blocks of ~ 10 sentences
 - Create subheadings
 - Use phrases & bulleted lists
 - Save text ~ font for poster (e.g., Arial 24)
- Collect images, graphs, etc.
- Create a storyboard
 - Think in terms of columns
 - Organize elements
 - top → bottom
 - left → right



Set-Up Single PPT Slide

- Open New (Blank) Presentation
 - Start PowerPoint and a New presentation automatically opens
 - Home Tab > Layout > Blank or *right click* on slide & select Layout > Blank
 - Format > Slide Layout > Blank
- Establish page size (use Page Setup)
 - Slide Sized for: Custom
 - Input Width & Height (inches)
 - For posters up to 56" x 56" (4'8" x 4'8") -- input the exact size in inches
 - For larger posters > 56" x 56"-- input 50% of the finished size in inches
 - Orientation (Slide) Landscape
 - Click OK

* Note: You may get message "current page exceeds printable area of paper in printer". Say OK & ignore warning. You will not be printing full size on your desktop printer.

Preliminary Settings



- **Eliminate automatic text resizing**
 - Office Button > PowerPoint Options > Proofing
 - Click on the AutoCorrect Options... button
 - Select Tab "AutoFormat As You Type"
 - De-select AutoFit title text (and body text) to placeholder
- **Protect against lost work**
 - Office Button > PowerPoint Options > Save
 - Select "Save AutoRecover information every ___ minute"
 - Select a short interval
- **Reposition or edit text**
 - Use the slider bar in the lower right margin of slide
 - Move along range (10% - 400%) according to task

Preliminary Settings



- **Eliminate automatic text resizing**
 - Look under PowerPoint Menu > Preferences > Edit
 - De-select "AutoFit Text to Placeholder"
- **Protect against lost work**
 - Set Auto-Recovery to short interval
 - Look under PowerPoint Menu > Preferences > Save
- **Reposition or edit text**
 - View one text box only
 - Use >100% magnification in the Zoom Tool
 - View entire poster
 - Use the "fit" option in the Zoom Tool

Title, Author & Affiliation

■ Add Title, Author, & Institution(s)

- From Insert Tab > select Text Box
- From Insert menu (or Formatting Palette) > select Text Box
 - Drag cursor across the page
 - Type text (or cut / paste from word processor) into Text Box
 - Select text & change font sizes
 - Font sizes ~ length of title, # authors & institutions, and size of poster
 - Remember to halve font sizes if poster is half-scale (50%)
 - See rough guidelines below (practice poster shown on right)

Title	Full size	~60-90 pts	1.5 - 2" high	Arial Black - size 80
	50%	~30-45 pts		
Author(s)	Full size	~70-60 pts	1-1.5 " high	Arial - size 48 - Bold
	50%	~20-30 pts		
Institution(s)	Full size	~36-48 pts	.5-.75" high	Arial - size 36 - Bold
	50%	~18-24 pts		

Text Body

■ Create a text box for each block of information

- From Insert Tab > select Text Box
- From Insert menu (or Formatting Palette) > select Text Box
 - Drag cursor across the page
 - Type text (or cut / paste) into Text Box
 - Select text & change font sizes

Text type	Scale	Font size (pts)	Print size	Practice Poster
Text Body	Full size	~ 20-30 pts	.2 -.3" high	Arial - size 24 - regular
	50%	~ 10-15 pts		

■ Ensure text is readable

- Try a typeface family e.g., Arial Black, Arial, Arial Narrow
- For emphasis
 - Use **bold**, *italics*, or **color**; Avoid *script fonts* & ALL CAPS
 - Take care with underline, it now denotes a link

Images

■ Add picture

- From Insert Tab > select Picture
- From Insert Menu > select Picture > From File...
 - Browse to find picture and click Open or Insert

■ Use PowerPoint image manipulation tools

- Reposition
- Resize
- Rotate
- Crop

■ Use images ~ 300 dpi

- Be careful with images from internet or captured from screen

■ If needed, add a grey or black border (matting) using picture styles options in Picture Tools tab.

Establish Rough Layout

■ To edit text

- View one text box at a time
- Use slider to Zoom In and magnify view

■ To review placement of text & graphic elements

- View entire poster
- Use slider to Zoom Out and minimize view

■ To move text or graphic objects

- Click on Text Box or Image
- Cursor changes to hand
- Drag to new position

■ Remember to Save your work.... frequently

Strive for Balance

- **Keep text neat & uncluttered**
 - Limit text (~ 1000-1500 words)
 - Scale text boxes (~ 11-15 words wide)
 - Left justify to make it easier to read
 - Use line spacing & paragraph spacing to arrange text
- **Consider proportions**
 - ~ 40 - 50 % text
 - ~ 30 - 40 % graphics
 - ~ 20 % white space
- **Balance margins & white space**
 - Sides & top margins ~ 1.5 - 2"
 - Bottom margin slightly bigger > good visual base
 - Avoid crowding content

Think About the Color Scheme

- **Contrast between text & background is critical**
- **Complement poster contents & images**
 - Light backgrounds work well with dark photos & graphic
 - Dark backgrounds for light photos & graphics
- **Avoid stark white background**
- **Intense colors are good for borders or emphasis**
- **Fluorescent lighting may intensify / alter bright colors**
- **Stick to a theme or palette of colors**
 - PowerPoint comes with built-in & customizable palettes

Poster Pizzazz



- **Background**
 - Design Tab > Background Styles > Format Background
 - Apply fill (solid, gradient, picture, texture, etc)
 - Select color, gradient pattern, transparency, etc.
- **Color palette - (Theme Colors)**
 - Design Tab > Colors
 - Select a theme (you can change this later)
- **Color Blocks (e.g., behind Title)**
 - Insert Tab > Shapes > pick a shape (e.g., rectangle)
 - Drag cursor across page; resize as needed
 - Right click on shape and Send to Back
 - With shape selected, click on Format Drawing Tools
 - Use Shape Styles options

Poster Pizzazz



- **Background**
 - Look under Format Menu > Slide Background
 - Click on double arrow to see more colors and fill effects
 - Select color, gradient pattern, transparency, etc.
- **Color palette – (color scheme)**
 - Select Slide Color Schemes from the Format Menu or Formatting Palette
 - Use existing palette or customize
- **Color Blocks (e.g., behind Title)**
 - Formatting Palette > Add Object > pick a shape (e.g., rectangle)
 - Drag cursor across page; resize as needed
 - Right click on shape, select Arrange > Send to Back
 - Double click on shape to select object dialog box
 - Fill options include solid, gradient, picture, texture, etc
 - Also consider a drop shadow, line around the object etc.

More Poster Pizzazz



- **Section headers**
 - Insert Tab > Text Box; click and drag to create box, type text
 - With text box selected, click on Format Drawing Tools
 - Use Shape Styles for the box & Word Art Styles for the text
- **Try a semi-transparent layer under text**
 - If contrast between text and background needs improvement
 - Add AutoShape & change color /transparency using Format AutoShape
 - Move shape behind Text by right clicking & selecting Send to Back
- **If you select an image as background**
 - Use subtle image or text won't be readable
 - Add semi-transparent layer between image & text

More Poster Pizzazz



- **Section headers**
 - Insert menu > Text Box; click and drag to create box, type text
 - With text selected, format font, size, color of text
 - Right click on text box and use Format Text Box for fill options
- **Try a semi-transparent layer under text**
 - If contrast between text and background needs improvement
 - Add AutoShape & change color /transparency using Format AutoShape
 - Right click on shape, select Arrange > Send to Back
- **If you select an image as background**
 - Use subtle image or text won't be readable
 - Add semi-transparent layer between image & text

Refine Text & Layout

- **Make final text edit**
 - It is not too late to pare down large text blocks
 - Justify text
 - Standardize column width
- **Fine tune the layout using Format Drawing Tools**
 - Use Arrange menu in the Format Drawing Tools Tab or Home Tab
 - Align borders of the elements in one column
 - Group column elements
 - Distribute columns across page
 - Use Size Dialog box under Format Drawing Tools Tab to precisely size
- **Add logo & footer (if necessary)**



Wrap Up

- Quality control
- Printing
- Questions

Ensure Quality Control

- **Print a small version for feedback**
 - Use the Scale to Fit option in your printing dialog box
 - If you can't read on 8.5 x 11 page, the text is probably too small
- **Have a colleague proof all aspects of poster**
 - Make corrections or additions
 - Redo areas that are unclear
- **Edit ruthlessly**
 - Typically too much text on posters
 - Sentences > phrases or lists
 - If it is not relevant to your message, remove it!
- **Save & back-up your work**



Printing

- **Use professional large format printing service**
 - UCSD IMPRINTS (x 4-3020) or KINKOS (858-459-3043)
 - Expect ~ 48 hr turnaround
 - Ask if print "proof" is possible
- **Specify final dimensions of poster (e.g., 36" x 48")**
- **Price depends on options**
 - Color vs. b/w
 - Paper stock
 - Size
 - Lamination
 - Mounting

Note: In San Diego, a Color print (not laminated) \$5.75 - \$9.75 / ft²

Evaluate - Using 60 Sec Eval

- Overall appearance
- White space
- Text / graphic balance
- Text size
- Organization & flow
- Author identification
- Research objective
- Main points
- Summary



* See last sheet of handout for the evaluation form.



Questions

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