

## How to make a Poster

Powerpoint is the recommended software for making a poster.

Open a new blank presentation in powerpoint. From the Design tab, select Custom Slide Size from the Slide Size drop down menu at the top right. Set the size you want for your poster. All paper rolls are 36". Powerpoint can make a slide up to 56". Design your slide at the size you want for your final poster. 36"x24" and 36"x48" are standard size posters, although other dimensions can be printed.

Photoshop images and Adobe Acrobat pdf files can also be printed, but files need to be the actual size of the desired poster for best quality.

Images should be a fairly high resolution to print clearly. The **Austin College logo** for posters is available on the [Poster Printer](#) information page online.

If Advancement Communications is producing your poster, you will need to request the file size needed from the Multimedia Design Manager.

Use caution when adding text boxes, making sure the box doesn't cover other features on the slide. Sometimes these areas will not print, even though they are visible on the monitor. Take note when using screenshots, that any text that the dictionary doesn't recognize will print with a red or blue squiggly underline. Also, use gradient backgrounds sparingly, as sometimes they don't print well.

There are 3 types of paper: coated, heavyweight coated, photo gloss. Costs are calculated by the inch.

A [Poster Printer Request Form](#) is required for poster printing. **A valid Austin College account number is required for each printing project.** Students must have a faculty member or sponsor authorize their use of this printer. The form has all of the details required for printing and is a fillable form that can be submitted online (though sometimes the form does not work well with mac computers). Poster files may be emailed, or brought to the Jackson Technology Center on a USB drive.

**Information Technology does not provide services for mounting or lamination.**

For more information, see the [Poster Printer](#) Information page.

### Design tips:

Make your heading text large and boldface type. Do not use all caps!

Select a readable font.

Leave a little whitespace.

Do not justify paragraph text (text distributed evenly across margins).

Make your content easy to follow (left to right, top to bottom).

Images and graphs say much more than words, but make sure any graphics print clearly.

Images should be at least 150 dpi, but no more than 300 dpi. Photos should be .jpg, line art should be .png (graphs). Web images are usually poor resolution.

Use color to engage your readers, but no more than 2-3 colors. Dark type on light backgrounds, or light type on dark backgrounds provides the best contrast for easier readability.