

# TIPS AND TRICKS FOR POSTER DEVELOPMENT

*Updated March 17th, 2021*

## Size

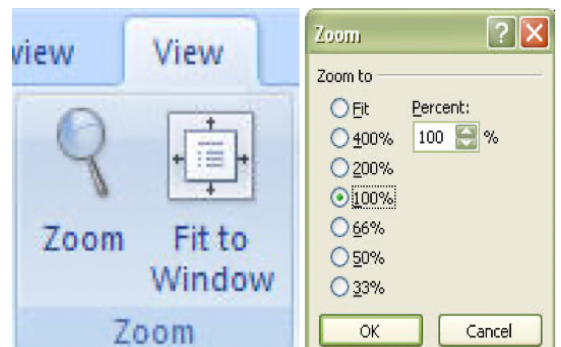
- Make sure your poster has been sized to the correct proportions in PowerPoint. We recommend participants to select the **widescreen slide (16:9)** as it presents better on laptops, TV monitors, projects and more.
- Be sure that your final file size does not exceed 14 MB as this is the maximum upload size for the poster and abstract submission form.

## Font

- Although the poster presentation is virtual, we recommend using simple fonts such as Arial or Times New Roman at a minimum of 14 pt. Generally, a slide font of 15 to 25 pt is recommended depending on the placement of headers, subheading, and body text. The exception is the font size for the section “Literature Cited.” If there are several citations, a smaller font size can be used in this section.
- The poster title should be centered at the top of the poster and the title font size should be between 54 pt to 64 pt.
- Use a consistent font, color, and size for all the headlines (though not necessarily sub-headlines if applicable).
- Use a dark font color (navy blue, burgundy, forest green, etc.) to ensure that your text will be well read on all backgrounds, and screens. Bright or light colors will not be easily read by all on different platforms.

## Images

- Look at any pictures that are to be included at full size. The pictures may look fine on your screen at 33% but could be pixilated when they are put on the slide for viewing. Be sure to test your slide in presentation mode to prevent this issue.



- Do not copy and paste images into PowerPoint. Save the image separately and use the *Insert* function in PowerPoint to include it in your poster file.
- Charts and graphs can be copied and pasted into PowerPoint since these are not images.
- Photo images should be set at 125-200 dpi in JPEG format. Do not use .TIF in PowerPoint.
- Images that contain cartoons, illustrations, scanned text, drawings or charts should be set to 225 dpi in GIF format.
- The SPH logo should be affixed at the top left-hand corner of your poster. UIC and other SPH departmental specific logos are available for download at:  
<https://logos.uic.edu/index.cgi?PREFIX=COL.SPH&SUBSECTION=COL&FILTER=>

### **Spacing and Layout**

- Use 1-inch margins.
- Use columns to present your information as displayed on the [template](#).
- Try to keep the spacing between sections of your poster equal within a column and keep the spacing between the columns consistent. The spacing does not have to be large (3/4" is ideal) but should not be more than 2" between the columns.
- Justifying text (evenly distributing between the margins) can make the poster look more professional.

### **Mac vs. PC**

Posters created in PowerPoint or Keynote for Mac are approximately equivalent to those created in PowerPoint for Windows. There can be issues when transferring the poster file from Mac to PC (i.e., fonts, colors, and sizing may change) and media file compatibility (i.e., images may not open) may not be exact. **For this reason, we are requiring all poster and abstract submissions to be submitted in PDF format. Other file types will not be accepted.**

## Example of a poster slide that follows the above:

