

Design tips

ALL POSTERS

TOP TIPS

Portrait or Landscape? North American conferences usually use landscape orientation. Other locations are often portrait orientation.

Check the conference guidelines and size specifications to be sure. Each conference is different.

What size poster?
Our wide format can print up to 42 inches on the narrow edge by however long/wide you wish. In most cases we can scale your poster proportionately to fit our printer.

Common poster sizes:

36 x 48"	42 x 42"
42 x 48"	42 x 60"
1m x 1m	

Save your file as a print-ready full size PDF for trouble-free printing:
Save as... PDF or
Export as... PDF

CorelDraw, Publisher and Illustrator files **must** be converted to a pdf

IMPORTANT:

Before creating your poster, check with your conference guidelines for size limitations, portrait or landscape orientation or other special requirements.

General Design Considerations

- Organize and define flow of content in sections by columns or rows.
- Balance text with graphics: less is more.
- Use white space effectively: avoid crowding content.
- Use standard fonts. Suggested fonts: Times, Arial, Helvetica, Symbol, Wingdings.
- Create a pleasing contrast between text and background colours. Black or dark text generally works well on a pale coloured background.
- Limit your colour palette to a maximum of 3-4 colours.
- The title should be large enough to read from a few meters away: 100 pts or 4cm high.
- Subheadings: >50 pts or 2 cm high.
- Body text should be easily read from one to two meters: > 25 pts or 1 cm high.

POSTERS IN POWERPOINT – AN OVERVIEW

TOP TIPS

Create custom page size at the desired poster size

For posters larger than 56", create the poster at half-size (ie create a 48 x 60" poster at 24 x 30")

Avoid transparency; use a paler colour instead

Save your file as **pptx**, not **ppt**. Saving down often causes problems (i.e. text shifting)

Save as a print-ready, full size PDF right in PPT (not printer preferences)

Save as..., select **PDF** under the **Format** drop-down options

- Create a new presentation** under the File menu and choose a blank presentation.
- Set your page size:** select File menu and choose Page Setup. Type in your desired height and width for your poster. (PowerPoint has a size limitation: you may need to create your poster at half-size and we can double the size at time of printing).
- Background colour** can be selected in the Format menu, under Slide Background. Choose a gradient, texture or colour. Avoid pattern fills.
- Insert your text content.** Text can be typed directly in the PowerPoint file or it can be copied and pasted from another program. Text should always be inserted or pasted into a text box. Use the text tool or use the Insert menu and select Text Box. Pasting into a text box enables you to edit the size, font style, and colour.
- Insert your image content.** Pictures, tables, charts and graphs can be inserted using the Insert menu or can be copied and pasted into PowerPoint using the Paste Special option under the Edit menu.
- Scale images correctly.** When scaling images, select only a corner handle with your mouse, then drag to size proportionately.

FABRIC POSTERS

TOP TIPS

Avoid dark, high-contrast or overly saturated colours

Background colour should be light

Avoid thin lines. Use 1.5 pts or thicker

Avoid tiny text < 10 pts

Fold and pack loosely

Can be ironed on the back side at the coolest setting

RATE your poster:

READABLE

1 to 2
METRES
DISTANCE

AUDIENCE
IS KEY



TAKE AWAY MESSAGE
IS CLEAR

ENGAGE WITH GRAPHICS

UBC IT Creative Media is an established facility servicing the academic and research community in producing quality conference posters.

SAME DAY PRINTING* NO RUSH FEES

Allow three hours for processing.

File in by 10 am, pick up by 1 pm.

or File in by 1 pm, pick up by 4 pm.

(*from print-ready PDF files)

3 WAYS TO SUBMIT FILES

- 1 Upload files online: www.dmt.it.ubc.ca/print-order-form
- 2 Email files to cm.print@ubc.ca
Please include complete instructions and contact information, including speedchart/JV (if applicable).
- 3 Come visit us in person.
Woodward IRC Building
B32-2194 Health Sciences Mall
Hours Mon. to Fri. 9am-5pm

ACCEPTED FILE FORMATS

Recommended: High resolution PDF (preferred format)

- All other formats require a proof (\$10 fee):
PowerPoint, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, CorelDraw

MEDIA

Standard 40# poster presentation paper - recyclable

Fabric - lightweight polyester - ideal for travel

view our demo video:

www.youtube.com/watch?v=i4tFAgyj0lk&feature=youtu.be

Vinyl - ideal for banners and retractable displays

Canvas, Premium Photo Glossy and Matte - for professional photo quality

Call us for the most up-to-date pricing: 604 822 5769

ADDITIONAL SERVICES

- Lamination is \$2.50 per ft²
- Carrying tubes are \$ 6.00 each
- Foam core mounting available at \$ 5.00 ft²
- Digital printing
- Banner and display stands
- Graphic design and production services

Poster Printing Checklist

- Proofread and spell-check your poster before sending it to us for printing. The file you send should be the final, ready-to-print poster.**
We do offer a last-chance printed proof of your poster for a nominal fee.
- Check page size.** Make sure your poster fits within our printer's specs (maximum 42" on narrow edge), and follows your conference guidelines. In most cases we can scale your poster proportionately to fit.
- Indicate final print size and any special instructions/requirements when sending file.**
Unless otherwise specified, posters will be printed 'size as'.
- Insert images as .tiff, .jpeg or .eps formats.**
Avoid copying and pasting images directly in your application. Use the "insert" option.
- Optimal image resolution is between 150 ppi to 300 ppi at final size.**
- Avoid using thin lines or pattern fills** for graphs, backgrounds or other objects as they may not print clearly.
- Avoid transparent fills** and choose a solid, paler colour instead.
- Avoid placing images or objects right to the edge of your layout** - leave a minimum 1/2" edge margin.
- Avoid extreme colour contrasts** (ie. magenta background with dark blue text).
- Save complex graphs, illustrations and charts as tiff or jpeg images and then insert into your layout.** In some cases graphs, charts and formulas generated outside of Powerpoint can be a problem with printing.
- All symbols must be inserted** (under the *File* menu, choose *Insert* then *Symbol*). If the symbols are not placed in your file through the *Insert* menu, they may not print correctly.
- Save as a print-ready, full size PDF.** Avoid creating a PDF through your printer's options - Use the 'Save as PDF' option directly in your application.
- Use the proper version of the UBC logo.**
Logos and templates can be downloaded from the brand.ubc.ca website.

