

IDEAL Learning Support Poster Printing Service

Poster Tips

Depending on the display board size and orientation you are given, decide what format to design your poster – portrait, landscape or occasionally, square.

We accept posters in a range of file formats including Powerpoint, PDF, JPG and EPS files.

When designing your poster in Powerpoint, set up your page dimension correctly by clicking on FILE, PAGE SETUP, and typing the appropriate figures in SLIDES SIZED FOR: WIDTH and HEIGHT for the poster. E.g. for AO portrait width is 84cm, height is 119cm. A1 width 60cm, height 84cm.

- In planning the design it's important to catch the viewers attention from the first glance
- What are the key points? Does it convey your message clearly? Does it look attractive? Who are the target audience?
- Design the poster so that there is a logical flow of information - left to right or top to bottom. Provide a clear flow of information from introduction to conclusion
- Plan text in blocks and columns. A well organised poster will be more effective at getting your message across
 - 1 to 3 columns for portrait orientation
 - 3 to 4 columns for landscape orientation
- Use a sans serif font such as Arial, Tahoma, Verdana or Calibri. If you have it, Frutiger is the NHS font and Gill Sans is the University of Southampton font so use these where possible. Once you have chosen a font, stick with this throughout. Vary the headings by using bold and italic and a different colour to the main text
- Use an adequate font size, e.g. 24pt for paragraph text, headings 36pt, titles 60pt
- Avoid using text in all capital letters. Upper & lower case is more legible for the reader
- Limit your colours to three or four for a more striking effect rather than use too many different colours to impress. Use contrasting colours for the text and the background. Light backgrounds will need a darker text for it to stand out and dark backgrounds must have a light coloured text
- Always try and add diagrams, charts and photos if possible to add interest
- Present data as bar, pie or line charts or as tables with contrasting colours
- Photos or images/logos should ideally be between 150 - 300dpi or higher when inserted into your poster to get the best printed result. Images taken straight from the web at 72dpi are not recommended. Poor graphics will let down your overall design.
- Always leave a margin of at least 10mm space between your text/images and the edge of your poster design to allow us to trim to the edge of your poster without cutting any of your data off the page

Learning Support: <http://www.suht.nhs.uk/education/learningsupport/>

Reception: Tel: 023 80 796560 (Ext.) 6560 (Int.)