

# Making a Poster with PowerPoint

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## General Points on making a PowerPoint Poster

Remember that PowerPoint is about telling a story, and it is more like a comic book than a text book. You can use lots of words to tell your story, but pictures and animations give you shortcuts: pictures reduce the need for description, and animations reduce the need for discussing event ordering. However, everything should have a reason for being on the slide; don't use pictures just to make the slide more attractive, and don't use unnecessarily complex and arcane animations just because you can.

The Golden Rule for making effective PowerPoints is, **borrow mercilessly**. If you see a slide with an effect that you are interested in using, ask the presenter how they did it. Most people are happy to show how clever they are.

If you have any questions about using features in PowerPoint to make a poster, contact Martin Edwardes ([k1216036@kcl.ac.uk](mailto:k1216036@kcl.ac.uk)). I will reply directly by email and, if needed, I can be available for a face-to-face or Zoom meeting.

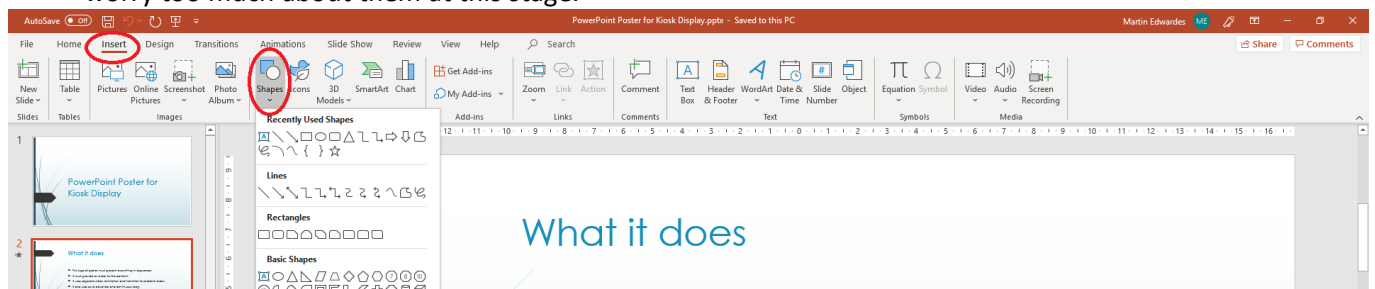
## Getting pictures off the Interweb and putting them into PowerPoint

- Go to Google, Bing, or your search engine of choice.
- Select Images.
- Type in keywords for your search:
  - If you put a phrase in double quotes (e.g. "generative linguistics") then it will search for the whole phrase and not the individual words.
  - If you put in a series of keywords (e.g. linguistics vocalisation "second language") it will search for pages with ANY of the keywords. To list the pages that have ALL the keywords, put plus signs between the terms (linguistics +vocalisation + "second language").

- If you put a minus sign before a keyword it will **EXCLUDE** pages which have that keyword (e.g. linguist -Chomsky).
- You can select an image for use in your PowerPoint by right-clicking on it and clicking **Copy**.
- Then right-click on the PowerPoint slide where you wish to show the picture and click **Paste**.
- When changing the size of a picture, use the corner frame markers rather than the centre frame markers. This will ensure your image retains its **aspect ratio** (the ratio between width and height).
- Remember that pictures are copyrighted, unless they are indicated as public domain. However, if they are used in presentations for limited audiences then they are subject to *fair use* (which is why some commercial sources watermark their pictures to make them unusable). Nonetheless, you should try to acknowledge the author of an image if possible.

## Introducing text objects

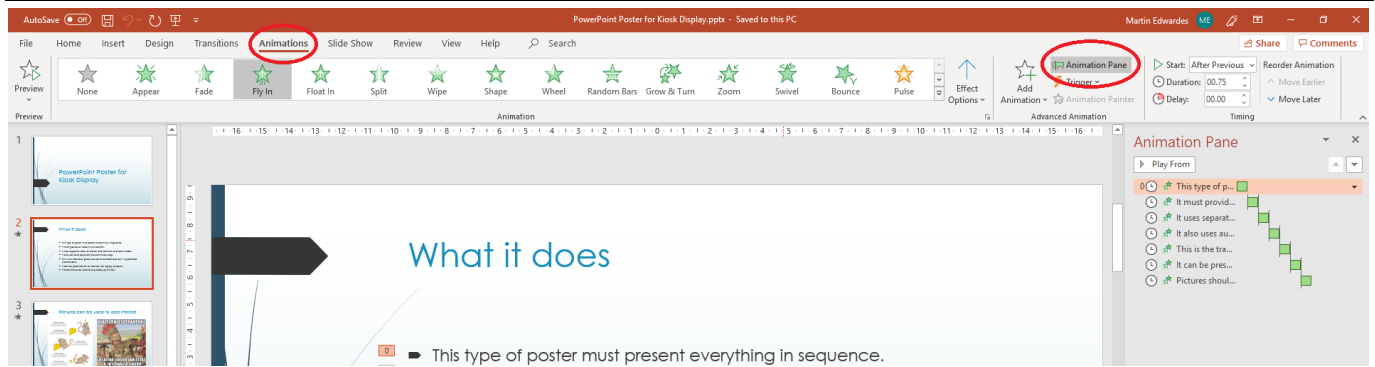
- You can put text onto a slide using the existing text boxes on the slide. This is recommended for slide titling, but it is boring for the rest of the text. It is better to use text within a shaped box. PowerPoint has a large range of these, giving you many different possibilities for presenting text.
- Go to **INSERT** tab and select **Shapes**. Click on the shape you wish to insert. Click on a free area of the slide and drag a frame to create the shape. Remember that you can adjust size and shape details later, so don't worry too much about them at this stage.



- Click on the shape where you wish to add text and start typing. If the text exceeds the shape size you can reduce the font size (but do not make it too small!) or increase the shape size.
- To change features of the shape, click on the shape and then click on the **DRAWING TOOLS FORMAT** tab. You can now change size, colour, border, text, and even shape.
- If your chosen shape has yellow/orange frame marker dots on the edges of the shape, these can be used to change the internal features of the shape.
- Remember that too much text often reduces the amount of reading the viewer does – they will attempt to sample the text rather than follow it. An accompanying take-away handout is more effective if you have a lot to say. Try to limit the poster to a maximum of 500 words (N.B. this is not an official maximum word count, just a sensible one).
- Keep the fonts simple and the text large enough to read at a comfortable viewing distance. This is about one metre for kiosk posters, two metres for printed posters, and three metres for rolling display posters.

## Animation of objects

- If you want an active slide then a relatively plain background is advised. Most of the slide designs offered by Microsoft are too busy, so instead you can go to the **DESIGN** tab, select a blank design and select **Format Background**. You can now design a subtle colour scheme which does not place restrictions on your animation and picture choices.
- To begin animation, click on the **ANIMATION** tab. Then click on **Animation Pane** to give you better control of your animations.

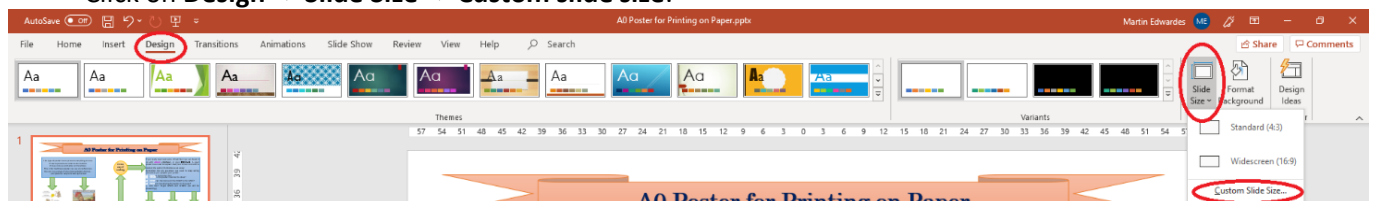


- The most common animation is **Entrance** (shown with green stars), which is used to put things onto the slide. The most common tools are **Zoom**, **Fade**, **Fly in**, **Float in**, and **Wipe**. Fade is an in-place animation with no direction; Zoom allows you to zoom in-place or from the centre of the slide, and the others allow you to choose the direction of the movement.
- All animations allow you to adjust the following:
  - **Start:** Whether the animation is activated after the previous animation (for this purpose, the loading of the slide counts as a previous animation); simultaneously with the previous animation; or only when the mouse is clicked. **FOR A ROLLING SCREEN DISPLAY OR A KIOSK DISPLAY, NEVER USE MOUSE CLICK.**
  - **Duration:** How long the animation takes to complete.
  - **Delay:** The amount of time after the previous animation completes before this animation begins.
- If you wish to apply more than one animation to a slide object (perhaps an **Entrance** and an **Exit** animation) click on **Add Animation**.
- The order of animations is given in the animation pane to the right of the slide. To move an animation up or down the list, click on it and then either drag it to a new order, or use the up and down arrow buttons.
- You can use these animations on text boxes, shapes, and pictures.

## A0 Poster for printing on paper

### Set the slide size

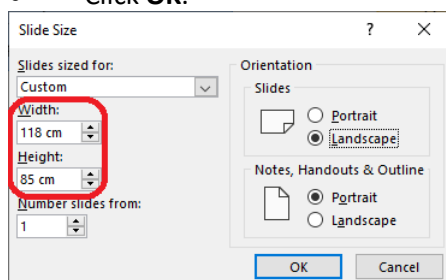
- Click on **Design** ⇒ **Slide Size** ⇒ **Custom slide size**.



- The **Slide Size** box will appear.

### In the Slide Size box:

- Set Width to **118cm**.
- Set Height to **85cm**.
- Click **OK**.



You are now ready to design your slide.

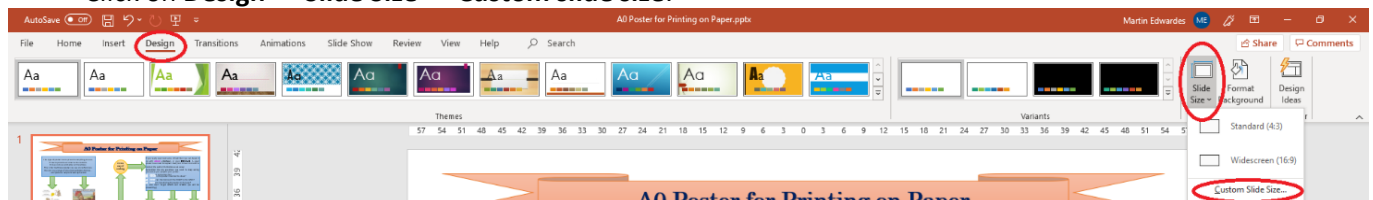
- Do not use transitions or animations, this slide is for printing only.
- Leave a 2cm margin around the edge of the poster.
- See **General Points on making a PowerPoint Poster** above for more design information.

*Instructions for getting the poster printed will be announced closer to the deadline.*

## Poster for Rolling Screen Display

### Set the slide size

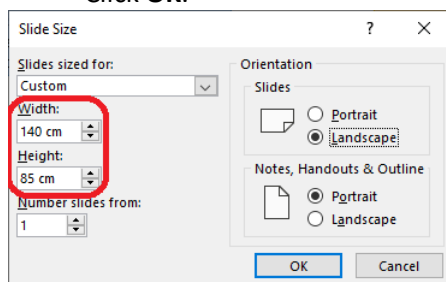
- Click on **Design** ⇒ **Slide Size** ⇒ **Custom slide size**.



- The **Slide Size** box will appear.

*In the Slide Size box:*

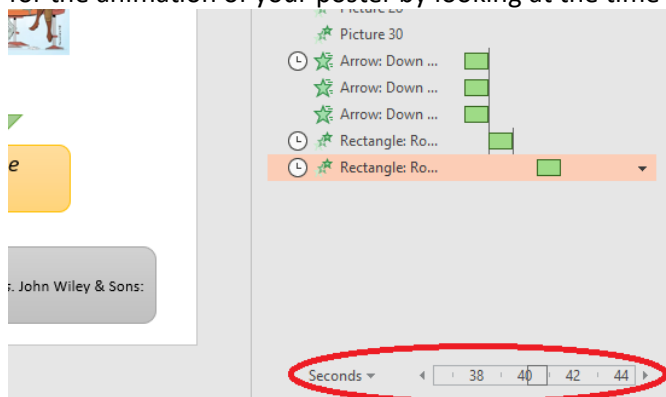
- Set Width to **140cm**.
- Set Height to **85cm**.
- Click **OK**.



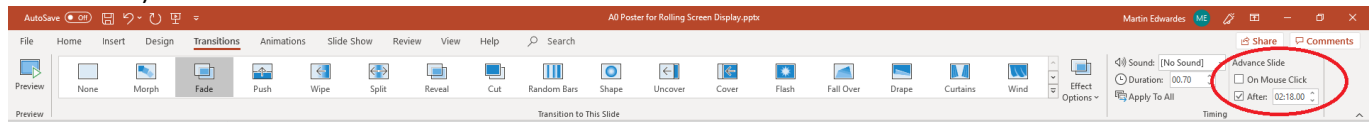
You are now ready to design your slide. You can use animations, but do not use transitions (you only have one slide). See **General Points on making a PowerPoint Poster** above for more design information.

Your finished slide will be put into a looping display with other rolling screen posters, and will be shown on the whiteboard in the exhibition space.

You should ensure that your poster does not exceed three minutes of display time. You can find the display time for the animation of your poster by looking at the time for the last animation (in this case, 42 seconds).



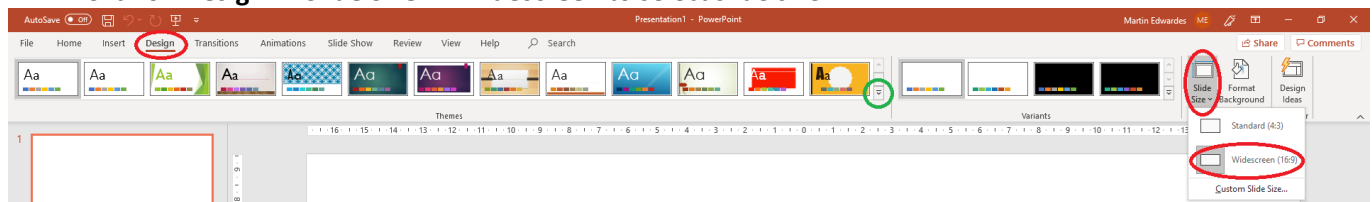
This will be subtracted from three minutes to give the remaining display time for the slide (in this case, 2 minutes 18 seconds).



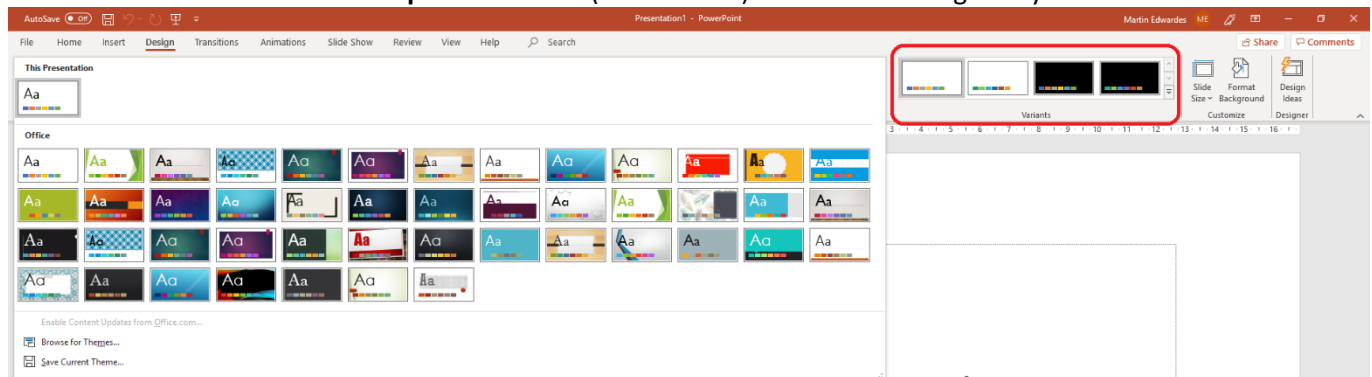
## PowerPoint Poster for Kiosk Display

### Select a design

- Open PowerPoint and click on **Blank Presentation**.
- Click on **Design** ⇒ **Slide Size** ⇒ **Widescreen** to select slide size.



- Now click on the **Theme expansion arrow** (Green circle) and select a design for your kiosk show.



- Select a simple design and investigate the **Variants** for alternative colour schemes. You can select new designs until you find the one you like best.

### Select a transition

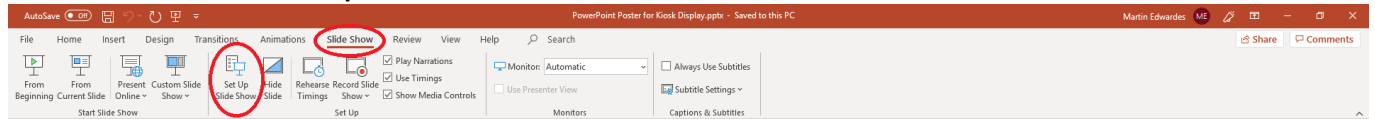
- Click on the **TRANSITIONS** tab.
- Test out the different transitions by clicking on them.
- If you like a particular transition but it's too slow or too fast, change the duration (top right). Duration should not be greater than 1.5 seconds.
- Click on **Apply to all** (top right) when you are happy with your transition. You can have different transitions for different slides, but this can be very distracting. The transition itself informs the viewer of a change of slides; the *type* of transition is not informative.
- Remember that **no transition** is also an effective transition.

### Design the poster as a show

- What is the content? Isolate the key information you wish to share. What is the story you are telling? Identify the order of information.
- How many slides, and what goes on each slide? How long should each piece of information be displayed? (Hint: two words a second is a leisurely reading pace; three words a second is a brisk reading pace.)
- A maximum ten-slide show is a good target, with a maximum total elapsed time of three minutes.
- See **General Points on making a PowerPoint Poster** above for more design information.

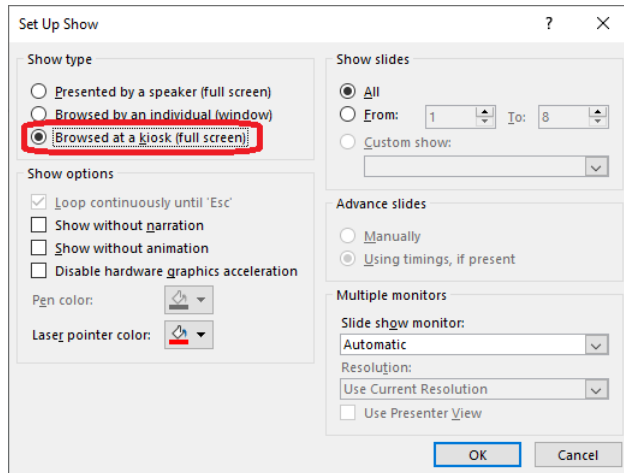
# Set up a continuously rolling show

Click on **Slide Show** ⇒ **Set Up Slide Show**.



In the *Set Up Show* box:

- Click on **Browsed at a kiosk (full screen)**.
- Click **OK**.



## Cut-and-Paste Posters can work, too.

This poster was produced by printing on coloured card, cutting out the pieces, and then fixing them to a background using double-sided foam stickers.

