A Guide to the Generic Conference Poster Powerpoint Template

The purpose of this document is to demonstrate the creative uses of the Generic Conference Poster Powerpoint template, as well as providing a style guide for the successful application of colour, image, font and brand for professional standard display posters.
Before you start
Check which version of Microsoft Office is installed on your computer. You’ll need Office 2007’s Powerpoint or above. If you have an older version, please contact your local helpdesk support.

The Conference Poster template is a single Powerpoint page in seven different sizes and aspects. The sizes are based on typical requests and default international paper sizes most efficient for typical printing.

Formats to choose from
Each of the seven designs are available in the University’s four colours to choose from: the university colours of Light Blue, Gold, Light Green and Red Orange.

They are set in RGB colour format as most conference posters are printed on large-format inkjet printers which use an RGB colour space. Microsoft Powerpoint also only carries RGB or greyscale images.

Each template consists of:
1. a fixed header with the Flinders crest and "inspiring achievement" motto
2. an editable heading text field for the major title of the poster
3. an editable attribution text field for the author, agency or contact details
4. a fixed footer with the CRICOS Code
5. an empty body field for your content.

The header and footer are locked in the master slide of the Powerpoint template as they are not to be changed.
Creating content

Every conference poster is unique and this template has therefore been designed to allow for this – hence a simple, clean design with a large void in the central body field space where your content is to be placed. There are no rulings on how your content is to be organised, as this will be dependent upon the nature of your text, figures and images, and will most likely be subject to the conference organiser’s abstract guidelines. Your own individual skill with Powerpoint may also determine your content's arrangement. The only restrictions are from placing any content over the ‘header’ and ‘footer’, which are therefore locked in the template.

Inserting your content

For successful application of the Generic Flyer Template we ask that you:

- use Flinders corporate typeface Arial (Helvetica on a Mac) in bold, italic or regular
- use space around text in order to highlight key points rather than underlining, all capitals, highlighting or other effects
- use approved Flinders colours (refer to chart below)
- source graphics and images that are appropriate in terms of quality, content and copyright
- employ a clear layout that sets out information in order of importance and relevance

Branding

The Flinders brand enhances our University’s reputation for inspiring excellence and is an important resource for all Flinders people. Presenting a clear and consistent visual identity that we can all engage with supports the aims of the University and the work we do here.

The success of the Flinders brand depends very much on all Flinders people adhering to brand guidelines and responsibilities. Please refer to the Marketing and Communications (MACO) website for a comprehensive guide to applying the Flinders brand.

Colours

If you wish your conference poster to be official and look professional, please use the following colours to abide by the University’s corporate branding. Approved Flinders colours for text, borders, shading, charts and graphics are:

<table>
<thead>
<tr>
<th>RGB</th>
<th>CMYK (for professional print production)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold: R255, G211, B0</td>
<td>Gold: C0, M14, Y95, K0</td>
</tr>
<tr>
<td>Red: R235, G110, B8</td>
<td>RedOr: C0, M68, Y100, K0</td>
</tr>
<tr>
<td>Grey: R160, G165, B169</td>
<td>Grey: C5, M0, Y0, B169</td>
</tr>
<tr>
<td>D Blue: R0, G47, B96</td>
<td>D Blue: C100, M82, Y10, K96</td>
</tr>
<tr>
<td>L Green: R134, G178, B156</td>
<td>L Green: C44, M0, Y35, K20</td>
</tr>
<tr>
<td>L Blue: R98, G164, B211</td>
<td>L Blue: C62, M22, Y0, K3</td>
</tr>
<tr>
<td>Black: R0, G0, B0</td>
<td>Black: C0, M0, Y0, K100</td>
</tr>
</tbody>
</table>

Powerpoint, like other Office applications, uses RGB colour, so when inserting images or choosing colour strokes and fills, stick to RGB.

The eventual printing however may be done in either RGB (inkjet, laserjet) or CMYK (professional digital or off-set).

Refer to Microsoft Office help for how to apply RGB colour settings to your documents.
Images

We ask that you give careful consideration to the following issues relating to image use:
- brand – does the image fit with the Flinders brand?
- copyright – do you have permission to use the images you have chosen?
- quality – is the image the right resolution, size and format for print?

Copyright

Images professionally created for your publication are not subject to permissions and are copyrighted for fifty years from the date of publication.

The use of any photograph or graphic obtained from any other source requires specific permission from the creator or owner. This includes images copied from websites, images scanned from printed materials not in the public domain (i.e. published less than 70 years ago), and photographs circulated via email or any other electronic media.

An acceptable practice is to source royalty-free digital images. iStockphoto is recommended as an online provider of photographs and graphics which are sorted by key words and categories and are formatted for various types of use, including print publication.

There is a small fee associated with acquiring stock images.

Quality of images

The minimal resolution value of digital images required for professional quality printing is 240 pixels per inch (ppi) and the ideal resolution value is 300 ppi. The number of pixels per inch is often referred to as dots per inch (dpi) in relation to printing (dots of ink are laid down on the page). The higher the number of pixels, the better the image quality.

Resizing and/or resampling images impacts on the resolution (pixel count), and therefore picture quality, as pixels are removed in the process.

To work out the maximum size you can make an image for print:
- divide the horizontal pixel count (the number of pixels across) by 300 (the desired resolution for print)
- the result gives you the maximum print width (in inches).
- divide the vertical pixel count (the number of pixels from top to bottom) by the 300 (the desired resolution)
- the result gives you the maximum print height (in inches)

Some other rules of thumb for generating good quality images for print publications are:
- use the most appropriate file format
  - TIF files are best for photographic images and graphics, however you will have to convert these into JPEG or BMP files to insert them into Powerpoint. JPEG files that are saved at the highest quality setting are best for photographic images.
  - PNG files may be appropriate but are not fully supported across all platforms as yet. Similarly, EPS and PDF files are only now able to be inserted into and more easily viewed in the latest version of Powerpoint from Microsoft Office 2010.
- source images that are already specifically formatted for print; images copied from websites, as well as potentially being copyright infringements, are generally of very low resolution (only 72 ppi).

For help with file formats or resolution refer to your image editing software tutorials.
Organising and arranging content

Using the editable fields

On each of the Powerpoint templates a header and footer is embedded for you. Over the header is an editable text field for the major title or “Heading”, and an attribution or “Author’s Credit” is set to a default size of 112pt and 72pt Arial (for 1x1m, A0), 68pt and 44pt Arial (for A1) as well as 48pt and 31pt Arial (for A2).

The character size may be changed to fit your title in this allocated area, but we ask that the font remains the same. The return key can be used to create headings on two lines, or you may adjust the font size to type a third line if you wish. Consequently, you may then have to adjust the size of the attribution to suit.
demonstrates the combined use of poster by using the insert menu (tab) and either the picture or object functions. To avoid formatting errors allow for extra space above the footer at the bottom of the page.

Note that the inclusion of email addresses and website addresses is encouraged.

Three column, single uniform colour

There are no limitations on the style of layout you adopt, be it in columns or stanzas of text. However, columns are much easier to read and are more accessible in a crowded conference display area.

Large irregular stanzas of text may require bordering boxes to differentiate each part of the copy. But these layouts have the advantage of making an image or figure more prominent, and giving you more flexibility with the amount of content.

Co-branding

This conference poster template is intended for a scenario where the University is the primary benefactor - that is, this conference poster is firstly a Flinders production - and therefore the University assumes priority in branding. If other outside organisations or bodies are also to be credited with their branding, co-branding must only occur on the footer.

Please ensure that co-badging of logos occurs in the righthand corner of the footer. Please do not place badges over the CRICOS Code on the lefthand corner. Be aware to maintain the same margin for each side. With multiple partners, the order of importance goes from left (highest) to right (lowest) and each logo is to be demarcated by a fine vertical line. Be aware that SA Health institutions (such as FMO) often have a dual logo which must be treated as a single entity.
Final preparation for printing

Final checks

For simplicity, each of the Powerpoint templates have been stripped back to a single basic page from a Master Slide, so you shouldn’t need to worry about any pre-press technicalities. However there are a couple of things you should check before you finally output your Powerpoint slide as a PDF for printing.

Page setup

Make sure you have chosen the correct template for the size of conference poster you intended. While an A0, A1 and A2 portrait all have the same aspect ratio, printing at different scales is not recommended. If you are forced to upscale, this will denigrate your picture quality, and if you are forced to downscale, then your text may become illegible.

Your template has been pre-set for you:
- 1m x 1m
- A0 (84.1cm x 118.9cm)
- A1 (59.4cm x 84.1cm)
- A2 (42cm x 59.4cm).

Check you have the correct one.

Mysterious graphics

Endeavour to ensure any JPEG, TIF or BMP files you use are 300dpi in resolution and either RGB or Greyscale. If they are not, your graphic may not come out as you intended, if at all, in the eventual PDF.

This does not apply to EPS, PNG and PDF formats. However these files may not be visible in the display in some early versions of Powerpoint, but they are there and will suddenly come out in the final PDF. Unfortunately the only solution to this is some exploratory guesswork. You may have to check it by doing a ‘dry-run’ print-to-save-a-PDF (see last page). This is the only way to tell if you have sized it appropriately, placed it in the correct position, and that you haven’t accidentally duplicated it elsewhere.

In some instances, the only clue that an image is actually there will be the handles on the object box.
The variables of Powerpoint

Like all the other Microsoft Office tools, Powerpoint can sometimes act differently from PC to PC, version to version, and platform to platform. When you take your Powerpoint from one machine to another, text may shift, formatting can change, text boxes can alter their size and shape, and fonts might be swapped for another.

Unfortunately it is not an industry print design tool that was actually intended for print design layout.

The best safeguard against these variables arising is to ‘lock’ your design into a PDF there and then, in the Powerpoint and on the computer it was created. Thus all fonts will be embedded and all their formatting will be faithfully preserved exactly as you intended them.

While printing can be done directly from your Powerpoint, this can be problematic - as a standard industry output for printing, a PDF is automatic and much more easily workable.

Making a PDF from your Powerpoint

The more recent versions of the Powerpoint application have a ‘PDF Creator’ already built in, so it is simply a matter of choosing “Save As” and selecting Adobe PDF from the drop down.

For example, saving a PDF in the 2008 version for Mac looks like this:

Earlier versions of Powerpoint are sometimes fitted with a PDF Creator or similar third-party plug-in. For example, your 2003 version for Windows XP might have a button in it’s taskbar to launch the PDF Creator dialog:
Using print-to-save-a-PDF

If your Powerpoint is too old or without a PDF Creator plug-in, there is a third way in which you can export a PDF from your Powerpoint slide. Check with your IT support, but you may have an Adobe PDF or PDF Creator driver installed with your other printer drivers.

If so, then you can ‘print-to-save-a-PDF’.

It is crucial that you tick Scale to fit paper in this dialog, otherwise your PDF will most likely come out as an inadvertent A4 (usually the default paper setting) sized ‘crop’ of your poster.

You want to ensure that the entire slide is converted into the 1x1, A0, A1 or A2 poster you meant it to be.

This is actually the same procedure for selecting a regular printer to print directly from your Powerpoint file, except you are sending your file to the PDF Creator driver to be converted into a PDF, rather than sending it to a printer to be printed.

Printing directly from your Powerpoint file is not recommended as it is not necessarily conducive to industry-standard large format printing typical for conference posters.