

# 19th Australasian Engineering Heritage Conference

## Mildura, 9-13 October 2017

### Poster Presentation Guidelines

A1	A2	A3	A3	A3	A4	A4	
					A3	A4	A4
	A2	A3	A3		A3	A4	A4
					A4	A4	

**For the first time at an Engineering Heritage Conference, we invite authors to submit posters instead of or as well as a formal paper presentation**

**These Guidelines set out requirements and offer suggestions for preparing posters if you are new to this form of communicating**

At this conference, you have a display area of 900 high x 600 wide available to you which you can use in a variety of ways, depending on what printing options you have:

- **Single A1 – 841 x 594**

This is the preferred option but you will need to have your poster printed by a digital printing service. You will need to supply them with a PDF file (see later).

Officeworks will print an A1 poster on 160 gsm paper for \$20 – this is thicker than normal copy paper and should be adequate for a one-off display. We do not recommend getting your poster laminated because reflections from lights or windows could make it hard to read. Roll it up and use a mailing tube or a piece of plastic pipe to transport it.

Note that an Officeworks print will have a 5 mm border all around so the area you can use is actually 831 x 584: in other words, you can't print an image right to the edge. If you want to do this, the poster will have to be printed on a larger sheet of paper and trimmed: discuss this with your printer so you know what you will have to provide.

- **Two x A2**

This might suit your layout or be easier to transport. Again, you will need a digital printing service. The Officeworks charge is \$10 per sheet. (We are not recommending Offieworks as a supplier; we are just giving their prices as a guide to the cost involved.)

- **Multiple A3**

You might have or know someone with an A3 inkjet printer and prefer to print multiple pages yourself.

- **Multiple A4**

This is the least desirable option. It's possible but we don't recommend it.

The display panels are covered with a coarse fabric and we will provide Velcro pieces to mount your poster.

# Planning your Poster

A poster conveys a relatively small amount of information in an eye-catching way. You will only have room for a few key points, some succinct explanation, and the important conclusions. Tell your readers where they can get more information – your conference paper, a website, or your email address if you would like correspondence.



**Less is more**



- **Content**

Pictures help grab attention and they really are worth a thousands words. Use charts and diagrams as well as photographs and drawings – but keep them simple.

Use subheadings to break up and identify blocks of text.

- **Readabilty and Legibility**

The size and form of the text must make it easy to read from a distance. Arial is similar to Helvetica, a typeface designed in the 1950s for maximum legibility in a variety of applications, especially signage. This makes it ideal for posters. Avoid fancy typefaces which are hard to read.

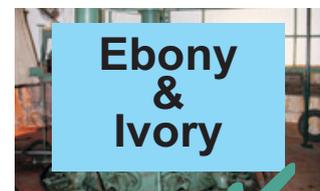
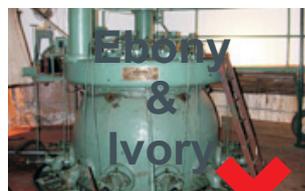
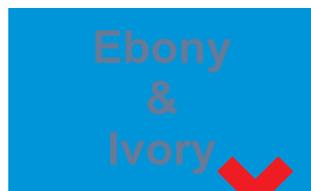
Type size is measured in points: 72 points = 1 inch which is the recommended minimum size for your main heading. Paragraph text should be 24 point which is twice the size of the text typically used in word processor documents.

Sub-headings will be somewhere in between. Go up in 6 or 12 point increments and use **bold face** for emphasis. Upper and lower case is more legible than all CAPITALS. Do not underline.

Think of it as scaling up. Of you can read 12 point text on a page you are holding in your hand (a distance of about 400 mm from your eyes), you'll be able to read 24 point text standing a metre or more away.

Colour is important, too. Black text on white paper is used for a reason. Coloured backgrounds can be used for effect but make sure the text is still legible. If necessary, add a light-coloured panel behind the text. Do not put a border around the panel: it distracts from the text,

**Ebony  
&  
Ivory**



- **Layout**

We read left to right, top to bottom, which is why the heading and main idea should go at the top, perhaps towards the left. The important conclusion or where you go for more information should be at the bottom, towards the right.

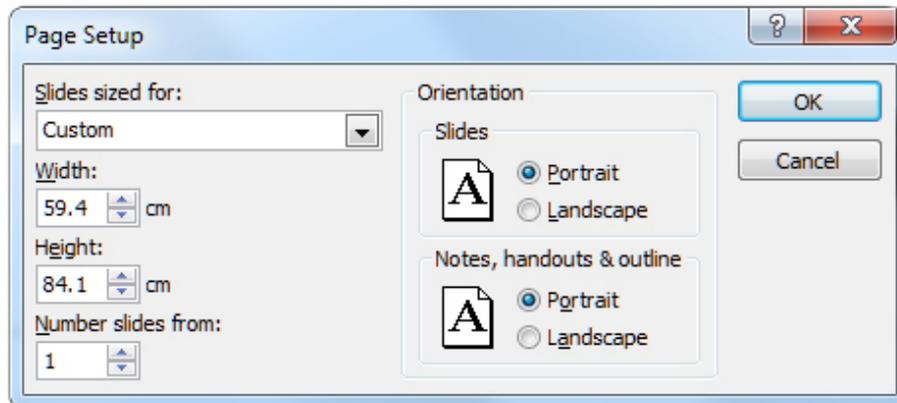
Reading a line of text that is nearly 600 mm wide can be challenging so it might be best to break your poster up into two or even three columns. Make the space between columns generous – at least 10 mm. A landscape picture can run across two columns.

# Producing your Poster

If this is the first time you are considering producing a paper, you probably don't have specialised design or layout software on your computer. However, you are likely to have the Microsoft Office suite. Powerpoint has some useful features which will enable you to create an effective poster and produce the PDF file you will need to take (or send) to a digital printing service.

## Page Setup

Your poster will be a single slide. Go to Design/Page Setup and set up the page to a custom size of 59.4 cm wide by 84.1 cm high in Portrait orientation.



## Resolution

Working to the actual size will enable you to ensure that your images will be of the appropriate quality: if they look fuzzy on screen (zoomed to 100%), they'll look fuzzy when the poster is printed.

Be very careful with images you find on the Internet: what looks okay on a webpage might not look okay enlarged for an A1 poster. The amount of enlargement you need to get the image to the size you want is a warning. Right-click the image, choose **Size and Position** and look at the Scale – anything more than 150% could be a problem. But let your eyes be your guide.



This low resolution image had to be enlarged to more than 500%.



This high resolution image has been reduced to just under 50%.

You can have too much of a good thing. Images that have to be reduced in size just add to the file size without adding anything to the quality of the print. It's best to resize them in an image editing program before placing them into your Powerpoint poster.

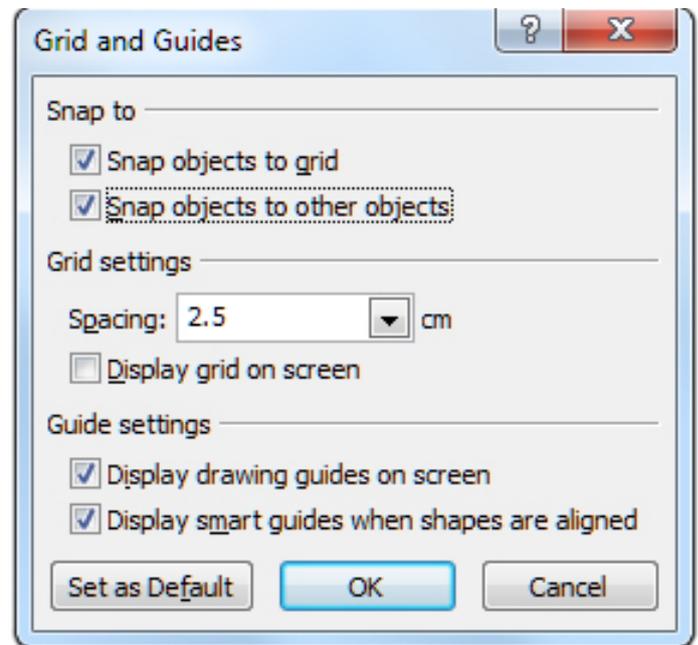
### Designing your Poster

All of Powerpoint's graphics and drawing tools are available to you – from simple lines and arrows to more complex shapes. But remember the “Less is More” principle: don't overdo the effects which can be distracting and eye-catching in a negative way.

There is a setting in the View menu that enables you to set up an underlying grid and have objects snap to this grid and also to other objects. You might find this useful to get a neat and consistent layout with text and images lined up with each other.

### Checking the Layout

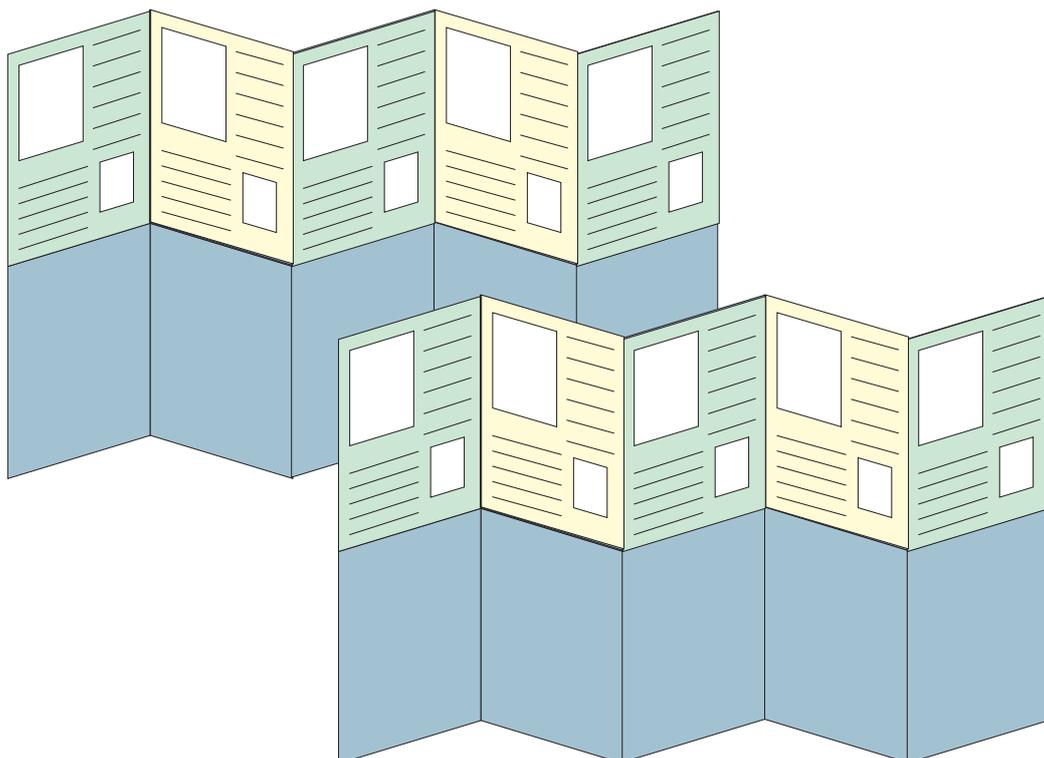
Make a print of your poster, scaling it to fit A4, and satisfy yourself that you can read it easily at arm's length.



### Producing the PDF

Instead of printing your poster, you will save it as a PDF. Go to Save & Send and choose **Create PDF/XPS Document**. Click **Create PDF/XPS**, make sure the file type is PDF, and choose **Optimize/Standard** (for publishing on line and printing).

View the PDF at Full Size and make sure you are happy with the image quality. Also check in File/Info or Page Properties that the PDF page size is A1 – 841 x 594 mm or 23.38 x33.10 inches.



Poster display panels will be set up in a herringbone pattern to be self-supporting.