Designing and Creating your GIS Poster

*Revised 12/4/2014*

First think about your audience and purpose then design your poster! Here are instructions for setting up your poster using MS Publisher. There are also instructions for converting your Publisher file to a PDF for printing by a Lab Assistant. This can be done in the GIS lab if you have an account, or the lab assistant can help you.

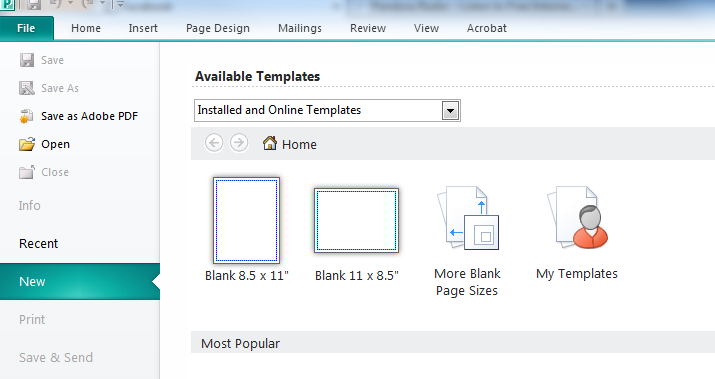
# Using MS Publisher

Your poster size should be 30”x40”. It can be landscape or portrait orientation, whichever you think is best. **But tell *Publisher* that the orientation is PORTRAIT regardless** – if you want the poster to be in Landscape mode, leave it set to Portrait, but set the WIDTH=40 inches, and HEIGHT=30 inches and the result will be a landscape oriented poster)

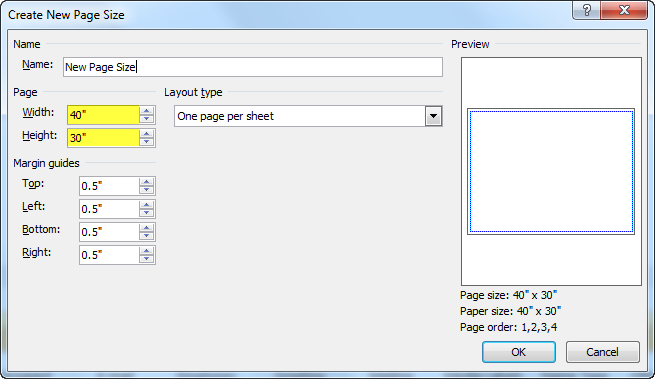
Launch MS Publisher: Start > All Programs > Microsoft Office > Publisher

## Setting up document size and orientation

1. Once you open the program, you will be in the **File – New** window to define the size of your document. Choose *More Blank Page Sizes*



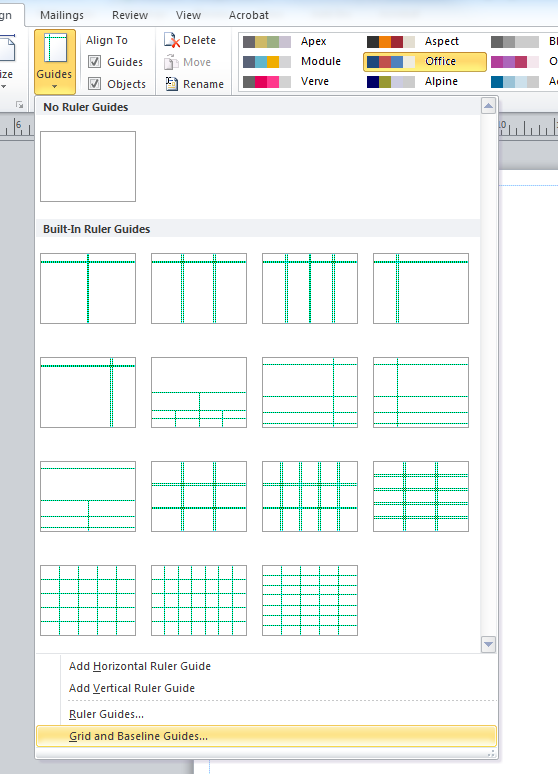
1. Under **Custom**, click on *Create New Page Size*
2. Set width and height: for a landscape-oriented poster, set width to 40 inches, height to 30 inches; opposite for Portrait-oriented posters. Leave orientation to PORTRAIT regardless. Then press OK



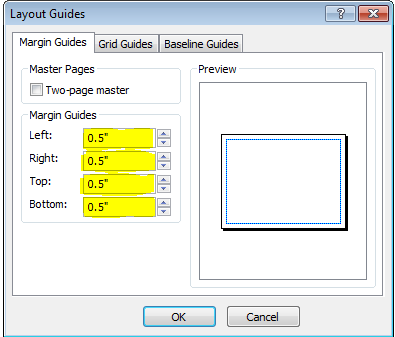
1. Click twice on the *New Page Size* icon for the 40” x 30” page size you just created. This will open a new document.

## Setting up columns

1. Go to **Page Design** tab and click on *Guides* to see the options window.
2. Then click on *Grid and Baseline Guides* to open the **Layout Guides** box.



1. Go to *Margin Guides*: Use 0.50” all around (leave Two-page master unchecked)



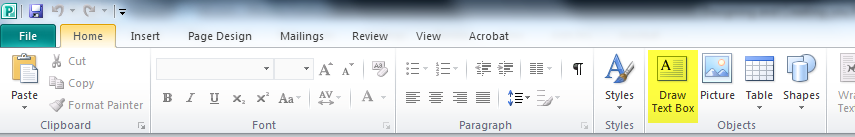
1. Then under *Grid Guides*> Columns, choose 12, and set the spacing at 0.75” (if it's grayed out, click first on the “Rows” box below it).Then click OK

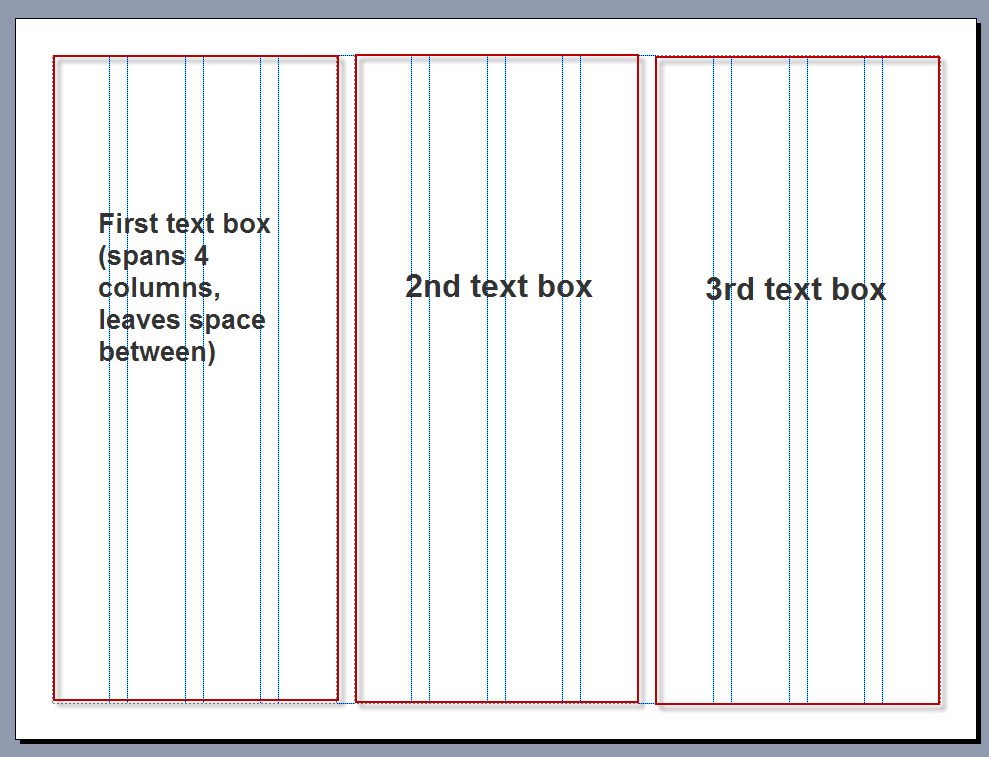
Save! (to your H: drive or USB) Save every few minutes as you create your poster!

## Adding text to your poster

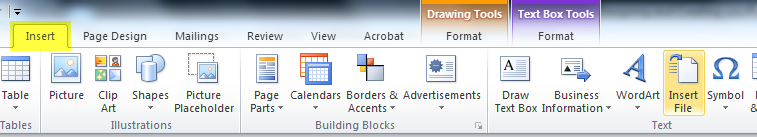
You can write all the text for your poster in a Microsoft Word document ahead of time. Then, when you are ready, you can simply insert the text file by following the instructions below. This is easier than creating multiple text boxes on your poster and trying to type it in there.

1. Create 3 text boxes that span the length of the columns (click on the draw text box tool, pictured above.)

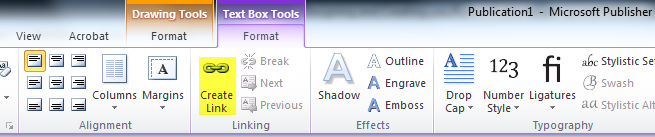




1. To add text into the first text box, you first place the cursor in the text box and select **Insert file** (for example, “My poster content.doc” found in S:\GIS Poster Workshop\Exercise files folder)



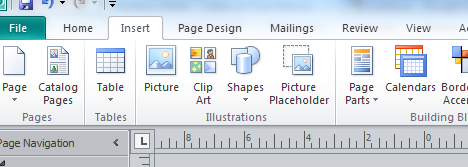
1. To link text boxes together, so that text flows from one into the next, click in the text box you want to be the first text box on your poster. Then in **Text Box Tools: Format** click **Create Link**. A pitcher will appear, then click in the text box you want as the next one on your poster.



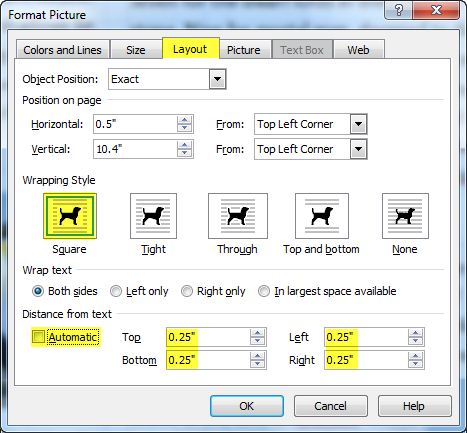
1. Now make the font size a more appropriate size for a poster (At least 22pts for text; larger for headings and titles – see the *Fontsize.doc* example in S:\GIS Poster Workshop)
   1. Select the text as you would in Microsoft Word
   2. Change the font size to 22 pts

## Adding images to your poster

1. Go to **Insert -Picture** from file icon



1. Select image; it will be inserted into your publisher document.
2. Right click on the image and choose **Format Picture**…then go to ***Layout*** tab



* 1. In Wrapping style select **square**
  2. Then define the distance from text: uncheck “Automatic” and enter a distance, 0.25 on all sides is a good starting distance.

## Adding title and captions to your poster, maps, tables or other graphics

This works for any type of text you wish to add (title, captions, etc). Create a text box and add text. It should wrap other text around it automatically, but if it doesn’t, you can right-click on it and go to “Format Text Box” and change the Layout options the same as you did for pictures.

## Tables

You have a few options with tables. You can:

1. Copy and paste them from Word or Excel through **Insert File** described above.
2. **Insert Table** from the **Insert** toolbar, and then either enter the table values directly or copy them from Word or Excel.

Whichever option you choose, because your poster is so much bigger than a normal page, the size of the table will probably be too small. You can drag the edges to make it the right size.

1. Remember to increase the font size within the table as necessary by selecting all the cells in the table (drag cursor from one corner to the other) and changing the font size.
2. To format the table, select the table, right-click on it and choose **Format table.** If text isn’t wrapping around the table already, set the layout options as with pictures above.

Note: you can also use Snag-it to add a table to the poster as a graphic, but then you won’t be able to format the content of the table.

## Formatting text

1. Go to the **Text Box Tools: Format** tab to format a header. Highlight the text, then change color, size and style.
2. To apply the same formatting to another header, right-click on the formatted header, and in the formatting toolbar that pops up, click on the **Format Painter** icon (). Then highlight the other header to “apply” the style.

## Using the Tufts logo

If you wish to put the Tufts logo on your poster, please use one of the official logos – you can get these from the S: drive under *S:\GIS Poster Workshop\Tufts Logos* or online from <http://publications.tufts.edu/brand-guides-and-logos/download-logos/>

## Required for all posters:

Your name

Data source and date citations

Date of poster

Class

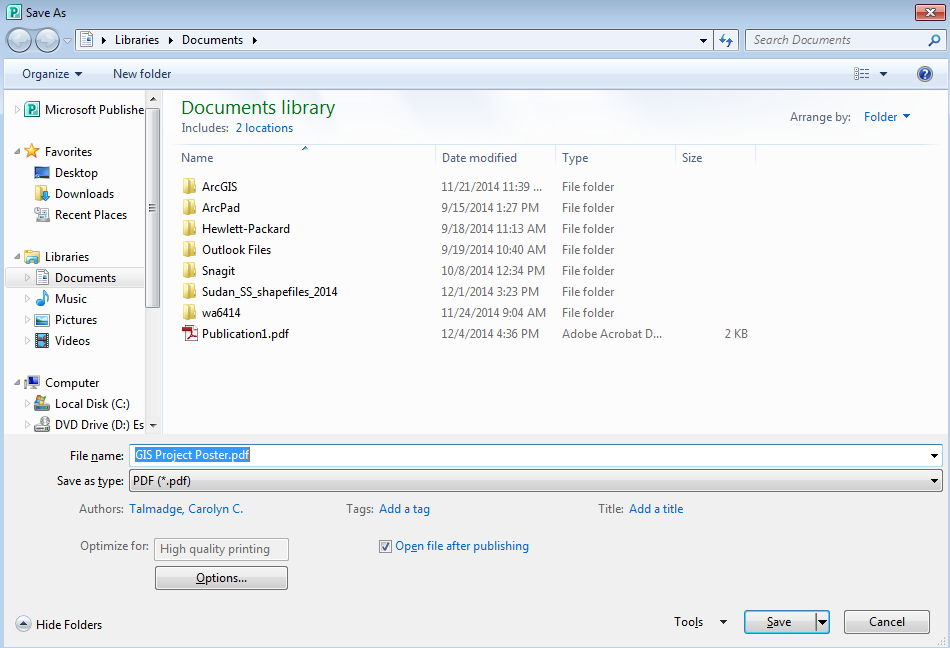
***After Finishing Your Poster…***

# Converting to PDF

The easiest way to do this is to go to **File > Save As.**

In the save as box, enter the name of your file. Then, change the **“Save as Type”** to **PDF (.pdf).** Once you hit save, the poster should open as a pdf. This should have all the proper size information.

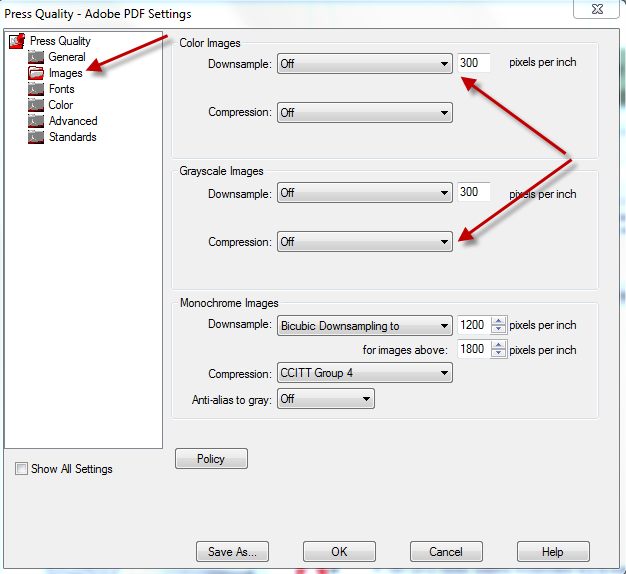
**Note: Make sure to closely look over your document. Sometimes, things shift when you save as a pdf.**



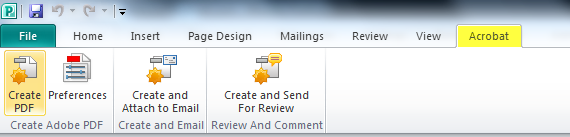
**IF things do happen to move or look incorrect, you can use this method for saving as a PDF:**

First, go to the **File** tab and click **Print** on the left column. Under the *Printer* heading, select from the dropdown menu “Adobe PDF” if it is not already chosen. Then directly below to the right, click “Printer Properties.” This should open the **Adobe PDF Document Properties** window. On the *Adobe PDF Settings* tab, there will be a button on the right “Add.” Click “Add” and replace the *Paper Names* field with “GIS Poster.” Change the height and width to your 40 inches x 30 inches dimensions. Then click “Add/Modify” and click “Ok” to the **Adobe PDF Document Properties** window. Under the *Settings* heading below *Printer*, there should be another dropdown menu with “Letter” or another page size selected. Choose “GIS Poster” from this dropdown and then change the above “Tiled” dropdown to “One page per sheet.”

Next, go to the **Acrobat** tab and click on *Preferences* and then *Advanced Settings*. Under “Default Page Size” enter 40 inches Width and 30 inches Height. Then, on the left-hand side of the screen choose *Images*. Under *Color Images* and *Grayscale Images* be sure the pull-downs are set to “Off.” Press OK and Save.



Next, still in the **Acrobat** tab, choose *Create PDF*. Enter a location and name for your document.



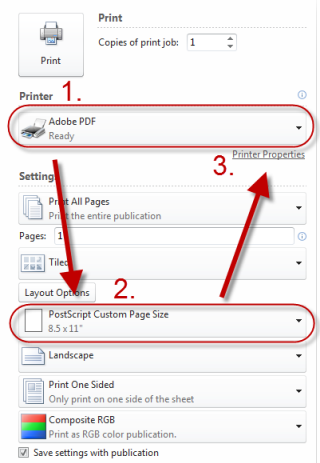
After PDF creation, the PDF will automatically open in Adobe Acrobat. Preview the PDF making sure everything looks good. If some of the linked images do not appear in the PDF, go back to the Publisher document and check the properties of the problematic image, possibly deleting and re-adding the image. Then generate the PDF again.

**Give your PDF file to a lab assistant for plotting using a USB flash drive.**

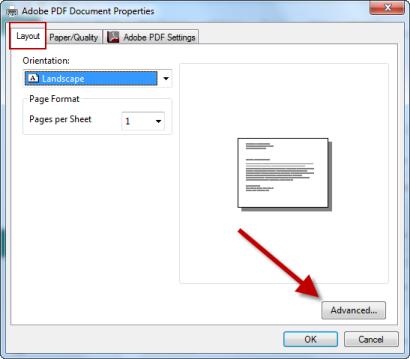
## Troubleshooting

If you get an error message that the PDF printer is small causing pages to be split, Cancel and follow the directions below.

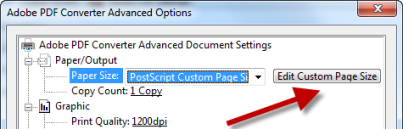
1. In Publisher, choose File-Print
2. Set the Printer as Adobe PDF
3. Set the Paper Size to PostScript Custom Page Size, then click on the Properties button



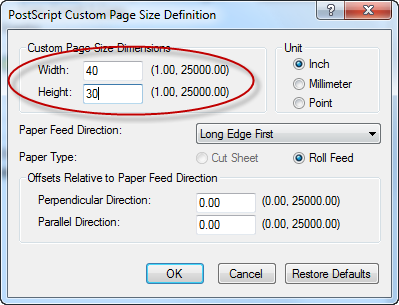
Go to the Layout Tab and click Advanced



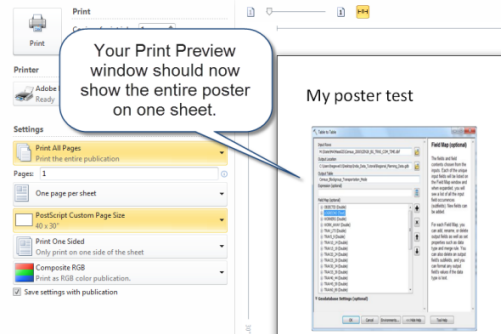
Click on Edit Custom Page Size



Set the page size to 40x30:



Click OK all the way back to the original print screen.



Now, go back to the **Acrobat** Toolbar, and click *Create PDF* again. If you still get the error message, change the portrait/landscape setting under the File-Print window and try again.

