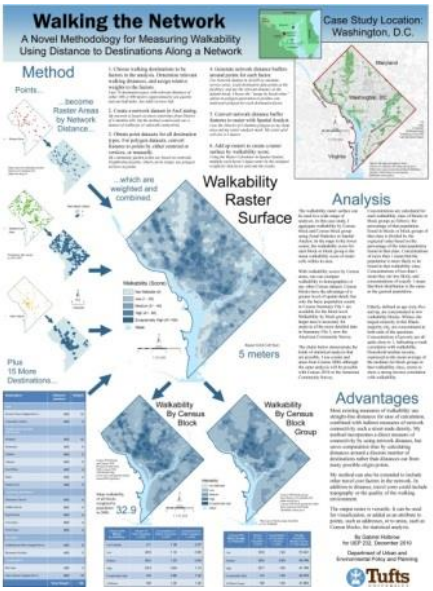
Tufts Data Lab



Designing & Creating your GIS Poster

Revised by Carolyn Talmadge – 11/17/2015

First think about your audience and purpose then design your poster! Here are instructions for setting up your poster using MS Publisher. Publisher works very similarly to MS Word. There are also instructions for converting your Publisher file to a PDF for printing by a Lab Assistant. This can be done in the Data Lab.

Using MS Publisher

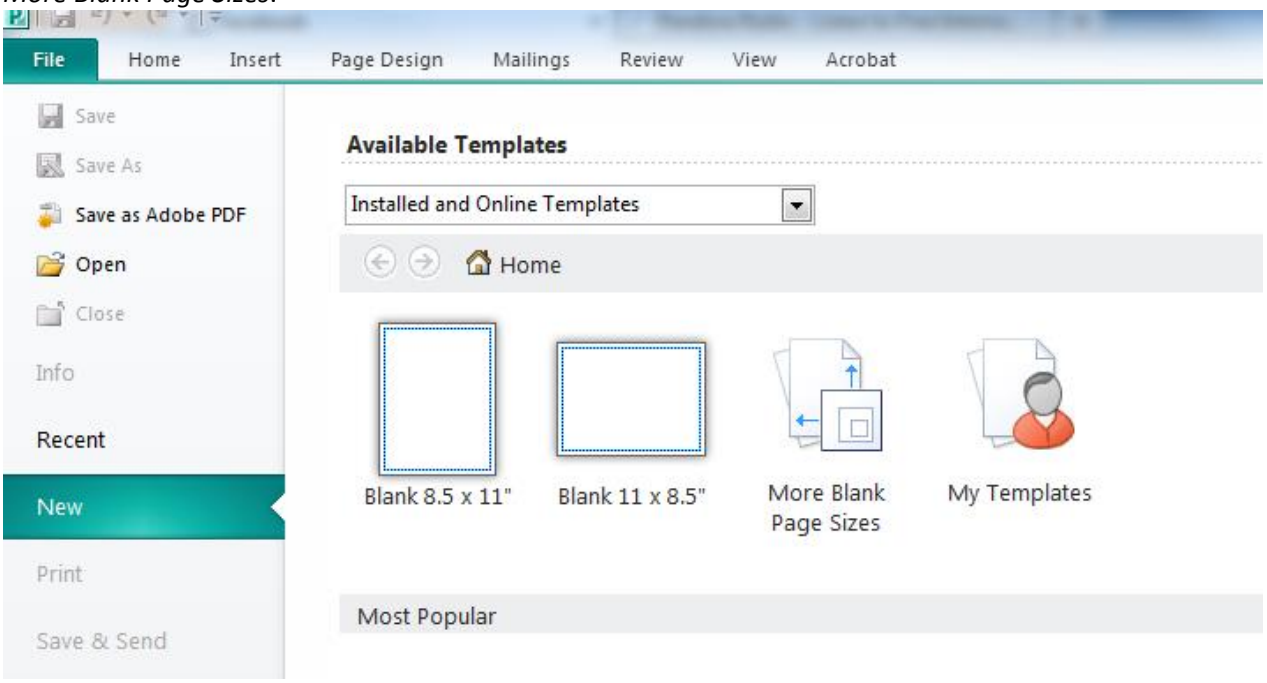
Your poster size should be 30”x40”. It can be landscape or portrait orientation, whichever you think is best.

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

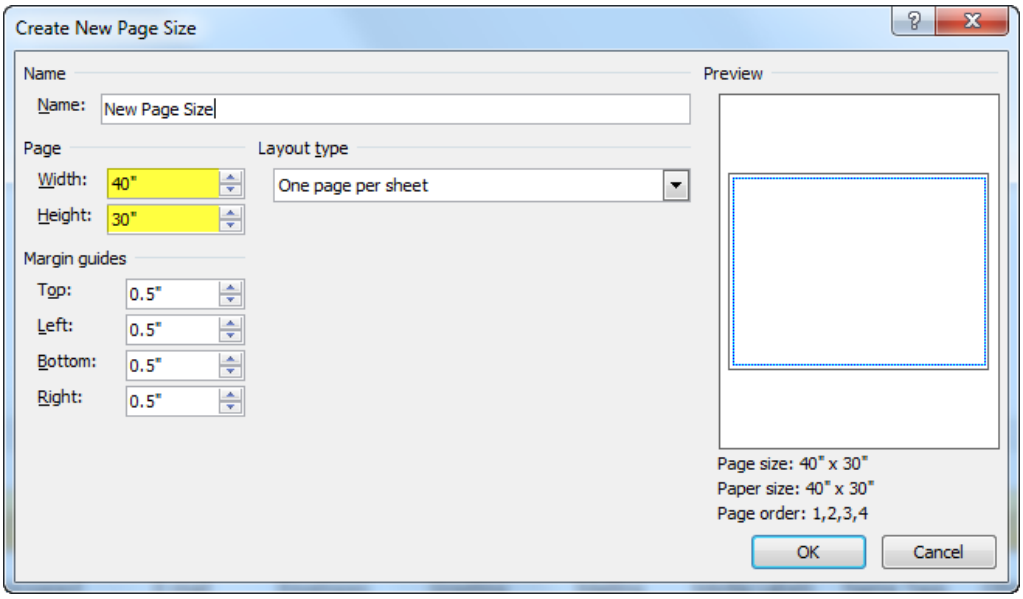
Setting up Document Size and Orientation

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*.



2. Under **Custom**, click on *Create New Page Size.*
3. Set width and height.
    a. For a landscape-oriented poster, set width to 40 inches, height to 30 inches
    b. For a portrait – oriented poster, set width to 30 inches, height to 40inches.

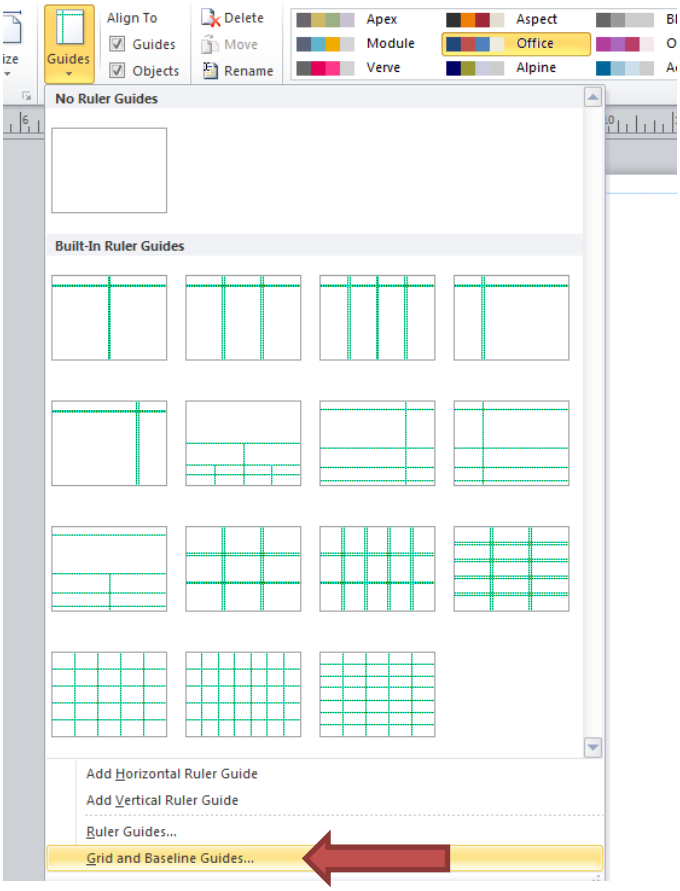
c. Portrait-oriented posters. Leave orientation to PORTRAIT regardless. Then press OK.



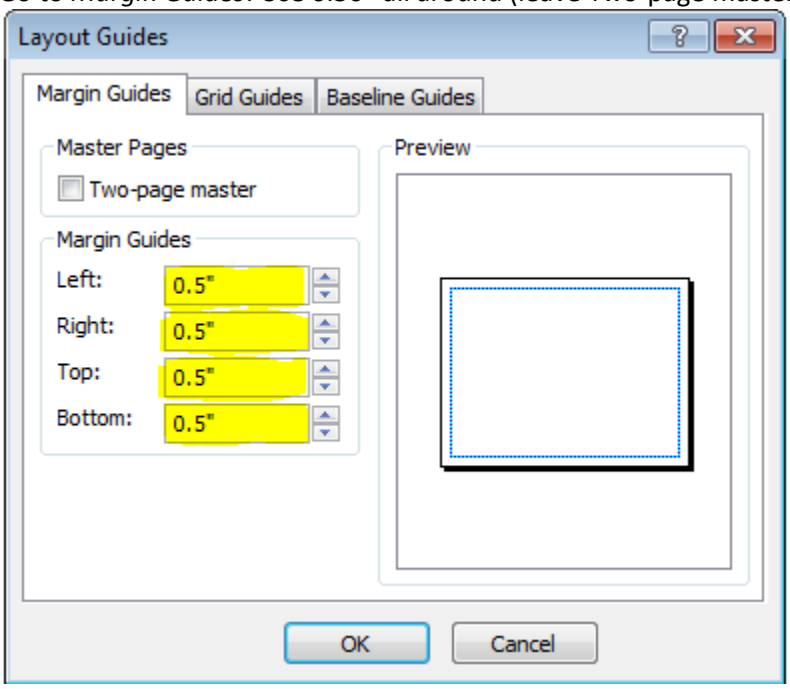
4. Click twice on the *New Page Size* icon for the 40” x 30” page size you just created. This will open a new document.

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.



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



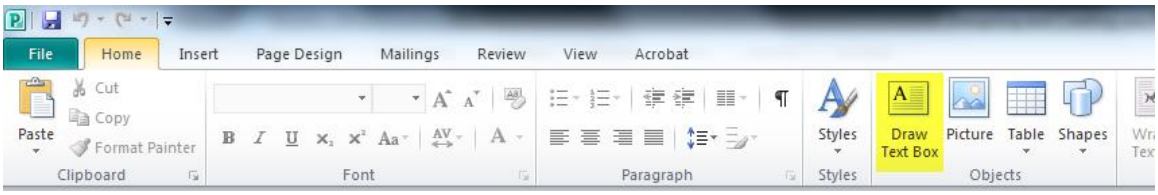
4. Then under *Grid Guides* > Columns, enter 12, and set the spacing at 0.75” (if it's grayed out, click first on the “Rows” box below it). Then click OK.

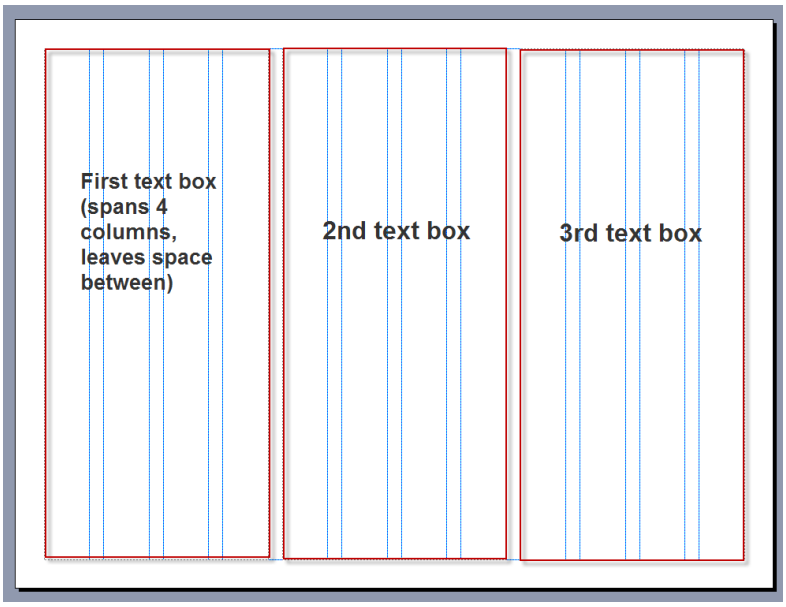
5. Save to your H: drive or USB! Save every few minutes as you create your poster!

Adding Text to your Poster

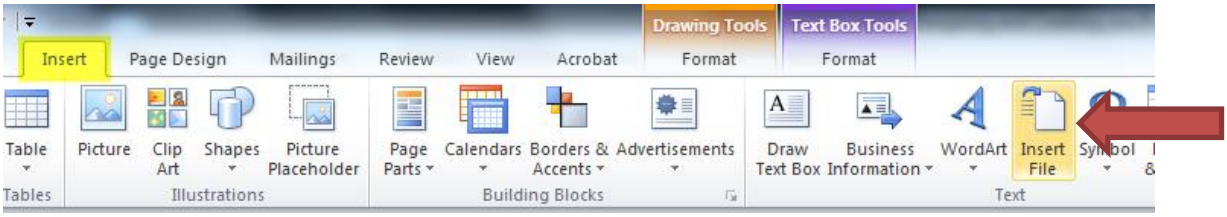
You can write all the text for your poster in a Microsoft Word document ahead of time. Then, when you are ready, you can simply insert the text file by following the instructions below. This is easier than creating multiple text boxes on your poster and trying to type it in there.

1. Click on the draw text box tool and create 3 text boxes that span the length of the columns. Each text box should be 4 columns and leave a space between columns! Notice how the text boxes “snap” to the girds! This helps us line everything up very neatly!



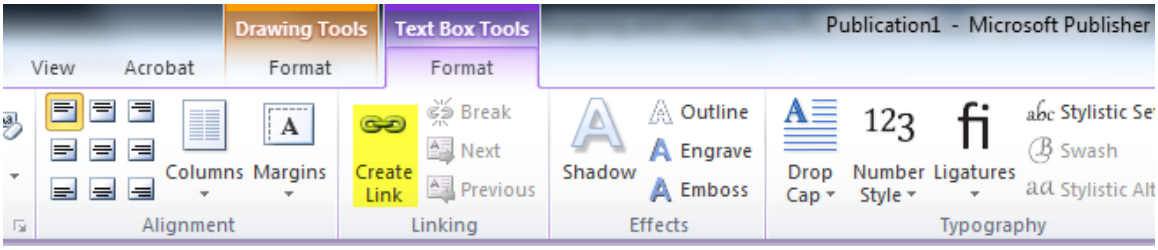


2. To add text into the first text box, you first place the cursor in the text box and in the **Insert tab,** press **Insert file.** For practice, you can insert "My poster content.doc" found in S:\ Posters\Poster Design \Exercise files, but any word document file will do.



3. Highlight the font and change it to 30pt. Note how it does not all fit in the first text box, and the text gets cut off.

4. 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 second text box. Now your text flows into the 2nd text box.



5. Click in the 2nd text box and press **create link** again to connect the 3rd text box. Now, the entire contents of the word document continuously flows through the 3 text boxes.

Formatting Text

1. Go to the **Text Box Tools → Format** tab to format a paragraph header.

2. Highlight the Header Text (in the example, "Research Question"), then change color, style, and size (for a header, go with 40pt and above).

3. Next, highlight your body text and choose an appropriate style and size.

   a. Remember, it is good design practice to use a different *type* of font for your heading vs your body text. Use a San-serif font (without the feet) for the header (i.e. Calibri, Arial, Trebuchet MS, etc) and a serif font (with the feet) for the body text (i.e. Times New Roman, Adobe Garamond pro, Cambria, etc).

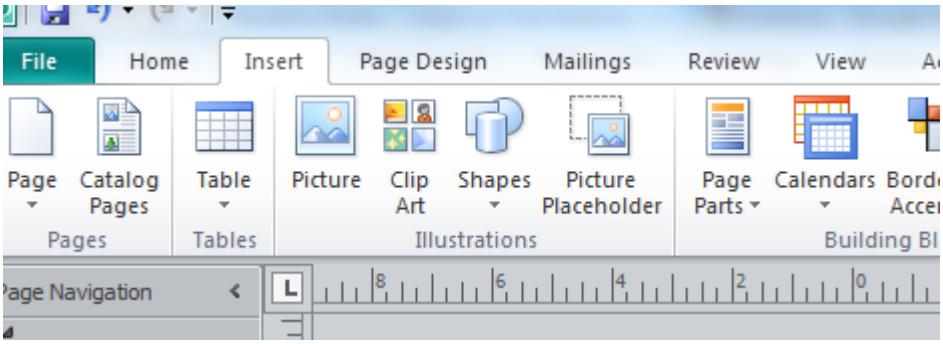
4. To apply the same formatting to another Header, right-click on the header, and in the formatting toolbar that pops up, click on the **Format Painter** icon ( ). Then highlight the other header to "apply" the style. Do this for all the Headers in the text.

5. Repeat this step to make sure all the body text is formatted the same for each section.

   a. This is an EASY and helpful to make sure that all your fonts are the same size and style!

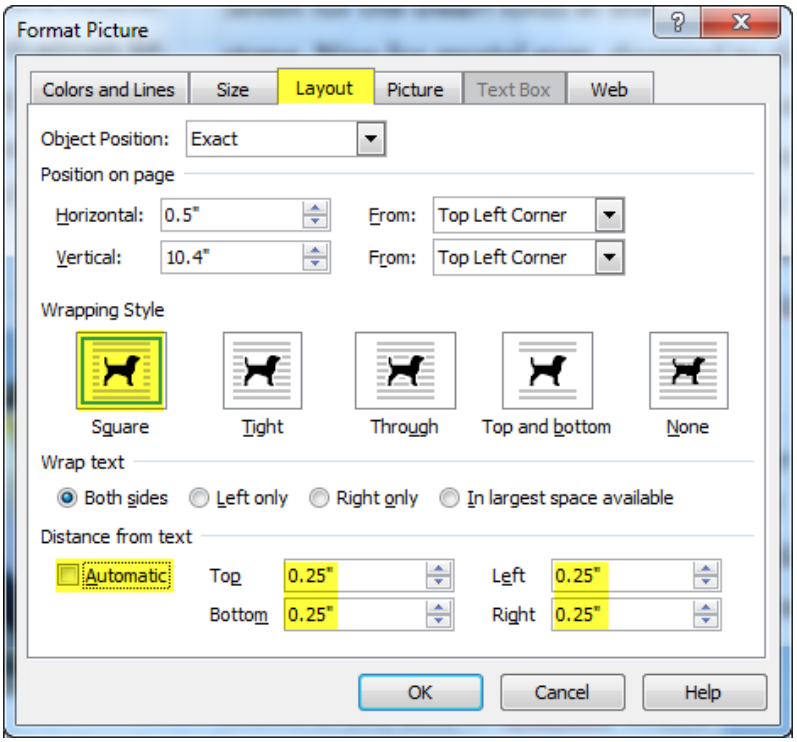
Adding Images to your Poster

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



2. Select a sample image- it will be inserted into your publisher document. Note how you can move it around and the text wraps around the image!

3. Right click on the image and choose **Format Picture**…then go to ***Layout*** tab.



4. Make sure the **Wrapping style** is **Square.** This will wrap the words around the image as a square. There are other options to explore as well.
5. Define the distance from text. Uncheck "Automatic" and enter a distance of 0.25 on all sides. This is a good starting distance, but you can adjust it as needed.
6. Press ok.

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.).

1. Create a text box underneath your image and add text. To add a text box, go to **Home → Draw Text Box.** The text box 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.

1. You can copy and paste them from Word and Excel.
2. You can go through **Insert File** on the **Insert** tab to insert a table created in word or excel.
3. Or, you can go click on **Table** in the **Insert** tab and draw the appropriate sized table. You can either enter the table values directly or copy them from Word or Excel.

Whichever option you choose, you will need to resize the table because the poster is so much larger than a normal page. You can drag the edges of the table to increase the size.

4. 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.
5. There are many table design options as well. Once you click on the table, **Table Tools** will appear which have many design options.
6. 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 (which is often VERY useful!)

Using the Tufts logo

1. If you wish to put the Tufts logo on your poster, please use one of the official logos – you can get these from http://publications.tufts.edu/brand-guides-and-logos/download-logos/
2. Insert the logo as you would any other image, following the directions above.

Tufts Data Lab

Required for all Posters

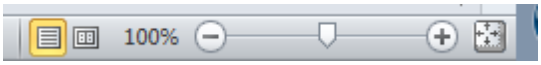
Please include all of the following information on your GIS Poster

- The Cartographer (your name)
- Your Class – please use the full class name with number
- Date of the poster
- Data source and data/image citations
- Projection/Coordinate System Information

Viewing your Finished Poster

Sometimes, it's hard to see what your poster will look like at full size. Any easy way to see is to set the **zoom** to 100%. This is how it will look when it is printed out.

1. In the bottom right hand corner, set the view to be 100%. You can do this by moving the slider.



2. View your poster. You obviously will not be able to view the entire poster on your screen. View the poster by section. Make sure to stand a few feet back as if you were viewing a poster in real life.
3. If your poster font size and image quality looks ok, then move on to converting your final poster into a pdf.

Converting to PDF for Printing

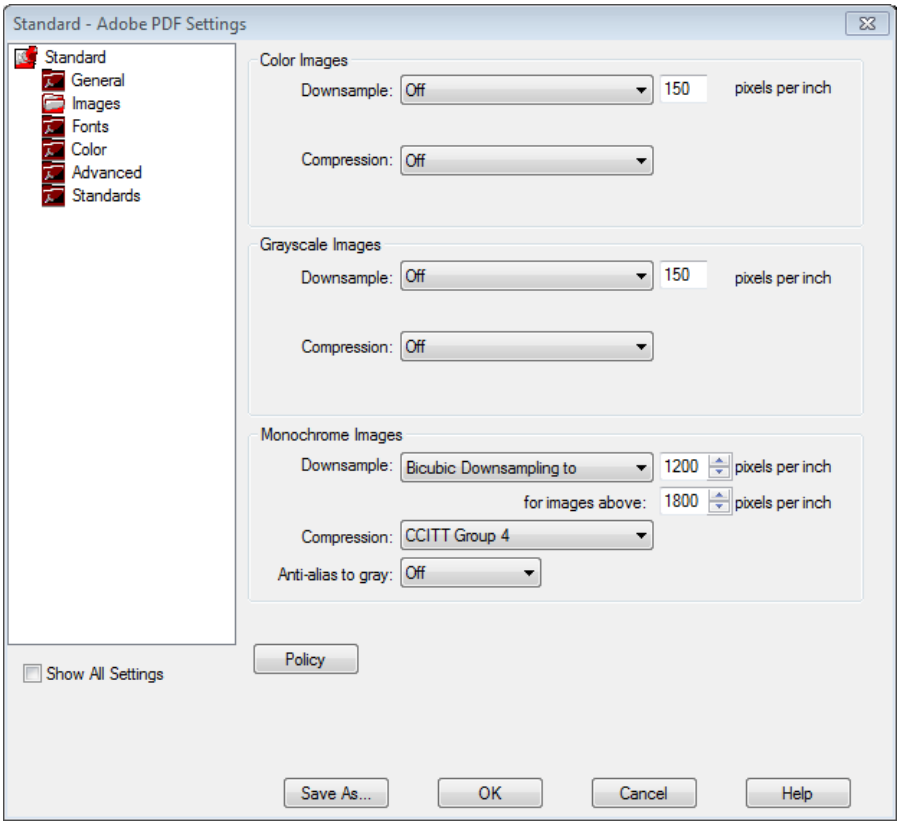
1. The easiest way to do this is to go to **File > Save As.**
2. In the save as box, enter the name of your file. If you are saving this for your GIS class, name your poster "Last name_First Name_Class Name _ Date".
3. Then, change the **"Save as Type"** to **PDF (.pdf).**
4. Once you hit save, the poster 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 through this method! Look over everything very carefully, especially images, charts and graphs

If things do move or look incorrect, you can use this method for saving as a PDF:

5. Go to the **File** tab and click **Print** on the left column.
6. Under **Printer**, select from the dropdown menu "Adobe PDF".
7. Directly below to the right, click "Printer Properties." This should open the **Adobe PDF Document Properties** window.
8. 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." You will need to write it in.
9. Change the height and width to your 40 inches x 30 inches dimensions. Opposite if it is a portrait poster.

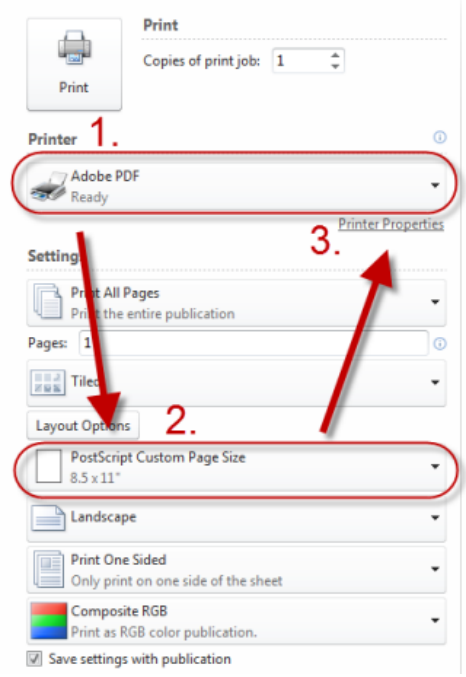
10. Click “Add/Modify”.
11. Still in **Printer Properties** “Adobe PDF Settings” tab, find the “default settings”. Press “edit” next to the “Default Settings”.
12. On the left hand side, press **Images.**
13. Under *Color Images* and *Grayscale Images* be sure the “Downsample” and “Compression” pull-downs are set to “Off.” Press OK and Save.



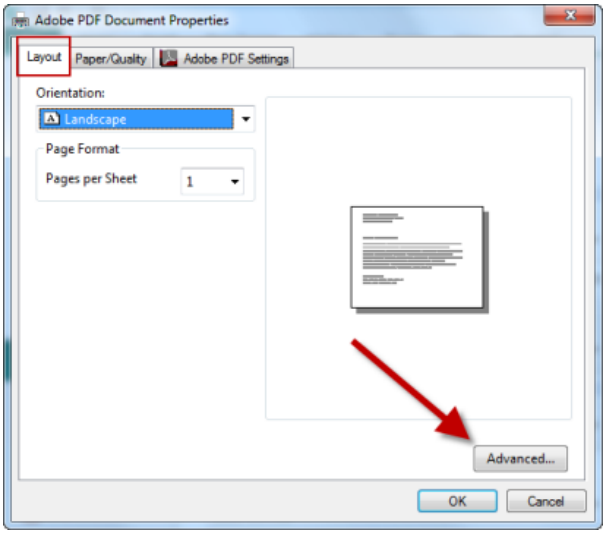
14. Press OK to get out of the Adobe PDF Document Properties.
15. Under the ***Settings*** heading below ***Printer***, there should be another dropdown menu with “GIS Poster” selected. If it still says “letter”, use the dropdown to change it to “GIS Poster”.
16. Change “tiled” to “One page per sheet”.
17. Once you are ready to save your pdf, press the “print” button. This will prompt a “Save As” Tab to open. Give your document an appropriate name and save it in your personal storage drive.
18. 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.
19. **Give your PDF file to a lab assistant for plotting using a USB flash drive.**

Troubleshooting

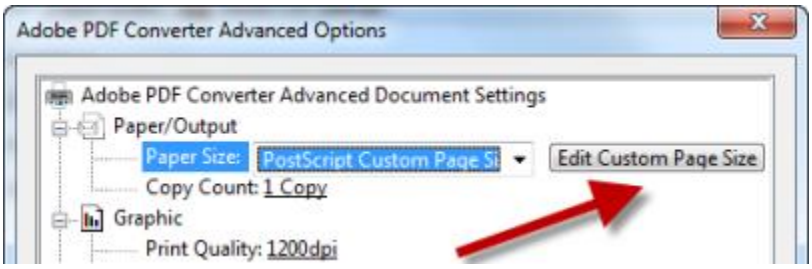
1. If you get an error message that the PDF printer is small causing pages to be split, *Cancel* and follow the directions below.
2. In Publisher, choose **File→Print.**
3. Set the Printer as **Adobe PDF** .
4. Set the **Paper Size** to **PostScript Custom Page Size**, then click on the **Printer Properties** button.



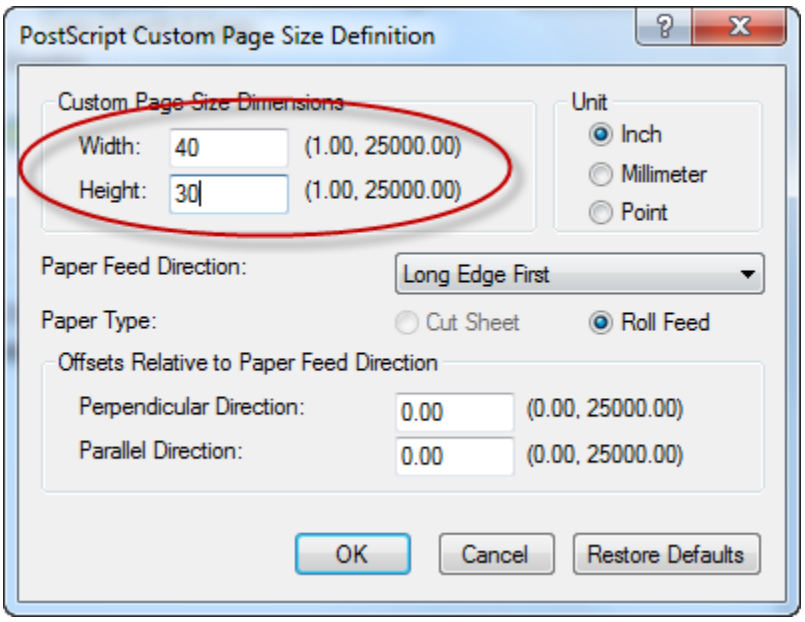
5. Go to the **Layout** Tab and click **Advanced.**



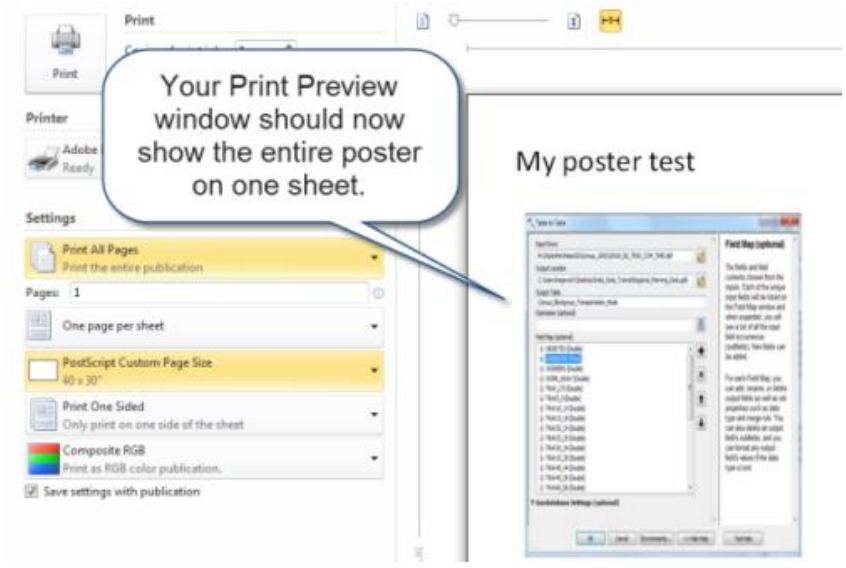
6. Click on **Edit Custom Page Size.**



7. Set the page size to 40x30:



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



9. Now, print the PDF again to create a new pdf. If you still get the error message, change the portrait/landscape setting under the File-Print window and try again.