



The UNIVERSITY of OKLAHOMA Health Sciences Center *College of Allied Health*

OUHSC CAH Poster Instructions 2021-2022

Please read this document carefully to help save you time and frustration.

The College of Allied Health uses the Academic Media & Digital Services print shop for our professional poster printing needs. **The AMDS print shop is located at the OUHSC library in room 251. (LIB 251).**

The following steps are *required* to fulfill requests for a poster print job

1) Preparing Poster

- Comply with technical instructions for poster design.
- Thoroughly review the poster for typos and other errors.
- Print a small-scale printout of the poster to check for typos.
- Correct all typos.
- Verify poster size.
- Save the file as the final version. Back up your file.

2) Poster Submission

- Allow a minimum of 3 full business days from the time of submission of the poster file to receive a completed poster.
- Requestee submits the poster file to be printed along with the Poster Printing Order Form to the faculty mentor, if it is a student request, who will approve. Faculty members submit to Department Chair.
- Requestor, Faculty Mentor, and Department Chair will receive a confirmation email from the Business office.

Internal Process Instructions

Faculty Mentors:

- *Approval is designated when the faculty mentor signs/types their name on the form on the requestee line and forwards the request to the designated departmental staff/faculty/chair.*

Department Chairs:

- *The department chair approves by signing/typing their name on the departmental approval chair line and forwarding it to the business office Jack-Thompson@ouhsc.edu.*

Business Office:

- *Business office staff fills out [AMDS Poster Printing Approval Form](#) and submits the form along with the poster file to AMDS @ amds@ouhsc.edu.*
- *An email to AMDS from the Business Office email is required for orders to be processed. In the email to AMDS include in the subject line the requestee name and the SUR number.*
- *Business office will copy the Requestee and Department Chair/Faculty Mentor on the submission email to AMDS.*

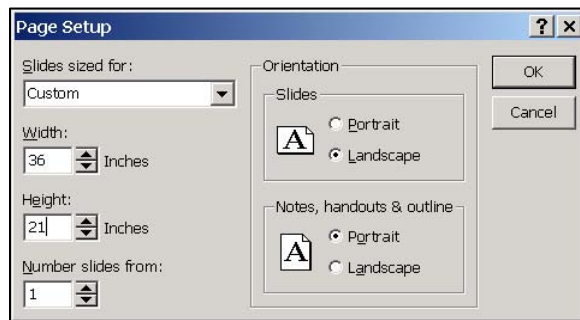
3) **Poster Pickup**

- The poster requestor or a departmental designee picks up the poster from AMDS (LIB 251). Please contact [AMDS](#) to confirm your poster is ready before pickup. It should be available for pickup 2 business days after you receive the Business Office confirmation email. 405-271-2318 / amds@ouhsc.edu

Required Technical Instructions

Poster Size

- 1) **Poster size needs to be selected before beginning the poster design** as it impacts resolution and layout decisions. See this website for more help in planning your poster:
<http://people.eku.edu/ritchisong/posterpres.html>



- 2) Available printer paper roll sizes are 24", 36", and 42" on photo quality paper. There is no limit on length.
- 3) Select overall poster size, height x width. This information must be provided on the order form. **The poster size must be calculated as inches**, not feet or cm. The following options are available:
 - 36" X 48" (print at 100% resolution) * **Most Common Size**
 - 36" X 56" (print at 100% resolution)
 - 42" X 36" (print at 100% resolution)
 - 42" X 56" (print at 100% resolution)
 - Custom size. Consult with [AMDS](#).
- 4) PowerPoint will only print 56" wide; **therefore, if you are making a poster wider than 56", you will need to reduce the page setup dimensions by half, and then we will print at 200%**. For example, to create a 42" x 72" finished poster size created in PowerPoint, the page setup should be 21" x 36" and then we will print at 200%. Resolution for graphics for this poster must be doubled and the print order MUST specify printing at 200%. See the order form below for additional information.

Color/Background

- 1) Posters are recommended to have white or pale-colored backgrounds with black or dark text.
- 2) Color may be used for image frames and graphics within the body of the poster.
- 3) **Standard template (36x48) is available here** - <https://www.ouhsc.edu/amds/Poster-Printing>
- 4) **Frequently asked questions**
<https://www.ouhsc.edu/Portals/1095/Documents/Poster%20Printing%20Frequently%20Asked%20Questions.pdf?ver=2018-09-10-162704-083>

Text

1) The title should be readable from a distance of 15-20 feet

- San-serif fonts are required for titles and section headers. Please select from one of the following san-serif fonts. The standard template is available for each of these fonts.
 - Arial, Lucida Sans, Tahoma, or Verdana
- Font size for titles should create 1.5" to 3" letters on the final poster (70 to 120-point size, depending upon font style).
- Font size for subtitles should provide 1" letters on the final poster (40 to 60-point size, depending upon font style).
- Sentence case is recommended for all titles (not title case or all caps). See <http://colinpurrington.com/tips/academic/posterdesign> for further discussion of "sentence case".
- Department, College, and University name are required in subtitles unless prohibited by poster competition rules.

2) All text should be readable from a distance of 6 feet

- Simple serif fonts are required for text. Please select from one of the following serif fonts. The standard template is available for each of these fonts.
 - Bookman Old Style (12-point)
 - Century Schoolbook (12-point)
 - Palatino Linotype (12-point)
 - Perpetua (14-point)
 - Times New Roman (12-point)
- Note that fonts vary in the compression or kerning of the letters. The shape of numbers also varies considerably across these five fonts.
- Font size should be at least 20-point for text, but you can also try 28-point or 36-point.
- Width of text columns should be between 40-60 characters (11-15 words).
- Use underlining *only* for web addresses ie, www.ouhsc.edu.
- Use italics as needed for *emphasis*, *citation titles*, and *Genus species*.
- Use bold as needed for **emphasis, headings, and titles**.
- For consistency, use spaces rather than relying on tabs for indention.
- Left-align text is easier to read than fully justified text blocks.
- First line indent and a left tab setting may be used to align the bulleted text that wraps to a second line.

Chart/Graphs/Legends

1) Plan to start with graphics with 300 dpi resolution.

- Determine image or graphic resolution.
 - Open file in Microsoft Photo Editor (or other image editing software, 30-day trial versions are readily available online).
 - With the cursor over the image, right-click and select “Properties”, OR
 - Go to “File” and select “Properties”.

2) Black and white line drawings (bitmaps) should be saved at 1200 dpi.

- If you are creating original line drawings, thick lines will generate better quality graphics.

3) Plan for a final print resolution no less than 150 dpi.

- Beware that most images or graphics from the Internet are saved at low resolutions (usually 72 dpi). These images will be blurry or pixelated if printed at a higher resolution or at dimensions larger than they appeared on a webpage.
- Be careful to maintain aspect ratios, so that a graphic does not get stretched or distorted in one or more dimensions. If you need the graphic to be a specific size or proportion, it is better to use a crop tool.
- Additional programs that can be used for image editing are Paint Shop Pro and Adobe Photoshop. To find the image resolution, select “Properties”.

4) Microsoft Excel is a good tool for creating graphs. It allows you to change the size, shape, color, font of almost any element by clicking on the item until it is highlighted. Once an element is selected, right-click to see available tools.

- Axis labels on graphs should use sentence cases.
- Title for graphs and charts:
 - Use legend box, OR
 - Use the same format as images and tables.

Images

1) Plan to start with graphics with 300 dpi resolution.

2) Final images should be no less than 150 dpi when printing 100% dimension.

3) Final images should be no less than 300 dpi when printing 200% dimension.

4) Use the “import” feature when adding images and graphic elements (*not copy/paste*).

5) Imported image size should match the image dimension on the finished poster.

- Reduce image file size to 3” x 5” if that is the size it will appear on the poster.
- Do not attempt to enlarge an image greater than its original dimensions.

Additional Technical Guidelines

Layout/Margins

- Respect the margins provided by the template.
- Generous white space makes the poster more readable.
- Set your goal at 20% graphics, 40% text, and 40% white space.

Software for Poster Creation

- PowerPoint
- Publisher
- Paint.net

File Formats

- .pptx – PowerPoint
- .pdf - Adobe portable document format
- .jpeg – Image file

Advice from other sources (links confirmed 10/06/21)

- From Colin Purrington, a faculty member at Swarthmore.
<https://colinpurrington.com/tips/poster-design/>
- Resources from Case Western <https://researchguides.case.edu/posterdesign/>
- NYU Libraries, How to Create a Research Poster
<https://guides.nyu.edu/posters>

Poster Submission Checklist and Instructions

- **Completed “Poster Printing Order Form”**
<https://www.ouhsc.edu/Portals/1095/Documents/Posterapproval.pdf?ver=2018-04-20-153836-510>
- Save your final poster to a USB thumb drive in either PowerPoint, JPEG, or PDF format.
- Send completed Order Form and Poster File to your faculty sponsor (student) or department chair (faculty).
- Take your USB thumb drive to AMDS offices located in the Robert M. Bird Library (LIB 251).
- The AMDS staff will preview your poster, then you will approve the artwork for printing.
- The poster requestor or a departmental designee picks up the poster from AMDS (OUHSC Library Rm 251). Please contact [AMDS](#) to confirm your poster is ready before pickup. It should be available for pickup 2 business days after you receive the Business Office confirmation email. 405-271-2318 / amds@ouhsc.edu