# **STUDENT** SCIENTIFIC POSTER GUIDELINES

Yale Printing & Publishing Services



Throughout your tenure at Yale it will be important to plan the printing of your scientific poster. We hope these guidelines will be informative and helpful when printing with YPPS.

### POSTER PAGES SETUP

#### 1. Size:

Typical scientific posters will be sized  $48" \times 36$ ." Please start your design with the final size desired. Posters created  $8.25" \times 11"$  will enlarge proportionality to  $48" \times 36$ ." PowerPoint maximum page size is 36"x56". If you need to create something larger, please design at a smaller size and scale to desired size when printing.

Page Size in PPT	Desired Poster Size	Enlargement When Printing
18″x30″	36″x60″	200%
24"x30"	48′x60″	200%
24"x36"	48″x72″	200%
24"x48"	48"x84"	200%

### 2. Border:

It is recommended to place your text or pictures about an inch away from the edge of your poster to ensure legibility and neatness.



- 2. Colors: Best legibility is achieved by using strong contrasts, for example dark text on a light background. Remember less is more when adding color to your poster. Stick to solid colors, as gradients can have unexpected print results, since PowerPoint is not built to handle color in this fashion.
  - Colors seen on your computer screen will not reproduce exactly as you see them
  - Blues can print more towards purple tones in PowerPoint
  - To create a good Yale Blue color in PowerPoint (R=19, B=59, G=110)
- 2. Fonts: When using fonts think about the viewing distance of your audience. If your fonts are too small they won't be visible and if they are too large they could distract the viewer from key graphics.

# **INSERTING IMAGES**

- **1. Inserting:** To maintain image clarity use the menu option Insert > Picture. Browse your computer for the selected image. Avoid performing a "cut & paste" as images will be of lesser print quality. Commonly inserted images are logos, shields, pictures, graphs, and tables.
- 2. Graphs & A tip for best quality tables and graphs created in scientific graphing programs are to make a TIFF file and import it into your PowerPoint. Excel graphics will reproduce fine as created.
- **3. Logo(s):** If your poster includes a logo(s), Yale must be represented by the word mark "YALE" not the shield. Yale School of Medicine (the proper way to reference the Medical School), is represented by the full color shield. Follow the link below to get the logo(s). We will review for quality and replace as needed before sending your poster to print. When sizing a logo please start from the corner, click and hold the Shift key to maintain proper proportion.



## ypps.yale.edu/download-graphic-files

Find your download (use .eps when available) save the compressed folder to your desktop and extract all.

# CREATING A FINISHED PDF FILE FROM POWERPOINT

- **1. Exporting:** Under the File menu choose Save As. Select a location, then under the drop down menu Save Type choose PDF.
- 2. Review: To ensure your file's images and text are represented clearly they can be viewed in Adobe Acrobat. Zoom into image using Acrobat at 400%. This will provide a realistic view on the print quality of your piece. Be sure to check each important image for clarity.

## SUBMITTING YOUR FILE

- Step A: Once your PDF file is ready for submission visit ypps.yale.edu to place your order.
- Step B: Start your order by clicking on Order YPPS Products and Services, then click Start a work order.
- **Step C:** Enter your NetID and Password and click Login.
- **Step D:** Enter Walkin into the blank second text box. and click Login.
- **Step E:** Under the icon Student Needs click on Large Format Posters.
- Step F: Enter your poster quantity in the Qty field, than press Return. Please answer the prompted question to the best of your ability and click Add to Cart.
- Step G:Click Submit files with this order and attach the print ready PDF you created.Once attached click Check Out to proceed.
- **Step H:** Follow the remaining prompts to verify your delivery information, and add additional information.

# **TRAVELING FOR A PRESENTATION?**



YPPS now offers a high quality, tube-free, and wrinkle-resistant, fabric poster solution. These new cloth posters allow for a worry free trip with less bulk! Simply fold up your poster and either tuck under your arm or place easily in a suit or briefcase.

Fabric posters are easy to display, just unfold and hang using either thumbtacks, presentation clips, or Velcro. If light creasing becomes noticeable use a low heat iron, and gently press over the fabric on the non-printed side. Posters can either print with Latex inks (non-washable) or Dye-sublimation (washable).

#### TIPS

1:	If traveling, posters should not be mounted on a board. Choose print or print and laminate. Your poster will then be rolled and packaged in a tube for transportation or you can order our new Fabric Travel Poster.
2:	Paper poster turn around time is 1-2 days from approval of the emailed PDF proof. Fabric Poster turn around is 2-3 days from the PDF approval.
3:	If any questions arise please contact your CSR. One will be assigned after your order has been submitted.

## PLACING YOUR ORDER

Online: ypps.yale.edu Phone: 203.432.6560 Email: yppssupport.edu

#### CONTACT FOR QUESTIONS

Phone: 203.432.6560 Email: yppssupport.edu