

## Printing

Please supply your files to us either as an email attachment to [enquiries@media-studio.co.uk](mailto:enquiries@media-studio.co.uk) or on a CD or USB stick.

### Costs\*

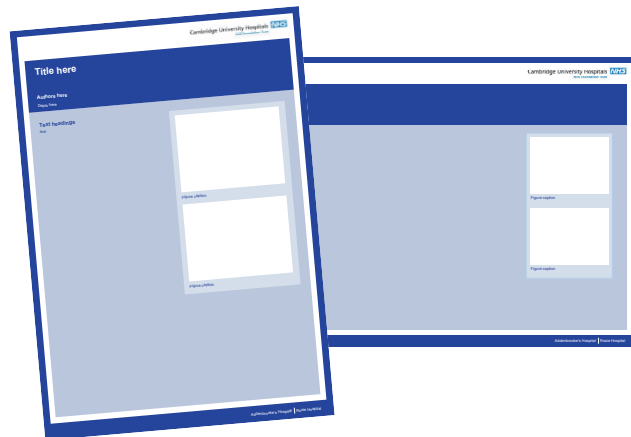
Poster printing only (matt paper)	Lamination (matt)	Total
<b>A0 (841 x 1189mm)</b>		
£33.85	£26.40	<b>£60.25</b>
<b>A1 (594 x 841 mm)</b>		
£20.25	£13.65	<b>£33.90</b>
<b>A2 (420 x 594 mm)</b>		
£14.25	£6.25	<b>£20.50</b>
<b>A3 (297 x 420 mm)</b>		
£7.25	£3.00	<b>£10.25</b>

A cardboard tube and strip of adhesive 'Velcro' dots are supplied with your poster. Plastic carry tubes are also available at £15.00 each.

### \*Express service

If you need your poster in less than four days there is an additional express charge of £30.00. This also does not allow time for a proof, so please be sure to check your poster thoroughly before booking the work.

Templates for CUHFT posters can be downloaded from [www.media-studio.co.uk/posters\\_sc.htm](http://www.media-studio.co.uk/posters_sc.htm)



## Fabric posters make travel easy!

Here's an answer for those who want to avoid carrying a poster tube on an airplane and avoid excess luggage costs: you can put the foldable fabric poster in your hand luggage.

Our lightweight woven polyester posters can be hung using adhesive 'Velcro' dots (supplied) for easy presentation and is resistant to creasing. Also, it has a matt water and scratch resistant surface which produces accurate colours and vivid pictures exactly the same as our paper posters give you.

### Costs

Poster printing on fabric	Total
<b>A0 (841 x 1189mm)</b>	<b>£65.25</b>
<b>A1 (594 x 841 mm)</b>	<b>£38.90</b>

## Payment

VAT will be added if applicable. If you have authorisation to charge it to a Trust or University Clinical School department, please supply an internal cost code and authorised signature. If you are ordering on behalf of an external organisation, please supply a purchase order on headed paper. We accept cash, cheques or BACS. Payment; terms strictly 30 days.

**All prices are current as of February 2012.  
Please check our website for up to date prices.**

### Contact or visit us at:

Media Studio  
Box 151, Level 1  
Addenbrooke's Hospital  
Hills Road  
Cambridge  
CB2 0QQ

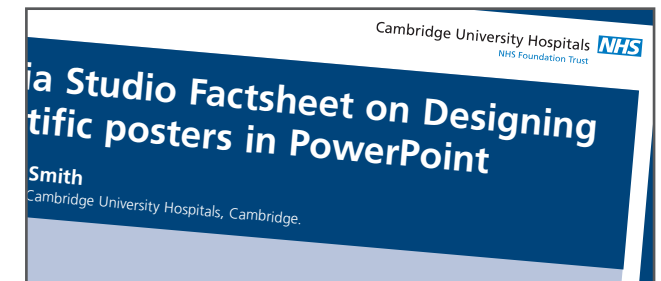
Tel 01223 216349  
Internal ext 2349  
email [enquiries@media-studio.co.uk](mailto:enquiries@media-studio.co.uk)

[www.media-studio.co.uk](http://www.media-studio.co.uk)



# Factsheet

## Designing scientific posters in PowerPoint



Media Studio offers a bureau printing service for producing posters. We can print, laminate and package your poster in a cardboard tube and supply 'Velcro' dots. We also provide a full design service should you wish us to create the poster for you.

This Factsheet offers tips and advice on designing your own poster in PowerPoint and information on our poster printing service.

**media studio**  
photography • design & print • room bookings • audio visual

## Before you start

Whether designing it yourself or providing us with content to create it for you, please check the requirements for your poster submission. A0 (1189 x 841mm) is the standard size and also fits comfortably onto American boards (2000 x 1000mm). It is important to check the orientation – landscape or portrait – since you might only be allocated sufficient width for a portrait-format poster.

## Structure of content

Academic posters should follow a similar structure to a scientific paper, with a title, authors' names, possibly an Abstract, then the body of the poster as follows: Introduction, Methods, Results and Conclusion. You might also want to add some key references. Work out a heading hierarchy, eg. main headings and sub-headings – two levels are normally sufficient. Visitors to a poster display will often spend only a short time reading each poster, therefore you should try to put as much of the data as possible into tables or diagrams to keep the amount of text to a minimum.

## Design service

The cost of the work depends on the complexity of the content and amendments required. Please arrange an appointment to speak with one of the designers and they will be able to advise you of the timescale and provide an estimate.

## Designing your own poster

### Page setup and layout in PowerPoint

The page should be set up at A0 and set to the correct orientation (go to File > Page setup). Alternatively, the file can be set up at any standard 'A' size and then enlarged for printing. Try to avoid using the 'On-screen show' setting as this does not enlarge correctly to A0. Remember that your images need to have sufficient resolution, otherwise they may be pixellated or blurry. The minimum image resolution is 300dpi at the final output size, so remember to consider this if you are scaling up your poster for print. Leave a margin of at least 10mm around the edge of the poster.

The title should be readable from at least a couple of metres away, so use lettering of at least 72pt. The authors' names can be around 56pt, using superscript numbers to refer to the authors' employing organisation. The main body text should be about 24pt. Templates can be found on our website at [www.media-studio.co.uk/downloads.htm](http://www.media-studio.co.uk/downloads.htm)

Set the body of the poster in three or four columns for landscape, or two for portrait format. Left-aligned text is easier to read than justified text.

Do not use text effects such as drop shadows, outline text, underlining or WordArt and avoid placing text over images as this can cause legibility problems.

### Colour

Try to restrict the number of colours you use to two or three. It is better to stick to one main colour and use different shades to separate information on your poster. However, make sure there is plenty of contrast between background and text and avoid red/green combinations that colour-blind people will find difficult to read. Avoid using transparency and graduated colour backgrounds; these do not always print well from PowerPoint and can cause problems with readability.

### Images

Charts and graphs can be drawn in PowerPoint: select Insert > Chart from the menu and enter the data, then use the various formatting options, but avoid unnecessarily complicated effects. Alternatively, create the chart in Excel or another program and import it: Insert > Pictures > From file. Deselect 'Snap to grid', in the Drawing menu, to allow more precise positioning of boxes.

You may want to place photographs or illustrations; the best formats are jpeg or tiff (.jpg or .tif). Images downloaded from websites often lack sufficient resolution for printing. They are also protected by copyright so permission must be sought to reproduce them. If you would like to use patient images you must obtain the patient's consent and show us written evidence of this when you request the work.

Do not copy and paste images from Word – always use the original image file. To rescale images in proportion, hold down the 'shift' key whilst you drag a corner of the box.

### Logos and identity

Logos should normally be positioned at the top of the poster. If you work for the Trust, the Cambridge University Hospitals NHS logo should be placed top right, the University of Cambridge logo can be positioned on the left. The University logo should always appear with both the crest and the text. Our templates already incorporate these logos on the master page and conform to the CUH corporate style. The corporate identity is important in promoting the Hospital's work and enhancing our reputation. Similarly other organisations may need to be represented on your poster with the inclusion of their logo. Please provide a high resolution file of any additional logos.

## Proofing

Proofing includes checking usage of logos, consistency of style and box alignment but we do not proof read your text. The cost for this service is £7.25 and we can email a PDF file or make a paper proof for you to check. It is important that you or a designated colleague are available to check proofs and authorise printing to go ahead.

It is advisable to check as much of the content as you can before you provide us with a file for creating or printing a poster. In particular, check that any special characters, such as Greek alphabet and scientific symbols, appear correctly on the PowerPoint slide.

If you do find errors when you receive our proof, please check before providing a revised file as we may have spent time on your PowerPoint file, and therefore it may be better for us to send a file back to you first.

We can make amendments for you for which there will be an additional charge. However, please note that we can not change any elements of the poster if it has been supplied as a pdf file.