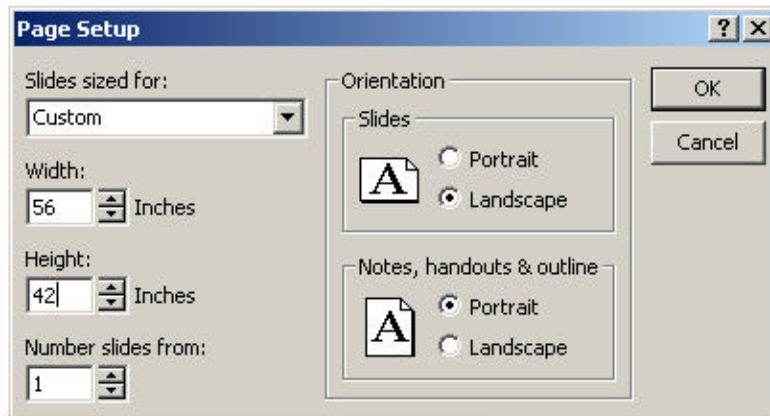


Preparing Academic Posters

We are often asked whether large academic posters can be printed from material prepared in **PowerPoint**. While PowerPoint is not the best editor to use (inasmuch as the maximum file size is limited), acceptable results can be obtained provided certain essential steps are followed in saving the file(s):

1. Within PowerPoint, go to Files, then Page Setup and make the following choices:



Slides sized for Custom

Width 56 inches (this is the maximum Power Point will allow)

Height 42 inches (or a similar dimension, based on the aspect ratio (height to width ratio) of your slides)

Even if you don't want to print a poster this large (in fact, we limit you to a 40" x 72" size), you should choose the largest size possible in order to get the sharpest possible text. (Click OK to save these choices.)

2. When you are saving your file(s), save it as a TIFF (Tag Image File Format) file.

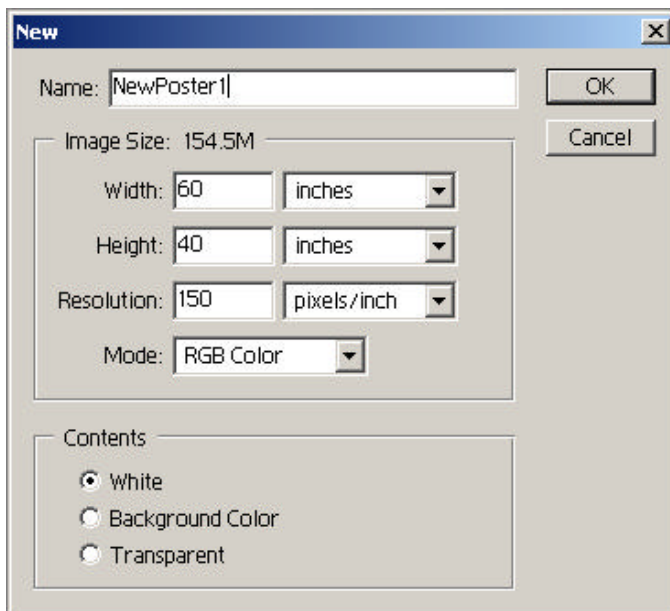


If you have more than one slide, the system will ask you if you want to save all slides in your presentation. Answer "no"; if you have more than one slide, you will need to select each slide separately and save each, one at a time.

PowerPoint is an ideal choice for poster preparation for many academic professionals inasmuch as they already have an excellent understanding of how the program works. Our only objection to PowerPoint is that it will not save files with adequate resolution for highest quality large prints. Ideally, we would like to see files at no less than 150 pixels per inch (at the size at which they will be printed). The best that PowerPoint will do is 96 pixels per inch. Posters made from PowerPoint slides, following our recommendations are “good” but not ideal.

To obtain the best possible poster, we recommend using a good photo editor, such as Adobe **Photoshop**, or Jasc (now Corel) PaintShopPro. Most professionals find that the learning curve for Photoshop is very tedious, at best. However, 98% of the functionality of Photoshop need not be fully understood to make good academic posters. We offer a few pointers for use with Photoshop:

1. When starting the poster, go to “Files”, then “New”.



Enter your desired poster size, and choose “inches” for the units.



Choose at least 150 pixels per inch for the resolution.

Use RGB Color for the Mode.

In this example, the width will be $60 \times 150 = 9,000$ pixels and the height will be $40 \times 150 = 6,000$ pixels, for a 54 Megapixel image. When saved uncompressed, this will produce (as is indicated under “image size”) a 154.5 Megabyte image.

That’s a large file, but it can be managed.

2. If you are trying to add text or accomplish some other operation and nothing happens, go to “Layer” and then choose, if possible, “flatten image”. As an alternative, you can choose, under “Window”, “Show Layers”, and choose the layer that you wish to be active. Many find this fairly confusing, so flattening the layers is usually easier. When nothing happens, the problem is usually that when you added a new component to the image, Photoshop created a new layer for you. In order for editing to be successful, the proper layer must be selected. If you flatten the image, everything flows into one layer, so you are sure to be operating in the correct layer.

3. It is usually easy to copy and paste into Photoshop various photos, charts, etc. If you wish to copy and paste text, first select the text tool and choose font, size, color, etc. Click on the image to locate a starting point. Then copy and paste in the text.
4. If you paste in a photo, and it's not the right size, type ctrl-t. (hold down ctrl and type "t"). That will enable you to change the size of the object.
5. When you make a mistake, choose "Edit"  "Undo" or "Edit"  "Step Backward".
6. When you are done, save the file first as a Photoshop (PSD) file (for your own use later, in case you want to make corrections), and then as a JPG file. You might wonder why we recommend JPG, when we recommended TIF for use with PowerPoint. Photoshop provides the means to save a "high quality" JPG file, whereas PowerPoint does not. Moreover, the TIF files that PowerPoint generates are fairly small files. Photoshop will probably ask for some additional details for how to save the JPEG file. It will want a number from 1 to 12 to indicate quality. Choose 12. It will also want a format. Choose Baseline (Standard). (Prints made from properly prepared JPG files are usually indiscernible from prints made from TIF files. Yet the JPG files can usually be uploaded in about 1/20 the time.)

If you are unsure how to transmit files to us and/or order prints, there is another PDF file (UploadingOrdering.PDF) which might be useful. Or, the FAQ's on-line might be equally helpful.

If you have any questions or comments, please do not hesitate to contact us at custservice@BigPhotoHelp.com

(c)2006 Automated Photo Technology, Inc.