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Creating Professional Posters

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For more handouts and tutorials, visit http://guides.library.msstate.edu/dmc
Open Publisher

Go to File > New > More Blank Page Sizes > Custom > Create New Page Size
Enter the *Width and Height* for your poster. 

Our Sample is *Width* = 72 and *Height* = 44 

Click OK

![Create New Page Size dialog box](image)

Set the margins to give yourself a guide around the edge of your poster. Even though most large format printers can print to the edge of the page, you want to keep your text and images away from the edge so nothing gets cut off. Margins for posters can be anything from 0.5” to 1.0” depending on your design.

Setting *Column Guides* can help with placement of information in your poster. 

On the *Page Design Tab* choose *Guides*
From the *Guide Options* choose *Grid and Baseline Guides*

Choose the number of column guides you want. > click **OK**

Our Sample **Columns: 4**

The **Spacing** can be set to the same size as your margin. If you are keeping your information in columns this will give you guides for equal spacing between the columns.
Your document with guide layout will appear and should look like the one below.

Enter *Title* by drawing a text box the width of the poster.

1. **Home Tab** > 2. **Click on Draw Text Box Button** > 3. **Holding left mouse button drag to create text box**

Select font style, size, and color

Enter your *Title, Author, Institution*
Fill Text Box with color. 1. Select **Text Box** > 2. Click on **Drawing Tools Format Tab** > 3. Click **Drop Down Arrow** on **Shape Fill** > 4. choose a fill color

If you want a specific fill color such as the official MSU Pantone color choose **More Fill Colors** > **Color dialog box will appear** > click the **“PANTONE” TAB**

In the **Lookup Pantone color or swatch box** enter “202” > click **Find**

Your new color will appear under “new” > click **OK**
Your Title Text Box will now be filled with your new Pantone Color as below.

To change the color of your text, select text > Click **Home Tab** > Choose **White**

Entering Colored Panels. **Home Tab > Shapes > Rectangle**
With your mouse drag a rectangle in the area you want the first panel to appear.

With shape selected right click > copy > right click > paste >

With shape selected right click >

Repeat these steps until you have four rectangles in each panel.
Move panels in position and select 2nd and 4th by clicking on the first shape, hold down shift then select the second shape. and use the steps to change the color of those shapes.

Aligning Shapes

Select all Shapes by clicking on 1st shape hold down Shift and click the additional Shapes.

On the **Drawing Tools Format Tab** Click **Align** > Choose **Align Top**
Enter Abstract text in First Panel. **Draw Text Box** > choose **Font Size** > **Type Text**

If you choose to change the color of your font you can refer back to those steps we covered on page 8 for changing font color.

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**Abstract**

This is an innovative activity in embedded Business Librarianship. The Business Librarian at Mississippi State University had an opportunity to reach out to the university community by teaching a one-credit financial literacy course *Money Talks: Don’t Let Yours Say Goodbye* for freshmen in the 2010 Fall term. In this case study, the librarian served as a faculty teacher and an instruction librarian to teach the students financial literacy as well as information literacy. The course curriculum was embedded with a library orientation to introduce the library services. Pre- and post-course assessments were conducted to analyze the students’ learning level in financial knowledge and the level of familiarity with various library services. The course also drew significant attention of the teaching faculty and the librarian was invited to serve on a university committee.

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**Line Spacing.** **Select text** > **Home Tab** > **Line Spacing** > **Choose appropriate spacing**
If your spacing looks “off” you may need to change some other options within the Paragraph Dialog box. To check for correct settings go to **Home Tab > Paragraph Dialog Launch Button. Make sure in Line Spacing that “After paragraphs is set to “0”.

If spacing still looks “off” you may need to adjust the “between lines” spacing.
Inserting Pictures. *Insert Tab > Insert Picture > Insert from file > Choose file name*

Picture Border. *Select image > On Picture Tools Tab choose Picture Border drop down > Choose color.*

Picture Border Weight. *Select image > On Picture Tools Tab choose Picture Border drop down > Weight and Select a weight point size.*
By continuing to follow the steps we have gone through for entering shapes, text, changing font colors, adding images and image borders you should be able to continue with each panel and complete your poster.

To Save as PDF. **File Tab > Save as Adobe PDF > File Name > Save**
Conference Poster Design Cheat

Best Software Programs to use to create posters:
- Microsoft Publisher
- Adobe InDesign
- Adobe Illustrator

Worst Software Programs to use to create posters:

Microsoft PowerPoint
- Reasons Why PowerPoint is not recommended
- Getting correct sizing is not always possible
- PDF High Quality setting is not always possible
- Images and Charts move from original placement

Microsoft Word
- Reason Word is not a recommended
- Not designed for copy and layout
- Word is a word processor
- Text wrap can be a problem

Poster Size

Your conference or professor usually gives guidelines for the size poster they require. **You must set your document up from the beginning to be that size.** You cannot create a poster with dimension such as 8.5 X 11 and print to be a 52 X 44 size poster. Setting the correct size of your post is crucial in the beginning.

Margins

Allow at least 1/2 to 1-inch margin for your poster. If text, graphs or images are too close to the edge the printer may cut them off.

**REMEMBER:** Always check with your conference rules for required size of title heading content heading and body content font sizes.

Official Mississippi State Colors and Logo Usage

Can be and SHOULD BE seen on the Visual Identity Standards Page: http://www.opa.msstate.edu/identity
Information regarding university and departmental logo sizes, color and other items can be found here.

DMC Wide-Format Printing

For information about printing oversized banners, posters, presentations etc. in the Digital Media Center visit: http://lib.msstate.edu/documents

Pricing

- Presentation Matte Paper = $7.50 per linear foot
- Photo Paper= $10.00 per linear foot
- Polysynthetic Vinyl Paper= $10.00 per linear foot
Save and Submit in a PDF Format

Regardless of the program you use to create your poster, you must save it as PDF when you are ready to submit it in for print. By creating a PDF, you are ensuring the correct fonts will be printed, as well as setting your images, graphs, charts and text in its correct place.

PDF- A Universal File Format

A PDF (Portable Document Format) file is the most reliable, efficient way to share documents across platforms—Windows, Macintosh, or UNIX. The layout, content, fonts, and graphics in your file are preserved and can be viewed and printed. Adobe Acrobat is one of several software applications that can convert just about any type of file into the PDF format.

If you are uncertain of what acceptable "high quality PDF print options are consult with your printing company to get their specific PDF file settings or get their "job options"

Ordering Prints:

Visit http://lib.msstate.edu/documents

Place your order Mon-Fri, 8:00am - 5:00pm. Please allow 3 work days for completion.
Please use the "Upload your file" button to send your file for print.

Support

Your library is here to help you achieve the most professional work possible. The Digital Media Center (DMC) will gladly schedule a workshop for large or small groups. We also offer one-on-one consultations. Please call Stephanie Agnew 662-325-8867 to schedule assistance.

IMPORTANT REMINDER

The DMC does not alter or manipulate any files and all projects are printed "as is." The DMC is not responsible for the quality of the graphics provided.
DIGITAL MEDIA CENTER

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The Digital Media Center offers workshops, one-on-one instruction and an open lab to the faculty, staff and students of Mississippi State University. Choose from one of our regularly scheduled workshops, or allow us to customize a workshop for your class, office or research team. If you need less formal training, ask about a one-on-one session, or simply check out our multimedia lab where our multimedia computers (both Macs and PCs) are equipped with the latest in graphic and web authoring software, scanners, music composition keyboards, video and audio capturing capabilities and more. Our trained staff is available seven days a week to assist you in the design and creation of your projects and presentations. For more information, visit our website at http://library.msstate.edu/dmc

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