

Best Practices for Creating your Digital Poster

Creating the poster:

1. **Slide orientation and Resolution:**
 - Set the slide to be landscape orientation
 - Use a high resolution (e.g., 1920x1080 pixels or higher) to ensure clarity
2. **Simplicity and Clarity:**
 - Keep the design clean and uncluttered.
 - Use ample white space to avoid overcrowding and enhance readability.

Text and Typography

1. **Font Size:**
 - Use large fonts to ensure readability from a distance. Headlines should be 48-60 points, subheadings 24-36 points, and body text 12-24 points.
2. **Font Choice:**
 - Select sans-serif fonts for better legibility on screens (e.g., Arial, Helvetica, Calibri).
3. **Contrast:**
 - Ensure high contrast between text and background to enhance readability. Light text on a dark background or dark text on a light background works well.

Images/Graphs

1. **High-Quality Images:**
 - Use high-resolution images/graphs to avoid pixelation on the large screen.

Saving the file

1. **File Format:**
 - Open the PowerPoint Preference dialog box, click General. Under Print Quality (Paper/PDF), make sure the desired quality is high.
 - Save the PowerPoint as a PDF.

Please view your PDF on a large monitor (preferably a 50in or larger) before submitting for your own QC process.