MD Anderson’s Scientific Poster Templates

We’re all responsible for how we impact the MD Anderson “brand” — who we are and what we do — every day. More than just a logo, our brand underpins all aspects of our business. MD Anderson has editorial and branding standards for scientific posters, that we are all required to adhere to.

The standard for scientific posters is to use one of the branding colors, the photo included with the template is for placement purposes only, you may use a photo of your choosing or select a stock photography image from the Medical Graphics & Photography Website. There is not standard for the inside of the poster, except for a white background.

Please call Medical Graphics & Photography at 713-794-1711 if you have any questions.

48” x 48” 4 columns
Using PowerPoint Templates

Add your template to AutoContent Wizard.
1. Under File on the menu, click New, and then click the General tab.
2. Double-click AutoContent Wizard.
3. Click Next.
4. From Category select where your template is to be displayed. You cannot add to the All or Carnegie Coach categories.
5. Click Add.
6. Retrieve the template you are adding and click OK.

Page Set-up
PowerPoint limits page set-up size to a maximum of 56". An easy alternative is to scale down the size when creating a poster and when printing enlarge proportionately.

Example: A poster which should be 72" X36" could be created at 36" X 18" and printed at 200%.

Using Type
The use of type is one of the most important things to consider when creating posters. Choices for fonts, type size, and type color can be found on the Formatting tool bar.

The three fonts preferred in the institutional standards are:

Arial, Helvetica, Goudy

Graphs, Tables, Charts and Other Inserts
When creating posters in PowerPoint, your graphs, tables and charts work best if they are also created in PowerPoint.

Graphs and charts
On the Standard tool bar click Insert chart or double-click a chart placeholder. Microsoft Graph will display a sample chart and “datasheet” which shows where to type your own row and column labels and data.

Organization charts
On the Insert menu, point to Picture, and then click Organization Chart. You can also double-click a placeholder in the New Presentation menu. Use the Organization Chart tools and menus to design your chart.

Inserting scans and images
When inserting images from files, go to Picture and click From File. Locate the file you will be using from the Insert Picture window and click Insert. For images to print optimally from PowerPoint they should be scanned at least 100 DPI and no more than 300 DPI for final size when printed.
Adobe Illustrator Templates

We have created several templates in Adobe Illustrator 9.0. It is our hope that these templates will aid you in laying out your scientific poster presentations. Illustrator is a vector-based program, which in simple terms means that the graphics created/placed in Illustrator are scalable to any size without loss of image quality. This allows you to create your poster at a smaller size and enlarge it as much as needed. (NOTE: The image quality is determined by the output resolution of the output device (printer). The only thing you need to remember is that your placed images (digital photos, scanned images, gels, etc.) will need to be prepared to be at least 100 dpi at the final output size (your final poster size). This is the minimum image resolution required to print to most large format printers. These images can be placed into your document and reduced to fit the layout. Again, this will not effect the image quality.

Templates Variations

We have created three layout choices with two different column options for each. All of these can be enlarged to accommodate any standard poster presentation size. Below are the various template sizes with an example of percent of enlargement and size.

- Horizontal 4" x 8" 36" x 72" (900%) 42" x 90" (1050%) 48" x 96" (1200%)
- Vertical 4" x 8" 36" x 72" (900%) 42" x 90" (1200%)
- Square 4" x 4" 36" x 36" (900%) 42" x 42" (1050%) 48" x 48" (1200%)

We also have created 3 variations and color schemes, using the approved M. D. Anderson graphic standards.

Starting A New Poster Using the Templates

Open the Adobe Illustrator application. Under the file menu, click Open. Next, browse to the folder of templates that you downloaded to your computer (see Medical Graphics & Photography’s CD or website for assistance), double click on the template you wish to open. You will see a file on your screen similar to the one shown in figure 1. Once you have opened a template do a Save As (located under the file menu) and name your poster, saving it to your hard drive. We recommend creating a new folder where you can place your poster and all the additional files needed to build your poster. These files will be required to print your poster. The files will be located in one convenient location when you are ready to send your poster out to be printed. Please remember to supply the vendor printing your poster with the removable media (ZIP, CD, Jazz) containing all your poster files (please include any fonts used) and a printed hard copy of the final poster (this can be an 8.5"x11", 9.5"x14", or 11"x17"). If you don’t have a color printer, a black and white print will suffice, but the printer obviously will not be able to match your colors. That is why using PANTONE colors is a good idea.

Working With the Templates

Once you have named and saved your poster file, you are ready to start building your poster using the template. We have created the poster templates using a template layer. The template layer contains guidelines for the border and the column areas, this will assist you in maintaining proper spacing and alignment. To view this, go to Window/Show Layer in the menu bar. The layer palette will appear.

The template layer will be locked. You can unlock it by clicking on the lock icon, but we recommend leaving this locked while you are working on the poster. To view your poster without the guides, you will need to click on the box to the left of the lock icon. This causes the template layer to disappear.

NOTE: This Guide Template Layer will not print.
Importing Text
Text can be copied and pasted from a Word or PowerPoint document into the template. To do this, open your Word or PowerPoint document and select the text you want to import. Copy this to the clipboard (Ctrl+C for PC users, ⌘+C for Mac users). Select the text you want to replace on the template (WARNING: The text you are importing will take on the attributes of the very first character you have selected on the template). Paste the copied text (Ctrl+V for PC users, ⌘+V for Mac users). The text will replace all the selected text of the template. Wasn’t that easy?

Importing Charts and Graphs
Illustrator will also enable you copy and paste graphics, but the process is slightly different than copying and pasting text. Open your PowerPoint or Word file, select the entire graph (Ctrl+A for PC users, ⌘+A for Mac users), and copy it to the clipboard. (NOTE: You may want to create a new Illustrator document and paste your PowerPoint/Word graphic here and save. You can now copy and paste from this new document into your poster. Doing this will allow you to make any formatting/size changes prior to inserting into your poster.)
When you copy and paste graphics from PowerPoint their backgrounds do not copy, so you will need to recreate these in Illustrator if desired.

Importing Images
To import photographic digital images into Illustrator, you will need to have the images prepared exactly as you wish them to print. Using Adobe Photoshop or PhotoEditor you will need to crop, size and color correct the images (make sure the resolution of the image at final print size is at least 100 dpi and there is no need to make them any higher than 300 dpi). Once you have the image prepared, save it into your poster folder as a RGB eps file. Next, you will paste this image into your poster using the File/Paste pulldown command. Your image will need to be sized and positioned using the selection tool while holding down the shift key to constrain the image.

Important Commands

Constraining Elements:
- Holding the Shift key:
  a) rectangle tool – creates perfect box
  b) square tool – creates perfect square
  c) pen tool – constrains to straight line
  d) scale tool – size remains constrained
  e) selection tool – enables you select multiple items
  f) rotation tool – constrains rotation to 45° increments
  g) with any tool – changes tool to hand tool to enable you to move page

Locking/Unlocking Elements:
- Control/Option L – locks selected item
- Alt/Command L – unlocks selected item

Arranging Elements:
- Shift/Control J – move selected item to front
- Shift/Control [ – move selected item to back

Copying Selected Items:
- Control + C – copies selected item to clipboard
- Control + V – pastes copied item on top
- Control + A – pastes copied item in center of viewing area

Viewing Size:
- Control + 0 – Fit In Window
- Control + 1 – Actual Size
- Control + – Zoom In
- Control + + – Zoom Out

Converting Text to Paths:
- Shift + Control/C – Converts Type to Outlines
  (NOTE: Always use “SAVE AS” and rename document so that you can go back and edit text)

Undo and Saving Commands:
- Control + Z – Undo
- Control + S – Save
- Shift + Control + S – Save As
The Illustrator Toolbox

- selection tool: enables you to select entire objects
- lasso tool: draw around objects you want to select
- pen tool: lets you draw objects using bezier curves*
- ellipse tool: lets you draw ellipses, polygons, stars, and spirals
- rotate/twirl tools: enables you to rotate or twirl objects
- eye dropper/paint bucket tools: select and fill color
- hand/page/measure tools: moves entire page/printing setup/measuring
- direct selection tool: enables you to select parts of objects
- direct select lasso tool: draw around part of objects you want to select
type tool: for typing or inserting copied text
rectangular/rounded rectangle tool: creates boxes
pencil/erase tools: draw objects/erase objects
scale/reshape tools: scale objects
graph tools: lets you create graphs
gradient tool: lets you adjust gradient blends
scissors/knife tools: cuts objects
zoom tool: zoom in or out** of view
fill: fills selected object with selected color
stroke: strokes selected object with selected color

Working With Palettes

Type/Character...
lets you control typefont, size, leading and spacing

Type/Paragraph...
lets you control paragraph alignment (flush left/centered/flush right/justified)

Window/Swatches Libraries/PANTONE Uncoated
lets you select PMS colors to fill or stroke objects

Window/Show Color
lets you control selected colors (also Transparency, Stroke, and Gradient)

Helpful Websites:
Adobe Products Training: http://www.adobe.com/misc/training.html
Adobe Online Training: http://adobe.elementk.com/
Keep it Simple
Establish your objective, define it with a simple unambiguous title, and stick to your focus throughout your presentation. Avoid extraneous details that do not relate to your main point. The general theme of your poster should be absorbed by the reader in no more than five minutes. Your poster should include sufficient text and captions to carry your message. Keep the text at a minimum and of a size that is easily read. We recommend a minimum of 36pt type for titles, a minimum of 24pt type for body content and a minimum of 18pt type for captions.

Present Points in a Logical Sequence
Haphazard arrangement will cause confusion. Avoid placing items out of sequence just to achieve an attractive design.

Avoid Complexity
If you are working with a complicated subject, your goal should be to make it as simple and as straightforward as possible. Well thought out organization is key to a successful poster.

Use Your Space Effectively
Your poster will be competing for attention with several hundred others. The scientific poster is primarily a teaching aid and not a scientific manuscript. The reader will see the total poster and be effected by its overall appearance. Therefore, a cluttered poster with a minimum of images will be passed by. The reader will focus their attention on whatever portion of the poster catches their eye first. Visually attractive posters make the potential audience stop to look further. Too much color and too many details will turn them off.

Remember Your Audience
Plan your layout so that people can read from top to bottom, moving from left to right. Avoid having horizontal rows that require the viewer to move back to the left side to read through the poster. Not all the portions of your poster are equally accessible to the eye. Your most important materials should be in the optimal viewing area, about 15 inches above and below eye level.

Artwork and Design
Creative and attractive artwork adds to the visual impact of any poster. Be sure that drawing and illustrations are large and bold enough to be viewed by persons standing several feet away. Use color to add to the appeal of your poster. Be aware that certain color combinations such as red type on blue backgrounds may not be visible to people who are color-blind.

Estimated Costs for Printing and Lamination
Our price includes inspecting and editing the poster to ensure that the graphic standards are upheld, including the quality and placement of the M. D. Anderson logo, as well as, the quality of photos, graphics, and text.

Here is a chart based on our current price of $7.00 per square foot:

<table>
<thead>
<tr>
<th>Finished Size</th>
<th>Printing</th>
</tr>
</thead>
<tbody>
<tr>
<td>36&quot; x 36&quot; (3' x 3'-9 sq. ft.)</td>
<td>$63.00</td>
</tr>
<tr>
<td>36&quot; x 72&quot; (3' x 6'-18 sq. ft.)</td>
<td>$126.00</td>
</tr>
<tr>
<td>42&quot; x 42&quot; (3.5' x 3.5'-12.25 sq. ft.)</td>
<td>$85.75</td>
</tr>
<tr>
<td>42&quot; x 90&quot; (3.5' x 7.5'-26.25 sq. ft.)</td>
<td>$183.75</td>
</tr>
<tr>
<td>48&quot; x 48&quot; (4' x 4'-16 sq. ft.)</td>
<td>$112.00</td>
</tr>
<tr>
<td>48&quot; x 96&quot; (4' x 8'-32 sq. ft.)</td>
<td>$224.00</td>
</tr>
</tbody>
</table>

* Lamination is extra and prices vary depending on type and thickness
Medical Graphics & Photography prices effective as of 10/10/05
How Big Will My Type Be?
We have built our templates at a reduced size, so each will need to be enlarged to print to the necessary size. The PowerPoint templates have been built at half scale, so you just need to remember that the type used will be twice as large as indicated. The Illustrator templates have been created at a much more reduced size.

Templates Variations
We have created three layout choices with two different column options for each. All of these can be enlarged to accommodate any standard poster presentation size. Below are the various template sizes with an example of percent of enlargement and size.

- Horizontal 4” x 8”
  - 36” x 72” (900%)
  - 42” x 90” (1050%)
  - 48” x 96” (1200%)

- Vertical 4” x 8”
  - 36” x 72” (900%)  
  - 42” x 90” (1050%)
  - 48” x 96” (1200%)

- Square 4” x 4”
  - 36” x 36” (900)
  - 42” x 42” (1050%)
  - 48” x 48” (1200%)

Scaling of Type

<table>
<thead>
<tr>
<th>Template Type Size (pt.)</th>
<th>Printed at 900%</th>
<th>Printed at 1050%</th>
<th>Printed at 1200%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pt.</td>
<td>9 pt.</td>
<td>10.5 pt.</td>
<td>12 pt.</td>
</tr>
<tr>
<td>3 pt.</td>
<td>27 pt.</td>
<td>31.5 pt.</td>
<td>36 pt.</td>
</tr>
<tr>
<td>4 pt.</td>
<td>36 pt.</td>
<td>42.0 pt.</td>
<td>48 pt.</td>
</tr>
<tr>
<td>5 pt.</td>
<td>45 pt.</td>
<td>52.5 pt.</td>
<td>60 pt.</td>
</tr>
<tr>
<td>6 pt.</td>
<td>54 pt.</td>
<td>63.0 pt.</td>
<td>72 pt.</td>
</tr>
<tr>
<td>7 pt.</td>
<td>63 pt.</td>
<td>73.5 pt.</td>
<td>84 pt.</td>
</tr>
<tr>
<td>8 pt.</td>
<td>72 pt.</td>
<td>84.0 pt.</td>
<td>96 pt.</td>
</tr>
<tr>
<td>9 pt.</td>
<td>81 pt.</td>
<td>94.5 pt.</td>
<td>108 pt.</td>
</tr>
<tr>
<td>10 pt.</td>
<td>90 pt.</td>
<td>105.0 pt.</td>
<td>120 pt.</td>
</tr>
</tbody>
</table>
1. Use your Abstract as an outline. Use a sentence or two from each section of the abstract (Introduction, Methods, Results, Discussion/Conclusions) to jump start the text for the poster sections.

2. Consider the questions provided on the “Content Checklist” for each section. The order in which you develop the sections does not matter; start where you are comfortable. Answer the questions suggested, and add information as necessary.

3. With the answers to the suggested questions, write a descriptive draft (full sentences and paragraphs) for each section.

4. Using the highlighting tool in Microsoft Word to highlight the major points or steps in the descriptive draft or, if you prefer, print the descriptive draft and highlight the major points by hand.

5. Copy these points or steps to a separate page and apply the bullet or numbering feature.

6. Do an initial edit. Delete unnecessary articles, e.g., a, an, the; replace long words with shorter synonyms, reconcile inconsistencies, eliminate redundancies, etc.). But include all the information you think is necessary. You will have another opportunity to copy fit (add or delete) text; by then, you will have worked with the copy enough to know how to judiciously modify it. This is your working textual draft.

7. Review your working draft. Make sure there is a logical flow between bulleted items and a complete, sequential flow between numbered items.

8. Decide what visuals you want to use (photographs, illustrations, tables, charts). Generate them or sketch them on paper in the approximate size they will be used. This is your working visual draft.

9. Decide what “picture” you want to create: what element of the poster should be the focus; how you want to “lead” the audience’s eye across the layout; what you want the audience to “see” first, then second, then third, etc.

10. Leaving space for a title and author block and your Abstract, tape the working textual and graphic drafts to an actual 4 ft x 8 ft poster board you have prepared or a mock-up of this size poster.

11. Mark up your working drafts to indicate where you need to cut or add or delete copy. Use the editing guidelines suggested in item 5 above. Remember that the font size of text on the actual poster will be about twice as large as the font size you will use in your Microsoft Word drafts. So 1 working draft sheet of paper will essentially cover twice its size on the actual poster.

Draft size (12 pt type)

Metastatic Cancer

Actual poster size (24 pt type)

Metastatic Cancer

12. Rearrange the sheets of paper on the actual or mock-up poster until you have achieved the desired design—one that has a balanced mixture of textual elements, visual elements, and white space.

13. You will probably repeat steps 10 and 11 several times before you feel satisfied that you have a comprehensive yet concisely written textual elements and attractive complementary visual elements. This is your final draft.

14. You are now ready to produce your poster.
<table>
<thead>
<tr>
<th>Graphic</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table</td>
<td>Shows raw data or data that don’t fit into a simple pattern</td>
</tr>
<tr>
<td>Pie chart</td>
<td>Shows relationships of parts to a whole</td>
</tr>
<tr>
<td>Bar chart</td>
<td>Shows general relationships and trends; compares proportions and amounts</td>
</tr>
<tr>
<td>Line graph</td>
<td>Shows trends and changes over time</td>
</tr>
<tr>
<td>Flow chart</td>
<td>Simplifies processes and methodologies; explains an order of command</td>
</tr>
<tr>
<td>Photograph*</td>
<td>Visually depicts a technique, procedure; can provide a personal touch</td>
</tr>
</tbody>
</table>

*Permission must be obtained before a photograph of a patient can be used.*
Introduction

- What is the problem?
- Why is it important?
- Who is it important to?
- What were my objectives?

Methods

- Who were the subjects?
- What materials, cell lines, or animals were used?
- When and where was the study conducted?
- What experiments were performed?
- What unique routes of investigation were used and why?
- What are the principles governing the technique?

Results

- What happened?
- What did I learn?
- What problems did I encounter?

Discussion

- What is relevance of the findings?
- What are the possible effects of the findings?
- How can the new information be used?
- What are the implications for further research?