

Guidelines for Poster Production

The department of Visual Communication Services (VCS) offers design and printing of color or black-and-white large-format posters (up to 4 feet high × 8 feet wide). Please contact Melissa Mayo at 832-355-2768 or e-mail mmayo@heart.thi.tmc.edu for more information.

How to Organize a Poster

Follow a traditional, research-based model that includes title, authors, institutions, abstract (if required), introduction or background, materials and methods, results (including tables, graphs, illustrations, and photographs), and conclusions. However, do not include your entire paper on your poster. Avoid long paragraphs of text. Use bullets whenever possible, especially in Methods and Results. Presenters are encouraged to contact Marianne Mallia in Scientific Publications at 832-355-6776 for help writing the poster.

What to Submit

- *Poster Guidelines.* Each conference, society, or organization provides layout guidelines for poster sessions (eg, the poster size, if an abstract is required, etc.) Please submit a copy of the guidelines with your order.
- *Text and Tables.* Via e-mail, submit your text and tables as a Word document. Do *not* submit text and tables in PowerPoint.
- *Charts.* Original PowerPoint files are preferred, but Microsoft Excel, Microsoft Word, and SPSS charts are accepted. (Submit SPSS files as EPS or PDF.) If you use a specialized program, such as SigmaPlot, or need original charts generated from data, please contact VCS for further instructions.
- *Graphics and Illustrations.* Provide original photographs or drawings for scanning. If submitting digital images, refer to the **Digital Image Guide** on pages 2 and 3.
- *Order Form.* Order forms are available online at www.texasheart.org/vcs or at the reception desk in Suite C530. Due date, client contact information, and billing information (either an internal five-digit department number or an outside billing address) are required. Orders submitted without payment information cannot be accepted. NOTE: Written administrative approval may be required to use a department number for payment. Please check with your department administrator for approval *before* placing an order.

Poster Production

- Time permitting, posters submitted by Texas Heart Institute staff are edited for style, grammar, consistency, and accuracy by the department of Scientific Publications.
- Posters are formatted using a standard font and color template; a PDF draft is submitted via e-mail to the client for review.
- Once finalized and approved, posters are printed and returned in a shipping tube. Velcro is available upon request.

Turnaround Time

VCS requests 10 business days to complete a poster; less time may incur a rush charge. Contact VCS for more information.

Digital Image Guide

VCS can scan photographic images and prepare charts and illustrations for posters. VCS also accepts client-created graphics prepared according to professional standards. (The Library and Learning Resource Center on the 5th floor [832-355-4128] has professional hardware and software programs available to THI Professional staff.) Use the following instructions when preparing graphics for posters. Digital files that do not meet professional standards will be rejected.

Color

- Images such as **photographs, angiograms, echocardiograms, etc.**, should be scanned and saved in **RGB color mode**, even if the images will be printed in grayscale.
- Black-and-white images, including **line drawings, charts, graphs, and ECG and EEG tracings**, should be scanned and saved in **grayscale mode** (not black-and-white or color).

File Formats

- **Microsoft Office (Word, Excel, PowerPoint).** Charts and illustrations created in Microsoft Office programs are accepted. Do not submit Microsoft Office files that contain embedded images. In other words, do not insert pictures (send pictures as native TIFFs). When creating charts and illustrations—
 - Do not use patterns for fill colors; use solid colors.
 - Avoid 3-dimensional charts.
 - Use suggested fonts (see *Fonts*).
 - Use line weights greater than 0.5 points.
 - Submit the grouped image so that the datasheet can be accessed.
- **SPSS.** Charts created in SPSS should be submitted as PDFs or EPS files (see *EPS* below).
- **TIFF (Tagged Image File Format).** TIFF is recommended for photographic images. (See *Scanning Resolution* for proper resolution) In most software programs, a TIFF is made by choosing File/Save as... or Export/TIFF or TIF. Note: Images should be saved using LZW compression; choosing this option will result in smaller files. For more information, consult the Help menu of your software.
- **EPS (Encapsulated Postscript).** EPS is recommended for line art, charts, and illustrations created using professional drawing programs such as Adobe Illustrator, CorelDraw, SigmaPlot, etc. In most drawing programs, an EPS file is made by choosing File/Save as... or Export/EPS. When submitting EPS files for publication, be sure to use the following guidelines:
 - Use suggested fonts (see *Fonts*).
 - Convert text to outlines or include/embed fonts.
 - Flatten any layers.
 - Use line weights greater than 0.5 points.
 - Include an 8-bit preview/header at a resolution of 72 dpi.

For more information, consult the Help menu of your software.

• DO NOT

- Embed images within a Microsoft program; send native files only.
- Submit GIF files or any graphics downloaded or saved from Web pages.

Scanning Resolution

Posters are typically 8 feet wide by 4 feet high and formatted into four-columns, each approximately 9.5 inches wide. Since most scanners have an imaging area only 8.5 inches wide, this smaller size is an acceptable standard for one-column images and is used for the example below.*

Each image—even those in a multipart figure—must be scanned separately at a resolution of 300 dpi and at the actual final size (ie, the size the image will be on the poster). Original images that are equal to or larger than the actual final size can be scanned at 300 dpi. Original images that are smaller than the actual final size must be scanned at a higher resolution. To determine the proper scanning resolution, divide the width of the original image by the width of the actual final size. Multiply that answer by 300 (the target dpi) and round up to the nearest even hundred. This will determine the proper scanning dpi.

Example:

If an image is 3" wide and needs to be 8.5" wide at 300 dpi/ppi, then

divide 8.5 by 3 = 2.83

multiple 2.83 by 300 = 849

round up to the nearest even hundred (in this example, round up to 1,000)

Be sure to use this formula to determine dpi. Do not rely upon the appearance of images on your monitor; monitors display images at 72 dpi, far below the 300 dpi required for printing. Images that are scanned less than the proper dpi will be pixilated and will be rejected.

IMPORTANT: An existing digital image that is smaller than the size or dpi requirements for posters cannot be corrected by simply changing the dpi in a professional software program. An original image must be rescanned at the correct size and dpi.

* Images can also be smaller; a minimum of 5.5 inches wide at 300 dpi for a one-column image is recommended.

Fonts

Use Arial or Times New Roman font families for text and labels. For any special characters not available in these two fonts, use the Symbol font.

Labels

- If your originals are unlabeled, label after scanning using a professional software program such as Photoshop, or request that VCS label the images for you.
- Do not place figure labels (A, B, C, etc.) on digital files; include the letter in the figure file name (for example, Smith2B.tif).

Image Preparation Checklist

- ___ Charts or illustrations created in Microsoft Office (Word, PowerPoint, Excel) are submitted in native format and do not include embedded images.
- ___ Charts created in SPSS are submitted as PDF or EPS.
- ___ Photographic files are submitted as TIFF or EPS and are not embedded in a Microsoft program.
- ___ Black-and-white images are saved in grayscale mode (not black and white).
- ___ Photographic images are saved in RGB color mode (not CMYK or indexed color).
- ___ Images have been scanned at the correct resolution.