

# Forest Service National Earth Science Conference 2004



## PREPARATION OF POSTER PRESENTATIONS

Thank you for considering preparing a poster presentation for the National Forest Service Earth Science Conference – Advancing the Fundamental Sciences. The conference steering and technical committees are anticipating an outstanding poster session. As in most things, the key to achieving desired outcomes is thorough planning. Following are instructions that we would like you to follow in preparing your presentation.

There will be a formally scheduled time during the conference for a poster session. You will be required to be at your poster during that time. You should plan on your poster being displayed through noon on Thursday. Authors may wish to indicate times at which they will be available to discuss their posters (other than during the formal agenda).

The proceedings of this conference, including all of the posters, will be “published” in Adobe PDF format on a CD that will be sent to every participant. The conference organizing committee would like all of the posters to be prepared in a similar style. The following instructions will guide you in preparation of your poster and in conversion of the poster files into the required PDF format for inclusion on the CD. The PDF files should be FTP'ed to PNW at: <ftp.cfsl.pnw.fs.fed.us> (anonymous login) into the pub/incoming directory, and an email that you transferred it to Mike Furniss ([m.furniss@fs.fed.us](mailto:m.furniss@fs.fed.us)) with a cc to Caty Clifton ([cclifton@fs.fed.us](mailto:cclifton@fs.fed.us)) no later than October 11, 2004. If you have trouble with FTP, write the PDF to a CD-ROM and mail it to Mike Furniss, Forestry Science Lab, 3200 SW Jefferson, Corvallis, OR 97331. 541-758-7789.

### Introduction

Space is going to be at a premium in the room available for the posters. Your presentation must fit within the allotted space. Given limited space,

poster presentations must be carefully planned, clear and concise, and hold the attention of viewers.

Display boards, light gray in color, with the dimensions of 4 x 8 feet will be available at the conference site. Usable dimensions will be slightly less than that (subtract 2 inches from both length and width) so your poster should be 46 x 82 inches. Allow for a 4 x 4 inch space in the upper left hand corner for your poster number to be assigned at the conference.

Software programs such as PowerPoint, Pagemaker, Illustrator, and Publisher are suitable tools for preparation of your poster. Each will allow you to organize your presentation at a scale to fit the display boards and also will allow for easy conversion of your final product into Adobe PDF format. Once prepared, the poster can be plotted and you'll be ready to go. At the end of this document is a list of URL's for sites on the Internet that have tips for poster presentations.

## **Organization**

Your poster should flow from left to right and top to bottom. Use letters or numbers to indicate the proper flow to viewers if necessary. The title, author, and affiliation must be at the top. A font size of 66 for the title and 44 for your name work well. Include the Forest Service shield and conference emblem (available on the conference website) at the left and right of the title respectively. They should be no larger than 2 inches in diameter.

## **Headings/Text Type**

Do not use printed pages of text as components of your poster. **Remember, your poster must be visible from about 6 feet.** A font size of 28 pitch can easily be read from six feet. Text should be no smaller than this size. Use of this font size will necessitate careful planning to get your message across in a minimum of words. For ease of reading, we suggest using Arial, Verdana, Bodoni Poster, or Helvetica fonts. These fonts have a minimum of embellishments and are easier to read from a distance. Please keep the number of fonts used in your presentation to no more than two.

## Printing/Mounting

All posters are to be plotted on sheets of paper that will fit within the dimensions of the display panels. Presenters wanting their posters mounted on foam core board should make arrangements to have that done prior to the conference. If you wish, you can prepare your poster and send it electronically to Kinkos - Point Loma in San Diego. They will print your poster and have it ready for you when you arrive.

Kinkos - Point Loma  
3609B Midway Drive  
San Diego, CA 92110-5250

Phone: 619-523-2900

Email: [usa2701@kinkos.com](mailto:usa2701@kinkos.com)

Website/on-line ordering: [docstore.kinkos.com/pointloma](http://docstore.kinkos.com/pointloma)  
(no http//: or www needed)

They will also mount your poster on foam core if you desire. Costs of printing and mounting posters are the presenter's responsibility. Estimated costs of this service (as of 2/18/04) are:

Print on heavyweight paper:	\$10.00/sq-ft.
Mount on foam core:	\$4.00/sq-ft additional

## Miscellaneous

**Use of color.** Remember that not everyone can see colors. The following web site can help you plan colors on charts and figures that will be visible by the most people. [www.vischeck.com](http://www.vischeck.com) You don't want to spend hours and days on your graphics only to find that some in your target audience cannot discern between some of the colors.

Audio-visual or other electrically powered equipment such as laptop computers and projectors can be accommodated only on a limited basis. Please contact the poster committee for arrangements. Free-standing displays larger than 4 x 8 ft. will not be allowed.

Posters are to be attached to the display boards with Velcro strips (author supplied). **No tape of any kind will be allowed.**

Skirted display tables (2.5 x 8 ft.) are available on request to accompany poster displays. These can be used to hold business cards, handout material, lists of individuals wanting more information, etc.

Posters may be shipped no more than two weeks in advance of the conference to the Shelter Pointe Hotel. A secure facility will be available for storage until arrival of author. The hotel address is:

Shelter Pointe Hotel and Marina  
c/o Sharon Nichols, Director of Convention Services  
USDA Forest Service Conference 10/18-10/21  
1551 Shelter Island Drive  
San Diego, CA 92106

With some exceptions, this conference will generally follow the guidelines for poster presentations used by the American Society of Agronomy and affiliated groups for their annual meetings. These can be found at [http://www.asa-cssa-sssa.org/anmeet/present\\_tips\\_poster.html](http://www.asa-cssa-sssa.org/anmeet/present_tips_poster.html).

There are some good examples of posters and templates that can be downloaded into PowerPoint at <http://anil.chmcc.org/Poster.html>. This is an excellent site with lots of good information.

A number of other helpful sites can be found at:

<http://www.uhh.hawaii.edu/~scb/scbPosterGuidelines.htm>

<http://lorien.ncl.ac.uk/ming/Dept/Tips/present/posters.htm#planning>

<http://www.hope.ac.uk/gnu/stuhelp/poster.htm>

[http://www.asp.org/education/howto\\_onPosters.html](http://www.asp.org/education/howto_onPosters.html)

[http://www.essc.psu.edu/CECG\\_symposium/poster\\_present.htm\\_judging\\_criteria](http://www.essc.psu.edu/CECG_symposium/poster_present.htm_judging_criteria)

<http://www.wc2003.org/images/Poster.pdf>

[http://www.antcrc.utas.edu.au/iscord/POSTER\\_PRES\\_GUIDE.html](http://www.antcrc.utas.edu.au/iscord/POSTER_PRES_GUIDE.html)

Questions about these instructions, your presentation, facilities, etc. should be directed to one of the members of the poster committee. The committee members are:

Steve Howes, Chairman. 503-808-2937. [showes@fs.fed.us](mailto:showes@fs.fed.us)

Betsy Rieffenberger. 208-756-5108. [briefffenberger@fs.fed.us](mailto:briefffenberger@fs.fed.us)

Connie Carpenter. 603-868-7698. [conniecarpenter@fs.fed.us](mailto:conniecarpenter@fs.fed.us)

Ruth Tracy. 360-891-5112. [rtracy@fs.fed.us](mailto:rtracy@fs.fed.us)

Dave Deschaine. 208-756-5171. [dpdeschaine@fs.fed.us](mailto:dpdeschaine@fs.fed.us)

Jon Brazier. 541-858-2271. [jbrazier@fs.fed.us](mailto:jbrazier@fs.fed.us)

Instructions for preparing poster presentations using Powerpoint or Office Publisher and how to convert these files to Adobe PDF format are contained in the following document:

# How to Make and Print a Poster

Steve Lanigan  
Pacific Northwest Region  
April 2003

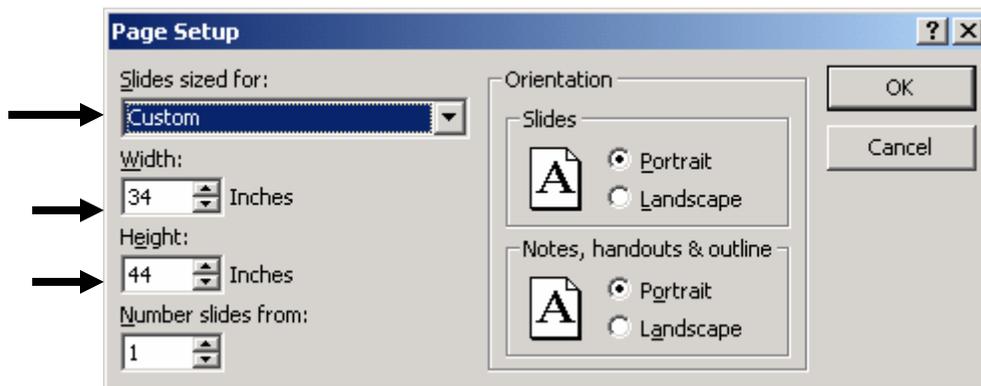
The following is based on advice I received from the "End User Support Center" and from friends on how to:

- Print high quality images with minimal pixelation;
- Print plotter size posters, e.g., 34"x44" prints;
- Print PDF posters in Landscape format.

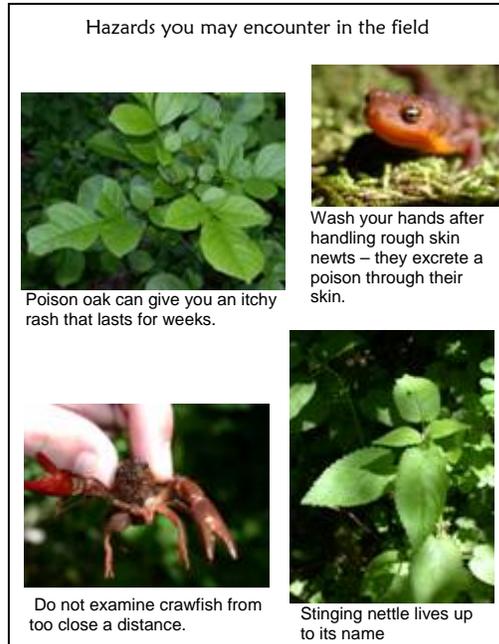
## Power Point

Open up a new blank presentation

- *File*
  - *Page Set Up* - this is a key step! You need to set the size of the poster you want to print **before** creating the poster. E.g., here is Page Setup for the 34" x 44" portrait posters I typically print on our plotter. This ensures your images and text are all to scale when you print.



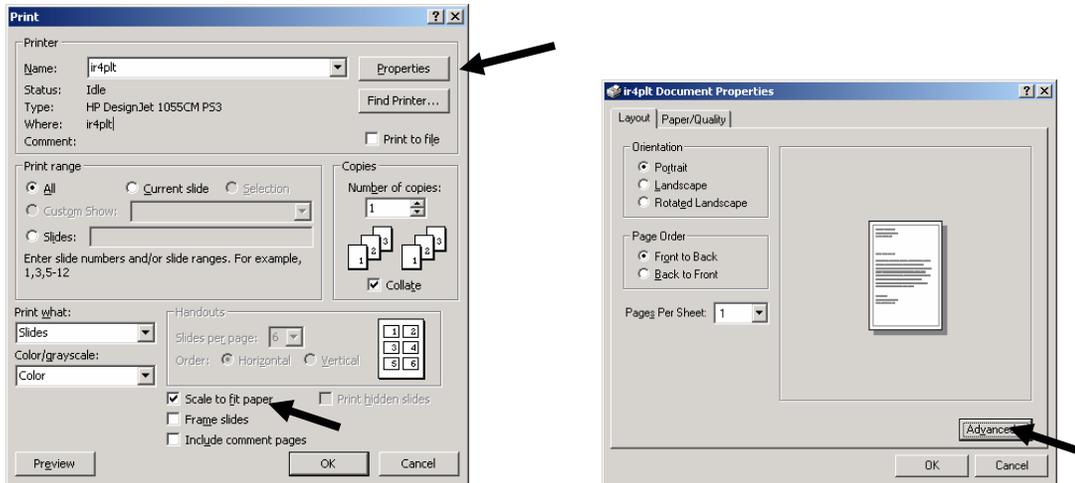
- If you create the poster first and then set the page size, you will distort the images when you print at a large size.
- Next step is to create your poster (hint: you need to be networked to a plotter).



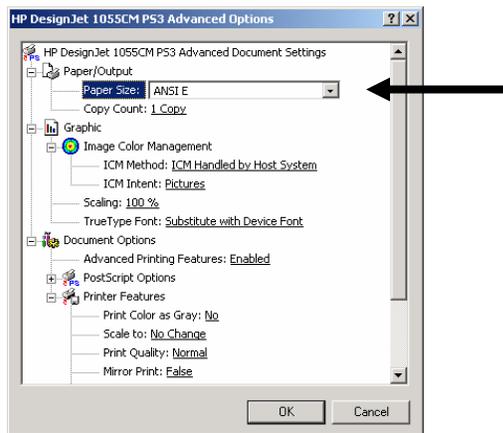
Note: you can end up with some pretty big files when pasting photos into a document. Your two basic options are to reduce the photo file size (using Photo Shop or other 3<sup>rd</sup> party software) before inserting it into the document, or to create a PDF file of the poster, which is what I typically do – see below for how to create and print PDF files.

- Now it is time to **Print** the poster (you are still in Power Point when you do this).
  - Select the plotter (I am using ir4plt in this example)
  - Check off **Scale to fit paper** (I get a “printing error” unless this is checked)
  - Select **Properties**
  - On the next screen, select **Advanced**





- o Now choose the *Paper Size*. I chose ANSI E because this prints a 34"x 44" poster, which is the maximum paper size for portrait prints on the plotter I use. A complete list of page sizes can be found at <http://ib.berkeley.edu/bioaape/zdesignjet.html>



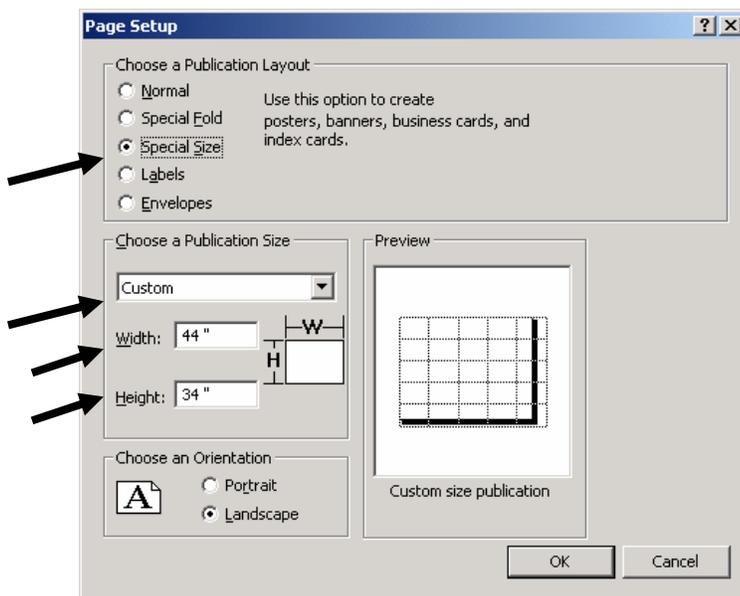
Close out all the screens (by hitting *OK*) and you're ready to print!!

Office Publisher

Another option is to use Office Publisher to create a "landscape poster."

Open up a new blank presentation

- **File**
  - **Page Setup** – this is a key step! You need to set the size of the poster you want to print **before** creating the poster. E.g., here's Page Setup for the 44" x 34" posters I typically print on our plotter. This ensures your images and text are all to scale when you print.
    - Note: If you skip the initial page setup step, you'll still be able to print posters, but they will be pixilated.
    - **Special Size**
      - **Custom**
      - **44" W x 34" H** for a landscape poster



I'll use a recent example of a poster I created for an American Fisheries Society meeting. The basic format of the poster was to paste in digital photos of fish, and add a little text to explain the project. You will quickly find that adding PEGG pictures to an Office Publisher document results in HUGE files. This usually results in taking all day to print the poster, or the plotter eventually sends you an error message saying it ran out of memory.

You have two basic ways around this – either reduce the photo file size (using Photo Shop or other 3<sup>rd</sup> party software) before inserting it into the document, or create a PDF file of the poster – see below for how to create and print PDF files.

## Adobe Acrobat to the rescue!

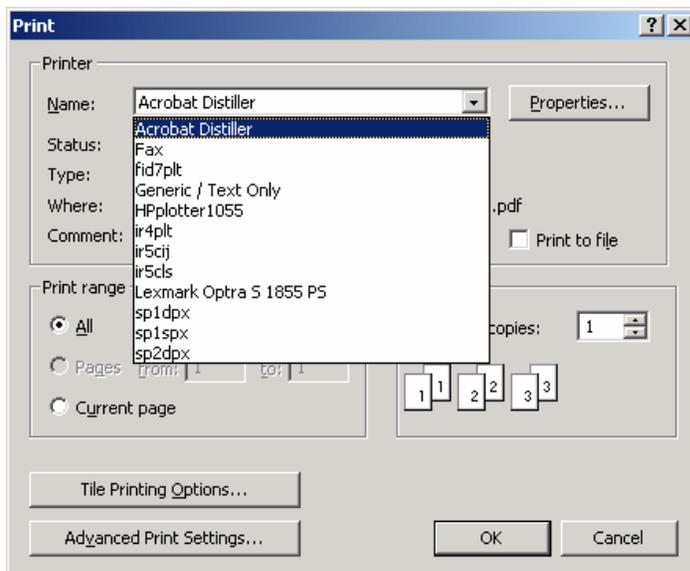
I created a PDF file of the Office Publisher document which **reduced the file size two orders of magnitude.**

File type	File size
Office Publisher	270,995 KB
Adobe Acrobat PDF	2,223 KB

- You need to have newest version of Acrobat to do this (I use 5.0). The version that comes installed on the network is just for the Reader, which allows you to do only that = read PDF files. Check with your computer support folks on how to buy Adobe Acrobat at a government discount.

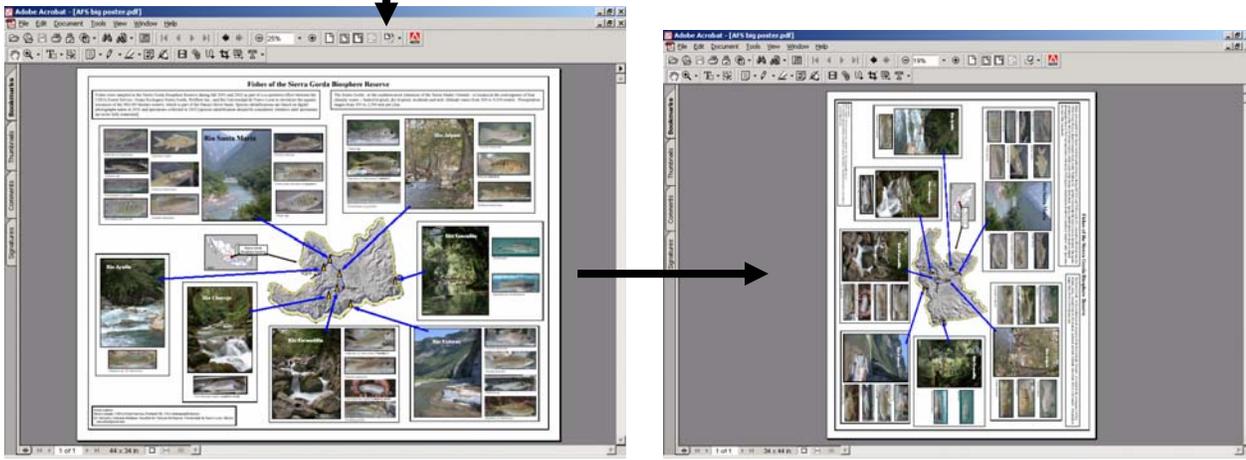
To create a PDF file:

- Open up the document you want to create as a PDF.
- **Print**
  - Select **Acrobat Distiller** from the drop down tab of printer options
  - You will be asked to give your document a file name and specify where to file it.



- The PDF file (i.e., the image of your poster) will open up automatically after the “distiller” does its thing.
- The whole secret to getting a poster print-out in the Landscape format is to rotate the PDF image 90 degrees.
  - If you do not rotate the PDF image 90 degrees then you will always get a portrait poster (even though the preview shows a landscape image, which will drive you nuts trying to figure why it will not work).

Use this icon to rotate your poster 90 degrees clockwise.



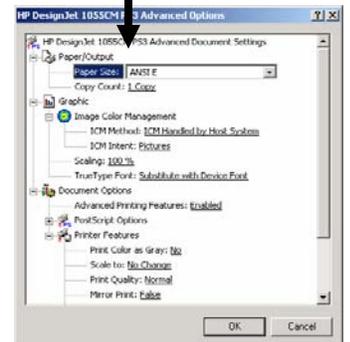
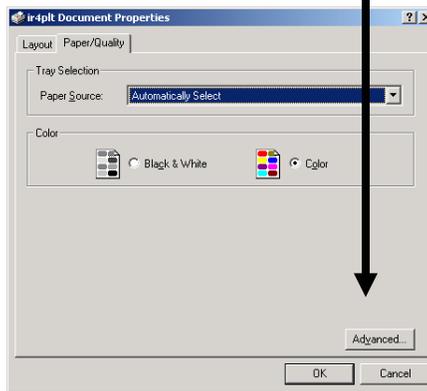
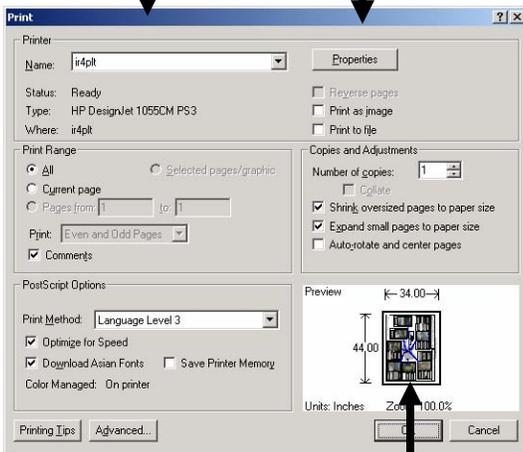
**Print**

Select the plotter you are using

Open *Properties*

Open *Advanced*

Select *Paper Size*



You will know it is ready to print when the preview screen shows the rotated orientation and poster size.

You might consider explaining three additional items that are available in the HP Print options. One is the ability to raster the files using your hard drive versus the ram on the plotter.....this helps print off large documents without crashing your machine, prints a little slower but usually

saves time in the long run.. The other is a feature to autorotate the document to best save paper. This will position the poster best as it prints out. The last subject is paper.....what you print the final product on makes a huge difference.