PUBLISHER

Creating Posters

Microsoft Office 2016

Using Publisher to Create Posters

Contents:

Using Publisher to create Posters

These notes are designed for you to work through at your own pace. They do not explain every feature of the program therefore you are expected to make use of the Help facility.

Note: This icon denotes important information – read it carefully.

Tasks   This icon denotes a task which should be carried out to help you gain the skills required.

If you have any comments or queries, please contact**:**
The ICT Skills tutor within your Learning Development Centre.
Glasgow School for Business and Society – 0141 331 3300
School of Health and Life Sciences – 0141 331 3456
School of Engineering and Built Environment – 0141 273 1230

Creating a Poster - Guidelines

Before creating a poster, you should plan it by deciding what important information you want to include and how you want to present it.

Here are some tips for creating a poster:

1. Focus on the purpose of the poster, is it:
   - To provide information
   - A summary of work or research
   - To provoke thought
2. Consider the audience.
3. Choose an appropriate font type and size.
   - Do not include large sections of text – remember it is a poster, not an essay.
   - Avoid confusing terminology and acronyms.
4. Use diagrams and images where possible, posters are visual.
5. Choose suitable complementary colours, do not have too many.

Here are some common research poster elements:

- Title and Authors (with any institutional affiliations)
- Purpose (Introduction/Objective)
- Methods
- Results/Findings
- Discussion
- Conclusions/Summary
- Acknowledgements and References

As a student, or in work, you may be asked to create a poster on a certain subject. You can use a computer to help you do this. One program used for this is **Microsoft Publisher.** This is part of the **Microsoft Office** suite of programs. The following notes will describe how to work with **Publisher** and will introduce some of the most useful features of the program.

When/if things go wrong

Remember that when/if an error occurs try the following to rectify the situation. Click on the **Undo** command from the **Edit** menu.

Help

If there is a feature of **Publisher** you would like to use but do not know how, use the Help facility within the software. This provides instructions on using all features of the software. To use **Help** simply click on the **Help** icon . This will open the **Help** dialogue box. Then you can choose to browse Publisher 2016 support or type a phrase to search by in the **Search help** box.

Starting Publisher and opening a Blank Poster

The following notes will guide you through the creation, editing and saving of a poster. Work should be saved regularly as the poster is created. To open Publisher, click on the **Start** menu, **All Programs**, **Microsoft Office** and then click on **Microsoft Publisher 2016**. This will open and display the **Available Templates** window with options which can be used to start a new poster, **Figure 1**.
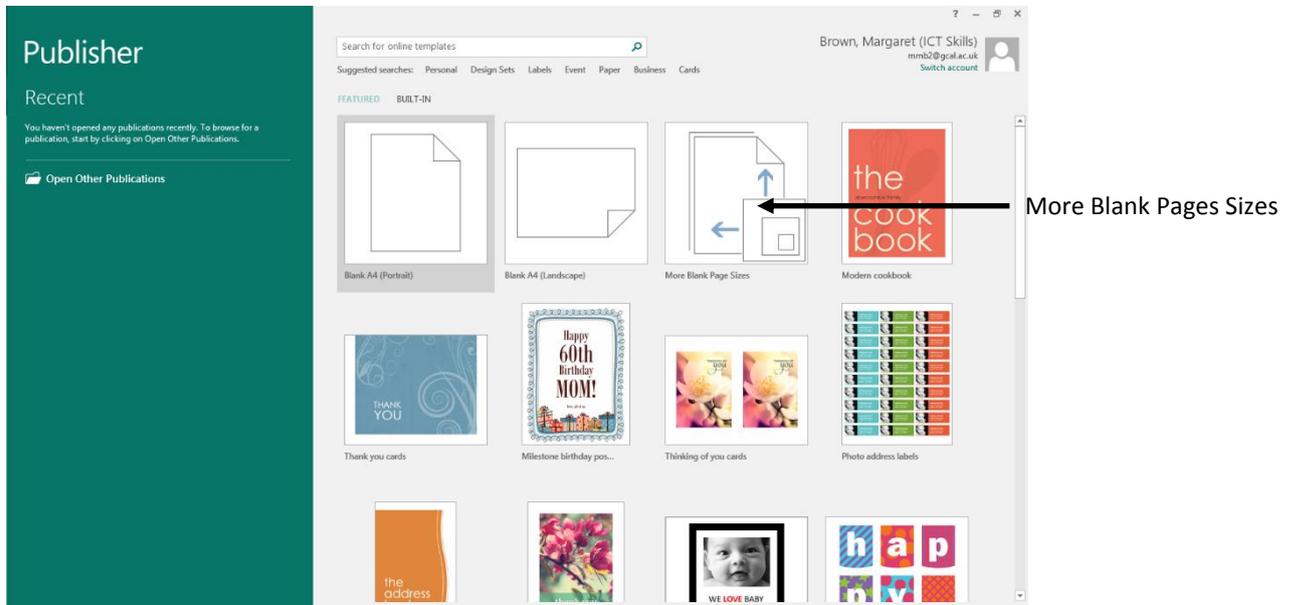


Figure 1: The Microsoft Publisher Available Templates

Click the **More Blank Page Sizes** command, **Figure 1**. The **Blank Page Sizes** window opens displaying different blank templates, .
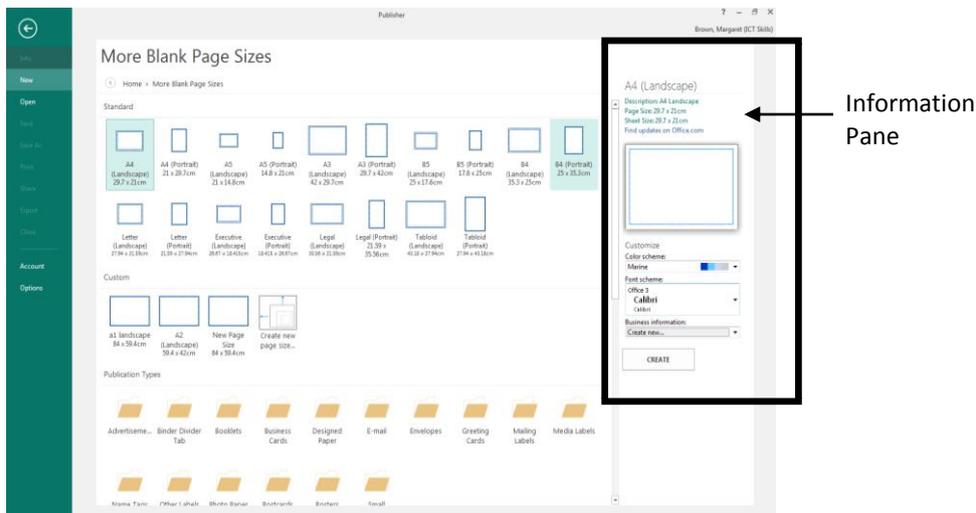
Figure 2: The More Blank Page Sizes window

Using Publisher to create Posters

Task 1

Open Microsoft Publisher and choose the A3 (Portrait) option.

When one of the poster sizes is selected the pane on the right side of the screen will display information on the size you have chosen, and will provide additional options for you to customize the poster. A font and colour scheme can be chosen from these menus.

Make the selections and click on the **Create** button. The blank poster will open in Publisher.

Task 2

Customise the poster by choosing the Marine colour scheme and the Office 3 font scheme. Click on the create button to create the poster.

Saving a Poster

To save a poster, click on the **File** menu and choose **Save.** When saving a poster for the first time, a poster name and location (i.e. the folder and drive) must be given. Further saves will use the same poster name and overwrite the previously saved version. The **Save As...** command allows the poster to be saved with a new or different name leaving the original unchanged. This is useful for keeping different versions of a poster or creating back-up copies.

Note: It is important to get into the habit of saving the file frequently.

Task 3

Save the poster in your user workspace (C: drive or pen drive) with the name **LDC Poster**.

Resizing a Poster

Once the poster is created it can be resized or the orientation can be changed. To do this, from the **Page Design** tab you can select a different page size or orientation, **Figure 3**. Other templates can also be applied from this pane.

Figure 3: The Page Design tab

Note: If the page size required is not displayed, (see Appendix 1 for size information), click on the Create **new page size…** option under the **Custom** section. The **Create New Page Size** dialogue box will open enabling you to set the width and the height

of the new page size. Give it an appropriate name and click on the **OK** button to create the new page size and close the dialogue box.

Task 4

Change the poster to A1 size, landscape format. Save the poster.
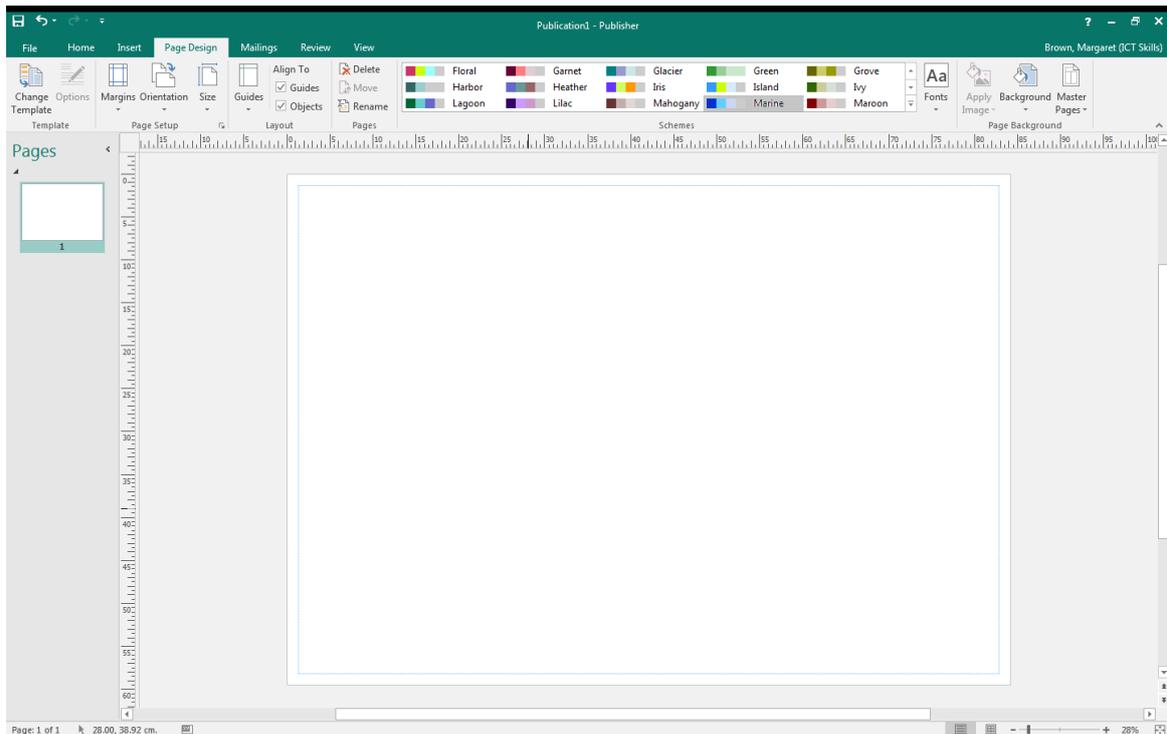
Figure 4: Microsoft Publisher document

Entering Information on a Poster

When entering information on a poster remember that most people tend to read English in a specific way, that is, from left to right and top to bottom. This should be taken into consideration when creating a poster ensuring that the information is displayed in a logical manner. Adopting a columnar design can help ensure that readers view the poster in the correct sequence and using cues can also help. These cues could be in the form of adding numbering to headings or arrows could be used to point the way. A good poster will be laid out in a way that the reader will instinctively read it in the correct sequence.
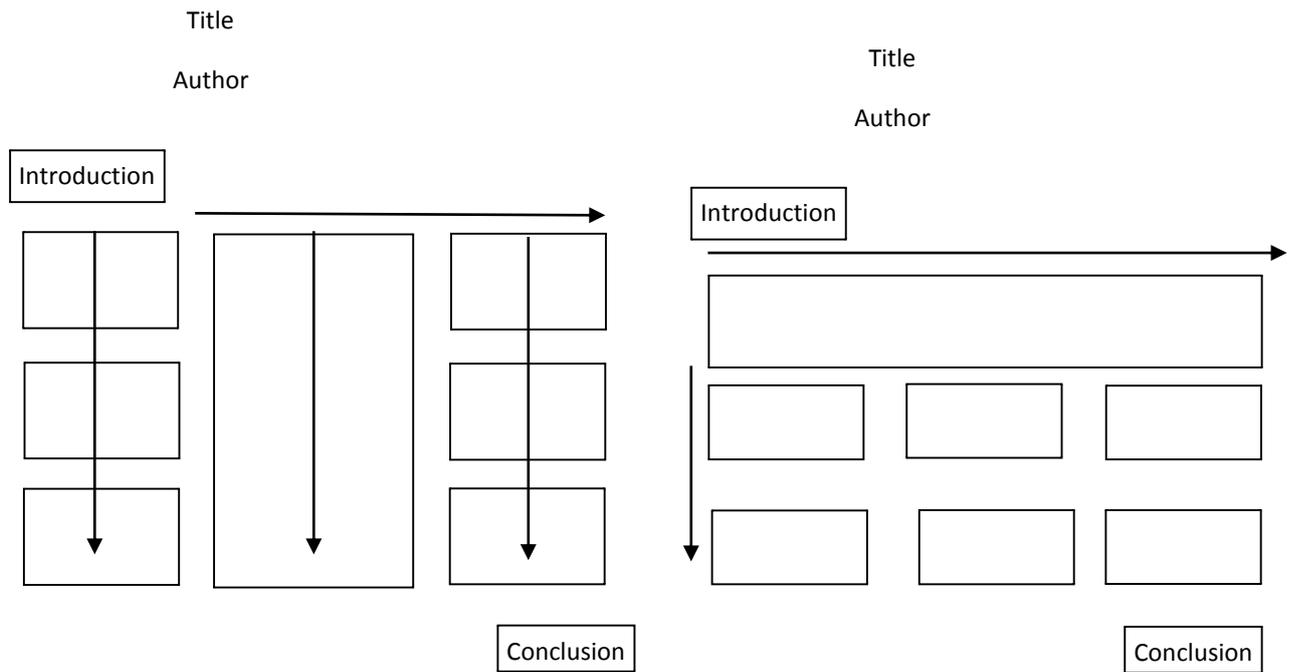
Figure 5: Flow of Information on a Poster

Entering Text on a Poster

To enter text on a poster, a text box must be created that will contain the text. To do this, click on the ![icon] **Draw Text Box** command from the **Home** tab, **Objects** group. The cursor will change from an arrow to a **+,** click and drag in the poster area until the text box is the size required. It is then ready to type the text inside. This text can be formatted using the tools from the **Home** tab in the same way as in Microsoft Word. For example, the font size, colour or alignment can be changed.

![icon] **Task 5**

Add a title at the top of the poster. This title should say "Glasgow School *for* Business and Society Learning Development Centre. Make the text Calibri font, size 72 and Bold.

Resizing the text box

If the text box is not big enough to hold all of the text inside, the resizing handles at the corners and the middle of the sides of the text box will turn red and an ellipsis (triple dot) is shown on the bottom side of the text box, **Figure 6**.

Figure 6: Text box which is too small for content

To fit the text into this text box, either enlarge the text box or reduce the font size of the text. To resize the text box, click on it, the resizing handles will appear. Position the mouse cursor over one of the resizing handles and the mouse cursor changes to a double-headed arrow. When the double headed arrow is displayed, click, hold down the left mouse button, and drag the mouse away from the text box to increase the size or drag toward the centre of the box to decrease the size. Release the left mouse button when finished.

Overflow text

Alternately Publisher offers an option to overflow text that does not fit within a text box into another one. The text is hidden until it can flow into a new text box. To use this function, create a second empty text box where the extra (overflow) text will be entered. Then click on the ellipsis (triple dot) symbol on the first text box, the cursor will change to a pouring jug. Then click in the second text box and the overflow text will be displayed there. The two text boxes remain linked and the text will simply flow from the first to the second box with any changes made to it.

Task 6

Choose to resize the text box or to overflow into another text box to ensure all words are visible.

Note: Remember if you choose the overflow option these two text boxes are linked, changes in the content of one will impact on the other, regardless of where it is placed.

Task 7

Insert another text box with your name and Glasgow Caledonian University as your institution. Choose an appropriate font type and size.

Copying Text from another Source

If copying text from another source, for example the web, go the webpage and copy it. Go to your poster and create a text box to contain the information. Click inside the text box and paste the text by clicking on the **Paste** command form the **Clipboard** group in the **Home** tab. By default, it will paste the text and keep the original formatting of the text. If you want to specify a different paste option you can click on the downward arrow below the Paste icon and choose the relevant option from the list that will be displayed, i.e. for simple paste or to paste just the text and use the formatting of the surrounding text.

Moving text

To move a text box, place the mouse cursor somewhere on the outline of it. The cursor will change to a four-headed arrow. Hold down the left mouse button and drag to move the text box to the new area. The dotted outline of the text box will follow your mouse

movement indicating the text box's new location. Release the left mouse button when the text box is where it should be.

Note: The same method is used to move other elements including images and shapes.

Task 8

Go to the Glasgow School for Business and Society Learning Development Centre website http://www.gcu.ac.uk/gsbs/ldc/ and copy the first paragraph.

Create another text box and paste the copied text inside. Make the text Calibri font, size 36. Resize the text box if necessary and move it to the left hand side of the poster.

Adding Images

To add images to a poster, pictures, WordArt, shapes or personal image files can be used. Using one or more of these will make the poster visually appealing to the target audience and to enhance the information.

Note: The 2016 version of MS Office no longer includes ClipArt. To insert pictures, use the Picture or Online Picture command. The Online Picture command takes you to Bing to search for pictures by topic. These images have Creative Commons licences which should be attributed if required.

Image types

There are two main types of images on a computer. These are bitmaps (pictures) and vectors (drawings). While bitmaps store the image as a sequence of individually coloured pixels, vectors are stored as a series of instructions the computer processes in a fraction of a second to draw the image. What you can do with the image can be limited by the type of image chosen. If you stretch a vector drawing then it will look okay, but as a bitmap is stretched it will start to look blocky as the pixels are scaled in size. If you find that images you include in your poster look bad as you increase their size, you may benefit from trying to find a similar image that is a vector or try to find a better quality (better resolution, more pixels) picture. The drawback here is that vectors can only display relatively simple diagrams and pictures, not photographs. To find out how to distinguish between the two types as well as what type of files contain what sort of image see Appendix 2.

Picture

You can insert your own picture or a picture that you have taken from other sources (remember that you may need to reference this or ask for permission from the author to use the image). To insert an image from a file, go to the **Insert** tab, **Illustrations** group and click on the **Picture** icon. The **Insert Picture** dialogue box will open. Navigate to the folder you have saved the picture in. Double click on it (or click once and then click the Insert button) to insert the image in your poster.

Task 9

Insert a logo into your poster at the top left hand corner, this could be the University logo or the logo of an organisation involved in the research.

Note: If you do not have one, search the internet for something appropriate.

Save the file.

Resizing an Image

To resize a picture, click on it and the resizing handles will be displayed in the corners and the middle of the sides. It can then be resized in the same way as a text box. It is important to remember to keep the original proportions of the image (unless it is intended to be distorted). To keep the image proportions always use the corner resizing handles and keep the **Shift** key on the keyboard pressed when dragging to the desired size.

Adjusting an Image

The **Picture Tools - Format** tab, **Figure 7** should be displayed when you click on an image in your poster.
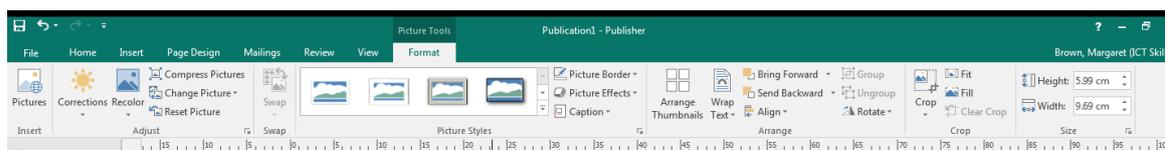
Figure 7: Picture Tools - Format tab

There are a number of useful tools available on the **Picture Tools - Format** tab. Picture corrections can be made within the **Adjust** group making pictures lighter or darker as required. Objects can also be aligned and grouped as preferred using the commands within the **Arrange** group. Images can also be cropped**.**

Cropping an Image

If there is an image that could be used, but only a portion of it is to be displayed it can be cropped to the size required. To crop an image, click on the **Picture Tools - Format** tab and from the **Crop** group click on the **Crop** icon. The image will now have cropping handles on the corners and the sides that will look like this ⌐ or ∣. Position the mouse cursor over the corner or side handles and it will change to the same as the handle. Then click and drag using the left mouse button to crop the image.

Note: Cropping an image will not delete the part of the image that has been cropped. It will just hide it. If it has to be permanently deleted, click on it and click on the **Compress Pictures** icon from the **Adjust** group in the **Picture Tools - Format** tab. A dialogue box will open with different options. Choose the best quality available for the image (for commercial print for example) and always choose the option to apply these compression settings only on the selected picture. Click on the **Compress** button to apply the settings to the image and cut its cropped area.

Using Publisher to create Posters

> **Task 10**
>
> Insert an appropriate image in the poster. Resize and crop the image if required. Make the image brighter. Save the file.

WordArt

WordArt is used to make text more visually appealing. The text entered with **WordArt** can be uniquely styled and coloured. **WordArt** is most commonly used for titles, headings or a few words you would like to draw attention to.

Note: Do not overuse WordArt. It can add interest to your text but if you use it too much it can be off-putting for the viewer.

To insert **WordArt,** first click on the **WordArt** command on the **Insert** tab, **Text** group. The **WordArt** gallery will open, **Figure 8**. Choose a style and click on it. The **Edit WordArt Text** dialogue box will open. Replace the words "Your Text Here" with the words to be entered using WordArt. At this point, changes to the font style and size can be made by using the drop-down menus at the top of the dialogue box. Click on the **OK** button to insert the **WordArt**.
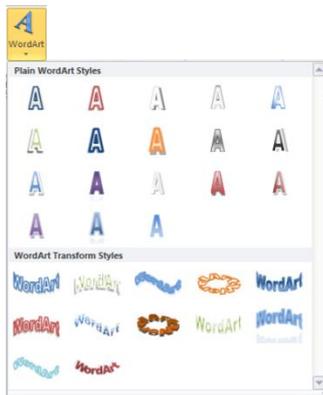
Figure 8: WordArt gallery

Note: **WordArt** can be moved and resized using the same method as for resizing and moving images.

To modify the design of the WordArt click on it and the **WordArt Tools – Format** tab will be displayed, **Figure 9**. The **WordArt** text editing options will be displayed allowing the direction of text or its fill and outline colour to be changed.
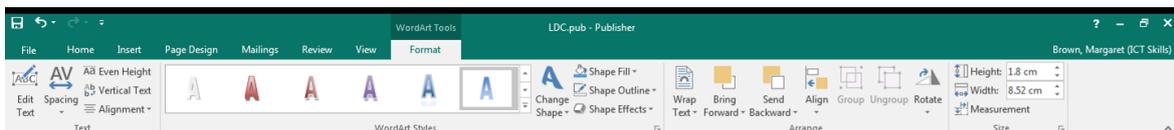
Figure 9: WordArt Tools – Format tab

Task 11

Add some WordArt to the poster as headings for the main sections: Introduction, Methodology, and Results. Choose any style. Move the WordArt to the appropriate position in the poster.

Resize the WordArt appropriately. Change the text fill in colour to blue and the outline to black.

Shapes

AutoShapes allow simple geometric shapes like circles, squares and stars to be added to the poster. These can be used to form drawings, diagrams or design elements for the poster. To insert a shape such as a star or a diamond, click on the **Shapes** command within the **Insert** tab, **Illustrations** group. A gallery of shapes will be displayed. Click the shape to be added such as **Oval**. Click and hold down the mouse button on the poster where the shape is to be displayed and then drag until it is the required shape and size.

The format of Shapes can be changed, for example the fill colour, outline colour and style. Effects like shadow or 3D can also be added from the tools available in the **Drawing Tools – Format** tab, **Figure 10**.
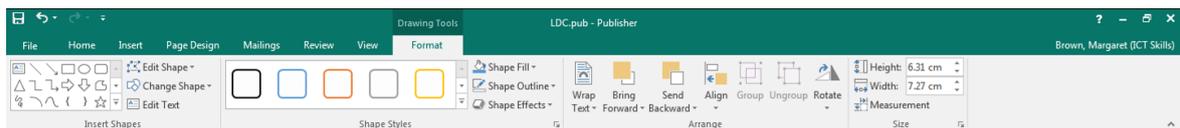
Figure 10: Drawing Tools – Format tab

Task 12

Using the Shapes function, place a star at either end of your name and University text box. Change their fill colour to light blue and the outline to a darker blue. Save the poster.

Additional Design Objects

Publisher also provides different design objects which allow a more professional look to be applied to the poster. Each design object is made up of a number of elements and is customisable so it can be modified to suit the needs and ideas which are to be expressed in the poster.

To insert a design object, click on the **Insert** tab and choose the design object from the **Building Blocks** group. There are **Page Parts**, **Calendars**, **Borders & Accents** and **Advertisements** types available. Each one of these options will open a gallery for a specific design object to be chosen as required. From the **Page Parts** gallery there are **Headings**, **Pull Quotes**, **Sidebars** or **Stories** which can be inserted**, Figure 11**. Browse through the options and click on the one to be used. It will be inserted in the poster and placed in the middle. It can be moved and resized it in the same way as a text box or an image.

The colours of inserted objects will be based on the colour scheme you chose when you created the poster.
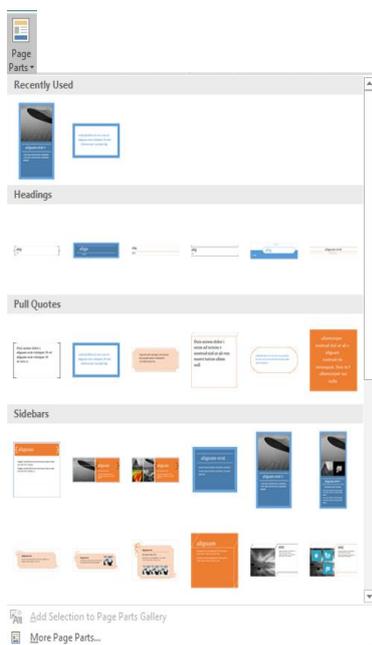
Figure 11: The Page Parts gallery

Task 13

Insert one of the Page Parts objects in the poster. Resize if necessary.

Grouping

Grouping objects together enables multiple objects to be manipulated, moved, resized and aligned as one whole object. To group items, first hold down the **Shift** ⇧ key and click on each of the items to be grouped. Once they have been selected, click on the **Drawing Tools – Format** tab or the **Picture Tools – Format** tab (depending on the objects you have selected), and from the **Arrange** group click on the **Group** ⌗ Group command. Once grouped clicking on any one of them will select all of them and moving or resizing changes will be applied to all elements in the group.

Many design objects are made up of several elements which have been grouped together for ease of use and manipulation. To select and edit each element of a design object they will need to be ungrouped. To ungroup items and manipulate them individually, select the design object, and click on the **Drawing Tools – Format** tab or the **Picture Tools – Format** tab (depending on the objects you have selected), and from the **Arrange** group click on the **Ungroup** ⌗ Ungroup command**.** The object will then be ungrouped and individual elements selected.

Customising design objects

To make changes to individual design object elements select the part to be changed. To do this, simply click on it and the resizing handles on that particular element will be

displayed as well as the handles of the design object itself. Once selected the relevant context tab will appear, i.e. if a drawing object has been selected the **Drawing Tools – Format** tab will be displayed and if a picture object has been selected, the **Picture Tools – Format** tab will be displayed.

To edit text, select the current text in the object and then replace it by typing in your desired text. Elements of the object can also be deleted, or moved around.

Task 14

Customise the design object by deleting elements, editing the text, inserting images, changing the colour of the fill or outline.

Go online to the LDC webpage and copy some text and paste it into the sidebar you have entered.

Leave space below the picture.

Note: you will need to ungroup the objects to either delete or move individual elements.

Tables

Tables can be invaluable in representing data and figures in a readable form. Using a table in Publisher is very much like inserting one in Microsoft Word or PowerPoint. There are two main methods that can be used to create a table:

- **Table Gallery:** On the **Insert** tab within the **Tables** group select **Table** . The Insert Table menu will be displayed. Drag across the cells to select the number of rows and columns you want in your table. Notice that when you drag across the cells a preview of the table will be displayed on the document itself. When you have the correct number of rows and columns simply click and the table will be inserted in your document. This will create a table using Word's default table formatting.
- **Insert Table:** On the **Insert** tab within the **Tables** group select **Table** , and then **Insert Table** from the menu. This will launch the **Insert Table** dialogue box. Select the number of columns and rows required and click **OK.**

Text can be added to the table by clicking inside a cell and typing. To move from cell to cell click on the **Tab** key or use the arrow keys on the keyboard. **Tables** can be moved and resized like all other elements entered on a poster.

By default, the table will not have any visible borders. To display the borders click on the table and then go to the **Table Tools – Design** tab, **Figure 12**. From the gallery in the **Table Formats** group, one of the preset styles can be applied to the table. Or the tools in the **Borders** group can be used to specify each border of the table.

Figure 12: Table Tools - Design tab

![Task icon] **Task 15**

Insert a table into the poster. It should have 2 columns and 4 rows. Type in the first cell **Contact**, and in the next cell **Details**.

Type in the first column under Contact the following information: Office, Phone, Email.

Type in the second column under Details the following W508 & W509, 0141 331 3300, ldcgsbs@gcu.ac.uk

Resize your table to fit the data. Make sure to resize and move the elements in your poster so that everything fits well and looks tidy.

Arranging Items in Publisher

Once there are a large number of elements in a poster it can be tricky organising them and keeping them tidy. Publisher helps with a number of options to help arrange objects.

Grid lines

Grid lines can be displayed on a poster to make it easy to line up and lay out all of the elements on screen. These gridlines will not be printed – they just help to arrange the objects on the poster. To display gridlines**,** click on the **Page Design** tab and click the **Guides** option from the **Layout** group. The **Guides** gallery will open, **Figure 13**. Predefined guide options will be displayed, choose one, or use the options at the bottom of the gallery to specify one not listed.
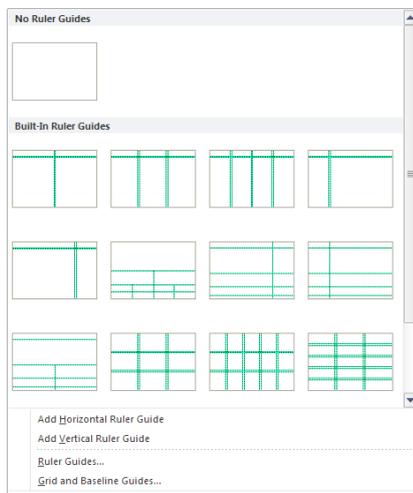
Figure 13: The Guides gallery

A vertical or horizontal guide line can also be placed within the poster. To create a vertical guide, click on the vertical ruler on the left hand size of the poster and drag inside the poster area. A thin green guide line will show. Simply release the mouse button when you have dragged the guide line to the position required. To create a horizontal guide line, click on the horizontal ruler and drag inside the poster area in the same way.

Guide lines can be moved by simply clicking on it and dragging it to a new position. To remove a guide line just click on it and drag it back to the ruler.

Note: The guide line will not be printed even if they are displayed on the screen.

Task 16

Use a horizontal guide line to make sure that objects within the poster are aligned.

Aligning

Aligning objects on the poster will make it look more structured and tidy. By default, when an object is moved a pink line will be displayed between different objects to enable alignment with other objects in the poster. This allows for greater control while moving objects to align them.

Multiple objects can be aligned at the same time. To align objects (text boxes, images, and so on) on the poster first they must be selected. To select more than one object click on the first object and then press and hold down the Shift ⇧ key on the keyboard and click on the next object. Once all of the objects you want to align have been selected, click and drag them to the selected area.

Objects can also be aligned by selecting the object to be aligned and then from the **Drawing Tools – Format** tab or the **Picture Tools – Format** tab (depending on the objects selected), **Arrange** group click on the **Align** option. A drop-down menu will be displayed with aligning options. Click on the aligning option required.

Task 17

Try out some of the alignment options on elements of the poster.

Order

When adding elements to a poster, they are placed on the poster in the order in which they were created. To rearrange the order, select the item that to be moved and then from the **Drawing Tools – Format** tab or the **Picture Tools – Format** tab (depending on the object you have selected), the **Arrange** group click on the **Bring Forward** ⬛ Bring Forward ▾ or **Send Backward** ⬛ Send Backward ▾ options to move this object one step forward or one step backward. To access more options, click on the downward arrows at the end. This will be useful if there are multiple items layered on top of each other.

Task 18

Try out some of the ordering options on elements of the poster.

Task 19

Group the items in the page parts design object you inserted. Move it to ensure it all moves together.

Text Wrapping

Text wrapping refers to the way the text flows around other objects. By default, if the text is behind another object the text wrapping of that object is **through**. The text in this case will make space for the object so the object will not cover the text. The space made for the object will be of the same shape, i.e. if the object is an oval the text will wrap around an oval space to allow both the text and the object to be visible.

To modify how the text wraps around a specific object, click on the object and then from the **Drawing Tools – Format** tab or the **Picture Tools – Format** tab (depending on the objects you have selected), the **Arrange** group click on the **Wrap Text** option and from the drop-down menu, **Figure 14** choose the wrapping option you want.
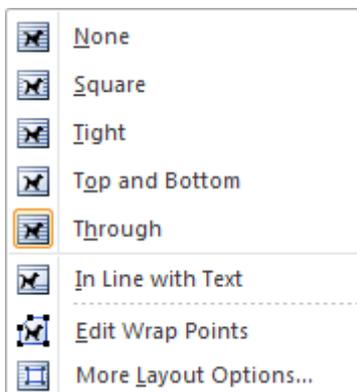

Figure 14: Wrap Text drop-down menu options

Task 20

Try out some of the text wrapping options on one of the stars and some of the text to see the effect this has.

Save your poster.

Printing a Poster

Printing a poster in Publisher is very much like printing in Microsoft Word or Excel. To print, click on the **File** tab. From the list of option on the left select the **Print** option. The print options and the print preview of your poster will appear as in **Figure 15**. Make sure the appropriate printer is chosen (a printer that can print on paper the size of your poster). Once chosen, the most important options here are the correct paper size and the **One page per sheet** (instead of the default **Tiled** option). When all options are selected, click the **Print** button to print the poster.
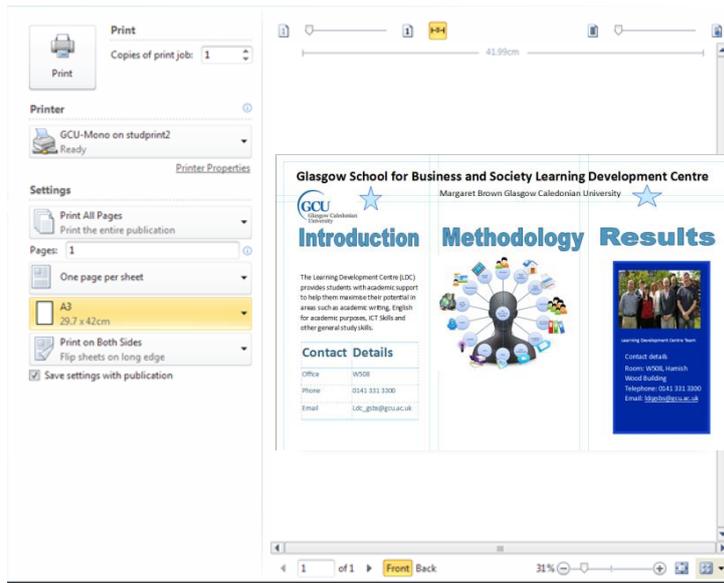

Figure 15: Print options and preview

Additional Tools

Poster templates

Sometimes, when creating a poster, you may want to use a template to save you time in designing and laying out all of the elements. To do that, from the **Page Design** tab**,** in the

Template group, click on **Change Template** ![Change Template icon] icon and the **Change Template** window will open, **Figure 16**. From here you will have a number of categories of possible templates. Choose one of these templates by clicking on it to apply it to the poster you are working on.

![Note icon] **Note:** You can get the same results for your poster without using a template; it just takes a little more time. In this booklet we do not use templates so that you learn more about laying out your own design for a poster.
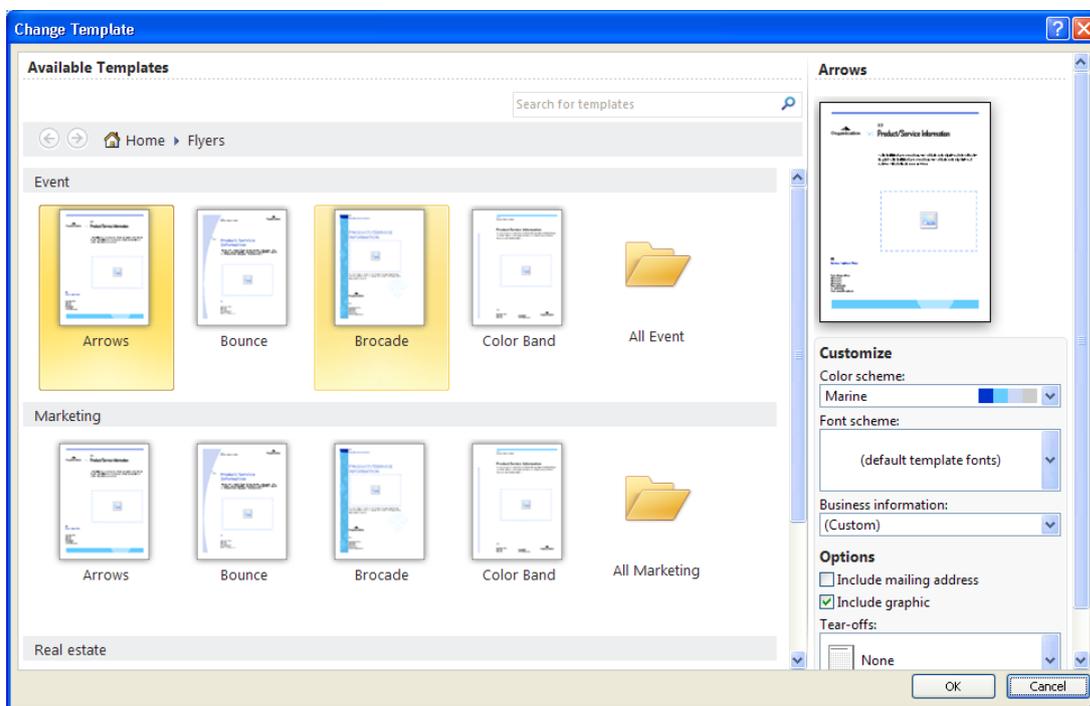

**Figure 16:** Change Template window

Appendix 1: Paper Sizes

Standard Paper sizes (ISO standard):

Paper Size	Portrait	Landscape	times A4 sheets
A0	84 x 118.9	118.9 x 84	16
A1	59.4 x 84	84 x 59.4	8

A2	42 x 59.4	59.4 x 42	4
A3	29.7 x 42	42 x 29.7	2
A4	21 x 29.7	29.7 x 21	1
A5	14.8 x 21	21 x 14.8	$\frac{1}{2}$
A6	10.5 x 14.8	14.8 x 10.5	$\frac{1}{4}$

All measurements are given in centimetres, horizontal measurement first and then vertical measurement
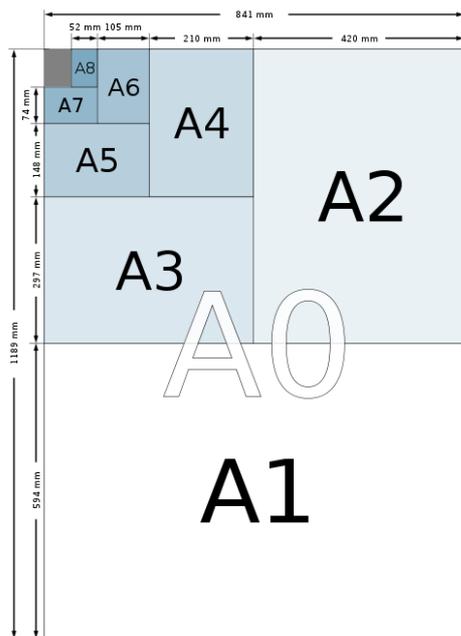
Appendix 2: Image File Formats

Bitmap (raster) formats

These files use pixels to compose an image and therefore are suitable for high quality photographs. The files are usually with bigger size and when resized may lose quality. Images are always rectangular. They are always dimensioned with a width and height (in pixels). Images that appear to be with a different shape are not, they simply have a transparent background.

JPEG

Joint Photographic Experts Group (JPEG) files uses 24-bit colour which means it is not losing the colour quality. However it uses compression with variable degree of quality loss. Most users won't be able to see much difference between a moderately compressed JPEG and the original uncompressed image; a heavily compressed JPEG will appear blurry and make individual pixels noticeable. The resulting files are small and depending on the degree of loss during compression may be useful for good quality photographs. The only major drawback of using JPEG is that it doesn't support transparency.

BMP

This is a standard Microsoft image format and images created with Paint software (standard software installed with Windows) use this file format. Typically, BMPs do not use compression and that is why they are very large files. BMP files do not support transparency.

GIF

Graphics Interchange Format (GIF) files are commonly used on Web pages. They only support up to 8 bits of colour depth (or 256 colours) but it creates a table of up to 256 colours from a pool of 16 million and that way it doesn't noticeably degrade the original image. If the original image consists of fewer than 256 colours GIF format will create save and compress the image without any loss of quality. However if the image is a colour rich it will lose a greatly the quality. GIF files support transparency.

PNG

Portable Network Graphics (PNG) was originally developed to replace the GIF format. They use compression without loss of quality and can use 24-bit colours (more than 16 million colours) to achieve a much wider range of colours compared to GIF files. PNG also supports transparency and therefore is suitable for images that are not rectangular and will be placed on different backgrounds.

TIFF

Tagged Image File Format (TIFF) files can be saved completely uncompressed for maximum quality. They can also use a compression without loss of quality to help decrease file size. Like PNGs and GIFs, the TIFF format supports full 24-bit colour (more than 16 million colours). TIFF files are suitable for high quality photographs and they support transparency.

Vector formats

These files contain instructions on how to build images using geometry rather than pixels. They can be resized without worrying that the quality will degrade

EPS

Encapsulated Post Script (EPS) is a vector format files and are widely used in professional printing for printing vector-based graphics. They are suitable for graphics such as logos or other that don't contain many photographs.

WMF

Windows Metafile Format (WMF) was created by Microsoft. Most of the Microsoft Office Clip Art is in WMF format.