Poster-making in PowerPoint

Provided here because good poster tips are hard to find.
Play with layout, then add content

- **1st change slide size** to poster size you will print (max 36” wide)
- Click “scale” content
- Insert square
- Copy & paste square to add more
- Make different sizes for different sections
- Explore various options, considering focal point, weight & balance, and logical flow
- **Align** squares to one another & **distribute** evenly
- Add text, images, UC logo

Sample outcome of “playing with layout”.

### Compelling Title
Author names

<table>
<thead>
<tr>
<th>Picture</th>
<th>Picture</th>
<th>Picture</th>
<th>Picture</th>
</tr>
</thead>
</table>

### BACKGROUND
RESULT
Focal point

### METHODS
TAKE HOME
FUTURE WORK

### CITATIONS
ACKNOWLEDGMENTS
PLAYING WITH LAYOUT
Portrait orientation

Example of how sample layout can translate to poster
Previous research shows that menstrual cycle phases affect female mate preferences, and that romantic kissing is utilized in mate assessment. This study found that women at high risk of conception place greater value on kissing in the early stages of a relationship (when it can assist with mate assessment), and that this effect is driven by levels of progesterone.

**FINDING 1**
Compelling, Easy to Follow

**BACKGROUND**

**FINDING 2**

**METHODS**

**WHAT IT ALL MEANS**

**CITATIONS**

**ACKNOWLEDGEMENTS**

**ANATOMY OF A KISS**

Prevalent ways in which romantic kissing modulates mate choice

**CONCLUSION**

- Women at high conception risk place greater value on kissing in the early stages of a relationship than women at low conception risk.
- This preference shift is driven by menstrual cycle fluctuations in progesterone.
- The early sexual ritual of romantic kissing may be valuable in assessing aspects of mating partner quality.

**INTRODUCTION & BACKGROUND**

- The menstrual cycle affects female mate choice, shifting preferences towards signals of genetic quality during high conception risk phases—such as ovulation/early luteal phase—potentially more related to genetic and compatibility.
- Past research suggests the early sexual ritual of romantic kissing with the assessment of potential mate is low (less).
- The current research examined menstrual cycle phases’ attributes towards the importance of romantic kissing.

**METHODS**

An international online questionnaire asking about attitudes towards romantic kissing was conducted.

Participants included 173 normally ovulating women; 58 low-risk conception (ovulation/early luteal phase); 117 high-risk conception (mid-luteal phase).

Cycle phase was estimated using reverse day count method, with normal and premenopausal levels estimated using normal maximum reference values.

**RESULTS**

- Progesterone levels were a significant predictor for kissing importance during the initial, but not established, stage of a relationship.

**CONCLUSION**

A significant interaction effect was found between cycle phase and relationship stage (p = .001).
BACKGROUND
- Big picture
- Why it matters
- Cite

MAIN RESULT
Focal point

CONCLUSIONS
- Cite

FUTURE WORK

ACKNOWLEDGEMENTS

METHODS

CITATIONS

Landscape Orientation Layout Option

Bridging the gap between friends: How presence biases distance estimation
University of California, San Diego

Question
How far (in feet) would you have to walk to cross this bridge?

Background
- Social relationships are commonly described in terms of physical space.
- People often refer to distances between places as mental spaces.

Experiment
- Participants imagined being a writer for a hiking magazine.
- Some were told their hiking trips were on the opposite side of bridges,
- Others were told that their trips were on the same side of bridges.

Results
- Participants underestimated the distance to other sides.
- Distance estimates were similar for both conditions.

Conclusion
- These results suggest that social relationships can influence our perception of physical distances.
- Future work should explore how these effects vary across different social contexts.
Timeless Tips

- Clearly defined sections
- Logos recognize sources of support
- San serif fonts
- Section titles stand out
- Clear background & foreground
- Bold color used sparingly
- Weight of colors, sections balanced
Nice pics
Not too wordy
Nice flow

Too wordy
3-column layout disrupts flow