

## ECE 188 Poster Design Instructions

This year we've been able to arrange for funding to have our Presentation Day posters printed on a large format photo-resolution paper. The printing will be done by UCSB's Photographic Services Dept in Kerr Hall. There is a grant for the entire class. When spread evenly across the projects it allows up to \$125 to be spent per project.

The posters will be printed from a PDF file that we make with PowerPoint (followed by a special high-resolution conversion procedure). The finished posters will be mounted by push pins on a large cork board situated behind each group's table. The display area of the cork boards is 68" wide and 44" high. This area could mostly be filled with one large landscape-mode poster. The cost of photo-quality printing is \$8 per square foot, computed simply by multiplying the width (in inches) by the height (in inches) and then dividing by 144, then multiplying by \$8.

Because one of the steps of the final conversion to PDF involves scaling to 8.5 x 11, it makes things easiest if the overall width and height you use has the same aspect ratio as a standard 8.5 x 11 piece of letter paper. It is critical that your poster size (set in PowerPoint "Page Setup ..." when you begin) is the true size of the poster. Do not use 8.5 x 11 page size in your PowerPoint setup. Read and follow the rest of the instructions on this write-up in order to get your paper size setup correctly. Recommended size for a single landscape poster is 48" x 37" .... cost for printing one of these would be \$104.

\*\*\*Please do not overspend your allotment!\*\*\*

Instructions for the final PDF conversion on a PC (i.e. after you have composed the poster using PowerPoint) are given on the ECE188 website. Please ignore the first two steps. Begin this procedure with step 3. The direct URL is below.

<http://my.ece.ucsb.edu/ece188/pdfpc.html>

Note that one must have Adobe Acrobat Professional installed in order for PowerPoint to be able to do this PDF conversion. Since the Adobe tool is not in our labs (due to license cost issues) the ECE 189 TA will do the final conversion for you. One change to the procedure is to **ignore the initial step (page setup to 8.5x11) .... it doesn't seem to be necessary as long as you follow the rest of the instructions to the letter.**

If you have questions, please contact the instructor. Note that we can only afford to print each poster once(!) so it is very important, particularly for pictures and images, that you follow the instructions and contact us early enough that we can test your PDF file before spending our precious funds to plot it. There is a lot of printing work at Photographic Services this time of year so we have worked out a special deadline with them for ECE 188. In order to guarantee timely completion of the printing, we must get our PDF files to them on Wednesday May 26<sup>th</sup>. You must send me your PPT files by 2pm on Tuesday May 25. Please note that the deadline is only about 3 weeks from now. I will check your poster to ensure that it will print out properly.

Once I have the posters for the entire class, the ECE 189 TA will handle the submittal to UCSB Photographic Services.

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**Note:** Our FIRM classwide deadline for getting all of the class posters turned in for printing is Wednesday May 26. Please do not miss your individual May 25 deadline.

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We've prepared a sample PowerPoint poster to show the setup. The example is 48" wide and 37" high, made by defining a custom paper size when first setting up the page under PowerPoint Design->Page Setup (or File->Page Setup in older versions of PowerPoint). It costs \$104 to print.

Please be very careful with photo image resolution. It is (too) easy within PowerPoint to make photo images larger than they are capable of being displayed. When choosing a given image and a presentation size for it, be aware of pixel density in the final image region. The output will look great as long as there are about 300 dots per inch or more. The image sizes in the sample posters we've made are actually a bit too large for the resolution! They will likely appear somewhat pixilated on the poster. In general, the more pixel density in the final printed poster, the better.

The example PowerPoint file `example_landscape.ppt`, along with these instructions, are available in the Handouts section of the class website. Good luck ... and if you have questions, please don't hesitate to contact me. We can have some spectacular posters this year if we do things right!