

# PowerPoint Poster Making Guide

Instructional and Brand Guidelines  
for Stony Brook Medicine



Stony Brook  
Medicine

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# Poster Considerations

The following guide was designed to assist you with formatting and printing your poster presentation while using the system-wide brand guidelines of Stony Brook Children's Hospital.

PowerPoint templates referenced in this guide are available on

Stony Brook University's Communication Toolkit

[http://www.stonybrook.edu/commcms/toolkit/telling\\_story/presentations](http://www.stonybrook.edu/commcms/toolkit/telling_story/presentations)

Note: Most instructions are for Mac users, and can be adapted for PC users.  
In some instances, specific instructions for both Mac and PC users are included.

# Word Count: under 500 words

**A poster is *not* a paper.**

- A paper is constructed for independent learning.
- A poster by contrast has YOU standing next to it as its guide.
- Your entire poster should have **under 500 words total**.
- If your poster is clear and concise, an individual should be able to read it in under 10 minutes.
- PowerPoint was designed to project large images in a dark room. The amount of copy, images and colors that work well for slides don't necessarily work for a poster.

*Always remember your target audience!*

# Visual Components

## **Every image is important.**

Images should be legible from a distance. Clean and precise images are easy to see and understand.

- **Use charts, graphs and tables**

Excel imports are common. If import problems occur, save the image in a pdf format, then import to PowerPoint.

- **Use clear photographs and/or illustrations**

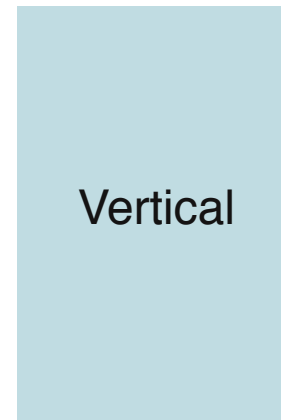
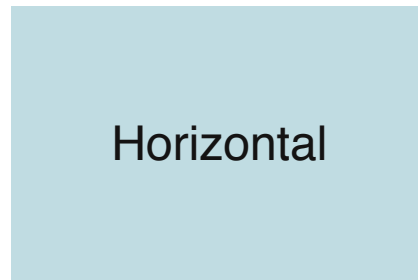
Save these images in a jpg, png or pdf format (300 dpi is recommended).

---

For best printing results, the original photograph or illustration should be 12" wide at 300 dpi. It is not recommended to enlarge these images or to download low resolution images (72 dpi) from the Internet. Visual quality will be compromised. If the image looks blurred when imported to your poster, it will print this way as well.

# Poster Dimensions

**PowerPoint templates provided are both horizontal 42" x 36" and vertical 36" x 42" orientations.**



The paper available for printing is 42 inches.

*Note: Posters more than 42 inches are considerably more expensive to print.*

# Important Information about Paper Resizing

**This template was designed to be 42" wide x 36" high.**

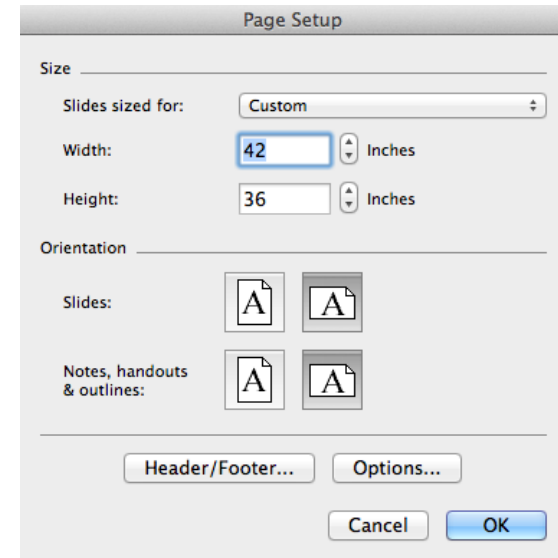
Although not recommended, if you must increase the poster size, follow these steps:

1. Go to **File, Page Setup, Width and Height**.
2. Check with your printer for paper size availability and cost increase.
3. Change both the **Width** and **Height** to increase the paper by 5%, 10% or 15% using the specific dimensions here:

**5%** - 44.1" w x 37.8" h

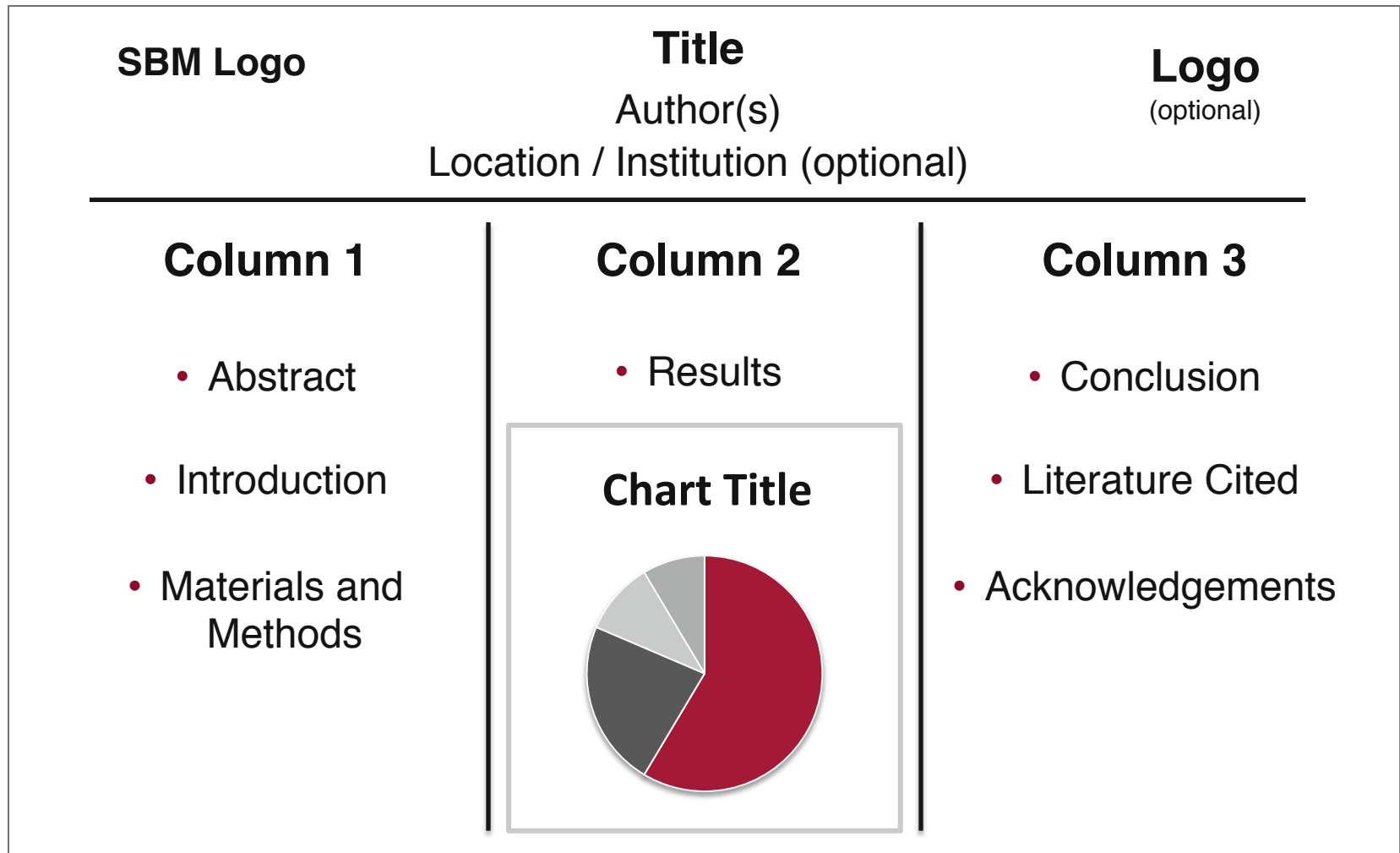
**10%** - 46.2" w x 39.6" h

**15%** - 48.3" w x 41.4" h



**Note:** DO NOT simply change the paper size of the template, as all linked logo(s) and images will be distorted, resulting in poor branding practices.

# Layout of Poster





# Poster Components

**Title:** Convey the issue under study and draw passersby to your poster.

- Derive it from your hypothesis.
- Should not be greater than two lines.

**Introduction:** Use the absolute minimum amount of background information.

- Set the context of your study and draw your audience in.
- State your hypothesis clearly.
- Remember, less is more.

**Materials and Methods:** Briefly describe experimental procedures, patient population, statistical analysis, etc.

- Section may be omitted if sufficient detail is included in figure/table legends.

# Poster Components

**Results:** Use tables and figures to present your findings.

- Clinical research usually begins with a flow chart describing patient recruitment and a table of demographics for subjects included in the analysis.

**Conclusions:** Restate the significant findings of your study and the relevance of the results.

- Affirm or reject your original hypothesis. Discuss future directions.

**Literature cited:** Stick to one bibliography format for all listed references.

- Limit the bibliography to a maximum of 10 references.

**+/- Acknowledgments:** Include the names of all people who helped with the work but were not included as authors.

- List sources of funding.
- Include a conflict of interest statement.

# Getting Ready...

Draw a rough draft of your poster's components.



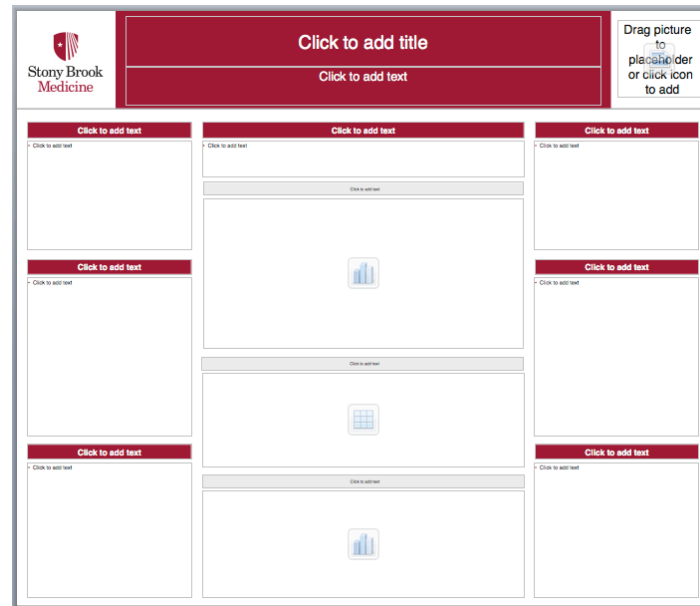
# Download a Poster Template

**The poster template choices for Stony Brook Medicine are:**

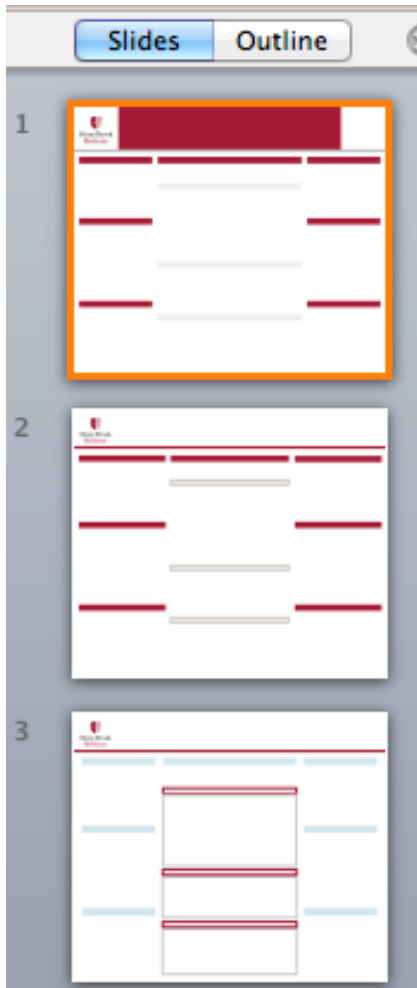
SBM 2015\_HorizontalPosterTemplates.potx

and

SBM 2015\_VerticalPosterTemplates.potx



# Choose a Poster Template




## Choose one layout template

- Delete all remaining pages when ready.
- If you need to add a slide, in the upper left corner of the document ribbon, Go to **Home**, **New Slide**, **click** and **hold the drop-down arrow** to the right of the (New Slide) icon.

**Note:** If you do not see the icon, click on the Home tab in the ribbon.

# Horizontal Poster Options



## Important Information about Poster Resizing


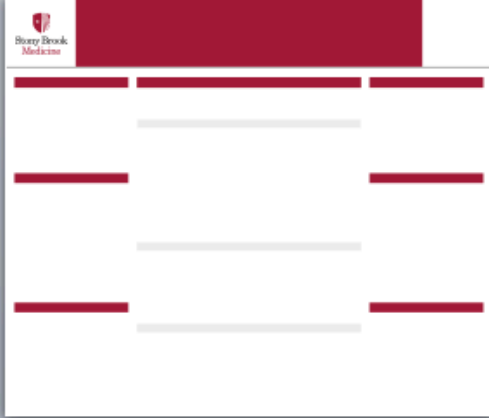
This template was designed to be 42" wide x 36" high.


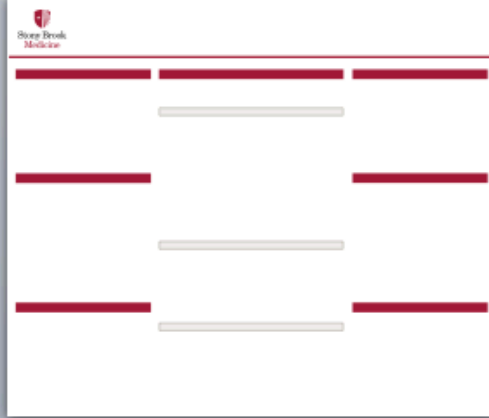
Although not recommended, if you must increase the poster size, follow these steps:


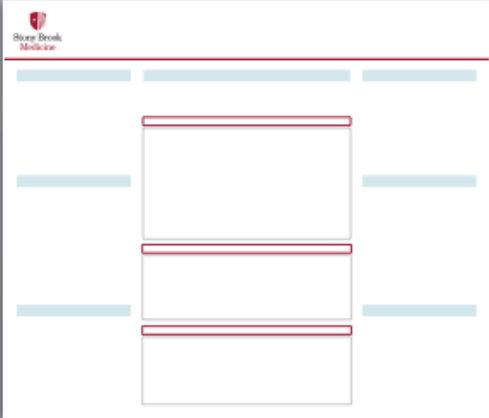
1. Go to **File, Page Setup, Width and Height**.
2. Check with your printer for paper size availability and cost increase.
3. Change both the **Width and Height** to increase the paper by 5%, 10% or 15% using the specific dimensions here:


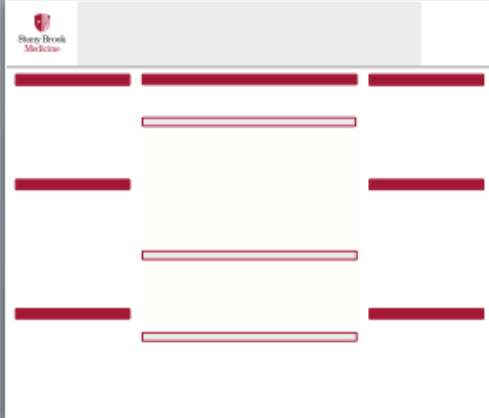
5% - 44.1" w x 37.8" h  
10% - 46.2" w x 39.6" h  
15% - 48.3" w x 41.4" h


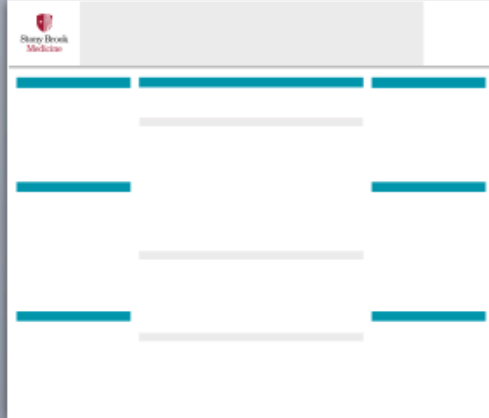
**Note:** DO NOT simply change the paper size of the template, as all linked logo(s) and images will be distorted, resulting in poor branding practices.

# Vertical Poster Options


**Important Information about Poster Resizing**

This template was designed to be 42" wide x 36" high. Although not recommended, if you must increase the poster size, follow these steps:


1. Go to **File, Page Setup, Width and Height**.
2. Check with your printer for paper size availability and cost increase.
3. Change both the **Width and Height** to increase the paper by 5%, 10% or 15% using the specific dimensions here:  
 5% - 44.1" w x 37.8" h  
 10% - 46.2" w x 39.6" h  
 15% - 48.3" w x 41.4" h

**Note:** DO NOT simply change the paper size of the template, as all linked logo(s) and images will be distorted, resulting in poor branding practices.


1




2




3



4



5



6

# SBM Color Palette

Correct usage of the  
Stony Brook Medicine Graphic Standards Color Palette  
is vital for brand consistency.

## Primary Colors



Pantone  
187

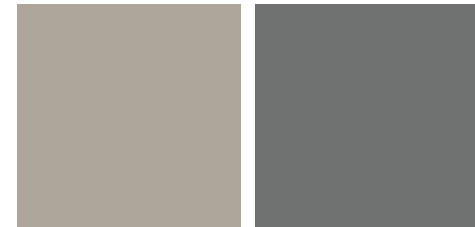
Black

## Secondary Color



Pantone  
632

## Neutral Colors



Pantone  
Warm Gray 4

Pantone  
Cool Gray 9

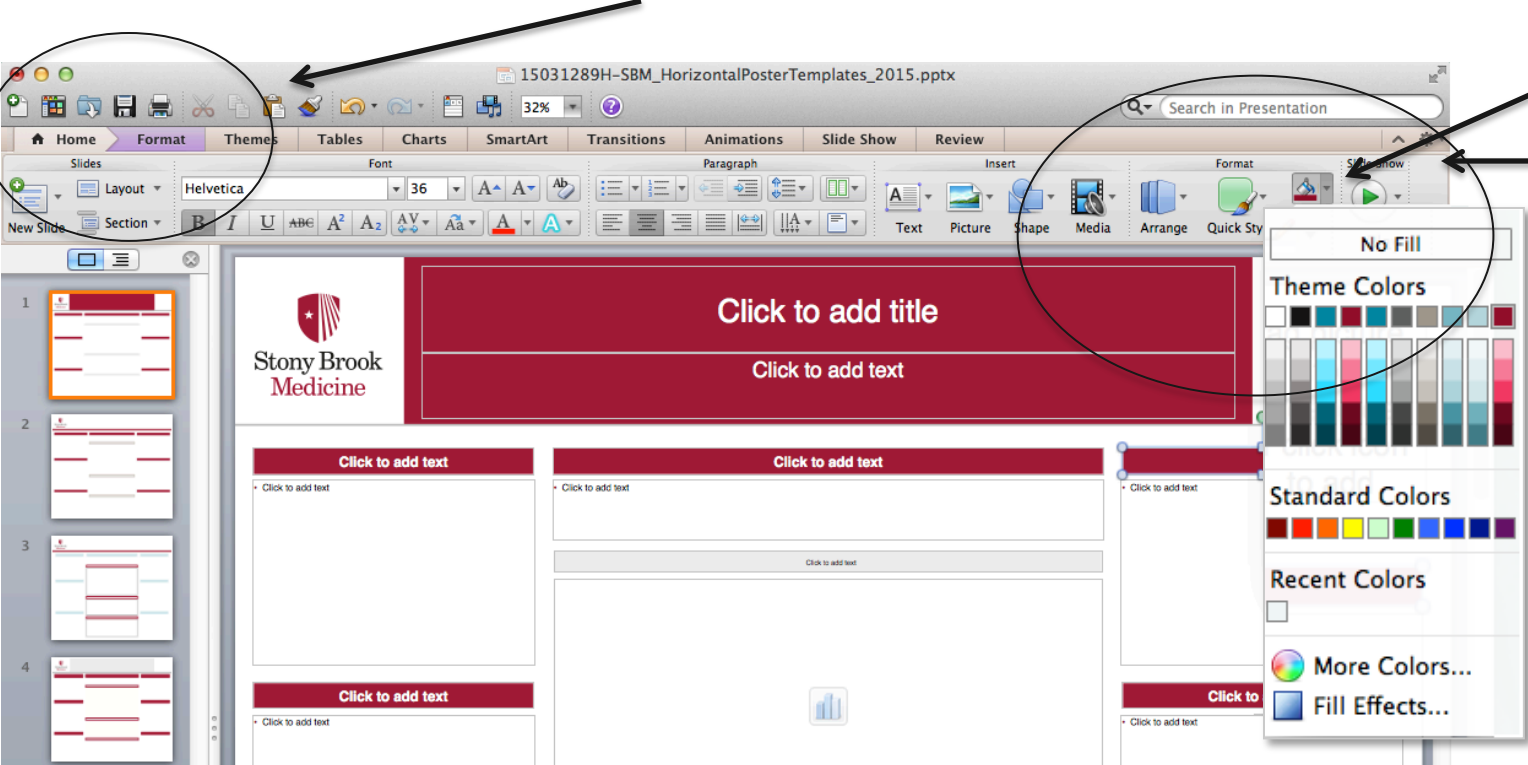
***Do not recreate or add to the Theme Color Palette.***





# SBM Theme Colors

**Theme Colors** have been set-up for you to use within PowerPoint and Excel. Go to the Ribbon's **Home Tab, Format** and click on the **paint bucket icon**. (PC users go to **Home Tab, Shape Fill** and click on the **paint bucket icon**.)



The screenshot shows the PowerPoint interface with the **Format** ribbon selected. The **Shape Fill** group on the ribbon is circled, and the **paint bucket icon** is highlighted. An arrow points from the **paint bucket icon** to the **Theme Colors** palette, which is also circled. The palette shows the **SBM Theme Colors** palette selected. The main slide area shows a template with the **Stony Brook Medicine** logo and text boxes.

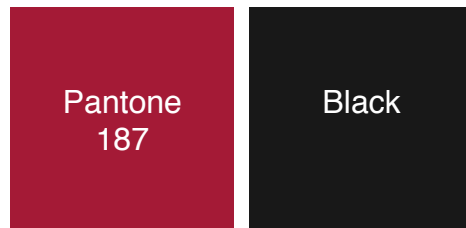
Annotations:

- Ribbon**: Points to the **Format** ribbon.
- Theme Color Palette**: Points to the **Theme Colors** palette.

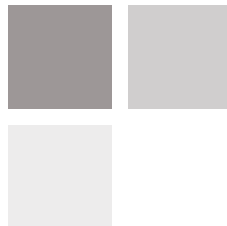
# Theme Color Palette Percentages

You are encouraged to use the Theme Color Palette with **color percentages** for charts, graphs and tables – ***not text***.

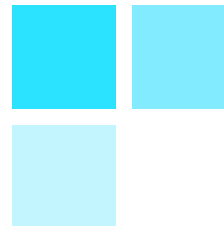
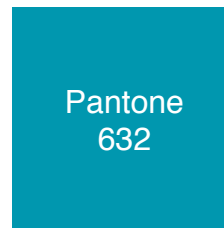
## Primary Colors



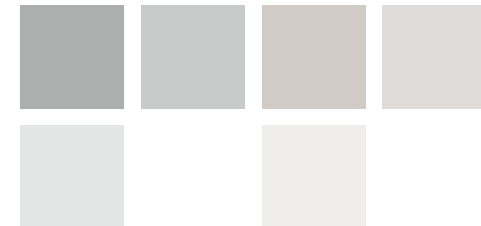
Avoid using color percentages for Pantone 187 (Red) when possible.



## Secondary Color



## Neutral Colors

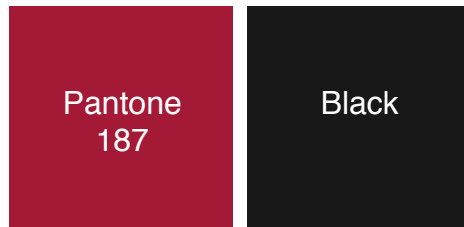


***Do not recreate or add to the Theme Color Palette.***

# RGB Color Palette

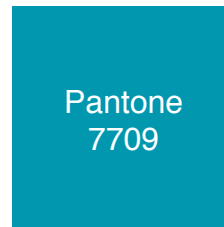
The RGB Color Palette breakdowns listed below are for those using statistical software programs other than Excel.

## Primary Colors



RGB  
184-18-55

## Secondary Color



RGB  
46-191-202

## Neutral Colors



RGB  
120-122-124

RGB  
182-175-165

### **Please note:**

**Use the SBM color palette in this guide for all other software programs (Excel, PowerPoint, Word, etc.)**

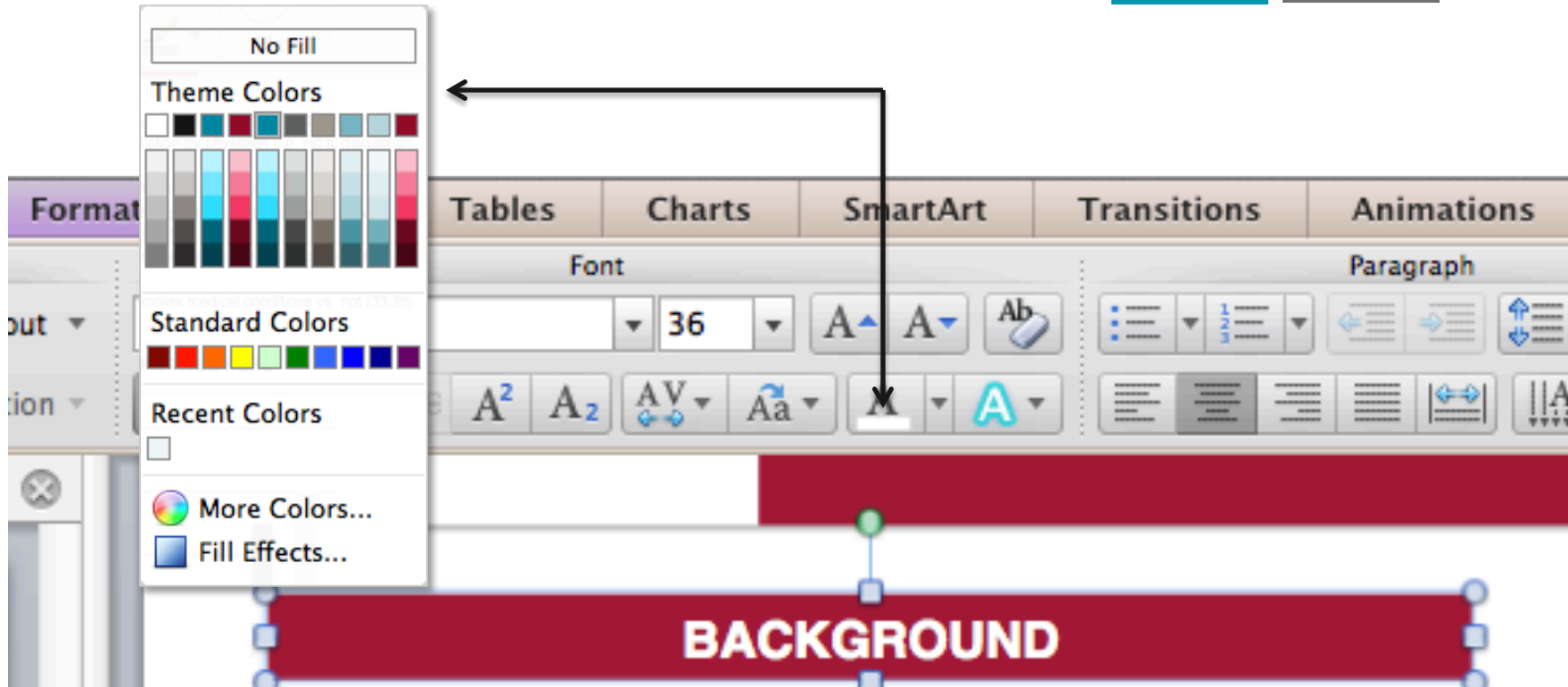
# Font Recommendation

# Helvetica

(Only Helvetica)

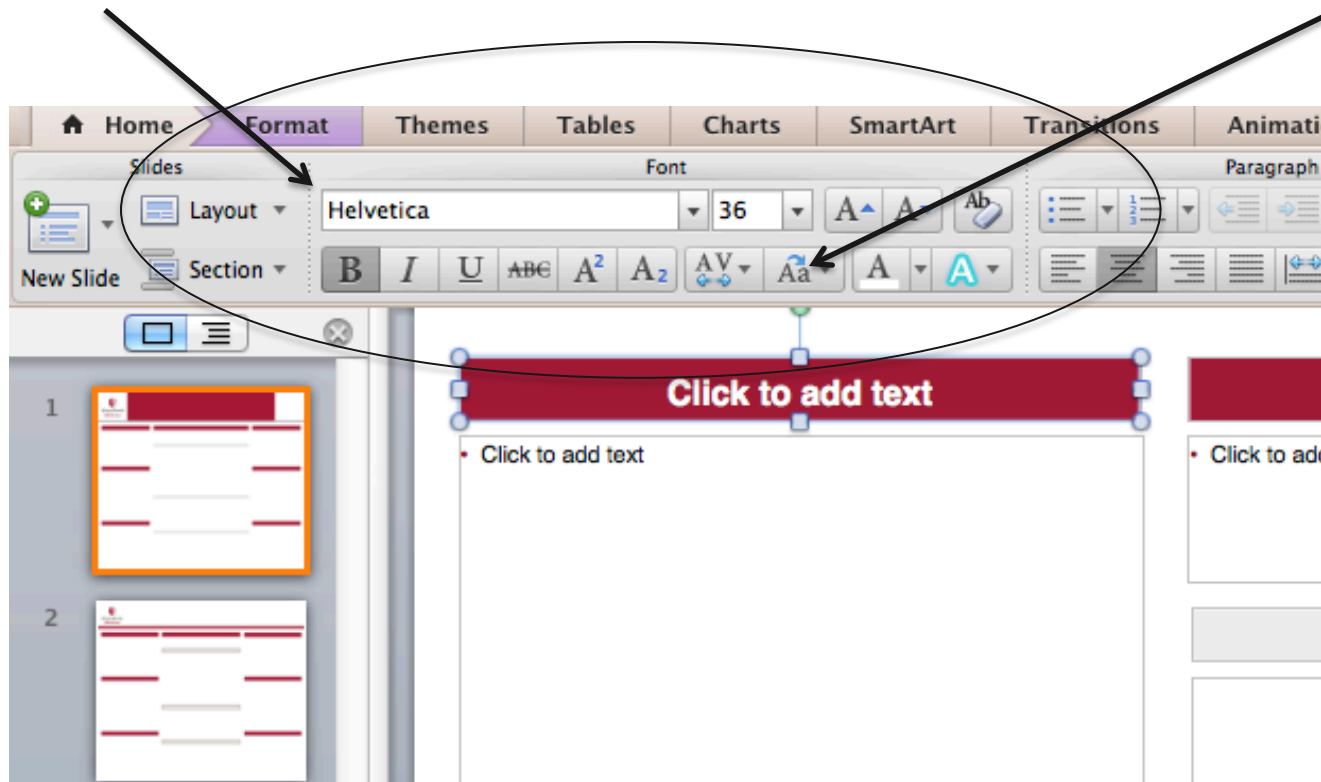
# Font Color Options

The font Helvetica color choices are: Black, Red and White. Choose *only* from the **Theme Color Palette** options.



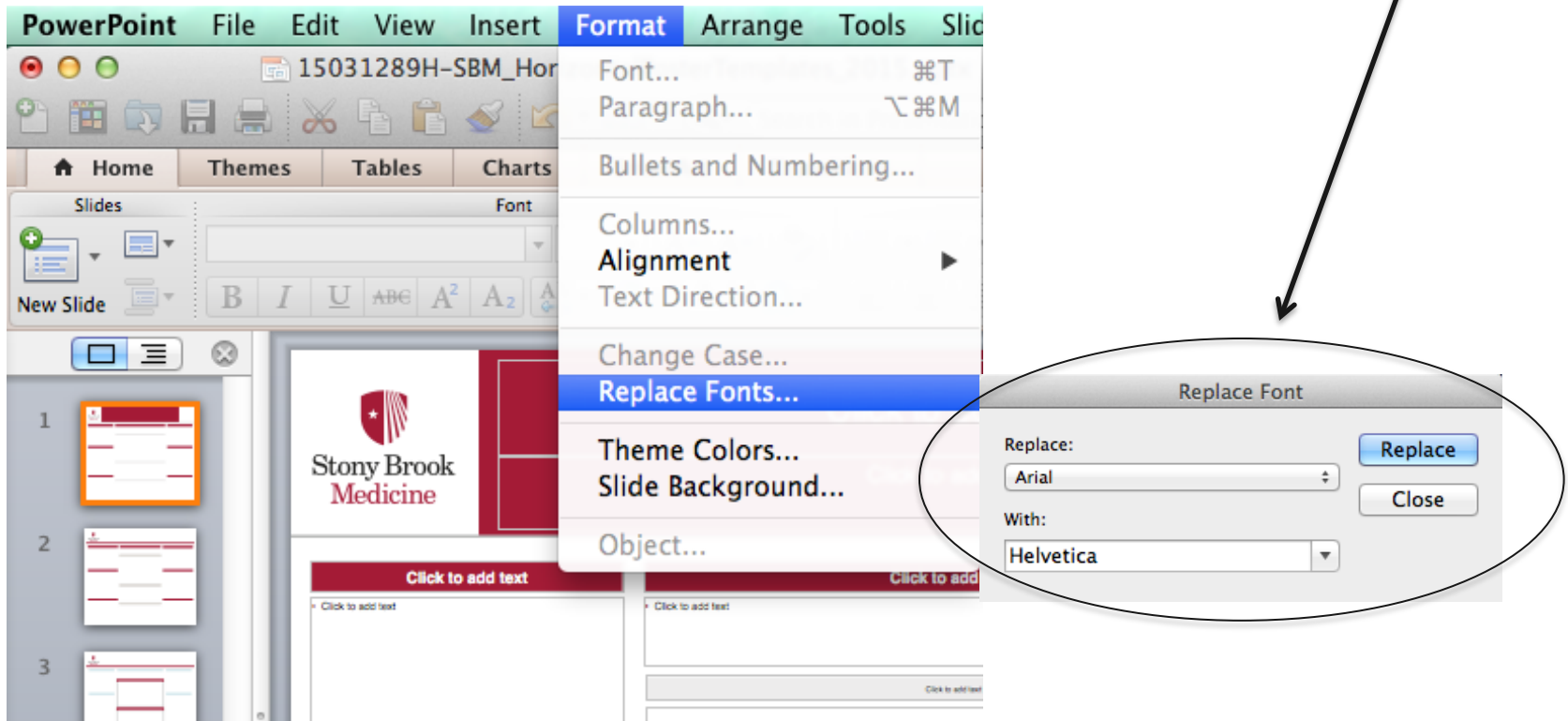
# Font: Helvetica

Brand consistency is key. Only use the font Helvetica.  
Use Regular, *Italic*, **Bold**, ***Bold Italic***, CAPS regular and **CAPS BOLD**.



# Replace Fonts to Helvetica


If your PowerPoint Template does not say “Helvetica” go to:  
**Format** (drop-down menu), **Replace Fonts**, **With: Helvetica**, **Replace**.





# Font Sizes

- To be **legible 14 feet** use **72 pt.**
- To be **legible 12 feet** use **60 pt.**
- To be **legible 10 feet** use **48 pt.**
- To be **legible 6 feet** use **30 pt.**



Stony Brook  
Medicine

1 Click to add title

Click to add text 2

Drag picture to placeholder or click icon to add

3 Click to add text

Click to add text

4

Click to add text

5

Click to add text



# Colors: Can you read me now?

Can you read me now?

Can you read me now?

Can you read me now?

Can you read me now?

Can you read me now?

Can you read me now?

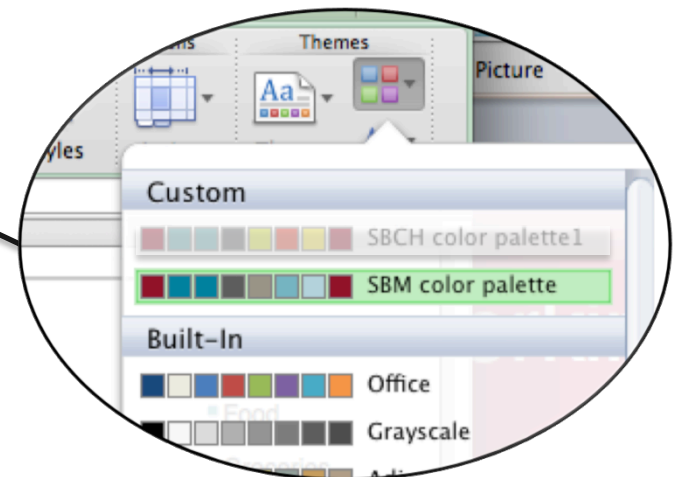
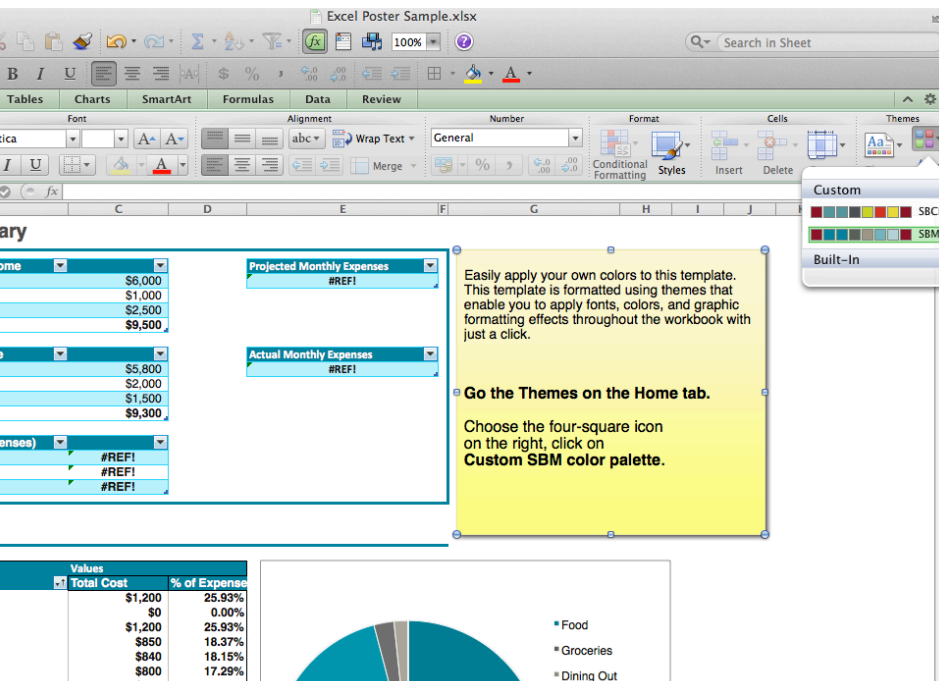
# Working in Excel

**Apply the SBCH Theme Color Palette to Excel charts, graphs and tables:**

- Double click on the **Home** tab, **Themes**, **Colors** and choose **Custom**.

(PC users click on **Page Layout**, **Colors**)

**SBM color palette**



# Working in Excel

An Excel file  
has been  
supplied for  
reference.

File name:  
SBM\_Excel  
Graphic  
Sample.xlsx

Excel file example

## Budget Summary

| Projected Monthly Income    |         | Projected Monthly Expenses |       |
|-----------------------------|---------|----------------------------|-------|
| Income 1                    | \$6,000 |                            | #REF! |
| Income 2                    | \$1,000 |                            |       |
| Extra income                | \$2,500 |                            |       |
| Total income                | \$9,500 |                            |       |
| Actual Monthly Income       |         | Actual Monthly Expenses    |       |
| Income 1                    | \$5,800 |                            | #REF! |
| Income 2                    | \$2,000 |                            |       |
| Extra income                | \$1,500 |                            |       |
| Total income                | \$9,300 |                            |       |
| Balance (income - expenses) |         |                            |       |
| Projected Balance           | #REF!   |                            |       |
| Actual Balance              | #REF!   |                            |       |
| Difference                  | #REF!   |                            |       |

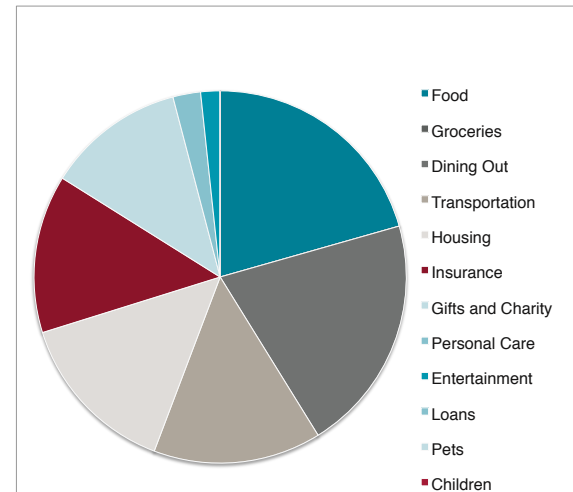
Easily apply your own colors to this template. This template is formatted using themes that enable you to apply fonts, colors and graphic formatting effects throughout the workbook with just a click.

Select Themes on the Home tab.

Choose the four-square icon on the right and click on Custom SBM color palette.

## Expense Overview

| Budget Categories             | Values         |                |
|-------------------------------|----------------|----------------|
|                               | Total Cost     | % of Expense   |
| <b>Food</b>                   | \$1,200        | 25.93%         |
| Groceries                     | \$0            | 0.00%          |
| Dining Out                    | \$1,200        | 25.93%         |
| <b>Transportation</b>         | \$850          | 18.37%         |
| <b>Housing</b>                | \$840          | 18.15%         |
| <b>Insurance</b>              | \$800          | 17.29%         |
| <b>Gifts and Charity</b>      | \$700          | 15.13%         |
| <b>Personal Care</b>          | \$140          | 3.03%          |
| <b>Entertainment</b>          | \$98           | 2.12%          |
| <b>Loans</b>                  |                | 0.00%          |
| <b>Pets</b>                   |                | 0.00%          |
| <b>Children</b>               |                | 0.00%          |
| <b>Taxes</b>                  |                | 0.00%          |
| <b>Savings or Investments</b> |                | 0.00%          |
| <b>Grand Total</b>            | <b>\$4,628</b> | <b>100.00%</b> |

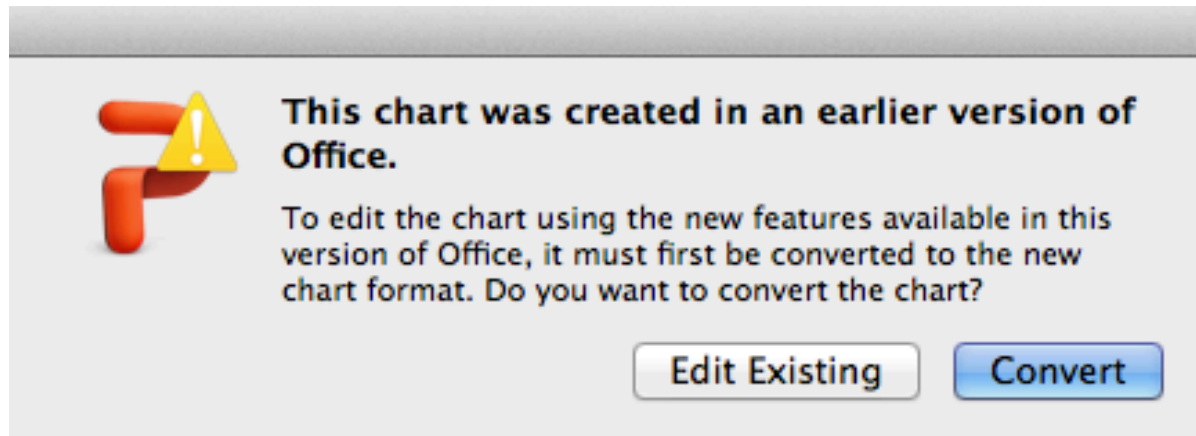


# Edit Charts, Graphs and Tables

**You can adapt the color and font format theme within PowerPoint for your Excel charts, graphs and tables.**

**There are two options:**

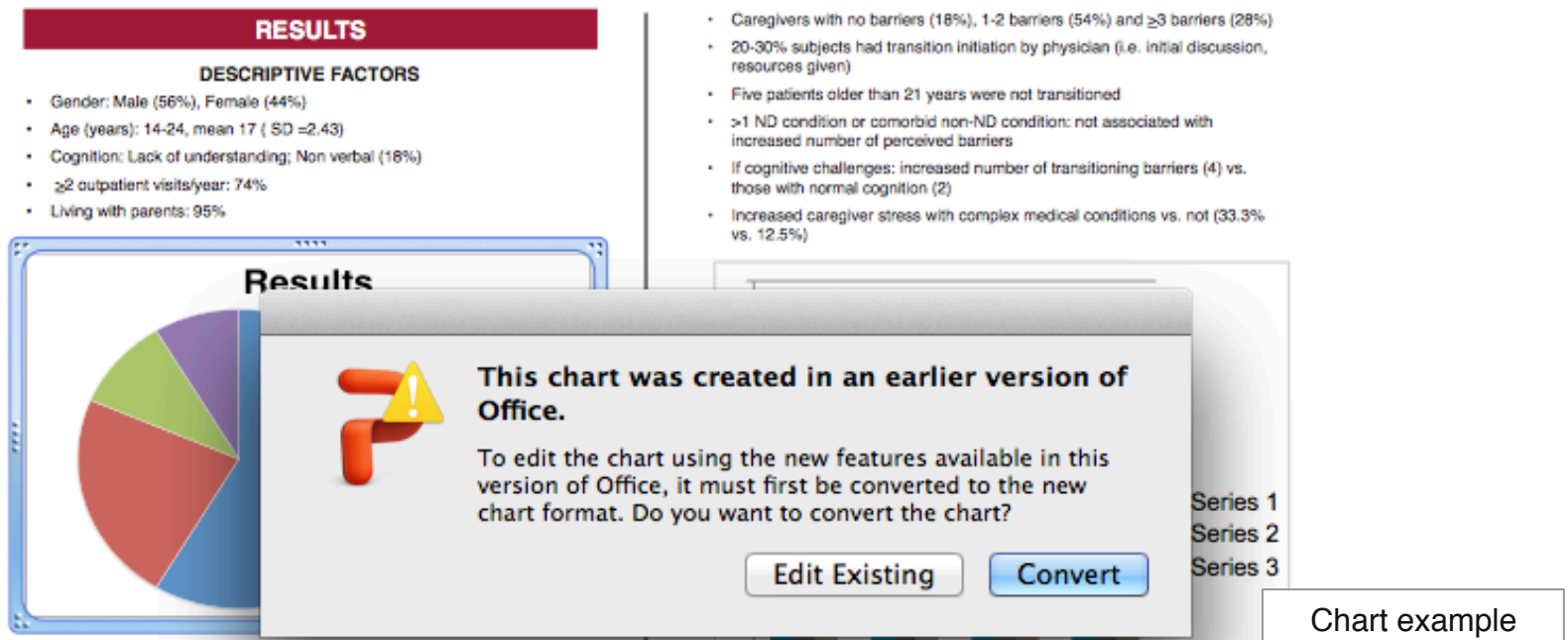
- Double click on the Chart, Graph or Table
- Choose **Edit Existing** or **Convert**



# What is Edit Existing and Convert?

**Edit Existing:** Allows you to modify an original Excel file.


**Convert:** Allows you to convert the original Excel file to PowerPoint's theme and color palette options.

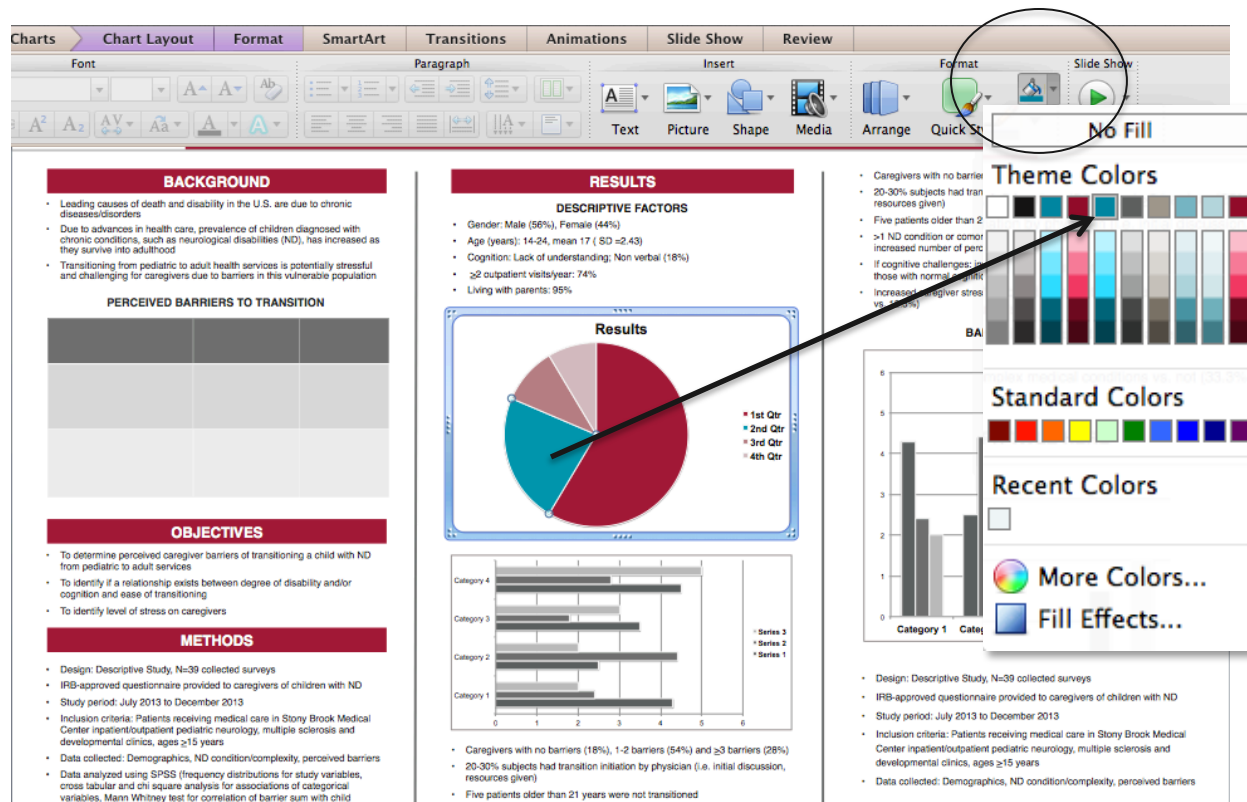


# Convert Images with Fill Color

## Custom color

### “Converted” images:

- Click on the inner image. The section will be highlighted.
- Go to **Fill Color** .
- Choose an Accent Color from the Theme Colors palette.



**BACKGROUND**

- Leading causes of death and disability in the U.S. are due to chronic diseases/disorders
- Due to advances in health care, prevalence of children diagnosed with chronic conditions, such as neurological disabilities (ND), has increased as they survive into adulthood
- Transitioning from pediatric to adult health services is potentially stressful and challenging for caregivers due to barriers in this vulnerable population

**PERCEIVED BARRIERS TO TRANSITION**

|  |  |  |
|--|--|--|
|  |  |  |
|  |  |  |
|  |  |  |

**OBJECTIVES**

- To determine perceived caregiver barriers of transitioning a child with ND from pediatric to adult services
- To identify if a relationship exists between degree of disability and/or cognition and ease of transitioning
- To identify level of stress on caregivers

**METHODS**

- Design: Descriptive Study, N=39 collected surveys
- IRB-approved questionnaire provided to caregivers of children with ND
- Study period: July 2013 to December 2013
- Inclusion criteria: Patients receiving medical care in Stony Brook Medical Center inpatient/outpatient pediatric neurology, multiple sclerosis and developmental clinics, ages ≥15 years
- Data collected: Demographics, ND condition/complexity, perceived barriers
- Data analyzed using SPSS (frequency distributions for study variables, cross tabular and chi square analysis for associations of categorical variables, Mann Whitney test for correlation of barrier sum with child

**RESULTS**

**DESCRIPTIVE FACTORS**

- Gender: Male (56%), Female (44%)
- Age (years): 14-24, mean 17 (SD =2.43)
- Cognition: Lack of understanding; Non verbal (18%)
- ≥2 outpatient visits/year: 74%
- Living with parents: 95%

**Results**

1st Qtr  
2nd Qtr  
3rd Qtr  
4th Qtr

**Category 1 Category 2 Category 3 Category 4**

Series 1  
Series 2  
Series 3

- Caregivers with no barriers (18%), 1-2 barriers (54%) and ≥3 barriers (28%)
- 20-30% subjects had transition initiation by physician (i.e. initial discussion, resources given)
- Five patients older than 21 years were not transitioned

**Theme Colors**

**Standard Colors**

**Recent Colors**

**More Colors...**

**Fill Effects...**

Chart example

# Convert Images with Chart Styles

## Custom color “Converted” images:

- Click on the graph. The section will be highlighted.
- Go to **Chart Layout, Format, Chart Styles**.
- Choose a chart style from the SBM Theme Color Palette.

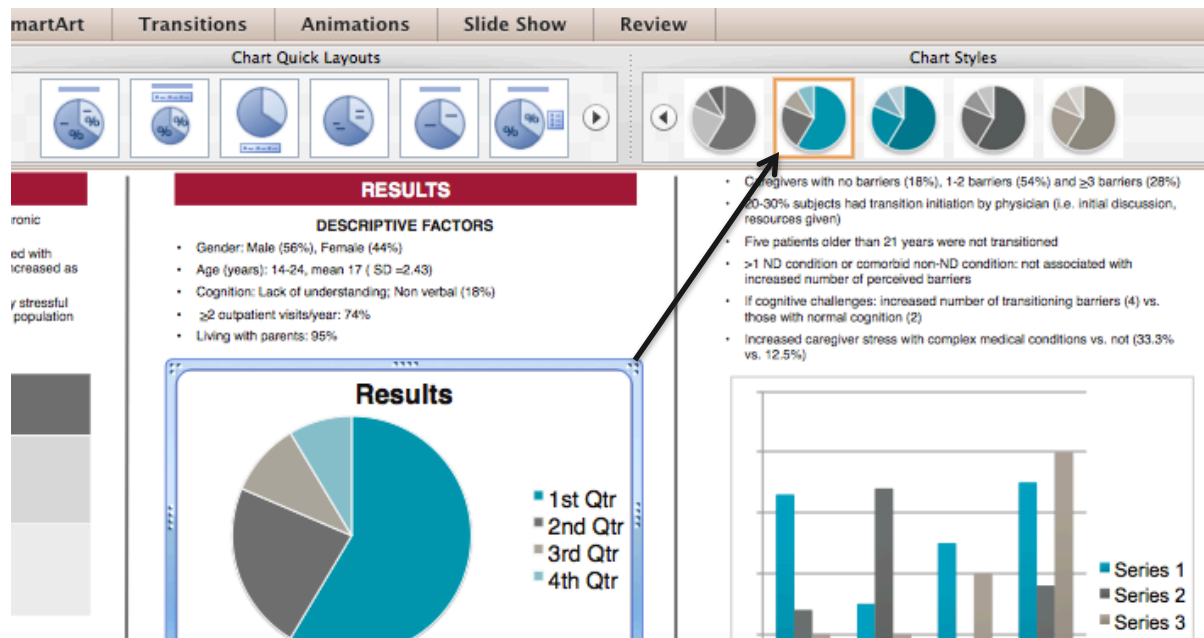


Chart example

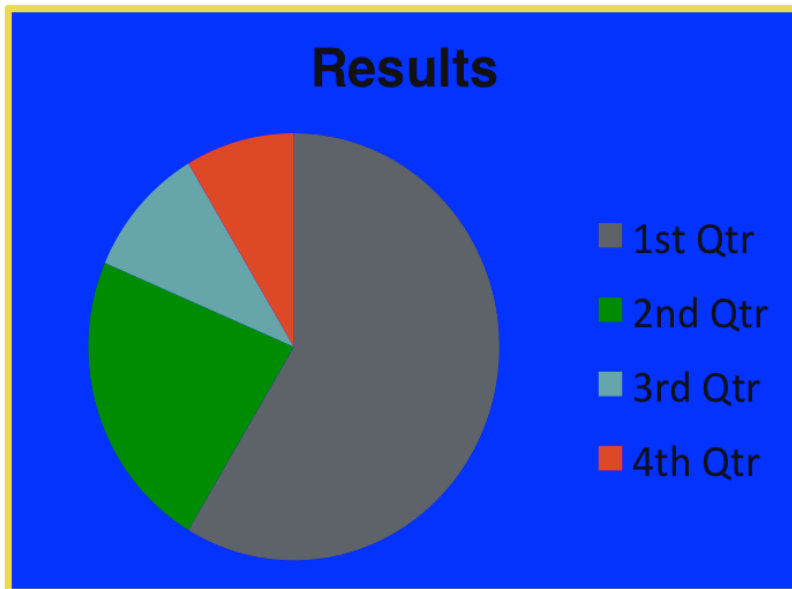


# Charts

**Charts should be LARGE and as simple as possible.**

- Always use a 3 point, gray rule outer box with a white background.
- Use black text.

Bad



Good

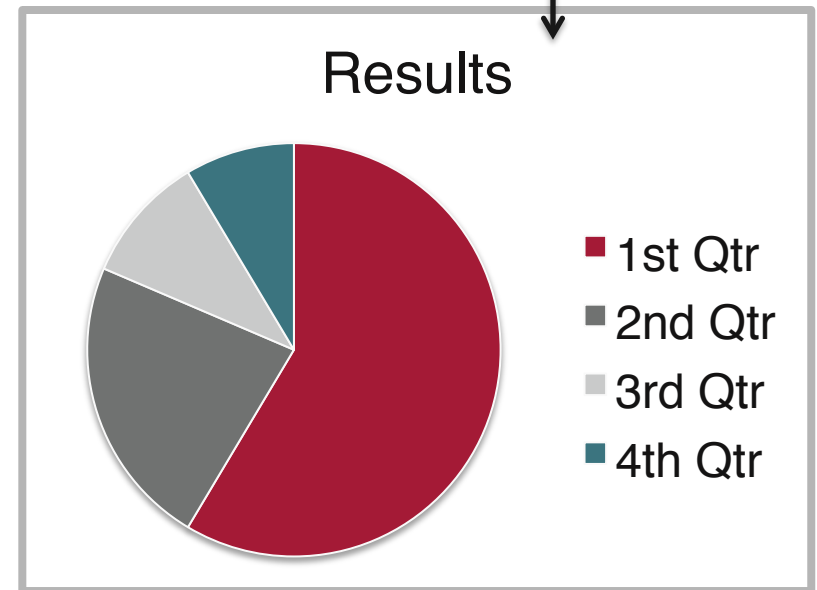


Chart example



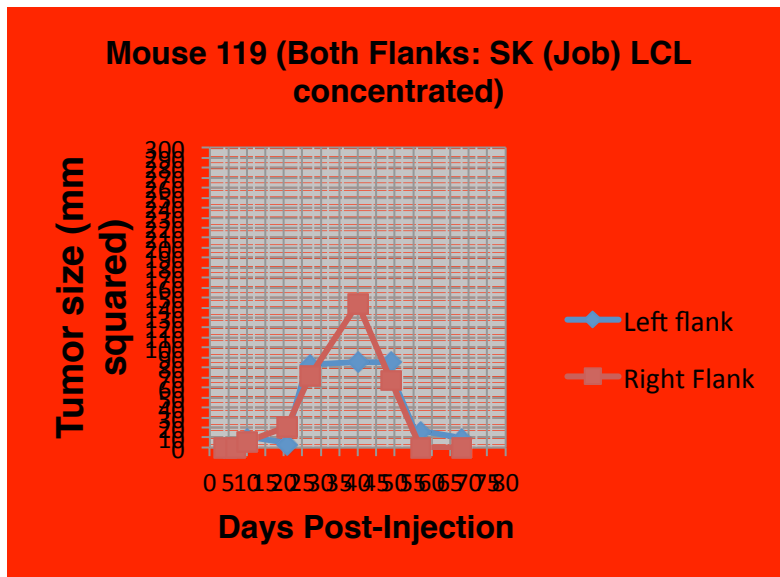


# Graphs

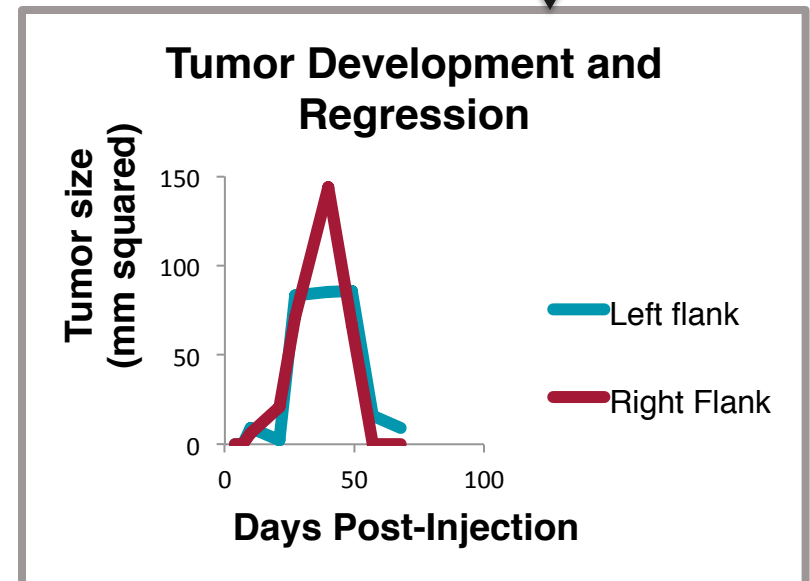
**Graphs should be LARGE and as simple as possible.**

- Always use a 3 point, gray rule outer box with a white background.
- Use black text.

Bad



Good



Graph example

# Figures

**Be sure to include a brief caption for your figures, and explicitly refer to the figure in the text.**

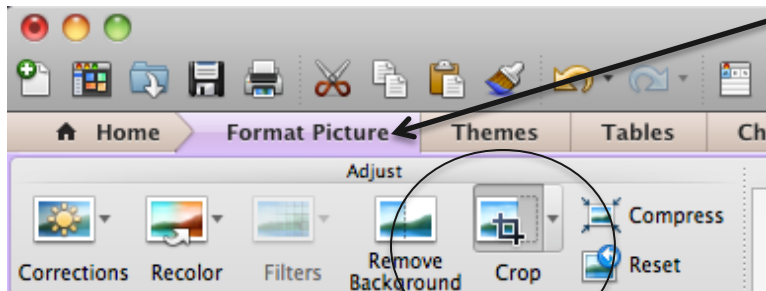
- When adding an image to your poster, use a **3 point, gray rule border** with a **white background**. This will give the image a clean “framed” look.
- All text associated with a figure image must be in black.

*Black text within figures reads best from a distance.*

# How to Crop an Image

Using the crop tool will *not* distort (stretch or elongate) your image.

- Highlight the image, go to the Ribbon area, **Format Picture**, **Crop**.



## Perceived Barriers of Transitioning Patients with Neurological Disabilities from Pediatric to Adult Care Medicine

Hina Zaidi MD<sup>1</sup>, Catherine Messina, PhD<sup>2</sup>, Jill Miller-Horn MD<sup>3</sup>

<sup>1</sup>Department of Pediatrics, <sup>2</sup>Department of Preventive Medicine, <sup>3</sup>Department of Neurology/Division of Pediatric Neurology  
Stony Brook Children's Hospital

### BACKGROUND

- Leading causes of death and disability in the U.S. are due to chronic diseases/disorders
- Due to advances in health care, prevalence of children diagnosed with chronic conditions, such as neurological disabilities (ND), has increased as they survive into adulthood
- Transitioning from pediatric to adult health services is potentially stressful and challenging for caregivers due to barriers in this vulnerable population

### PERCEIVED BARRIERS TO TRANSITION

| TABLE |  |  |
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### OBJECTIVES

- To determine perceived caregiver barriers of transitioning a child with ND from pediatric to adult services
- To identify if a relationship exists between degree of disability and/or cognition and ease of transitioning
- To identify level of stress on caregivers

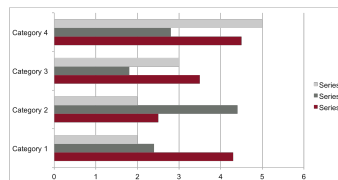
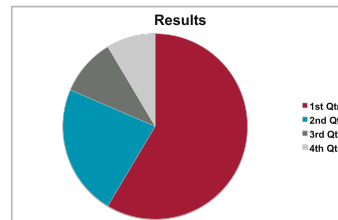
### METHODS

- Design: Descriptive Study, N=39 collected surveys
- IRB-approved questionnaire provided to caregivers of children with ND
- Study period: July 2013 to December 2013
- Inclusion criteria: Patients receiving medical care in Stony Brook Medical Center inpatient/outpatient pediatric neurology, multiple sclerosis and developmental clinics, ages  $\geq 15$  years
- Data collected: Demographics, ND condition/complexity, perceived barriers
- Data analyzed using SPSS (frequency distributions for study variables, cross tabular and chi square analysis for associations of categorical variables, Mann Whitney test for correlation of barrier sum with child complexity. All analyses run at  $p < 0.05$ )
- Caregivers with no barriers (18%), 1-2 barriers (54%) and  $\geq 3$  barriers (28%)
- 20-30% subjects had transition initiation by physician (i.e. initial discussion, resources given)
- Five patients older than 21 years were not transitioned
- >1 ND condition or comorbid non-ND condition: not associated with increased number of perceived barriers
- If cognitive challenges: increased number of transitioning barriers (4) vs. those with normal cognition (2)
- Increased caregiver stress with complex medical conditions vs. not (33.3% vs. 12.5%)

### RESULTS

#### DESCRIPTIVE FACTORS

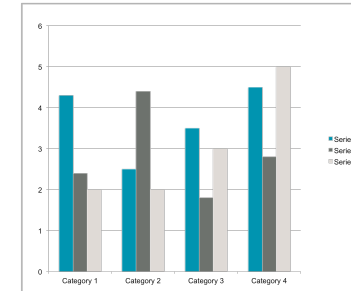
- Gender: Male (56%), Female (44%)
- Age (years): 14-24, mean 17 (SD =2.43)
- Cognition: Lack of understanding: Non verbal (18%)
- $\geq 2$  outpatient visits/year: 74%
- Living with parents: 95%



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### BAR GRAPH TITLE HERE



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### CONCLUSION

- Difficulty in transitioning care for children with ND is related to lack of physician initiated discussion and caregiver fear of trusting a new physician
- Cognitive delays rather than complexity of the child's medical condition increase caregiver barrier perceptions, but both affect the level of parental stress
- Transitioning model programs for pediatricians may aid the transition process by providing awareness, focused training, referrals to adult care and improved partnership with Med-Peds/Family Medicine
- Outcome goal: to avoid suboptimal future medical care for those at risk and provide reassurance to caregivers

# The Bad

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