

Difference between a Flyer and a Poster.

In summary, while flyers and posters share the purpose of conveying information and promoting something, they differ in terms of size, distribution, content, and design, which makes each better suited for specific types of communication and advertising needs.

How to create a Poster using PowerPoint

PowerPoint is known as the tool to create slides for presentations, but its capabilities are not just limited to that. It is a versatile platform that empowers users to unleash their creativity in different ways. One such feature of PowerPoint worth knowing is its ability to create eye-catching posters of any size and dimension in the simplest way. With PowerPoint, you can create a visually appealing and resourceful poster with images, texts, and other graphical elements. So, if you are also enthusiastic about knowing **how to create a Poster in PowerPoint**, then this step-by-step guide unveils all the information you need. By the end of this article, you should have the knowledge and skills to create visually stunning posters with PowerPoint.

Part 1. Why Use PowerPoint to Create a Poster?

PowerPoint isn't famous for creating posters, so some might wonder why to create a poster in PowerPoint when there are other dedicated tools.

PowerPoint has many good reasons to be your go-to tool for creating eye-catching posters. Some of the key ones are as follows:

- **Familiarity:** The user interface of PowerPoint and other Office apps is quite similar, so there is a high chance that you are already familiar with PowerPoint's interface and features. Owing to that, it makes it easy to start creating a poster through it.
- **Feature-Rich Design Capabilities:** PowerPoint integrates many design tools and features to create stunning posters. From text/image formatting to graphic elements, PowerPoint offers all the functionality users need to bring the poster idea to life.
- **Easy-to-Use:** PowerPoint also provides an easy-to-use and click-based interface, including pre-designed templates and drag-and-drop functionality. This makes it easy for any user to use the tool without training.
- **Collaboration & Sharing:** PowerPoint provides a seamless way to collaborate with others on a single file. Moreover, it allows sharing of the poster in different formats.

Overall, PowerPoint may not be reputed much for creating posters, but its rich design capabilities and the familiar intuitive interface make it a go-to tool for creating stunning presentations.

Part 2. 7 Simple Steps to Create a Poster in PowerPoint

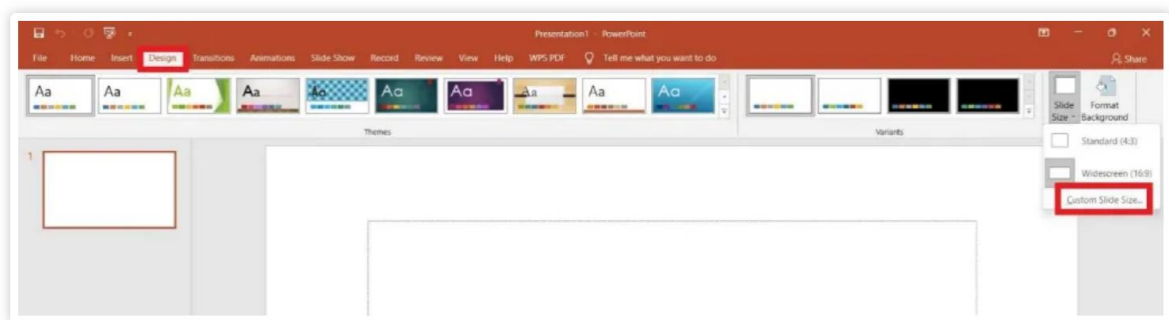
Now that we know what makes PowerPoint shine as the poster creator, let's discuss the steps on how to create a power in PowerPoint. Follow the below steps one-by-one to create a complete poster in PowerPoint:

Step 1. Open a Blank Slide

Launch the PowerPoint software on your computer. From the main dashboard, click "Blank Presentation". Also, save the file to avoid losing the work by clicking File > Save as and then choosing the location where you want to save the file.

Step 2. Set the Poster Dimensions

You now have to set the dimensions of the poster. So, click the "Design" tab from the top and then click Slide Size > Custom Slide Size.



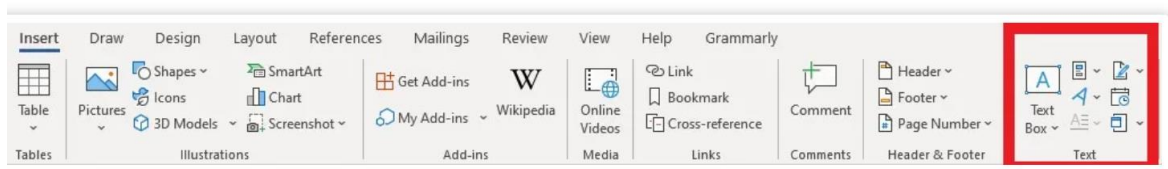
Choose "Portrait" as the layout and specify the width and height of the poster. Once done, click "OK".

Step 3. Add Picture

Now you can start designing your poster. The first thing is mostly adding an image to the poster. So, click the "Insert" tab from the top and click Pictures > This Device. Select and upload the picture into your poster.

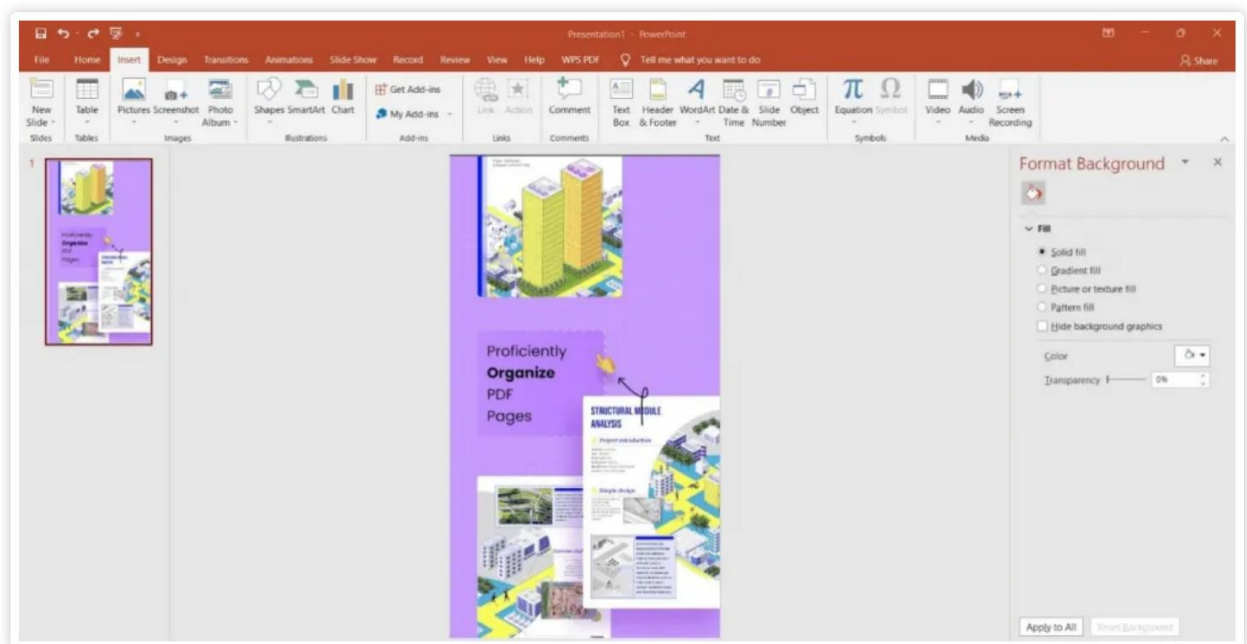
Step 4. Add Text

The next thing you want to do is add the text you want to the poster. For that, you can use the Text Box to easily insert the text where you want. So, click the "Insert" tab from the top and click "Text Box". Afterward, use the mouse to drag the size of the text box and then type the content in the text.



Step 5. Change Background

You can also change the background of your poster. You can use the color combination provided by PowerPoint or insert a specific background picture and set its transparency level accordingly. So, right-click the poster slide and select "Format Background". From the new right sidebar, select the appropriate option of your choice.



Step 6. Do Other Customizations

PowerPoint provides many design functionalities, such as adding shapes, adjusting colors, or applying special effects. So, customize your poster further as per your needs.

Step 7. Save the Poster as a PDF

Once you are done with all the design and customization, save the poster as PDF. Saving the poster in PDF format ensures its visual integrity and makes it easy to share, print, or view from different devices. So, click File > Save as. Name the file and select "PDF" as the format.

That's it! This way, you can easily create a visually-appealing poster in PowerPoint using its click-based, powerful functionalities.