

Preparing Poster Jobs for Printing

A Quick Overview for the
Faculty of Health Sciences

Preparing the Files

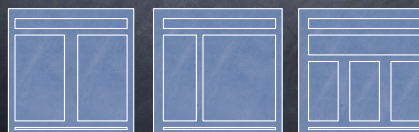
- SFU Document Solutions will be printing your posters (www.sfu.ca/docsol)
- We can handle various file formats. We prefer Adobe Acrobat PDF, but will accept Microsoft Powerpoint files as well.

Issues to Consider

- Is job "print ready"? What additional work needs to be done by Document Solutions?
- Are there any colour issues?
- Are necessary fonts and pictures included?
- Ensure that you provided adequate lead time
- If unsure, consult with a Document Solutions Customer Service Representative

Layouts

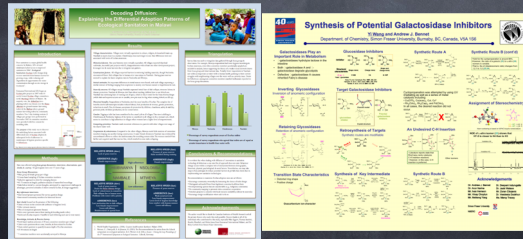
- The size for your poster project is 42"x 42"
- Create your posters at 100% if possible
- A grid is the simplest way to organize your information.



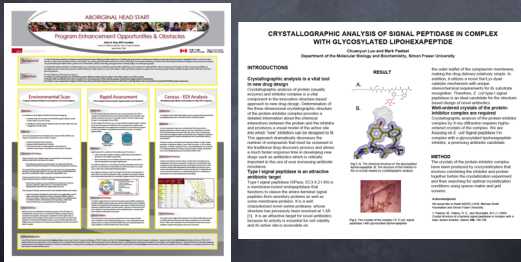
Design Considerations

- Avoid complex or distracting graphics
- Keep the basic design clean and clear
- Keep information factual and to the point
- Keep in mind that the viewer will be looking at your poster from several feet back

Sample Posters



Sample Posters



Sample Posters



Resources

- High and low resolution versions of the official SFU logo, fonts and guides can be found at: www.sfu.ca/clf/downloads



Bleeds

- To have a picture or graphics extend to edge of paper, extend image or element past the physical area of page that you are designing
- Trimming devices may not be accurate due to variations in paper or shifts in mechanisms

Borders and Margins

- Allow at least a half-inch border or margin at edge of the page when designing text for your poster.
- Any graphical elements close to the edge may be cut when the poster is trimmed to its final size.

One two three
four five six
seven eight nine
ten eleven twelve

One two three
four five six
seven eight nine
ten eleven twelve

Transparencies

- Transparencies are a problem for printing as they may cause unexpected results
- What you see on the screen is not what will be printed. Different print engines have different interpreters (RIPs) with different subtle reactions to print file instructions
- If using transparencies, it is best to design in different layers with background on bottommost layer and text layers on top

Transparencies

- When transparent text is placed on graphics on same layer, the interpreter “rasterizes” overlapping text or overprint objects and present the material in a lower resolution.
- If possible, “flatten” transparencies
- Spot colours should not be used with transparencies as they convert to process CMYK when flattened.

Transparencies

- Avoid having text with special effects (e.g. drop shadow) on spot colour backgrounds as they mask out the background when printed
- Convert colours to CMYK process colours if you plan to do this



Colour Matching

- Be aware that colours seen on screen are not the same as those printed
- Computer monitors use a RGB colour model while printers use CMYK
- Each output device has a unique colour profile. If a colour is not found, printer approximates nearest available colour
- Avoid colouring objects too close to the background colour if contrast is required

Fonts

- Avoid using unusual display fonts that may not be available for the printer
- Printers substitute missing fonts from its built-in library with a default font altering appearance of your document
- If you must use unusual fonts, “embed” the fonts or convert text into vector outlines
- Fonts are copyrighted and may not allow adjustments after conversion to PDF

Image Resolution

- Low-resolution images do not print well on high-resolution printers and appear fuzzy. Typically, web and online images are lower resolution images to speed loading to the browser screen.
- If image quality is an issue, use highest resolution available to you
- Very high-resolution images are downsampled before printing

Image Resolution

- Most of Document Solutions printing devices will handle 300 dpi at full size.
- It is recommended that typical document resolutions of 300-600 dpi be used to make file sizes manageable.

Naming Your File

Recommended format for your filename is:

- Poster
- Short description
- Lastname
- Version

Example: Poster-FraserHeathStudy09-Janis-V2.ppt

Final Checklist

- Ensure that all graphics and images are in their final size, 100% at 300dpi
- Ensure that your pictures or scanned images are in CMYK format
- Rotate, scale and edit images and graphics before placing them in your poster
- Spellcheck your document

Final Checklist

- Prepare a simple mockup to give Document Solutions as a finished example
- Identify the platform and application that you used to create the file
- Include any additional instructions or specifications you feel necessary to ensure your intentions are understood
- Allow for reasonable turnaround times

Thank you!

Dennis Kong
SFU Document Solutions

