Poster Design Workshop

University of Nebraska–Lincoln

Printing Services
Before You Design

- Use page layout software
  - Adobe InDesign is UNL’s recommended page layout software
  - Other options include:
    - QuarkXPress
    - Microsoft Publisher

- If page layout software is unavailable
  - Microsoft PowerPoint
  - Adobe Photoshop
  - Adobe Illustrator
  - Macromedia Freehand
Tips

- **Images**
  - Use images with a resolution of at least 150 dpi
  - Standard print resolution is 300 dpi, so this is preferable for high image quality
  - Do not copy images from the internet, these are typically 72 dpi

- **UNL Logos**
  - If using UNL logos, reference the Toolbox guidelines
  - Guidelines and high resolution logos are available at: [http://ucomm.unl.edu/toolbox.shtml](http://ucomm.unl.edu/toolbox.shtml)
Poster Design in InDesign

- File – New Document
  - Adjust width and height to your preferred poster size
  - (ex. width: 48” x height: 36”)
  - Smallest dimension not to exceed 59” based on our available stock sizes
  - Use File – Place when inserting images into InDesign

- When design is complete
  - Either choose File – Package and send us the entire folder
    - This should include the INDD file, fonts folder and links folder if images were used
  - Or choose File – Adobe PDF Presents – High Quality Print
    - Open and check the PDF file produced
    - Send us just the PDF file
Poster Design in PowerPoint

- Design tab – Page Setup
  - Under “Slides sized for” choose “Custom”
  - Build your page size to the final desired print size (ex. 48” x 36”)
  - Posters designed smaller than final print size will lose resolution when printed at full size, or may not scale proportionately to the final size

- “Insert Picture”- copying and pasting images decreases image quality

- When design is complete choose File – Save As – Save As Type: PDF

- Check the PDF file before sending it to be printed
Issues with PowerPoint

- Intended as a presentation software, not for print
  - Not color accurate
    - PowerPoint uses RGB color (screen/display color)
    - Your poster will print using CMYK inks
  - Text effects may not print properly (shadows, glow effects, etc.)
  - Convert to a PDF file before sending your poster to be printed
  - If PowerPoint file is sent, a proof is recommended
    - PDF proof to check for content (text, placement, effects)
    - Hard copy proof to check for color accuracy
Submitting Files to Printing Services

- USB (Flash drive)
- CD
- Email your file to: prepress2@unl.edu
- The info we’ll need from you:
  - Quantity
  - Stock selection
  - File (PDF, INDD, PPTX, etc.)
Poster Material Options and Pricing

- High Gloss White Film
  - Our most popular stock, with a super-glossy white finish
  - 41” maximum width - $8.50/linear foot
  - 42” – 59” in width - $10/linear foot

- Basic Coated Paper
  - A basic, matte stock, great for low cost, short term use
  - 41” maximum width
  - $6.50/linear foot
  - Photographs do not print well on this stock, better for text, graphs, etc.
Poster Material Options and Pricing (cont’d)

- **Scrim Banner**
  - Tear resistant polyester fabric, embedded between two white, vinyl layers
  - 41” Maximum width
  - $7/square foot
  - This material is intended for indoor use only

- **Clear Film**
  - Clear, polyester film that can be used for overlays, transparencies
  - 40” Maximum width
  - $8.50/linear foot