



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>



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





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