

A Guide to Successful Poster Production

Services offered the Illustration Unit

The Unit provides a comprehensive service dependent on your requirements undertaking all necessary imaging work if necessary for the completion of attractive posters. A Bureau service is also offered to those who wish to create their own file.

In-house

We tend to keep very busy and need time to construct your poster to the best effect. It is always best to make contact with us when you have your poster accepted and then negotiate a date for submission.

Normally we would like at least a couple of weeks but we will always try to accommodate genuine emergencies. It should be remembered that we have multiple submissions for any single conference and they will be dealt with in sequence.

The data you supply us for your poster should consist of text files (preferably in Microsoft Word), image files (TIFF, EPS, PICT) and charts in Microsoft Excel.

Colour images in programs with the exception of Powerpoint and Word should be CMYK. Slides and photographs can be scanned in the Unit and charts and graphs constructed from raw data as required. Please note that more complex designs are more time intensive.

If the artwork is created here an A3 proof will be provided for approval prior to final printing. Any reprints after final proofing are the responsibility of the originator.

Bureau

Posters can be printed from your correctly formatted files. A turn-round time of two clear working days is required for this service (subject to demand) but it is always advisable not to leave printing until the last minute. It is best to include all image files with the presentation.

N.B. A proof is provided if artwork preparation has been carried out by our designers. It is the responsibility of the originator to supply a proof in respect to the bureau service.

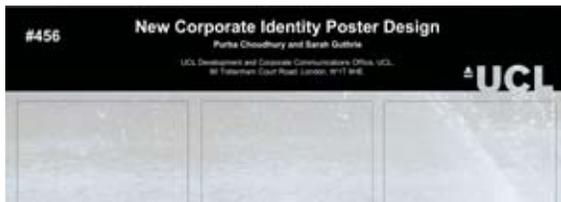
Any queries please contact the Illustration Unit on 020 7679 (4)6669

Brief guide to UCL Corporate-identity

- UCL identity header must be used at top of poster where possible.
- No distortion is permitted.



- UCL fonts must be used (Arial, Garamond)
- UCL colours must be used (see Style Guide)
- A single image may be used as a background (a collage of images may not be used).



- Only a collaborators logo and poster number may be used in the header bar.
- All other logos should be placed at the bottom of the poster.
- When writing the title the guide shown indicates the amount of exclusion zone required around the cut-out UCL.



- Text should be aligned left and only centred when using a poster number.



Header bars can be found on the UCL identity website

www.ucl.ac.uk/corporate-identity/

For use in powerpoint the wmf files work best.

If you use the examples that are on the Corporate Identity website please note that the dotted lines are there for guidance only. Everything on the file will print so it is important to remove any unnecessary wording or lines.

Sizes

There is no standard poster size for conference so full information must be obtained from the organisers. Cost is based on the time spent by Illustrators working on the file, inhouse scanning costs, printing and optional lamination (charges are shown on back page).

A guide of sizes are as follows:

A0 - 841mm x 1189mm	33 $\frac{3}{8}$ " x 46 $\frac{3}{4}$ "
A1 - 594mm x 841mm	23 $\frac{3}{8}$ " x 33 $\frac{1}{8}$ "
A2 - 420mm x 594mm	16 $\frac{1}{2}$ " x 23 $\frac{3}{8}$ "
A3 - 420mm x 297mm	16 $\frac{1}{2}$ " x 11 $\frac{3}{4}$ "
A4 - 297mm x 210mm	11 $\frac{3}{4}$ " x 8 $\frac{1}{4}$ "

Preparation

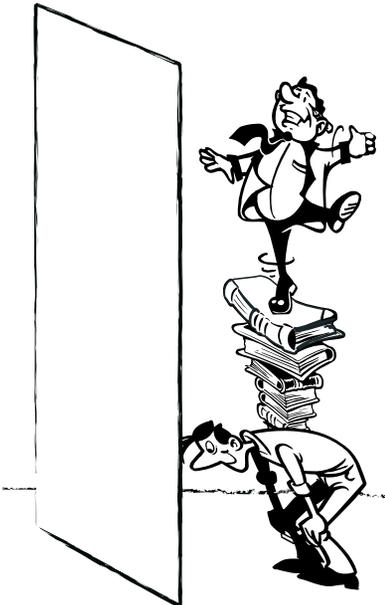
Start planning the contents of your poster early even if all the material is not available. If the poster is being created in-house it is best to check with the Unit to see what the current work load is.

The poster will have greatest impact if you use images to portray the key points and keep text to a minimum. The information should be organised so that the reader finds it easy to understand. If specific logos are required beyond those held by the Unit a good quality camera copy or electronic file must be supplied.

It is not practical or necessary to create a poster 8' x 4' portrait, A0 or slightly larger is most suitable so that the main body is at eye level.

Handling 8' x 4' landscape posters is also difficult so it is suggested that a maximum of 6' x 3' would give least problems and lamination give more durability.

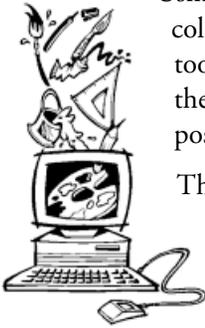
Please check with organisers for size and orientation, it is difficult to fit a large landscape poster to a small portrait board.



Layout and design tips

The number of columns used depends on the size of poster required.

Using A0 landscape as a guide it is suggested that three to four columns should be used - two columns slow the readers eyes too much and more than four tend to be too narrow because the movement of the eye is disturbed. Conversely for a portrait poster two columns will normally be appropriate.



The advantage of using this method of production is that there is no constraint in mixing column size and overlapping images and tables between them.

Use separate text boxes for different sections, it is then easier to move them around and to size according to the available space.

Text

The use of fonts in the new UCL identity are quite specific, Arial is the main font and may only be use in Light, Regular, Medium, Bold, Extra Bold and Black. A secondary font of Garamond may be used in text intensive or complex posters. Regular, Semi-bold and Bold may be used.

Italic lettering may be only be used in exceptional circumstances.

A minimum finished text size of 24 points for the main body and 72 point for the header is suggested. Increase the text size to 28 - 32pt if a large amount of space is allocated (ie 2M x 1M).

Bear in mind the posters that have attracted you when at conference and why!

If the work is already in a word processing package then it can be copied and pasted into other applications otherwise use the text box facility provided. Where possible keep the text horizontal, rotated text can cause problems when printing and neck ache to the readers.

Guidance notes are very often sent by organisers on acceptance of poster submission. These notes are for guidance and do not need to be rigidly adhered to, they are a practical attempt to have posters readable from a distance.

Graphs and charts

There are a number of applications that charts and graphs can be generated in which can be copied and pasted from but there are also specialist programs being used in the College that can be problematic.

For most purposes it is safest to use Excel which can be copied and pasted into many applications.

Check when the image is imported that it enlarges on screen correctly and the text looks correct. If it looks wrong or 'bit-mapped' on your screen it will be even worse when enlarged to an A0.

Use 3D effects sparingly, they can be used to great effect but in most circumstances greater clarity is achieved using the normal 2D.

Images

Files constructed in A3 format will be enlarged by 280% to reach A0, so the resolution of any imported images must be adequate to cope with this. 72dpi images will result in a pixelated image on the poster and all detail effectively lost.

For most purposes an image will have to be scanned at 300-400dpi (based on being used 1:1 size within an A3 file). This will result in a resolution of 100-140 dpi on enlargement which suits the printer's line screen. Scan carefully and crop accurately.

File format depends on the application used for the poster layout but supply all scanned images in a folder with the poster file.

Apart from the applications listed clean postscript, EPS and PDF files can be run from both platforms, mac and pc. High resolution PDFs are a good option as they are rarely text or formatting problems.

Posters from Macintosh applications

Quark XPress

A flexible, expensive dtp (desk top publishing) package but very reliable. The maximum size that may be set in page set-up is 900x1200mm, slightly larger than A0. Larger sizes may be achieved but advice should be sought from the Illustration Unit (020 7679 6669). Raster images should be in TIFF format using CMYK, vector artwork in EPS format with a preview. All imported files within the poster should be included. Files should be saved as an eps page, ps or create a pdf.

Adobe Pagemaker

A second dtp package that is flexible and provides reliable output. A maximum size of A0 is available for the document set up but a larger size may be produced on the printer as a multiple of the original but of course it will be proportionate to the original. As with Quark if a larger size is required please contact the Illustration Unit (020 7679 6669) for advice. Please give us all associated files in a folder with the file because we may have to refer to them. Imported images are best as TIFF files and vector artwork in EPS format.

Adobe Illustrator

An exceptionally good drawing package. Set the document and page size as desired then on completion if you do not use a background colour or image covering the entire area create a plain white filled rectangle to define the edges. Preferably then select all and create outlines from text menu and save with a slightly different name, this file will not permit editing of text as it will have been converted to vectors. It is essential that nothing goes outside this box. Save the file in eps format which is found as a Save As ...option.

Adobe Indesign

A very flexible dtp package that is significantly cheaper than Quark and arguably better. Part of Adobe family and the principle of outlining of fonts as in illustrator should be applied. Export preferably as EPS or otherwise PDF (or both).

Adobe Photoshop

A powerful graphics package mainly used for acquiring and manipulating images, the resultant files would normally be saved as CMYK, TIFF files and imported into InDesign, Quark or Pagemaker for final output. This application would not normally be used alone, the file sizes need to be much bigger than when using DTP packages.

Posters from PC files (Windows)

The choice of applications is more limited, with Powerpoint, Corel and Word being the most common.

Microsoft Powerpoint

See following section for Powerpoint guide and tips. (Macintosh and PC)

Corel Draw 9

Another popular package that is a bit more versatile than powerpoint. Pages can be set up to required sizes and files imported as TIFF for bit-map files and EPS for vector images. All images should be sent with the file and may be collected together under the 'prepare for service bureau' option. This application can produce enormous files from simple artwork so please check whether it will print by creating a postscript file or printing a proof copy yourself before sending it. If you have the facility on your computer it is best saved as a high quality pdf file.

Microsoft Word

Not a recommended application but good results can and have been obtained. Do not use the Page set-up colour background command, the desired result is best obtained by creating a drawing box, filling it with colour and sending it behind text. At present the support for graduations is poor and should be avoided. This is a difficult program to manipulate sections independently and can make positioning difficult.

Microsoft Publisher

We do not have this application which is not particularly good for this purpose, not widely used and export difficult. Files should be saved as pdf or postscript.

Microsoft Powerpoint

We are not trying to teach you Powerpoint and poster design in one quick lesson, but we hope that the facts and tips here will make the production of your next poster a little easier.

Please note that parts of files may not print if the guidelines are not adhered to and the Illustration Unit will not accept responsibility for any posters that have omissions or faults due to this.

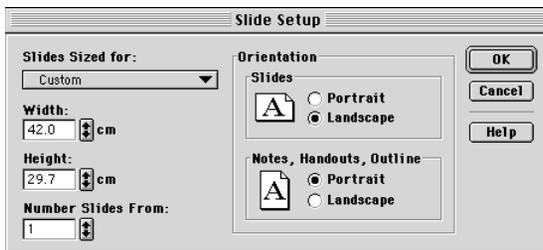
It should also be noted that Equation Maker, Semi Transparency, background picture insertion and some other Powerpoint specific effects do not always work properly on this type of printer.

NB. We cannot check for printing errors without a proof supplied by you.

There are now various versions of Powerpoint including version 7 for pcs so the layout varies between them. The following notes apply to all but will not necessarily be found in the same place. Please let us know which version has been used and on which platform.

Page set-up

Go to File — Slide Set-up and use the Custom setting (portrait or landscape). Either set the final size or a proportionate reduction of it, we can then scale this to fit.



Layout and design tips within powerpoint

Use separate text boxes for different sections on a poster. It is then easier to move sections around and to size text boxes according to available space.

Turn off the Snap-to-Grid feature once text boxes are aligned properly. This allows finer movement of graphics and other items.

Alignment of boxes can be accessed by selecting the required elements then select draw, alignment ...

Ensure all the text boxes and graphics stay within the page.

Avoid shadowed or outlined text and never use underlining—it's a throwback to typewriters...

The UCL Corporate Identity and Powerpoint

1. Create a new slide using the blank page template.

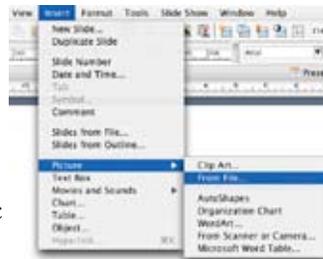
In order to work in powerpoint without accidentally shifting the identity image or background, the most efficient way of creating the basic file is to use slide background. Follow the guide then revert to the normal view to add text, images and graphs.

2. Using page set-up enter appropriate dimensions either at 100% or directly proportionate to your allocation.

3. Turn off grid to allow fine movement of objects.

4. Go to slide master, delete default guides.

5. Insert the image and size it proportionately.
The wmf files output equally well on both mac and pc.



- nb. Dependant on quantity of text the top of the colour block will need to be cropped (not distorted) to fit.

6. The recolour tool has been used many times on files we have received. It should be noted that the College colours should be used. Recolouring the background will not be converted in version 7.



7. Use background fill to add colour if required or insert picture and send to back if using image. (examples of RGB values for UCL colours are shown towards the back of this booklet).

8. Return to normal view and construct poster in normal way.

9. As shown on the downloadable powerpoint guide posters in the proportion of A0 landscape text is best in 3 columns and portrait in 2. Square posters could be either.

10. Collaborators logos can be added at bottom as indicated or to one side.

For more information and styleguide go to:
www.ucl.ac.uk/corporate-identity

For Banner templates go to:

www.ucl.ac.uk/corporate-identity/templates

then route through to document templates and finally Conference Posters

Graphs and charts

A number of different applications are used for generating charts and most can either be copied and pasted or exported in a suitable format but it is worth checking that the text looks good on your computer. Sigma plot, for example, copied and pasted into powerpoint can produce odd results, although it may look correct on screen it is possible for it to make omissions during printing. Save vector files as eps or wmf and insert them, a proof copy or pdf should also be provided. Check it carefully and ensure the spacing looks correct, overlapping of text on screen will result similarly on the end product. If in doubt eliminate the text in the original and add all text in Powerpoint.

Text



Imported text If you already have the text in a word processing application, copy and paste into text boxes, otherwise type straight into text boxes within Powerpoint. A direct copy and paste without following this route will result in uneditable text and will print incorrectly. The text tool is either that illustrated for powerpoint 4 or a similar icon above simulated text on the bottom menu bar of later versions. Tables are best typed directly into Powerpoint using tabs set on the text ruler. Do not use the space bar to line up columns within tables—use the left, right, decimal and centre tabs.

• hanging indent
2nd line left tab 12.0 centre 20%
Left tab 136.32 middle 125%

The Equation creator in Word and Powerpoint does not work when printed so they need to be saved as a tif, jpg or wmf file and "inserted from file.

Where possible keep the text horizontal: audiences don't need to exercise their neck flexing muscles, and printers have problems with rotated text.

When setting text in columns, justified looks better visually, but with scientific words and narrow columns hyphenation can be a problem. Use justification if it does not leave large gaps or multiple hyphenations.

Titles and headings are best set out using a sans serif bold font such as Helvetica or Arial and serif fonts such as Times or Garamond are better suited for body text.

UCL posters should use Arial or Garamond.

Others should use 'standard' fonts: text is there to be read with ease not to cause a design sensation. Large blocks of text using fonts such as Brush Script or Stencil do not read well.

Fonts that are not installed on our computers will default to another which may not look out of place, if a proof has not been supplied or if we have not been informed then the final print may not have the correct font. We cannot accept responsibility if neither criteria have been fulfilled.

Column lines may be used to guide the eye through text and the poster as a whole.

Brush script
STENCIL

Helvetica
Arial
Gill Sans

Times
Garamond

Tables

Create tables in Powerpoint, although the tabulations are limited and cannot be varied within a single text box it is relatively simple to achieve the desired result. Do not be afraid to use multiple text boxes for the different elements of the table then align them using the appropriate tool. Boxes and lines may then be drawn where appropriate. Tables from Word are cumbersome to manipulate satisfactorily and some lines may not appear.

Dealing with images in Powerpoint

If a file size is originated at A3 it will be enlarged by 280% to reach A0, so image resolution must be adequate to cope with this resizing.

72 dpi images are not adequate; at this magnification it would result in an equivalent resolution of 25 dpi/12 lpi. Many posters are spoiled by pixellated images that have been scanned at low resolution or downloaded from the Internet.

The resolution required will depend on the page size selected relative to the final printed size. If the page set up is the same as the required printed size then a resolution of 150—250dpi is plenty. However, if we have to make an enlargement from your file then that must then be taken into consideration and the sums worked out to achieve approximately 150—250dpi on output.

JPG and TIF files give best results (leave JPG files at their largest i.e. maximum file, minimum compression). Both are formats that can be readily inserted into Powerpoint and interpreted by our RIP.

Do all image work *out of* Powerpoint, text can be added in Powerpoint.

When sending or bringing the finished file to us it is advisable to include all WMF, TIFF, EPS and JPEG files so that should there be a problem we are able to access the file and correct any problems.

Background texture effects are possible but do not always work, it is best not to get too clever with Powerpoint. Inserting background files is not a good idea, if you want a background picture insert it into the master slide or send it to the back of your main image.

Do not copy and paste images from Word, use the originating file.

Colour matters within Powerpoint

Powerpoint does not support colour management which means that we cannot guarantee colour matching.). If exact logo colours or absolute colour accuracy is required, we must be responsible for generating the colour on our own system with our own applications.

Keep backgrounds light and pastel. Saturated and darker colours are fine for text and reversing out should be used sparingly.

Graduations are popular but not particularly practical. There is always a point where you need to reverse the colour of text to background for legibility. If graduations are used then keep the contrast to a minimum.

You may wish to put colour behind your text. If this is required it can be done in one of two ways:

1. Create your text then fill the background with colour. You will note that the text is very close to the edge of the box - to adjust this go to "format text box" and enter appropriate margins.
2. Create text box and use "no fill" for the background colour. Create a rectangle box and fill it with the desired colour. Bring the text box to the front and place it over the filled box you have created. Align and group as appropriate.

Semi transparencies do not work well for printing, it is best to leave fill colours at 100%.

Powerpoint Summary

- Titles - big and bold (72-84pt at A0)
- Text - Normally sans serif for headers, serif for body
- Authors - same font, smaller and perhaps italics
- Text body - Use a minimum of 24pt at A0 for clarity
- References - Can be set at smaller size to fit remaining space.

Lamination

Extra protection may be gained by lamination. We provides an in-house lamination service which requires you to allow extra time.

Mounting onto any medium would be out-sourced and we will be pleased to obtain a quote. As with any additional requirement extra time would be needed so it is well worth making preliminary contact with us as early as possible.

Summary

- Do not leave everything to the last minute. We ask for 2 clear working days for un laminated and 4 clear working days for laminated posters. We do try to accommodate more urgent requests.
- If you do not wish to use the applications shown in this booklet check that we can run your file type before you start.
- Ensure you have a method of payment arranged, we will not release any work without correct paperwork.
- Bring a proof with your file or allow an extra couple of days if you want us to produce one (it will need to be checked and authorised before we print the final version). If you have difficulty printing a proof it is best to mention this at the outset.
- If you are unable to print a proof then create a pdf file and e-mail or bring it with you.
- If sending by e-mail please include all relevant information including name, department, telephone contact number, e-mail address, file name, date required, whether it should be laminated and method of payment
- If lamination is required we do need more time.

Getting the files to us...

Posters with only text and a few graphs and tables will probably be no more than 2 or 3Mb, so can be e-mailed as an attachment either to pic3@ucl.ac.uk. The details we need are:

Name

Phone contact number (Mobile may be best if availability is an issue)

Size needed

Date completed poster is required for collection

Which platform has been used i.e. Mac or PC

The version of Powerpoint you have used

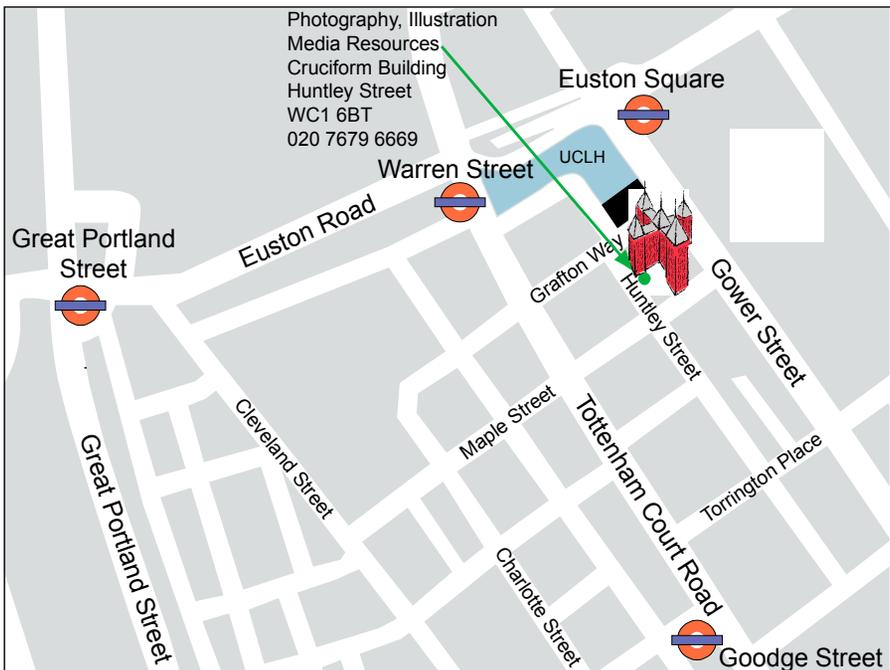
Whether it needs laminating

Method of payment

Please do not label your poster 'poster.ppt', we do get rather a large number with the same names, it is best to use your own name and date.

Files can of course be brought to Media Services, Illustration Unit, The Cruciform Building, Huntley Street on 100 or 250Mb ZIP, USB memory stick or CD.

Euston (Mainline)



UCL colour	Tint (%)	R	G	B
Dk Purple	100	82	66	91
7448C	70	134	122	140
	50	168	160	173
	20	220	217	222
Dk Red	100	90	27	49
7421C	70	139	95	110
	50	172	141	152
	20	222	209	214
Dk Blue	100	0	67	89
548C	70	76	123	138
	50	127	161	172
	20	204	217	222
Dk Green	100	75	70	32
5815	70	129	125	98
	50	165	162	143
	20	219	218	210
Black	100	0	0	0
	70	75	75	75
	50	128	128	128
	20	205	205	205
Pink	100	145	24	83
215C	70	178	93	134
	50	200	139	169
	20	233	209	221
Md Red	100	195	58	45
179C	70	213	117	108
	50	225	156	150
	20	243	216	213
Md Blue	100	69	156	189
632C	70	124	186	209
	50	162	205	222
	20	218	235	242

UCL colour	Tint (%)	R	G	B
Md Green	100	130	141	55
7495C	70	167	175	115
	50	192	198	155
	20	230	232	215
Orange	100	215	123	35
716C	70	227	162	101
	50	235	189	145
	20	247	229	211
Lt Purple	100	191	175	188
5225C	70	210	199	208
	50	223	215	221
	20	242	239	242
Yellow	100	229	175	0
7408C	70	237	199	76
	50	242	215	127
	20	250	239	204
Lt Blue	100	168	192	209
551C	70	194	211	223
	50	211	223	232
	20	238	242	246
Brn Green	100	204	209	88
584C	70	219	223	138
	50	229	232	171
	20	245	246	222
Stone	100	217	214	204
7527C	70	228	226	219
	50	236	234	229
	20	255	255	255
Lt Green	100	185	193	147
7493C	70	206	211	179
	50	220	224	201
	20	241	243	233

Media Services — Large Format Printing Prices January 2008

Illustrator time (UCL staff)	per hour (minimum 1/4 hour)	£32.00
Illustration time (Other)	per hour (minimum 1/4 hour)	£45.00

Canon IPF9000 large format ink jet printer
(Photo Semi-gloss 170gsm)

	Printing	Laminate
A2 (420X594)	£16.00	£5.50
A1 (841x594)	£35.00	£9.50
1200x600	£55.00	£12.00
1200x750	£60.00	£13.50
A0 (1189x841)	£65.00	£17.00
1200x900	£65.00	£17.00
1200x1000	£75.00	£22.50
1200x1200	£85.00	£28.00
1500x1200	£95.00	£31.00
2000x1200	£110.00	£34.00
2500x1200	£120.00	£40.00
Larger sizes	poa	poa
Titles	£22.00	£5.00
Carrying Tube (plastic)		£9.50
Velcro s/a per metre		£2.00
Proof copies (bureau)		Laser £2.00
		Canon IPF9000 £10.00

N.B. VAT must be added unless a College Inter Departmental Transfer (IDT) is supplied.

