Producing Posters
A Guide for Staff & Students

www.lts.mvm.ed.ac.uk/graphics
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Our large format printer

We have an EPSON STYLUS PRO 9900 running from a Shiraz postscript RIP.

Our posters are printed onto satin or canvas paper using an 11 colour process: Light Black, Light Light Black, Photo Black, Matte Black, Cyan, Light Cyan, Yellow, Vivid Magenta, Vivid Light Magenta, Orange, Green.

The maximum size we can produce is 1118mm x 2200mm (more than double A0) at 720dpi. As long as the source files are of sufficient resolution we can reproduce at photographic quality.

The RIP runs on a Windows XP platform and can directly process postscript files (.ps) and print files (.prn) as well as pdf (.pdf), tiff (.tiff) and eps files (.eps).

At the time of writing we can support the following applications:

**Macintosh**
- Adobe InDesign CS6
- Adobe Illustrator CS6
- Adobe Photoshop CS6
- Microsoft PowerPoint 2011
- Microsoft Word 2011

(We also accept Adobe Acrobat pdf files from any platform)

**Windows**
- PowerPoint 2007
- Microsoft Word 2007
Planning your poster

Points to consider before putting your poster together.

Before you start, consider the following questions:

• What is the purpose of your poster?
  To report findings, present an argument, convince an audience or promote a product?

• Who will be looking at your poster?
  A specialist audience, the general public, students?

• What will your audience be looking for?
  Detailed information or a brief summary?

• Where will your poster be displayed?
  In a busy conference hall or in your department?

Where will your poster be displayed?

Conferences each have their own set of guidelines regarding poster sizes. There is no ‘standard poster size’ so you will need to find out the dimensions (width and height) and orientation (landscape, portrait or square) that are recommended before starting to construct your poster. You do not want to have to change your poster at a later stage.

We find that the most popular size is A0. Poster sizes that are widely used are as follows:

A0 - 841mm x 1189mm
A1 - 594mm x 841mm
A2 - 420mm x 594mm

When is your poster going to be displayed?

Allow plenty of time to create your poster and have it printed. Don’t be tempted to leave it to the last minute!

Your poster should convey your work in a professional, carefully considered way. Knowing when your poster is to be displayed will allow you to work backwards from your deadline in order to set a realistic timeline for completing the artwork and printing the poster.

Our services are available on a ‘first come, first served’ basis and we can be very busy. Please allow 10 working days for our poster design and printing service and 5 working days for our printing only service.

Special rush jobs are done by arrangement with, and at the discretion of, the department.
Our poster design service

We can design and produce posters for you – all you have to do is provide your raw material and let us do the rest.

What is the procedure?
If you are a first time user of the service or if you are unsure about some details of your planned poster, please contact us to discuss your job before you bring it in.

Call us on:
0131 650 3296/3293 at George Square
0131 242 6335/6 at Little France
Or email: graphicslab@ed.ac.uk

How do I book work in?
Work is only booked in when it arrives in the department. We cannot reserve time for you in advance so it is important that you give us adequate time to process. We will always try and help you meet your deadline but please don’t count on it.

Bring all your text, images and graphs on paper and on USB drive or CD. Alternatively, you can transfer your files to us by email or via the University network (contact us for instructions).

Please provide details of the display area that you have been allocated (i.e. size and orientation of that space) so we can ensure your poster fits properly within your given area.

Your contact details and payment information will be taken at this stage.

What do I need to provide?

• Text
  All textual content must be provided by you. It is a good idea to provide a hard/paper copy of all of the content for your poster. This will be used for reference when your poster is being put together. We can accept files in Word format (Mac or PC) as well as RTF and some other formats - please ask.

• Images
  If you are supplying the images they should be at least 300dpi (dots per inch) at the actual size they are to appear on the poster. We can scan images from slide or print if required.
The study was done in the Department of Orthopaedics of Royal Infirmary of Edinburgh.

The primary aim of this study was to create a database of all the patients who had shoulder stabilization in the Lothian Region.

Patients are referred to the shoulder specialists in a tertiary referral centre according to their area and waiting list of the specialists for assessment and treatment of shoulder instability. This can affect the continuity of care as patients can present to different clinics.

The medical notes of all the patients who had shoulder stabilization from 1994-2008 were identified and a prospective database was created to record the information about the type of instability, pre operative investigations and results of surgery.

Preoperatively, 200 patients (23%) had MRI scan, 60 patients (7%) had CT scan, 44 patients (5%) had both CT and MRI scans and no investigations were performed in 559 patients (64%).

The Primary surgery was arthroscopic stabilization in 56% (n=487) patients, open soft tissue stabilization in 37% (n=322) patients and Latarjet procedure in 1.6% (n=14) patients.

Post operatively 681 patients (79%) did not have any further instability, 127 patients (14%) had further dislocation and 16 patients (1.8%) had other complications. Out of 127 patients with further dislocations 62% (n=79) did not have any further surgery, 22% (n=28) patients had open soft tissue stabilization, 9% (n=12) patients had arthroscopic stabilization and 6% (n=8) patients had Latarjet procedure.

This database has helped us to track the management of the patients with shoulder instability.

Databases can help us in the continuity of care of patients.

This model can be adopted in other centres for the continuation of care of patients with shoulder instability.
Our print only service

Guidelines for submitting your own artwork for poster printing.

The importance of requesting drafts

You can prepare your own files for printing but please be aware that files don’t always print the way they look on-screen. Problems can occur when files are moved from one computer to another - graphics can disappear or misprint, text and labels shift position, Greek letters vanish etc.

As part of our service, we can provide you with a draft. This is a small version of your poster, used to check that your full size poster will print correctly and that no problems have occurred during the printing process. Please request this as we do not provide one automatically.

What you see on screen is not colour accurate and the proof will give you an idea of what the full size poster will look like.

* PLEASE NOTE: if a draft has not been requested, Graphics Lab cannot be held responsible for any errors that have occurred in the creation of the artwork or at the print processing stage.

Submitting your artwork

- Hand it in to one of our Graphics Lab offices
- Email it to: graphicslab@ed.ac.uk
- Send it via our online form: www.lts.mvm.ed.ac.uk/graphics/poster-order-form

It is helpful if you can supply us with a printed copy of what your poster should look like.

Turnaround time

We usually ask for 5 days to produce posters from customer artwork.

The 5 day turnaround time allows for:

- Printing of one (or more) poster drafts - please note that there is an additional charge for this.
- Time for you to make any corrections that you may not have noticed or may not have been apparent until the proof has been printed.
- Printing, trimming and encapsulation (if required) of the full size poster.

We can offer a faster turnaround time on poster printing but this may not be possible if the department is busy.
Application Files

If you provide application files you will need to use system standard fonts such as Arial, Helvetica, Times/ Times New Roman. The best option is to convert all text to outlines. Please do not try to give us extra fonts to print your posters. Unless the fonts are in the public domain this is illegal.

Whenever possible, all material must be planned to CMYK colour space (subtractive colour) since on-screen colours are in RGB (additive colour) and cannot be reproduced on paper.

We can support the following programmes:

**Macintosh:** InDesign CS4, Illustrator CS4, Adobe Photoshop CS4, Word 2008 or PowerPoint 2008. PowerPoint and Word are the least reliable of these and should be avoided if at all possible.

**Windows:** Word and PowerPoint 2007.

We can also print directly from postscript files (.ps) and print files (.prn) as well as pdf (.pdf), tiff (.tif) and eps files (.eps).

Setting up your artwork

**Adobe InDesign**
Convert all fonts to outlines and export as EPS or PDF.

**Adobe Illustrator**
Convert all fonts to outlines, embed all linked images and save as EPS or PDF.

**Adobe Photoshop**
Always flatten your artwork, ensure the colour space is CMYK and save as TIFF, JPG, EPS or PDF.

**PowerPoint**
Use system standard fonts, avoid using gradients, patterns or the transparency feature and submit original PPT file.

Please note that this package is designed to present graphics on-screen and is not recommended for use in print as it can produce poor results.

**Acrobat PDF**
Save as high resolution and embed all fonts within the PDF document you create. If you don’t, and one or more of the fonts you’ve used isn’t present on the printer’s system, the font you chose will be replaced by a substitute which can alter the layout of your poster.

Preparing images

- Images should have a resolution of 300dpi (dots per inch) at the approximate size they are to appear on the poster.

Page set-up

Either set your page to the final size required or a proportionate reduction of it (e.g. for an A0 poster, set your page size to A2).
• Images taken from the web will appear pixillated as they are often only 72dpi.
• We recommend saving your images as a TIFF file, JPG or EPS (without compression).
• Please avoid WMF, BMP, GIF or PNG if possible.
• Import images into your poster, do not copy and paste.
• Before importing images into your poster, convert the image to CMYK.

Using the University of Edinburgh logo
If you would like to use the University of Edinburgh logo on your poster, please visit the Communication and Marketing website to download the logo and branding guidance (requires EASE authentication):
www.ed.ac.uk/schools-departments/communications-marketing/resources/university-brand

How will my poster be supplied?
We print onto photographic quality satin paper but we also offer canvas posters (a very flexible option as it can be rolled up and placed in a suitcase). If you need a stronger finish, we offer matt encapsulation.
We can encapsulate prints (up to 840mm wide on the shortest side) in a clear plastic envelope, sealing it against any water damage and giving a degree of protection against UV fading.
It is best not to mount your prints with drawing pins or damage the surface in any way. Use velcro pads or double sided tape instead of invasive mounting methods.
We can provide you with a cardboard carrying tube at an additional cost. You can also purchase poster tubes, velcro pads and double sided tape from:
Greyfriars Art Shop
1 Greyfriars Street, Edinburgh, EH1 2QQ
web: greyfriars-art-shop.co.uk
Miller’s Graphics Limited
36 North Bridge, Edinburgh, EH1 1QG
web: www.millers-graphics.co.uk

Collecting and paying for work
All work commissioned from Graphics Lab has to be paid for and work will not be released until this has been organised. Please contact us for information on prices.
You can pay by University electronic internal transfer (eIT), NHS non-stock requisition order or by cheque or cash (on which you have to pay VAT unless you have a valid matriculation number).
If paying via e-transfer, we appear on the system under:
Learning Technology Section,
Graphics Lab, Jan Macleod.
Contact us

Email: graphicslab@ed.ac.uk
Web: www.lts.mvm.ed.ac.uk/graphics

Graphics Lab @ the Central Area
Hugh Robson Building
15 George Square
Edinburgh EH8 9XD
tel: 0131 650 3296/3

Graphics Lab @ Little France
The Chancellor’s Building
Medical School, Rm GU206
49 Little France Crescent
Edinburgh EH16 4SB
tel: 0131 242 6335/6