



Graphics Lab. professional design services

A Guide for Producing Posters

What is large format printing?

We print our posters on EPSON's 44" large format printer, STYLUS PRO 9600, running from an Onyx postscript RIP.

Posters are printed onto a glossy white paper using a 7 colour process: cyan, light cyan, magenta, light magenta, yellow, light black and photo black. We can print a maximum area of 1118mm x 2100mm (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 (.pm) as well as pdf (.pdf), tiff (.tif) and eps files (.eps).

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

Macintosh

Adobe InDesign CS4
Adobe Illustrator CS4
Adobe Photoshop CS4
Microsoft Powerpoint 2008
Microsoft Word 2008

Windows

Powerpoint 2007
Microsoft Word 2007

(We can also take Adobe Acrobat pdf files from any platform)

What is large format printing?

Poster design service

What do I need to provide?

How can I protect my poster for future use?

How do I know if I have too much or too little on my poster?

Poster titles

Can I provide my own files for poster printing?

How do I transfer material to you across the University network?

How much notice do I need to give?

How will my poster be supplied?

Contact details



Poster design service - what is the procedure?

1 Sounding us out

- It is advisable that if you are a first time user of the service or if you are unsure about some details of your planned poster that you contact us to discuss your job before you bring it in.

Call us on:

- 650 3296/3293 at George Square
- 537 1352 at the Western General
- 242 6335/6 at Little France

Or email:

graphicslab@ed.ac.uk

2 Booking 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 bring your work in good time for us 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. You can also arrange for your work to be transferred to us via the University network or by email.
- You will also need to provide details of the display area that you have been allocated i.e. the size and orientation of that space. We can then make sure your poster or posters fit properly within your given area.
- Contact details and payment information will be taken at this stage.

3 Draft poster

- We will produce an A2 size draft copy of your poster for you to check the layout and content.
- All amendments must be marked on the draft poster at this stage, as once these have been carried out we will run the full print of your poster.
- You can check your poster in the department or you can take it away to check with colleagues, but we cannot proceed until we have the draft returned or confirmation to go ahead with no changes.

4 Full print

We now make the full print of your poster. If you have requested encapsulation, we will also perform that service. You will receive a phone call or email from us when your poster is ready, and payment details must be supplied at time of collection.

5 Collecting and paying for work

All work commissioned from Graphics Lab needs to be paid for and work will not be released until this has been sorted. You can pay by University electronic internal transfer (eIT), NHS trust non-stock requisition order or by cheque or cash (on which you have to pay VAT).

If paying via eIT, we appear on the system under: Learning Technology Section, Graphics Lab, Jan Macleod.

What do I need to provide?

Text

- All textual content must be provided by the client.
- It is a good idea to provide a hard/paper copy of all of the text content of 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

- We can scan images from slide or print. You simply provide us with the raw materials.
- In addition, we can accept any bitmap or vector images, but we would suggest that you allow us to do your scanning, as we can provide high quality scans tailor made for your poster.

Graphs and Diagrams

- If you want to include graphs on your poster then you will need to supply information in a form that we can read: Excel, Word, Powerpoint or native CricketGraph picts. We cannot read CricketGraph or SPSS directly.
- We can also plot basic graphs from your data.
- Alternatively we can scan a flat copy of your graph and redraw it.

How can I protect my poster against damage and fading for future use?

Because inks are vulnerable to fading from the UV component of sunlight we advise that if you want your print to have a reasonable lifetime then you should consider having it encapsulated. We can encapsulate prints (up to 84cm wide on the shortest side) in a clear plastic envelope, sealing it against any water damage and giving a degree protection against UV fading.

In addition 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 in preference to invasive mounting methods.

How do I know if I have too much or too little information in my poster?

“The most effective poster will have one picture and one word in it.” - That’s what we tell our clients to stress how important it is not to cram too much information onto a poster. Although it is important that all the most important information is included, when a poster is too dense, no-one will bother to read it - you may have included every piece of your research and nobody will be interested.

If you include only the most salient points, people will absorb the information, and may be encouraged to ask you questions about your work. Remember that your poster will be competing with a lot of other posters at the conference, and viewers’ attention spans may be less than you think.

NB. We can give advice on the amount of content at booking in stage, and we may ask you to edit!

Poster titles

If you are making up material for a poster separately, and you would like to have a banner title professionally printed, we can provide this service. Provide your material as before.

Can I provide my own files for poster printing?

You can prepare your own files for printing directly from our printer. 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.

Application Files

If you provide application files you will need to use system standard fonts such as Arial/Helvetica and Times/Times New Roman (except for Acrobat pdf documents which have embedded fonts). Please do not try to give us extra fonts to print your posters. Unless the fonts are in the public domain this is illegal.

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 take Adobe Acrobat (pdf) files from any platform. When creating a PDF, please ensure you choose high resolution with all fonts embedded.

How do I transfer material across the University network?

To connect to the shared folder (medillust) you should do the following.

PCs:

- Right click on the desktop and choose New, Shortcut. In the location bar type:
`\\mvmstan.mvm.ed.ac.uk/graphicslab`
and then click the ‘+’ button to add this to your Favourite Servers list. When you click Connect, you will be asked to authenticate:
Workgroup of Domain = ED
Name = Your own university username
Password = Your own password

Macs:

- From the Go menu choose Connect to Server (or press “Command” and “K”). In the Server Address bar type:

smb://mvmsan.mvm.ed.ac.uk/graphicslab

and then click the “+” button to add this to your

Favourite Servers list. When you click Connect, you will be asked to authenticate:

Workgroup or Domain = ED

Name = Your own university username

Password = Your own password

- Create a folder to copy your files into.
- Contact us to book your job in.

How much notice do I need to give?

The department runs on a first come, first served basis, so the time taken to turn your job around depends on the amount of work already booked in.

In general allow 2 weeks to have a poster made from scratch. 5 days is preferable for printing from your own files. Special rush jobs are done by arrangement with, and at the discretion of, the department.

How will my poster be supplied?

We print onto draft quality and high quality glossy paper. You have the option for matt encapsulation if you need a stronger finish. We provide cardboard tubes for carrying.

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