

# Creating and Printing Posters

*Bucknell Geology*

## Choose an application

- Adobe Illustrator is the preferred layout application for printing Bucknell Geology posters.
- Other illustration programs may be used, but we are less familiar with them to help troubleshoot. PDF files can be printed with Adobe Reader or Acrobat.
- If you will be printing to the ITEC plotter, they prefer Microsoft PowerPoint or PDF files.

**Layout** – our plotter is 42" wide and can print greater than 96" long.

- Start with a sketch or mock-up to rough out a design.
- Look at the wide variety of posters around the Geology Department to get some ideas.
- Use columns or block off areas to organize your information.
- Use graphics and small blocks of text to get your message across.

## Text

- Keep text to a minimum – limit blocks of text to 50-75 words – use graphics when possible.
- Use a sans serif font rather than serif, since sans serif (one that does not have the small features called "serifs" at the end of strokes) is easier to read.
- Use the same family of fonts; don't mix more than two font styles.
- Text shadows can make light-colored text stand out, but can be confusing with dark colors.
- Proof your work – print a copy to a local printer by using the "scale to fit" paper option.

## Images, graphs and lines

- Organize your work files into a single folder, and:
- Use the File→ Place... command to insert images and graphics. Do not copy/paste images as your file will get too large and unstable.
- Use .jpg files – avoid [large] .eps and .tiff files.
- Avoid graphics made for web pages. Their quality is generally too low for printing.
- If you scanning an image to put in your poster, scan at 150 – 200 ppi and scale for the final size.
- Use 6 pt. lines in graphs and charts for better readability.

## Color

- Light color backgrounds with dark text work best for legibility.
- Limit color scheme to three colors.

## Ready to print?

### Geology plotter

- The geology plotter is available only for Geology research and Geology class/lab assignments.
- Access is restricted to Geology Faculty and Staff, but your username may be added to the list – see your instructor/advisor for more information and printing instructions.

### ITEC (Library) plotter – **ITEC personnel prefer PowerPoint files**

- Identify your poster file with your username.
- Place a copy of your file into your Public folder on netspace and send an email to [itec@bucknell.edu](mailto:itec@bucknell.edu) to request printing.
- Allow a minimum of 24 hours to print – contact ITEC to check for faster turn-around times.
- Cost per poster is \$15, billable to department account of BUID. Extra long poster price is \$30.