Desktop Publishing

Posters

A good poster combines an eye–catching design with easily readable copy. It should be graphically interesting as well as informative. Use brief, clear phrases because posters are not usually read for more than a few seconds in passing. It should tell everything at a glance.

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The Assignment

Create a poster advertising an upcoming event. If you don't have any ideas of your own for an event, check the seorf calendar of events (http://www.seorf.ohiou.edu) and pick one that you like.

You should include a graphic in your poster. It can be either a photograph or line art of your choosing, so be on the lookout for eye–catching illustrations. If you are good at drawing, you may include a sketch of your own creation. You may even trace a logo or other art onto tracing paper for scanning if you choose.

Design the poster with one dimension at least 17" long. Tabloid size paper is 11" x 17" and is available in the Mac lab, but the laser printer requires large margins for this size sheet. Make sure that you set your margins to reflect the extra large non-printing space required when using tabloid sized paper. You may also tile smaller paper.

Tips

Large size headline type looks better if tracked (or kerned) closer together. Some headline letterforms actually touch. Of course, there are always exceptions, but the rule is to tighten up the letterspace for large type. You can do this using Quark's Track command, or by using the Measurement palette. Try a setting of minus 5 to 15 for starters. You can also individually space letters by "kerning" the letters. See the chart below for some kerning hot-keys.

Spot Color

You may wish to make a two–color poster. Using Quark's color separation function, print out two versions of your poster (one for each color you desire), and have an uptown copy center run it in two colors. Be sure to check with the copy centers first to see what colors are available before you start your design. Turn in any camera–ready artwork together with the poster.

Hotkeys for Tracking/Kerning		
	Large change	Small change
Increase space	⌘-*Shift-}*	⌘-*Option-Shift-}*
Decrease space	⌘-*Shift-{*	⌘-*Option-Shift-{*