

**Printing Services offered by the
Center for Educational Excellence in Pharmacy**



UNC
ESHELMAN
SCHOOL OF PHARMACY

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General Information

The Center for Educational Excellence in Pharmacy offers to services to help with your printing needs. The first is a large format printer for posters or other signs. The HP DesignJet 800 is a capable of printing posters up to 42 inches wide. The printer is loaded with heavy, coated, gloss, 42-inch wide paper. If you want your poster to be less than 42 inches, there will be extra white space around the poster which you may or may not want to trim off. We do not have 36-inch paper. The second is flyer or sign printing on our HP LaserJet 5500 dtn. This color printer is capable of printing on page sizes up to 11 x 17 (tabloid) and up to a paper weight of 52 lbs (regular printer paper is 20 or 22 lb paper). The Center's newsletter is printed on 32 lb paper. The costs for these services as listed within this document and go directly to up keep of the printers and support services offered by the Center.

How to Request a Printing Job

1. Requests for printing must be received at least two days before you need the poster. This is the same stipulation the copy center on campus has. If you need it sooner we may not be able to accommodate the request or if we can, you will be charged a \$55 surcharge.
2. Requests are made via e-mail to Krista Williams (krista_williams@unc.edu). If you know you will have posters to print, please let Krista know ahead of time. If she is absent, it will be very difficult to print the poster as she is the only person with access to the printer. Please plan ahead!
3. When submitting your request, please also submit an account number for billing purposes and the size of the final poster.

Costs

The cost for a poster with a white background is \$12 a linear foot. The cost for a poster with a non-white background (i.e, color background) is \$22 a linear foot. These prices are to cover the cost of the paper, printing heads, and ink. Color backgrounds cause much more wear and tear on the print heads and use much more ink thus the higher price.

The cost for printing documents on the HP LaserJet is \$0.25 a copy with a minimum charge of \$5.00 per order. These prices cover the cost of paper, ink and maintenance.

Surcharges

The following surcharges apply:

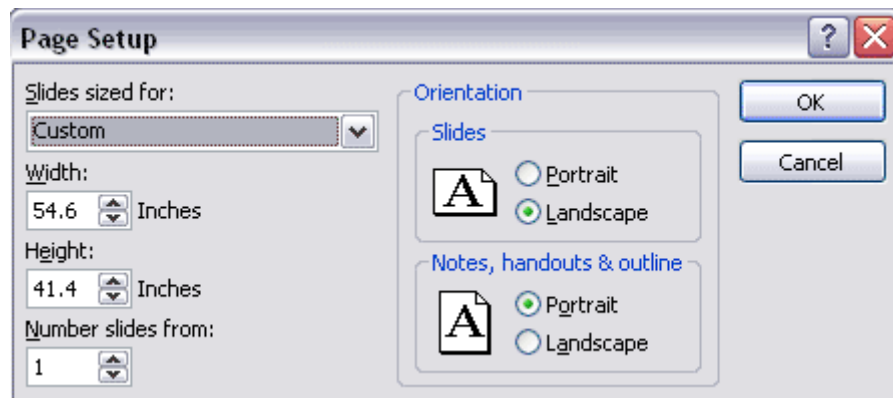
- Receiving a poster with the incorrect School of Pharmacy or University logo (see Logo section): \$25
- Reprinting for any reason (other than machine failure): Full price of the poster
- Rush job (< 2 days): \$55
- Requesting a color 11x17 proof of the poster: \$5.00

Note: We do not proof the content, design or colors of the submission accept for violations of the University or School logo. We accept no responsibility for incorrect colors, fonts that do not appear correct, longevity of the colors, etc.

Preparing a 4 Foot by 5 Foot Poster in Microsoft PowerPoint

You may already have an idea of how you want your poster design to be laid out. If you are looking for an idea or place to start, e-mail Adam Persky (apersky@unc.edu) for some samples. Please use the information below if you wish to create your poster from scratch.

1. Maximize the dimensions of the PowerPoint slide. Because no dimension can exceed 56 inches in PowerPoint, it is recommended you scale your 4 foot by 5 foot poster file to the following dimensions in Page Setup:



Please make your posters actual size. Scaling to a larger size risks loss of resolution, misprints, etc., and makes printing much more difficult

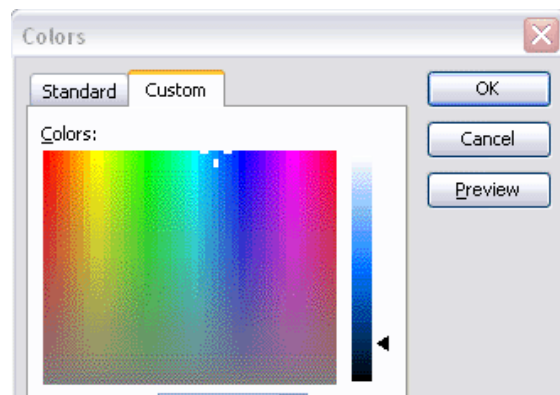
2. The University of North Carolina at Chapel Hill's trademark and licensing office has provided the following official blues:
 - a. Carolina Blue: Pantone 278
 - b. Tar Heels Deep Blue: Pantone 282

Since PowerPoint does not recognize Pantone color schemes, we have found the following RGB color codes work well to convert the official colors into a PowerPoint useable format. In order to use the custom colors, you can format an object/font and change the color. The option for "More colors" should be visible on the bottom. Click on the "custom" tab, and enter the following RGB codes in the spaces available:

Carolina Blue	R=150
	G=192
	B=230

Sample

Tar Heels Deep Blue	R=0
	G=38
	B=84



Sample

Webpage Blue R=102
 G=153
 B=204

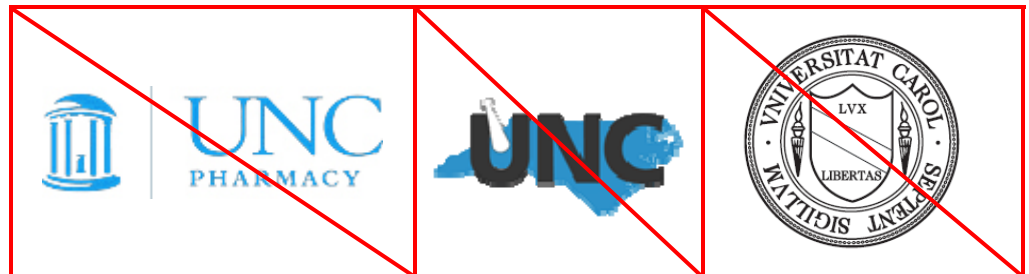
Sample

3. The University's Old Well logo is the official logo of the School and the University. The University seal may not be used as it is reserved for official use by the chancellor's office only. We have a high resolution version of the Old Well. The logo is available on the K: Drive under School Logos. Please note, the official policy is to use the **black** logo when printing from a desktop printer as most printers cannot render the University colors accurately. The HP DesignJet 800 used to print posters, however, can accurately reproduce the blue used for the logo

- a. There is also official university policy on spacing regarding the logo. There must be white space equal to one-half the height of the Old Well. For example, if the old well is one-inch tall, you should have one-half inch of white space around the logo.
- b. Do not use the Pharmacy Alumni Association logo
- c. Do not enlarge or shrink the logo disproportionately. In PowerPoint, right click on the picture, Format Picture, Size, click 'lock aspect ratio', and enter values under Scale.
- d. Posters without the appropriate logo will not be printed and sent back. There will be \$25 charge for any returned posters or if we are asked to correct the mistake
- e. Please do not make up your own logo – this is a violation of University policy and these posters will not be printed
- f. Logos can be found on the K: Drive under "School Logo"



Official School Logo
USE



Former Official School
Logo
DO NOT USE

PAA Logo
DO NOT USE!

University Seal
DO NOT USE!

4. For your poster to be printed, it must be in the following forms:
 - a. Printed directly as a PowerPoint file (**preferred**)
 - i. Advantage: High quality text and image output; scalable options available
 - ii. Disadvantage: May cause loss of colors, poster arrangement, and fonts may vary computer to computer.
 - b. Converted PDF
 - i. Advantage: Preserves PowerPoint layout from computer to computer; high quality text and image output.
 - ii. Disadvantage: Requires full version of Adobe Acrobat to convert the file, some issues with enlarging
 - c. Converted to a TIFF (**least recommended**)
 - i. Advantage: Preserves PowerPoint layout computer to computer; built in conversion within PowerPoint; scaling options available
 - ii. Disadvantage: Loss of font quality

5. Some general tips

- Avoid Times New Roman font. Arial appears better on posters.
- Bold your text
- Avoid italics
- Watch the font size on graphs, especially on Excel based graphs. SigmaPlot graphs show up much better and offer more graphing flexibility.
- Paste graphs from all programs (Microsoft and others) in as pictures (Edit -> Paste Special -> Picture (Windows Metafile). This will increase the probability the poster will print correctly
- Use Adobe InDesign or Illustrator instead of PowerPoint. The print quality is much better, but there is a steep learning curve to using this software
- Making posters smaller and wanting the poster to be enlarged (i.e., making a 2 foot by 4 foot PowerPoint file for a 4 foot by 8 foot poster) will most likely result in loss of resolution especially of graphics. Make posters **actual** size.
- Remember the KISS principle: Keep It Simple Stupid., Your design should be simple; adding too much color, graphics, etc. distracts the eye and poorly designed poster will take away from the message your poster is trying to convey.
- Recommended font sizes
 - Title font 80 pts
 - Author font 66 pts
 - Affiliation font 60 pts
 - General text font 40 pts

- Header font 48 pts

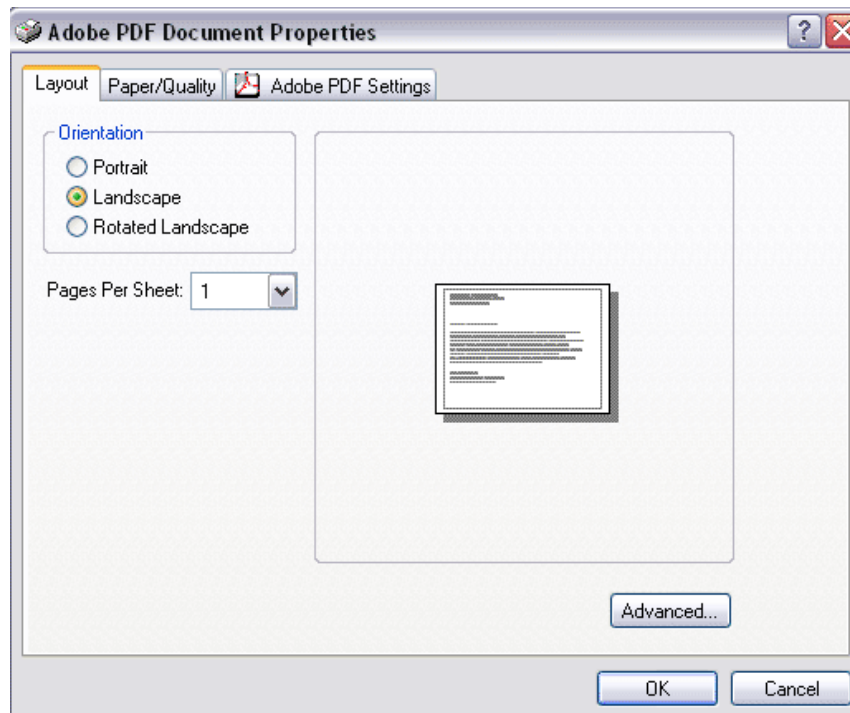
Preparing a Flyer

Designing a flyer can be in a variety of software packages including: Microsoft PowerPoint; Microsoft Publisher, Microsoft Word and Adobe In-Design. You may already have an idea of how you want your flyer design to be laid out. If you are looking for an idea or place to start, e-mail Adam Persky (apersky@unc.edu) for some samples.

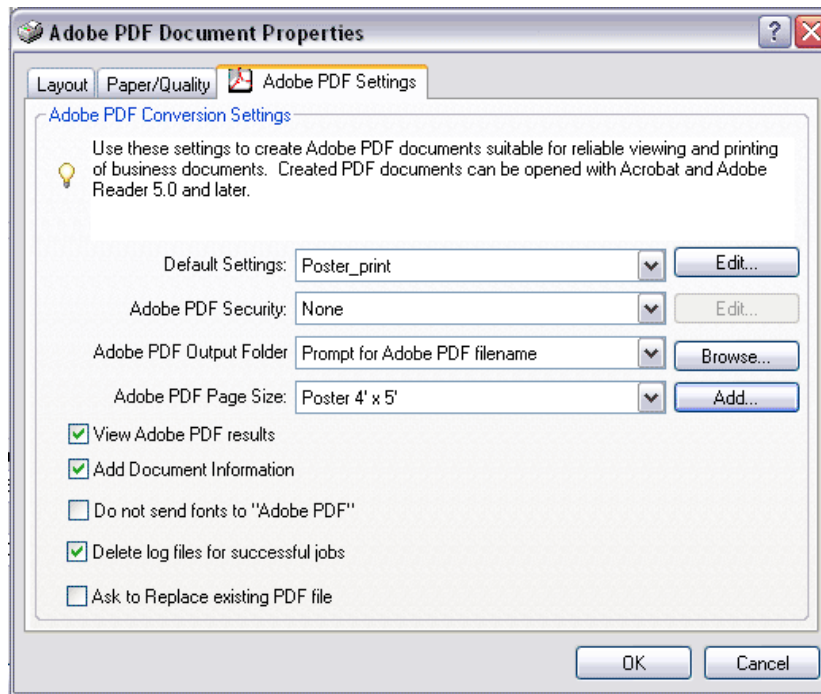
Unlike the poster printer, the LaserJet cannot reproduce University colors. Please make sure to use the **black** version of the School logo. Items with the colored logo will not be printed

Appendix A: Converting Your PowerPoint Poster to a PDF File

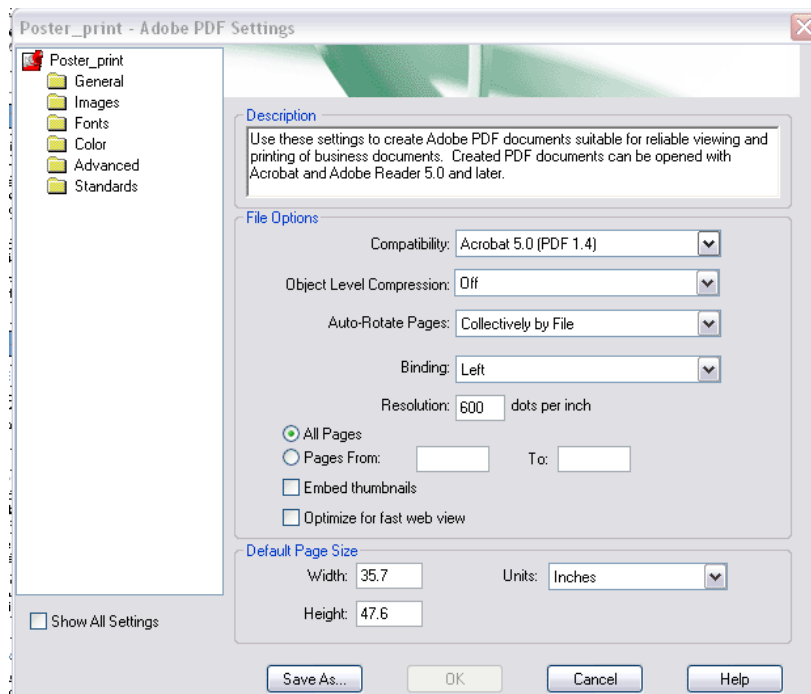
1. If you have Adobe 8 Professional (or other version of Adobe that allows you to create PDF documents), continue to the next step. Otherwise, send your file to Adam Persky (apersky@unc.edu), and he will convert it.
2. Proof your PowerPoint poster thoroughly, and when you are ready to print it, follow these steps.
3. Click on **File** → **Print** and select **Adobe PDF** from the list of possible printers.
4. Click on **Properties** and then select the **Layout** tab. Ensure **Landscape** is selected.



5. Next, click on the **Adobe PDF Settings** tab.
6. Deselect **Do not send fonts to "Adobe PDF."**

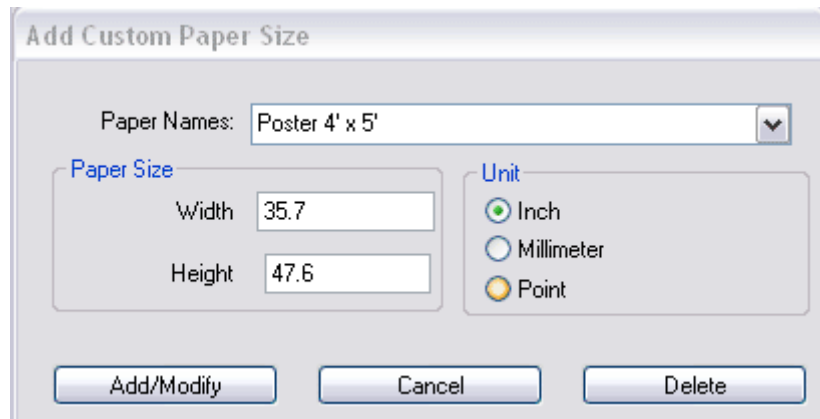


7. Under **Default Settings**, Click **Edit**.
8. Set Default Page size to 35.7 inches by 47.6 inches. Then click **Save As** and name the file Poster_print.
 - a. Note: Ideally you want page size to be exactly the page size of the PowerPoint file, but sometimes there is a problem in converting the file. Acrobat prefers page sizes below 48 inches in any one direction.



9. Click **OK**.
10. Click the **Add** button next to **Adobe PDF Page Size**.

11. Click in the **Paper Name** box and rename the paper size “Poster 4'x5'.”
12. Change the width to 35.7 inches and height 47.6 inches.



13. Click **Add/Modify**.
14. Click **OK**.
15. Select **Scale to fit paper** in the bottom right corner.
16. Click **OK**. The PDF should show up in another window.
17. Your PDF is now ready to print.

Appendix B: Converting your PowerPoint poster into a TIFF File

1. Click on **File** → **Save As** and select “**TIFF Tagged Image File Format (*.tif)**” from the list of **Save As Type**.
2. Click on **Save**.
3. Your TIFF is now ready to print.

Appendix C: Recommended Settings for SigmaPlot Figures

- Axis Labels: 28 font
- Tick Labels: 22 font
- Axis/tick width: 0.015 inch
- Symbols: 0.2 inch
- Error Bars: 0.022 inch (cap width 0.128 inch)
- Lines: 0.022 inch
- When pasting into PowerPoint, do it as “**Paste Special**” and paste as a picture (enhanced metafile). This will break the link to Excel but reduces the risk of the graph being changed during printing
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Appendix D: Settings for Microsoft Excel Plots

1. Place graph in its own worksheet (**Right click on graph → Location → As New Sheet**)
2. Go to Page Setup (**File → Page Setup**)
 - Select the Page Tab and click the “**Portrait button**”
 - Select the Chart Tab and click “**Scale to fit page**”
3. Change font sizes
 - Axis Font: 18 (or larger)
 - Label font: 22 (or larger)
4. Line Weight
 - Select the heaviest weight for lines (including axis and graph lines or error bar lines). Double Click on the line or points on the graph and under the **Patterns Tab → line → weight**, select the bottom, heaviest line
5. Point size: 9 (or larger)
6. Remove the graph background
7. When pasting into PowerPoint, do it as “**Paste Special**” and paste as a picture (enhanced metafile). This will break the link to Excel but reduces the risk of the graph being changed during printing

