

Poster Creation for the



HP DesignJet 800 42" Large Format Printer

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General Information

The HP DesignJet 800 is a capable of printing posters up to 42 inches wide. The printer is loaded with heavy, coated, 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 or high-gloss paper.

How to Request a Printing Job

1. Requests for printing must be received at least three 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.
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

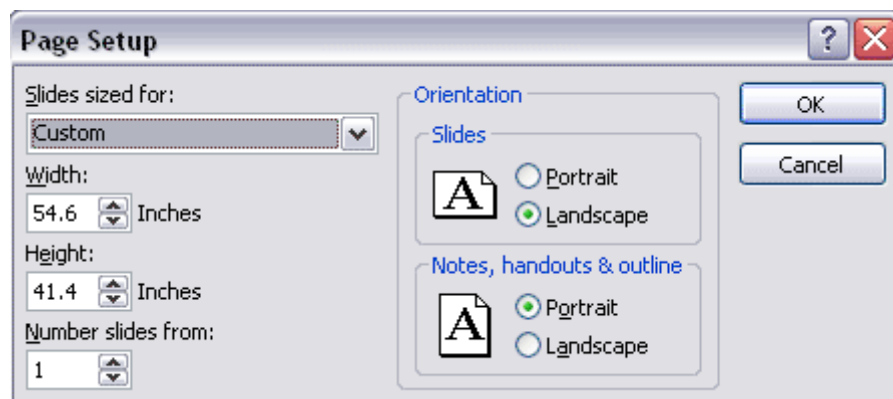
Costs

The cost for a poster (4 feet by 5 feet) is \$60 (~\$12 a linear foot). The cost for a poster of the same size with a non-white background (i.e, color background) is \$120 (~\$24 a linear foot). Anything longer than 84 inches could cost more. 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.

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:

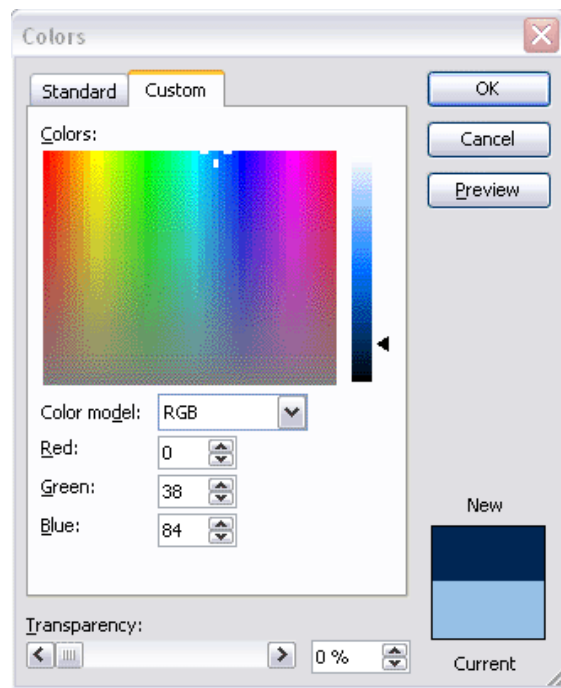
Carolina Blue R=150
 G=192
 B=230



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



Webpage Blue R=102
 G=153
 B=204



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 poster, 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



Official School Logo
USE



PAA Logo
DO NOT USE!



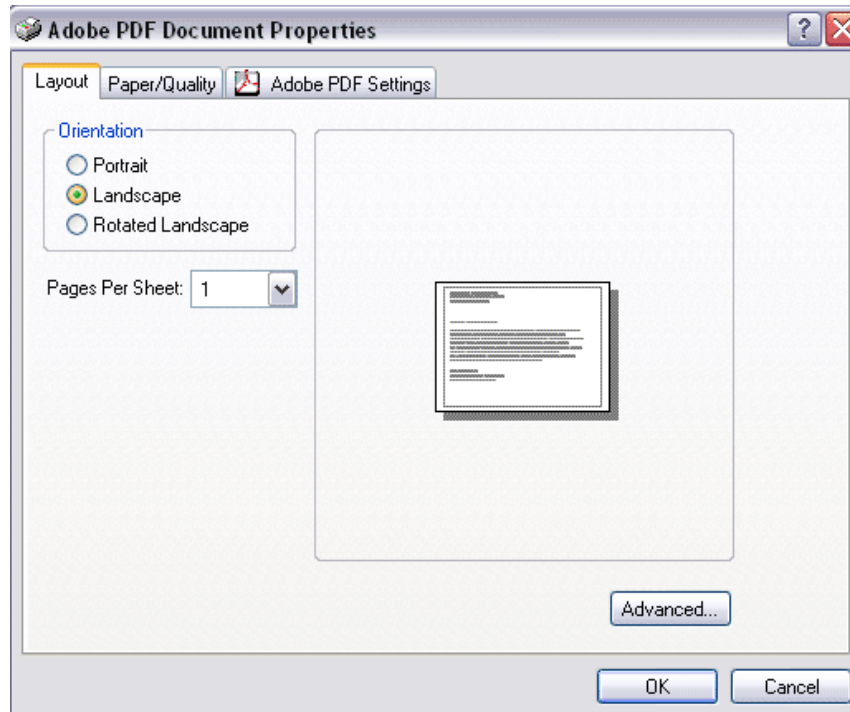
University Seal
DO NOT USE!

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
 - 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.

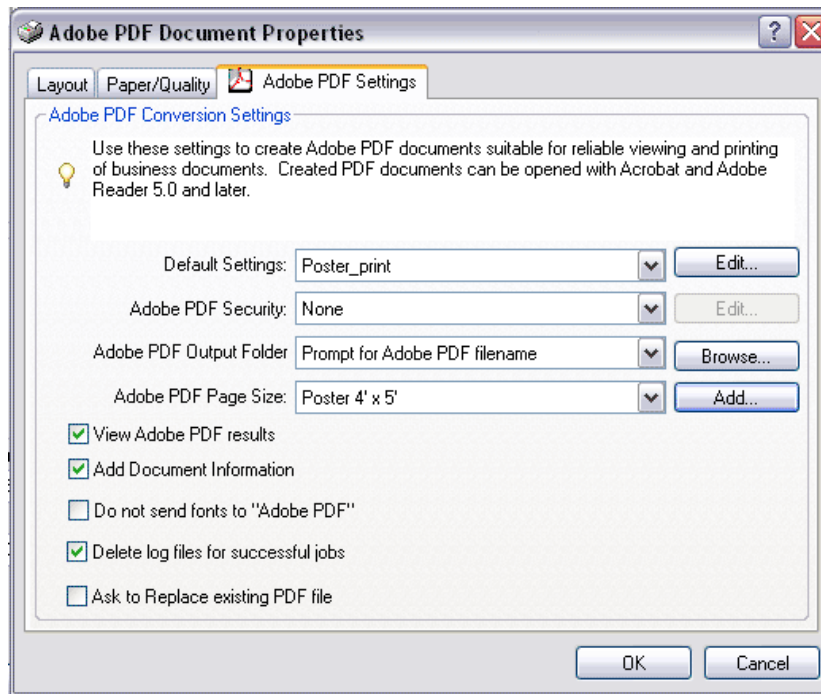
- Bold your text
- Avoid italics
- Watch the font size on graphs, especially on Excel based graphs. SigmaPlot graphs show up much better and offer more graphing flexibility.
- Use Adobe InDesign or Illustrator instead of PowerPoint. The print quality is much better, but there is a steep learning curve 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

Appendix A: Converting Your PowerPoint Poster to a PDF File

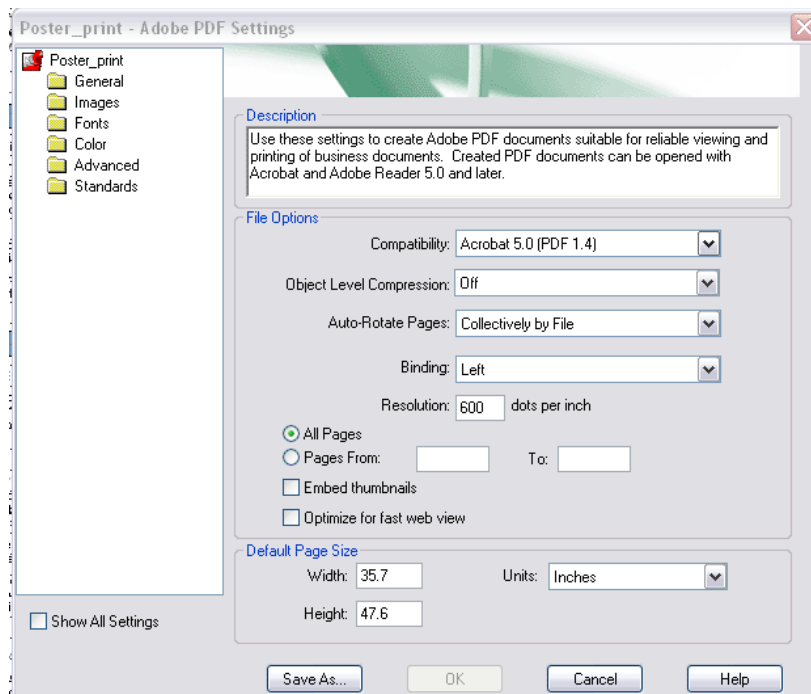
1. If you have Adobe 8 Professional (or other version of Adobe that allows you to create PDF documents), continue to the next step. Otherwise, send your file to Adam Persky (apersky@unc.edu), and he will convert it.
2. Proof your PowerPoint poster thoroughly, and when you are ready to print it, follow 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."**

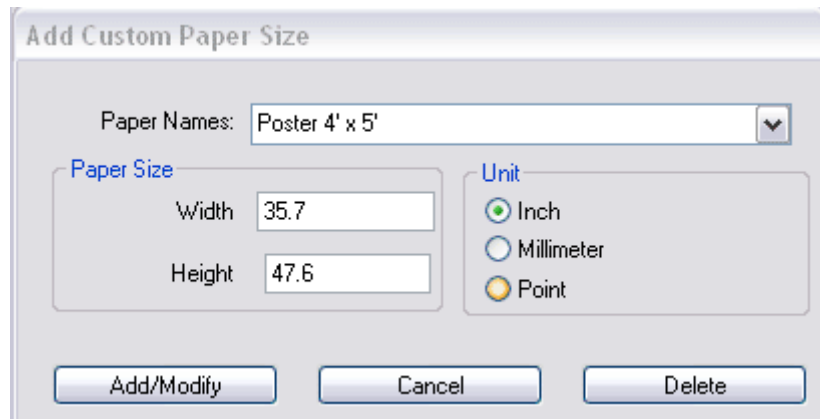


7. Under **Default Settings**, Click **Edit**.
8. Set Default Page size to 35.7 inches by 47.6 inches. Then click **Save As** and name the file Poster_print.
 - a. Note: Ideally you want page size to be exactly the page size of the PowerPoint file, but sometimes there is a problem in converting the file.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



The image shows a dialog box titled "Add Custom Paper Size". It contains the following elements:

- Paper Names:** A dropdown menu currently showing "Poster 4' x 5'".
- Paper Size:** Two input fields: "Width" with the value "35.7" and "Height" with the value "47.6".
- Unit:** Three radio button options: "Inch" (selected), "Millimeter", and "Point".
- Buttons:** Three buttons at the bottom: "Add/Modify", "Cancel", and "Delete".

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

