

## Posters



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## Commercial Web Offset, Sheet Fed & Flexographic Printing Services

A well-designed poster is eye-catching, attractive, and communicates information effectively and economically. To stretch your advertising dollars further, your poster should be designed by clearly labeling your product, service, or event so that it is easy for your viewer to read and react.

### Defining a custom printed poster...

Posters are a very flexible advertising tool that is intended for viewers on the move.  
Poster sizes range anywhere from 8 ½" x 11" to 28"x 40".

### Benefits of a poster...

Since posters serve to accommodate many different functions, there are numerous benefits to them.

Below are examples of common uses:

- ▶ To publicize an event
- ▶ To promote a service
- ▶ To sell a product
- ▶ To develop an attitude

However, there are a few basic differences between posters and other advertising media.

The primary difference being that a poster speaks to the audience "on the move."

Newspaper and magazine ads, mailing pieces such as postcards, brochures, flyers, and pamphlets are designed for the reader who has time to sit and digest a lot of information.

An effective poster can capture a viewer's attention immediately and then ignite them to react.

### Designing a custom printed poster...

When designing your poster follow a design technique called *symmetry*, which is combining graphics and text to create balance in the design. This balance allows the viewer's eyes to flow from one point to another on the poster causing *movement*. A good design will contribute *balance* and *movement* in order to direct the viewer subconsciously to read and react to the poster.

**Trade Tip:** Sketching a rough layout or design will typically lead to the final design of your poster. Consult with your chosen printing company for dimension and format guidelines.

When it comes to the design of your poster think of the wise, old saying... "A picture is worth a thousand words." Since a poster is meant for viewers who are on the go, try to keep text to a minimum by using an image or graphic. Text on a poster should be used for descriptions, or labeling of the product, service, or event.

**Trade Tip:** Your poster background should be a relatively uniform, neutral color so that it does not detract from your graphics and text.

Text size and font type are very important aspects to consider when designing a poster. They will determine whether your audience will be able to read your poster with ease. Everyone loves those fonts that are dynamic or interesting, but are they easy to read? The text should be set in a large easily read font ---16 pt. should be the minimum and 30 to 60 pt. is preferred.

Create a *hierarchy*, or a system of levels, when it comes to your fonts. Whether it be the title, event name or product, the most important piece of information should be clearly defined by giving it the most impact. This can be done through using a larger font, bolding or maybe even using a different color. Follow down the *hierarchy* with the less important information not as emphasized.

**Trade Tip:** When dealing with text, a good rule of thumb is to place the text on a contrasting background (black text on a white background, or white text on a black background).

**Trade Tip:** Remember that white does not count as a color, since in most cases the paper stock is white.

### Determining your paper stock...

Paper stock is measured one of two ways: **Point size** and **Weight**

**Point Size:** Designates the thickness of a sheet in thousandths of an inch, so .010 would be 10 pt. as well as .012 would be 12 pt. Using the term point or its abbreviation pt. is the most common method of measuring type. The measurement comes from the distance from the top of the highest point in a letter (the ascender) to the bottom of the lowest point in a letter (the descender).

**Weight:** Using the standard US pound (#)...weight is determined as the weight of 500 - 20" x 26" sheets.

Posters are usually printed on 80# or 100# paper which is considered a rigid stock.

### Defining and determining DPI for poster printing...

DPI stands for Dots per Inch. It is a measure of resolution for page printers, photo type setting machines and graphics screens. This is an important specification before doing any kind of poster printing. Remember that

the more detailed the poster printing job the higher the dpi needs to be. A greater DPI (dots per inch) will produce a better quality image and create a better quality poster. It is always recommended to consult with your printing company to determine the best dpi to use when designing your poster to get the best reproduction. Most printers can provide you a production pre-flight list to use as your design guide.

**A protective coating suggested on posters...**

An Aqueous or UV coating ensures that your poster will last longer when exposed to weather elements i.e. moisture and sun. A quality printing company will offer high-gloss, full-color posters that have a protective coating.

***SCP&G is ready to serve you with the expertise and equipment required to get your job done right!***



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