

# MAKING A POSTER IN ADOBE ILLUSTRATOR CS6

## Important topics & Tools:

AI, Artboard, Placing, Grouping, Align palette, Character palette, Stroke, Fill, Page Tool/print window, Scale Tool, Text Tool, etc... [fill this out]

## Poster Size (setting Artboard work space size):

Selecting File > New... in AI opens dialog window. Change **Units** to Inches, change orientation to **Landscape**, and set **Width** and **Height** to 48 and 36 inches respectively. Change these settings as needed. To review your size settings later select File > Document Setup and choose Edit Artboard. The above example would yield: a landscape, 48" wide x 36" high, 3x4-foot wide poster on our 36" paper rolls with about a 1" margin all around.

## Text

- Use the Type Tool for main text. Select and copy text from source (e.g., Word). Choose the Type Tool and drag a text box to desired size. Next, paste in text (flashing cursor). Resize box as necessary.
- Alternatively, draw a text box using the Rectangle Tool (or other shape tools). Choose the Type Tool or Area Type Tool and click on the edge of the rectangle (other shape). Paste in text from another file.
- Type text directly into Illustrator. Good for figure captions, section labeling, etc...
- Which font to use? Be kind to your audience. Recommend any sans serif font (e.g., Helvetica, Arial).
- What font size is best? Titles, Headers 72-100pt; Body text 18-24+. Again, be nice to your audience. Prevent eye-strain and squinting.

## Bitmap Images

- Try to start with as high a resolution as you can.
- Edit image as needed in Photoshop or other image editing software. From the menubar go to Image/Image Size to adjust the size and resolution (pixels per inch) of your photo. See website.
- Save the image into the same folder as your poster. .psd, .tiff, and .jpg work nicely
- Use the **Place** command to insert images. File/Place menu. **DO NOT CUT AND PASTE! Place** the image in your poster. Be sure to check the **Link to File** box to keep your Illustrator file (poster) small. **TRY NOT DRAW OR PLACE ANYTHING** on your images once placed in your poster.

## Charts, Graphs, Excel Tables, ChemDraw, Igor, SPSS output, genetic data, etc...

- To place and edit the output from any program in your poster, you must create a PDF or postscript file by choosing File as the Destination in the Print Dialog Box. Depends on software and OS.
- Select **Save as File** from the options list in the Print Dialog Box, and choose PDF, Postscript, or EPS Mac Standard Preview as the Format. Again depends on OS.
- Include all fonts if asked.
- While in Illustrator, choose File/Open and select the .pdf or .eps file you just created. This should open up in a new Illustrator window. Edit your graph, table, etc. as needed in this window. Then select all, group it, copy it, and paste it into the poster window.
- Alternatively, if your graph is perfect and it needs no editing you can directly File/Place it into your poster.
- Tip: Excel graphs default font is Geneva; change to Helvetica. Screen font vs. print font issue.

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- Finally, just CUT and PASTE?? Possible if you only have a couple of “simple” graphs.

## Proofing and test printing

- Before printing final version it is highly recommend to first print a test copy on a color laser printer (11x17; tabloid). To do this first save your AI document. Next return to the menu bar and under File > Print:
  - Click Page setup, then Continue, change Paper Size: to Tabloid; click OK
  - In Options section set Scaling to: Fit to Page.
  - Click Print
  - No need to save changes if asked
- Alternatively you can project your poster full screen at computer lectern for proofing.

## Final Version

- Need to fill out Printing Request Form (download from website)
- When all seems ready to print do a Save As in AI and change Format to Adobe PDF
- Deliver final PDF file to departmental poster printing liaison.  
For your general poster printing information see:

<http://www.science.smith.edu/posters/printing/>

<http://www.science.smith.edu/posters/liasons/>