LAYOUT GUIDELINES

W

This is 200pt bold This is 100pt bold *and bold italic*
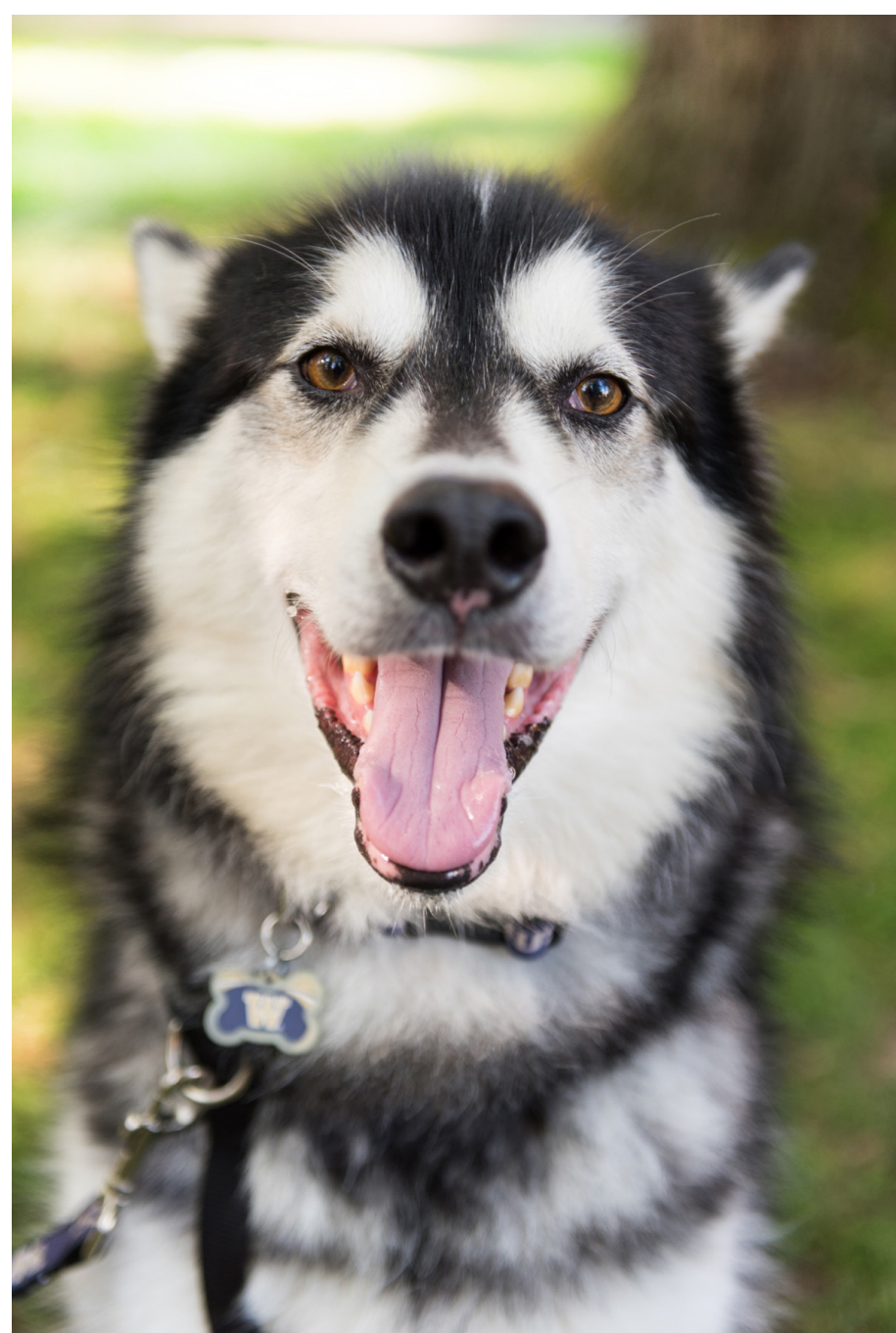
Heading | 60pt bold

(36 pt) The point sizes of the various text items is given in parentheses. The size of your text will depend on how much text you have, how much space you have, how close you expect the reader to be and the visual impact you want to make. As a rule of thumb, 100 point letters are about 1 inch high.

(18 pt) Small text can be read, but how small do you really want to go? The size of your text will depend on how much text you have, how much space you have , how close you expect the reader to be and the visual impact you want to make
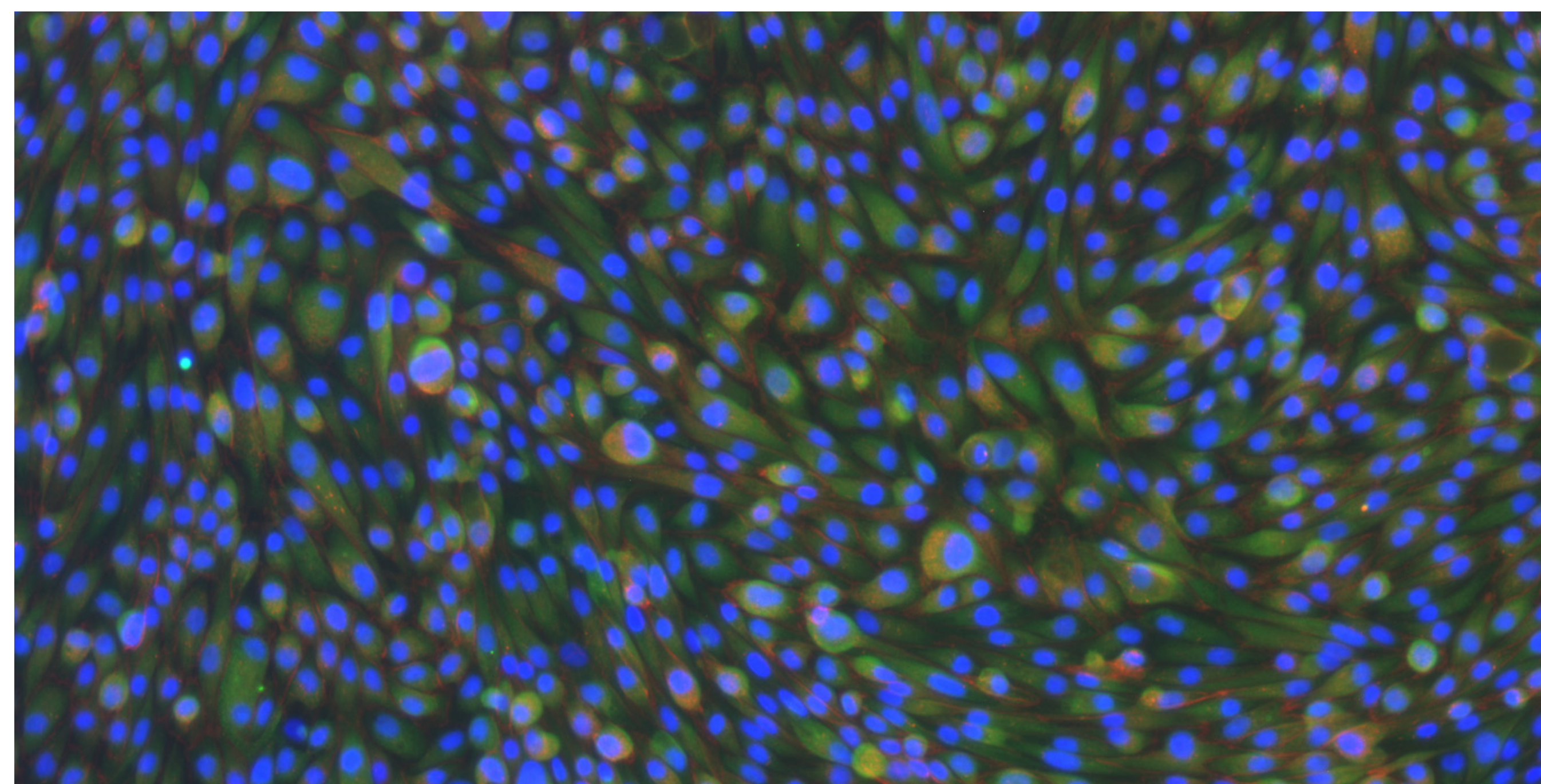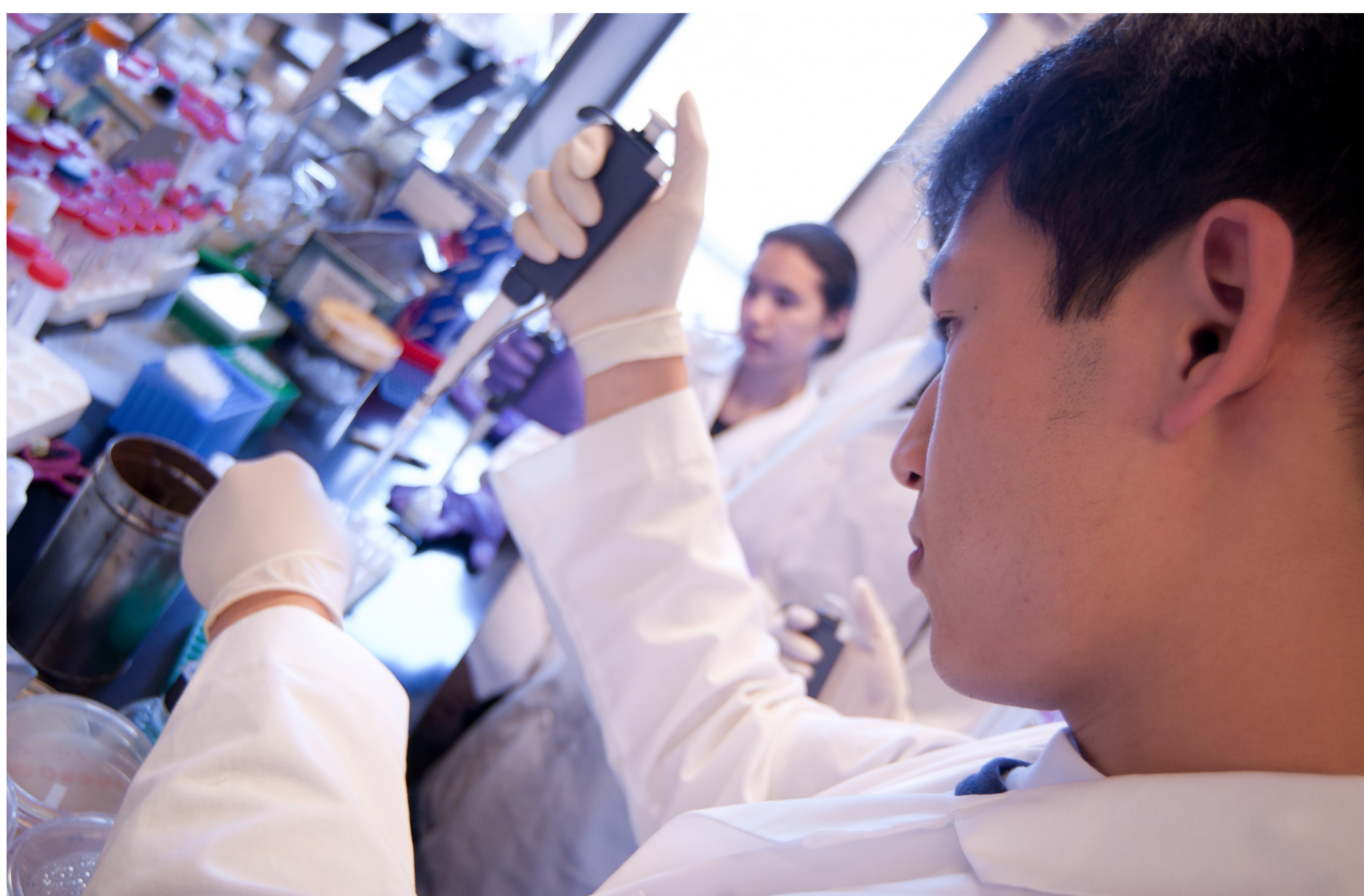
(12 pt) Small text can be read, but how small do you really want to go? The size of your text will depend on how much text you have, how much space you have , how close you expect the reader to be and the visual impact you want to make.

Graphics add a lot to a poster. You might have a vector graphic file – like a chart or line drawing or a raster graphic, like pictures. They can be included anywhere, but wrapping the text around the graphic and/or having the graphic stick out from the text can have added effect. Be careful when using left justified text, because you can end up with large and awkward gaps between words if the paragraph width is narrow.

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(30 pt) Though graphics can add a lot to a poster, poor graphics can detract. This is especially true for the resolution of raster graphic files. Although vector graphic files usually print well at any size, special care must be exercised with rater files. Examples of raster graphic files are JPEG, TIFF and GIF. The resolution in dots per inch (dpi) should be about 150 – or higher. When scanning a picture, think about the size it will be printed. If it will be printed three times as big as the original and you are aiming for 150 dpi, then scan at 3x 150 = 450 dpi. If you are using files off the web, be careful as most web graphics are sized for viewing on a screen and the resolution is usually 72 dpi.
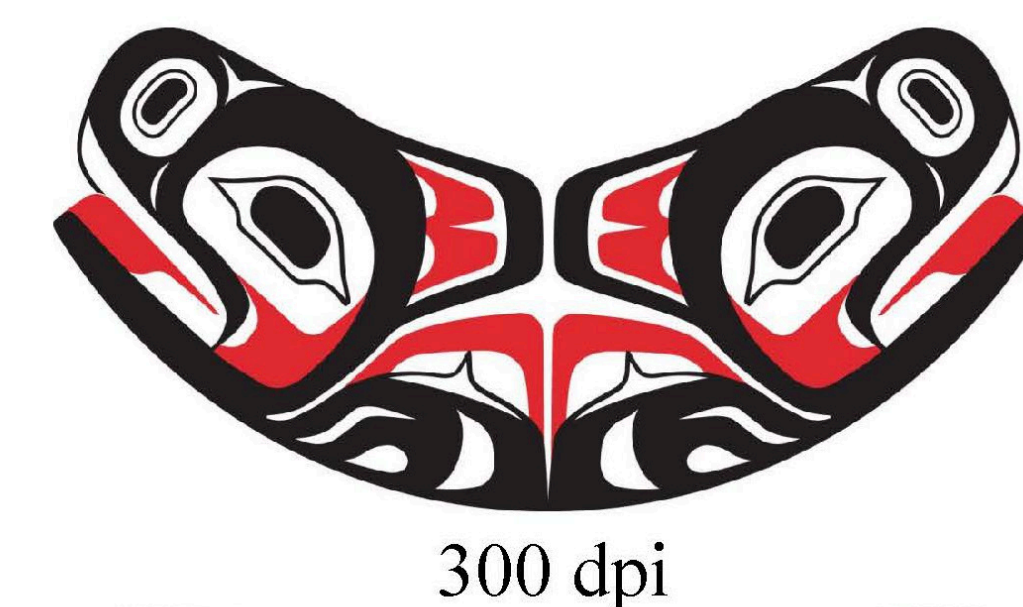

COLORED TEXT AND BACKGROUNDS

**Be cafeful of colored text and backgrounds.
Seek contrast – dark backgrounds and light text or light backgrounds with dark text.**

THIS IS TOO HARD TOO READ
MUCH BETTER

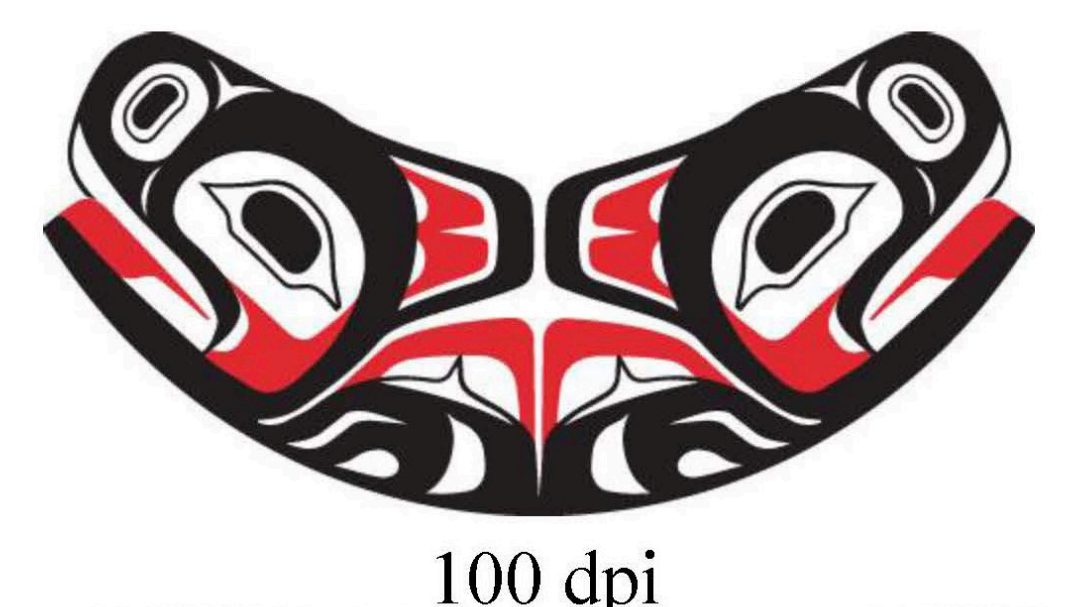### USE YOUR BEST JUDGEMENT ON BLENDING COLORS

Image Resolution

Here are several copies of a detailed logo at different resolutions. The minimum 150 looks good, while the 200 and 300 look slightly better. The 100 is passable, the 50 and 75 could be okay for a less detailed graphic and the 25 is unacceptable.
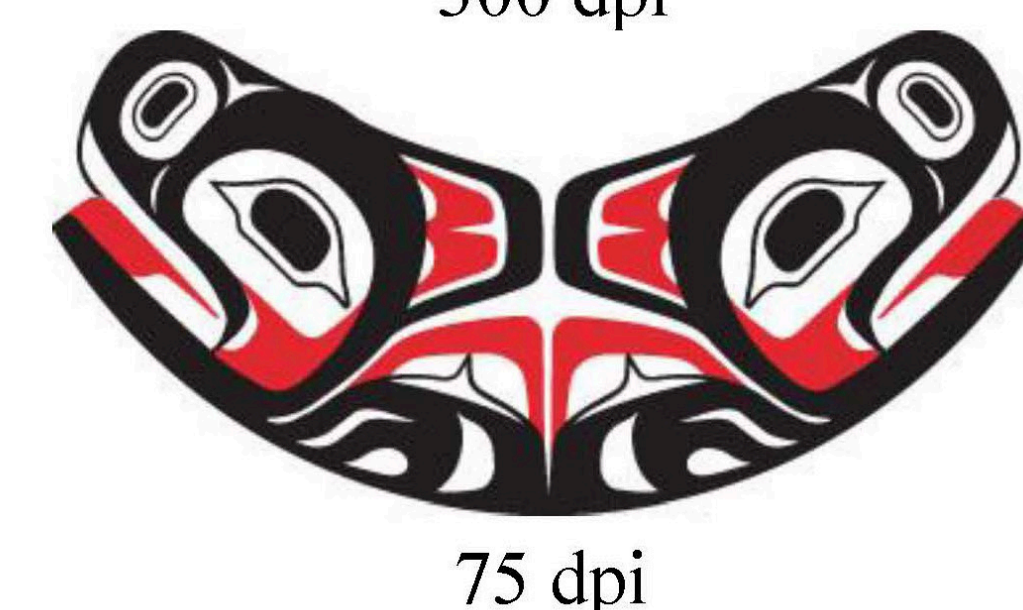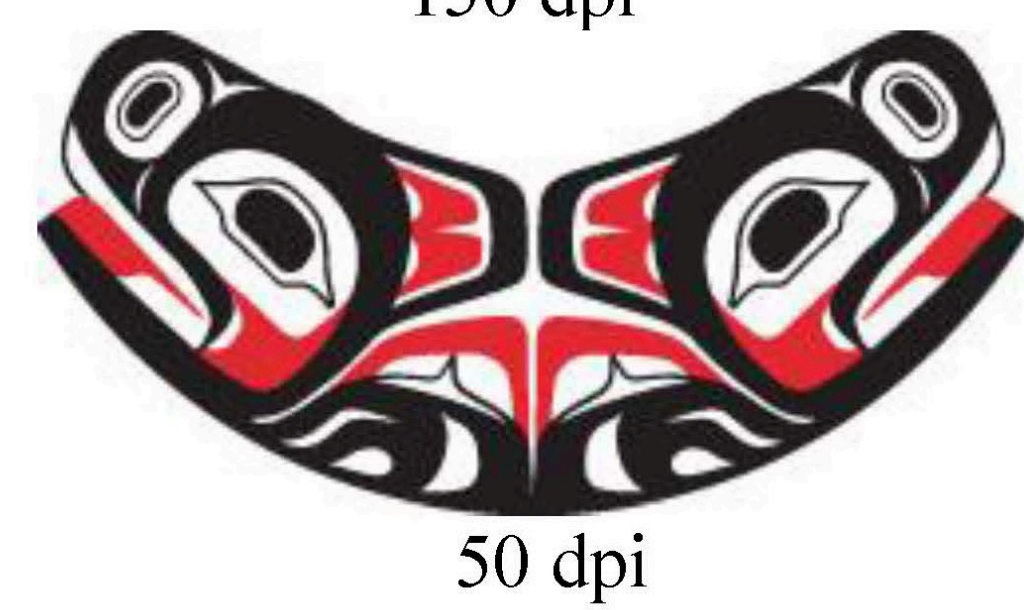

300 dpi   150 dpi   100 dpi

75 dpi   50 dpi   25 dpi