



# Biomedical & Health Sciences Institute

## UNIVERSITY OF GEORGIA

### Helpful Hints for a building a successful poster with the HP Design Jet

#### Knowing your paper size.

1. The HP Design Jet 4000ps is a Large Format Printer holds a roll of 36 or 42" paper. What this means for you, as the poster builder, is the height of your poster can never be any TALLER than 36 or 42 inches.. Also, knowing that the roll of paper is 36/42" tall means that if you build the height of your poster SHORTER than 36/42", you will have excess paper that will need to be trimmed from your poster. This is one of those cardinal rules. Knowing this rule and building your posters accordingly will save you a lot of time. Your poster length is limited to a maximum of eight feet.
2. **Knowing your software programs**  
Many software programs can be utilized when building a poster and many people find certain programs easier to use than others. Such programs include Microsoft PowerPoint, Publisher, and Adobe Illustrator. For ease of use (both in creation and printing process), we recommend using PowerPoint. If you choose to use another program, it is usually still printable. We do recommend you avoid Publisher.
3. **Not all images are created equal**  
JPEG, GIF, TIFF, BMP...the language of digital images. Most images will print just fine on your poster printer. However, images downloaded from websites generally will not. Because web images have to be formatted for the internet, reproducing them on a printer will usually turn out in fuzzy, pixilated result. For logos, we recommend TIFF files. This will produce the best looking print image. UGA logos can be downloaded at <https://brand.uga.edu/downloads> Pictures, if taken from the original source and not formatted for the internet, will usually be fine; JPEGs being the best bet. If you really want to know how something is going look when it prints to the Design Jet you should zoom in to about 200%-300%. If the image looks pixilated at 200%-300%, it will look pixilated when it is printed. **PDF images do not print so be sure your images are not in PDF.**
4. **Stretching can be bad for you**  
When you are laying out images on your posters, there is a trick to making your pictures larger without distorting the image itself. If you click on your image you will most likely size "dots" on each corner and at the center of each edge of your image. You might be tempted to enlarge your picture by clicking on the dots and the center edges and "dragging" them to increase the size. This is not a good idea. When you click and drag from the center edge you will distort or "stretch" the image either horizontally or vertically. The effect is something similar to looking in a funhouse mirror. To properly increase an image size, ONLY use the dots at the corners of the image. By using the corner dots you will only increase the size proportionally and thus, will not distort the original image which will result in better reproduction quality.

**5. Textboxes: When less is more**

When you are in the process of laying out your poster, it may seem like a good idea to put each paragraph or header in an individual text box. It's not. You will be much happier when you need to adjust and align the text boxes on your page when you only have to move a few objects. Our advice is to envision how you want your information to flow on your poster and use as few text boxes as possible.

**6. To Justify or Not To Justify**

Continuity is the key to building a poster that will look aesthetically pleasing. This means trying to make sure all your headers are in the same font style and size. If you bold all your headers, bold them all. Try to use the same font style and sizes in all your all your textboxes. If you left justify the text in one text box, left justify the text in ALL your textboxes (*ok, we think you get the picture*).

**7. The Proof is in the pudding**

Please, please, please...proof your poster. Proof it once. Proof it twice. Have a friend proof it. As the title says, these are "Helpful Hints" to creating a poster. If you run into any problems or need more detailed assistance, please feel free to contact us!

Linda Buffington [lbuff@uga.edu](mailto:lbuff@uga.edu)

Barry Coleman [ccole@uga.edu](mailto:ccole@uga.edu)

Laura Balkcom Raiford [lraiford@uga.edu](mailto:lraiford@uga.edu)