

Poster Layout

General Guidelines

Below are some basic guidelines for designing a poster. These points are not just specific to InDesign but can be applied when designing a poster in any software package.

1. Create your poster to the actual size that you want it printed.
2. Leave at least a half inch margin around the entire poster where there are no graphics or text elements placed.
3. Stay away from using black or dark backgrounds unless you are printing to a Photo or Glossy paper.
4. Make your header (title) font at least 90 point unless your poster will be less than 24 inches or the title is extremely long. The title font should be the largest font on the poster.
5. Make subheads and column heads smaller than the header and no larger than half the size of the header.
6. Make the main body text within the poster smaller than the column heads.
7. Do not use a San Serif fonts (**Arial, Helvetica, Impact**, etc.) for your body text because large amounts of San Serif text are hard to read when printed. Use Serif fonts (**Times, Bookman, Century Schoolbook**, etc.) for the body text. You may use Serif or San Serif fonts for your header, sub heads or column heads.
8. If you are wanting a border box around any of the text within the poster, do not apply it to the text field because this may cause formatting problems when printing. Instead use a rectangle drawing tool to draw a box and then group it to the text field.
9. If possible before printing, save another version of your poster where the text has been **Converted to Outlines**. Use this version when you are printing because it will eliminate any font issues.
10. If you have **Imported** or **Placed** images into your document, make sure to take those files with you when printing because they may not have been embedded into your document. Alternatively if you have specifically embedded the file or **Copy/Pasted** the file, it will be embedded into your document.

