

Praxissemester-Poster

druckt

Hoffmanns Posterservice



Leitlinien

Druckformat	700mm x 1000mm / DIN A1 / oder beliebig
Entwurf	DINA4 oder DINA3 / vergrößert drucken
Studierender	Name / Fachrichtung / Betreuer an der FH
Firma	Firma / Firmenprofil / Betreuer in der Firma Fotos aus der Werbeabteilung der Firma
Tätigkeit	Aufgabe / Lösungsweg / Ergebnis Sparsamer Text / gute Bilder / gute Grafiken
Programme	Bilder Photoshop Seite PageMaker / InDesign / Word Für Powerpoint ist Beratung nötig: PPT hat schwere Fehler
Logo	Von meiner Webseite 'Documents' laden PDF für InDesign / GIF für Word / EPS für PPT
PDF	Druckfähige Datei bitte als PDF auf CD Bilder nicht in der Pixelzahl verringern und nicht komprimieren / Fonts einbetten
Qualität	Farbkalibrierter Inkjet / bestes Papier
Beratung	Gernot Hoffmann / Raum T51 hoffmann@fho-emden.de http://www.fho-emden.de/~hoffmann Das Merkblatt gibt's im Sekretariat Abt. M

Large Format Poster Printing

Special Service for Students

Equipment

Mutoh 6100 six-color Inkjet
DIN A0 and larger, typically DIN A1
PosterShop Raster Image Processor (printer driver)
Fully color managed workflow

Preparations

Optimize images by Photoshop or any other program in RGB mode
In Photoshop use working space and monitor profile sRGB
Never save JPEG again as JPEG - save immediately as TIFF
Save optimized image as TIFF
Use Desktop Publishing Program, like PageMaker or InDesign
Powerpoint is suitable as well
Don't edit posters by Photoshop - the whole page will be rastered,
which results in huge files. Useful only for anti-aliased text on images.
Define true paper size or any smaller (e.g. DIN A3 instead of DIN A1)
Edit text, edit color boxes, frames etc.
Colors may be defined in RGB or CMYK (second part of this document)
Place images (link images, don't embed) and adjust
Export to PDF (settings on next page) *or*
Save as EPS (settings on next page)
(Save as Photoshop EPS in PhS; Print to File as EPS in PageMaker)
Make CD

Print Medium

Semi-matte paper
720 x 720 dpi
Glossy on request

Costs

A reasonable contribution for ink and paper

EPS

Embed all fonts (TrueType and Adobe Type 1)

EPS embeds images uncompressed

In PageMaker use Print to File as EPS in mode Normal (*not* Optimized)

In PageMaker assign any Postscript driver and e.g. ADistiller.ppd

The receiver can scale, rotate and crop any EPS in a DTP program

PDF

Don't use Acrobat Distiller 4.0 (wrong compression). Use 3.0 or 5.0

Embed all fonts

Don't apply compression for images

Apply compression for text and vector graphics, this is lossless

Select resolution 144 dpi

This is valid only for raster images

Text and vectors are printed with printer accuracy

The receiver can scale, rotate and crop any PDF in a DTP program

If your editing format is smaller than A1, then multiply the resolution by the scalefactor. E.g.:

Editing format A3, printing format A1: use 288 dpi instead of 144 dpi

Each DIN step (larger) means a scalefactor $\text{Squareroot}(2)=1.414$

Use rounded value for dpi settings

The value 144 dpi refers to the fact that 72dpi for zoom=100% maps exactly one source pixel to one monitor pixel in Acrobat Reader

Page 4 shows accurate screenshots, using PageMaker's MagicStretch

We prefer EPS or PDF on CD, but we can convert PowerPoint to EPS

Help

Gernot Hoffmann

Room T51

More technical information and link to Website

<http://www.fho-emden.de/~hoffmann/howww41a.html>

Version

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Installation of a PostScript Driver

The creation of an EPS or a PDF doesn't require an existing PostScript Printer but a PostScript Driver

The simplest solution is to take the Acrobat Distiller Driver

The installation is here explained for PageMaker

It is probably similar for other Adobe programs

1. Find PostScript Drivers on the PageMaker CD
2. Run Install.Exe
3. Select ADistiller as Printer
4. Select Print to File
5. Continue
6. The Driver is automatically added to the list of your printers

The printer description file `ADistiller.ppd` should be already in the folder `C:\PageMaker\Rsrc\[Language]\ppd4`

If not, then copy from the CD

Then assign in PageMaker a Printer Style (a combination of settings)

Print to File as EPS

The menus should look like the examples on the next pages

Don't worry about resolution, raster frequency and angle

These data are meaningless here, because they refer to physical printers

Raster images are embedded with the original size in pixels

Raster images are saved in EPS by ASCII code, then they have double the size of a binary TIFF file

Print to File as EPS by PowerPoint

Use ADistiller as mentioned above

Save as `*.EPS` in mode „any file“ instead of `*.PRN`

We can do the conversion for our customers, though we don't like PPT



