

IPC Poster Workshop April 2012

Important Technical Aspects to Take into Account

Professional **graphics software** (InDesign or similar) is of course best suited for producing posters; however, you can also use the open-source alternative Scribus (free download at www.scribus.net—for the generation of a PDF for printing, when using Scribus ghostscript has to be installed; for more information on this see the Scribus help page). Somewhat more awkward but acceptable for experienced users who do not want to learn a new program is PowerPoint or the open-source alternative open office. A conventional text-processing program is unsuitable.

The **final format** of the posters will be either DIN A0 (841 x 1189 mm) or DIN A1 (594 x 841 mm). Regardless of which program is used to produce the posters, the source document should be laid out in the respective final format!

The use of images and graphics makes sense and helps illustrate statements. However, please ensure that the image files used are available in a **resolution that is high enough for printing**. Ideally, image files have a resolution of **300 dpi in the final format to be printed** and are available in the formats **jpeg** or **tif**. This means that many of the image files one finds in the Internet are clearly too low-resolution. However, when searching for images with the relevant search engines, a high image resolution/quality can often be entered as a search criterion.

In addition, for printing posters the image files have to be available in the so-called **CMYK color model** (http://en.wikipedia.org/wiki/CMYK_color_model). Because they are for the most part intended for screen display, images from the Internet are stored in the RGB color model. Using the relevant image editing programs (e.g. Photoshop, the open-source alternative Gimp available at <http://www.gimp.org/>), image files can easily be converted from the RGB to the CMYK model and also processed in many other ways.

Don't let yourselves be discouraged by these in part detailed remarks. For the workshop please at least keep in mind the notes on the final format and resolution! Detailed technical questions can be clarified during the workshop.
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