

Preparing files for poster output



When preparing files for poster output one of the most important factors to consider is the **resolution of the bitmap images**, (scans, photographs...). We recommend you keep your scans at 100 ppi to 150 ppi "size as" in the final print. (see example below)

Resolution always decreases proportionately to the enlargement factor.

Example:

You require a 2'x3' poster that includes a few bitmap files (scans, photographs...) approximately 12"x12" each. At 12"x12" the proper resolution should be at least 100 ppi. So, when scanning the original which is for example 3"x3" inches or 4 times smaller, you should set your scanner to 400 ppi, or 4 times the required ppi. When you take your 3"x3" scan and enlarge it on the poster to 12"x12" (or 4 times), the resolution will decrease 4 times ($400\text{ppi}/4=100\text{ppi}$) to obtain the required resolution of 100 ppi. This is why the size of the individual bitmaps matters most.

Printing at lower resolutions is still possible and common practice for posters viewed from farther distances.

Vector files and fonts can be easily enlarged without any quality loss.

Also, it is important to create your artwork proportionately smaller than the actual required size to a maximum image area of 11.75x17.75 and factor in the enlargement for the bitmap images. This enables us to give you a very accurate colour laser proof before printing a poster.

Preferred applications:

- Adobe Illustrator EPS
- QuarkXPress
- High Resolution CMYK PDF file

An advertisement for Allegra Print & Imaging. The top half has a dark red background with the text 'Beautiful Poster Printing that gives you something to smile about' in yellow and white. Below this is a photograph of a large, shaggy dog in the foreground, and a man in a yellow shirt driving a boat in the background. In the bottom right corner, there is a large industrial printer. The bottom section of the ad has a dark red background with the text 'Big, Bold, Beautiful Colour for Your...' in white, followed by 'Presentations • Trade Show Displays • POP Signage' in smaller white text. The Allegra Print & Imaging Hamilton logo is in the bottom left corner, and contact information is in the bottom right corner.

Beautiful
Poster Printing that gives you
something to **smile about**

Big, Bold, Beautiful Colour for Your...
Presentations • Trade Show Displays • POP Signage

ALLEGRA
PRINT & IMAGING
HAMILTON

Allegra Print & Imaging
255 York Boulevard
Hamilton, ON L8R 1Y7
905-528-2999
www.allegrahamilton.com
artwork@allegrahamilton.com

If you have any questions, please feel free to contact our Prepress Department at 905-528-2999 Ext. 19