

USERS MANUAL MAKING POSTERS

To make posters, which are made on a PC compatible with the Macintosh-system of *Studio America* (a graphical company), should be worked with *Adobe Illustrator* and *Adobe Photoshop*. The general specifications for a poster can be downloaded from the website of *Studio America*, down here some special specifications are listed.

1. You have to make outlines of the text; this because Macintosh does not recognize some fonts, which a PC does.

Use *Adobe Illustrator* to obtain this:

1. Select the textbox with the *selection tool*
2. Go to *Type* → *Create Outlines* to make the outlines. (Shortcut key: shift+ctrl+o)
2. Pictures and so on should **not** contain transparency effects like e.g. shadows.
3. When placing a picture in *Adobe Illustrator*, the box *link*, which is placed in the menu accessed by clicking *File* → *Place*, should **not** be selected.
4. All pictures should, before placing them on the poster, be equipped with the CMYK color palette (not with, like most pictures, the RGB palette)

Use *Adobe Photoshop* to obtain this:

If the picture is opened, click *Image* → *Mode* → *CMYK color*. The picture now will appear a little darker and be equipped with the right color palette.

5. Take care, that the background color of pictures, which have the same background color as the poster, exactly the same color is. This can be verified by clicking on the background color of the picture in *Adobe Illustrator* with the *Eyedropper Tool* and then double clicking on the color icon in the same menu as the *Eyedropper Tool*. Then a menu *Color Picker* opens, in which the different values for RGB and CMYK are listed; compare these with those from the poster and make them the same in *Adobe Photoshop*.
6. All pictures should be saved in the format Encapsulated PostScript (.eps), and also be in that format when placed in *Adobe Illustrator*. Also the encoding has to be binary and the preview in 8-bit Tiff.

Use *Adobe Photoshop* to obtain this:

1. Go to *File* → *Save As* (Shortcut Key shift+ctrl+s)
2. Name the file and select at **Format:** *Photoshop eps (*.eps)*.
3. *Save*, now a menu opens called *EPS options*. Select at **Preview:** *Tiff (8 bits/pixel)* and at **Encoding:** *Binary*. Then press *OK*.