

Using the templates

Although some of the posters you'll see across campus may appear to be very similar, it is up to you to make yours different. These templates were created to give you enough flexibility to change the colors, insert images and rearrange the text boxes. If you need design tips or help with using the templates, please read further.

Download and set-up

The templates are set up for 11 x 17" tabloid paper and are compatible with both Mac and Windows PC machines.

1. Download the template(s) you want to use from <http://graphics.conncoll.edu>.
2. Open Microsoft Word; make sure the view is set to "Page Layout View" from the toolbar (View > Page Layout).

Modifying text

To change the text, click the text box to insert your cursor inside of it. Delete or type over the dummy copy.

To change text color, size, style or spacing, first select the text you want to change. Next, go to Format > Font from the toolbar and change the attributes accordingly. Note the additional tabs for more options.

To modify line spacing, select Format > Paragraph from the toolbar and change the "Before" and "After" Spacing attributes accordingly.

Inserting images

To insert a new image, first select the template image and press the DELETE key. In the toolbar, go to Insert > Picture > From File..., then find and select the image of your choice. If the image throws off the template, double click the image, click on the "Layout" tab and select the "In front of text" option. Drag the image into place.

Background color

Download either of the templates that have a background color. Double click the background color box to open the options menu and change the attributes accordingly.

Need more help?

If you need more "How to" information, please refer to Word's help index. Select "Help" from the toolbar.

Design tips

DOs

DO establish a bold headline that grabs the reader's attention.
DO keep your text concise and informative.

DO use images that relate to your text.

DO proofread your poster before sending it to the printer.

DO check with the print shop before changing the fonts to non-standard fonts. However, if you create a PDF, all of your text and images will be "locked" in place. Therefore, you won't have to worry about compatibility issues.

DON'Ts

DON'T make the reader struggle to read the information.

DON'T overwhelm the reader with too much text or too many images.

DON'T use more than two fonts in your poster.

DON'T use light-colored text on a light background (or vice versa) or place text over busy images.

DON'T use images that are poor in quality, pixilated or low resolution.

Image resources

If you need the College's seal, word mark or Athletic camel, go to <http://graphics.conncoll.edu>. Campus images can be downloaded from the "Image Gallery" link on the left navigation menu.

For non-campus related images and stock photography, go to **Google.com's image search function (google.com)** [change the "Image size" drop-menu to "Large images" to ensure best quality]; **Stock Xchnng (www.sxc.hu)** [register for a free account and browse through thousands of free images]; or go to **Free Photos Bank (freephotosbank.com)**

NOTE: When downloading images from the Internet, be aware of legal and usage requirements!

Fonts

What fonts can I use?

If you decide to change the fonts, be aware that the print shop may NOT have the font or fonts installed on their system. This may cause compatibility issues between your computer and theirs.

"Safe," standard fonts to use are: SAN-SERIF: Arial, Helvetica, Impact, Verdana, SERIF: Garamond, Times New Roman, Bookman Old Style, SCRIPT: Brush Script MT, and Lucida Handwriting.

However, if you export your poster to a PDF, you will not have to worry about any compatibility issues as PDF documents "lock" everything in place. NOTE: You may have to change your Print Set-up options to export the PDF to an 11 x 17" document (it may default to 8.5 x 11").