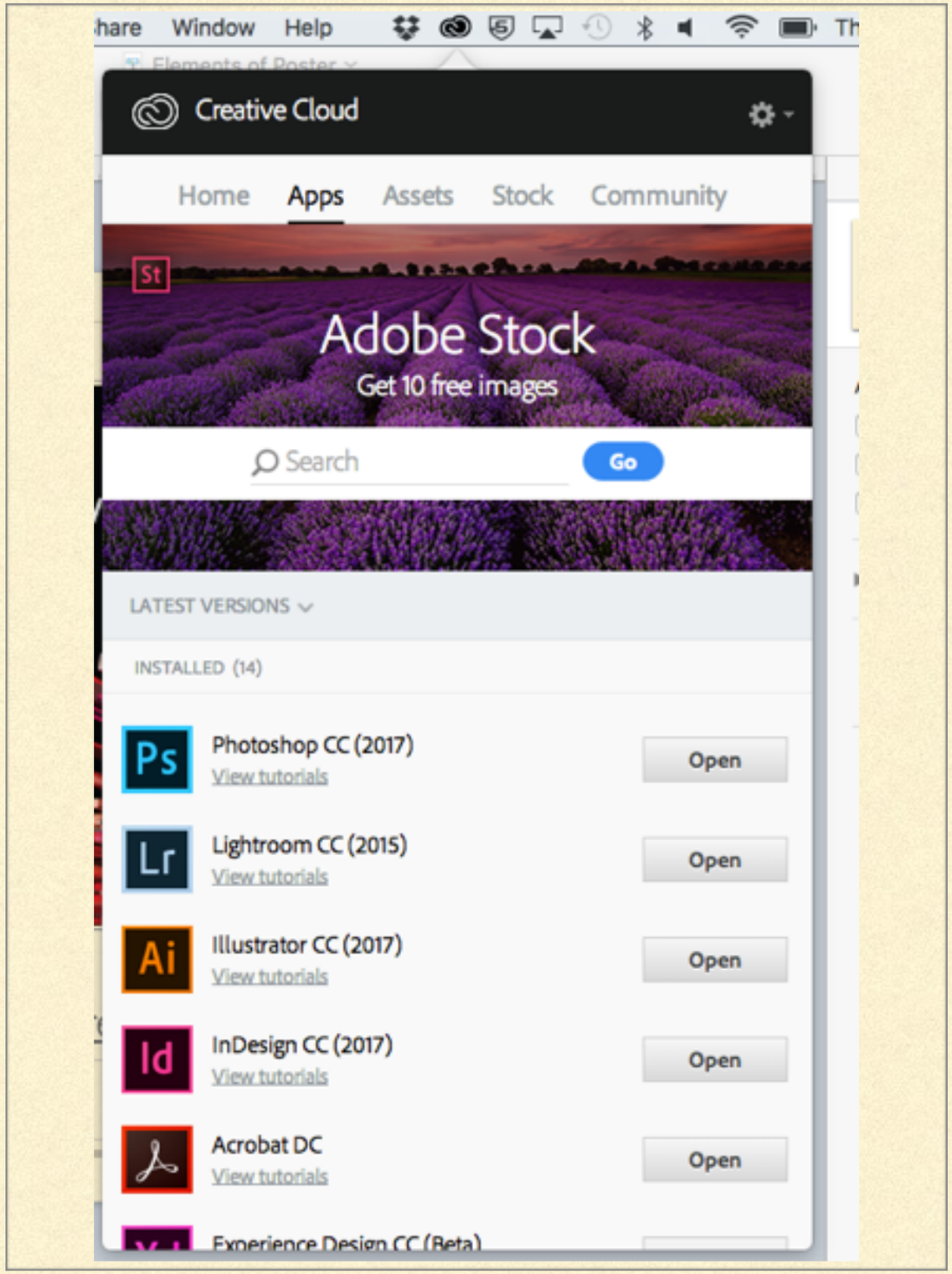
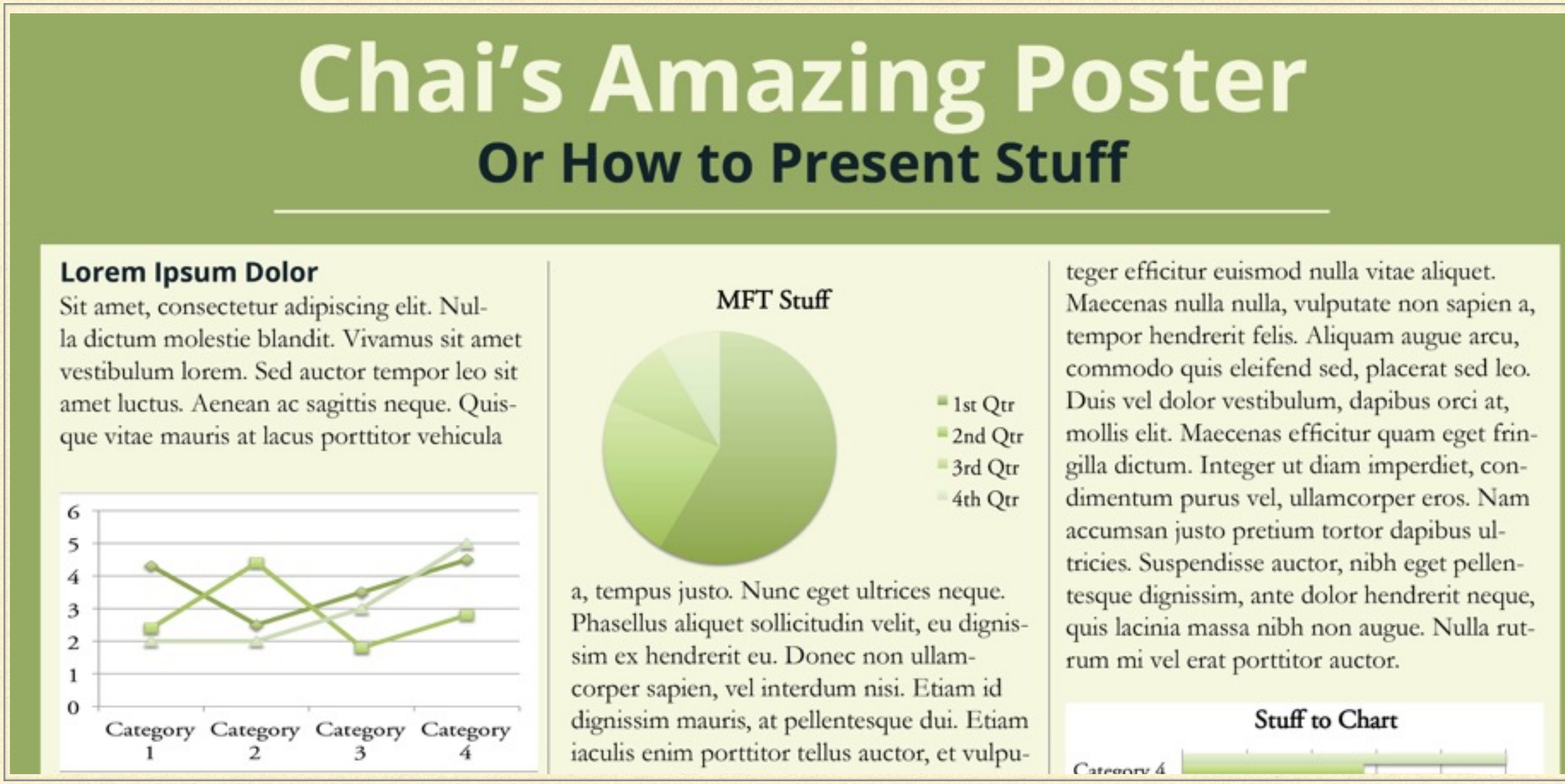
INSTALL CREATIVE CLOUD

- Download and Install Adobe Creative Cloud from: https://www.adobe.com/creativecloud/desktop-app.html

- When prompted to log in or create account choose "Sign in with an Enterprise ID" enter acu.edu in the email line and press enter - you will be directed to the ACU single sign on dialog. Enter user name and password to log in as usual. At that point select "apps" from the Creative Cloud menu items and click install by InDesign.

Install InDesign





ELEMENTS OF A POSTER

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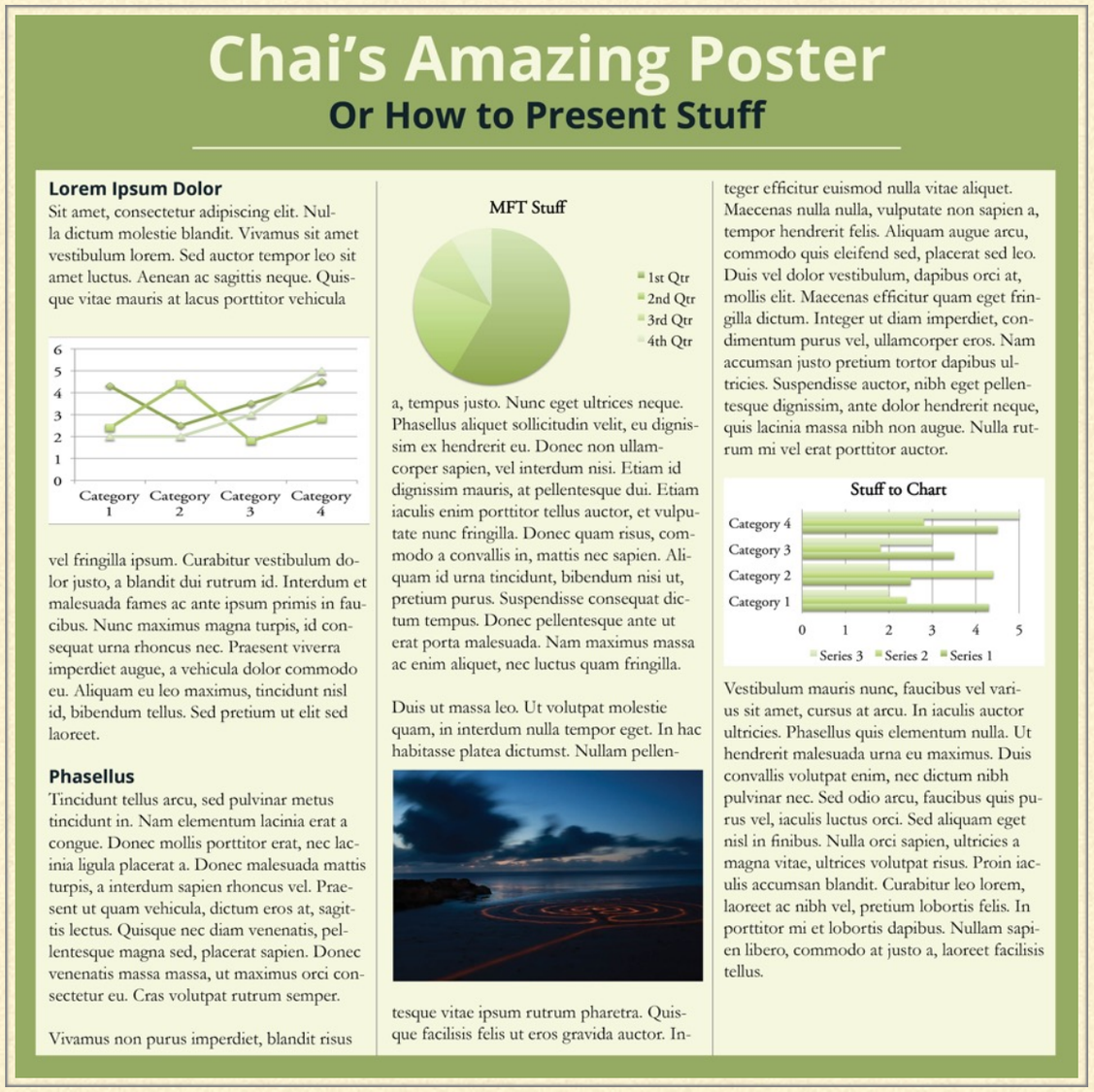
- Layout
- Font (Typeface)
- Color
- Lines
- Graphics
- Content - not discussed here

LAYOUT



- How is content arranged?
- Focal points
- Balance
- Contrast
- Where does the eye move?
- Layout informs other design decisions/elements

FONT

- Should enhance readability
- Create focus/focal points
- Don’t use more than three fonts and preferably just two
- Serifed fonts have fancy little tails, or serifs, on the ends of letters (Garmond, Bodoni, Jenson)
- San serif have strait non-ornamented letters (Open Sans, Helvetica, Futura)

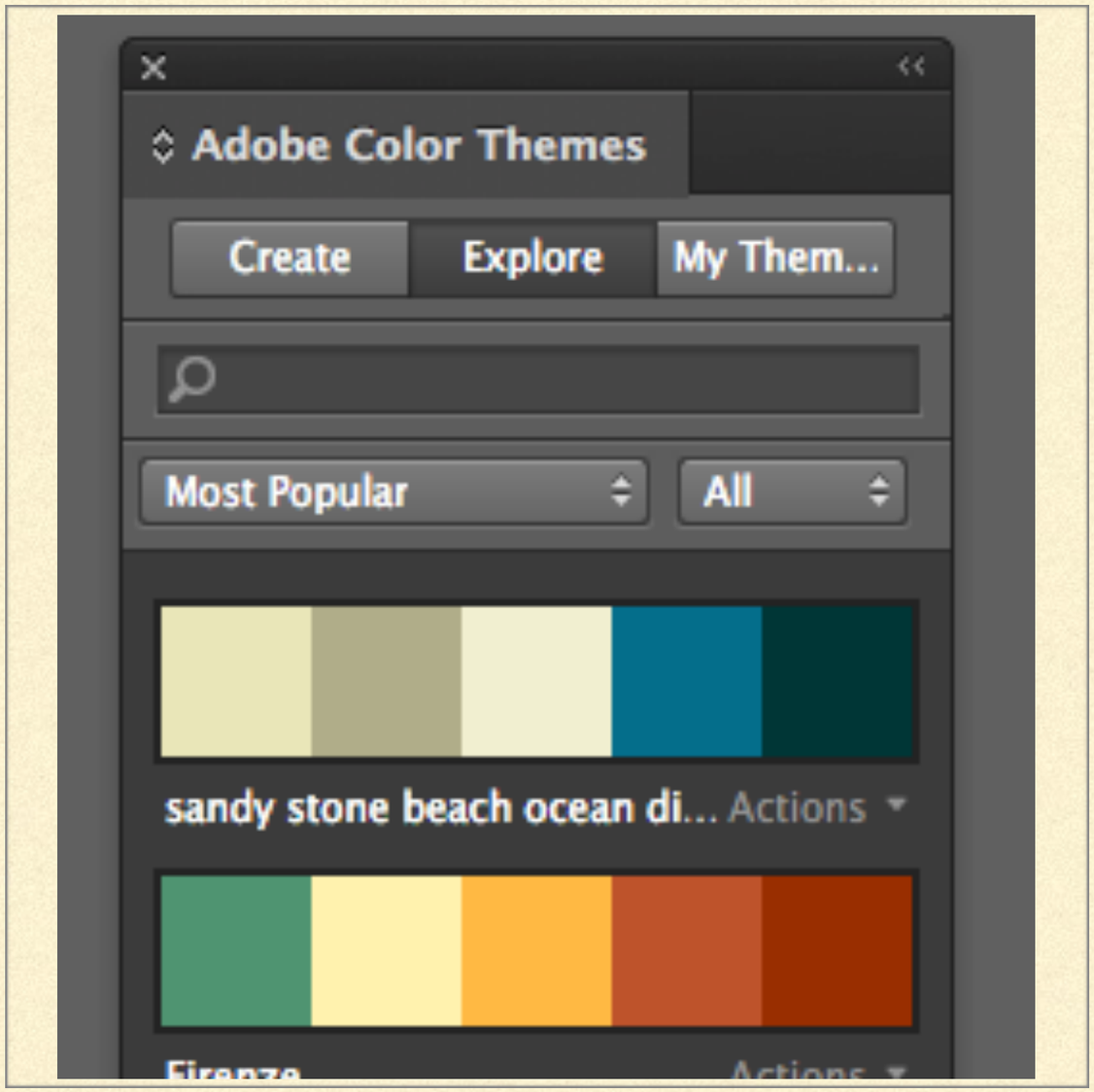
FONT - READABILITY

- Use Serifed fonts for long paragraphs or body text
- Size - 20pt Body Text; 150pt Title; 48pt Heading; 32pt SubHeading; 16-18pt Captions
- Can use either Serif or Sans Serif for Titles and Headings
- If two different fonts contrast them by using a serif with a sans serif.

FONT - PITFALLS

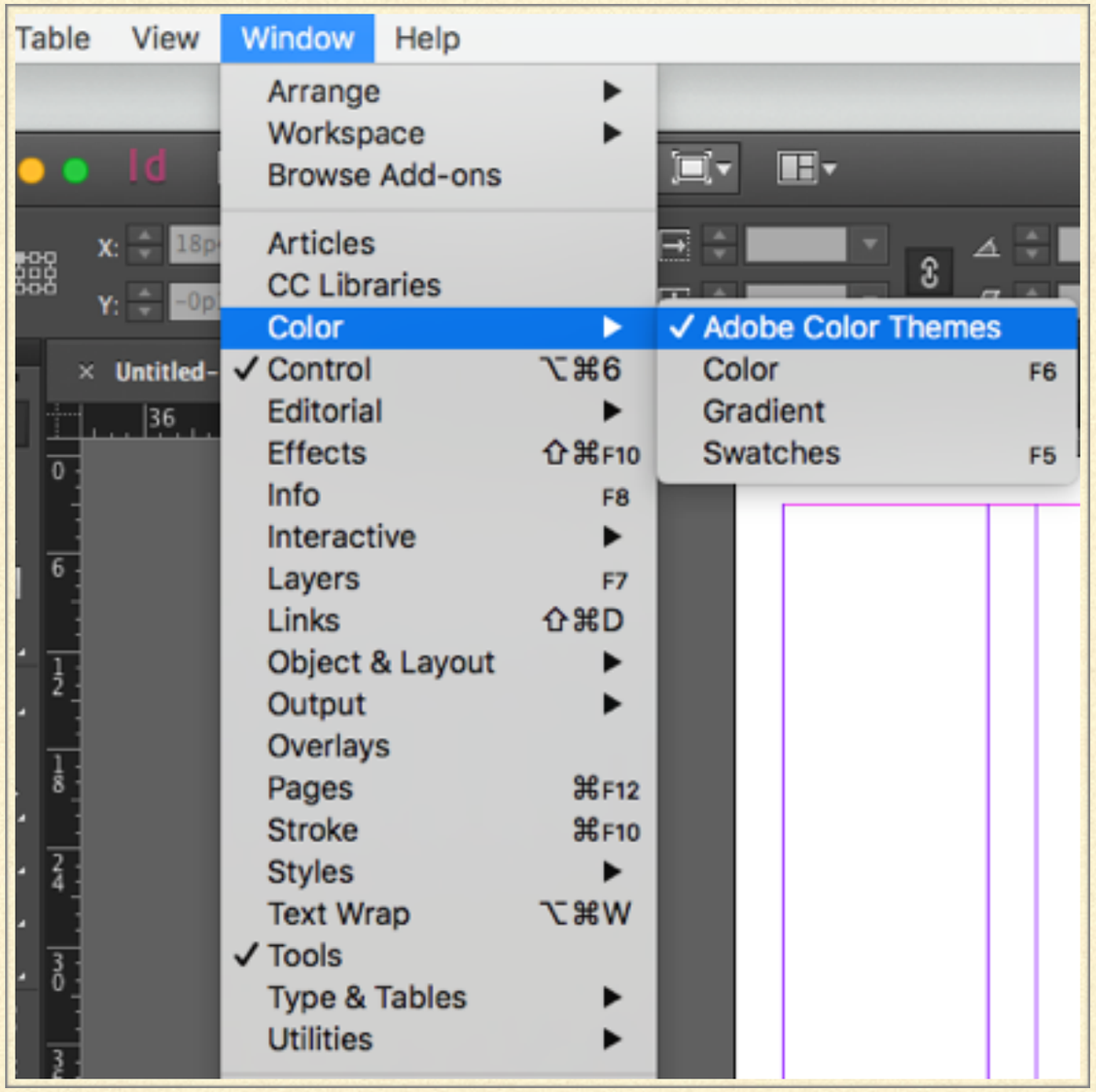
- Don’t use “Artistic” fonts
- Use **Bold** or *Italics* only for emphasis or focus and only rarely
- Don’t use ALL CAPS; Place text over graphics; or White text on black background

COLOR



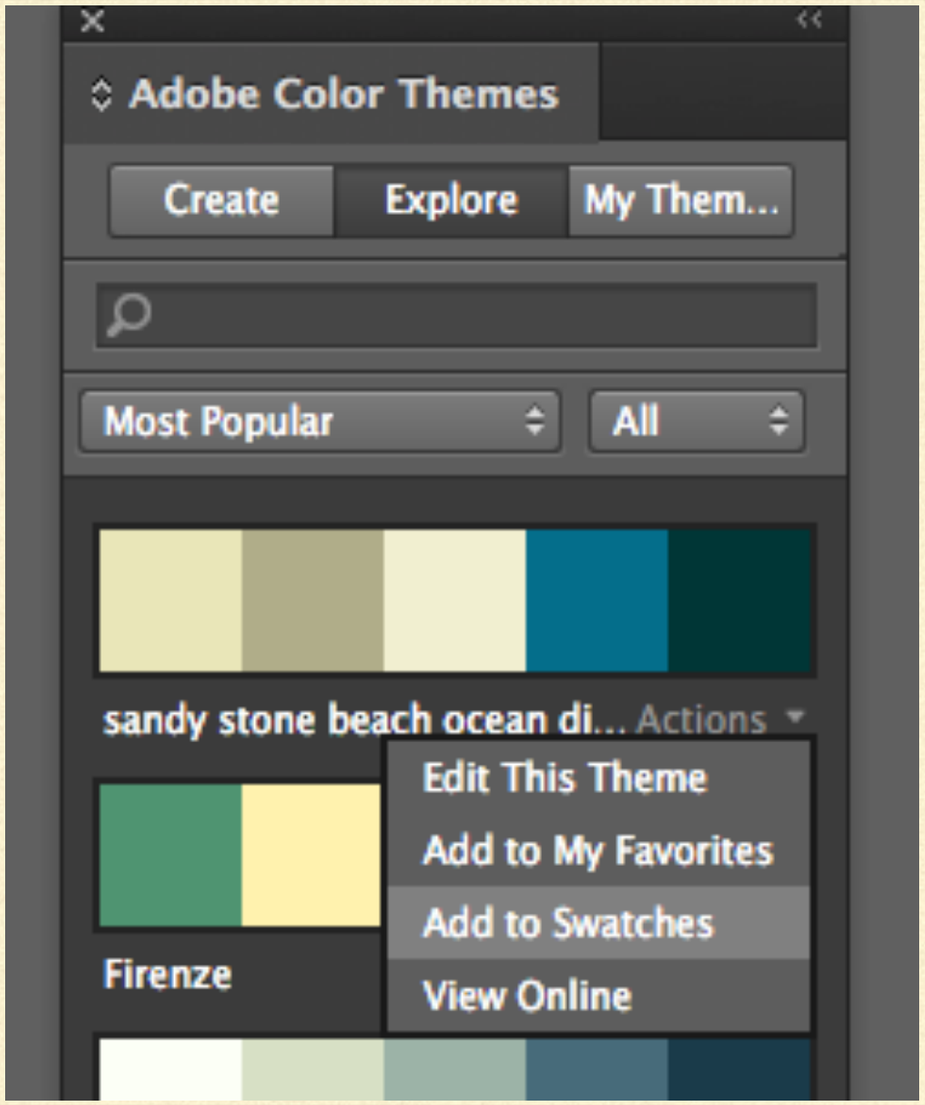
- Guides the eye through poster
- Brings unity to poster
- Limit to 3 colors
- Use templates (I'll show you)
- Don't use bright garish colors

COLOR



- To find color themes:
- Window > Color > Adobe Color Themes

COLOR



- Select a color theme from "Most Popular" under "Explore"
- Under selected color theme click on "Action" > add to swatches
- Theme is now in your swatches library for use on your poster

LINES AND GRAPHICS

- Lines create divisions
- Help to guide

- Use same colors as poster
- Use same fonts as poster
- Easier to make elsewhere and import into InDesign - Word, Illustrator, etc.