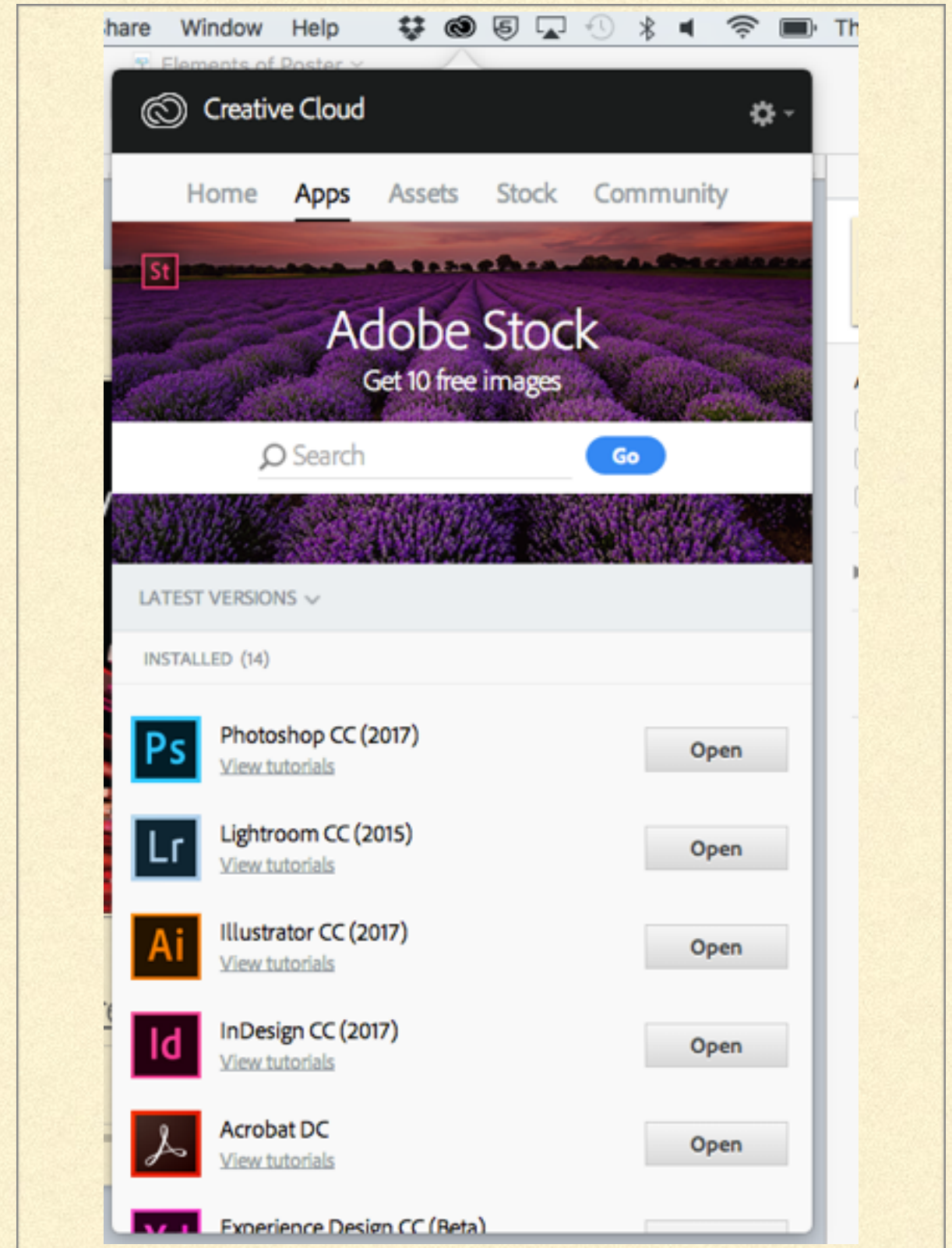

INSTALL CREATIVE CLOUD

- 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

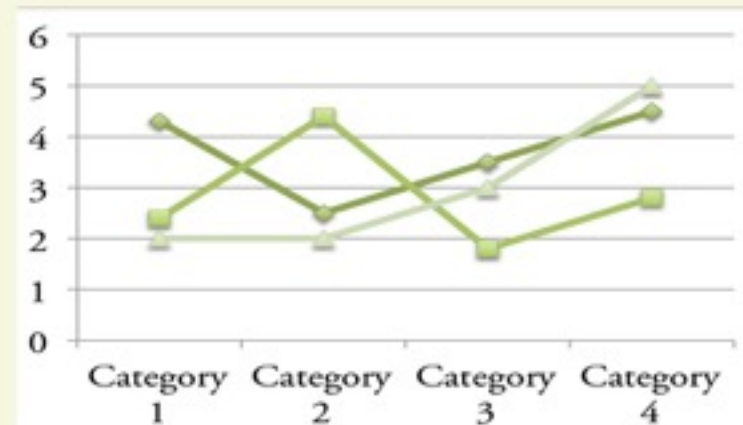


Chai's Amazing Poster

Or How to Present Stuff

Lorem Ipsum Dolor

Sit amet, consectetur adipiscing elit. Nulla dictum molestie blandit. Vivamus sit amet vestibulum lorem. Sed auctor tempor leo sit amet luctus. Aenean ac sagittis neque. Quisque vitae mauris at lacus porttitor vehicula



MFT Stuff



- 1st Qtr
- 2nd Qtr
- 3rd Qtr
- 4th Qtr

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teger efficitur euismod nulla vitae aliquet. Maecenas nulla nulla, vulputate non sapien a, tempor hendrerit felis. Aliquam augue arcu, commodo quis eleifend sed, placerat sed leo. Duis vel dolor vestibulum, dapibus orci at, mollis elit. Maecenas efficitur quam eget fringilla dictum. Integer ut diam imperdiet, condimentum purus vel, ullamcorper eros. Nam accumsan justo pretium tortor dapibus ultricies. Suspendisse auctor, nibh eget pellentesque dignissim, ante dolor hendrerit neque, quis lacinia massa nibh non augue. Nulla rutrum mi vel erat porttitor auctor.

Stuff to Chart

Category 4



ELEMENTS OF A POSTER

ELEMENTS OF A POSTER

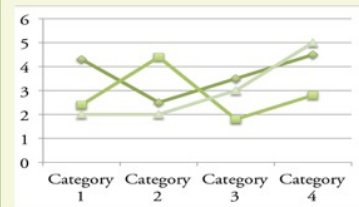
- Layout
 - Font (Typeface)
 - Color
 - Lines
 - Graphics
 - Content - not discussed here
-

LAYOUT

Chai's Amazing Poster Or How to Present Stuff

Lorem Ipsum Dolor

Sit amet, consectetur adipiscing elit. Nulla dictum molestie blandit. Vivamus sit amet vestibulum lorem. Sed auctor tempor leo sit amet luctus. Aenean ac sagittis neque. Quisque vitae mauris at lacus porttitor vehicula



vel fringilla ipsum. Curabitur vestibulum dolor justo, a blandit dui rutrum id. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nunc maximus magna turpis, id consequat urna rhoncus nec. Praesent viverra imperdiet augue, a vehicula dolor commodo eu. Aliquam eu leo maximus, tincidunt nisl id, bibendum tellus. Sed pretium ut elit sed laoreet.

Phasellus

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Vivamus non purus imperdiet, blandit risus

MFT Stuff



a, tempus justo. Nunc eget ultrices neque. Phasellus aliquet sollicitudin velit, eu dignissim ex hendrerit eu. Donec non ullamcorper sapien, vel interdum nisi. Etiam id dignissim mauris, at pellentesque dui. Etiam iaculis enim porttitor tellus auctor, et vulputate nunc fringilla. Donec quam risus, commodo a convallis in, mattis nec sapien. Aliquam id urna tincidunt, bibendum nisi ut, pretium purus. Suspendisse consequat dictum tempus. Donec pellentesque ante ut erat porta malesuada. Nam maximus massa ac enim aliquet, nec luctus quam fringilla.

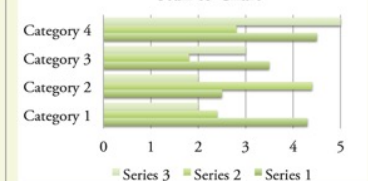
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tesque vitae ipsum rutrum pharetra. Quisque facilisis felis ut eros gravida auctor. In-

teger efficitur euismod nulla vitae aliquet. Maecenas nulla nulla, vulputate non sapien a, tempor hendrerit felis. Aliquam augue arcu, commodo quis eleifend sed, placerat sed leo. Duis vel dolor vestibulum, dapibus orci at, mollis elit. Maecenas efficitur quam eget fringilla dictum. Integer ut diam imperdiet, condimentum purus vel, ullamcorper eros. Nam accumsan justo pretium tortor dapibus ultricies. Suspendisse auctor, nibh eget pellentesque dignissim, ante dolor hendrerit neque, quis lacinia massa nibh non augue. Nulla rutrum mi vel erat porttitor auctor.

Stuff to Chart



Vestibulum mauris nunc, faucibus vel varius sit amet, cursus at arcu. In iaculis auctor ultricies. Phasellus quis elementum nulla. Ut hendrerit malesuada urna eu maximus. Duis convallis volutpat enim, nec dictum nibh pulvinar nec. Sed odio arcu, faucibus quis purus vel, iaculis luctus orci. Sed aliquam eget nisl in finibus. Nulla orci sapien, ultricies a magna vitae, ultrices volutpat risus. Proin iaculis accumsan blandit. Curabitur leo lorem, laoreet ac nibh vel, pretium lobortis felis. In porttitor mi et lobortis dapibus. Nullam sapien libero, commodo at justo a, laoreet facilisis tellus.

- 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.

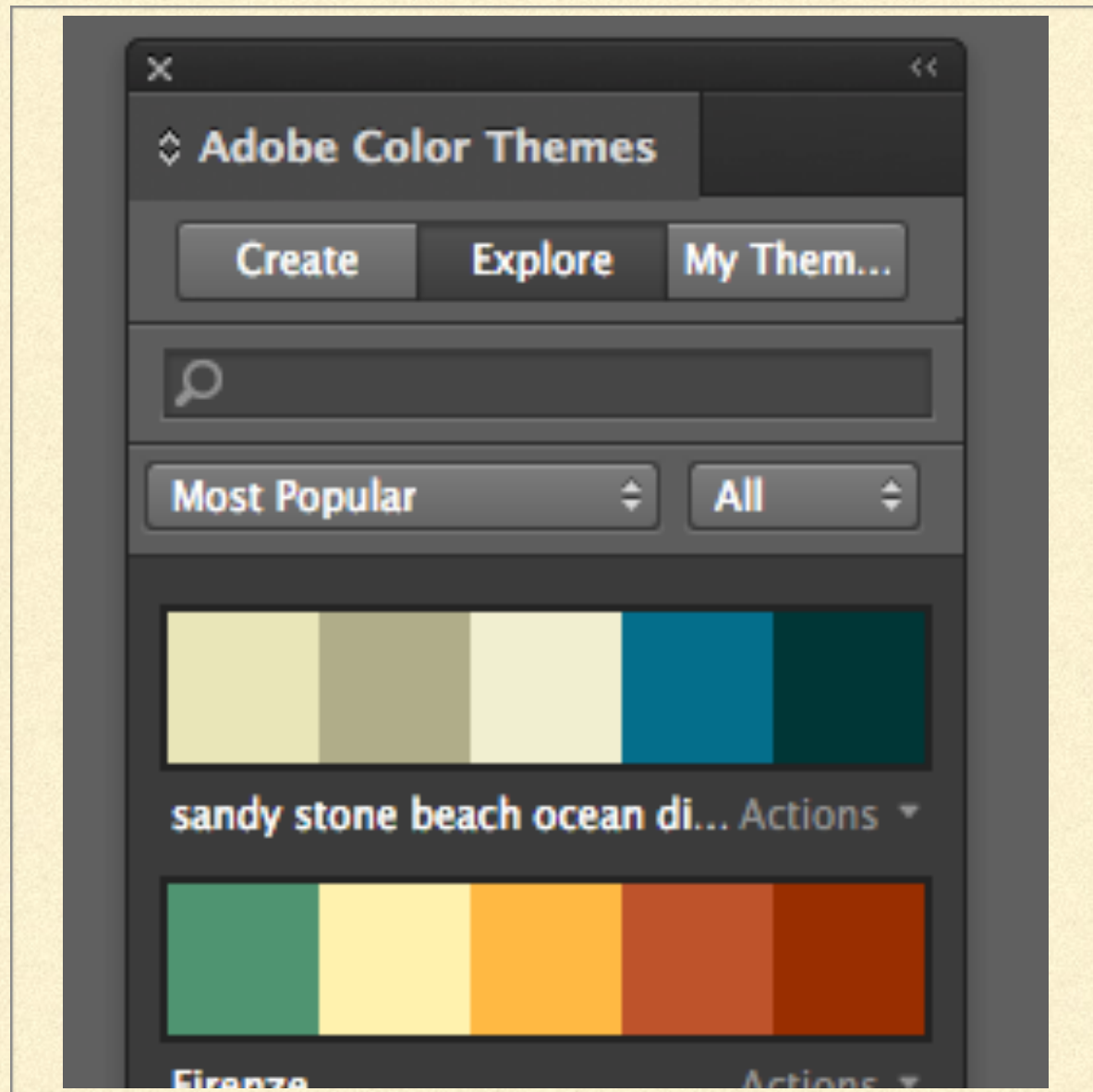


FONT - PITFALLS

- 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

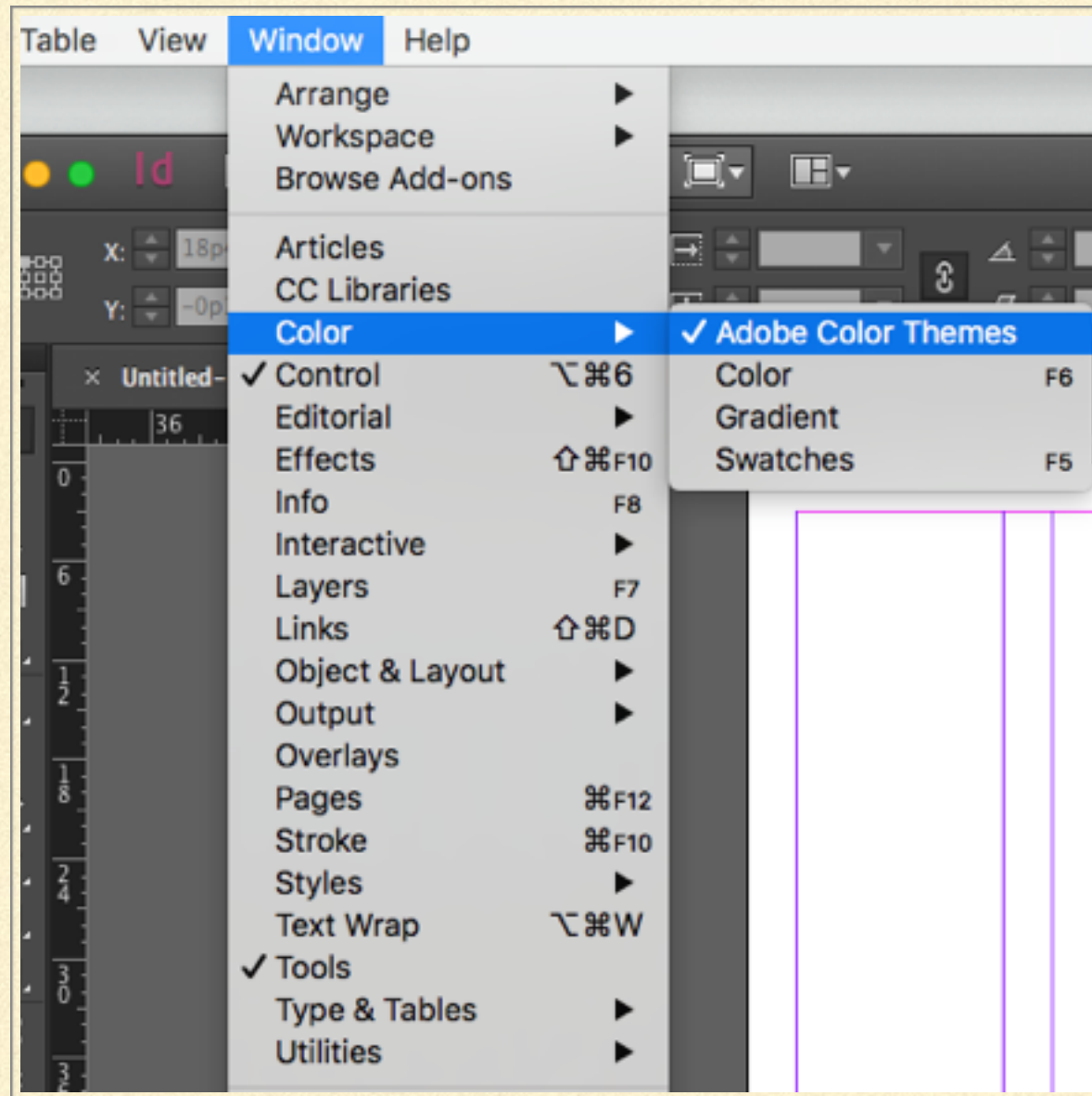


COLOR



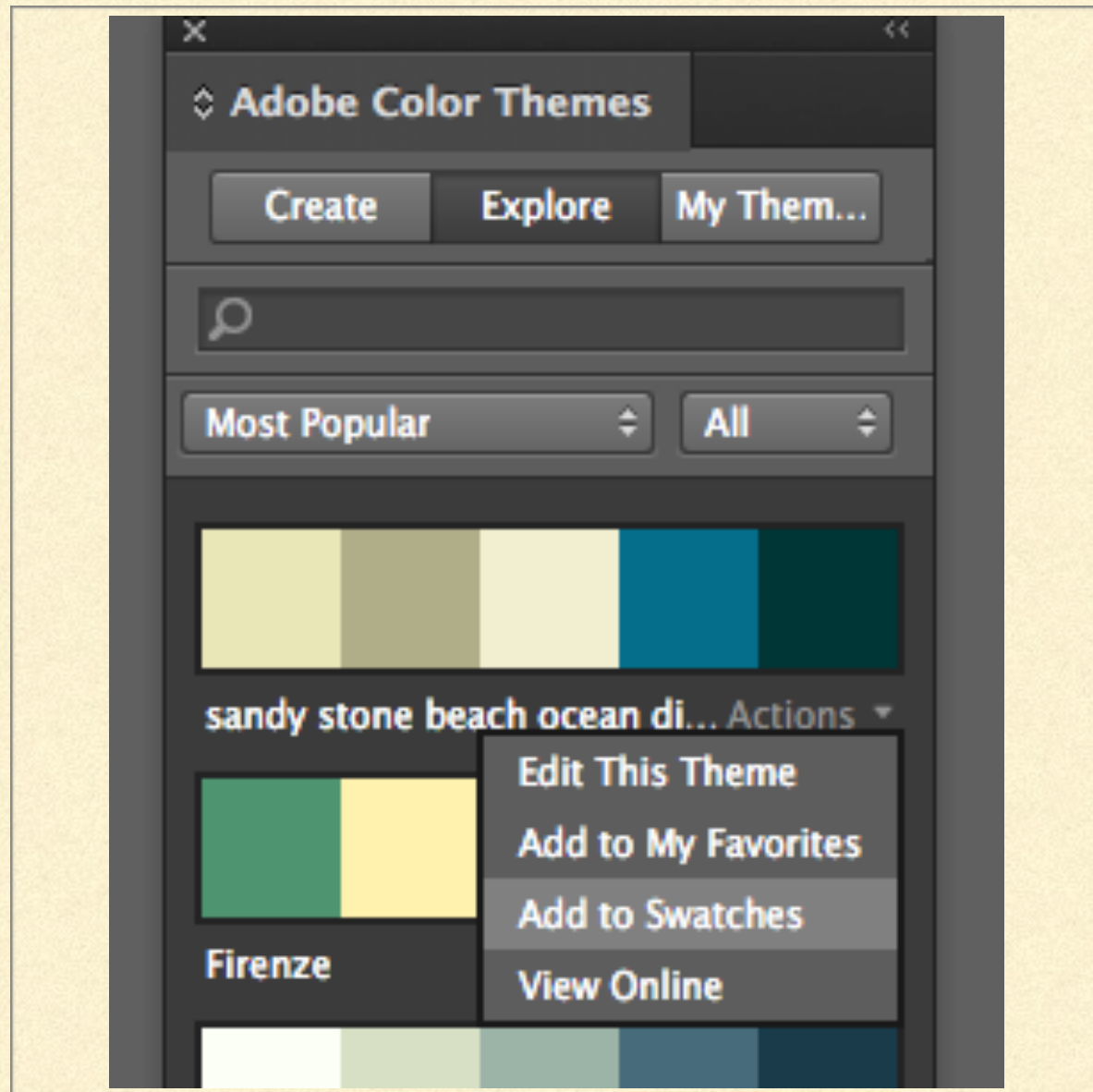
- Guides the eye through poster
- Brings unity to poster
- Limit to 3 colors
- Use templates (I'll show you)
- Don't use bright garish colors

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.
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