



# Student Poster Printing Technical Guide

## Poster Sizes

### A2 Poster Size

- Dimensions: 420mm x 594mm
- Inches: 16.5" x 23.4"
- Common Uses:
  - Small academic presentations
  - Research summaries
  - Notice boards
  - Student displays

### A1 Poster Size

- Dimensions: 594mm x 841mm
- Inches: 23.4" x 33.1"
- Common Uses:
  - Dissertation posters
  - Conference presentations
  - Exhibition graphics
  - Academic research posters

### A0 Poster Size

- Dimensions: 841mm x 1189mm
- Inches: 33.1" x 46.8"
- Common Uses:
  - Scientific conference posters
  - Final year project presentations
  - Large format research displays
  - University exhibitions

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## CMYK vs RGB

Understanding colour modes is important when preparing artwork for professional poster printing.

### What is RGB?

RGB stands for Red, Green and Blue. This colour mode is designed for screens such as laptops, phones and monitors.

### RGB Advantages

- Brighter colours on screen
- Larger colour range for digital display

- Ideal for online viewing

### **RGB Disadvantages**

- Colours may print differently
  - Bright neon colours can appear dull when printed
  - Less predictable print results
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## **What is CMYK?**

CMYK stands for Cyan, Magenta, Yellow and Black. This is the standard colour mode used for professional printing.

### **CMYK Advantages**

- More accurate printed colours
- Better colour consistency
- Industry standard for print production

### **CMYK Disadvantages**

- Colours may appear less vibrant on screen
  - Smaller colour range compared to RGB
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## **Which Colour Mode Should I Use?**

We recommend supplying artwork in CMYK colour mode whenever possible to achieve the most accurate print results.

RGB files can still be printed, but colours may shift slightly during conversion.

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## **Recommended File Setup**

### **File Format**

- Preferred format: PDF
- Flattened PDF recommended
- Include embedded fonts where possible

### **Resolution**

- Recommended: 300 DPI
- Low-resolution images may appear blurry when enlarged

## **Bleed**

- Add 3mm bleed if artwork runs to the edge

## **Fonts**

- Use clear, readable fonts
- Avoid very thin text on large posters

## **PowerPoint Posters**

Many students design posters in PowerPoint, but files should be exported as PDFs before upload to reduce conversion issues and speed up production.

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## **Quick Tips for Academic Posters**

- Keep text concise and readable
  - Use large headings and section titles
  - Avoid overcrowding the layout
  - Use high-quality images and graphs
  - Check spelling before exporting your final PDF
  - View your poster at 100% zoom before upload
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***For questions about poster setup or printing, please contact our team before placing your order.***