CREATING A POSTER IN ADOBE ILLUSTRATOR

Initial Setup
Go to File > New Document
Set the units to inches, then enter the size of your poster

ASA posters are 8'x4', so enter 96"x48"

If you decide to resize your poster later, go to File > Document Setup > Edit Artboards

2 artboards can be used to create a double-sided handout.

Interface
Workspace
In the 'View' menu you'll see a long list of palettes. Click to select/activate the palettes you want. These will then appear in the Illustrator workspace, and can be rearranged and resized any way you like. Once you've customized the workspace to your satisfaction, you can save your arrangement and configuration and switch back and forth between other presets.

Rulers and Guides
View > Ruler (you can specify ruler type, grid size, etc. in preferences)

'snap to grid' will snap the object to the gridlines as you move it around, making it easier to line objects up

'guides' and 'grid' will give you visible gridlines

The Toolbar
When using the 'rectangle' tool, you can use the palette at the bottom of the toolbar to set the color of the shape, its outline, and the fill.

The black arrow selects groups, and is the main tool for selecting/moving things

The white arrow selects individual objects from within groups

The 'free transform' tool will let you rotate and scale objects

Palettes
Layers allow you to group objects together (see tips and suggestions below)

The 'stroke' palette in the right-hand toolbar can be used to adjust the weight of the lines you're

drawing

Layout

Divide the poster into columns for the various sections of the paper

References are typically placed at the bottom

It's a good idea to include a summary box containing the main "take-home points" of your poster, with a different background color. This will allow readers a chance to "get the main gist of the story" at a shorter glance, not requiring them to go through the whole poster. Good places to put a summary box are the top and the right-hand side.

Keep in mind that when creating an ASA-sized poster, the bottom foot of the poster may be below the field of vision of anyone who's reading your poster, depending on how posters are hung. Consider putting important information near the top.

Recommended Sizes

Fonts
Title: 170-270 pt
Headings: 50-70 pt
Body: 32 pt
Consider using a sans serif font for body text, and a serif font for headings/titles

Charts/graphs/pictures
8x10 (they must be readable from a distance)

Spectrograms
4x6 – 8x10 (depending on the content/importance)

R

Export charts from R as 'metafiles'

When imported into AI, the components of the graph/chart will each be a separate object. They should all be grouped together, but making sure they're linked will prevent the accidental moving of a data point or a trend line.

Praat

Use the 'Praat picture window' to generate spectrograms and waveforms.

Drag a selection box in the picture window to set the size of the spectrogram/waveform, and make sure it's the size you want for the poster. Spectrograms are outputted as bitmaps, so resizing them after the fact will result in artifacting.

Use Spectrogram > Paint visible spectrogram… to output the contents of the edit window to the picture window

Use the 'erase first' option if you're re-painting the spectrogram. If adding to an existing spectrogram in the picture window (e.g. when adding formants, pitch, etc.), leave this unchecked.

'Draw selection times' and 'draw selection hairs' do what you'd expect them to, and 'garnish' adds the minimum and maximum values for time and frequency, in addition to labeling the axes. Praat is not known for having an attractive UI, so you may want to add these things yourself in AI.

When adding formants, pitch, intensity, etc., use the 'extract…' command under the relevant menu to generate them as vector graphics, which can be resized with no loss of quality

For waveforms, use File > Draw visible sound… option. Anyone's guess as to why it's under the 'file' menu.

Save the finished graphic as an EPS file

Within AI, go to File > Place… to import it, and the ruler or the 'distribute' function (see below) to move around the garnishments if needed

Useful Tips and Workflow Suggestions

<u>Layers</u>

Layers are very powerful, use them to your advantage. Some suggestions:
- Don't put every object in the same layer
- Don't put every object in a separate layer
- Create meaningful layers in a way that makes sense to you
- Put each section on a separate layer
- Group objects like spectrograms, titles, backgrounds, graphics, etc., on a single layer
- Lock layers you're not using to keep them from getting accidentally moved or resized
- Use the show/hide icon to get objects out of the way temporarily
- Use layers to create multiple variants of parts of the poster, then use hide/show to experiment with different combinations
- The empty circle icon selects all the objects in that layer, so you can move them together

<u>Hotkeys</u>

Hold 'shift' when moving an object to lock the object to the X- and Y-axes, or when scaling to constrain the object's aspect ratio

Hold 'alt' to drag a copy of a selected object (the copy will be created in the same layer as the original)

Hold the space bar for the 'hand' tool, which will let you drag the artboard around when zoomed in

<u>Text</u>
Hover text tool over border of object to use that object as a container, but note that any fill color applied to the object will disappear. This is a good tool to use if you have an unusual shape that you'd like to put text into

IPA characters will automatically revert to AIs default font when pasted in, just change them back to Charis or whatever you prefer and you're good to go

Insert special characters with the 'Glyphs' palette (Window > Type > Glyphs)

Use the 'Tabs' palette (Window > Type > Tabs) to adjust indents and align text

<u>Miscellany</u>
Use the 'Link' function to move objects in unison

Use the 'Align' and 'Distribute' tools (normally found in the right-hand toolbar, but if not, Window > Align) to lay out objects and to align them to other objects

Drawing arrows? This may have changed from CS4 to CS5

Branding
<u>University Brand Guidelines website</u>

For most purposes, the <u>signature logo artpack</u> will suffice

Instructions and guidelines on using the UW logo can be found <u>here</u>