

Lab 4: Make a Poster (2 week lab)

Part 1: Hour Exercise

This poster exercise will require you to have knowledge of Hours 10, 14, and complete Hour 17.

Part 2: Make a Poster for the French Department

Create a tabloid sized poster to advertise a special trip by the French Department at SRJC. These posters will be used around campus to promote this trip. Illustrator is a natural for creating 1-page posters even though it is not a full-powered desktop publishing program. Your document will contain linked Area Type objects and placed graphics. There is a folder containing 3 text files in a folder called **Lab 4 Provence** (you are only required to use 2 of the files and some of the graphics). The required text file is called **TitleText.rtf**. There are 2 more text files called **MoreText.rtf** and **LessText.rtf**. You must use the **TitleText.rtf** and may select one of the two other text files. Obviously, MoreText has more text to work with and is a bit more challenging. If you find it too difficult, try LessText. The Poster is to include at least 1 eps graphic and 1 raster graphic. Read the instructions below before you begin your project.

Poster Requirements:

- View the sample PDFs to get ideas for text formatting. Use them as a guide for special characters such as accent marks for French words.
- Create a new document that is tabloid (11" x 17"). Format with the **File...Document Setup** menu using the default option of single full page and specify whether the poster will be portrait or landscape orientation. Then, coordinate the printer paper using the **File...Page (Print) Setup** menu. If you are creating a poster with landscape orientation, then the printer paper will be portrait. If you are creating a poster with portrait orientation, then the printer paper will be landscape.
- Important: If you are planning to tile your document for printing, be sure to leave extra space where the two pages overlap. We'll discuss this in more detail during class.
- We suggest you make your document CMYK Color and create two layers: one for graphics and one for text. Remember you can switch to RGB if needed.
- After you place the Title Text, it would be a good idea to cut out the title as a separate text object. You may also choose to add any short "teasers" of your own such as "A Unique French Experience" etc.
- The Two text files should be placed into your Illustrator document using the **File...Place** command. The MoreText or LessText fields should be broken into at least 2 columns using the **Type...Rows and Columns** menu. You can use more columns if necessary.
NOTE: It's a good idea to format your text a bit before you create the columns
- You must fix any inch marks using the Type...Smart Punctuation command.
- Use spellcheck for spelling mistakes.

