

## Issues With International Fair Poster

- Balancing the aesthetic concerns with communicating details of event.
- Visual Hierarchy, Balance, Contrast, Repetition, Alignment, Positioning.
- Copyrights.
- Working in two different proportions.
- Naming conventions.
- Microsoft Publisher! (don't use it!)
- Portrait only!
- Ligatures and other text devices we might use; font choices (2 or less). Use a Pro font, or one with a large family.
- Creating print-ready PDFs: bleeds, crop marks, trimming; how they print their stuff.
- Resolution of any photographs for output, especially for larger format.
- Email attachment size limitations—compressing files (R click).
- Image topics appropriate to event. [faces, flags, globes, multi colors—boring, but easily understood)