

## Create a Banner Workshop

The object of this workshop is to develop, create and print a customized banner.

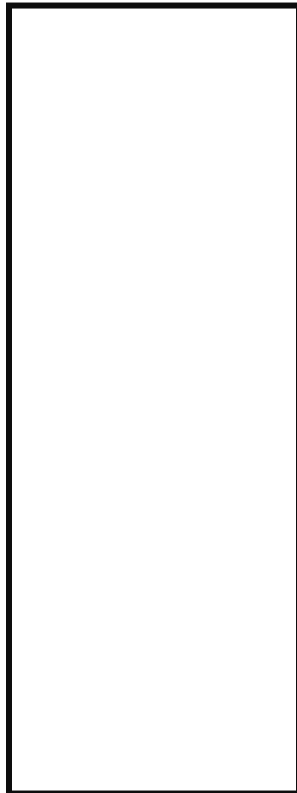
### Part 1 – Preparation

1. Locate the “Banner Training Class” folder which was downloaded at the initial training session.

### Part 2 – Create the Storyboard

Start with a plan – every document has a purpose – in the case of banners it is usually to bring attention to an event, occasion or merely to make an announcement. “Keep it simple” is a good rule of thumb. The most effective projects use the design to draw attention and the text to deliver a clear message. Planning your design disciplines you to create an effective message without going overboard. Use the following storyboards to help get you started.

#### 1. Decide if your layout is going to be horizontal or vertical.



For this workshop you will design a banner for a specific market/event.



Start thinking about whether you want the background to be plain white, a solid color or a graphic design.

#### 2. Gather essential data: Fill in the information as it pertains to your project

Event type: (purpose of the banner) \_\_\_\_\_

Organization: \_\_\_\_\_

Location: \_\_\_\_\_

Date and Time: \_\_\_\_\_

Rank the information according to its importance to the message – this will help you when you decide on placement position.

**3. Gather essential graphics:** Effective graphics speak volumes without words. Effective graphics can convey ideas and/or emotions and can motivate positive response. It's important to choose a graphic that will clearly portray the intent of your message. Finding the right graphic for print output requires some thought.

**Best: High resolution digital files** (600dpi and higher) - High res graphics (especially photos) can be resized (i.e. larger) without losing output quality. These will provide the best output. They're also not readily available. The best source for this type of file is from the owner/organization itself. "Cut and Paste" files from the organization's web site will not print out well because they are intentionally low resolution files which lose quality if enlarged.

**Good: High resolution scans from printed material** – printed material from magazines or brochures has usually been created using offset press technology. The Toshiba scanner does an excellent job of scanning printed material into a high res digital file.

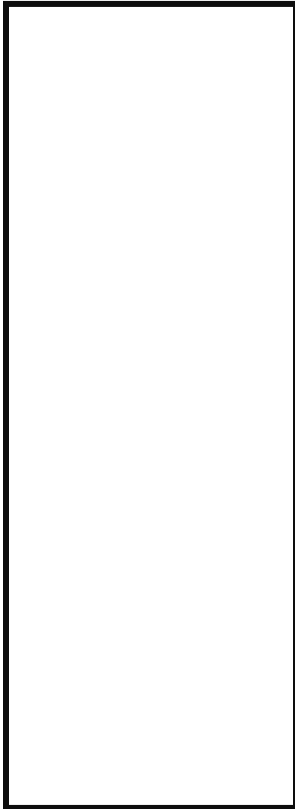
**Sources of printed material:**

Brochures, bulletins, newsletters, magazines, catalogs, photo albums, direct mail and your customer's own printed stuff lying around!

Travel Welcome Centers are an excellent source of free high quality printed material.

**A little more work: Web Images:** - Google (and other browsers) can quickly find images relative to your project theme – especially well known logos. The trick is to search the **Images** option. Type in the name of the organization in the Search box. Choose an image you like by clicking on it. A small thumbnail of the image appears. Right click – choose the "Save As" command, name it and save as a **jpeg** file format. Now download it to your computer (desktop). Open a blank Microsoft Word page. Insert this small image into the document – don't resize it here! -print out the page. Use the output as if it is "printed material" as above.

**4. Sketch out your storyboard.** Draw squares to indicate where you want to place graphics and text. Draw the boxes to indicate the relative amount of space you want devoted to that element. Distinguish the squares as **T** for text and **G** for graphic.



Keep it simple !!!  
Use placement and size to emphasize importance.



For this workshop – work with a solid white (or light colored – if you must!) background.

**5. Choose your graphic elements.**

Decide on what you're looking for! Search through multiple materials to find the picture/images appropriate for your project. Find something you like. Don't worry about the size of the printed image – you will be able to resize in editing. Decide quickly – you have a lot more work to do!

Keep in mind – you're probably on a tight schedule! You will have to scan in each of your selections and possibly edit them – so limit yourself to no more than 3 graphics.

**6. Scan in your printed material.** The most important element in this scan is to establish the scan resolution and the jpeg file type and getting the image into your computer. Don't be concerned about resizing yet!

1. Place your graphics on the glass – starting at the arrow indicator. Scan in the entire page – even if you only want one image from it – you’ll easily edit out the unwanted material in the next step. You can place more than one image source at a time but try to stay within the 11 x 17” size area. You can use a B/W or Color copier – you just need the color capabilities of the scanner.
  - a. **Scan button**
  - b. **Scan to file**
  - c. **MFP Local**
  - d. **TIFF (default file format because of “Black” default of copier setting)**
  - e. **Name the scan (optional)**
  - f. **Scan**
  - g. **OK**
  - h. **Common Settings**
  - i. **Change to Full Color**
  - j. **Change to 600dpi**
  - k. **Change to Printed Material (de-screens the dots added by the offset process)**
  - l. **OK**
  - m. **Change file type to JPEG (smaller, more efficient file type than TIFF)**
  - n. **OK -> Scan**

Repeat for remaining graphics.

2. Retrieve graphics files from your “Shortcut to Network Scans” folder on the desktop.
  - a. **Open the Scan folder**
  - b. **Right click the image – copy to your desktop**
  - c. **On the desktop, right click the image file – choose “Open with...”**
  - d. **Select “Microsoft Office Picture Manager”**
  - e. **Image opens – select “Edit Pictures”**
  - f. **A tool box opens on the right side**
  - g. **Choose the “Crop” tool**
  - h. **The image will be “framed” with at the corners and the sides**
  - i. **With your cursor – push the lines until they surround only the image area you want ( you will need to adjust each of the sides independently)**
  - j. **Choose OK in the toll box**
  - k. **The software will delete all of the data outside the desired image area.**
  - l. **You now have a 600 dpi image – choose “File” -> “Save As” -> Name it and save it to your desktop. Ignore the any messages about original being changed- just “X” out to close that window.**

Repeat the process for each of your chosen images. (Now see why only 3 images max?!!)

## 7. Create the Banner document – finally!

- a. From the “Banner Training Class” Folder – go to the “Banner Templates blank” folder.
- b. Choose either the “blank banner horizontal” or “blank banner vertical” as best suits your layout. You can change the background color of the template by right clicking in an area, choose “Format background” – you will have to make decisions based on the options provided or just work with the template as is.
- c. The template already has placeholders on it. Placeholders will be used for typing in your text. They can be moved around by clicking inside them and then moving them with the “Plus” sign icon. They can be made larger/smaller by clicking on a corner and dragging diagonally until you find the desired size. You can create more placeholders and you can delete placeholders. Move and size the placeholders to the areas you want for your layout.
- d. Type in the text for your placeholders. For the sake of time – just use the default font type but **do change the font size** so it will be big enough to be seen from a distance. You will probably need a very large font size, i.e. 200, to increase the font size – type in the number into the font box in the top header tool bar. Ask for help if you can’t do this.
- e. Insert your graphics one at a time.
  - a. From the tool bar at the top select “Insert”
  - b. Double-click on the “Picture” icon
  - c. A window opens; probably defaults to your “My Pictures” folder – instead double-click on “Desktop” on the right side.
  - d. Your “Desktop” opens
  - e. Scroll to the image file – single click on the image file – select ‘Insert” at the bottom
  - f. The image will appear randomly on your banner document
  - g. Put the cursor inside the image and drag it to the desired location
  - h. Resize the image by clicking inside it and dragging it from one **corner** pulling it larger. The 600 dpi should give it enough dots to resize to an area of about a ¼ letter size paper without pixelating. Not good enough to create an entire background – but good enough as artwork. Especially logos!

Repeat for remaining graphics until all elements are in place and everything looks OK to you.

Now you are ready to print it out!!!!!!

Follow the instructions for “Creating a Custom Paper Size” and “Printing the Banner” to set the print driver settings and then to output print from the copier.

You can print on the second side of the paper by resending the job and repeat the print/release steps. Flip the paper over bottom to top and also head to foot to place print side up in the bypass tray. Print is always applied to the underside of the paper placed in the Bypass tray.

Congratulations – you’re done!