SENIOR SHOW MATERIALS

Formatting, Dimensions, and Prices

Design & Print
CENTER
AT BUFFALO STATE

Bulger Comm. Center basement
(follow the orange stairwell)
(716) 878.6676
graphics@buffalostate.edu
designandprint.buffalostate.edu

POSTERS

These posters are for promotion of your event and convey the concept/style of your work. Make sure to include:
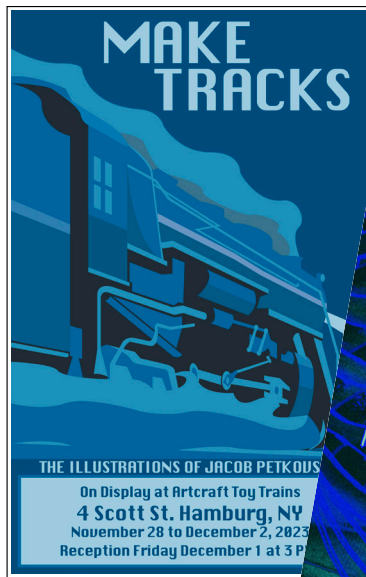
- Title of Exhibition
- Your name
- Gallery name and address
- Dates of event
- Date/time of reception

Size: 11x17 or 12x18 inches, vertical or horizontal

Formatting: The laserprinters don't print to the edge, so you can either design your layouts with a 1/4" white margin, or we'll "fit to page" to print them. We do not trim the white off for you, but you are welcome to use our cutters if you would like the edges removed.

Paper Options: plain, glossy, or coverstock

Suggested Quantity: 20-25 copies

Use Small Prints Form

Cost per poster:
Plain/Glossy - 11x17 .50; 12x18 .60
Coverstock - 11x17 .60; 12x18 .70

TAKE AWAYS/RACK CARDS

The take away cards usually have a list of your exhibition art and your artist statement. The sizes can vary. We recommend the 3 per sheet version as they can be cut on our business cutter machine.
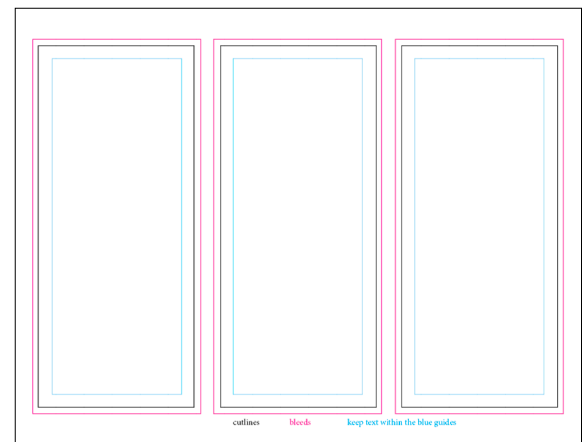
All else would need to be hand-cut.

Formatting: Suggested lettersize (8.5x11) layouts to the right. Templates are available for download.

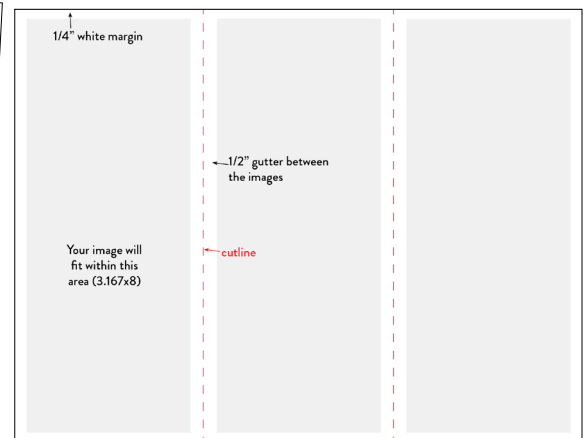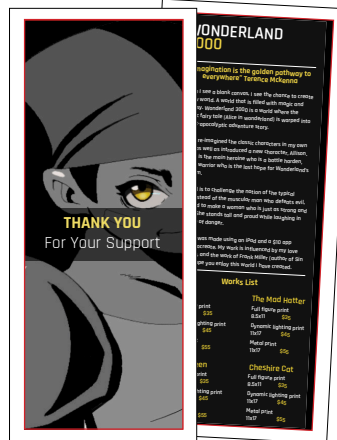**Paper:** Double-sided Coverstock Print

Suggested Quantity: 30-40 cards

Use Small Prints Form

Cost average per 8.5x11 sheet:
.70-.80 per sheet (contact us for a quote)

cutlines   bleeds   keep text within the blue guides

Above: This is the recommended 3 per sheet template. **Template available for download.** Image extends to the cut edge so a bleed is required. Card above left is an example created with this template.

Other sizes/shapes can be created. The cost may vary depending upon the amount of cutting and how many can fit per sheet.

1/4" white margin

1/2" gutter between the images

cutline

Your image will fit within this area (3.167x8)

Above: This is another 3 per sheet template. **Template available for download.** Final product will have a 1/4" white margin around the image. No bleed needed. Card above left is an example created with this template.

POSTCARDS

These postcards are for promotion of your event. They should contain an area for addressing and postage. Front side can be vertical or horizontal

Size: 5x7 inches

Formatting: Make your document 8.5x11. Two postcards can fit on one page. Make sure to add a bleed when creating postcards. **Template available for download.**

Paper: Double-sided Coverstock

Suggested Quantity: 30-40 postcards

> **Cost per sheet (2 postcards):**
> Coverstock - 8.5x11 .80 per sheet

WONDERLAND
3000
SENIOR EXHIBITION BY CARLTON SANDERS
Reception: Monday December 6th, 2pm-5pm
Located at Princessa's Studio & Art Gallery
[1271 Hertel Ave, Buffalo, NY 14216]
Gallery hours: Mon-Fri 11am-5pm
December 6th-11th
MASK IS REQUIRED FOR NON VACCINATED INDIVIDUALS

WONDERLAND 3000

AFFLICTION
ILLUSTRATIONS AND DESIGNS
BY RACHAEL GRACE
NOVEMBER 18-22, 2021
CLOSING RECEPTION:
NOVEMBER 22- 6-8PM
GALLERY HOURS:
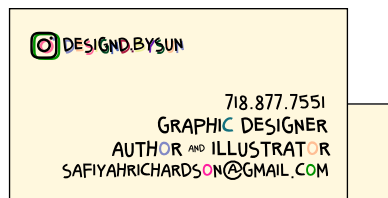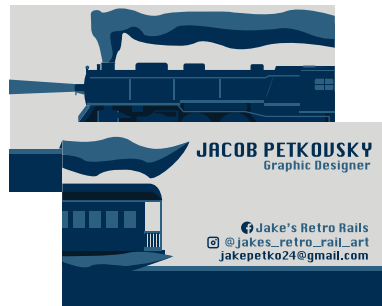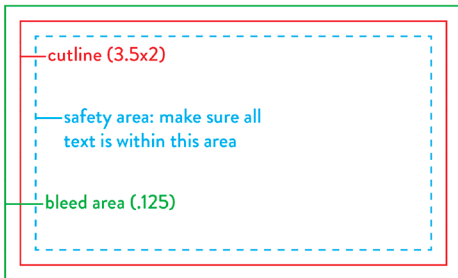MONDAY-FRIDAY, 9AM-7PM

Use Small Prints Form

BUSINESS CARDS

Size: 2x3.5 inches (with .125 bleed added to make it 2.25x3.75)

Formatting: Make sure to add a bleed if you have a background color or image. **Templates available for download.**

Paper Options: Single or Double-sided Coverstock

Estimated Prices: *can print smaller quantities than 100-contact us* $5.00 for 100 single sided cards; $8.00 for 100 double sided cards *Currently, we are limited to 80# coverstock and rounded corner option. Other vendors have additional options like thicker paper, lamination, foil, and embossing. (e.g. vistaprint.com, moo.com, and primoprints.com)*
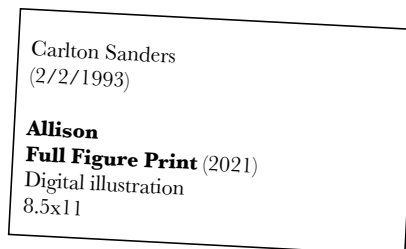

cutline (3.5x2)

safety area: make sure all text is within this area

bleed area (.125)

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LABELS

Size: 2x3.5 inches - this size we will cut. Anything different - you trim.

Formatting: Template is 8.5x11. Ten labels can fit on one page. **Templates available for download.**

Paper: Single-sided Coverstock

Carlton Sanders
(2/2/1993)

Allison
Full Figure Print (2021)
Digital illustration
8.5x11

TV PROMOTION
(Campus Digital Signage)

Size: 3840x2160 pixels or 16:9 aspect

Formatting: If your original poster was horizontal, just adjust as necessary. If your poster was vertical, you can either recreate it as a horizontal image (example 1, below) or create something similar to example 2 (below). Keep in mind that most of the digital signage is at a distance, so make your text large.

Uploading: Once you have this designed, email a .png, .jpg, or .pptx file to the Design and Print Center (no form necessary) and request it to be added to the digital signage. There is no charge for this promotion.

Email file to us

NUISANCE
A GRAPHIC NOVEL BY
EMILY KUSH
Dr. Margaret Eschner Bacon Gallery
Nov 27 - Dec 1, 2023
Reception Dec 1, 6 - 8 pm

Example 1

NUISANCE
A GRAPHIC NOVEL BY
EMILY KUSH
Dr. Margaret Eschner Bacon Gallery
Nov 27 - Dec 1, 2023
Reception Dec 1, 6 - 8 pm

Emily Kush
Nuisance: A Graphic Novel
Dr. Margaret Eschner Bacon Gallery
Nov 27-Dec 1, 2023
Reception Dec 1, 6-8 pm

Example 2

VINYL LETTERING (for walls or windows)

Color Options: Generally black or white. We do have more: come down and see us for other color options.

Formatting: The design should be in Illustrator. Make your artboard the actual size you'd like. A good average size is about 3 feet wide. The smallest type must be at least 1 inch tall. When layout is complete, please select all text, go to TYPE menu > Create Outlines. Save the file as an .ai or .pdf file. This file will be cut out of a single color roll of vinyl – so design should be one color. If you want two different colors, create two separate files and label with color preferences.

Estimated Prices: $3 per square foot + cost of transfer tape (*contact us for quote once your design size is determined*)

Printing Options: If installing on glass (placing on inside of window facing out – image will need to be cut reversed). Please be sure to make us aware of this. We'll reverse the image.

Email file to us

Lyrical REVOLUTION — Beatles Inspired Posters by Jane Levine

NEARLY MONOCHROMATIC
Printed Graphics by BRANDI CRICHLOW

Naturally Glam
Cosmetic Branding by SAMANTHA TILKINS

INSTINCTUAL KIN
Figurative Ceramic Sculpture By
SUZIE MOLNAR

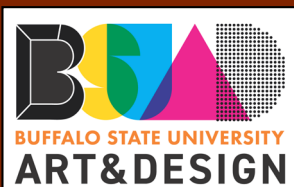*Surrounding Vinyl — Redesigned Album Covers by Molly Cummings*

Additional Things to Know

- We print from Acrobat, so we prefer .pdf files (exception: jpg/png/pptx file for digital signage).

- If you're not a graphic designer and you need help with design, please contact us and set up an appointment to work with us. We're here to help you.

- We are also capable of printing your exhibition work and are less costly than most outside printers. Check with us for our various paper media options and prices.

- If you're having difficulty with any set up issues, feel free to contact us: graphics@buffalostate.edu or 716.878.6676

- We also support the rest of the campus, so try to give us ample time to print your projects. Print projects may take 1-3 days depending upon the length of the job queue.

- For all jobs except digital signage and vinyl lettering, use the **Small Prints Request Form** found at designandprint.buffalostate.edu/aad-student-resources. You will need to pay for your prints. This is not covered by a lab fee. Payment is due before picking up your prints.

☑ Class Checklist:

- ☐ 11x17/12x18 poster prints (*Quantity: 20-25*)
- ☐ 5x7 postcards (*Quantity: 30-40*)
- ☐ Take-aways/Rackcards (*Quantity: 30-40*)
- ☐ 2x3.5 Business Cards
- ☐ Digital Signage image
- ☐ Vinyl Lettering

BUFFALO STATE UNIVERSITY ART & DESIGN

ART & DESIGN
STUDENT RESOURCES
designandprint.buffalostate.edu/aad-student-resources