

# 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](mailto:graphics@buffalostate.edu)  
[designandprint.buffalostate.edu](http://designandprint.buffalostate.edu)

# POSTERS

These posters are for promotion of your event and convey the concept/style of your work.

Make sure to include:

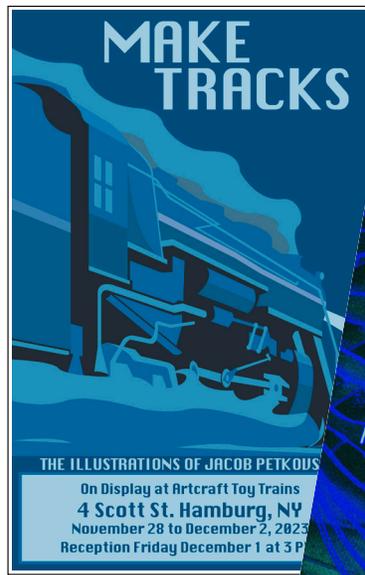
- Title of Exhibition
- Your name
- Gallery name and address
- Dates of event
- Date/time of reception

**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



**Cost per poster:**  
 Plain/Glossy - 11x17 .60; 12x18 .70  
 Coverstock - 11x17 .70; 12x18 .80

# 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.

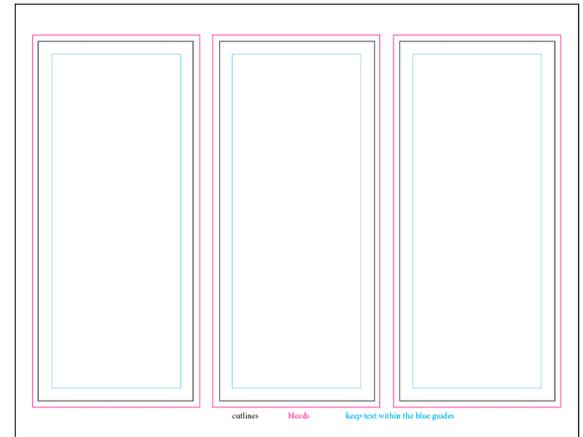
**Formatting:** Suggested lettersize (8.5x11) layouts to the right. Templates are available for download.

**Paper:** Double-sided Coverstock Print

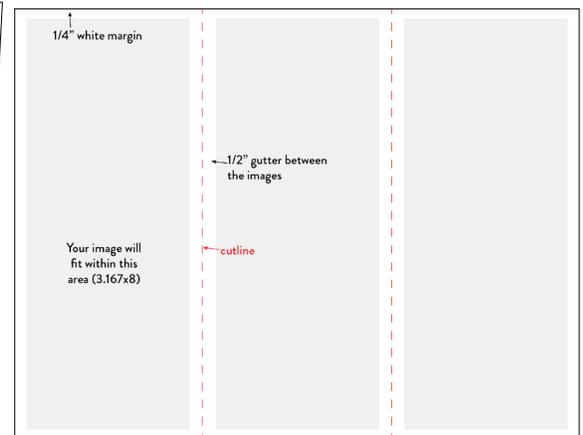
**Suggested Quantity:** 30-40 cards



**Cost average per 8.5x11 sheet:**  
 .40/sheet sgl sided; .80/sheet dbl sided



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.

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 .90 per sheet



Use  
Small Prints  
Form

# BUSINESS CARDS

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

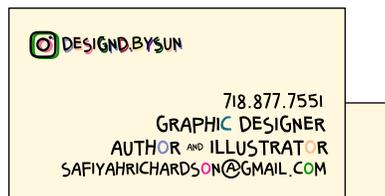
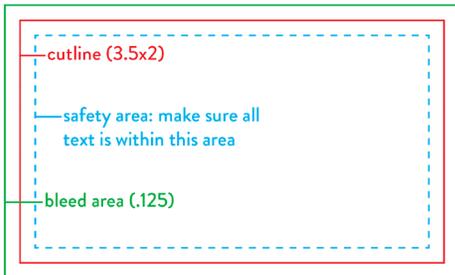
**Formatting:** Make sure to add a bleed if you have a background color or image. [Templates available for download.](#)

**Paper Options:** Single or Double-sided Coverstock

**Estimated Prices:** can print smaller quantities than 100—contact us

\$5.75 for 100 single sided cards; \$9.25 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)



# LABELS

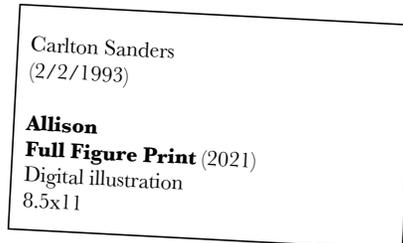
**Size:** 2x3.5 inches - this size we will cut. Anything different - you trim.

**Formatting:** Template is 8.5x11.

Ten labels can fit on one page.

[Templates available for download.](#)

**Paper:** Single-sided Coverstock



# TV PROMOTION

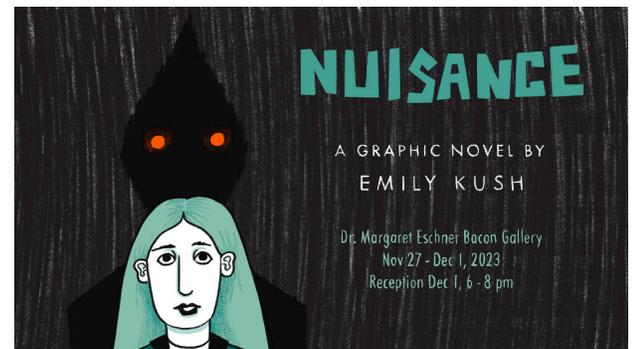
(Campus Digital Signage)

**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



Example 1



Example 2

# PRINT PACKAGES

Here are two print package setups. The cost of each of these is covered by your class lab fees.

Choose the one that fits your needs best. Package two doesn't include postcards and has more of the other items.

Please take advantage of the free digital advertising by getting a design to us as soon as possible.

**Anything printed beyond these amounts will need to be paid by the student.**

## Package 1:

- 10 posters, 11x17 glossy paper
- 10 postcards, double-sided coverstock
- 30 business cards, double-sided coverstock
- 15 rackcards, double-sided coverstock
- FREE Digital Signage advertising

## Package 2:

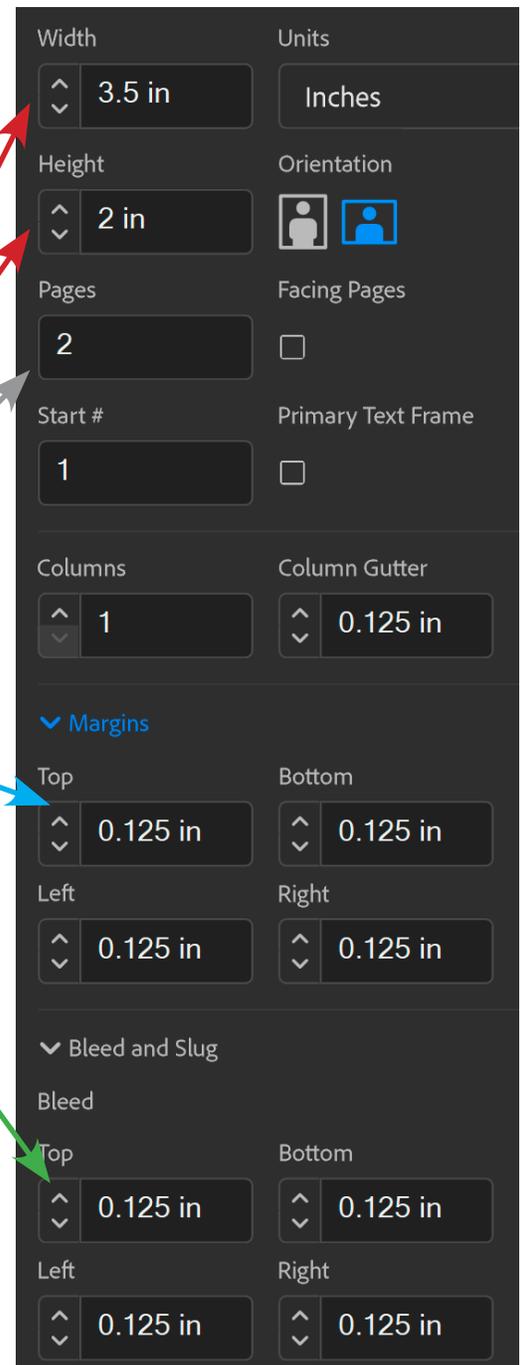
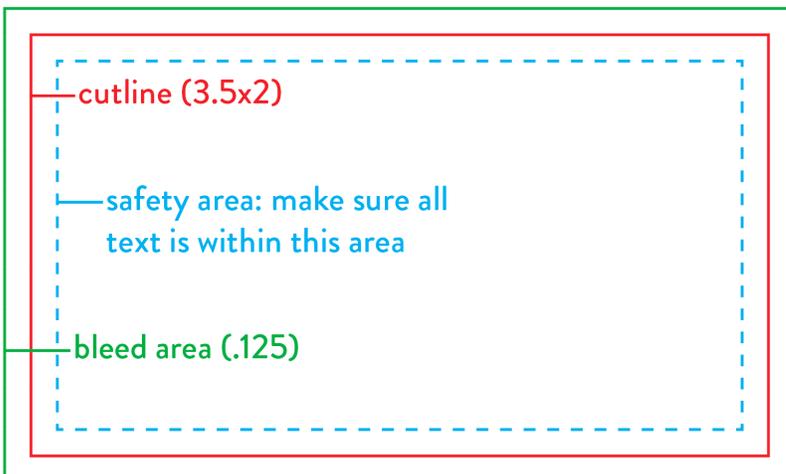
- 14 posters, 11x17 glossy paper
- 40 business cards, double-sided coverstock
- 21 rackcards, double-sided coverstock
- FREE Digital Signage advertising

## Business Card Guidelines:

Business cards are 2"x3.5" noted by the red line below. If you are adding any design or color to the background of your business card, you must include a bleed to the design - that means extending your design to the green line below. Most of the bleed will get cut off. The purpose of a bleed in print design is to extend images and colors beyond the final trim size of the printed piece, ensuring that no unsightly white edges or unprinted areas appear after cutting, even if there are minor shifts or movement in the paper during the printing and trimming process.

In Adobe InDesign, specify these document properties:

- Set document size 2"x3.5"
- Make it 2 pages if creating double-sided business cards
- Set margins to .125"; that will serve as the safety area.
- Set a bleed of .125" (1/8")



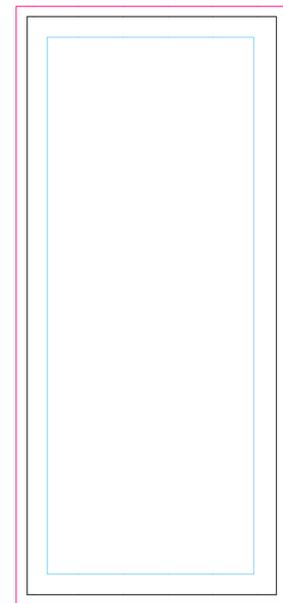
# Rack Card Guidelines:

You have a choice of which template/setup you'd like for your rack cards.

**Setup 1:** Choose this version if your design will extend to the edges. These rack cards are 3"x7" and contain a bleed.

In Adobe InDesign, specify these document properties:

- Set document size 3"x7"
- Make it 2 pages if creating double-sided rack cards
- Set margins to .25"; that will serve as the safety area.
- Set a bleed of .125" (1/8")
- We will lay these out 3 per page for printing.



**Setup 1:**  
*Design extends to edges on one or both sides*

cutlines      bleeds      keep text within the blue guides



**Setup 2:**  
*Larger card with white margins around edge*

**Setup 2:** Choose this version if you want a larger rack card and you are okay with .25" white margins around the outside of each rack card.

In Adobe InDesign, specify these document properties:

- Set document size 3.167"x8"
- Make it 2 pages if creating double-sided rack cards
- Set margins to .25"; that will serve as the safety area.
- No bleed but you will make your design/background color extend to the edges.
- We will lay these out 3 per page. Your design will be the full gray area. You should not incorporate the white edges in your design as we will place it within the white margins before printing.

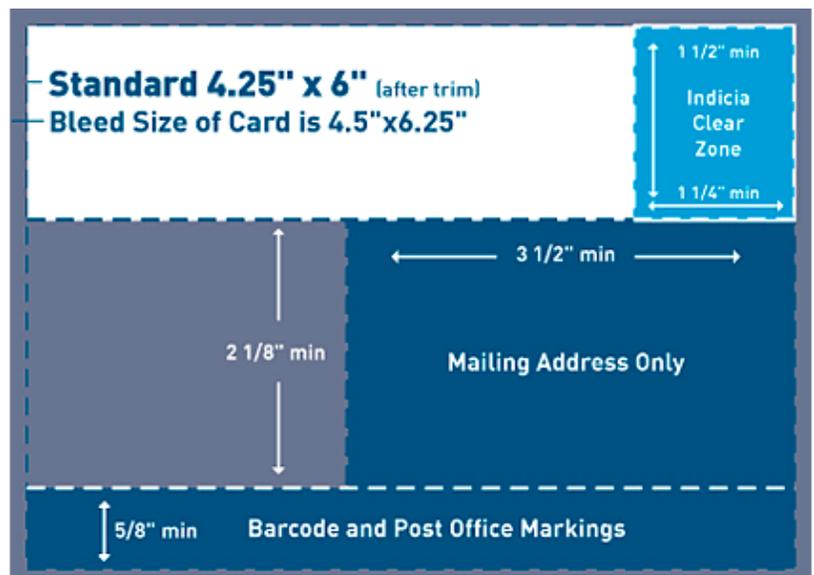
# Postcard Guidelines:

The most common setup is for 5x7 postcards with the design printed to the edge on front. This size would require a 1st class stamp if mailing.\* If you are just handing these out, then you don't need to worry about the mailing specifications.

In Adobe InDesign, specify these document properties:

- Set document size 5"x7"
- Make it 2 pages if creating double-sided postcards
- Set margins to .25"; that will serve as the safety area.
- Set a bleed of .125" (1/8")
- We will lay these out 2 per page for printing.

\*If you want to mail these using postcard stamps rather than using 1st class postage, you must adjust your size to 4.25" x 6" or smaller. USPS requirements for mailing side is to the right.



# 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:** \$4 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



## NEARLY MONOCHROMATIC

Printed Graphics by BRANDI CRICHLAW

## Naturally Glam

Cosmetic Branding by SAMANTHA TILKINS

## INSTINCTUAL KIN

FIGURATIVE CERAMIC SCULPTURE BY SUZIE MOLNAR

### COST ESTIMATES:

Most of our vinyl rolls are 13" in width. If you create your vinyl design in Illustrator with a height of 13", here are some prices for one color designs:

13"x30" \$13.75

13"x33" \$15.00

13"x36" \$16.25

Contact us for a quote if the size of your design differs or if you're wanting more than one color.

## 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](mailto: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](http://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



ART & DESIGN  
STUDENT RESOURCES

[designandprint.buffalostate.edu/aad-student-resources](http://designandprint.buffalostate.edu/aad-student-resources)