

# Lewis & Clark Department of Music

## *Poster Layout Guidelines*

Posters are optional for recitals. If you decide to create a poster, you are responsible for any designing and/or printing costs. Your design may be shown across campus on the flat-screen monitors, bulletin boards, and on the Lewis & Clark website. Please be sure your design is appropriate, as your recital is not only a representation of your work as an artist, but also a representation of the College and the Department of Music. Sample posters are available for reference by contacting the Performance Events Coordinator. Always feel free to reach out if you have any questions, and be sure to share a final design via digital copy (PDF format) with them so that they may help spread the word about your event!

### SIZE

Posters are typically 11" x 17", and sent to print as PDF. If you decide to create a program cover image from the same design, your program cover will need to be 8.5" x 11" or 5.5" x 8.5" (depending on the final size of your program).

### CONTENT

Things to include on your poster:

- "Lewis & Clark Department of Music presents"
- The title of your recital
- "a Senior Degree Recital by (your name)" or "a Junior Recital by (your name)", etc.
- Day, date, year
- Time
- Venue
- "Free" or "Free to Attend" or "Free and Open to the Public"

You may also want to include composer names of the pieces that will be performed at the event, performer names, a featured piece title, or a short blurb about the chosen repertoire.

### SOFTWARE

There are many different options of software to use for designing your poster: Photoshop, Illustrator, Canva, etc. Other options include asking a close friend if they are able to help you create a poster for you. Computer labs on campus often have design software installed, and are free for students to use.

## USING IMAGES FOUND ONLINE

If you are using images or stock photos that you have found online, be sure to check that your image is royalty-free or you are abiding by copyright rules. It is illegal to use a Googled image without the owner's permission. The best source for images is a photo that you have personally taken, or royalty-free image sites. If you have any questions about an image you plan to use, please consult the Performance Events Coordinator before printing.

## PRINTING & POSTING

The Department of Music does not cover the cost of poster printing, but will help post them across the undergraduate campus for you, if you choose.

