display + imaging guide

DIGITAL MEDIA

expo
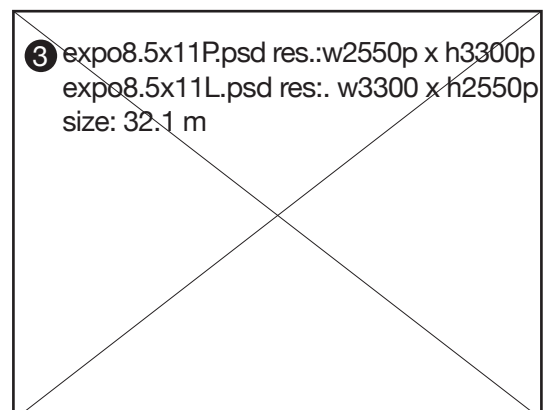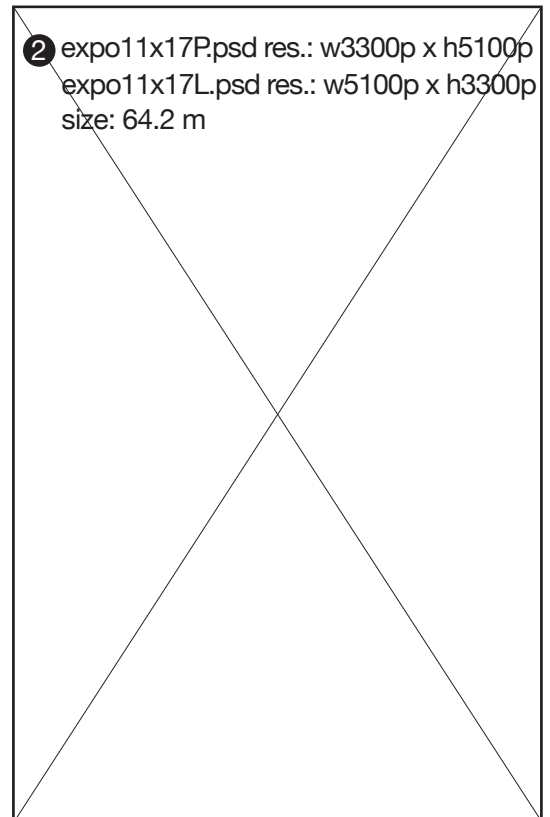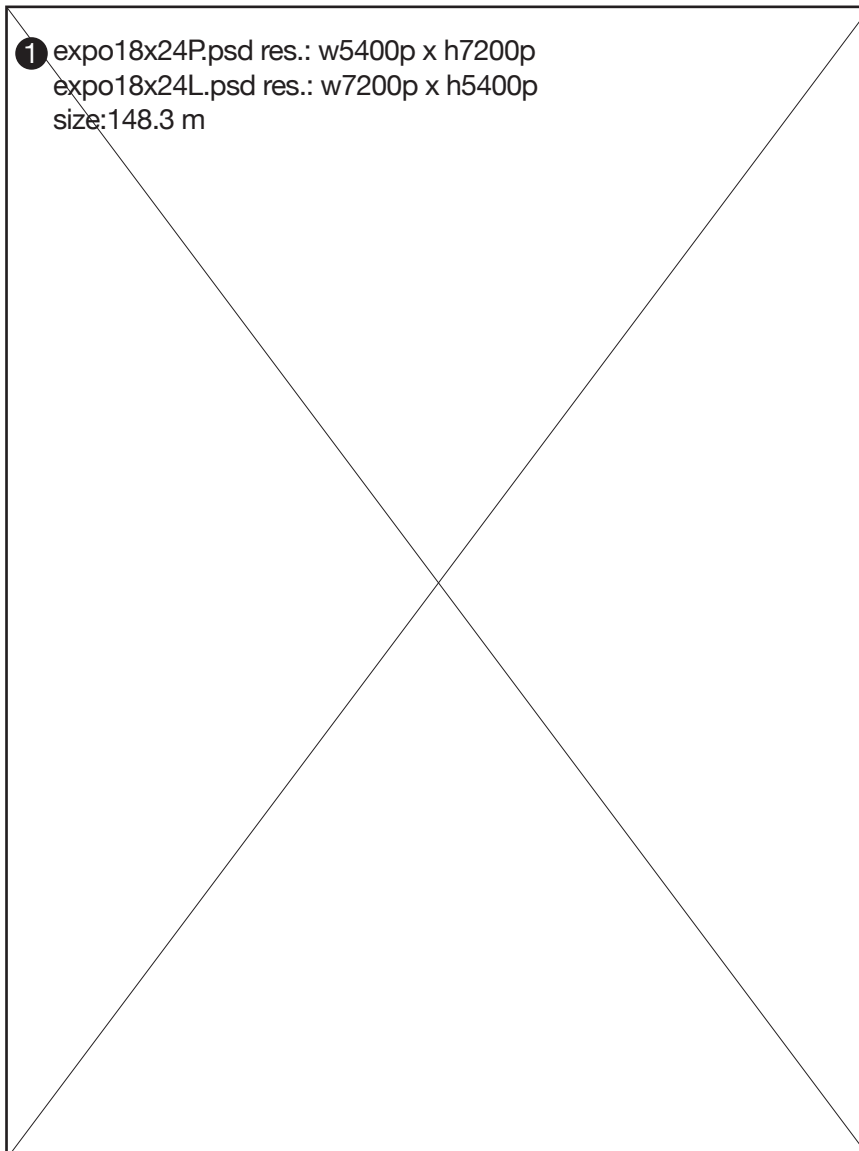
expo display - image output procedure

1) if the image is not already a pixel-based, the file must be rendered or rasterized as a pixel-based image from the native application it was created in. produce a composite image (one-piece image – no layers!). this process eliminates any call for accessory files. all end-user files must be sampled at a resolution of 300dpi/ppi to fill the image area.

2) select the image and copy the rasterized file (pixel-based image) into one of the provided photoshop templates (.psd files) in the *expo_imaging* folder as required. there are 3 sizes differentiated by the suffix 'P' for portrait and 'L' for landscape:
   1) expo18x24P.psd, expo18x24L.psd, 2) expo11x17P.psd, expo11x17L.psd or **3) expo8.5x11P.psd, expo8.5x11L.psd** once placed into the master .psd files, save as your_file.jpg at 100% of the size at the maximum resolution (300dpi/ppi) setting and baseline optimized checked. the file size will result in composite file sizes of: 1)148.3M 2) 64.2M 3) 32.1M. (*TBA* 4) expo (teaser_tempate.ai): place image in 'laptop placeholder view screen' at 100% from the native application and and rasterize as a 300 dpi .jpg file)

1 expo18x24P.psd res.: w5400p x h7200p
expo18x24L.psd res.: w7200p x h5400p
size:148.3 m

2 expo11x17P.psd res.: w3300p x h5100p
expo11x17L.psd res.: w5100p x h3300p
size: 64.2 m

3 expo8.5x11P.psd res.:w2550p x h3300p
expo8.5x11L.psd res:. w3300 x h2550p
size: 32.1 m

expo
display

6x

display images

1. 8.5" x 11" size format
2. 11" x 17" size format
3. 18" x 24" size format
-material: matte finish
-imaging: 300dpi/ppi

X

display board

spec./setup
size: 3' w x 4' h
orientation: portrait only

rules
no-fly-zones & spacing:
-use master frame as guide for margins
-**top margin space 6" (absolute)**
-bottom margin space 6" (flexible,ragged)
-left and right margins, 3" (flexible, ragged)
-**all image material is spaced from center (absolute) outwards left, right & bottom margins are ragged (absolute)**
-**all interior spacing between images is 1" (absolute)**
-use master space bars as guide for internal spacing
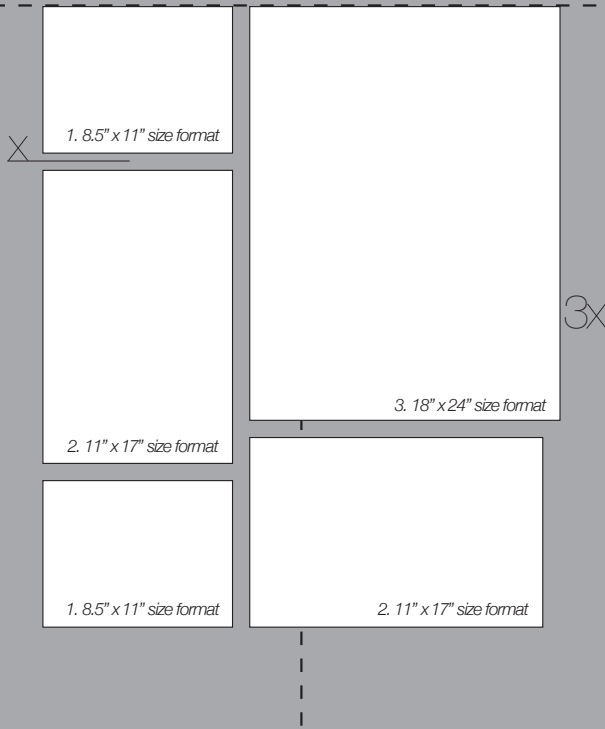
3. 18" x 24" size format)

3x

-configuration of images is flexible within the constraits of the rules provided
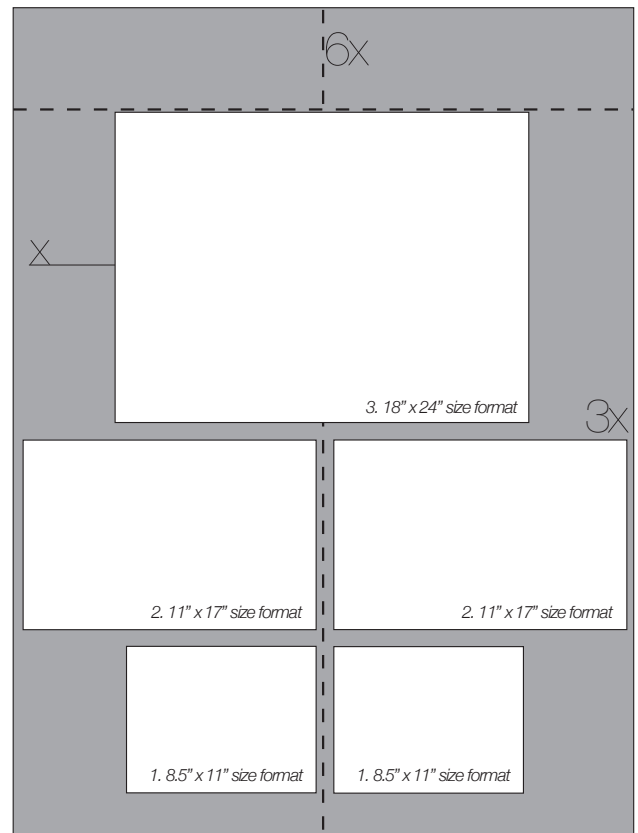
1. 8.5" x 11" size format)

2. 11" x 17" size format)
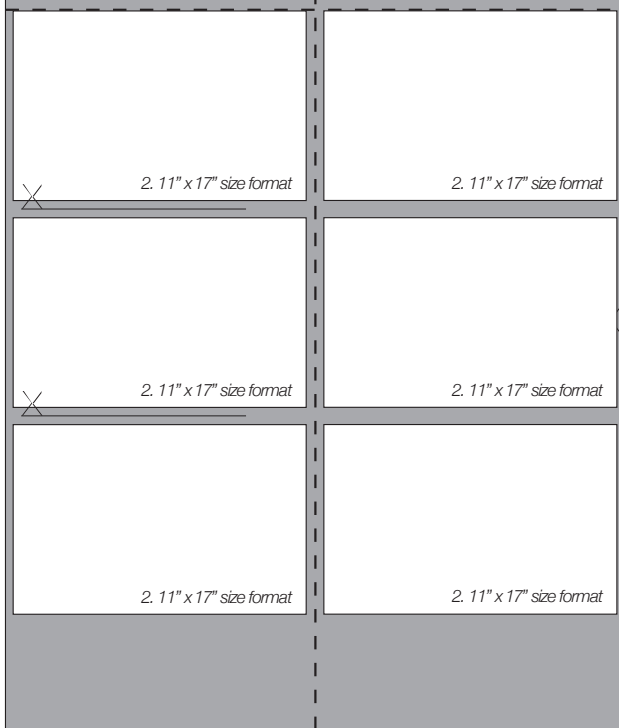
display image configurations

6x

X

1. 8.5" x 11" size format

3x

2. 11" x 17" size format

3. 18" x 24" size format

1. 8.5" x 11" size format

2. 11" x 17" size format

6x

X

3. 18" x 24" size format

3x

2. 11" x 17" size format

2. 11" x 17" size format

1. 8.5" x 11" size format

1. 8.5" x 11" size format

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layout image configuration

6x

X

2. 11" x 17" size format

2. 11" x 17" size format

X

2. 11" x 17" size format

2. 11" x 17" size format

2. 11" x 17" size format

2. 11" x 17" size format

6x

X

3. 18" x 24" size format

3x

2. 11" x 17" size format

2. 11" x 17" size format

1. 8.5" x 11" size format

6x

3x

2. 11" x 17" size format

2. 11" x 17" size format

1. 8.5" x 11" size format

3. 18" x 24" size format

1. 8.5" x 11" size format

6x

3x

2. 11" x 17" size format

2. 11" x 17" size format

2. 11" x 17" size format

1. 8.5" x 11" size format

2. 11" x 17" size format

1. 8.5" x 11" size format

6x

3x

1. 8.5" x 11" size format

1. 8.5" x 11" size format

3. 18" x 24" size format

web image configuration

6x

3x

1. 8.5" x 11" size format

1. 8.5" x 11" size format

1. 8.5" x 11" size format

1. 8.5" x 11" size format

1. 8.5" x 11" size format
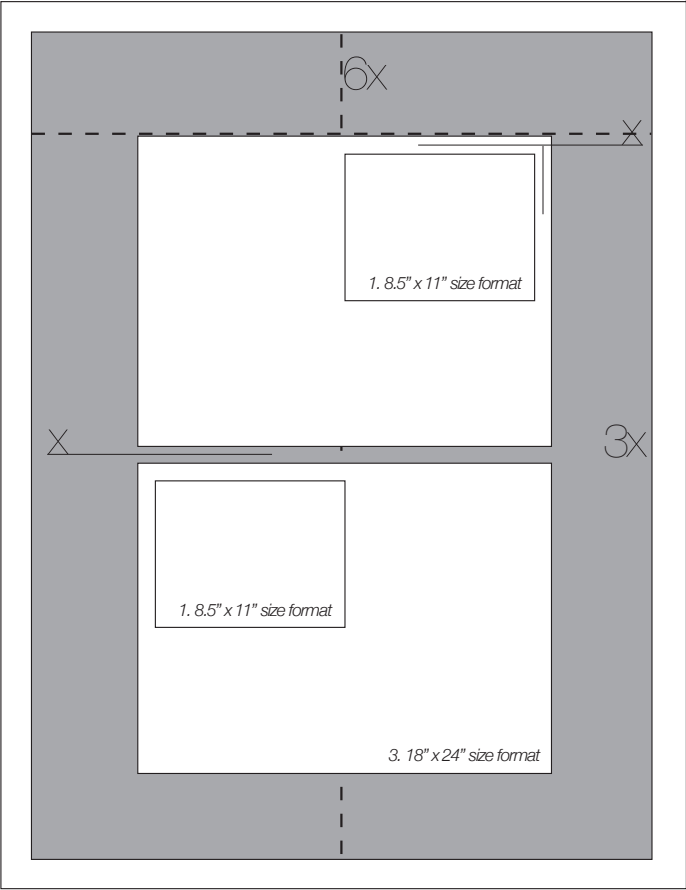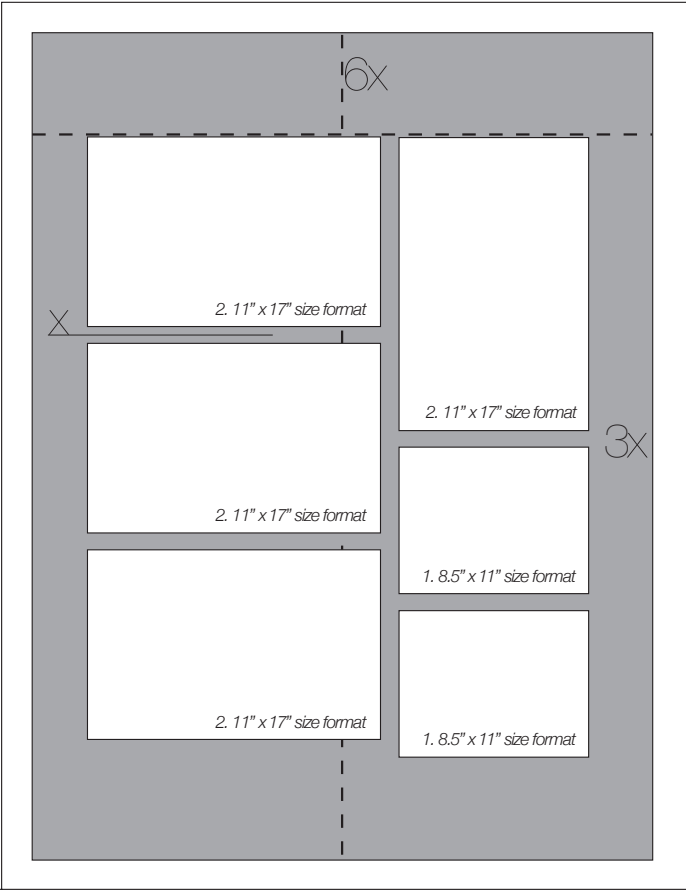
1. 8.5" x 11" size format

1. 8.5" x 11" size format

1. 8.5" x 11" size format
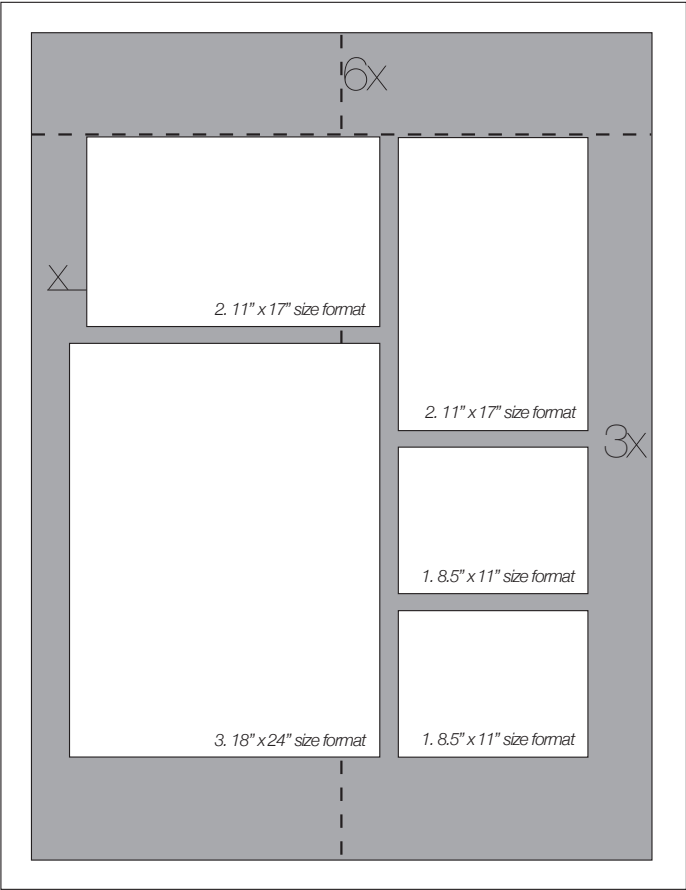
display alignments

align to absolutes (alignment at top & through middle)

use the alignment jig master (coroplast)

1. display proportion 3' x 4'
2. top alignment is 6" from top (absolute)
3. center alignment 18" from left/right board edge (absolute)
4. all internal spacing between images is 1" equidistance
   use internal spacer bars (plastic sticks)

the outer left, right and bottom are intended to be ragged allowing for some placement flexibility.
the overall design is unified by the absolute dimensions (top and middle)

specific 'how to' build procedures provided by your expo team leader guides (team leaders will attend a display skills workshop)

6x

4'

6"

top alignment ragged bottom

(1. 8.5" x 11" size format)

X

1"

3"

center alignment & ragged left/right

0

3x

(3. 18" x 24" size format)

(2. 11" x 17" size format)

1"

(1. 8.5" x 11" size format)

(2. 11" x 17" size format)

X

3'