

Yale SCHOOL OF ART



Design Specifications for Commissioned Posters

REQUIRED:

Digital Poster –

*To be posted on the **SoA website**, **SoA calendars** (wiki, Yale Calendar, Facebook—depending on audience), and **Instagram** (timing of post likewise depends on audience).*

- **Web poster:** Save original poster at 72dpi JPEG; proportions can match original poster image; additional accepted formats: MP4, GIF, and PNG; files must be >10 MB
- **Archival version:** High-res PDF of poster saved in PDF/A format, following this naming convention
“EVENT_NAME_DATEofEVENT_DESIGNER_NAME.pdf”

Send these two (2) files to Lindsey Mancini and the faculty and/or staff members involved in organizing the event/exhibition/etc. for which you were commissioned to create the poster.

Note to designers: Depending on the images submitted and the openness of the event/exhibition/etc., the School’s Communications Office will export the original

poster design to the required dimensions to share across our wiki, calendaring, Facebook, and Instagram platforms. Posters will never be cropped or changed from a moving to still image and vice versa. Designers interested in determining the exact images posted are advised to submit images in the optional categories laid out below, according to the intended audience:

- *Open to SoA community*: Posters shared on SoA calendars; Instagram, post-event; wiki; newsletters (for exhibitions only)
 - *Open to Yale community*: Posters shared on Yale Calendar; SoA calendars; Instagram, post-event; wiki
 - *Open to public*: Posters shared on Facebook (and added as event, if applicable); Yale Calendar; SoA calendars; Instagram, before the event; wiki; public and internal newsletters
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OPTIONAL:

Printed Poster –

To be printed and distributed voluntarily across SoA's three buildings by the designer. A small number of prints can be paid for by the School of Art.

Funding: The Communications Office can offer funds for 4 large-format prints or a comparable print run of either tabloid or letter-size flyers, but the designer must be willing to print and hang their printed posters across the

School of Art. Reach out to Lindsey Mancini to be temporarily added to the poster printing account.

- **Dimensions:**
 - Large-format prints: 24” x 36” [funding available for 4 copies]
 - **Note:** Posters can be printed and cut to original size. The funding supports approximately 860 square inches per poster (for instance: 12” x 60” or 18” x 48”, examples for illustrative purposes only)
 - Tabloid prints: 11” x 17” [25 copies]
 - Letter-size prints: 8.5” x 11” [50 copies]

- **Installation locations for the minimum 3 prints:**
 - Main floor of Green Hall
 - Lobby of 36 Edgewood Ave.
 - Lobby of 353 Crown St.
 - Outside of G-10 (the Pool) in Green Hall

Instagram Post –

- **Formats accepted:** MP4, MOV (videos); JPEG, PNG (still images)
- **Dimensions:**
 - Square - 1080 x 1080 px
 - Portrait - 1080 x 1350 px
 - Landscape - 1080 x 608 px

Instagram Story –

- **Formats accepted:** MP4 and MOV (videos); JPEG or PNG (still images)
- **Dimensions:** 1080 x 1920 px (9:16)
- **Restrictions:** Video files must be under 4GB. Image files must be under 30MB.

Facebook Event Cover –

- **Formats accepted:** JPEG or PNG (still images); MOV (video)
- **Dimensions:** 1200 x 628 px

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- **Restrictions:** Videos must be at least 30 seconds and at most 5 minutes long.

MISCELLANEOUS / ADDITIONAL SPEC SIZES THAT MAY BE REQUESTED:

SoA Newsletters –

- **Formats accepted:** JPEG or PNG (still images); GIF (moving image)
- **Dimensions:** 600px wide
- **Restrictions:** To keep the overall email size down, the recommended file size is >2MB, but all image files must be smaller than 5MB.

Art & Education announcements –

- **Formats accepted:** JPEG or GIF (single image), up to 300dpi.

- If landscape, the image will run horizontally across the top of the announcement and should be at least 1200 pixels on the longest side, at least 500 pixels tall.
- If portrait, the image will be aligned at left and must be at least 400 pixels wide, and at least 1200px tall.
- **NOTE:** The image cannot include **any text, logos or super-impositions of any kind.**
 - If you would like to use a GIF, please note that the image size must be exactly 1200px wide, and maximum 500 pixels tall, if horizontally oriented, and exactly 1200px tall if vertically oriented. The maximum size of the .gif must be 1MB.

Hyperallergic / Nectar Ads –

- **Formats accepted:** JPEG or PNG (static images only)
- **Dimensions:** 1080(w) x 720(h) pixels
- **NOTE:** Images must be an artwork image or photograph with no text or logos

Livestream placeholder image -

- **Formats accepted:** JPEG or PNG (static images only)
- **Dimensions:** 1280 x 720 pixels

For all digital submissions, please title your files as follows:

“EVENT_NAME_INTENDEDPLATFORM_DESIGNER_NAME.pdf”