

Five Free Tips for Getting the Most Out of Your Digital Imaging Project

Tip #1: Make sure your text is visible from far distances.

When laying out a large-format project, sometimes it's difficult to optimally size text for the final print size. A basic rule of thumb is 32 point size for a 5-foot reading distance and 160 point size for a 25-foot reading distance.

Tip #2: Avoid using dates or specific one-time-only information.

If you're trying to use graphics multiple times, or for a long while, avoid adding date-specific material if possible. Printing a new graphic because of a small mention of last month's date can be an expensive and unnecessary investment.

Tip #3: Don't use light-colored or hard-to-read fonts.

Nothing is more frustrating than being unable to read important information because the color of the text is too light, or because the font style is script or curvy. If your graphics are meant to communicate information, make sure that the fonts are legible and colors are dark enough to be read easily.

Tip #4: Use a UV protective laminate.

Faded graphics will make any storefront or display look old and out of fashion. Using a UV protective laminate on your graphics keeps the colors looking as rich and new as the day they were printed.

Tip #5: Consider the final placement.

If your graphics are going in a window that faces a highway, make sure they can be read and comprehended at speeds of 60 miles per hour or more. If your graphics are going on a truck, make sure there is information on the back of the truck also. After all, this is where the bulk of your viewing audience will be positioned. If your graphics are being hung from the ceiling, make sure the mounts will not obstruct or interfere with the design. These are just a few examples to think about when considering your graphics' final placement.

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