

Design Lingo: A Lesson in Communicating With Your Design Department

Standard Trade Show Terms:

Freestanding Meterboard = 39" x 84"

Standard Signage Sizes =

22" x 28"

28" x 44"

39" x 84"

48" x 96"

Standard ID Sign: 7" x 44"

Versa Meterboard (1M x 8' High/Metal Frame) = 968mm x 2305mm

Standard Foamcore, Trovicel and Ultraboard Raw Panel Size = 48" x 96"
(Can be ordered special at 60" x 120" with sufficient notice)

Standard Graphic Terms and File Extensions:

Vector/EPS Files = These are logos and/or text. Can be reproduced at any size without losing quality.

Raster Images = These are photographic images. Need to be at a high resolution (96 - 150dpi @ full size of end product) in order to produce a high quality image. *FYI: dpi (Dots Per Inch)*

JPG. GIF. TGA. TIF = These are all extensions for "Raster Images". These will not be useable logos (the logo will have the "White box" behind it) Any images sent in this format are minimally editable.

TIP: If a client sends you a logo or image and the size of the file (which you can see next to the file name on your email attachment) is LESS than 1mb (or anything with a "kb" after it) you can safely send it back as it will not be useable for our purposes.

EPS. AI. WMF. & Editable PDF = These are the most common extensions for Vector Images and what you should be asking for from the clients.

QXD. PUB. = These are not useable files for us as we do not have access to these programs, please return and ask the client to reformat as EPS or editable PDF files.

INDD. CDR. = These files are useable but will have to be translated by an office that has these programs, Atlanta does not. It's better to ask for an EPS file when you receive one of these. (InDesign – CorelDraw)

The following files cannot be opened in their native format unless you have the specified program installed on your machine.

AI. = Illustrator File
PSD. = Photoshop File
DWG. = Autocad File
INDD. = InDesign
CDR. = CorelDraw
QXD. = QuarkExpress
PUB. = Publisher
SITX. = Stuffit File

Standard File Naming and Storing:

Design Attachments Inbox – J:_DESIGN ATTACHMENTS INBOX

This is where all attachments for Design orders are stored so the designer can pick them up (Files are stored by Year/Month/Show Name) It's very helpful if you place the individual items in folders then reference that folder on Sign/Work Order. These items will be removed from the Attachments folder and put in the actual Show folder "Links & Images" folder on the J:/Drive for archiving purposes.

Archived shows from past years are on the X:/Drive (you do not have access to this drive currently) PLEASE look at the archives in the OLP first to access past projects for 2008. If you still can't locate what you need, then please ask Hope for assistance.

FTP Site Information for Clients:

Site: <ftp.shepardes.com>

Login: sesftp

Password: ftpftp

Make folder your client to put their items, name the folder as such
Month_Show Name Year (Example: **10_Solar Power 2008**)

Designers and Their Areas of Expertise:

Designers Skill Sets:

Hope Hennessey - Structural Design, Graphic Design, 3D Renderings

Brian Weitz – Structural Design, Graphic Design, 3D Renderings

Randy Richardson – Structural Design, Graphic Design, 3D Renderings

Ulyana Stetsenko - Structural Design, Graphic Design, 3D Renderings

Rodney Black - Structural Design, Graphic Design, 3D Renderings

Charles Dueno - Structural Design, Graphic Design, 3D Renderings

Lisa Harrison - Graphic Design, 3D Renderings

Eddie Saunders - Floorplans

Lamont Mitchell - Graphic Design, Graphic Production, Floorplans

Sean Bogue - Graphic Design, Graphic Production, Floorplans

Scott Hamlin - Graphic Design, Graphic Production

Chris Beninati - Graphic Design, Graphic Production

Kathy Bedoya - Graphic Design, Graphic Production

Standard Presentation Terms:

Line Drawing: Black and white line drawing of a structure. No Graphics!

Panel Layout: Graphics are laid out flat as they would look on the structure. This is not a 3D Rendering, It's done in Illustrator

Full 3D/Color Rendering: Graphics are laid out on the structure three dimensionally with different viewpoints and lighting effects. This is done in a 3D Modeling program (Maxx, Viz or Artlantis)

Graphic Sizes:

(The LENGTH is always the first dimension, then the HEIGHT)

When ordering signs on the OLP,
If you want a standard vertical sign, you would order a 22x28 sign.

Vertical sign= 22x28

If you want a horizontal sign, please order a 28x22.

Horizontal sign=28x22

This is very important and will save a lot of time if done properly.

Substrate Descriptions:

Trovicel/Sintra = A plastic (pvc) type material. Used most frequently on structural panels. Holds up well in transport. Comes in a number of different colors.

Standard size 48" x 96" (can be ordered special 60" x 120")

Standard thickness = 3mm

Foamcore = Foam type board, Used for some structural panels, Entrance Headers, 22x28 Signs, 28x44 Signs. Large pieces (Headers) are likely to get damaged in transport – not a “strong” substrate. Comes in Black and White.

Standard size 48" x 96" (can be ordered special 60" x 120")

Standard thickness = 1/8"

Ultraboard (same as Gatorboard) = Foam “type” reinforced board. Used for Headers, Facades, 39" x 84" freestanding boards. Holds up well in transport.

Comes in Black and White.

Standard size 48" x 96" (can be ordered special 60" x 120")

Standard thickness = 1/2"

Plexi = A plastic surface used for many purposes, Comes in various colors and opacities....most common, Clear, Smoke, Frost.

Standard size 48" x 96" (can be ordered special 60" x 120")

Standard thickness = 1/8" & 1/2" & 3/4"

Milk Plexi = A White Plexi glasslike surface used for backlit purposes

Standard size 48" x 96" (can be ordered special 60" x 120")

Standard thickness = 1/8" & 1/2" & 3/4"

Lexan = Used to print graphics that will be backlit. (Placed over the Milk Plexi. This is not just for registration headers, Please this material for ALL Graphics that are going to be backlit.

Chloroplast = Plastic weatherproof material, used mostly for outdoor uses such as Golf Signs.

Melamine = VERY strong wood filled substrate used for counter tops, panels that will be supporting plasma screens and/or truss.

Standard thickness = 3/4" & 1/2"

Standard CD & Kit Cover Sizes

Kit Cover: 9.25" x 10.75"

Kit Spine: 1" x 10.75"

CD Cover: 5.25" x 15.5" (total)

FAQ Section:

1. Q: How do I enter a show look on the OLP?
 - a. Project Name would be "Show Look", Under Sign 1, put quantity as 1 and size as various. We have a set template that we use for the show looks that includes the following; Aisle Sign, Banner, 39x84, 22x28, kick panels and headers. If there is something in addition to this or instead of these items above, please put that in the instruction section on the request.

2. Q: Do I have to put ALL of my aisle signs on the sign order?
 - a. No, you don't...just put the size and quantity of the signs in the fist Sign order section. In the instructions box put what Aisle numbers you need (Example; 100-1800). The first Aisle sign will get proofed out on the OLP but ALL of the Aisle signs will be in the PDF

3. Q: Do I have to enter my ID signs on the OLP?
 - a. Yes, just enter the Quantity (number of exhibitors that need them) and Size (7" x 44") on Sign 1, and then send the most current exhibitor list to the graphics manager in the producing office.

4. Q: Do Signs that already exist (Saved from year to year) need to be entered in the OLP?
 - a. Yes. In order to track graphics we need to have these signs entered in the OLP system. When you enter the order, follow the regular naming procedure for the Project Name – at the end add _EXISTS.
(Example; 4' x 8'_Welcome Banner_EXISTS) In the instructions please add what Sign Order to reference from the year the graphic was originated and what branch office the graphics are saved in, I will then assign the order to the graphics manager of that branch office.

5. Q: Can I edit a Standard Project other than metal/panel color?
 - a. No, you can't. If you have a standard and you need something changed that does not fall in the metal or panel color category then you must submit it as a custom project.

6. Q: Why do I have multiple Auto-Generated Sign Orders for the same project?
 - a. Because you have APPROVED the project and then put it back into REDESIGN and APPROVED again. The system will generate a sign order for a project every time it is approved. You can delete the old ones (look at the Origin Date) by selecting the Recycle Bin to the left of the Sign Order first line item (Parent Order).