PRESENTATIONS Mounting Artwork Properly (Rev. 08/19/09)

Perfecting your presentation mounting skills takes practice. If you are new at mounting presentations, it is best to have extra copies of the presentation and mounting boards in case you make mistakes.

KEEP YOUR PRESENTATION SIMPLE AND WELL CRAFTED

Don't let sloppiness degrade your presentation. If you care deeply about the hard work you put into the design, let the care put into the preparation of the presentation reflect this.

- **A clean white, neutral gray, or black board is best.** Colored boards will detract from your design.
- Use good judgement at picking an appropriate board (white, black or gray). Consider the artwork you are mounting when making a color choice (don't mount a mostly black design on a black board, or a mostly gray design on a gray board). The edges of your design should contrast well with the color of the presentation/mounting board.
- Trim your board edges straight using clean cuts.
- Don't use a board with torn edges, dirty smudges or tattered corners
- Mount your presentation straight on the board, with even margins all the way around (slightly larger margins are generally added to the bottom horizontal edge, see the section on Measuring and Marking)
- Mount presentations flat, smooth and even. Avoid bubble, ripples or glue smudges, or loose, flapping corners or edges.

A PRESENTATION IS A PRESENTATION

Make certain your presentation functions as such. It should be appropriately sized and mounted so it can be easily viewed, displayed, transported, etc. Consider the size of the room and the size of the group you will be presenting to. Also refer to your assignment sheet for specific size requirements that might be associated with a particular project.

- The board you choose should be stiff enough to support itself and have a nice "presentable" surface/finish.
- If you are presenting a group of boards as part of a single presentation (or as part of an entire portfolio) generally trim all boards to the same size, and utilize the same color for each board so you overall presentation will have consistency.

THE MOUNTING PROCESS:

MEASURING AND MARKING

Determine the size of your board. Usually presentation boards need to be large enough to be viewed from a distance, so all individuals at the presentation can clearly see the artwork. Most often, large margins are included around the artwork. This helps separate the artwork from any surrounding visual clutter, so it is easier to focus on the artwork itself. Usually the bottom margin is slightly larger than the top and side margins (the bottom margin needs more "heft" as it is (psychologically) holding up the artwork that is resting on it). Carefully measure and mark the cut lines for your board.

- Give wide margins to your board to separate your presented artwork from "background clutter"
- Generally 2½"–4" margins are used **with a slightly larger (+ ¼"–¾" margin along the bottom, horizontal edge.** (Refer to your assignment sheet to see if there are specific size/mounting requirements for a particular assignment.)

CUTTING

To cut heavy board, use a sharp X-acto blade, a metal ruler and take your time. Place your board on a protective surface (such as a scrap of heavy board) so the knife blade will not cut into your work surface as it cuts through the board you are trimming. Securely hold the ruler against the cut marks you made in the previous step. Use a metal ruler long enough to span the entire cut. Firmly hold the ruler in place while making a smooth, consistent cut along the ruler's edge.

Do not try to cut all the way through a heavy board with one cut. Consistent, careful, and repeated cuts will provide the best results. Keep cutting your way through the board with multiple passes until you have cut all of the way through the board. **Remember, a sharp blade is crucial for success!**
• All artwork and board edges should be cleanly cut, with no tears or ragged edges

POSITIONING

Based on the pre-determined margins and board size, carefully measure and mark margin guides for you to use when you are adhering the artwork to the board. Small, faint lines in pencil work best, because they can be carefully erased if necessary after your artwork is mounted. Your artwork must be neatly centered and level on the board.
• Keep all margins even (with the exception of a wider bottom margin)
• Generally 3"–4" margins are used with a slightly larger margin along the bottom, horizontal edge. (Refer to your assignment sheet to see if there are specific size/mounting requirements for a particular assignment.)
• Mount the artwork perfectly square (parallel) to the board edges

ADHERING

The AVC Department has a XYRON system for mounting artwork while on campus. This system allows you to feed your artwork through a machine which applies an adhesive to the back of your artwork (making it like a giant sticker). The process is clean and free of harmful fumes. Please see the attendant in the artwork mounting area for more information on using the XYRON system.
• Having your board measured and marked in advance will help you quickly center your artwork.
• When adhering, start with one corner of the artwork (aligning it to your margin marks) and lightly tack it to the board.
• Begin pressing and smoothing the paper onto the board working from the initial corner across the page, smoothing the paper and preventing wrinkles and air bubbles.
• Burnish your artwork onto the mounting board. Cover your artwork with a protective sheet of paper and use your hand or the bowl of a large spoon to carefully rub over (burnish) the entire surface of the artwork to ensure good contact.
• Avoid most water-based glues as they will pucker or wrinkle your artwork.
• Spray adhesives can work quite well, however they produce problematic overspray and fumes. Subsequently, **do not use spray adhesives on campus** to affix your presentation artwork to your board.

PROTECTING:

If you want to protect your presentation board, you may want to make a coverlet or "flap" for it. Cut a sheet of heavy paper that is the same width as your board. Cut the height of the paper so that it is the same height of your board plus a few extra inches. Place the cover sheet over your board, aligning the bottom and side edges. Fold the top edge of the paper over the top edge of the board to the back side. Score the paper first if necessary to get a clean, presentable fold. Use tape or other adhesive to attach the paper tab of your flap to the back side of the board. When you are ready to present, simply lift the cover sheet and fold it over to the back side.