

Easy Poster Measure Boards



by Michael Erlewine

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INTRODUCTION

This is not intended to be a finely produced book, but rather a readable document for those who are interested in in this series on concert poster artists and graphic design. Some of these articles still need work.

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Easy Poster-Measure Boards

by Michael Erlewine

Tired of holding the poster with one hand (and my elbow), while trying to extend a measuring tape with the other, I set out on a voyage to the hardware store in search of a better plan. Behold: the poster-measuring board.



Poster Measuring Board

Now, probably not many of you reading this will have the need to do all that much poster measurement, but there are some souls out there destined for this fate. We know for a fact that Eric King is one, because he measured everything in his book, down to $1/64$ of an inch. It was so fine that I had to go out and buy a $1/64$ -inch ruler, just to use his book!

My measurement needs were simpler. I am happy with measurement to $1/16$ of an inch and even $1/8$ inch is good enough for my needs. And, these are increments I understand and that fit my rulers. $8-23/64$ " just does not quickly resolve itself in my mind. I can do it, but I have to figure it out each time in my head.

For those of you with time on your hands or a real need to measure posters, here is a pretty simple device that makes repetitive poster measurement easier.

I used $3/8$ -inch plywood, good one side. Since I am sure to get it out of square, I went to a lumberyard (Home Depot will do it), where they would cut it (out of square) for me. They did pretty well, actually.

Next I lightly sanded it and sprayed some varnish on both sides. I made several boards, but probably one would be all you need. The aluminum rulers I got on the Dick Blick Art Supplies web site. They were inexpensive and all matched. I got lengths of 36", 24", 18", and 12", but you can get just the ones you need for the size board you might construct. I also got some Gorilla Glue, but any strong glue that will bond metal to wood is fine.

The, using a carpenter square (right-angle), I positioned the rulers so that their point of origin matched the point in the inside lower-left-hand side of the rulers, where they meet. Leaving plenty of wiggle room, I glued the first ruler down and clamped it. Next, using the carpenter square, I positioned the second piece or ruler and glued and clamped it. I had to scrape away some glue ooze and even after it dried, I had to chisel a little more off.

But the end result is a simple but useful way to quickly measure posters. My only question is who in the world needs to do this?