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**August,  
2009**



**We want to hear from you!**  
If you like this newsletter and find the information useful,  
[please let us know.](#)

**SERVICES WE  
OFFER:**

• **Graphic Formats – Web vs Print.** Every graphic type (.bmp, .gif, .eps, etc.) has a different use and format. Knowing which type works best for each application will ensure that your work always looks professional. There are two parts to consider when choosing which file format to use – color mode and file type.

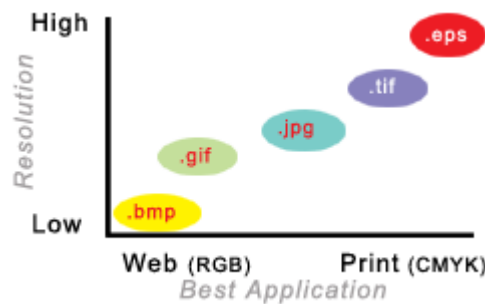
**Color Mode – RGB vs CMYK.** The RGB color mode uses a set palette of web-safe colors to display a graphic on a monitor. CMYK is used for printing because the color range is much wider. Graphics for the web are usually 72 pixels per inch, while printers (four-color process print) use 300 - 600 dpi (dots per inch) to create a smooth, non-grainy image.

**Lowest to Highest Resolution**

**.BMP (bitmap)** – this format was originated by Microsoft for displaying graphics within Windows. It is practical for the web but not for print because it tends to look grainy and pixilated.

**.GIF (graphics interexchange format)** – common file format for images for the web. It has a limited number of colors (256) and is best used for line art and clip art. Because of the limited colors, it is not recommended for photographs.

**.JPEG (joint photographic experts group)** – this is the most common format for images/photos on the web. It is not limited in colors and it efficiently compresses large, high-quality photos into a compact file. If the file is created/saved at a higher resolution (say 300 dpi) this format can be used for print without losing quality.



- Bindery service
- B/W copies
- Booth panels
- Brochures
- Catalogs
- CD/DVD duplication
- Course packets
- Customization
- Data warehousing
- Digital printing
- Fulfillment
- Large-format prints
- Logo creation
- One-to-one marketing
- Package design
- PowerPoint slides
- Printing
- Regulatory services (labels, package inserts, brief summaries, and med guides)

*.TIFF (tagged image file format)* – provides high-quality images and can display millions of colors. This format is used in print quite often. It is also supported by various programs so it can be edited easily and still maintain its quality.

*.EPS (encapsulated PostScript)* – is a [vector file format](#). It is compatible with Quark, InDesign, and other print layout programs. EPS files often are exported from a graphic creation program such as Illustrator or Photoshop.

Call us today to talk about the best file format for your print jobs at 203-934-4275, or visit us at [www.UnivGraph.com](http://www.UnivGraph.com) for more information.

- Sales aids
- Training manuals
- Training (Excel, PowerPoint, etc.)

## Excel – Adding Page Breaks for Printing

Have you ever found yourself wrestling with a spreadsheet to get it to break properly when printing? No need to get frustrated. Excel has a nifty application which gives you the ability see, insert, and move page breaks exactly where you want them.

**Previewing Page Breaks.** From the Menu – choose View – Page Break Preview. This view shows you where Excel will break the pages when printed. The dotted lines represent where Excel thinks the pages should break. Solid lines will appear where you have inserted a page break.

**Creating/Removing Page Breaks.** To insert a page break select a row or column below or to the right of the break. From the Menu choose Insert, Page Break. To remove a page break – highlight the row below or column to the right of the break. From the Menu choose Insert and then Remove Break.

**Changing Page Breaks.** Simply click on the dotted or solid line and drag it to where you'd like it. To get back to the spreadsheet view, choose View and Normal.

## Word – Counting Characters

Remember when you were young and in school and were told to write an assignment that was 700 words long? In those days you had to count each word by hand. Our kids have it so easy now because Word does it for them! This feature comes in handy for filling out forms on the web that restrict you to a certain number of characters or words.

To use this feature, just highlight the text that needs to be counted. From the Menu choose Tools, Word Count. A box will appear showing the number of pages, words, characters (no spaces), characters (with spaces), paragraphs, and lines.

Call us today to talk about upcoming projects that we can help you with at 203-934-4275 or visit us at [www.UnivGraph.com](http://www.UnivGraph.com) for more information.



## Fun Facts for August

### August Observances:

American Artist Appreciation Month, Cataract Awareness Month, Catfish Month, Eye Exam Month, Golf Month, Immunization Awareness Month, Inventors Month, Romance Awareness Month, and Water Quality Month.

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