



## SERVICES WE OFFER:

Bindery service  
B/W copies  
Booth panels  
Brochures  
Carton Design  
Catalogs  
CD Roms  
Color copies  
Course packets  
Creative  
Customization  
Data warehousing  
Digital printing  
Distribution  
Finishing  
Fulfillment  
Giveaways  
Labels  
Large format prints  
Logo creation  
One-to-one marketing  
Package design  
Posters  
PowerPoint slides  
Sales aids  
Training manuals



**Graphic Resolution** – determines how an image will appear. Resolution refers to the number of units (pixels) that are in a linear inch in an image. When measuring resolution on a monitor it is called ppi (pixels per inch). When you are using a graphic for print you are measuring dpi (dots per inch).

The higher an images' resolution, the more detail and subtle color transitions you will see in the graphic. A graphic with low resolution will look pixilated (made up of small squares) and could have jagged, rough edges.

An image which looks fine on the web may not be suitable for printing. Generally, a web graphic is 72dpi because the typical monitor resolution is 72ppi. To get the best results for your printed material you want graphics to be a minimum of 300dpi.

Sizing will also affect the look of the graphic. If your graphic is small in size (ie 1" x 2") and low in resolution, you might not see as much of the pixilation. But as soon as you make it bigger you will notice the pixilation.

If you have questions about resolution just give us a call and we will work with you to achieve the highest-quality look for your next project.

**PowerPoint** – Slide Layouts. "Layout" refers to the way things are arranged on a slide. A layout contains placeholders (boxes with dotted or hatch-marked borders that are part of most slide layouts) which hold text such as titles and bulleted lists and slide content such as tables, charts, pictures, shapes, and graphics.

To access these – go to Format in the menu, Slide Layout. On the Slides tab in normal view, select the slides you want to apply a layout to. Or if you right click on the slide itself and choose Slide Layout you get a task pane showing the various choices. Point to the layout you want, and then click it.

**Excel** – Text to Columns. A quick easy way to break up data in Excel. You've got a mailing list and the first and last name are in one field but you need them separated into two columns.

Highlight the text you want to break apart click on Data in the menu, Text to Columns. A text wizard window will appear. You have two choices – Delimited or Fixed Width. Delimited allows you to specify what character (comma, space, dash, etc.) is used to separate the fields. Fixed Width separates the column based on number of characters (best used when your data needs to be separated at the same length of characters – for example you want the area code separate from a phone number).

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### Happy Holidays:

The staff at Universal Graphics wishes you a happy and safe holiday season. We look forward to working with you in the new year. And please remember those less-fortunate this year.

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Universal Graphics, 375 Morgan Lane, Suite 203, West Haven, CT 06516  
[Universal Graphics - one call...one source](#) Phone 203-934-4275 Fax 203-934-4324

To be removed or add others to this e-newsletter, please contact Amy at [amy.potts@univgraph.com](mailto:amy.potts@univgraph.com)