



# Digital Tips

Tips for February 2008

## 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

Combining  
**TECHNOLOGY**  
& PRINT

### **Word – seeing your document from a different angle –**

Word provides you with a variety of ways to view your document.

**Normal View** – for viewing typing, editing, and formatting text. Normal view shows text formatting but simplifies the layout of the page so that you can type and edit quickly.

**Web Layout** – Work in Web layout view when you are creating a Web page or a document that is viewed on the screen. In Web layout view, backgrounds are visible, text is wrapped to fit the window, and graphics are positioned just as they are in a Web browser.

**Print Layout** – Work in print layout view to see how text, graphics, and other elements will be positioned on the printed page.

**Reading Layout** – Reading layout view is designed to make reading documents on the screen more comfortable. Reading layout view does not display the document the way the document is formatted for printing. Text may appear larger than expected, and the page breaks do not necessarily correspond to breaks between printed pages.

**Outline** – Work in outline view to look at the structure of a document and to move, copy, and reorganize text by dragging headings. In outline view, you can collapse a document to see only the main headings, or you can expand it to see all headings and even body text.

**Project Coordination** – Recently a client asked us to coordinate materials from a variety of sources to create a training binder for a new product indication. There were over 80 items (reprints, presentations, scientific posters, and CDs) to gather from a variety of sources. Additionally, the client needed the binder to have customized tabs for different subjects.

We were responsible for ensuring that all pieces were received and reproduced. We used Excel to track all the files and keep them in the correct tab areas. This saved the client time and allowed them to focus on marketing their product. In the end, over 60 binders were produced and shipped for use by the international sales staff. When the client contacted us a month later, needing more copies, we were able to turn the job around quickly. If you have any projects that just seem too monstrous for you to handle, contact us, we can help!

**Excel – Paste Special** – The paste special feature in Excel can be very valuable and has many options to choose from. If you copy or cut cells in Excel and choose Edit/Paste Special you will see the choices. A few of our favorites are Formulas, Values and Transpose.

**Formulas** – Choosing this option will put the formulas (=A1+A2, =sum(A1:A2), etc.) from the copied cells into the pasted cells (it's basically a normal paste).

**Values** – Pasting values means that Excel will put the results of the cells formula into the pasted cells (if A1+A2 = 5, then the pasted value will be 5 – not =a1+a2, in the paste cell). This is extremely valuable; for instance, if you run a monthly billing spread sheet that calculates totals and you need to put the values of the monthly totals into a yearly spreadsheet. Using this

can save you a lot of miscalculated numbers and embarrassment.

**Transpose** – This is a wonderful tool to use if you are given a series of data that goes across by columns, but you need to work with the data in rows (or visa versa). Highlight the data to switch and use Paste Special, Transpose to “turn” the data.

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**Fun Fact for February:**

February 18, 1885 – Adventures of Huckleberry Finn first published.

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