



Digital Tips

Tips for July 2007

SERVICES WE OFFER

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

Word – E-mail Mass Merge: Did you know that you can create and send mass e-mails from Word? It's very simple. Just go to Tools, Letters/Mailing, Mail Merge, and pick the document type "E-mail messages". The mail merge wizard screens will walk you through the process. The end result is a personalized email to each of your recipients.

Graphic Formats – CMYK vs RGB

CMYK: (Cyan, Magenta, Yellow, Black) *Used for color printing.* Each color absorbs part of the light reflected from the page. This method of creating color is called a subtractive process. The colors resulting from this process of subtraction—cyan, magenta, and yellow—are the primary colors of ink. If the subtraction process were perfect, the result of combining all three of these colors would be a total absence of light. By adding a fourth color, a true, robust black, printers create a greater range of contrasts and deeper shadows.

RGB: (Red, Green, Blue) *Used for the web and screen.* RGB adds red, green and blue light to a black background and so is called an additive process. This is why colors on a screen image are often different when printed. The two modes produce color in a different way. When creating images for journal and other print media, you will usually need to use CMYK.

PowerPoint – Using Master Pages: A master page is used to set a standard format/look for all slides. To see the master – go to View, Master, Slide Master. Here you can set guides that will appear on all slides, add a graphic, heading, page number, date and more.

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To be removed or add others to this e-newsletter, please contact Amy at amy.potts@univgraph.com