

Digital Tips


Tips for October 2007



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

Cropping Graphics in Word and PowerPoint. You don't have to have a program like Photoshop to crop graphics. You can just

do it in Word or PowerPoint. Click on the graphic, find the  icon in your tool bars (if you don't see it go to View, Toolbars and choose the Picture tool bar). Once clicked, you will notice small black lines (crop marks) around the corners, and one on each side of the picture. Use your cursor to drag the crop marks to crop the graphic the way you'd like (from the left, right, top or bottom).

Cutting File Sizes in PowerPoint. Have you ever tried to send a PowerPoint file to only find that the file is too big for your email system (or the person receiving it). Generally that means that you have a lot of large graphics files in the presentation.

The best way to conquer this is to use the Compression feature in PowerPoint. Click on a graphic, click Format, then Picture. A tabbed box will pop-up. Click on the Picture tab and click on Compress on the bottom left. From there you can have it compress that graphic, or all graphics in the file, and choose if you want the compression to be for web/screen or print or decide to delete cropped areas of a graphic. Check the file size before and after you do this – you'll be amazed at the results!

Preparing Files for Printing. There are a variety of programs to use to create projects that need to be printed. The most robust programs for doing this professionally are Quark and In-Design. Other programs such as PhotoShop, Word or PowerPoint can work as well, but have their own proper applications. For example, if you are creating a brochure or marketing piece, use Quark or In-Design. If you are having a presentation printed, then PowerPoint would work perfectly. Labels and letters can be created using Word.

If the piece is prepared in an unsuitable program, you could sacrifice quality and it will cost you time and money, because we have to properly prepare the file for optimal printing.

We can design and create pieces for you if you don't have the right programs. If you have questions on the best way to prepare something for print – just give us a call or email and we will direct you down the right path.

Fun Fact for October:

Carving hollowed vegetables for Halloween dates back to an old Irish myth about a man called Stingy Jack. Jack played several mischievous pranks on the Devil, and was denied entry into both heaven and hell and was sent into the night with only a burning coal inside a carved-out turnip. Irish and Scottish families began placing turnip lanterns on doorsteps to help ward off evil spirits on Halloween. When these families immigrated to the US, they carved pumpkins instead.

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