

# Design Q&A

## Proper Formatting Ensures Print-Perfect Graphics

Graphics—photographs, charts, artwork, logos, and so forth—are what makes your publication stand out from the competition. For this issue of **Newsletter Communications**, we talked to Publication Studio Art Director Kyle Sox about the best ways to save, send, and receive your newsletter graphics.



This image is saved at 300 dpi, which is perfect for print use, unlike the low resolution version below.

### What types of graphic files look or work best in print?

Generally **TIFF** and **EPS** files work best because they contain the most information relevant for printing. The resolution of TIFF and EPS files should be at least 300 dpi (dots per inch) or higher.



An example of an image optimized for use on the Internet. At 72 dpi the “jaggies”—visible pixels—are obvious.

### What types look or work worst?

**GIF** and bitmap files, as well as some **JPEG** files. Sometimes people mistakenly think an image on their web site can be used for print, but those images have been stripped down to load quickly on their site,

missing the necessary information for printing such as an acceptable resolution and wide color pallet.

### What makes the first group superior to the second?

EPS and TIFF files have the desired resolution and are designed to work with Raster Image Processors (RIPs), which are film output devices. GIF and bitmap files are small and have a limited color pallet—everything that a print image should not be.

### What are some of dos and don'ts of graphic file formats?

**Do** make sure photos are the correct resolution and format. If there is a question, send or request the original photo or transparency, just to be on the safe side.

**Do** make sure logos and graphics are the correct format. All logos have to be created in a vector drawing program (Adobe Illustrator, Corel Draw, or Macromedia Freehand). Once created in one of these programs, the graphic should be saved in



Arrow logo saved correctly as a vector image. (Adobe Illustrator EPS)



Arrow logo saved incorrectly as a JPEG. (Note the “artifacts”—undesirable miscolored pixels in the white areas.)

whatever file format it was created. If the logo has not been saved in digital form, provide or request a printed sample and PMS colors (if the logo requires it).

**Don't** send or ask to receive graphics that are imbedded in word processing or presentation documents (PowerPoint)—these are much harder to open and place than “plain” graphics files.

Remember, the quality of your images will be reflected in your final piece. Make sure to provide your publication designer or printer with the best materials possible. 📌

## Glossary of Terms

**EPS**  
(Encapsulated PostScript) – Used to transfer PostScript language artwork between applications, this file format is supported by most graphic, illustration, and page-layout programs.

**GIF**  
(Graphics Interchange Format) – The file format commonly used to display graphics and images in HTML documents because it's designed to minimize file size and electronic transfer time. GIF files usually are limited in color pallet and resolution (which is bad for printed pieces).

**JPEG**  
(Joint Photographic Experts Group) – The file format commonly used to display photos in HTML documents. Unlike GIFs, JPEGs retain all color information in an image, but compress file size by selectively discarding data (usually the data needed for sharp print images).

**TIFF**  
(Tagged-Image File Format) – Used to exchange files between applications and computer platforms, this flexible file format is supported by almost all paint, image-editing, and page-layout applications. Most desktop scanners can produce TIFF images. Can be saved as PC- or Macintosh-compatible. 📌