

Visual Art Services Professional Digital Imaging

Visual Art Services uses only professional equipment to image your computer files into high resolution visuals. However, when using our services, your input entirely determines the nature of the output you receive.

Not all software programs were designed for generating high quality presentation visuals. When requested, we will advise you as to which programs are best suited to meet your output requirements.

Most PC and Macintosh graphics applications can create/export an output file that can be imaged through our system. Please refer to information sheets on specific applications for details on set up and saving of your files for imaging.

Pointers For Creating Professional Quality Prints

Page Lay-Out

- In Page Set-up choose US Letter (8.5" x 11").
- Vertical orientation is preferable for prints.
- The maximum imageable area on the 8.5" x 11" page is 8" x 10.5".

Text

- For legibility and cross-platform use these fonts: Arial, Times New Roman, Symbol and Wingdings
- **Do NOT** use fonts with city or country names (ie.: New York, Geneva, Chicago). These are dot matrix printer fonts only and will not print correctly on your print.
- Use simple, easy to read type styles, avoid script style fonts.
- Avoid using more than two typefaces (fonts) per print.
- Upper and lower case, rather than all capital letters is more readable.

Tables and Graphs

- Many software packages include a table making function. Use it to create professional looking tables that will image correctly. If you must create a table manually do not use spaces to create your columns, use tabs.
- Graphing functions are also included in most current software packages. Choose solid colors rather than patterns to fill your bar graphs. The patterns will not image (see below).

Colors

- Pick a color scheme with high contrast - light background (usually white) with dark text.
- Use colors sparingly, too many colors can make the print visually confusing and unprofessional.
- Use solid colors not patterns to fill objects. Because of the high resolution of our output devices patterns will image as a shaded color (ie, if your pattern is red crosshatches it will appear as solid pink on your print).

Artwork from more than One Program

- When you want to move artwork from one program to another do not use copying and pasting. Instead, export or save the artwork in a compatible file format, then place, import or insert it into the destination program.

**For downloadable application specific instructions go to:
vas.stanford.edu**

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