

# 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 Slides

### Page Lay-Out

- Presentation programs (ie. Power Point, Persuasion) have 35mm slide as an option in Page/Slide Set-Up.
- Other graphic programs (ie. Illustrator, Canvas) require you to set up a custom page.
  - Before entering any text or data you should create a "page" with an aspect ratio of 2 x 3 (approximately 7.33" x 11"). Horizontal orientation is preferable.
- Avoid using the outer edges of the slide, the slide mount can cover 5-7% of slide all the way around.

### 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 slide.
- Use simple, easy to read type styles, avoid script style fonts.
- Avoid using more than two typefaces (fonts) per slide.
- Upper and lower case, rather than all capital letters is more readable.
- Limiting each slide to no more than 6-8 lines of text increases legibility.

### 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 text (white, yellow, or cyan) on a dark back ground (blue or black) increases legibility.
- Keep color scheme consistent throughout presentation. Use colors sparingly, too many colors can make the slide visually confusing and unprofessional.
- Use solid colors not patterns to fill object in your slides. 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 in your slide).
- White backgrounds are not recommended. If white is desired, use 5% gray (it will appear as white when projected). The white seen on a blank computer screen page is not a color, and will image as black.

### 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](http://vas.stanford.edu)

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