



January 26, 2012

Volume 11

**PowerPoint -
Gathering Your
Thoughts**

**Graphic Formats for
Print and Web**

**You Have
To Laugh**

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PowerPoint - A Great Place to Gather Your Thoughts

PowerPoint is not just for making presentations it also serves as a great tool to gather and save your thoughts on a project. In PowerPoint you can jot down your ideas, keep track of graphics or pictures you might use, follow your progress, combine excel tables, create your own graphic looks and flow charts, and save web links to pertinent information. Read more about how to harness the power of PowerPoint to gather your thoughts.

Let's say you are given a large project, for instance, running a large meeting. Involved in the project are 4 other committee members and you are required to arrange all the details including the theme, food, entertainment, and printed material. This information needs to be shared easily with the committee members and other staff. You could keep track of this information in a variety of ways – like Excel, in Word or just on paper, but using PowerPoint works especially well to gather, track, save and share your project needs.

Because PowerPoint allows you to insert a multitude of file types (graphics, Excel, text, shapes) you can have all the information you need at your fingertips. So using our example of the large meeting, you might have the following slides

- Overall information – number of people, date, location
- Agenda (from Word document)
- Graphic ideas you've pulled from the web for creating the printed materials or the theme (look) of the meeting (insert or cut and paste in graphics)
- Menu
- Table Seating arrangements (using PPTs graphics to create)
- Hotel listings
- Progress tracking calendar (table from Excel)
- Vendor contacts listing
- Listing of web sites where you might buy items
- Charts to use for presentations (directly connected to an Excel file)
- Notes to yourself about things to be done

The neat part is that no matter what order you jot this information down you can easily rearrange the slides to the order you want them. If you need to add more information – just add another slide. Then when you are ready to share your plans with the committee or others you can send them the PowerPoint file or make it into a PDF for them to review.

Happy thought gathering! If you need any assistance with PowerPoint or have questions, contact us at info@aapk.com.

Graphic Formats for Web and Print

Using the right graphic type for your web or print project can make a big difference in quality and file size of your pieces. Each graphic type (.bmp, .gif, .eps, etc.) has a different use and format. Knowing which type works best for each application will ensure that your work always looks professional. To learn about the different types, click [here](#).

There are two things to know when choosing which file format to use – color mode and file type.

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Color Mode – RGB vs CMYK

The **RGB** color mode uses a set palette of web-safe colors to display a graphic on a monitor (best for Web use). Setting a picture in the RGB mode that will be used for print will create a distorted looking image.

CMYK is used for printing because the color range is much wider. Graphics for the web are usually 72 pixels per inch, while printers (four-color process print) use 300 - 600 dpi (dots per inch) to create a smooth, non-grainy image (best for Print use).

File Type – Listing from Lowest to Highest Resolution

- **.BMP** (bitmap); Web – this format was originated by Microsoft for displaying graphics within Windows. It is practical for the web but not for print due to it looking grainy and pixelated.
- **.GIF** (graphics interexchange format); Web – a common file format for images used on the web. It has a limited number of colors (256) and is best used for line art, clip art and graphics. Because of the limited colors, it is not recommended for photographs due to distortion.
- **.JPEG** (joint photographic experts group); Web, sometimes Print – this is the most common format for images/photos on the web. It is not limited in colors and it efficiently compresses large, high-quality photos into a compact file. If the file is created/saved at a higher resolution (say 300 dpi) this format can be used for print without losing quality.
- **.TIFF** (tagged image file format); Web and Print – provides high-quality images and can display millions of colors. This format is used in print quite often. It is also supported by various programs so it can be edited easily and still maintain its quality.
- **.EPS** (encapsulated PostScript); Print – is a vector file format. It is compatible with Quark, InDesign, and other print layout programs. EPS files often are exported from a graphic creation program such as Illustrator or Photoshop.

Contact us at info@aapk.com today if you have questions about the best file format for your project – be it web or print.

You Have To Laugh

Video: Cars slipping and sliding: <http://www.youtube.com/watch?v=xrJujgh2aCc>

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