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the slide factory - CHARTMASTERS

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Tips for setting up Slides - Please read to insure proper imaging of your files..and complete our order form!

Size - As slides have a 3 to 2 aspect ratio, use this ratio for your page set-up. Powerpoint and Persuasion have 35mm slide set-ups already listed in their file menus.

Please use these set-ups for slides. Avoid sending us digital files that use the "On-Screen Presentation" page set-up. For software packages that don't have an automatic 35mm page set-up in any menu, suggested page sizes are 6 x 4", 9 x 6", or 12 x 8". Leave a 1/4 inch free space around the bounding box!!

Platform - it is important to let us know the *PLATFORM* used to create your show (MAC or PC).

Fonts - Include with your digital files all fonts used (include both the screen *AND* printer fonts for postscript fonts). We have an extensive font library, but there are thousands of fonts available, and we simply don't have them all - so best to check with us in order not to delay your work.

Imports- Quark requires all imported graphics to be available, so be sure to include these with your jobs. Most images off the WEB are too low resolution for 35mm slide output. **DO NOT send files in with imports over 6 megs.** This is unnecessary, and may delay/increase job cost. All imports must be in RGB.

Hard Copies - *Without hard copies, we cannot guarantee that your job will come back to you properly.*

Color Matching - Because of different color gamuts, our output will vary slightly from your monitor. If exact color matching is required, please provide a color proof and allow extra time and budget for added service.

Powerpoint

Select the 35mm set-up from the page set-up menu. It is recommended to use the Master Page to format the look of the slides, as this will keep everything uniform. We recommend using tabs for spacing instead of the space bar, due to text shifting problems when output to slides. As we do not support every graphic program available, there may be imaging problems with certain imported graphics embedded in your Powerpoint file. We may call and ask that you send the original graphic in its native software format, or converted to a file format that we know will work properly.

When bringing in images into PowerPoint, they must be imported. DO NOT cut and paste. Powerpoint will embed any imported graphic, so unlike Quark, it isn't necessary to include all imported graphics with the Powerpoint file.

And as always, send in fonts when using out-of-the-ordinary fonts and hard copies with your Powerpoint files. When printing hard copies out of Powerpoint, you may use the "6 slides per sheet" feature, to cut down on paper use (especially good for files containing many slides.) Also use the "pureblack & white" This will allow for more legible print-outs for our proofing purposes.

Photoshop

TIFF files are the preferred file format. This file type generally maintains the most accurate colors when being rasterized on our film recorders. LZW compressed TIFFS are useable. Avoid sending in GIF or JPEG files, as these file types use a data compression procedure known as "lossy" compression, meaning that when printed out, image quality may be compromised. GIFs and JPEGs are mainly designed for on-screen viewing and websites.

Resolution is a key issue with these types of files, but actual size of the file relates to resolution. For example, a file size that is **6 x 9" at 200-300 dpi will have enough resolution to image properly.** But a 6 x 9" file at 100 or 72 dpi will not contain enough resolution, and slides will come out looking pixelated and unclear. Pixels:1200x1800 for 6"x9". Photoshop files that are in the 10+ meg range contain far more resolution than needed for slides, and will take a long time to image, so we discourage sending files at these sizes which may entail higher fees to output due to the time required.

All Photoshop files should also be in RGB mode, not CMYK. Our film recorders may misinterpret the color information from anything but an RGB file. Finally, all Alpha channels should be removed, as they may cause problems with imaging the file.

Quark

When creating slides in Quark, always try to use the 3:2 aspect ratio for a page set-up (though it may not always be possible). Unless you assign a background color, all slides from Quark will come out with a black background. Avoid using any text or picture boxes that go off the page, as our imaging software will misinterpret the outer edges as your page boundaries. Imports must be in RGB. Remove all crop marks. Quark docs with data off the page will not be imaged. Either we will advise you to rework the file or quote for us to do it. Along with your Quark document, send all imported graphics, fonts, and hard copies for proofing.

Illustrator

Many Quark rules apply to Illustrator. Try to maintain the 3:2 aspect ratio for page set-up, assign a background color, include any imported graphics from Photoshop (unless they are embedded in your Illustrator file), and keep all objects and text within the document boundaries. Remove all crop marks. It is usually a good idea to convert type to outlines, as this will avoid the usual necessity of installing all fonts that were used in your Illustrator file. Do not mask using white rectangles. A background box **MUST** be added, use white for "clear" color.