

## Thanks for your support...

Can I take this opportunity to thank all of you for your support for my family this year - following the Elim tragedy. We lost track of the amazing things many of you did for us - but special thanks to Kiwi Print & Dot Print for the service sheets and thank you cards. Many of you popped in just to lend support and ask how we are doing - and still do so, and this is much appreciated.

### File Formats

You may be unsure what the actual differences are between certain file types - such as EPS (Encapsulated PostScript), JPEG (Joint Photographic Experts Group) and GIF (Graphics Interchange Format). It can be confusing - but here we go:

A JPEG is a compressed image file suitable for use on the Internet (e.g., your website). It contains **raster information**, which means that its resolution is determined by the size of its pixels. A JPEG can display millions of colours so as a result of its powerful compression capabilities, JPEGs are good for displaying photos and images. You can place a JPEG in a Microsoft Word document and it may print to a laser-printer well. If a JPEG is created and saved at high resolution, it can be perfectly okay for the press.

A GIF is another popular choice for the Internet. It is a bit-mapped graphics file format that supports a maximum of 256 colours, making it practical for almost all Internet graphics except photos. GIFs also support transparency, which means if you place a transparent GIF over something blue, the background colour of your GIF image will appear blue.

Both JPEGs and GIFs are often saved at 72 dpi for the internet, so if you try to print one at this resolution, the image will most likely appear blurred or jagged ("bit-mapped").

An EPS file contains **vector information** (but keep reading), which means its resolution is not determined by pixels. As a result, an EPS can be made as large or small as necessary without compromising print quality or losing design detail. It can also contain extra information such as spot colour channels and trapping. It may display poorly on your computer screen, but this does not mean it will print badly.

Having explained that, it is still possible to get a poor quality EPS file. This is because an EPS file can contain both **vector AND raster information**. So if you were to do a low res scan for

example and save it as an EPS file, it would still be low res and print poorly. Remember that simply saving a file into EPS format won't turn something bad into something good.

### What software programs open what file formats?

To open and edit an EPS file, you will need a program like Adobe Illustrator, Macromedia Freehand, or Corel Draw. Some applications, including Microsoft Word ("Insert Picture From File") will display but not allow you to edit EPSs. You can edit JPEGs and GIFs using a program like Adobe PhotoShop.

Obviously there are more file types than just EPS, JPEGs and GIFs, but these three are among the most commonly used - and most commonly confused. A general understanding of their applications and differences can make a big difference when requesting files from your customers.

### 2008 Courier Price increase

Unfortunately due to increases in courier ticket prices we have now had to increase our courier charge to \$10.00 This won't affect our clients that take advantage of our free delivery service in the Manukau City area.

### Christmas Break

Our last day for 2008 will be Friday 19th December. We re-open on Monday 12th January 2008 for mornings only then full time from the 19th. Have a great Christmas!

### Paul McPhail



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