



3602 Good Medicine Way
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Slide Imaging

How to prep electronic files properly and save money!

page 1 of 2

Slides Are Our Specialty!

Media Works is a leader in producing 35 mm slides as well as multimedia PowerPoint presentations. Our slides illustrate the best designs available, proven through years of practical testing around the world. We can digitally image your tiff & jpg images or PowerPoint files.

Slide show productions are used for many types of presentations. They range from simple text only to the complex, incorporating charts, graphics and photos, as well as colored backgrounds of varying complexities. Take a look at some simple steps to improve your results and prevent problems which can cause additional costs. Use our expertise to set your files up correctly from the start.

Software supported for slide imaging:

- Media Works accepts slide files generated as tif, jpg, Digital Cameras, PowerPoint® & Photoshop®

File dimensions:

- Setting up the proportions is **critical**, 35 mm slides depend on a 2:3 ratio. Incorrect page setup will result in a slide with extra white or black on the sides.
- Media Works requires the following dimensions for the program you are using:
 - **PowerPoint** - under **FILE**, pull down to **PAGE SETUP** and under **SLIDES SETUP FOR:** change 35 mm (It usually defaults to on screen show.)
 - **Photoshop®** - set the document size at 7.5 x 5 inches.
- Horizontal and vertical slides must be in different files.

Adding graphics:

- Imported graphics need to be compatible with the program you are using. (tif or jpg work best)
- Add color to graphics **before** importing or placing, especially when placing in **PowerPoint**.

Scanned images:

- We recommend scanning at **150-200 dpi maximum** for best results.
- Scan images at the final size (stretching/shrinking an image is not recommended).
- Scan in the **RGB Color** mode to match the slide imager.
- Save as **tif** for placement in your slide presentation software.
- .jpg files also usually work, but .tif files are more predictable.

Color Guidelines:

- Slides are imaged as RGB color files, not CMYK. The slide imager will convert CMYK to RGB and this will cause color losses and variances.
- Don't get carried away with color, limit your color choices to 3 or 4 on a contrasting background.
- We do not recommend using light colors or white as a background. These will cause so much light to be projected onto the screen that your audience will have trouble seeing the text and it may seem washed out.
- Use colors to differentiate between objects instead of patterns, they image better.
- Red and hot pink are hard colors to read in text blocks.



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Fonts:

- Please use only fonts that came with the program.
- Bold, plain text with drop shadows show best on the screen (large & legible type).

Design Suggestions:

- Give your presentation an attention-getting title.
- Decide on a basic design and use it throughout.
- Use bullets and numbers to organize ideas and lists.
- Use the same verb tenses.
- Avoid hyphenation, it interrupts the continuity of the message.
- Remember less is better, not too many lines of text (no more than 6-8 lines is suggested).
- Do not use all caps for large blocks of type - they are hard to read.
- Proofread carefully! Spell-check doesn't catch everything.
- End with a summary or closing title slide.
- Check readability - stand back approx. 10-12' from full screen view of your monitor to see if you can read the slide content. This gives you an idea of how it will appear when projected on the screen.

Transferring the file to Media Works!

- Proofread carefully & check your spelling! (If possible, have someone proofread for you).
- **Save the file and record the file name to send with your name, billing information, and phone numbers for both work and home. Sometimes we have to call after hours to meet a deadline.**
- Preferably do not compress the file, check with us first.
- **Provide a hard copy so we can cross check information for accuracy of file transfer (4-6 slides to a page in black and white is fine).**
- We can accept diskette, zip & CD's formatted for either PC or Mac.
- E-mail may be an option but you must call first to verify if the file transfer will work. **We will still need a hard copy to cross check for accuracy of the file.**
- We offer an **ftp site for large files, please call for ID & password.**
- Include all support graphics with the file.



Media Works does check all files once we receive them. This is part of our service. The more time you spend in creating your images according to the above directions the less likely we will have problems.

All slide services - 48 hr. turnaround (shorter turnaround maybe a rush charge) \$25.00 minimum

Digital slide imaging from error free, print ready client file \$5.00/slide

Other Slide services available:

- Slides from photos, artwork, maps, pictures, etc.
 - copy stand size (up to 15" x 15") \$5.00/slide
 - oversized (15"+) \$10.00 - 25.00/slide

Thank you for your interest in using Media Works Slide Imaging Services! Additional questions:

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