



design • printing • high speed digital copying • mailing

University of Dayton Printing & Design

January 2011

What's new?

DVD/CD DUPLICATION

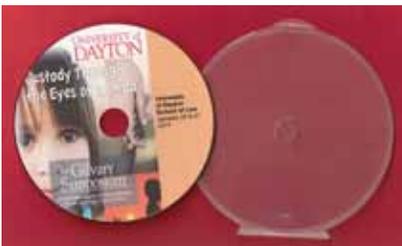
Looking for a way to supplement your class or seminar materials with something more durable than a paper handout?

Consider giving each person in your audience a CD or DVD of your presentation.

UD Printing & Design now offers small-run DVD/CD duplication at an affordable cost, including:

- Label design
- Multiple burns
- Clam shell case

For a cost estimate, call Doug Stone at 937-229-4700.



Sample of CD created for the University of Dayton School of Law

Reflecting on resolutions . . .

Some New Year's resolutions may, to use a well-known phrase, "go in one year and out the other." On the other hand, they can be more than shallow promises that, despite our good intentions, are not kept.

Abraham Lincoln offered a different take on the word "resolution." The word, in this sense, goes beyond an empty promise, and reminds us that we all have a choice:

"Always bear in mind that your own resolution to succeed is more important than any other."

As a new year begins, we, at UD Printing & Design, remind ourselves of our **VISION** *"to be recognized as the best source for printed and duplicated educational and business materials for the University of Dayton by recognizing and implementing customer-driven change in a service-focused environment."*

In addition, we resolve to succeed in fulfilling our **MISSION** as *". . . a full service printing, digital copying, graphic design and distribution facility committed to serving the entire University community—students, faculty, and staff . . . providing the highest quality printed material, reacting positively and responsibly to the technological developments that affect the duplication and dissemination of information, and operating in a financially sound manner in full support of the University of Dayton's mission and vision of the future."*

We appreciate the business you sent our way last year, and look forward to working with you again, as we begin a new year together.

Happy New Year!

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Photographic resolution: in print and on the Web

“Image resolution describes the detail an image holds. The term applies to digital images, film images, and other types of images. Higher resolution means more image detail.”

—Wikipedia

An image’s resolution can be measured in different ways, but is often measured in dots per inch (dpi).

Knowing how to correctly submit photographic images for use in print and on the Web is important.

For example, if a jpeg image is downloaded from a Web site and submitted for print, the image will usually appear “pixelated,” or out of focus, when printed.

This happens because an image for use on the Web is usually saved at a low resolution of 72 dpi. This works well in Web design because the lower the dpi, the smaller the file, and the image will load quickly when you open the Web page. An image saved at a higher resolution (or

dpi) would bog down the site, and cause the images to load too slowly.

Photographic images submitted for print require a higher resolution in order to appear clear and crisp in the final output.

An image submitted for print should be an original high resolution photograph, saved at a minimum range of 150–300 dpi.

If you don’t know how to change the resolution of an image, it’s okay to submit the original photo without changing the resolution, but it may be difficult to email because of its large size.

The good news is, as long as UD Printing & Design receives a **high resolution** photograph, the designers can save it at the appropriate resolution for print. However, if they receive a low resolution image, there’s not much they can do to make it print clearly.

Rule of thumb: *Send original, high resolution photographs to UDP&D — not photos you’ve saved from a Web site.*

Quote of the month . . .

“To err is human; to forgive is divine.”

— Alexander Pope



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