

File Types

File Type	Common/Best Resolution	Best for	Exported/ Saved From	Color Mode	Notes
Jpg	150-200dpi	Presentations or Web	Photoshop, Illustrator or InDesign	RGB	Good all purpose file type. Can also be used in Work documents.
Tiff	200-300dpi	Printed Material	Photoshop or Illustrator	RGB, CMYK, B/W	Not good for presentations.
Png	150-200dpi	Presentations or Web	Photoshop or Illustrator	RGB	Background transparencies are good for small images and are best for presentations. Can print jagged.
Gif	72dpi	Web	Photoshop or Illustrator	RGB	Primarily only used for web. Can be useful for animations in Powerpoint.
PDF	Any	Printed materials or web	Photoshop, Illustrator or InDesign	RGB, CMYK, B/W duotone	Best for sending any item (presentation or document) to a print vendor to ensure nothing "moves." Also best for putting documents on websites for download as resolutions is easily controlled
Eps/Ai	None/Any	Working files, logos, large banners	Illustrator	RGB, CMYK, B/W duotone	Need special software to open.

.ai .eps .pdf .gif .png .tif .jpg

Helpful Tips for Proposal Graphics

Graphics for oral and written proposals should be prepared differently to accommodate the variations between these two delivery methods: size constraints, print quality versus screen quality, file formats, etc. Here is a comparison of the major differences:

Orals

- Best resolution and file format: 200 dpi (dots per inch) jpgs
- Best size: PowerPoint slides are 10 inches x 7.5 inches (or 25.4 cm x 19.05 cm)
- Best practice: use animations sparingly and only to communicate not to amaze.

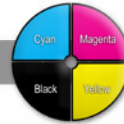


RGB

- Red, Green, Blue
- Color of light
- Vibrant
- Best for: onscreen (websites and presentations)
- Good for: digital press and desktop printers

Written

- Best resolution and file format: 200 dpi (dots per inch) tiffs
- Best size: Graphics should fit either in one column or across two. Subtract the left and right margins for two column width. For one column the graphic should fit exactly in your column. Don't forget to include the gutter as well as the margins!



CMYK

- Cyan, Yellow, Magenta, Black
- Color of print/ink
- Can seem dull(er)
- Best for: traditional offset printers

Resources

Proposals

Robert S. Frey. *Successful Proposal Strategies for Small Businesses: Winning Government, Private Sector and International Contracts, 2nd Edition*

Joseph R. Jablonski. *Proposal Writing to Win Federal Government and National Laboratory Contracts*

Art and Design

Joshua C. Taylor. *Learning to Look: A Handbook for the Visual Arts*

David A. Lauer and Stephen Pentok. *Design Basics, 3rd Edition*

Information Design

Michael T. Parkinson. *Billion Dollar Graphics.* (www.billiondollargraphics.com)

Edward R. Tufte. *The Visual Display of Quantitative Information*

Edward R. Tufte. *Visual Explanations: Images and Quantities, Evidence and Narrative*