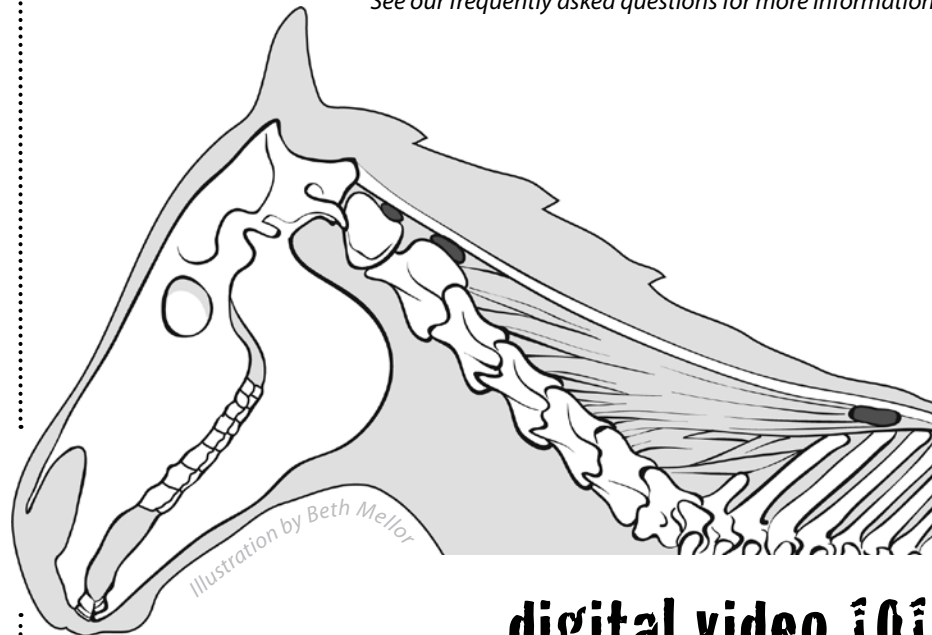


did you know?

- Media Services can print single page **large format posters** for scientific meetings.
- Media Services can **laminates** both small format and large format prints.
- Media Services has **bulk pricing** on slide scans and laser prints.
- Media Services offers similar pricing to faculty, staff, and students for **personal work**.
- Media Services can **digitize video** and/or **burn to DVD** with a **custom label**.
- Media Services can create **custom illustrations**.
- Media Services can assist you with **figure preparation** for publication.

See our frequently asked questions for more information.



digital video 101 file formats explained

.MOV is defined by Apple. It is the most common format for audio/video data on the Mac based platform. Played with Quicktime® video player.

.AVI (Audio/Video Interleaved) is a file format for storing and playing back movie clips with sound on Windows-based PCs. An AVI file is organized into alternating ("interleaved") chunks of audio data and video data. AVI is a "container format," meaning that it specifies how the data will be organized, but it is not itself a form of audio or video compression.

.MPG (MPEG stands for Moving Picture Experts Group) a committee that sets international standards for the digital encoding of movies and sound. There are several audio/video formats which bear this group's name. In addition to their popularity on the Internet, several MPEG formats are used with different kinds of A/V gear:

.RM (RealMedia) is one of the most popular formats for streaming content on the Internet, RealMedia includes the RealAudio codec for sound clips and RealVideo codec for movies. RealAudio and RealVideo files are often given the common RealMedia ".RM" file extension. RealMedia files are often heavily compressed so they can stream over dial-up Internet connections.

.WMV (Windows Media Video) – **The best format for Powerpoint!** – is Microsoft's proprietary compression format for motion video, Windows Media Video is used for both streaming and downloading content via the Internet. Microsoft's Windows Media Player, an application bundled with Windows XP operating systems, lets you playback and manage a range of audio and video file types, including, of course, WMA and WMV.

who are media services?

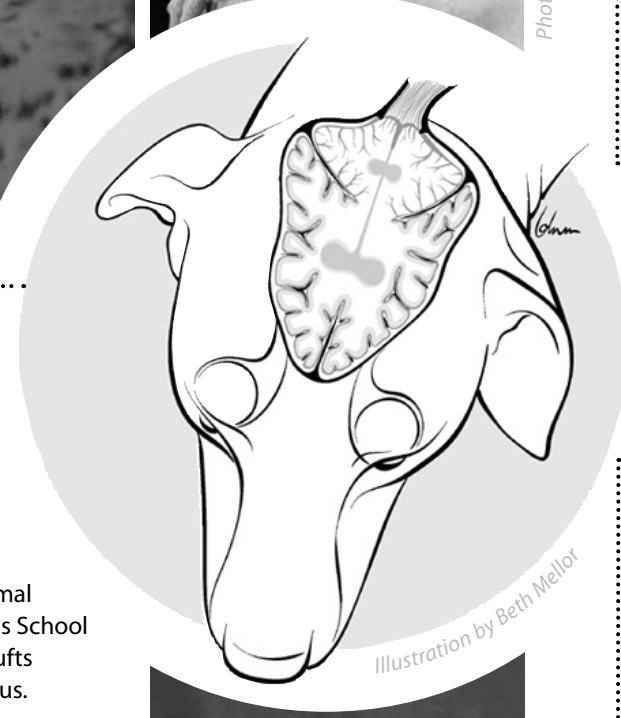
Media Services is a full service department offering Photographic, Audio Visual, Graphic Design, Illustration, Web Design, and Multimedia Services to faculty, staff, and research groups of Cummings School of Veterinary Medicine, Tufts University, and customers external to Tufts University.

With a philosophy grounded in customer service and over 30 years combined experience you can be confident that you will receive outstanding service for the best price.

Andrew Cunningham
andrew.cunningham@tufts.edu
– Director of Media Services
– Medical Photographer
– Multimedia Specialist



Beth Mellor
beth.mellor@tufts.edu
– Illustrator
– Graphic Artist
– Web Designer
– Multimedia Artist



CONTACT
Located in the Large Animal Hospital at the Cummings School of Veterinary Medicine, Tufts University, Grafton Campus.

Media Services
Cummings School of Veterinary Medicine
Tufts University
200 Westboro Road
North Grafton, MA 01536
508.887.4837 (phone)
508.887.4738 (fax)
www.tufts.edu/vet/mediaservices



Photography by Andrew Cunningham

Photography by Andrew Cunningham



Media Services News volume 1.1

Media Services
Cummings School of Veterinary Medicine
Tufts University
200 Westboro Road
North Grafton, MA 01536
508.887.4837 (phone)
508.887.4738 (fax)
www.tufts.edu/vet/mediaservices

media services mini tutorial

preparing a poster with powerpoint

1. PAGE SET UP

Click on **File** and drag down to **Page Setup**

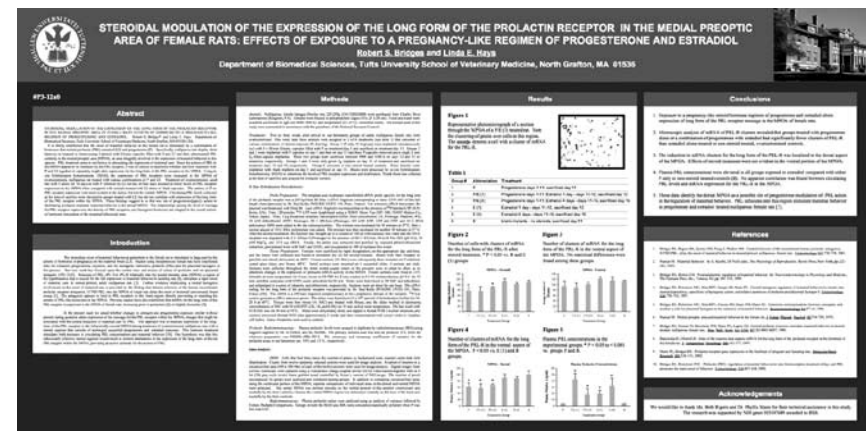
- In the dialogue box enter your poster size.
- Setting the size of your poster is the first step in the process.
 - PowerPoint will only let you set up to 56" as a parameter.
- You can either set up the poster as half size or full size.
 - Half-size allows easier maneuverability and uses less memory. For instance, if your final output is a poster that is 36" x 72" set up your working file as 18" x 36". This can then be printed @ 200% without any discernible loss of quality.
 - Bear in mind that all of your font sizes and images should be half-size as well i.e. a 12 pt font will print as 24 pt in the final print. You can always check the final size for readability by choosing the 200% view.

2. FONT SIZES

A few basic rules of thumb are; do not to go below 24 pt for the body of the poster (except for the reference section), the title should be 1" tall (72 pt) and make sure the font is easily readable (san serif).

3. PLACING IMAGES

Size **does** matter. Don't go crazy with resolution. Placing a 1 mb image into a poster is overkill. Keep the images small and manageable. A 5" x 7" at 150 or 300 dpi will reproduce very well. *FYI a billboard is generally 9-12 dpi. The larger something is going to be reproduced, the fewer "dots" are needed.*



4. SEND THE FILE

Email the finished poster to either Andy (andrew.cunningham@tufts.edu) or Beth (beth.mellor@tufts.edu). We'll call or email back to discuss the job.

- If your poster is incomplete or you don't feel 100% confident in it we're happy to "dress it up" or complete the project for you. We can even create the poster for you from scratch! Costs to assist with your poster are based on the \$48 hourly rate.

5. PRICING YOUR POSTER

Poster pricing is based on a combination of the size (per square foot) and paper type. We offer a plain white inkjet paper at \$6.50 per sq ft or a high gloss photo paper at \$11 per sq ft for posters printed on a 36" roll. We also offer a satin coated paper at \$9.50 per square foot for posters printed on a 60" roll. This is the recommended paper for anything over 36". See pricing samples below:

- 36" x 60" (3' x 5') inkjet paper = \$102
- 48" x 96" (4' x 8') satin coated paper = \$326.40



frequently asked questions

WHAT FILE FORMATS DO YOU ACCEPT?

We can accept files from Microsoft Powerpoint, Word, and Excel; Adobe Photoshop, Illustrator, and InDesign; QuarkXPress. Poster presentations are most often created in Microsoft Powerpoint.

WHAT SIZE IS THE LARGE FORMAT PRINTER?

We have two in-house large format printers. An HP 1055 CM which prints on a 36" wide roll and an HP 5500 PS which prints on a 60" wide roll. Maximum length on either printer is 50 feet.

WHERE CAN I FIND THE TUFTS LOGO?

Visit the Tufts University Visual Identity website at ur.tufts.edu/visualidentity/

WHAT IF I CAN'T CREATE MY OWN POSTER?

We can create the poster for you at our normal hourly rate.

SHOULD I LAMINATE?

If you will travel with your poster we do not recommend lamination as it is too thick to roll and package. Unlaminated white inkjet paper or satin coated paper is best for poster presentations. If you will be hanging your poster in a public space or office wall we do recommend lamination. In most instances white inkjet paper is suitable, there is no need to print on coated or high gloss stock if laminating. Maximum laminate size is 40" x 60" on flexible or foamcore stock. Also, be aware of laminate glare.

HOW QUICKLY CAN I RECEIVE MY WORK?

Our normal turnaround time can be anywhere from 1 day to 1 week depending upon the complexity of the job. Please contact Andy or Beth with the specifics of your job and we'll let you know how quickly it can be completed.

WHICH SERVICES OFFER BULK PRICING?

We offer bulk pricing on our slide scanning service and small format laser prints. The bulk laser pricing is listed on the price list to the right, please contact Andy for bulk slide scanning prices as it differs per complexity of job.

DO YOU ACCEPT PERSONAL WORK?

We will accept personal work. Three pricing structures are available for Media Services. Tufts University Medford & Boston campus pricing found to the right and is available for staff, students, and faculty whether the job is professional or personal. We also offer an internal pricing structure to staff, students, and faculty of Tufts' Cummings School of Veterinary Medicine and an external pricing structure to people unassociated with Tufts University. Please visit our website (www.tufts.edu/vet/mediaservices) for these alternate price lists.

HOW DO I GET YOU THE JOB?

Send the work by interoffice mail, traditional mail services, or digital files by email.

HOW WILL YOU GET ME THE FINISHED WORK?

Work can be picked up, sent by interoffice mail, US mail, UPS, Fed-X, or DHL.

QUESTIONS?

If other media related questions occur contact Andy or Beth at 508-887-4837.

media services tufts university price list

Tufts University faculty, staff and students pay 15% below external pricing. Tufts University pricing is based on an hourly rate of \$68.00 including custom photography, illustration, graphic design, web design, audio visual work, etc. Cost of high resolution laser prints are the same for all pricing structures.

LABOR CHARGES

illustration & design	68.00
studio & on-site photography	68.00
audio visual	68.00
off-site or off-hour labor	
photography & audio visual	80.00

DIGITAL IMAGE SCANNING

Flatbed/Film Scanning	4.25
-----------------------	------

DATA TRANSFER

to CD, DVD, VHS

Single Copy Transfer to CD	15.30
CD duplication 2-50 (per ea)	4.65
CD duplication 51-100 (per ea)	4.25
CD duplication > 101 (per ea)	3.85
Single Copy Transfer to DVD	21.25
DVD duplication > 2 (per ea)	15.30
VHS transfer to DVD	21.25
VHS duplication	10.20

DIGITIZING VIDEO

from VHS, 8mm, Mini DV

digitize video (per min) < 10 min	5.10
digitize video (per min) 10-15 min	3.40
digitize video (per min) > 15 min	1.70
motion frame grab (per frame)	4.25
digital audio recording (per hr)	68.00

SMALL FORMAT PRINTING

Please call for bulk pricing estimate.

<i>High Resolution Laser Prints</i>	
bw or color 1-sided letter size	.40
bw or color 2-sided letter size	.75
bw or color 1-sided legal size	.65
bw or color 2-sided legal size	1.25
bw or color 1-sided tabloid size	.85
bw or color 2-sided tabloid size	1.50
color image index letter size	.75
<i>High Resolution Photo Quality Prints</i>	
5x7 glossy	2.25
8.5x11 glossy	4.25

SMALL FORMAT LAMINATION

letter size light weight laminate	1.70
legal size light weight laminate	2.55
tabloid size light weight laminate	3.80

LARGE FORMAT PRINTING

(pricing per sq ft)

white inkjet paper (36" roll)	6.80
satin coated paper (60" roll)	10.20
high gloss photo paper	13.60

LAMINATING & MOUNTING

(pricing per sq ft)

large format laminate	8.50
mount on foam core	6.80
laminate & mount combo	13.60

Add impact to your presentations by inserting digital video.

If you have been using cumbersome tapes and clumsily switching back and forth from your powerpoint presentation to a VCR while you lecture; here's a solution.

Send us your VHS, 8mm or mini DV and we will digitize your clips and format them to work best with PowerPoint. Once in digital format and burned to CD or DVD there's no more dragging tapes around or the impending deterioration of the quality of your tapes. It's a fact that VHS tapes lose quality whether you play them or not, optimal life expectancy is 7 years!

If you have videos and the thought of losing them has you worried, don't panic. In addition to digitizing video for editing and presentation purposes, we can also copy tapes to DVD. This will allow you to watch them on a DVD player and more importantly saves them as they are today.

All pricing is subject to change. This price sheet is for faculty, staff, and students of Tufts University. Please visit www.tufts.edu/vet/mediaservices for Cummings School of Veterinary Medicine internal or external pricing sheets.