



Sharon Upton, Principal, and Beanner Phillips, Administrative Intern, present Dianne with a poster of appreciation created by their students.

*John Will Elementary*  
*and*  
*Publication Services...*

**PARTNERS IN EDUCATION**

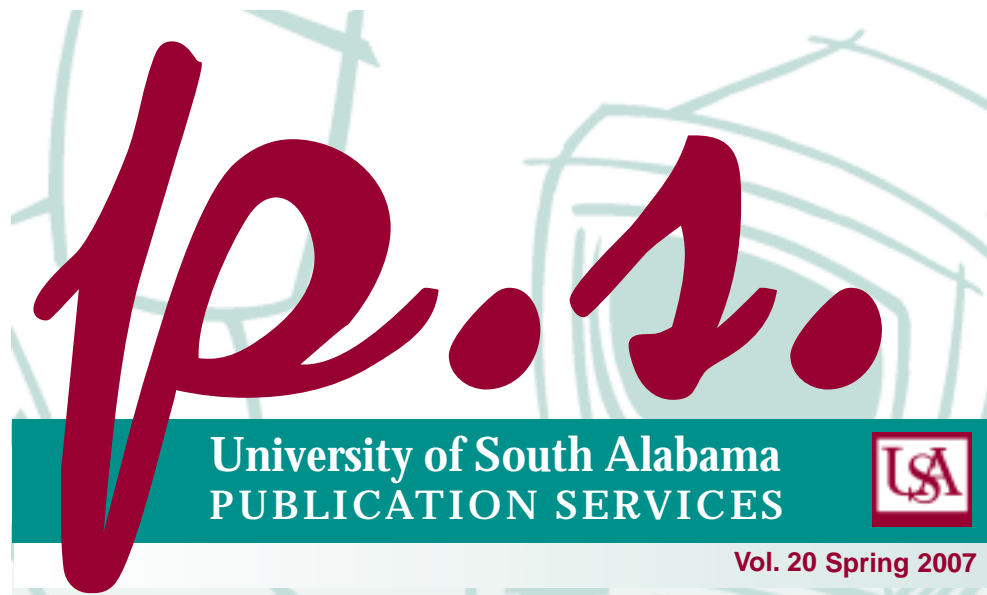
Printing is just one of the many services Publication Services provides. Below is a list of additional services that are offered:

- Variable Data for mailing and tabbing when required by the Postal Service
- Digital Archiving of current documents as well as preserving documentation from years past
- Graphic Design Services
- Color Copying
- Black and White Copying
- Large Format Printing
- 4-Color Printing
- Signs, including name tags, desk and door plates, departmental signs, and ADA compliance signage
- Various binding styles: perfect bind, staple, punch and bind

*All this and more...*



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University of South Alabama  
PUBLICATION SERVICES



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*a newsletter helping you communicate  
effectively with your publications*



## Tips on Taking Photos for Your Next Printing Project

- 1 Think about the composition of your photograph and how you intend to use it.
- 2 Use flash when taking shots outdoors, even on sunny days.
- 3 Shoot digital photographs at highest level resolution available to insure high-quality reproductions.
- 4 Photograph subjects with the light source in front of them rather than behind them.
- 5 Avoid shooting near windows or areas/items that will reflect and create glare.
- 6 Be aware of clothing:
  - Subjects should not wear shirts or other clothing representing another university.
  - Solid color clothing works best for all print media.

***Publication Services has the experience to help with your next project. Contact us at 380-2828 to speak with one of our capable and friendly staff!***

## The Sky is the Limit

Publication Services is working hard for you, our customers. With a collective 265+ years of experience in the printing industry, we continue to improve the many ways we serve our University community.

Employing new formats, techniques and procedures developed to increase productivity allow us to keep pace with your ever-changing needs. At Publication Services, we are receiving more customer-created files as you become comfortable with the many varied software applications that are available. You require more control over your files and databases, and we are here to guide you through the processes needed to complete your projects.

We recommend using Adobe Acrobat Professional, a software designed to create and view PDF files. When created correctly, your PDF can be printed as it was originally designed. We are able to assist you in the steps necessary to build a high-resolution file suitable for print production and by e-mailing proofs in PDF format we can expedite the completion of your project. At Publication Services, we are continuously upgrading our software applications to better serve your needs.

Training programs are provided online through Adobe, Quark, Xerox, Hewlett Packard, and others to help you keep pace with changing technology and to educate employees and customers of new techniques and procedures. Local seminars to improve skills are also offered to those interested.

Watch for upcoming newsletters that will provide additional information on quick and easy tips to help with your printing needs.

## What is Variable Data?

In previous newsletters we have written about variable data and how it pertains to discount mailings. Several people have asked that we explain exactly what we mean by variable data printing (VDP).

VDP is a form of printing in which information is individualized using a database provided by the customer. This database usually contains names and addresses and any additional specific information directed to the addressee.

An example is letters having the same general information personalized with an individual's name and address. The letter will then be inserted into an envelope imprinted with the corresponding person's name and address.

Remember to keep the information in your database as current as possible. This will help eliminate mail being returned undeliverable.

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### Our Mission Statement

**Publication Services is charged with the responsibility to provide the University community (students, faculty and staff) with a high-quality, cost-efficient printing and duplicating service.**

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This issue of P.S. newsletter is printed on white 65# Plainsfield Cover. Fonts used are Caslon, Eras, Palatino, Textile, and Times. **VARIABLE DATA WAS USED TO PROCESS THIS MAILING.**