
How to submit charts and graphics for design and production to the USDA Design Center

To provide you with a finished product quickly and accurately, we offer the following guidelines for submitting your projects.

Charts and Graphics for Output Only

To ensure best design and quality control possible, we prefer to create all charts and graphics appropriate for your needs. If you must provide your own charts and graphics for output, please be advised that there may be additional costs and time involved to ensure proper color, conversion to an appropriate format for printing, and quality of output.

General guidelines are as follows:

Charts

- Most charts are easier for us to create from your data. Please provide chart data on disk in ASCII/TEXT, and in hard copy format. Also, provide a copy of what kind of chart you need (bar, pie, etc.).

Graphics

- Save artwork/graphics as Encapsulated Postscript (EPS), TIFF, JPEG, GIF, or PCX files. If your files are Macintosh, EPS or TIFF are the preferred formats.

* *Please note:* Any format other than EPS generally are a type of bitmap graphic. These do not always print well. For best results, contact the Design Center before you create your graphics, as we can help you determine the best way to get your project completed.

Use of Special Software (i.e., presentation software)

If you have documents that are from specialized software such as PowerPoint or Corel Draw, please meet with your Design Representative before submission of project to the Design Center.

Graphics for Use in Publications or Exhibits

Any graphics for use in design of print or exhibit media should be discussed in a preliminary project meeting. We prefer to create all graphics for your project, as it allows for a consistent design style and technical accuracy for print production.

If you do need to provide your own graphics, general suggestions are as follows:

Design Center Preference:

- Adobe Illustrator, Macintosh or PC format
- Macromedia Freehand, Macintosh format
- PC files, saved as Encapsulated Postscript Format or TIF format.

NOTE: Any fonts used in graphic must be included on disk. We only accept Adobe Type 1 format fonts. We do not accept TrueType fonts.

Graphics in Wordperfect, PageMaker:

We do not accept graphics created solely in these formats, as they are not easily usable or acceptable quality level for printing.

Bitmap Graphics in TIFF, BMP, PCX Formats

These are generally not of sufficient quality for print production, particularly if graphics need to be larger than provided. Please discuss your needs with your Design Representative, who can advise you on appropriate technical methods to create your graphics.

When submitting your own graphics on disk, please provide:

- Only the disk files that are needed for project
 - All fonts that are in files
 - Hard copy printout of files on disk
 - Disk directory printout
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