

DIAL

GRAPHICS

F R E E L A N C E

Typographic Design

& PRE-PRESS PRODUCTION

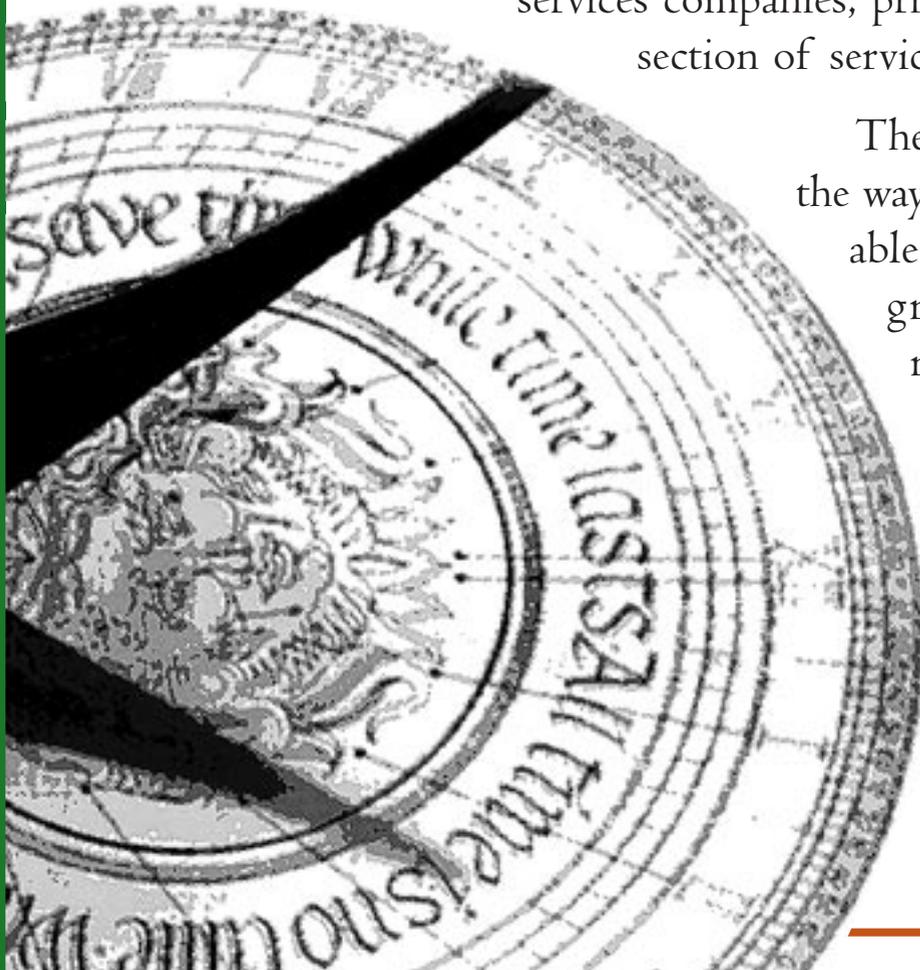
*providing quality, service and price
with ISDN for speed and flexibility*

www.btinternet.com/~dialgraphics

Dial Graphics supplies freelance typographic design and pre-press production services to a range of advertising agencies, design companies, creative services companies, printers and direct to a broad cross section of service and manufacturing companies.

The following pages outline some of the ways in which Dial Graphics may be able to help your company maintain graphic communication that reinforces your corporate identity and maximises cost-effectiveness.

This 'digital brochure' was prepared in QuarkXpress and converted to Adobe Acrobat portable document format, or PDF, to enable it to be viewed on Windows PC, Apple and UNIX platforms.

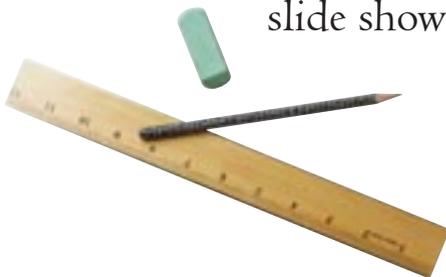


Good typography should be invisible... its role is to create mood and convey information. More often than not it's about maintaining the continuity of an organisation's corporate identity.

Whilst typography serves to ensure that your message gets through, its design must always include attention to the budget restraints of a project. Whether your needs are for a complete new corporate identity, a one-off brochure or for yet another NCR set application form in an existing house style, Dial Graphics will design material that is fit for its purpose.



Previous projects have covered the entire gamut of communications means – from material in print, exhibition panels, audio visual presentation aids, on-screen slide shows, packaging, posters and web sites to name but a few. A number of issues have been central to the design process in each of them. Does the design engender in the viewer the mood and standard of quality the client is aiming to project? Does it dovetail into place with a client's





existing identity? Is the design 'fit for purpose' – will it work in terms of technical reproduction limitations, have the required durability or longevity, and be suitable for adaptation to other potential future uses?



At the same time an over riding aim is one to maximise the value for money a client can achieve from a particular marketing budget. Is there a better, more cost-effective means of producing the same effect? What implications does a design have for the production costs of subsequent related items?

The list is endless and its content varies according to the nature of the project in hand. Whoever the client, large or small, Dial Graphics will ensure that all relevant criteria are considered, to ensure that all print projects reflect the substance of their organisation and are an effective means of conveying information to their target audience.





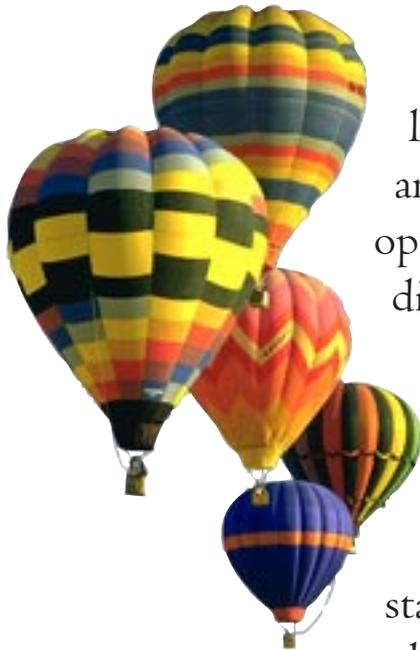
The advent of PostScript and the Apple Macintosh made it possible to establish a small business that can provide traditional standards of typographic quality, whilst being able to offer a flexible and cost-effective response to clients' needs. With ten years experience of digital artwork production on the Apple Macintosh, ten years previous experience in conventional phototypesetting and artwork studios and a comprehensive knowledge of repro requirements, Dial Graphics produces artwork that works!



Page make-up is primarily performed in QuarkXpress, using the full extent of its power-user features. Vector drawing of complex graphic forms is carried out in Macromedia Freehand and image editing in Adobe Photoshop. Graphs and charts are generated and manipulated using DeltaGraph. Typefaces can be generated or edited using Fontographer – and be converted between Mac and PC, PostScript or TrueType formats. Three dimensional rendering is achieved in Dimensions and Extreme 3D. The industry standard ‘office’ applications are supported – Microsoft Word, Excel, WordPerfect and CorelDraw. Slide or on-screen presentations are produced using Powerpoint or Astound. Video editing is performed in Premiere and VideoShop for generation of QuickTime files or output back to tape. SoundEdit enables CD quality stereo recording, mixing and editing. In addition, a broad range of utility applications are employed to create solutions to technical challenges.



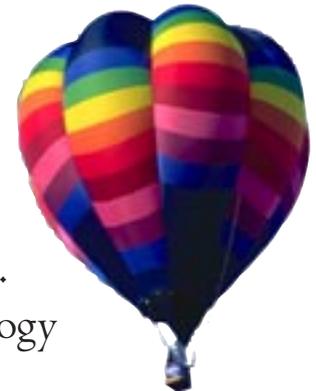
A professional repertoire of production programme expertise needs serious hardware support. Dial Graphics uses a ‘fully loaded’ PowerMac 9500 with fast video and twin monitors, Agfa colour scanner, Jaz and Syquest drives and graphics tablet. Video I/O is through a Miro board at resolutions up to S-VHS standards. For cross platform projects a 486 PC and SoftWindows are used.



In-house Dial Graphics uses an A3 black and white laser printer for proofing purposes. A select range of bureaux and repro houses are used to supply the vast range of output options that are currently available – and a selection of both digital and conventional lithographic printers serve as both suppliers and clients.

Colour laser proofs are used as reliable and cost-effective pre-press colour proofs. Dye sublimation and Iris inkjet proofs offer ‘near-contract proof’ colour fidelity standards. Large format inkjets enable exhibition panels to be produced easily. Solid ink printers allow proofing on a wide range of stocks and weights – ideal for professional mock-ups.

At repro stage film is output on drum imagesetters with smooth moiré-free screening and precise registration, with complex imposition and planning carried out electronically. Cromalin proofs are supplied for approval on four colour process projects. Dial Graphics has considerable experience of digital printing technology



– both with mono and spot colour Xerox document publishing systems and with the latest IBM and Agfa four colour digital systems. These have revolutionised the cost-benefit calculations of CMYK print production, making short run projects feasible.

At a lower level, duplex laser printers and Canon colour laser copiers equipped with Fiery and other RIPs have opened up a whole new raft of ‘on-demand publishing’ solutions. And as this is a field of printer technology that is constantly developing, Dial

Graphics keeps abreast of the opportunities they present.



Dial Graphics has gained extensive print production management experience, including mailing and fulfilment tasks. These are carried out on a project management basis, freeing the client from technical liaison tasks with the printer, whilst direct billing ensures the keenest costs to maximise your marketing budget.



With ISDN allowing the industry to “...change the way we work”, distance is no longer an object – files can be transferred and even remotely printed in a matter of minutes. Dial Graphics uses 4-Sight ISDN Manager to enable files to be transferred to clients and repro houses at almost 1Mb a minute.

For some larger clients Dial Graphics uses Timbuktu Pro to facilitate remote proofing of files at client sites. ‘TB2’ allows a Mac or PC to be remotely controlled – WP files can be picked up from a floppy inserted in the remote machine’s drive and proofs of jobs in progress can be output on any printer on the remote network.

Alternatively, files can be supplied by ISDN, direct modem-to-modem file transfer, Bulletin Board dial-in or via E-mail as Adobe Acrobat PDFs. These ‘portable document format’ files can be opened, viewed and printed with the freely available Acrobat Reader. This solution is attractive both from the fact that file sizes (and hence download times) are small, and that the remote site requires neither the applications nor fonts used in the creation of the original items.





Not so long ago, before the advent of desktop production systems, there was a huge gulf between ‘professional’ and ‘in-house’ graphics production ability.

Dial Graphics takes ‘cross-platform’ issues way beyond everyday matters like taking client WP files for text or spreadsheet data for graphing applications. ‘Compatibility’ is now a two-way issue.

In corporate identity design projects logos and fonts can be converted to a variety of PC formats, to ensure that it’s not just the ‘professional’ material that reflects and substantiates an organisation’s standing.

Mail-merged word processor letters can use the same typefaces as your brochure; Powerpoint templates can be created using your fonts and logos; electronic ‘forms’ can be created for laptop PC equipped salespeople, with enormous potential for cost-saving and error avoidance by eliminating conventional data entry procedures.

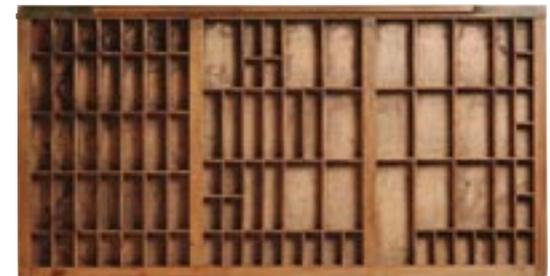




Dial Graphics provides training services for QuarkXpress operators. The flexible courses are tailored to compliment the sort of projects your staff are anticipated to encounter. Participants have included both design and manufacturing company staff. The course covers all aspects of using the programme, on both Mac and PC platforms, for all experience levels. The course is known as QuarkXpertise.

Ten years experience of the technology, twenty years in the industry and a global knowledge of software, hardware and workflow methods in use in print production afford Dial Graphics the in-depth, hands-on understanding to be able to offer a constructive and practical consultancy service.

And remember, Dial Graphics doesn't sell any of the products it recommends, so it has no vested interests in the advice it offers. Clients have included design and creative services companies, printers and marketing departments.



At their lowest level these can be on-screen or LCD projected presentations created in Powerpoint. Whilst being very limited in their 'multimedia-ness', they do have the advantage of being editable by most clients on their office or laptop PCs. But for the ultimate in multimedia impact, Dial Graphics uses Quark Immedia – the new multimedia Xtension to QuarkXpress.



Considerable development and research has been carried out with the existing version I.x of the application. After the forthcoming release of version I.5, Dial Graphics will be releasing a CD based presentation that outlines the phenomenal capabilities that will then be available.

Unlike HTML, what you can produce for print in Xpress you can reproduce on-screen in Immedia – using the same fonts and graphics that underpin your existing corporate identity. Typically its usage will be for CD based presentation and marketing



material, which can contain huge numbers of images, sounds, animations and QuickTime video sequences – all viewable in 24-bit colour on both PC and Apple platforms. The freely distributable viewer has an integral web browser facility.

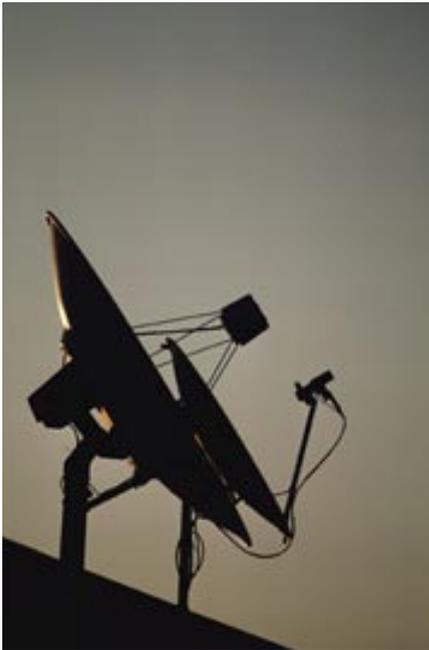
For applications like a retail catalogue, the complete product range could be viewed at the end users' convenience. By selecting items an order form would automatically be created which could then be submitted over the internet. When connected the user could be advised of delivery times or of special promotions and new products.

As both viewing and internet connection can be password protected, a wide range of confidential dealing services could be carried out – relieving providers of data entry and checking tasks. The potential is virtually limitless.

If your organisation would like to bring its marketing effort up to date for the new millennium, then contact Dial Graphics to discuss how Immedia could fit the bill.



The Internet and the World Wide Web have revolutionised the ways in which we can disseminate information. And Intranets can achieve the same results within a major organisation: business news and intelligence can be available globally, in time for it to be of use to the recipient, research archives can be accessed simply and 'distribute and print' can become a reality.



Dial Graphics uses its foundation in the typographic skills of print production and a comprehensive knowledge of the web tools available to design and produce web pages that work – that download fast and clearly convey the intended information.

The demand for professional products in the web site market is set to increase in line with the vast growth in the number of internet users. The proliferation of home PCs and television 'set-top' internet links will mean that it becomes increasingly consumer, and therefore marketing, orientated.

Dial Graphics is a sole-trader business, formed in 1991 in Haywards Heath, West Sussex (about 15 miles North of Brighton) by Dick Monk, after fourteen years experience in West End typesetting and artwork studios. These included Conways', Type Edition and Montage, suppliers to the leading creative ad agencies and design companies in London. Dial Graphics works on a freelance basis for a wide variety of advertising agencies, design companies, creative services companies and printers as a behind the scenes production arm. In addition, a considerable source of work is direct from smaller businesses who have found that they can receive a consistent standard of quality and service and benefit from lower costs. Hopefully this presentation will have given you an outline of the range of services Dial Graphics can provide. If you would like to hear more and discuss how your marketing effort could benefit, then please get in contact by one of the means indicated below – it could be the solution you've been looking for!



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