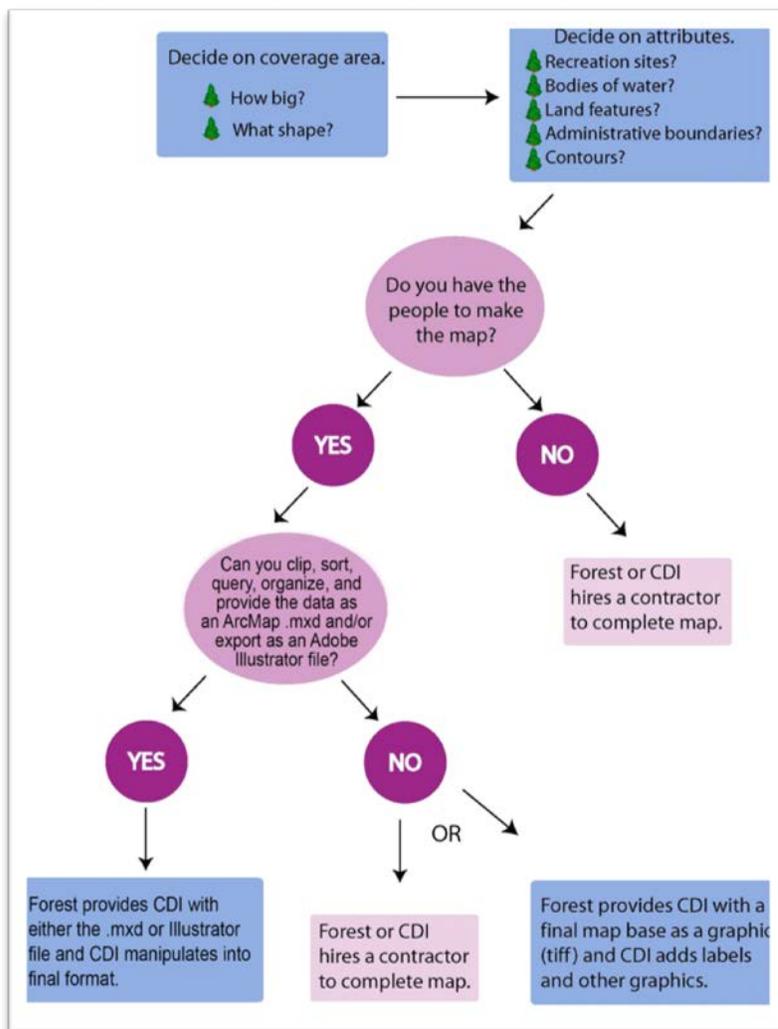


INTERPRETIVE PLANNING - TOOL #5

MAPS, PHOTOGRAPHS, AND GRAPHICS

Maps

Often, the interpretive media that you want to produce includes a map. The specific tasks required to create the map can vary widely, depending on the scope and complexity of your final product. However, the following flowchart will help you determine what resources you need to gather to turn your concept into reality.





Photographs and Graphics

Photos and graphics will tell your story better than words ever will! Frequently, the forest and/or team members have a plethora of photos pertaining to the subject of the interpretive media that can be very helpful to us. You may even have drawings, diagrams, illustrations, logos, or other graphics to contribute. However, not all photos and graphics are created equal! Here are some things to keep in mind:

- Images need to be at a high resolution – that usually means 300 dpi, but can vary depending on the type of media (brochure versus interpretive panel versus newsprint publication).
- Images need to be at a high resolution when enlarged or shrunk to their final size for fabrication or printing. That means if you are going to have a 5” x 7” photo on your interpretive panel, the image needs to be at 300 dpi at 5” x 7”.
- Slides and hard copies of photographs are preferred to digital. CDI Graphic Artists can then scan the photo at the proper resolution and size.
- We can alter photographs to a point (e.g. take out the photographer’s finger from the corner or the photo, or brighten the colors, or disguise an offending road sign in an otherwise beautiful vista). However, we cannot add a moose to the middle of a meadow where there isn’t a moose to begin with.
- Unless the image is the property of the Forest Service, we must first get permission to use it in our media (and pay for the rights to use it, if necessary). This includes anything you might find while surfing the Internet.
- If you have a choice in how to format a file for us, please consider the following:
 - **TIFF:** This is the preferred format for all graphics (photos, maps, illustrations, charts, etc). TIFF is a flexible image format that is supported by virtually all paint, image-editing, and page-layout applications. It also supports LZW compression, a method that does not discard detail from the image.
 - **JPG:** This is the next best option for sending digital photos IF they are of high quality. JPGs preserve the broad range and variations of photos or images with gradients. However, they compress file size by selectively discarding data, which cannot be retrieved once it is lost.
 - **EPS:** This is a good option for importing graphics into page layouts and word processing programs. The EPS file format is used to transfer PostScript language artwork between applications and is supported by most illustration and page-layout programs. Because EPS files are based on the PostScript language, they can contain both vector and bitmap (raster) graphics.
 - **PDF:** This option has a broad range of uses. It can be used if the product is going to be displayed on a website, imported into a page layout, or graphics



application. PDF can represent both vector and bitmap (raster) graphics and can also contain electronic document search and navigation features.

- **GIF:** Often used with logos, this format is effective at compressing solid-color images and preserving sharp detail.
 - **PNG:** Unlike GIF, PNG supports 24-bit images and produces background transparency without jagged edges, making it preferable to GIFs. However, some Web browsers do not support PNG images.
 - **ArcView (specifically ArcMap) and Autocad files can be used.** ArcMap can export files in a variety of formats (tiffs are preferred). **DWG** is the standard file format for saving vector graphics created in AutoCAD. **DXF** is a drawing interchange format for exporting AutoCAD drawings to or importing drawings from other applications.
-
- CDI Graphic Artists are wizards at their job – just give us an idea of what you want, and we can make it happen!