



AMERICAN SOCIETY FOR BIOCHEMISTRY AND MOLECULAR BIOLOGY

"Promoting understanding of the molecular nature of life processes"

The JBC and PowerPoint

Because of quality issues, the JBC cannot accept PowerPoint files for print production. Microsoft PowerPoint is an application designed to create on-screen computer presentations in RGB color mode at 72 dpi resolution. High-quality commercial printing requires CMYK, grayscale or black & white color mode and resolution must be at least 300 for grayscale or CMYK, and 1200 for a line art bitmap (see <http://art.cadmus.com/da/jbc/guidelines.jsp#color> for guidelines on color and <http://art.cadmus.com/da/jbc/guidelines.jsp#rez> for guidelines on resolution). In addition, PowerPoint lacks the capacity for failsafe management of fonts and for seamless cross-platform (Mac/PC) file usage. As a result, PowerPoint images may not reproduce with sufficient accuracy or quality. Due to these characteristics, the JBC no longer supports PowerPoint as a graphic format.

Images created by authors in PowerPoint can be converted to supported formats that will not have the potential quality deficiencies of native PowerPoint files. Please see below for tips on how to do this.

Options:

If a figure is constructed entirely of text, lines, or charts generated by a Microsoft application, the best option is to copy images from PowerPoint (or Excel) and paste them into a program like Adobe Illustrator. This copy-and-paste method will actually give more predictable results without all the resolution, font, color and quality issues. In addition, to further prevent any font problems, I'd recommend that (while in Illustrator) you go to menu item "Select > Object > Text Objects" and then go to menu item "Type > Create Outlines"

The attached link details guidelines for creating Illustrator files from Excel - these same guidelines can be followed for PowerPoint images.

http://art.cadmus.com/da/jbc/howto/creating_ai_eps_excell.jsp

In some cases, a figure consists of a halftone (e.g., photograph, or scanned image) with added elements of text or lines - and an author brings the halftone into PowerPoint to add text, lines or charts. It is more effective to bring the halftone directly into a program like Adobe Illustrator and then add text, lines and charts there. A good halftone can lose both color depth and resolution if it unnecessarily passes through PowerPoint.

Adobe Illustrator is the industry-standard vector graphic application and offers far more control of image attributes. It has the ability to convert color to CMYK, create outlines of type, and save as a high-resolution EPS. MS Word, PowerPoint and Excel lack this level of control and that is why they are not accepted by the JBC. With the correct skills, acceptable output can also be generated by other vector graphic applications such as CorelDraw and Macromedia FreeHand. In all cases, the final file format must be EPS or TIFF

A trial version of Adobe Illustrator can be acquired using this link.

<http://www.adobe.com/products/tryadobe/main.jsp#product=27>

For additional assistance, please contact the helpdesk via e-mail:

<mailto:digitalart@cadmus.com?subject=Help with JBC images>