



DIGITAL MEDIA CENTER
sdmmedia@buffalo.edu
260J Squire Hall
829.2058

What Is The Digital Media Center?

As a part of Academic Services, the Digital Media Center helps School of Dental Medicine Faculty develop and integrate new media for educational purposes. The Center also assists faculty with poster design and other graphical displays of research. Current projects include but are not limited to digitization of slide collections (scanning), video production, poster design, Web site design and development of animation. The center also offers individual tutorials in Photoshop, PowerPoint, Dreamweaver, and other applications by appointment.

What we don't do:

- The DMC is not able to assist you with your computer, peripherals or software applications. For this service you may email or phone the OIR Help Desk (sdm-help@buffalo.edu; 829-2056).
- We do not have a color printer nor are we able to make copies for you.
- We do not loan equipment.
- We do not create media for personal needs, only for professional (teaching/research) needs.

The Center, located in 260J Squire Hall, is professionally equipped with a digital camera, digital video camera, digital intra-oral camera, large scale poster printer, video digitizer and multiple scanners.

Appointments are encouraged to ensure that faculty receive appropriate attention and assistance. Please email sdmmedia@buffalo.edu to set up an appointment.

More information on the Digital Media Center can be accessed through the Academic Services Website at:

<http://intranet.sdm.buffalo.edu/AcademicServices/>

*The Digital Media Center is funded by the Office of the Dean

Services And Turn-around

CD or DVD Duplication.....	3-4 Business Days
Video Digitizing.....	10 Business Days
Document / Slide Scanning.....	3-4 Business Days
Poster Printing.....	2 Business Days
Poster / Print Design.....	10 Business Days

Poster Printing Know-how

Submissions

- All posters should be submitted via E-mail, zip disk (formatted for PC), or CD preferably in a .PDF format.
- If you made your poster on a Mac, please check it on a PC first (we only print from PCs and your layout may need adjustments). If you're not sure what you're doing, or don't have access to a PC, make an appointment with DMC staff well in advance of the printing deadline.
- You should allow at least 2 business days for printing; last minute submissions are not guaranteed!
- Double check your spelling and spacing before printing, additional prints due to design errors are \$5 each for students.

Hints & Suggestions

- Use PowerPoint to create your presentation in a single slide, set to the maximum size you may want your poster printed. (Change the slide size by going to "File", "Page Set-Up").
- Keep the poster simple; avoid dark backgrounds, watermarks, multiple fonts and colors.

Best Practice

- If you need assistance with your design make an appointment to work with staff (sdmmedia@buffalo.edu) well in advance of the printing deadline.
- Bring your poster in at least a week before the printing deadline to ensure it is printed in time and to your liking.

Photoshop Tips & Tricks

Determining File Resolution

- When determining file resolution, please remember that files created for the computer screen (i.e. a PowerPoint presentation or website), should be set at 72 DPI, while files being created for print (such as a poster) should be set at 300+ DPI.
- The higher your resolution, the large the file size and the longer it may take an individual to E-mail, download and view on a webpage.
- Files cannot exceed the original resolution without a decrease in quality or pixilation.

Adjusting Resolution

Adjust your file's resolution in Photoshop by going to the "Image" menu and choosing "Image Size". You can adjust the physical size of your file (height and width), along with the resolution / DPI.

Outputting for the Web

The "Save for Web" (located under the "File" menu), dialog box lets you preview different optimization settings. Each preview includes file size and estimated download time. Thus, without altering the original image, you can see the results of various settings and choose the setting that best meets your needs.

Up-coming Events

Jan 17.....	Martin Luther King Day (Observed)
Feb 16.....	Children's Dental Health Smile Day
Feb 24.....	Last Day to Print Posters for Student Research Day
Feb 28.....	Last Day to Print Posters for ADEA
Mar 1.....	Last Day to Print Posters for IADR
Mar 3.....	Student Research Day
Mar 5-9.....	ADEA Meeting, Baltimore
Mar 9-12.....	IADR/AADR Meeting, Baltimore

**It's best not to wait until the last day to drop off your poster for printing. Things happen. Printers break down, other individuals may be ahead of you and you may have to wait.*