



WHAT'S NEW?



Happy new year!

I'm hoping the close to 2006 brought happy memories for you and your families and that you were able to recharge your batteries! Best wishes for a successful and productive 2007!

Interesting reading

The Fine Art of Small Talk: How to start a conversation, keep it going, build networking skills and leave a positive impression. Debra is a dynamic speaker who began her career as an 'engineerd' (her term) and has since mastered the 'Fine Art of Small Talk'. Her book is a quick read with great examples and tips. (ISBN 1-4013-0226-2)

Website resources

Need to know today's currency exchange rate? What about the weather forecast for London, England? How about what day does January 28th fall in the year 2012? You can find this, and much more at the portal website www.refdesk.com. A favourite reference site for military leadership, it contains links to 20,000 other sites.

Technology tip

Wondering what graphic resolution is all about and what format to use? The short answer is: it depends.

A few points on resolution:

Graphics destined for electronic publication, like websites, need only 72 dpi for graphics to load quickly. Documents printed on desktop printers or digital copiers can do well with 150 dpi graphics. Publications that will find themselves on commercial presses need a minimum of 300 dpi. The important question to ask is how the document will be used.

Different software applications, file formats, platforms (Mac versus PC) and raster- or vector-based artwork can further complicate your project. If you're ever stumped on what to do, please contact us for help.

How we've helped

Optrix closed off 2006 on a busy note! Many thanks to our clients and colleagues who put confidence in our ability to deliver. Some recent projects have included redesigning a few websites, designing some fairly complex Microsoft Word documents, and rewriting and editing website content. We're always looking for new projects; if someone in your business network needs support, we'd be pleased to receive referrals.

Optrix draws on corporate and consulting experience to help companies communicate with their customers and employees.

If someone in your organization or professional network could benefit from this support, please share this bulletin with them.

Until next time...

Karen Barker

Those in our client and professional network are being sent updates to stay in touch. If you would like to be removed from this distribution list, please send an email to karen@optrix-cd.ca.