

# Practical Potions to Remedy Proposal Production Perils

**Northrop Grumman Space Technology**

**Publications Operations**

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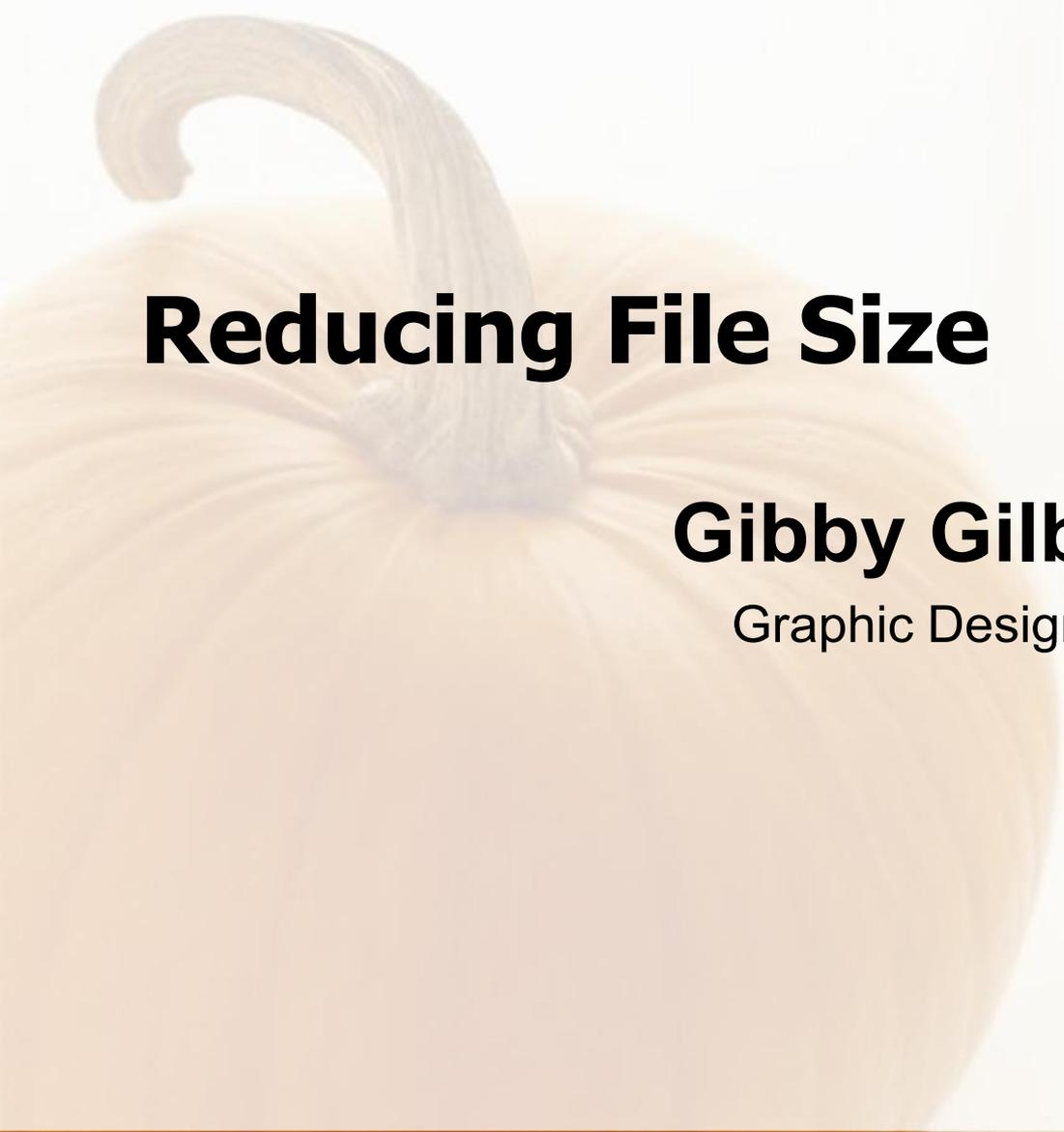
# Publication Operations Tips and Tricks



- Publication Operations - Department of 55 people in 10 locations at Space Park in Redondo Beach
- Hold Quarterly Technical Interchange Meetings (TIM) to share information within Publications and Proposal Operations
- TIMs
  - Provide information sharing across skill groups (art, WP, editing, photo, repro)
  - Identify best practices
  - Support community of practice knowledge management
  - Provide training opportunities
- Tips and Tricks shared today come from TIMs

## Today's Topics Include . . .

- Reducing File Size With Standard Desktop Tools
- Linking in MS Word
- Just Another Way to Shop . . . . Photoshop
- Oral Presentation Improvements



# Reducing File Size

**Gibby Gilbert**

Graphic Designer

# Case History

- Recently received an integrated Word file that was 85 Mb
- Took forever to open
- Took forever to make changes
- Took an eternity to print, if it printed at all !!!

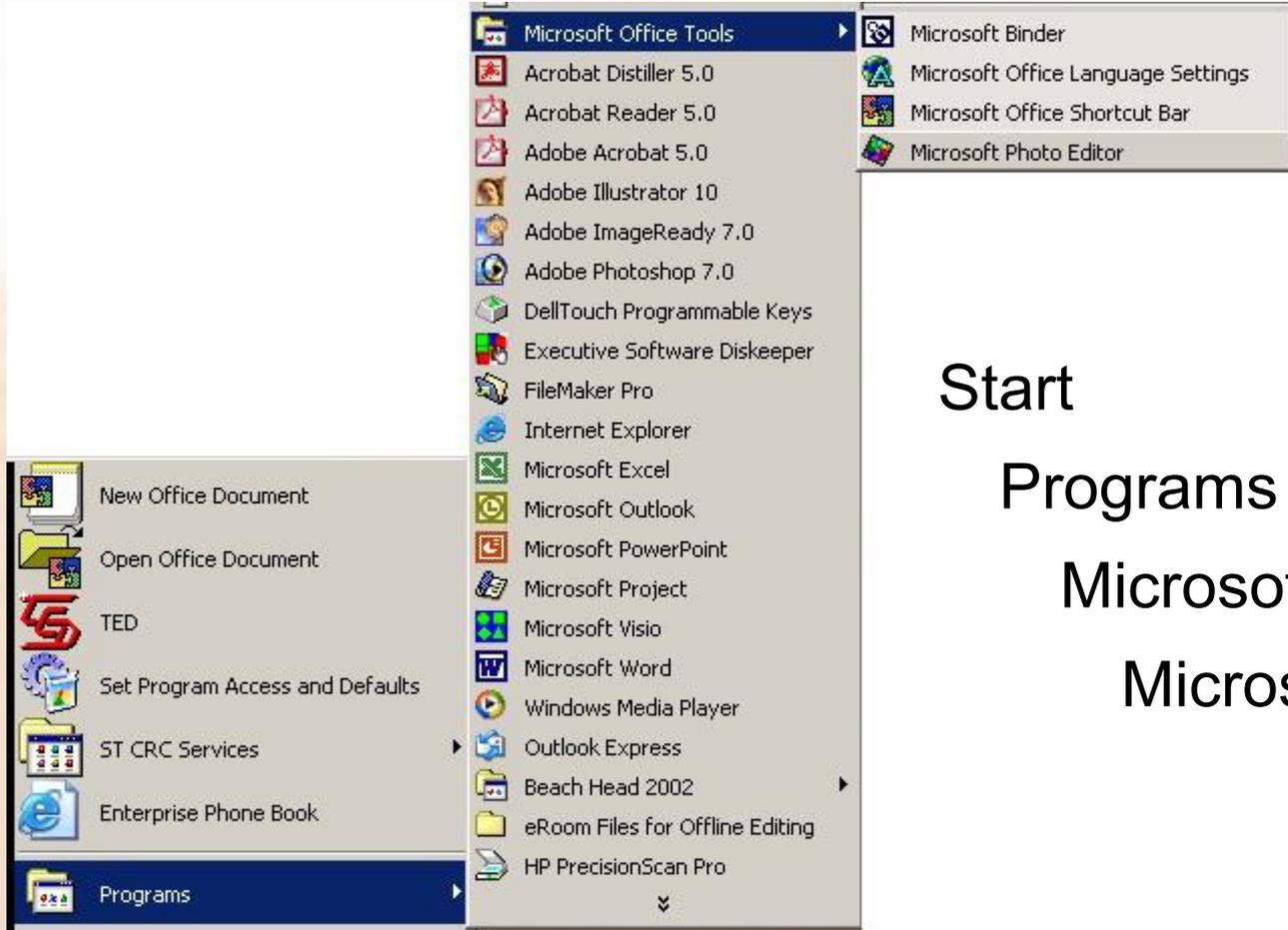


# Receiving a File



- When a file is too large . . . the cause is usually photos or scanned images
- Photos pasted directly into Photoshop will lose definition and clarity
- Using Microsoft Photo Editor from the Microsoft Office Suite photo resolution can be maintained

# MicroSoft Photo Editor



Start

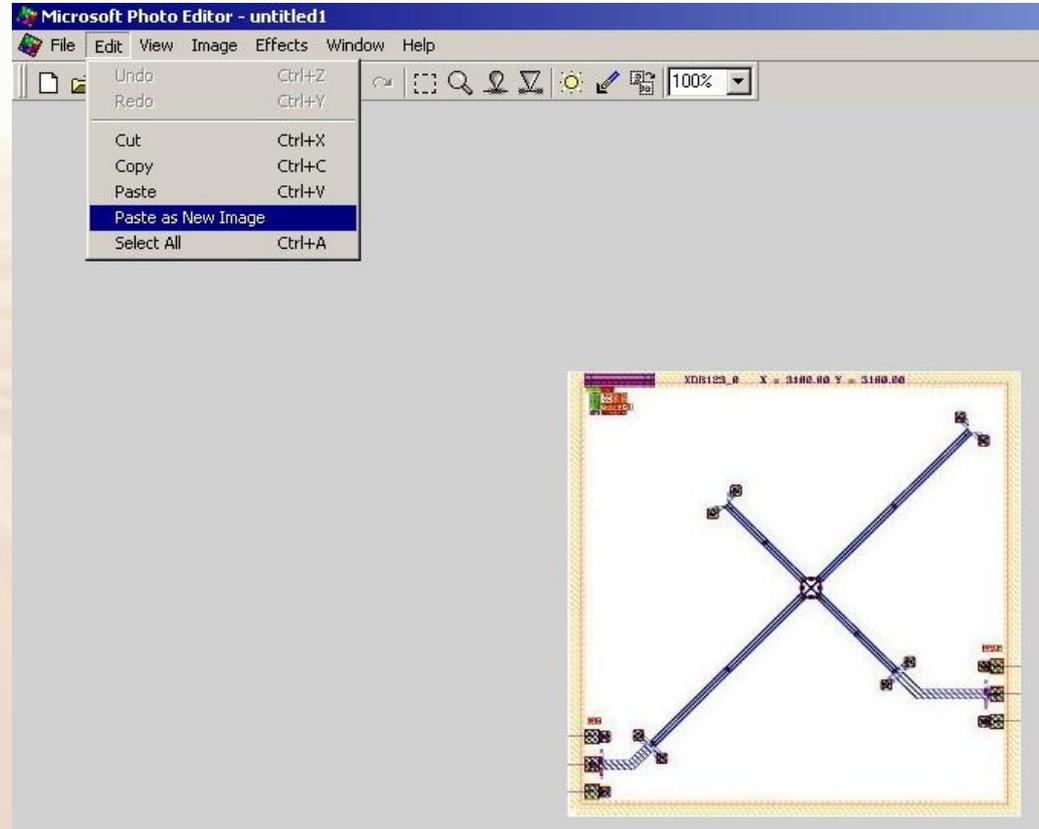
Programs

Microsoft Office Tools

Microsoft Photo Editor

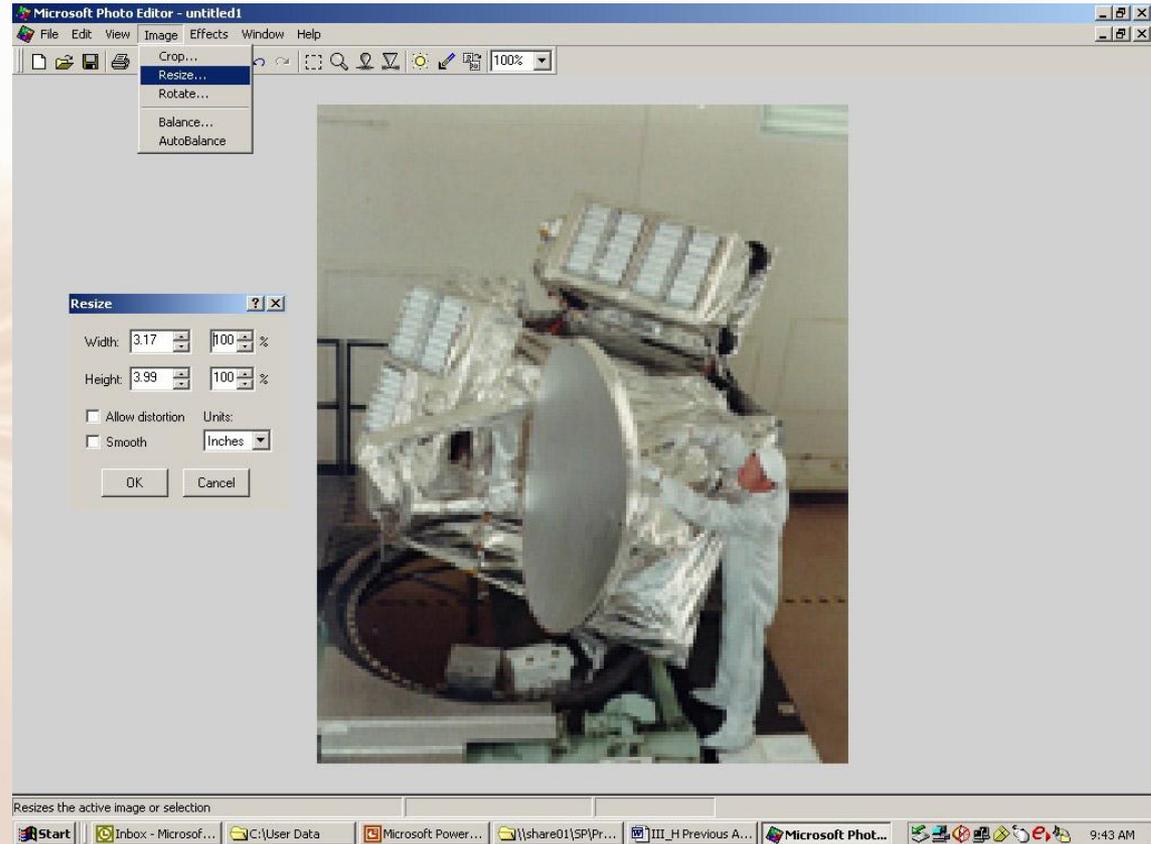
# Copy Photos into Photo Editor

- Next go to the Edit Menu and Paste as New Image
- Then save to Desktop as .jpg file



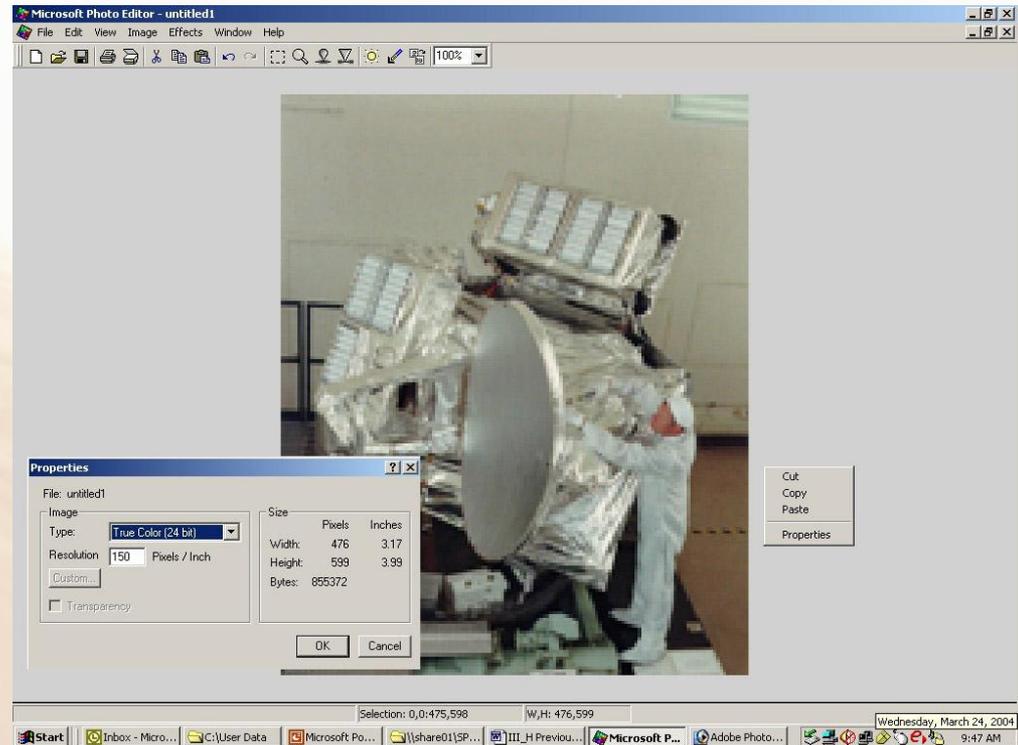
# Fixing the File in Photo Editor

- Go to “Resize” in the Image Menu
- Size the photo
- Save after each change



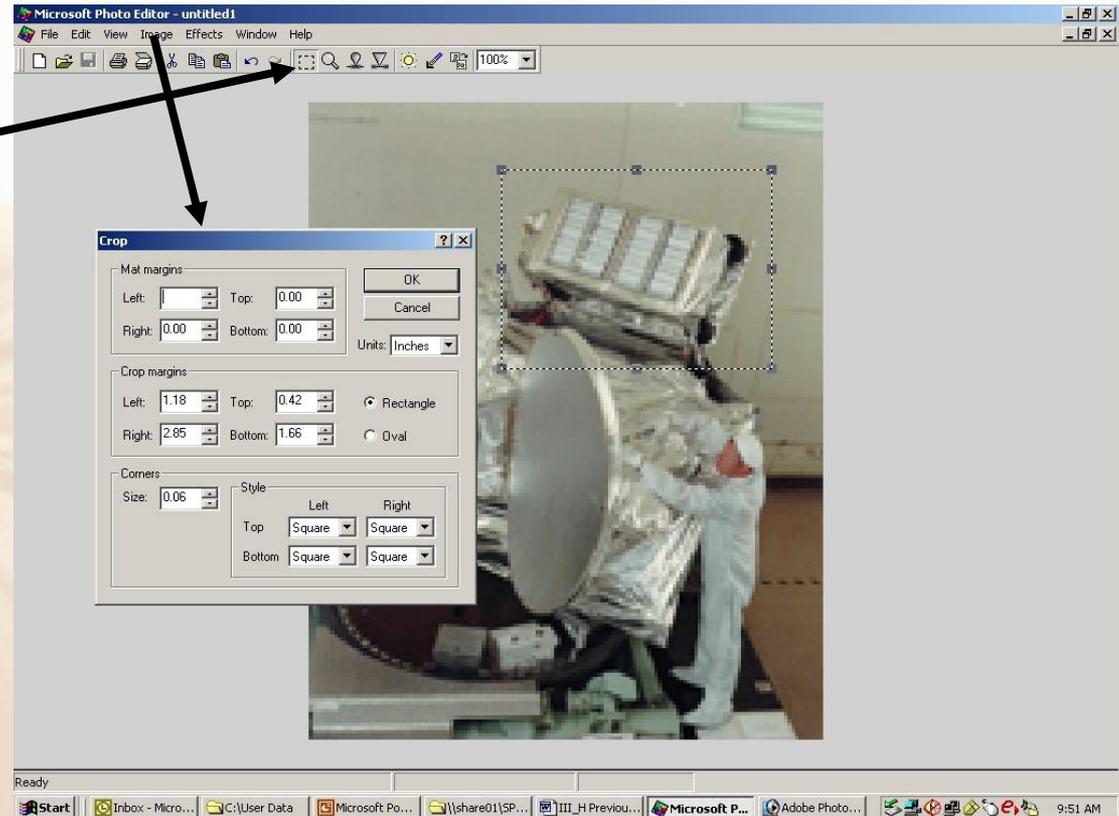
# Fixing the Resolution in Photo Editor

- Right click mouse on the photo, go to Properties to bring up a window which show the resolution in pixels per inch (dots per inch DPI)
- Change to about 150 Pixels/Inch
- Save file



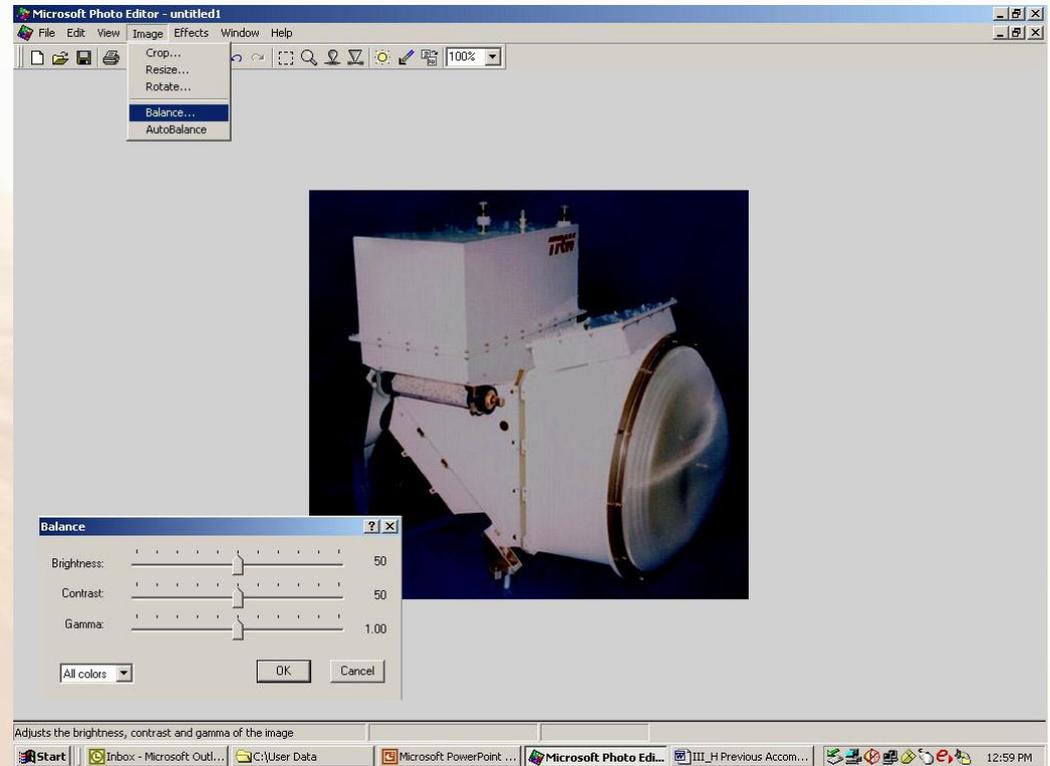
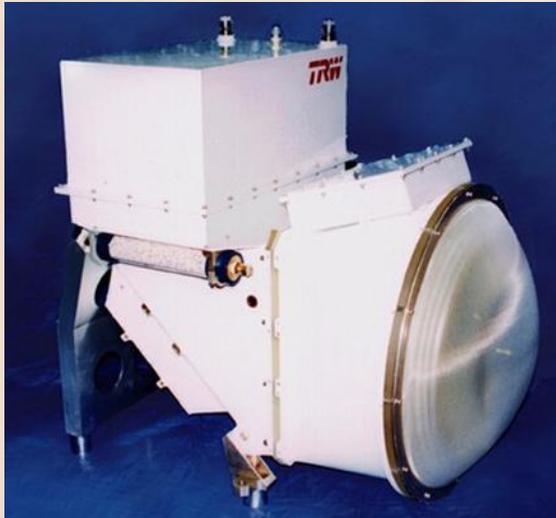
# Cropping the Photo in Photo Editor

- Highlight the crop tool and select area that you want
- Go to the “Crop” selection of the Image Menu
- Save file



# Brightening the Photo in Photo Editor

- To adjust the Brightness or Contrast level go to Balance selection of the Image Menu
- Adjust the Brightness or Contrast Slide Bars
- Save file



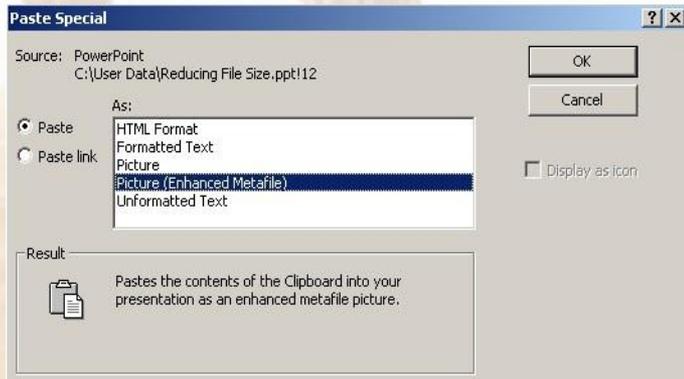
# Re-Import Photos



- Re-insert photos into original file and save
- Check size of original file to ensure it has decreased to an acceptable level
- By using this process the file was reduced 84,820 kb to 4,775 kb

# Another Sizing Shortcut

- Another simple way to reduce memory is to Cut the photo and Paste Special as Enhanced Metafile. This reduced a 14 Mb PowerPoint File to 222 kb
- Metafiles default to 96 DPI
- Imported .ppt file into MS Word, made a PDF file out of the Word file and they both printed correctly



# Comparison Page

## Using Photo Editor



119 kb .jpg



800 kb in Word

## Using .EMF

Slight degradation  
with this method



222 kb .EMF



350 kb in Word



# Linking in MicroSoft Word

**Maria Guzman**

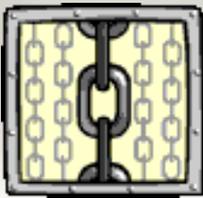
Publications Specialist

# Plan the Process



- Establish a linking process
- Requirements are defined by the RFP
- Identify linking targets – sections, figures, other volumes or documents
- Create bookmarks/destinations
- Possible to link across CDs
- Links are location sensitive
  - When moving files be sure to move an entire folder
  - Do not change file names after linking

# Linking



- Hyperlink - “hot spot” allowing user to jump to another location - A [hyperlink](#) is represented by text that is often blue and underlined
- Why link?
  - Hyperlinks enrich your Word documents – ease of navigation
  - Links provide flexibility - maintain smaller, manageable files
  - Link to additional data
- Linking Options
  - To a specific location in the same document
  - To a graphic or text using bookmarks
  - To multiple files

# National Polar Orbiting Environmental Satellite System (NPOESS) Link Statistics

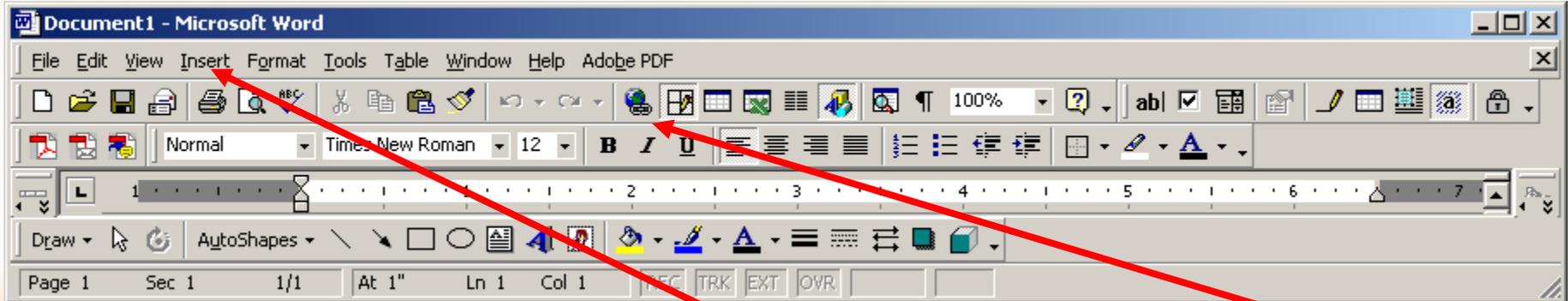


- Proposal was delivered on two CDs –  
~1400 MB of data
- 230 “previously submitted” documents –  
most developed during the proposal
- 20,894 pages of substantiating data
- 1,168 links from the Technical Volume

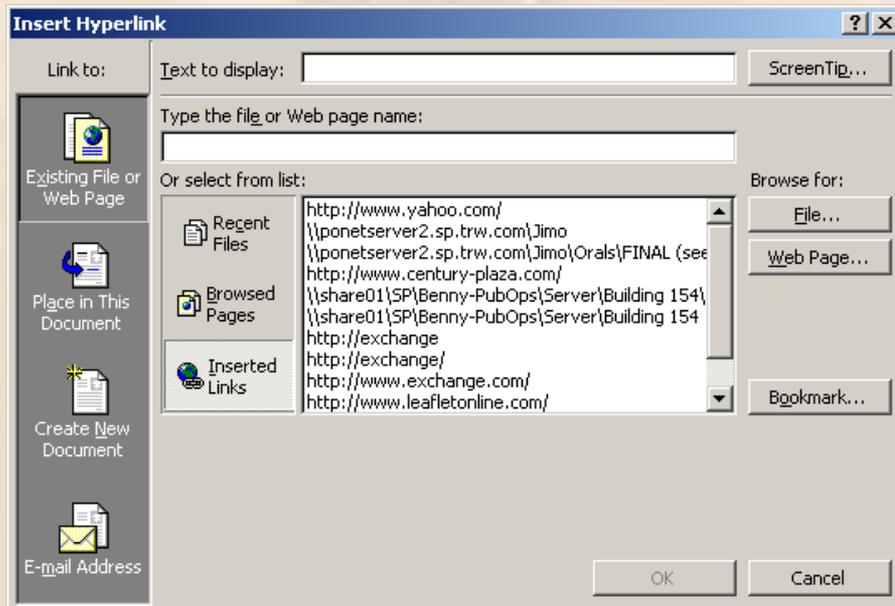
## Link Process Used for NPOESS

- Planned the process
- Managed the target documents
- Kept a master document list
- Established a link numbering convention
- Identified links in text/art early and set destinations
- Created link lists (by section)
- Provided training
- Reviewed and tested the process
- Communicated schedule and metrics to the proposal team
- Performed a link check before and after burning CDs
- Simulated download from CDs to customer server

# Creating Hyperlink



**Insert Hyperlink from the pulldown menu or use the icon**



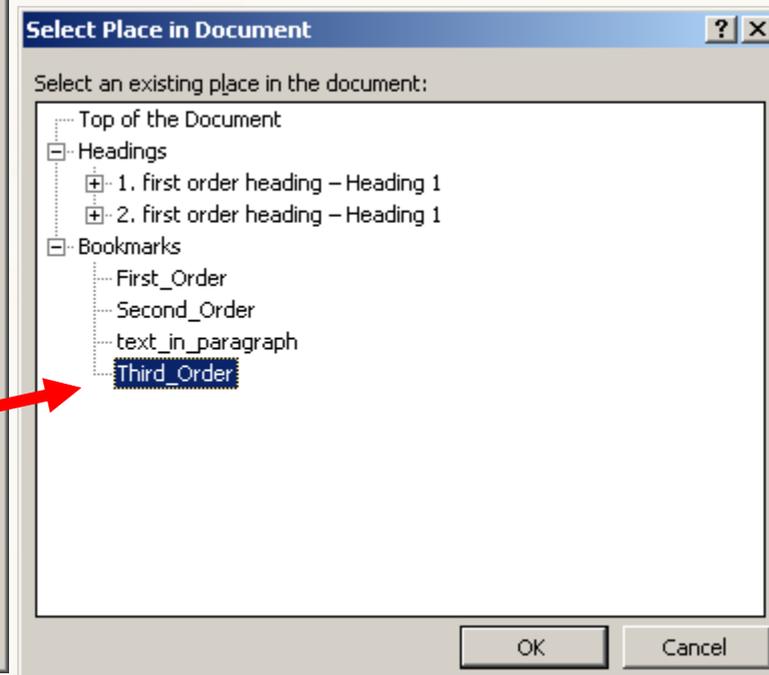
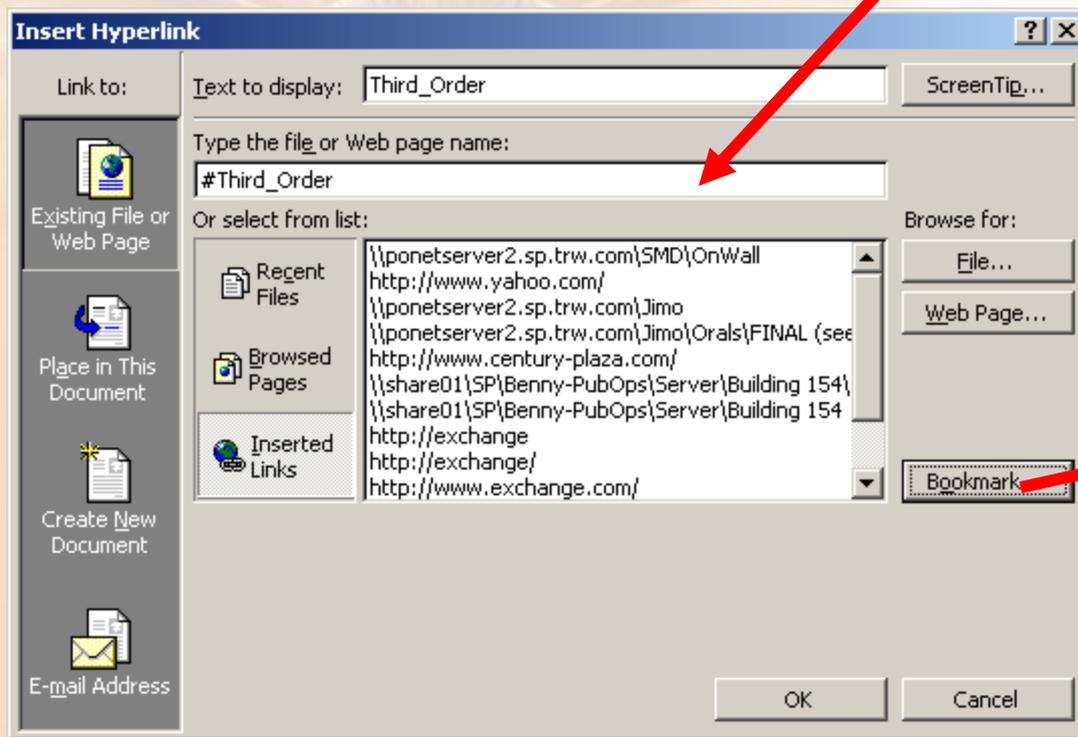
**Hyperlink window displays**

# Linking to Bookmarks

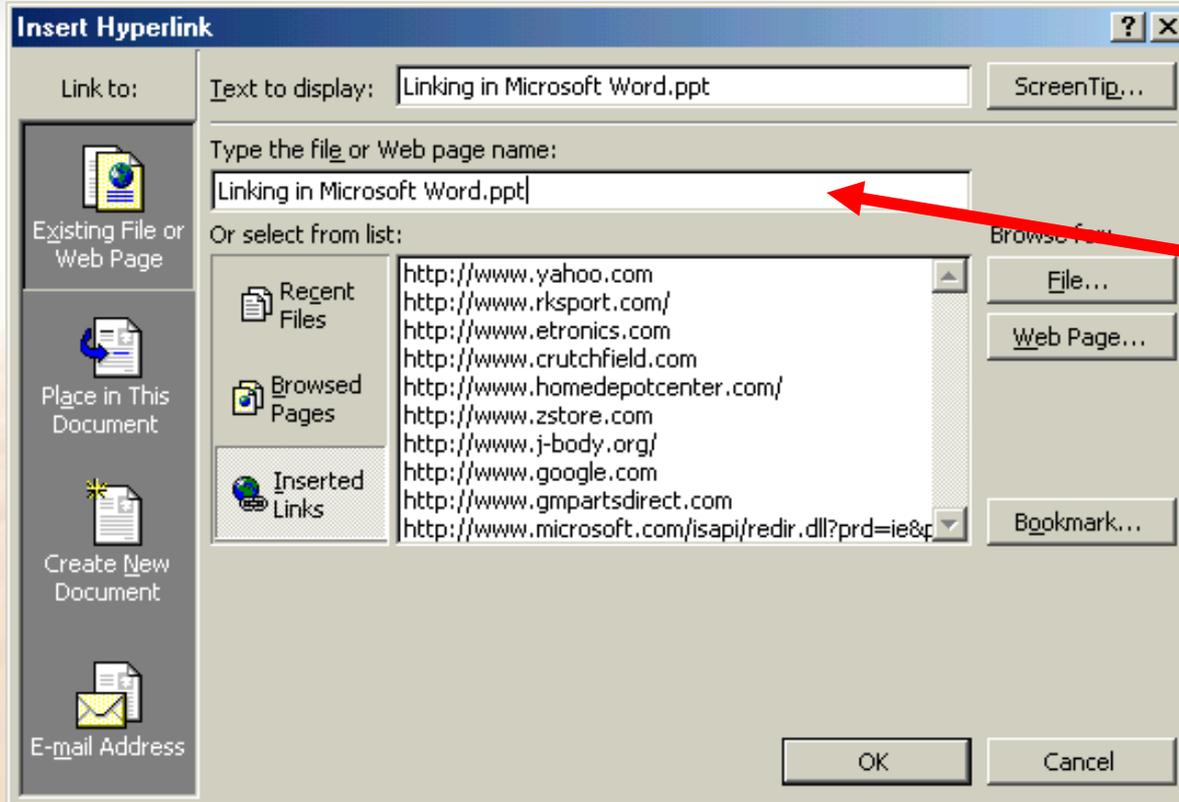
- Create bookmarks ahead of time
- Select Bookmark
- Bookmark selection window displays
- Establish link to bookmark
- Select OK link appears in the window

Bookmark is an item or location in a document that you identify and name for future reference

Bookmarks are used to jump to a specific location, create cross-references, mark page ranges for index entries, and so on.



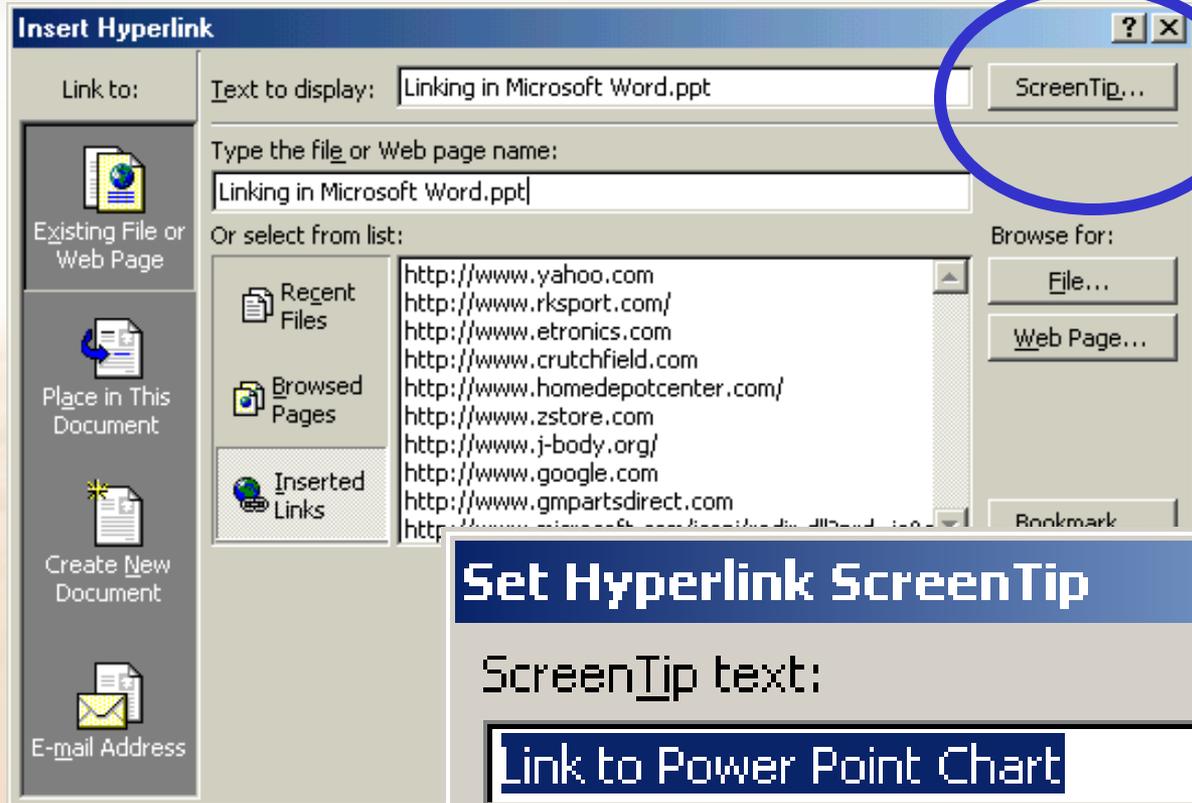
# Display Information



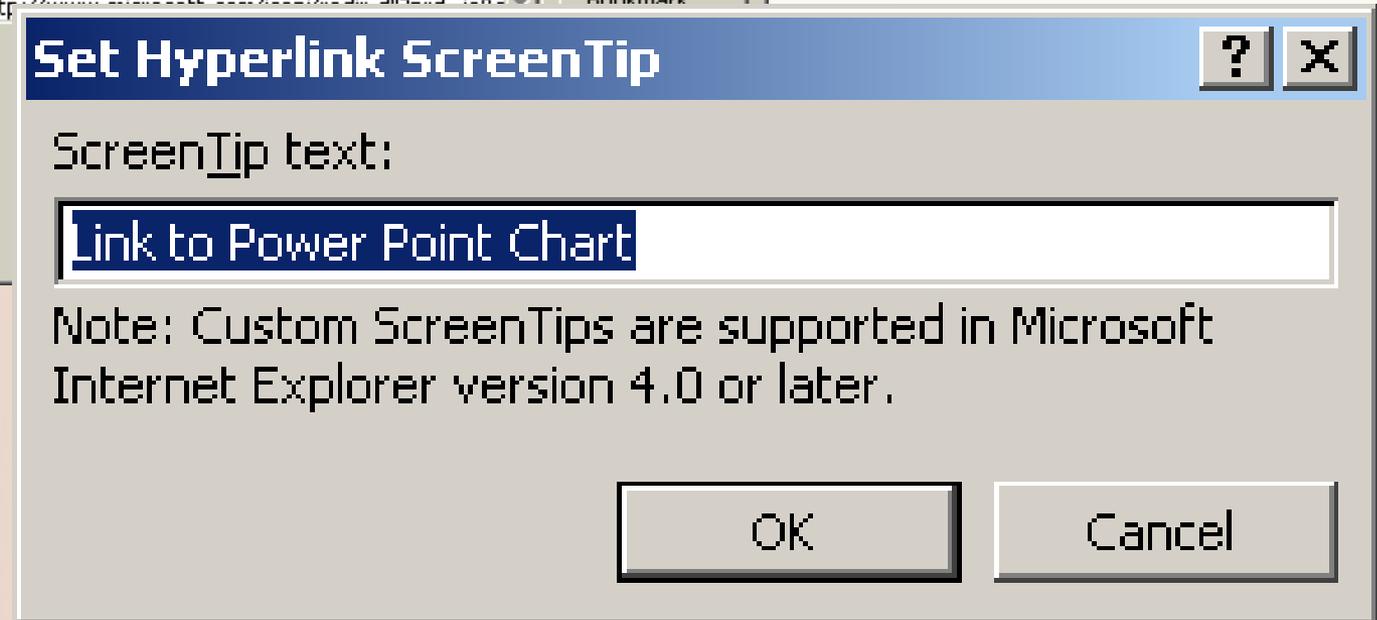
**Link to different type files  
(Excel, Power Point,  
Acrobat, etc.)**

Note: Some applications will only allow user to open to top of document. Power Point opens in Slide Show Mode

# Creating a Screen Tip

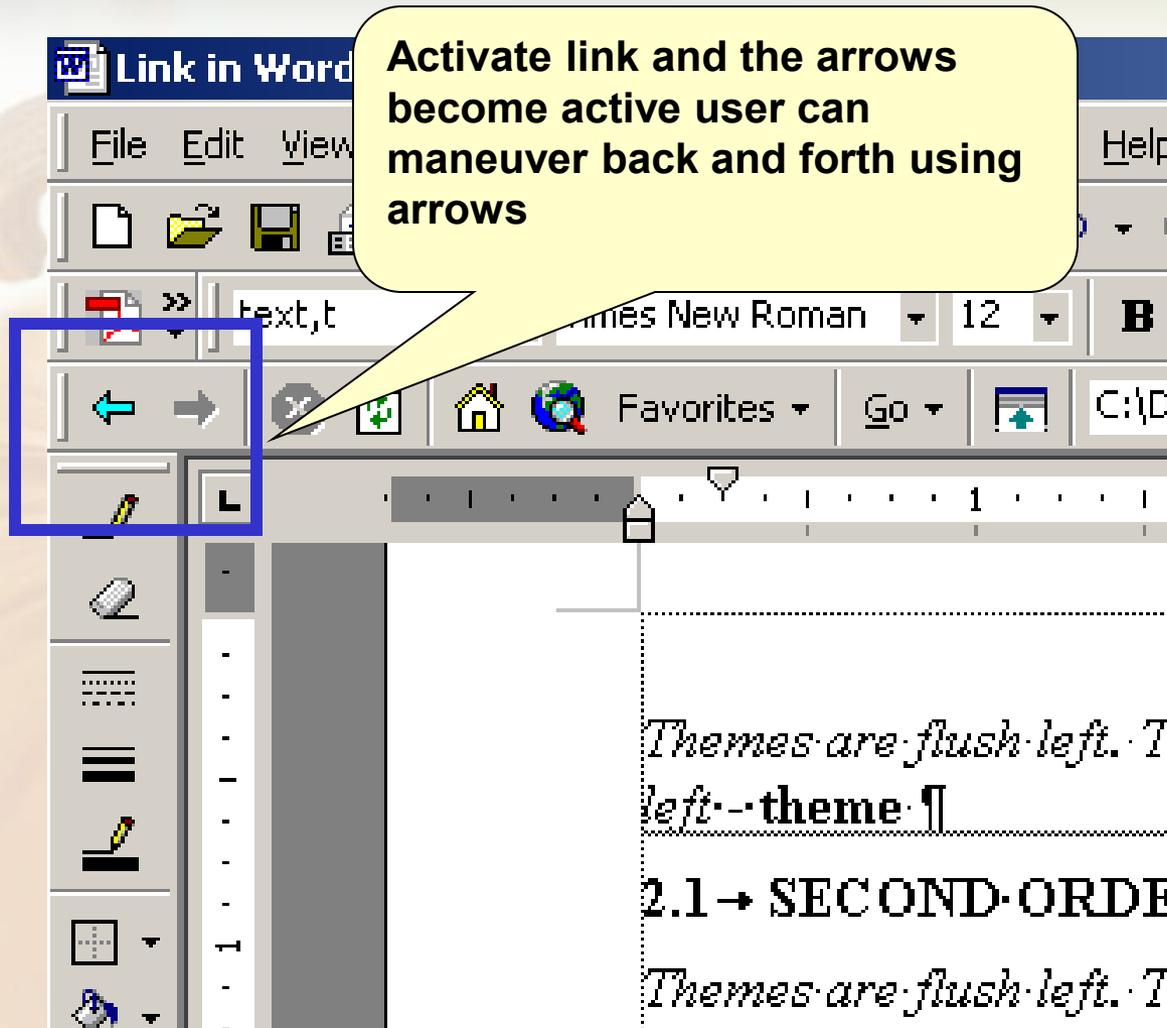


- **Creates an identifier**
- **Provides a brief description of the link**
- **Reviewer can decide whether to go to link or continue to next link**





# Activate the Link



Activate link and the arrows become active user can maneuver back and forth using arrows

File Edit View Help

text,t Times New Roman 12 B

← → Favorites Go C:\D

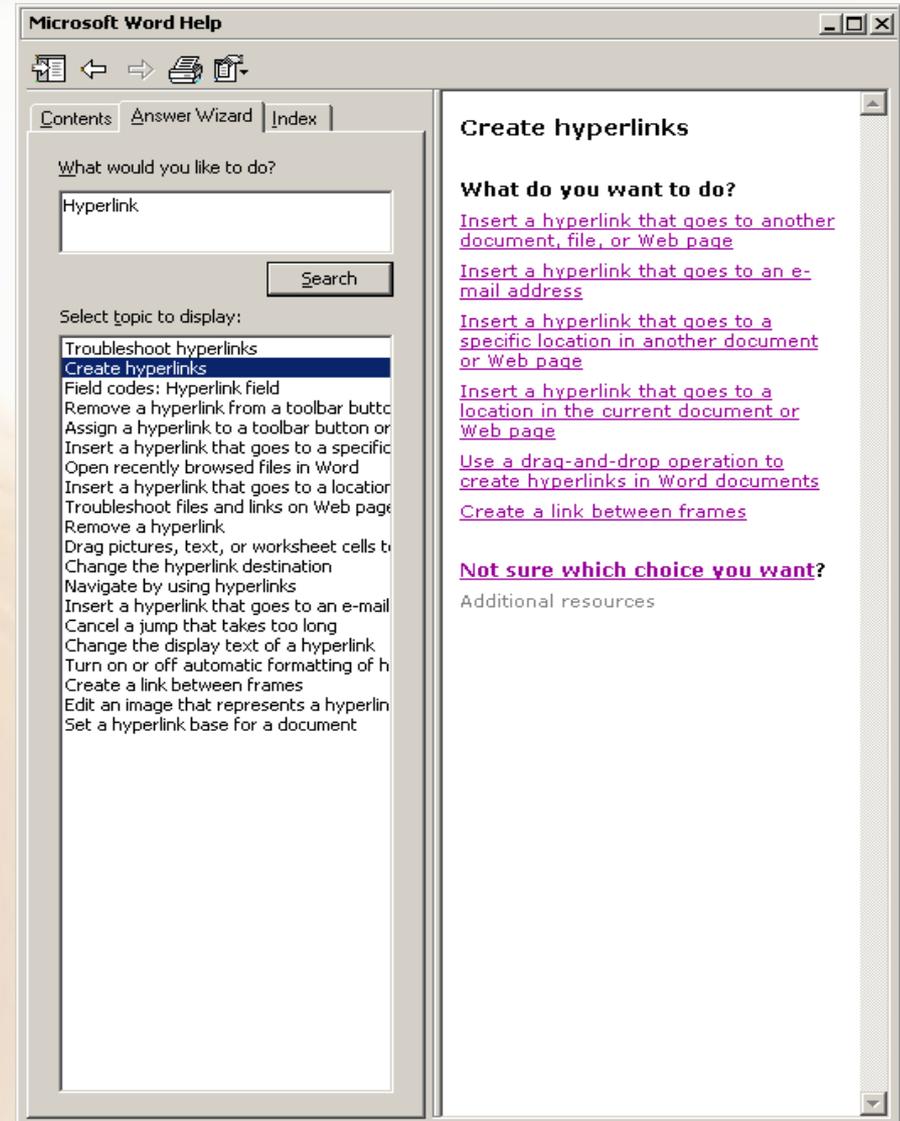
Themes are flush left. T.  
left-- theme ¶

2.1 → SECOND-ORDE

Themes are flush left. T.

# Additional Help

- Step-by-step instructions are available in the Help pulldown in Microsoft Word
- Type Hyperlink in the search box
- Hyperlink information will display





# Just Another Way to Shop . . . . . *Photoshop*

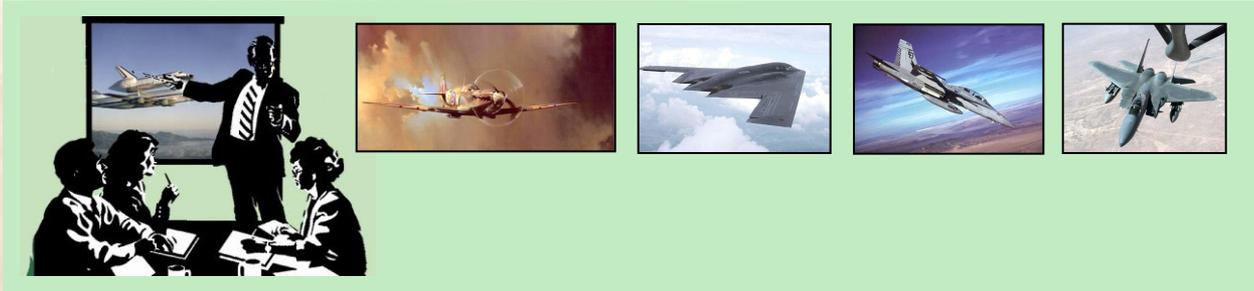
By Jim Diaz

# How does Photoshop help?

- Setting up an office with posters to show the client what their office space is going to look like prior to moving in



- Setting up a room full of posters for a program review



- Layout a display, prior to building it for a trade show.



- Building a mockup for review.



# Photo Morgue – Make your choice



# Photo Morgue



# Photo Layout



# Photo Layout Perspective



# Resizing Photos



# Resizing Photos



# Resizing Photos



# Final Photo Layout



A large, close-up photograph of a white pumpkin with a prominent, curved stem. The pumpkin is the central focus on the left side of the page.

# Halloween





**M**obile  
**T**actical  
**H**igh  
**E**nergy  
**L**aser





# Paperweight Mockup

# Sample



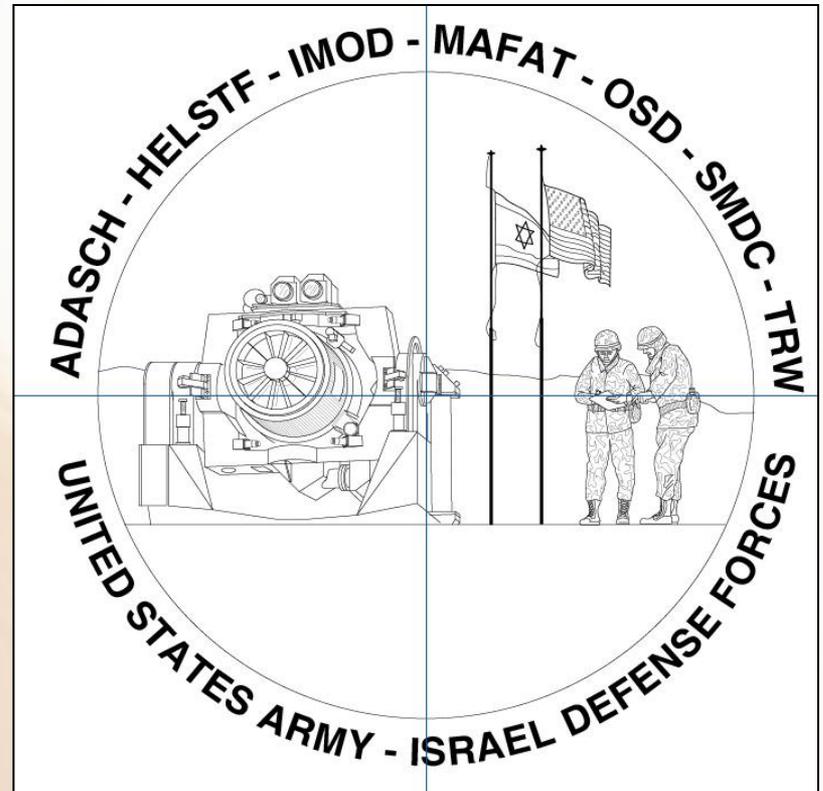
# Picking the subject



# Formatting it to fit



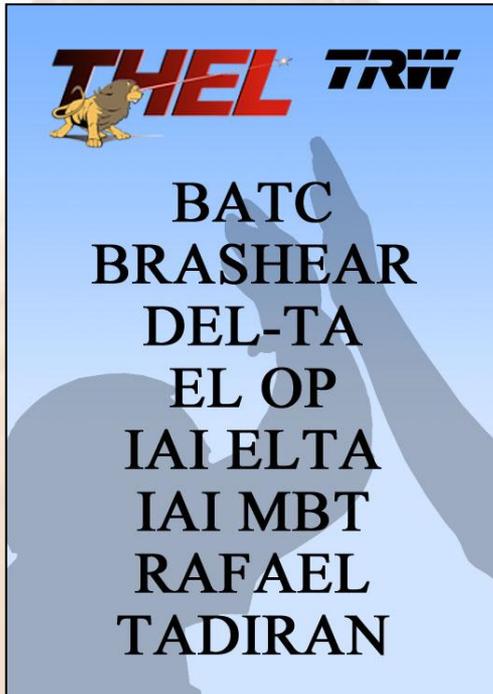
# Designing the coin



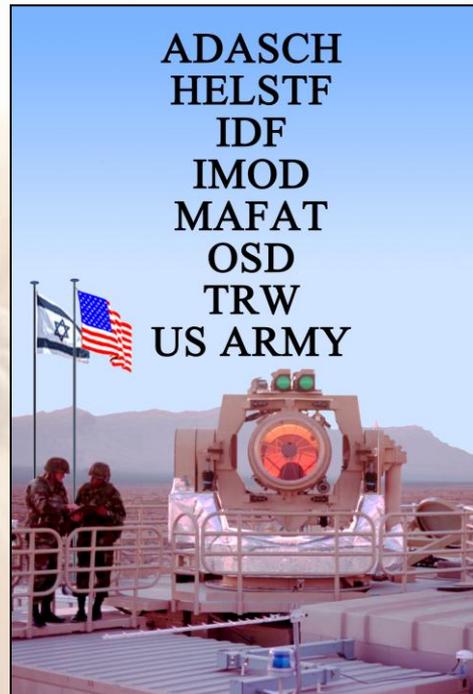
Coin is ready



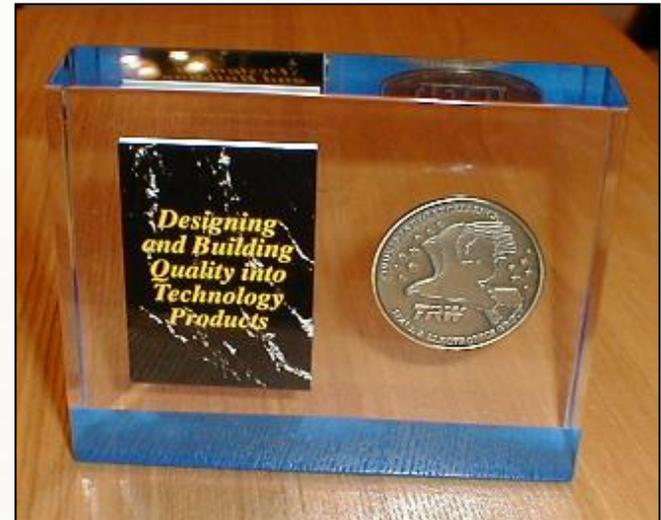
# Designing the art



*Front*



*Back*



Ready or not . . . .



Photoshop mockup



**Adam Ugolnik**

*Northrop Grumman Graphic Designer*

# Macromedia Flash

*What is it?*

*How does it work?*

*And how can it help your proposals?*

# What is Flash?



- **Similar to Photoshop and Illustrator designed primarily for on-screen presentations and web-applications**
- **Allows users to add motion, animation, and user-interaction to otherwise static graphics and images**
- **Uses an independent “Flash Player” already present on 98% of internet-enabled PC’s. (Those PC’s without Flash Player can download it for free at [Macromedia.com](http://Macromedia.com))**
- **Now available as Version 7, most graphic designers today have some familiarity with some version of this program**



Tools



View



Colors



Untitled-1\*

Scene 1

Timeline

	1	5	10	15	20	25	30	35
Layer 1	○							
Layer 2	○							
Layer 3	○							

1 12.0 fps 0.0s

