

The PPI Perspective Revisited Continued from previous page.

tions less than 150 PPI will show poor quality. This is why most graphics captured from web pages are not suitable for printed images. Web pages are generally set for 72 to 75 PPI.

Also, note that these techniques apply equally well to PowerPoint®. However, if you are primarily producing PowerPoint slides for electronic presentations using a projector, optimize your bitmaps to 75 PPI. Use 150 PPI

as described above for printed slides.

Trivia Time: Did you know that “pixel” is a contraction of “picture element”?

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Why the H*ll Should You Read Section L?

Maria Hebert and Carole Johnson

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When you read an RFP,

You should start with Section C.

There you'll see the work to do

Sometimes a SOW, sometimes a SOO.

To help decide what story to tell

Check the instructions in Section L.

For volume this and section that

Page limitations and font format.

You've read a lot, but don't get bored.

You'll find out next how you'll be scored.

Read Section M to get a clue

How Uncle Sam will evaluate you.

Look closely now and you may see

That C, L, and M just don't agree.

You may be tempted to jump ahead.

You know what they want despite what they said.

But to resolve the conflict in an RFP

You must apply some artistry.

To blend the requirements with the story

Is the path to proposal glory.

So follow these steps and you'll begin

To write a bid that's sure to win.