

Using Graphics in Your Chapter Newsletter

Graphics in the form of pictures taken with a camera can make your newsletter more personal for members, especially those not able to attend meetings. Graphics as decorations to newsletters can highlight points of interest. The techniques for adding graphics to a newsletter are summarized in this article, but detailed questions can be emailed to LambdaStateCommunicationsCommittee@hotmail.com. An instructional workshop will also address this issue at the Lambda State Convention in April 2006. Make plans now to attend!!

Graphics from a digital camera should be saved to a file on the computer using instruction for the camera. Graphics from the internet or from a purchased graphics library are usually called clipart and will be added in the same way as a photo. Most digital photos are in “.jpg” (pronounced jpeg) format. Clip art is usually .gif (pronounced jif or gif) or .jpg format. Once the image is added to the newsletter, it does not need to be saved separately, but if all graphics are kept in one file, it is easy to find if needed for a future publication.

Inserting a graphic from a clip art file associated with the word processing program is sometimes another choice. Locating appropriate free graphics online is an option. One such site is www.google.com. Choosing “Images” and then entering a keyword should bring up a selection of graphics in the desired theme. Saving the image to a Windows computer is accomplished by right-clicking, and using “save image as” makes it available for future use. On a Macintosh, hold the mouse button down until the menu offering the “save picture as” option appears.

Once the document has been typed, then photos and clipart can be added. If a color printer is used, ink costs will be higher, so graphics should be inserted sparingly and only to increase effectiveness of the newsletter. Follow these general steps for adding a graphic: **INSERT – PICTURE – FROM FILE**. A window will open where the location of the graphic should be found. Once the graphic is selected and added to the document, double-click on the graphic to access the properties of the graphic. In the “layout” screen select one of the placement choices (usually “tight” or “square” to allow text to flow around the figure), and close the window. Once this step is completed, movement of the graphic to the desired location should be possible.

If a newsletter is converted for publication to the web, special steps must be used with the graphics. These steps are not difficult – maybe another column. Adding graphics will enhance a newsletter and increase member interest. Try adding one or two to your next issue.