Screen-Capture Guidelines

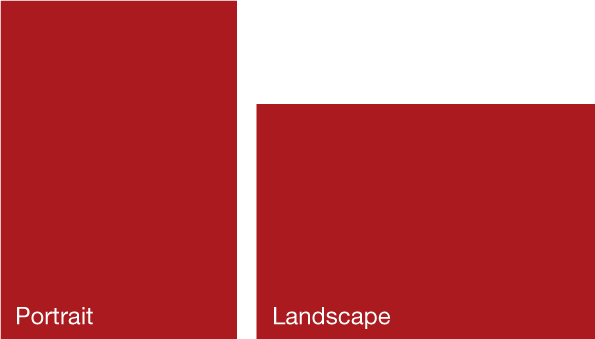
We use a slightly different process to capture screenshots in Microsoft’s new 2013 suite of products. Luckily, the process isn’t too difficult. A few considerations will vastly improve the quality of the screenshots you take.

# Things to Consider About Screenshots

Consider the mediums we’re working with. The screenshots are being taken of a digital program, like Project 2013, and we’re putting those screenshots into a book. Ultimately, the book is getting printed out in a physical medium.

That’s not a big surprise, I’m sure.

What may have escaped your attention is the orientation of the mediums. Computer screens are most often designed to be horizontal; they are usually longer than they are tall (also referred to as a “landscape” orientation). In contrast, our printed books are designed to be vertical (aka, “portrait” orientation); they are taller than they are long.



1. The difference between a portrait and landscape orientation. Source: Advisicon. [portrait-vs-landscape-orientation.ai]

## Take Smart Screen Shots

So, what’s the significance of this difference in orientation?

You are going to have to optimize your screenshots for a portrait orientation. That means *only* including the relevant information in a screenshot. Some steps that will help:

* Hide columns from your view that are not absolutely necessary for the screen shot you are taking.
* Don’t include views of the Gantt chart if the screenshot is not about the Gantt chart.
* In dialog windows, resize the dialog by clicking and dragging the border (when resizing is available). The less space the dialog takes up horizontally, the larger we can reproduce the screenshot in the printed book.

# Use Your Resolution

The style of the user interface changed with Windows 8 and the 2013 suite of Microsoft Products. While this has modernized and unified the look of Microsoft’s products, it does pose a few difficulties for print reproduction.

What has made print reproduction more difficult:

* Lighter, thinner fonts can be lost in small sizes when printing.
* Thin lines can be lost in small sizes when printing, especially when they are light in color as well.
* The extensive use of whitespace can make the borders of a screenshot difficult to discern on a printed page.

What has improved print reproduction:

* Switching the default fonts to Segoe (a humanist san-serif with a larger body height and open counters) has made the text more legible in most instances.
* The preference for solid colors over gradation has significantly improved the quality of black and white reproduction.

We optimize the screenshots for print by changing the resolution at which the image is captured.

There are several ways to change your resolution, but the best way for our purposes is the screen resolution dialog.

## Changing Screen Resolution

Programs like Project 2013 dynamically optimize the display of the ribbon for the pixel width of the window. As a result, the view of the ribbon a user is presented with will be dependent upon the resolution capabilities of their monitor, the resolution settings of their monitor, and the width of their program window.

task_tab-800x600.tif

1. Example of layout optimizations in the Task tab of the Ribbon at an 800 x 600 resolution [task\_tab-800x600.tif]

You can see this ribbon optimization in effect by playing with the width of your program window.

Decreasing your screen resolution to 800 x 600 will have multiple benefits:

* Your experience with the program will be the same as users with the least advanced hardware. This will help you identify areas that need special attention for these users and functionality that you had taken for granted at a higher resolution.
  + We have just discussed the effect screen resolution has on the ribbon. Screen resolution may also impact the display of other components in the program.
* Your view of the program will be limited to just the components you are actively working with. This is likely to expedite your screen capturing process.
* With your screen resolution standardized at 800 x 600, you will be easily producing screenshots of a consistent quality.
* With your screen resolution standardized at 800 x 600, you will automatically produce screenshots of consistent pixel ratios.
* This resolution produces screenshots of the highest quality for print reproduction.

entire_window-800x600.tif

1. Example of a screenshot taken at 800 x 600 [entire\_window-800x600.tif]

The quickest way to change your screen resolution is to do the following:

1. Minimize any open windows. A shortcut to do this is to hit your **Show Desktop** button in the **Taskbar**.
2. Right click on the desktop to bring up a contextual menu.
3. Select **Screen Resolution** from the contextual menu. The Screen Resolution dialog will be initiated.
4. Under **Resolution**, select 800 x 600.
5. Click **OK**.
6. A Display Settings dialog window will be raised to confirm the resolution change. Click **Keep changes**.

Please keep in mind that these screen resolution settings are only applicable to capturing screenshots. For photographs, charts, graphs, and diagrams you’ve constructed, please submit the highest resolution file possible.

# Keep the (Lack of) Color in Mind

The interior of the books are printed in black and white. Colors in a screenshot will be reproduced in some variety of grey when printed.

# Just the Screenshot, Please

Don’t use the effects, drawing tools, image styles, etc. in Snagit unless absolutely necessary. If you feel the need to draw a circle around a portion of a screenshot, we will most likely be better served by a screenshot of just that component.

Do not add any border or shadow to the captured image. Techniques to differentiate the screenshot from the page will be handled by Press in the layout and typesetting production phases.

# File Format

Please save the file as a .tiff when available. If you submit charts, graphs, or diagrams you’ve constructed, please submit them .ai, .eps, .pdf, or .tiff format (in that order of preference).

To save a screenshot you have captured with Snagit:

1. Click the **Save** icon in the top of the Snagit Editor window or use the keyboard shortcut **Ctrl** + **S**. The Save As dialog opens.
2. Navigate to the destination you intend to save to and enter a unique file name in the **File Name:** text field.
3. Set the file type to **TIF – Tagged Image File (\*.tif)** in the **Save as type:** text field.
4. Make sure the **Use transparency** toggle is checked.
5. Click the **Options…** button. A File Format dialog opens.
6. Set the **Colors:** dropdown to **True color + alpha (32-bit)**.
7. Set the **Subfile type:** dropdown to **Uncompressed RGB**.
8. Click the **OK** button to save your File Format settings and close the File Format dialog.
9. Click the **Save** button to save the file and close the Save As dialog.

# Notes for writing

A few helpful notes for expediting the book writing process.

## Captions

As you are writing new content, include a caption with your image. We will need to have one anyway, and it is easier for all of us if you write it now.

## Image Submission

We understand that it can be helpful to our authors to insert a copy of the screenshot directly into a Word document that they are composing. Please follow the inserted image with the image caption, the name of the image file, and (if the image is a chart, graph, or other non-screenshot material) the source of the image. You can see this basic format in use on the figures in this document.

Submit your screenshots and images independently of the manuscript.

## Rights to Images

If the source of the image is not Advisicon or you, you must seek permission to use the image from the copyright holder and submit the official approval to us. If approval is not granted, you are responsible for acquiring a legal replacement.

## Order of Images to Content

To unify the flow of information, write any introductory text or steps first and then include the screenshot/chart/graph/diagram. Images should be used to illustrate content, not to introduce content.

# This Document is Evolving

We are continuously improving our screen capturing process. As we find better ways to do things, we’ll update this document and provide our authors with a new copy.