

# Merry Christmas & happy new

# 2012

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A publication of Pro AV, Inc. Design, Sales, Repair, Installation of Audio, Video, Lighting & Keyboards

## PRO AV

Audio • Video • Lighting • Keyboards

### In This Issue

December deals.....	1
Web Design vs. Graphic Design.....	2
Did you know?.....	2
Product review.....	3
Limited time offers.....	3
Announcements & Coupons.....	4

## December Deals!



e902

\* **REFURBISHED**

- \* Frequency response optimized for kick drum
- \* Very fast attack
- \* Integrated stand mount
- \* Hum compensating coil
- \* Shock-mounted capsule
- \* Robust metal body

**\$177.99**



**\$89.99**

HD280 Pro

\* **REFURBISHED**

- \* Lightweight and comfortable
- \* Collapsible rotatable earpieces
- \* Excellent for use in high-noise environment



Rebates with **Sennheiser** or **Shure** mics purchase!

Until December 31, 2011

**SENNHEISER**



Buy any Sennheiser G3 wireless system and receive a **rebate up to \$100**. Buy a 2000 series and receive a rebate **up to \$125!**

Purchase a **SHURE SM57** or **SM58**

microphone and receive a **FREE** mic cable & Save \$10 with mail-in rebate



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**Pro AV, Inc.**

6726 Arlington Expressway  
(West of Arlington Rd.,  
between Cesery Blvd.  
& Arlington Rd.)  
Jacksonville, FL 32211  
**(904)744-2110**  
[www.myProAV.net](http://www.myProAV.net)



*Christmas is coming up!*  
**New!** Just in time for  
**Christmas!** We now offer!

- Layaway
- Repair services
- Financing plan
- Keyboards display

# Web Design vs. Graphic Design

by Nadia Lebedeva

Graphic and Web Designing are closely related to each other, but they have two different approaches to deliver the final product. It can be confusing since they share many similarities. For example, both require creatively using images, text, color and other various components to translate the client's vision. By understanding the relationship between Graphic and Web Designers – the similarities as well as the differences – you may avoid the mistake of hiring one person to fulfill both objectives. Hiring someone who is a good graphic designer doesn't necessarily mean they are also a good web designer.

*The following comparisons will help you to distinguish the differences between the two.*

**Graphic designing** deals primarily with print media. Examples of graphic designing can be found in magazines, newspapers, brochures, billboards, book covers, product packages, logos and many other forms of print media. The primary focus of any graphic designer is to design a creative way to compose the layouts for a project. Two of the most useful tools in Graphic designing are images and typography. Creative use of these two tools can effectively communicate the message to the audience.

**Web designing** is all about the internet. A web designer will develop a creative idea and then depict a graphical display on a web page. A web designer will use various applications such as HTML, CSS, XHTML, JavaScript, PHP, Photoshop, and images such as JPG and GIFF to bring the creativity into reality.

**Resolution** is the quality of an image. The size of the image should be no larger than "72 ppi," (pixels per inch). It will cause the image to load slower, and it won't necessarily look any better. Good size for print is 300 ppi. You can lower the resolution to 240 ppi without losing an image quality. However, the professional standard is 300 ppi.

**JPEG** - Joint Photographers Experts Group. It's a good format that retains color and detail found in photographs and graphics with lots of color blends. JPEGs support

millions of colors so it's ideal for print work, but also can be used for the web.

**GIF** - Graphics Interchange Format.

This format is preferred for the web because it is supported by all web browsers. It can display up to 256 colors, and can include transparent backgrounds. GIFs are good for image files with limited color variation and for images that will only be viewed on screen.



**Fonts** – There is a significant difference between choosing fonts for web as opposed to print.



With print design, your final piece will show the exact font that you specified during the design process. Regardless of what font you chose, when your reader opens your brochure, all fonts will show exactly as you assigned them. In contrast to

print, web fonts alter based on the web browser being used. Your audience can only see the fonts that are installed on their computer. For example, if you composed an amazing website using the *Bickham Script Pro* font, and none of your viewers have that font, their browsers will substitute it with something different. Web designers can never be certain if their fonts will display properly.

It is highly recommended to stay conservative when it comes to web fonts. Your beautiful design can look awful when displayed on someone else's browser. Don't waste your hard work by picking extravagant fonts. Stick with simpler fonts such as Helvetica, Arial, Times New Roman, or Verdana. All web browsers are able to display these fonts. However, if you really want to use a creative font, you can add it as an image, but this might cause your page to load slower.

If you are a graphic designer trying to design a web page, take the time to study the subject. Recognize and take into consideration the differences between print and web design. If you do this, you will be pleased with the final result because aesthetics and functionality will complement each other in the most effective way throughout your design.



You should not clutter your web page up with stuff. White space is good – it complements the look of your site. Keep your content as the focus of your page. Use fonts that will be available on all computers so your page doesn't end up looking messy.

**NOW YOU KNOW!**

## Helpful sources

To learn about basic web layout, html tags & free templates check the helpful links below.

[www.churchmediadesign.tv](http://www.churchmediadesign.tv)  
[www.churchplantmedia.com](http://www.churchplantmedia.com)  
[www.cloversites.com](http://www.cloversites.com)  
[www.collisionmedia.tv](http://www.collisionmedia.tv)

[www.templatemo.com](http://www.templatemo.com)  
[www.hongkiat.com/blog/](http://www.hongkiat.com/blog/)  
[www.webdesignledger.com](http://www.webdesignledger.com)  
[www.designerstoolbox.com](http://www.designerstoolbox.com)

## Which StudioLive is right for you (24.4.2, 16.4.2, 16.0.2)?



Your mixing and recording needs aren't necessarily exactly the same as everyone else's. That's why we created a StudioLive family of digital mixers, starting with the StudioLive 16.0.2, 16.4.2 and StudioLive 24.4.2.

Why choose StudioLive 16.4.2 rather than the StudioLive 16.0.2? The StudioLive 16.4.2 has more mic preamps, more FireWire streams, more graphic EQs, longer-throw faders, more bands of semi-parametric EQ, and more meters than the StudioLive 16.0.2. It has digital outs and analog direct outs, and you can daisy-chain two 16.4.2s to create a larger system; the 16.0.2 does not have these features. On the other hand, the StudioLive 16.0.2 is more compact and lighter than the 16.4.2, it's less expensive, and it has a very cool feature that the larger StudioLives don't offer: MIDI control over main output level,

effects levels and routing, and Scene change.

Why choose the StudioLive 24.4.2 rather than the StudioLive 16.4.2? Let's say you want more than 16 channels but want to keep your system compact. Perhaps the acts and events you mix require lots of monitor mixes, so you need more than the six auxiliary buses in the 16.4.2, and you want fully parametric EQ, rather than semi-parametric. You could use an enhanced gate with Key Listen and Key Filter features, and a Threshold control on the limiter would be handy. A stereo graphic EQ on the mains is mandatory but you also want graphic EQ on the subgroups and auxes at times—four dual-mono, 31-band graphic EQs would do the job nicely. No problem! You get all of these enhancements and more with the 24-channel, 10-aux, StudioLive 24.4.2.

[www.AudioSeminarStore.com](http://www.AudioSeminarStore.com)

Our private webstore created for churches only!

# Limited time offers!

### Free StudioLive 16.0.2 Carry Bag

**B**uy a StudioLive 16.0.2 between now and December 31, 2011 and PreSonus will send you a free carry bag / backpack with laptop and cable compartments.



Only the 16.0.2 gives you three perfectly integrated software programs for 2-click recording, laptop control and production. So naturally this carry bag includes a laptop compartment. It includes padded straps, a top handle and is constructed of 1000 denier polyester with heavy-duty zippers. Bag is shipped from PreSonus upon receipt of proper paperwork. Allow 4-6 weeks for delivery. Download form and freight at [www.preconus.com/bag](http://www.preconus.com/bag).

#### Take your studio to the gig!

16.0.2 in the studio. 16.0.2 at the gig.

- Best interface available for Pro Tools™, Reason™ and Live™
- 16 in/16 out 24-bit/192kHz FireWire interface with wide dynamic range
- 24 channels 1800™ Class A microphone preamp/line
- Monitor while tracking with built-in zero latency monitoring and Full Channel signal processing
- Powerful Studio One™ Artist DAW interface with unlimited tracks and 100+ tracks, buses and virtual instruments
- 16 channel line inputs, 16 in/16 and 4 DCA
- 12 premium 1800™ Class A mic preamps
- 100+ wide frequency Full Channel compressor, low-noise equalizers, 3-band EQ and high-pass filters for all channels, buses and stems
- Dual digital outputs and analog S/PDIF outputs
- Stereo and preset store and recall
- 2-click multitrack recording with Capture™
- Virtual Studio Live™ remote control
- StudioLive Remote™ control

PreSonus

Download Rules and Redemption Form at [www.preconus.com/bag](http://www.preconus.com/bag)

## FREE UPGRADE

from Studio One Artist to Studio One™ 2 Producer DAW

when you buy any AudioBox™ VSL USB 2.0 interface



**Offer good November 1 to December 31, 2011**

Getting your upgrade from Studio One Artist (Included free with VSL interfaces) to more powerful Producer is super-simple. Just register your new AudioBox VSL interface online before midnight 12/31/11 and your Producer upgrade code will automatically appear in your user account.

PreSonus

**PRO AV**

Audio • Video • Lighting • Keyboards

*merry christmas  
and a happy new year!*

## Announcements!

# WANTED

## Salesperson

Do you know

**Audio, Video or Keyboards?**

Join our awesome team!

Give us a call to schedule an interview

(904)744-2110

## Great ideas for Christmas gifts that cost nothing but your time!

1. Handwritten favorite Bible verse. Put it in a frame.
2. Create a T-shirt design and have it screen printed.
3. Teach a skill – piano, draw or dance lessons.
4. Make a meal. You probably have a recipe that others love.
5. Give yourself or your time for a day to someone.
6. Start a blog in honor of someone. Blogspot.com lets you start a free blog.
7. Make a PowerPoint presentation that includes pictures and old memories.
8. Compile a book of pictures, archives, and journals notes from a deceased family member.
9. Write a poem.
10. Homemade Christmas card.
11. Homemade recipe book.
12. Write your story.
13. Create a CD mix with some of the recipient's favorite songs.
14. Paint or draw a picture.
15. Share your plants.
16. Volunteer to help.



## Transfers:

Cassette to CD

VHS to DVD

LP to CD

**CD & DVD Printing & Duplication**

# COUPON

Offer valid until **Dec. 23, 2011** only on new keyboards

# 15% Off



# Keyboards

Printed coupon is valid for purchases made between 12/01/11 and 12/23/11. Coupon must be presented at time of purchase to receive discount. One coupon per customer. Cannot be combined with another coupon or applied to previous purchases. Not valid on markdown or clearance items. No cash back or merchandise credit will be given of offer value. If a portion of a purchase is returned, coupon will be voided.