



Visual Persuasion

Demonstrative Evidence That Informs and Transforms

Maximizing the Quality of Photocopied Demonstrative Evidence

Plan your printed demonstrative evidence so that low quality, black and white photocopies will preserve the essence of the work.

1. **Anticipate that the default copy setting is designed for speed rather than quality.** Court clerks and legal secretaries provide countless photocopies every day. They must sacrifice high resolution in order to complete the copying task in a timely fashion. The default setting for many copiers and scanners is 200 dpi (dots per inch).

Resolution	200 dpi	300 dpi	600dpi
Text Size	2 pt. illegible; 4 pt. broken	2 pt. illegible; 4 pt. broken	2 pt. legible, lower case broken
Photographs	very grainy	dotted (like pointillism)	good definition
Gray Scale	9 levels (mottled)	10 levels (mottled)	up to 11 levels
Lines	fine lines poorly rendered	fine lines partially rendered	fine lines fully rendered

(The Cornell / Xerox / Commission on Preservation and Access Joint Study in Digital Preservation. Online at <http://www.cler.org/PUBS/reports/joint/app1.html>)

2. Choose high contrast values for foreground and background.

- ▶ **Black text and graphics on a white background.** This is the standard format for printed materials and photocopiers are efficient in reproducing the high contrast image.
- ▶ **Gray scale text and graphics.** Images with 5-7 distinct levels of gray scale will retain distinct shading values.
- ▶ **Colors of distinct "value."** The best colors are those which maintain distinct values when reproduced in a black and white photocopy. For example, a yellow hue becomes light gray; a red hue becomes dark gray; tinted colors become white/light gray; shaded colors becomes black/dark gray.

- Hue:** Undiluted colors. (The colors of the spectrum.)
- Saturation:** Intensity/purity of a color.
- Tint:** A color with white added. (Pink is a tint of red.)
- Shade:** A color with black added. (Maroon is a shade of red.)
- Value:** Lightness or darkness of a color (tint or shade).



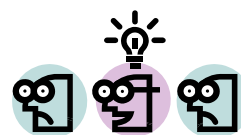
Prepare printed demonstrative evidence with the expectation that it will be reproduced as a black and white photocopy. Preserve the essential elements by rendering them in high contrast colors or black and white. Be sure to test the image by reproducing it on a photocopier set at 200 dpi. An even better test is to copy the copy.

Campbell & LeBoeuf, PC Preserves the Record

In appeals or in cases that stem from underlying lawsuits, the court record is often photocopied in successive generations. When demonstrative evidence is part of the record, it is vital that the images continue to convey their original meaning after multiple generations of photocopying.

Campbell & LeBoeuf provides the Court with color copies of all demonstrative evidence. Care is taken during preparation to ensure that fifth generation copies still convey the vital information that is contained in the original. Colors are selected on the basis of their gray scale equivalent; minimum font size is the standard used in text books; fine lines are avoided; and photos are made as large as possible.

As long as the printed page is the standard method of preserving the court record, we must ensure that the quality of the demonstrative evidence will also preserve the facts that are being conveyed.



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