
From: Jodi Ferguson [/O=GOTRANSIT/OU=POSTOFFICE/CN=RECIPIENTS/CN=JODIF]
Sent: 6/20/2012 2:28:12 PM
To: Dina Graser [Dina.Graser@metrolinx.com]
Subject: Re: HELP - need BIG images for MOVE Expo

Then the only other option is for them to give me the file names they need larger files for and I will then check the istockphoto website and see if the images are offered in a larger size file.
Can you ask them to send me the names please.

Thanks

From: Dina Graser
Sent: Wednesday, June 20, 2012 10:25 AM
To: Jodi Ferguson
Subject: RE: HELP - need BIG images for MOVE Expo

She says even when they enlarge them, the quality is blurry after they get bigger than about 10". So maybe when you get in you can speak to her or – even better – her graphic designer directly on this – do you want me to set up a call?

From: Jodi Ferguson
Sent: June 20, 2012 10:23 AM
To: Dina Graser
Subject: Re: HELP - need BIG images for MOVE Expo

If Lucia has a graphic designer creating these posters for her they should be able to work with the jpg files I sent and enlarge them.

From: Dina Graser
Sent: Wednesday, June 20, 2012 10:19 AM
To: Jodi Ferguson; Tom Aylward-Nally
Subject: RE: HELP - need BIG images for MOVE Expo

Lucia may be able to deal with an ARC file – we can check.

From: Jodi Ferguson
Sent: June 20, 2012 10:18 AM
To: Tom Aylward-Nally; Dina Graser
Subject: Re: HELP - need BIG images for MOVE Expo

I think I have the original file that was supplied to Jan Kelly. The file appears to have been created is Arc gsi (sp) I can see

if it can be enlarged in Photoshop.

From: Tom Aylward-Nally
Sent: Wednesday, June 20, 2012 10:12 AM
To: Dina Graser; Jodi Ferguson
Subject: RE: HELP - need BIG images for MOVE Expo

I don't know, but I suspect they're outputs from a specialized piece of traffic modelling software and thus of the same vintage of The Big Move itself, so potentially the consultant... . The other person who might have some idea is David Pritchard as he's sort of the traffic modelling guru.

In any event, there was some file that was given to Jan Kelley as a starting point, and I suspect planning has the original file, and hopefully it was of higher resolution than what we have been pulling back out of the powerpoints.

From: Dina Graser
Sent: June 20, 2012 10:06 AM
To: Tom Aylward-Nally; Jodi Ferguson
Subject: Re: HELP - need BIG images for MOVE Expo
Who did make them?

From: Tom Aylward-Nally
Sent: Wednesday, June 20, 2012 10:04 AM
To: Dina Graser; Jodi Ferguson
Subject: RE: HELP - need BIG images for MOVE Expo

Chris Livett. He might have a better idea where to look for some of the source files through planning's archive of images, but assuming you're talking about images like the traffic congestion map then he's unlikely to have had a hand in making them.

From: Dina Graser
Sent: June 20, 2012 10:00 AM
To: Tom Aylward-Nally; Jodi Ferguson
Subject: Fw: HELP - need BIG images for MOVE Expo
Tom is it Chris Latimer in planning who has maps?

From: Jodi Ferguson
Sent: Wednesday, June 20, 2012 09:58 AM
To: Dina Graser
Subject: Re: HELP - need BIG images for MOVE Expo

I'm in at 10:30 this morning. We can re size files in Photoshop but at the size they need them they will still be a bit blurry.

I don't know if planning with have anything better. Who should we contact in that dept to ask?

From: Dina Graser
Sent: Tuesday, June 19, 2012 06:01 PM
To: Jodi Ferguson
Cc: Tom Aylward-Nally; Vasie Papadopoulos
Subject: HELP - need BIG images for MOVE Expo

Jodi, re the below - we need to urgently deal with this. Might Planning have some images that will blow up better? Is there a technical solution to getting better images? Do we need to go back to Jan Kelley for some of these source files? Vasie, any ideas or other imagery we can use that we have in big format? Copying Tom in case he knows where we might find some big imagery as well from other depts. I would really like to push to have these boards done for the press launch on the 26th. I have an early morning meeting at the Strachan office but will be back in by 10 a.m. and will want to try and move some solutions forward.

Thanks all,
Dina

From: Lucia Piccinni Personal Information
Sent: June 19, 2012 1:58 PM
To: Dina Graser; Jodi Ferguson
Cc: Personal Information
Subject: FW: Metrolinx - Content
Importance: High

Hi Dina,

Here is the storyboard for the panels.

I am sending you this but will call you to discuss as well. Everything is placement. Font etc. will all change.

What we still need are bigger images. The images are 200 dpi but they are not for 4 feet panels. When we actually place them on the panels they are only about 10 inches big - which won't work.

We need the images to be as big as possible. 200 dpi works but it has to work for 4 feet.

Here's a breakdown of what we would need:

Panel 1: Sets up the issue

- since we don't have the vectors for the maps, we can outline them ourselves
- but we will also have to outline the little dots; they won't be dots so much as an outline of congestion - is this okay?

Panel 2: Introduces Metrolinx and tells visitors there is a plan to get us out of this gridlock

- is there an image that you have that would be suitable for this

Panel 3: Big Move title and mission statement

- we'd like to use the image that is on the cover of the brochure on the website
- the image with the people and transit out of focus

Panel 4: Breakdown of what the Big Move is

- we'd like to use the image that looks like you are traveling, more inspirational type image

Panel 5: Nine Big Moves

- we will create icons for each one of these sentences since the images from the ppt are all different styles it won't look cohesive

Panel 5: Projects under way

- we'd like to use the Word Cloud
- please send to us!

Panel 6: Maps, today and future

Panel 7: Benefits of Investment

- do you have a photograph that we could use for this?

We are really tight on time. One week until the 26th. If we do not get the images soon we may not make the printing deadline for the 26th.

The 30th deadline will not be a problem though if we put a serious rush on this.

Talk soon,

~ Lp

Date: Tue, 19 Jun 2012 13:27:19 -0400

Subject: Metrolinx - Content

Personal Information