

IMAGE RESOLUTION

Achieving the Best Image Resolution:

Images taken on digital camera may not always be suitable for printing as they may have been compressed by the camera during the download process.

Try to ensure that all images in your design file are HIGH RESOLUTION, the standard for which is 300dpi (dots per inch). The lower the dpi the worse your image(s) will look when printed, so please bear this in mind when scanning photographs or sourcing images for your job.

PLEASE NOTE: Images and logos saved from websites are most likely to be between 72dpi and 96dpi and are therefore unsuitable for printing.

Always try and use professional images, low quality images will only degrade your designs.

Tips

Image Resolution Too Low

Image resolutions for print need to be 300 dots per inch (dpi) - at the size you want it printed at. The common mix-up is using a 72 dpi image instead of one that is 300 dpi or higher.

This can happen when:

You use the defaults on programmes like Photoshop (the programme assumes that you want to create an image for the web, not for print);

Copy images from the web (these are normally 72 or 96dpi) fine for your computer screen, but fuzzy if printed.

Embedding Images if They Are Part of Your Artwork

Make sure all your images are embedded or linked in your documents before producing a PDF or they will not produce correctly. They will need to be at least 300dpi (not downloaded images from the web at 72dpi) and preferably JPEG or TIFF format.

How to Embed Your Images

When placing files into Photoshop always use the 'Place Embedded' option. When using Illustrator always select the 'Embed' option when dropping images into your artwork.

Flattening Layers Before Exporting to PDF

This is one of the main printing mistakes, it not only means that your file will be much larger than a flattened version (for example 50mb instead of 10mb), it could also result in layers being printed that you did not want printed or layers missing when printed, so it is always best to flatten the artwork.

