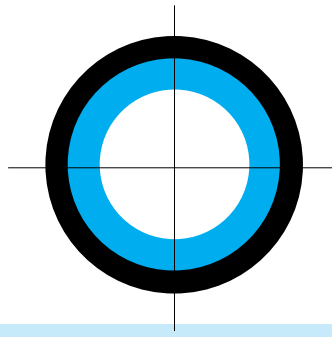


DIGITAL IMAGES FOR PRINTING



- Digital images may look great on a computer monitor, but are often poor quality for printing, especially on an offset printing press.
- Digital cameras need to be at least 2 megapixels or more and set for highest resolution BEFORE taking the photos.
- A 2-megapixel camera has an image resolution of 1600 x 1200 pixels and is a minimum size for printing a 4x6 image. If the print size is to be larger, you'll need a camera with 4-6 megapixels.
- Set your camera resolution (image quality) on the largest size. You can always reduce the size later for web or PowerPoint files.

Resolution Settings

Set your camera for the highest resolution possible. Many cameras have settings such as “Standard,” “Normal,” “High Quality” or “Super High Quality.” Check your manual to determine the specific resolutions these terms represent. Depending on your camera, the resolution settings could range from 72 ppi to 300 ppi. A 72 ppi image is fine for viewing on a computer monitor; 300 ppi is the resolution required if an image is headed for a printing press.

Another way to understand resolution is in its relationship to image size. If a 72 ppi image is 17.7 x 14.2 inches on your monitor, it will be just 4.3 x 3.4 inches when sized for printing at 300 ppi. So, if you submit a 72 ppi image to use in a publication, the largest size at which it can be printed will be about one-fourth of its original size.

Tip: With digital photography it's important to move in close to your subject. Trying to crop the important feature from an already small image further reduces the usability of the image.

File Type and Compression

Avoid saving images as JPEGs. JPEG is a compressed image format. Saving an image as a JPEG reduces the size of the file, which is convenient in terms of storage space. However, compressing also degrades the image. The more times you open a JPEG, make changes, and resave it as a JPEG, the more the image deteriorates. If you must use the JPEG file type, take photos at the highest possible resolution and then do not open your images or manipulate them in any way. Simply copy them to your computer (or a disk or CD) and then forward the files to the editor of your publication.

The preferred file type for publication is TIF. A TIF file can be edited without losing data. Uncompressed PICT files and EPS files also are acceptable.

It's All About Quality

We want the photographs in your publications to be the best quality possible. Photographs engage the reader, illustrate important points in the text, and deliver visual “how to” information that helps the reader adopt new practices. Take photographs with their purpose in mind. If they're going into print, follow the recommendations on resolution settings.