

Tips and Tricks for a Good Digital File

- A. Do not “bump up” the file resolution of your digital photo by using your image editing software (such as Photoshop, etc.) This will always yield a lower quality photo. Keep in mind that the higher your initial resolution, the better the outcome of the final photo.

- B. Do not open, then “resave” your photo with a new name in jpg. This will reduce the quality.

- C. Do not scan a photo to produce a digital file for reproduction. Home scanners do not yield satisfactory results.

- D. Do not “touch up” your photo, or add elements to the photo in your image editing software. We do not accept collages, edited photos or merged photos. We want original, un-retouched photographs.

The bottom line: Do not resave images as JPEGs. Resaving an image as a JPEG reduces the size of the file and reduces the quality. If you must use the JPEG file type, take photos at the highest possible resolution and do not open and resave (for instance, if you’re renaming them). If you have the choice, use TIF or TIFF or RAW files.

Print quality is determined by the pixel dimensions of the image. Even if you can make wonderful prints on your desktop printer, or at a photo-processor such as Walgreens, this does not mean that it will print well to a press. Therefore, our requirements are in total pixel dimensions. We must adhere strictly to these requirements to produce a quality calendar.

Resolution Settings on Your Camera

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. If your camera does not have these adjustments, your photo may still qualify if the pixel dimensions are as we stated on the Photo Guidelines (see requirement #1).

If you have any questions about these criteria or the information presented here, contact the Marketing Department at 281.479.6651 or 800.477.LECU. Or email: contact@lzecu.org.

