Creative & TECHNICAL SERVICES
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How can I tell what resolution the image from my digital camera is?

Some digital cameras will let you know what the image resolution is, while others will tell you what the pixel dimensions of your image are. If you know what the pixel dimensions of your images are either from the camera itself or through the image editing software, you can do a little math to determine the resolution, and the size you can print the image at for clear and crisp printing.

Pixels ÷ 300 = inches

Simply write down the pixel dimensions of your image and divide those numbers by 300. For example: An image has a pixel dimension of 600 x 900 pixels. Once each dimension is divided by 300 the result is 2 x 3 inches. This means that you can use this image at 2 x 3 inches or smaller in your layout for quality printing results.

If your image editing software does not tell you what the pixel dimensions are, but it does tell you what the resolution is, then you know the maximum size you can use that image in your layout. We recommend that images be at 300 dpi in their final size in the layout. Please keep in mind that resolution and physical dimensions are in direct proportion to each other. If you have an image that is 2 x 2 at 300 dpi (dots per inch), and increase its size in the layout to 4 x 4 the new resolution is 150 dpi (dots per inch). So remember, when you bring an image in to your layout you can shrink it down in size (because the resolution will increase) but you will be limited as to how far you can increase it in size.

JPEG IMAGE QUALITY: Digital cameras are geared primarily for consumer use. This means that default settings on many cameras go for quantity, not quality. The JPEG (.jpg) compression format is capable of completely ruining any image when compression is set too high. Always use the maximum quality settings on your camera when taking pictures for print.

RESOLUTION: Resolution is measured in dots-per-inch at the final reproduction size. THUS an image that measures 2 x 2 inches at 300 dpi contains exactly the same amount of information as an image that's sized at 6 x 6 inches at 100 dpi (dots per inch). Information -- like energy -- can't be created, but unlike energy, it can be destroyed by resizing.

72 dpi

300 dpi

High Compression jpg

Low Compression jpg

NOTE: If your image editing software has the capabilities to convert your files to ".tif" images, please do so before sending your job.