



Presenting digital images for magazines and print

Images should be sent at 300dpi* as a minimum requirement, preferably at the size of the original image. These can be either tif or jpeg format.

Tif images tend to be larger files, as they have little or no compression and are generally supplied by photographers in this format.

Jpeg files are compressed files and depending on how much compression is set, determines the size of the final file. These are files for sending by email and if taken from the original file are quite acceptable for reproduction.

Gif, png, bmp, pdf and word files should be avoided for images.

Files taken from websites or that have been saved for a website are usually unsuitable for reproduction in print as websites work at only 72dpi. Enlarging small images means that they become fuzzy and lose quality.

If in doubt always send as large an image as possible.

A rough guide would be; an image to reproduce in print at A4 would be 2500 pixels x 3500 pixels (8 megapixels) which would be an original size image of about 34 megabites. By then saving the image above as a jpeg it will reduce the size of the file considerably. The file will then be un-compressed to the original size at the receiving computer.

When sending large files it is good practice to send each on a separate email and to state this in the body of the text (one of four, two of four for instance).

An image can always be reduced to fit and retain quality. However enlargement of a small image will almost certainly reduce quality.

*dpi: dots (pixels) per inch.

Photoshop tutorial that may be of help:

www.photoshopesentials.com/essentials/image-quality

www.craftanddesign.net

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