

Preparing Digital Artwork

WHAT IS A GOOD QUALITY DIGITAL PHOTO?

1. A photo taken with a good quality digital camera. If you have a digital SLR camera consider shooting in the Camera Raw format. This allows image editing without degrading the image.
2. A photo that has not been enlarged or resampled.
3. A sharp, in-focus image. Use a tripod for best results.
4. A photo shot within the camera's ideal ISO range. The lower the ISO the cleaner and sharper the image will be. The higher the ISO the grainier the image will be.

A BETTER WAY TO E-MAIL FILES

www.yousendit.com.

You can upload your large file to this web site and they will send a link to the e-mail address of your recipient. File with link will be stored for up to 7 days.

This service is free for files of 100 megabytes and under.

LARGE FILE SHARING

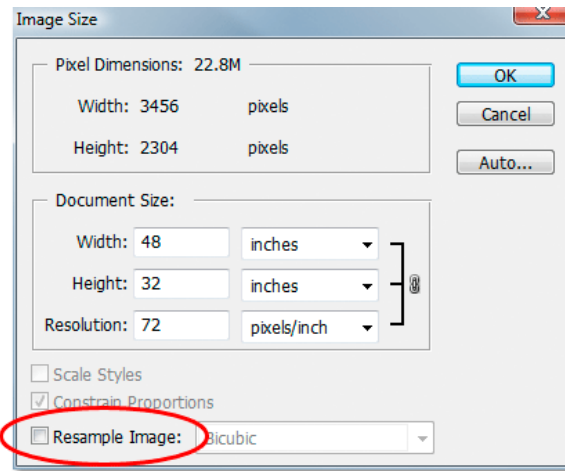
www.dropbox.com

Large files can easily be shared with another user. This is a free service for up to 2 gigabytes.

TYPE OF ARTWORK	PREFERRED FORMATS	REQUIRED RESOLUTION	CHECK RESOLUTION IN
Color RGB image	TIFF or PSD files (JPEG if unedited)	300 dpi at 100%	Photoshop or Preview
B & W halftone image	TIFF or PSD files (JPEG if unedited)	300 dpi at 100%	see above
Diagram, chart, (vector art) Also called "line art"	EPS or PDF	1200 dpi (an EPS can be enlarged without loss of quality)	Illustrator, Photoshop or Preview
Figures drawn in MS Word	Not usable. Should be redrawn by the typesetter or designer	n/a	n/a
Scanned B & W line art	<u>TIFF Grayscale Mode</u>	600 dpi at 100%	Scanner software

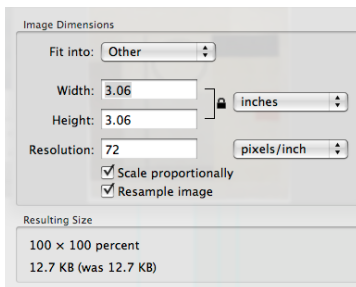
ABOUT IMAGE RESOLUTION: Resolution is determined by dpi (dots per inch). It is always measured at 100% of final printed size. For example, a 2 × 3 inch image enlarged 200% to 4 × 6 inches would need to start out at 600 dpi in order to print at 300 dpi.

FOR BEST RESULTS: do not increase the resolution of a digital image using Photoshop. This is called resampling. Regardless of dpi when an image is edited and resaved as a JPEG it degrades the image quality. Before you edit an image it should be saved first as a TIFF or PSD file. You can resize an image without resampling by making sure the resample image box is unchecked in Photoshop.



IF YOU HAVE A MAC: single click on a file and use “get information” or (cmd + i) in the finder to see the pixel dimensions of a JPEG, TIFF, or PSD file. Look under “More Information” in the finder window. Alternatively, in Apple’s Preview go to Tools and choose Adjust Size to see image resolution and dimensions.

WHAT IF YOU DON’T HAVE PHOTOSHOP OR PREVIEW? Use a freeware program such as Gimp for resizing. Gimp works on Linux, Mac, and PC platforms. www.gimp.org



DIMENSIONS SHOWN IN PREVIEW