

Guidelines for Submitting Digital Images

Use a tripod or prop the camera on a level, stable surface.

Use the timer shutter release to further reduce the juggle that can cause blurriness.

Use a plain light colored background that runs up behind your piece.

PPI (pixels per inch): All images need to be 300 ppi. When defining an image's size, it is not enough to simply say it is 300 ppi. It needs to be defined as a dimension in inches AND pixels per inch (i.e. 8 x 10" @ 300 ppi). In most cases, an image of 5 x 7" @ 300 ppi will suit our purposes; however, an editor will inform you if there are any exceptions. *Note: PPI and DPI (dots per inch) are interchangeable terms.*

About Pixels: Most consumer digital cameras save images at 72 ppi by default. If you're using a 5 megapixel camera set to the highest number of pixels (2560 x 1920 pixels), you will have an image that is about 35.5 x 26.5" @ 72 ppi. If you define this same image at 300 ppi without changing the total number of pixels (2560 x 1920 pixels) the dimension size changes to 8.5 x 6.4" @ 300 ppi.

About JPEGs: Digital cameras typically save images in JPEG format, which is a compression format designed to keep file sizes small. The jpeg compression is applied by the camera when the shot is taken. There are many different compression settings to accommodate different image needs. The less compression used, the better quality the image will be. It will also be a larger file size. The more compression used, the lower quality and smaller file size the image will be. Some cameras can shoot in TIFF or RAW mode which is the best quality and uses no compression. However, the file sizes will be much larger and will fill up a camera's memory card much quicker. If your camera doesn't have TIFF or RAW format modes, then it is using some type of JPEG compression when saving the image to the camera's memory card. That's ok, depending on the quality of your camera and the settings you use. We accept JPEG, TIFF, and RAW files; however, we will not accept GIF files. GIF files are web based and will not produce images of high enough quality to print.

Digital Submissions: If you are submitting images from your own digital camera, please read your camera's manual so you understand how to shoot for the highest resolution with the greatest number of pixels possible. There should be a setting for choosing the highest possible quality, which will produce the best quality JPEG compression. There should also be a setting for choosing the highest number of pixels, which will produce the largest dimension size.

Here are some rough guidelines:

Do: 2560 x 1920 pixels @ 300 ppi = 8.5 x 6.4" (5 megapixel maximum)

Do: 1600 x 1200 pixels @ 300 ppi = 5.3 x 4" (2 megapixel maximum)

Don't: 640 x 480 pixels @ 300 ppi = 2 x 1.5" **(not even 1 megapixel. This is a standard size for email-size images or web images, but not much good for printing at 300 dpi unless postage stamp-sized images are what you want.)**

If the JPEG compression is a high enough quality, some images can be up-sampled in Photoshop to make larger dimension sizes without too much loss of quality, but that can only be determined on a case by case basis, depending on the quality of your specific camera's compression as well as the quality of lens used on that camera. A typical 4 megapixel consumer-grade camera will produce about a 5 x 7" @ 300 ppi. **The more megapixels, the better.**

Scanning: If you are scanning images, please scan as an RGB TIFF, and scan at 300 ppi and the dimension size that is required.

Color & Photoshop Work: We can convert from RGB to CMYK and do any Photoshop work required.