

Image Preparation

- 72 dpi - web and onscreen use.
- 240dpi - minimum print resolution.
- 300dpi - professional print resolution.

- All images placed in indesign, illustrator or word should be 300dpi.

- If the image you wish to edit is a .jpeg open it in photoshop and save it as a .tiff. .jpegs lose quality each time they are edited and re-saved.

- Once you have finished editing the file you should always save as a **HIGH RES PDF**. This ensures that you have the highest possible resolution for the indesign or word document. (this will also allow you some control in resizing the image in another program without loss of detail or pixel quality.

- when using files for print you must use CMYK colour mode. RGB is used for on screen applications.

- When you receive an image from the web, scan or camera you must check the colour mode and the image size in photoshop, then save.
- You may check the dpi of an image in photoshop by selecting the image menu then image size.
- When resampling an image that has the dpi of 72dpi you must then change the dimensions of the file so the file size on the dialouge box is equal to or less then the original size. (this should be avoided where possible, due to the difference from 72pdi too 300pdi.)
- Re-sampling is different to resizing an image. This changes the pixel dimensions and changes the document size.
- **Image re-size:** changing the size of an image without changing the amount of pixels.
Image re-sampling: changing the number of pixels in the image.

- **Changing the amount of pixels in an image**

- open file in photoshop
- choose the image menu
- change the dpi to 300 (for print)
- click all the options so that all 3 have ticks
- ensure the last option is ticked “ re-sample image” (this is the difference between re-sizing an image and re-sampling)

re-sample options:

bicubic sharper: use this option when re-sampling your image smaller for best image quality.

bicubic smoother: use this option when re-sampling your image larger for best image quality.

bicubic: not really necessary after the first two options.