

Digital Camera Photo Tips

With recent advances in digital cameras, it is possible to take photos that are of acceptable quality for offset printing. There are three basic factors that will determine whether images produced by your camera are suitable for printing: **compression**, **resolution**, and **file format**.

1. **Compression** affects image quality and destroys image data. Compressed photos are NOT suitable for printing. If your camera supports uncompressed image data such as TIFF or RAW, use those settings. If these are not available, use the lowest possible JPEG compression ratio setting.
2. **Resolution** determines the overall quality of your digital photos. Resolution is expressed in megapixels or pixels in height and width. Do not rely on megapixels since this number does not necessarily provide a true image size. Your camera's manual should list how many pixels, in height by width, it is capable of taking at full resolution. We recommend that photos are supplied at 300 dpi. To find the maximum print size, divide by 300 for each axis. The result is the maximum dimension (in inches) the photo can be printed without compromising quality.

Example:

A camera with full resolution at 2048 x 1536 pixels would result in a 6.826" x 5.12" maximum print size (each axis divided by 300). See right.

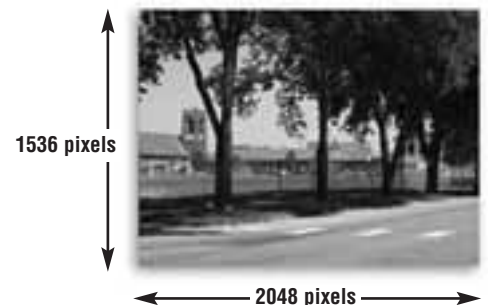
3. Standard **file formats** are required for printing photos.

If *we* are placing photos on pages or creating a cover for you:

- Save photos as TIFF or EPS files.
- Do NOT resize photos, alter resolution, or save for web output. Morris Publishing will edit photos as needed (resizing, cropping, proper formatting, etc.).
- Allow space for photos on your pages and indicate their placement and cropping, if necessary (see p. 28–29 of our *Publishing Guide* or download our PDF document, *Submitting Press-Ready Pages*).
- Copy the photos onto a CD and send it with your order.

If *you* are furnishing a press-ready cover or placing photos on pages:

- Open photos in your image editing software and make color corrections as needed.
- If photos are to be printed in full-color, they should be at least 300 dpi and saved in CMYK mode as TIFF or EPS files. Do NOT save photos in RGB mode.
- If photos are to be printed in black/white on pages, photos should not be lower than 150 dpi or higher than 300 dpi. Save photos in grayscale mode as TIFF or EPS files.
- Place the photos in your layout application, sized at 100% or less. Avoid enlarging photos at this point because it will decrease the resolution and quality of your photos.



Maximum Print Size

$$2048 \text{ ppi w} \div 300 = 6.826''$$

$$1536 \text{ ppi h} \div 300 = 5.12''$$

Your final uncompressed files will be several megabytes in size, so they will need to be copied onto a CD.

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