



# **Art Exhibits Marketing**

## Image Workshop for Beginners

The Self Promoting Artist Helper  
[www.artexhibitsmarketing](http://www.artexhibitsmarketing)



What are Resolution and DPI? .....	1
What resolution should I use?.....	2
Image File Formats .....	3
Formats and Compression.....	3
What if I increase the image resolution to 200 or even 300 pixels per inch? .....	3
What if my image is not the same size ratio as what? I want to order? .....	3
Suggested size matches based on scale.....	4
Keep in Mind Popular Frame Sizes .....	4
Sizing without Distorting the Image.....	5
Will my print look exactly like it looks on my monitor? .....	6
How come my scanned photos, negatives or slides are? not as sharp as the original? .....	7
Scanning Pictures.....	7
Scanning Slides or Negatives .....	7
Too dark - how to prevent prints that are too dark .....	8

## What are Resolution and DPI?

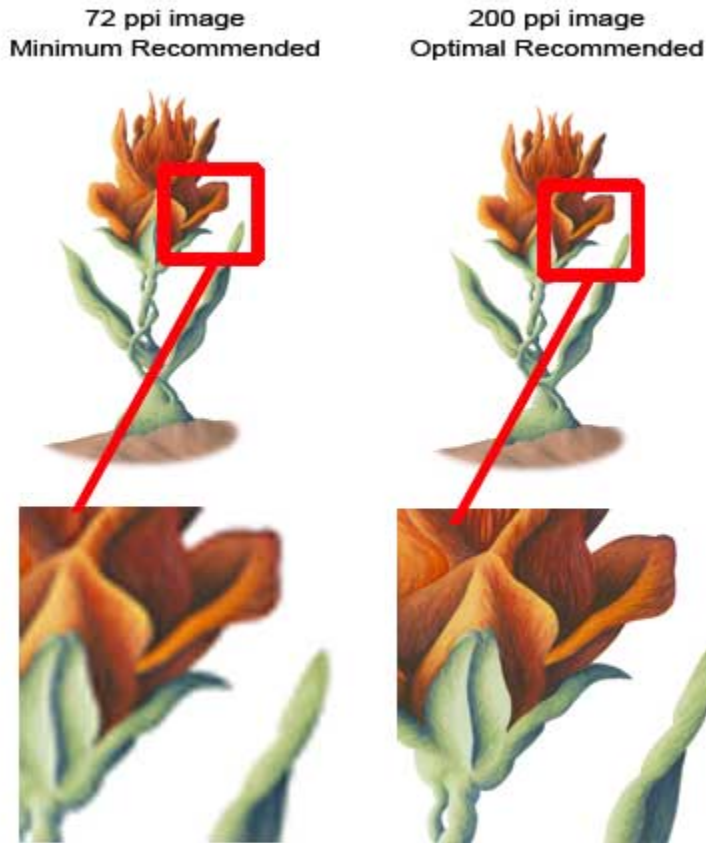
Resolution and DPI are often used interchangeably, but they are quite different. Knowing the difference between them will enable you to get the most from Art Exhibits Marketing services. Any digital image is composed of pixels. The pixels are the small colored square dots that can sometimes be seen when images are enlarged too much, or if you look at your screen close enough. Resolution is the number of pixels in the horizontal direction by the number of pixels in the vertical direction. For example, a picture with 1200 pixels at the horizontal direction and 2100 pixels at the vertical direction would have a resolution of 1200 x 2100 pixels (pronounced 1200 by 2100 pixels).

As you've probably noticed, nowhere in the above definition it is said what size the pixels are. This is where the DPI comes in. DPI is simply Dots Per Inch. A picture with 100 x 100 resolution would be 1 x 1 inch when printed at 100 DPI, and 100 x 100 inch when printed at 1 DPI!

There's a tradeoff, the bigger the resolution, the bigger the image is. It will take more disk space, occupy more memory when loaded, and will take longer to be transferred through the Web. On the other hand, the bigger the resolution, the better the image looks when printed. We feel it is better to wait a bit more for your photo to upload than to have a bad print at the end.

## What resolution should I use?

We recommend that most scanned images or digital files have the equivalent of 150 to 300 pixels for every inch printed inch. This is called "Pixels per Inch" (PPI). 72 ppi is acceptable but will not have the same high-clarity that a 200 ppi image would have. The more ppi the original image has, the better the image clarity. Over 300 ppi is not necessary since the naked eye cannot distinguish any difference at this point. Images beyond 300 ppi also make them unnecessarily large. If you are scanning a photo, you may need to consult your scanner software documentation to set your resolution. Fortunately because large prints are meant to be viewed from several feet a way, a small amount of pixilation and graininess should be okay.



**Note:** The pictures above show the difference between a 72 ppi image which is the minimum we recommend, versus a 200 ppi. The 72 ppi image will yield a decent print but may appear a little pixilated or grainy at very close range. The 200 ppi image will yield a print with a much higher clarity. Because of its nice texture, canvas is a much more forgiving media type so some of the pixilation and graininess may get hidden.

We do not recommend images from web cams or image files posted on a web site, since they may be too small for printing anything larger than a few inches. You can still submit the image for an order (with the owner's permission, of course) but the end result may be a higher level of pixilation or graininess.

## Image File Formats

The recommended image file formats are JPGs and TIFs however we can accept PSD, BMP and EPS if an image is sent on a CD. For ease of use, we recommend converting any non-jpgs to a hi-quality jpeg. If you do have a hi-quality jpeg try not to open and resave the jpeg too many times since this can result in a loss of file quality each time the image is saved. It is best to have one master copy in an uncompressed format like a TIF and then save to a JPG when it is time to upload.

## Formats and Compression

These are several picture file formats. Each has different trade offs between file size and quality.

**JPG** - JPG's support over 16 million colors, but slightly "distort" the image to compress the file size. For photos, the human eye cannot tell the subtle changes in color, but along straight edges and in pictures with large solid colors, distortion becomes very apparent.

The following formats have long uploading times and are not recommended:

**PSD** - Photoshop Document supports millions of colors. This file format also has exceptional image quality, but it does not compress your file so file sizes will be large and uploading times will be long.

**TIFF** - Tag Image File Format is similar to a PSD file but the layers are flattened. Uploading times will be long.

### If I increase the image resolution to 200 or even 300 pixels per inch?

We are asked this a lot. You can do this but the final results will be dependent upon the software you use. Most image editing programs will offer you the ability to resample (resize) your image. This is usually found under the image size option of your program. When you do this you want to make sure that you have "bicubic" resampling selected. If you are using a program like Photoshop, Paint Shop Pro, etc., you want to resample in increments of 110%. Keep doing this until you get close to the size you plan on ordering as a print.

### What if my image is not the same size ratio as what I want to order?

We recommend you crop any excess parts of the image with your favorite image editing program if necessary so that you do not lose parts of the picture you want to keep. If you don't have an image editing program we can do the cropping for you with no extra charge and email you a proof before we start the production process.



**Note:** Crop-to-fit: The image above illustrates an example of a photo that is the equivalent of a 16 x 24 but the customer wants to order a 16 x 20. The shaded area represents the area our system would crop (trim) from the image file to match the dimensions requested.



**Suggested size matches based on scale**

Your Image Sizes	3.5 x 5"	4 x 5"	4 x 6"	5 x 7"	8 x 10"
<b>Matching Print Sizes</b>	14 x 20	8 x 10	8 x 12	10 x 14	12 x 15
	21 x 30	12 x 15	10 x 15	15 x 21	16 x 20
	28 x 40	16 x 20	12 x 18	20 x 28	20 x 25
		20 x 25	16 x 24	25 x 35	24 x 30
		24 x 30	18 x 27	30 x 42	28 x 35
		28 x 35	20 x 30		32 x 40
		32 x 40	22 x 33		
			24 x 36		
			26 x 39		
			28 x 42		
			30 x 45		
			32 x 48		

**Keep in Mind Popular Frame Sizes**

The following are a list of popular frame sizes pre-assembled and found at most art supply stores. These are usually easy to find without having to have the frame custom made therefore saving you money. Here are the most popular standard sizes:

4 x 5	11 x 14	20 x 24
5 x 7	12 x 16	22 x 28
6 x 8	14 x 18	24 x 30
8 x 10	16 x 20	24 x 36
9 x 12	18 x 24	30 x 40

### Sizing without Distorting the Image

Cropping an image is the process of cutting away part of the image to match specific dimensions. We recommend that artists and photographers crop their image before sending to Art Exhibits Marketing for printing. This way they can see what part of the image is removed beforehand. It is not necessary to crop both the length and width of an image but only to crop either the length or crop the width. It is always good to keep one of the other intact. Our procedure for all images provided is to match the exact dimensions requested in an order without causing any distortion of the image. Below is how we do this and a good guide to follow if you want to crop your image before sending it to us for print.



#### Original

This is an example of an image provided for a 16 x 20" print order. This image provided actually had measurements that measured 16 x 25.3".

#### Crop to Match the Dimensions

The area in lighter color represents what would need to be cropped to match the 16 x 20" dimensions ordered without distorting the image.



#### Correct Results

This image represents how the image appears once the image has been cropped to a 16 x 20" size. As you can see, the image is intact and is not distorted. Therefore, ready for print.

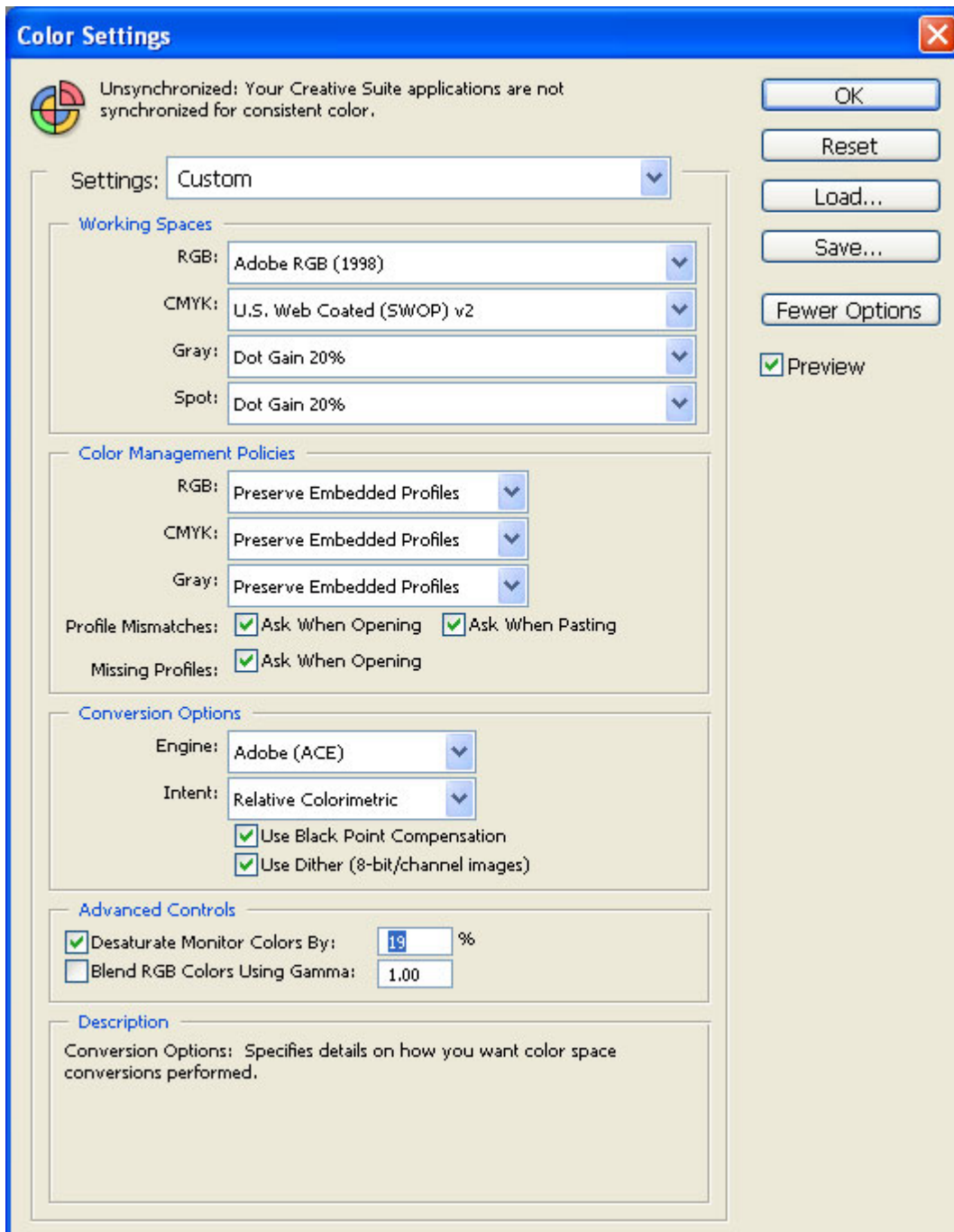
#### Improper Results

This is an example of distorting the original image due to resizing the width instead of cropping. As you can see this ruins the picture by making it appear pushed in on the sides.

### Will my print look exactly like it looks on my monitor?

If you have formatted your image dimensions to the same size of your order, then essentially yes. A little color shifting is not unusual. Color shifting is where you may see some difference in color temperature, hues or even brightness in the print in comparison to what you see on your monitor. Usually this attribute to monitor, video card, or color profile settings (see below).

#### *Screen Shot of our Photoshop Color Settings that we use.*



## Why my scanned photos, negatives or slides are not as sharp as the original?

Some softening of the image is going to occur anyway with enlargements. If your scanned picture looks too soft as a high resolution scan then it is possible that the size to which you are enlarging is too much. An extreme example of this would be to scan a wallet sized photo to the size necessary for a 24 x 30 inch print. The reason is due to an enlarging of the actual grains that make up the photo. Overall, the results of the scan will vary based upon things such as film type, original photo's paper stock and clarity of the original. This is one reason why some photographers that shoot mid to large size prints for their customers have gone from film to digital.

When it comes to printing, any softening of the image due to enlarging will be more noticeable on the paper media types we use. The canvas is more forgiving because of the texture. Images with a little bit of softening and printed onto canvas can still come out looking really nice.

## Scanning Pictures

The key to correct scanning is understanding both your source size and your target size. Some tips to follow:

- Make sure you are scanning the photo only.
- Set your target size to the size you want us to print.
- Set your resolution to 200 to 300 DPI

Note: It is also important to check to make sure your scanner bed and photograph are free from any dust or other particles, or they will show up in your scanned image as well. When enlarged this can detract from the print.



need to be edited out.

## Scanning Slides or Negatives

Most scanners on the market today allow you to scan your 35 MM negatives. Some Helpful Advice When Scanning Negatives

- Make sure the scanner surface is free of any dust, and lint.
- Set your resolution to 200 to 300 DPI
- Scan your negative at the print size you want.
- Check your scanned image for any discolorations or scratches that may



## **Too dark - how to prevent prints that are too dark.**

When it comes to prints being too dark, usually it is a result of an expectation of prints to appear exactly as they appear on a person's monitor. The issue is not only the picture but also the result of the monitor making a dark image look brighter.

This is most common for people using flat panel monitors, since they tend to emit brighter imagery than a more traditional and bulky computer monitor. Laptops can be the worse culprit in all of this. MAC users may also experience this issue due to differences in the Gamma curve (we are calibrated for an output prints through Windows based systems).

The easiest test is to print an image on your desktop printer at home on a decent photo quality paper.\* If your print comes out looking dark than most likely your monitor is simply making your image too bright.

The solution is usually a simple one if you are able to use a simple image editing program. It must let you adjust your pictures contrast and brightness levels. Run another test print and see if that does the trick.

You may also want to consult your monitor or video card settings to see if you can adjust the brightness and contrast of your monitor to match closer to how your printer outputs pictures.

**\*NOTE THAT VARIOUS FACTORS SUCH AS PRINTER, MEDIA BRIGHTNESS, TEXTURE AND SIZE CAN AFFECT ACTUAL COLOR TONES AND PERCEIVED COLOR DUE TO COLOR DENSITY.**



