

RESOLUTION

In digital photography, resolution refers to the amount of detail an image holds. More specifically, it describes the number of pixels that make up the image. The higher the resolution, the more pixels there are – resulting in greater clarity, sharper detail, and better overall image quality.

Print vs Online

IMAGES FOR PRINT AND IMAGES FOR THE WEB ARE NOT THE SAME.

Web images are usually 72 PPI (pixels per inch) – lower resolution makes websites load faster.

- ✓ You can shrink a print image for web use, but you can't use a low-res web image for print – it will look blurry or pixelated.

Print images need to be 300 DPI (dots per inch) to look sharp and professional.

- ✓ PPI and DPI are often used interchangeably, but PPI is for screens and DPI is for print.

Size Matters

IMAGE SIZE AND RESOLUTION WORK TOGETHER TO AFFECT PRINT QUALITY.

For the best results, images should be 300 DPI at the final print size. For large-format prints viewed from a distance, 150 DPI is enough.

- ✓ Always choose the largest image size you can get. You can shrink a large image without losing quality, but enlarging a small image will make it look blurry or pixelated.

Raster vs Vector

JPEGS, PNGs, and TIFFs are raster images – they're made of pixels and lose quality when increased.

Vector graphics (like logos in AI, EPS, or SVG format) are resolution independent and can be scaled to any size without losing quality.

HIGH-RESOLUTION IMAGE EXAMPLE:



LOW-RESOLUTION IMAGE EXAMPLE:



Taking Your Own Photos?

Camera resolution plays a big role in how good your photos will look when printed. Using a high-megapixel camera helps capture more detail. Larger images need more pixels to stay sharp – and once a photo is taken, you can't add quality back in later. The more pixels your camera captures from the start, the better your photo will print.

- ✓ Many modern smartphones have high-megapixel cameras that can produce great print results – just be sure to use the highest quality settings and avoid zooming in too much when taking the shot.