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Resolutions guaranteed to make you look better!

Often the best photographs and great logos go unseen and unappreciated. The reason is the resolution.

How can you make sure the resolution of your artwork and photos are optimal? Always think of the end product.

Generally, web and screen-based presentations require a resolution of 72-100 pixels per inch (PPI). The minimum required for 4-color printing is 300 dots per inch (DPI).

What are Pixels and Dots?

DPI is used to describe the number of individual **dots** that can be placed in a line within the span of 1 inch in printed media. **PPI** describes resolution in **pixels**, the smallest addressable screen element in a display device like a monitor. Translation: **The resolution of a picture to be printed should be about 3x's the size of one to be used on the web.**

Creating high-quality images should be easy, right? Just make all your images the highest DPI possible. Wrong! A photograph of 300 PPI used on a website will only display at 72-96 PPI, taking up valuable space, slowing down your site.

On the other hand, using a picture taken at a resolution of 100 DPI in a printed newsletter will be grainy at best as depicted at right. The solution is often to reduce the physical proportions of the photo so that the 100 DPI photo is reduced to about 33% of the original size, tripling the DPI to approximately 300.

Are there graphics that maintain clarity and resolution no matter the size? Yes, at PASS we use them for billboards and signage. The same files can then be shrunk to create logos so small they can be used on a pencil. These are called vector images or art. More about those later.

Using forethought before snapping a picture or designing a logo will improve your image in more ways than one!

Tips!

Graphic tips to make your school, business or organization stand out!

High Resolution Representation



Low Resolution Representation



**In next month's issue...
Budget but Beautiful Websites**

[For more tips on DIY](#)