

# Appropriate file formats and when to use them

FILE FORMAT	USE
JPG	web or email: photos
GIF	web or email: line art, animation, solid color
PNG	web or email: transparency
TIFF	print

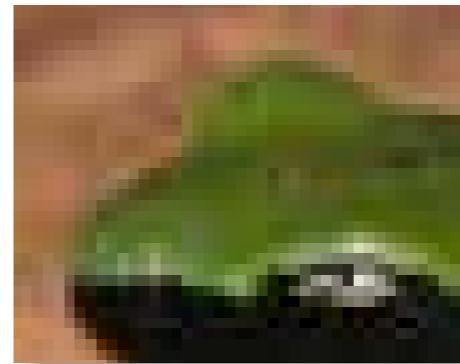
# Appropriate file formats and when to use them

JPG, PNG, TIF, & GIF files  
are made up of pixels and  
should only be sized smaller.

Images that look pixelized have  
been resized larger, or have been  
saved too many times. Always  
save as a copy, or as a "Save As".



Actual Size



400%



30%

# **DPI/PPI: What is it and why is it important?**

Resolution, when referring to an image, is the number of pixels or dots displayed per unit of length.

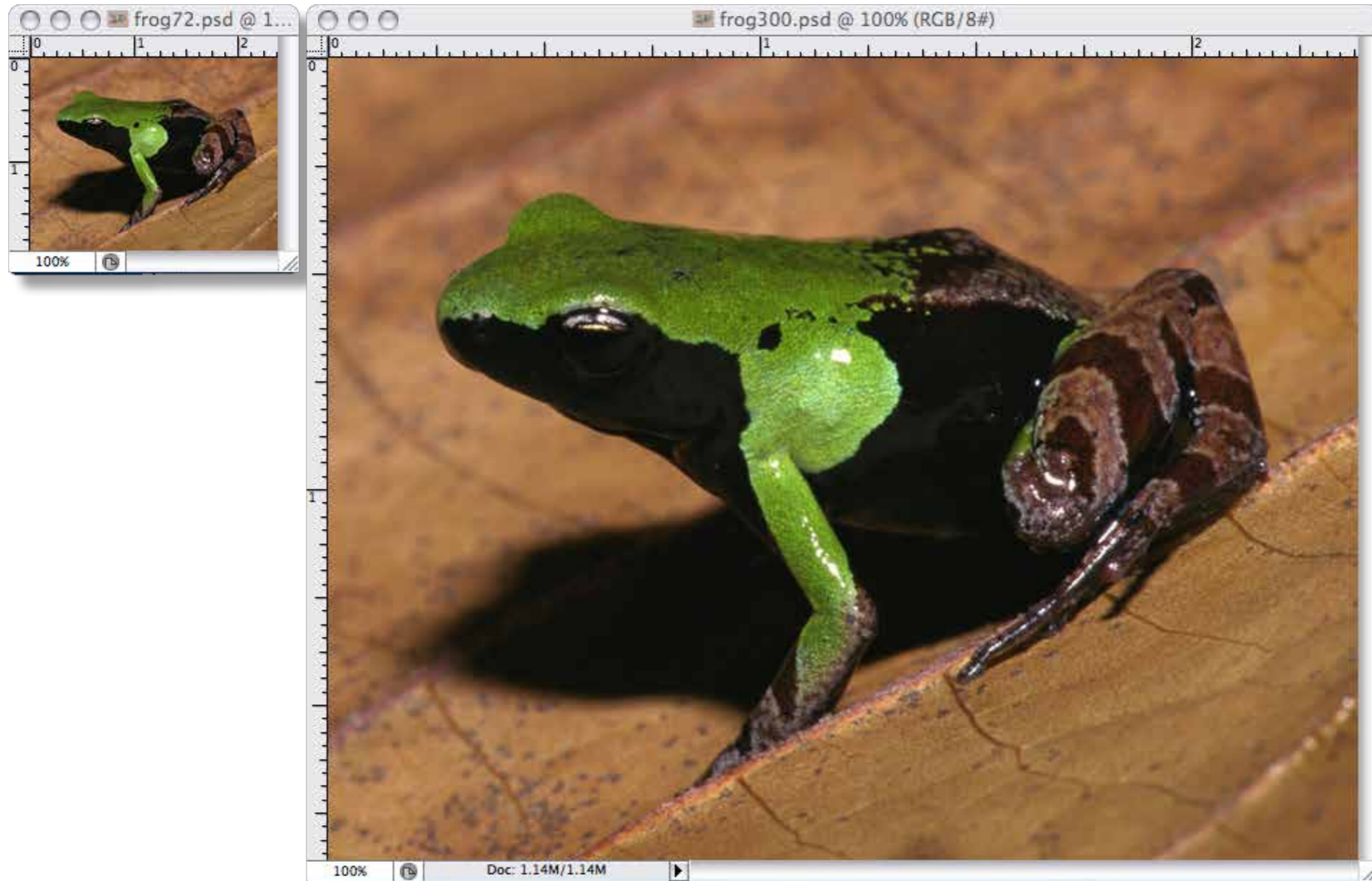
**DPI = Dots Per Inch**

Printing Term

**PPI = Pixels Per Inch**

Computer Term

# DPI/PPI: What is it and why is it important?



# **DPI/PPI: What is it and why is it important?**

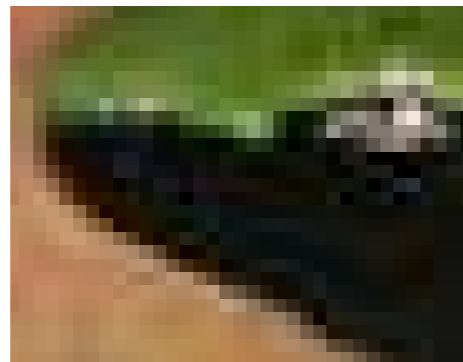
72 DPI is a low resolution for on-screen use such as an email, or on a web site.

300 DPI is a high resolution for printing ads, postcards or business cards.

Most competitions request 72 dpi for judging, and 300 dpi if they want to use the image for promotion.



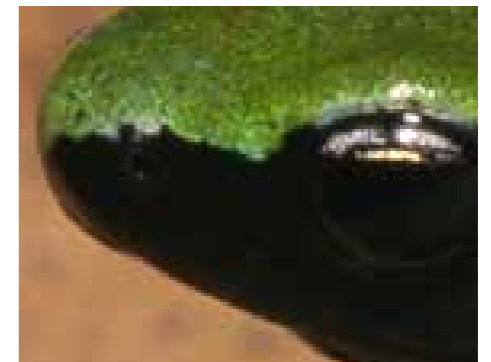
**72 dpi**



**72 dpi zoomed in**



**300 dpi**



**300 dpi zoomed in**

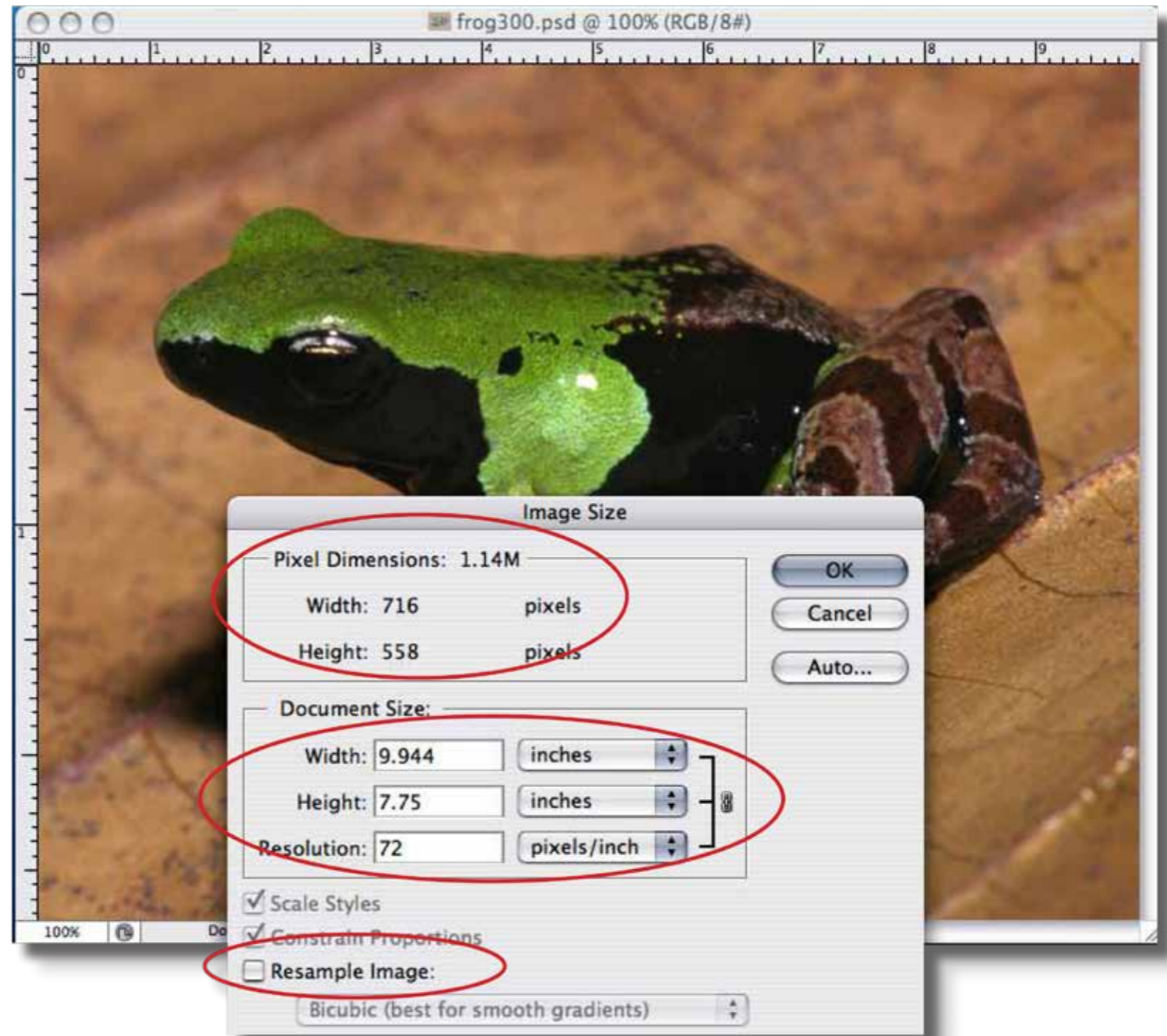


# Changing image resolution

Change the resolution of an image by opening the “Image Size” dialog box.

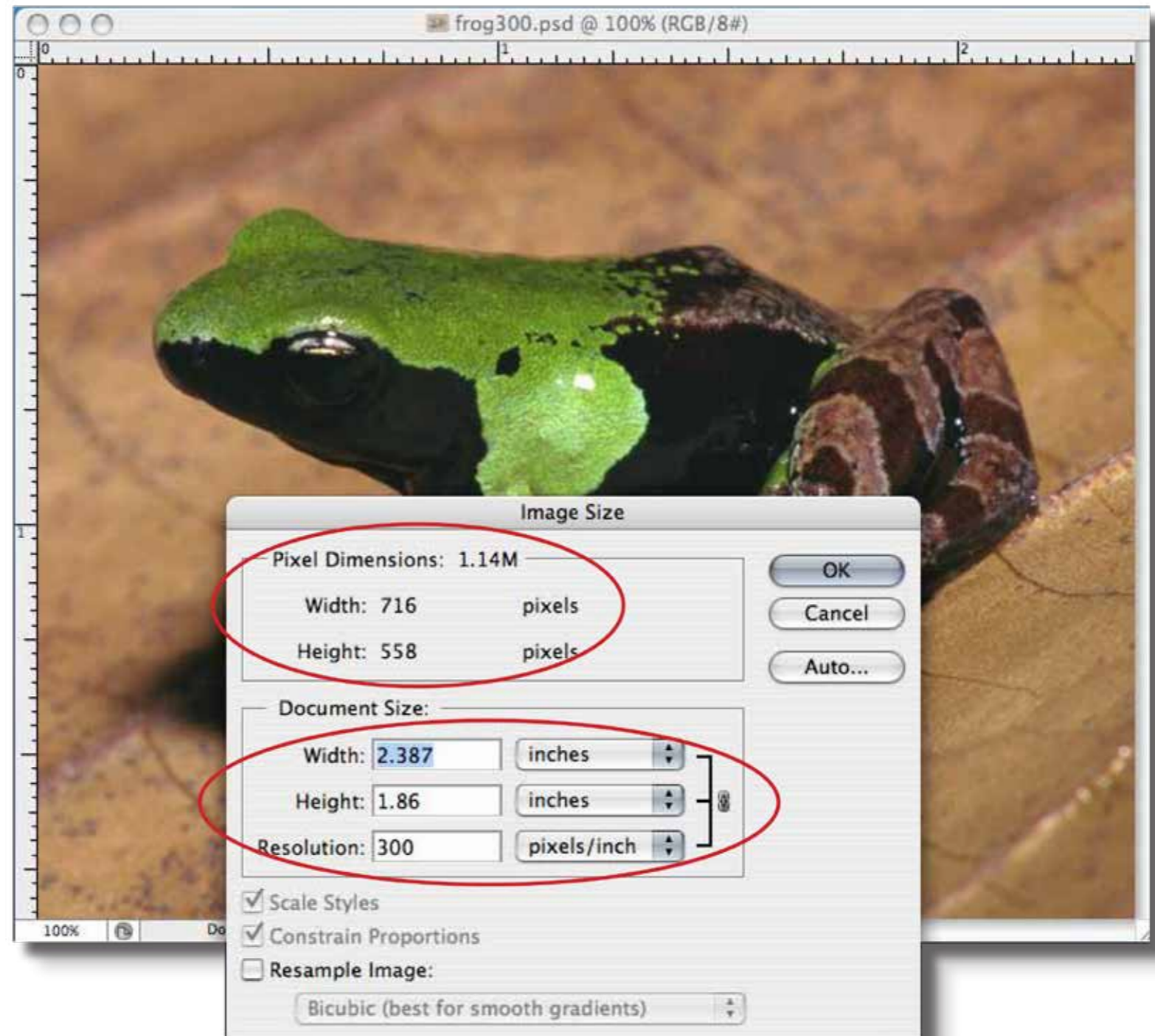
Make sure the “Resample Image” box is unchecked.

Change the resolution from 72 pixels/inch to 300 pixels/inch.



# Resizing images correctly

The resolution is now 300, the width and height of the image are much smaller, but the pixel dimensions and file size **DID NOT CHANGE.**



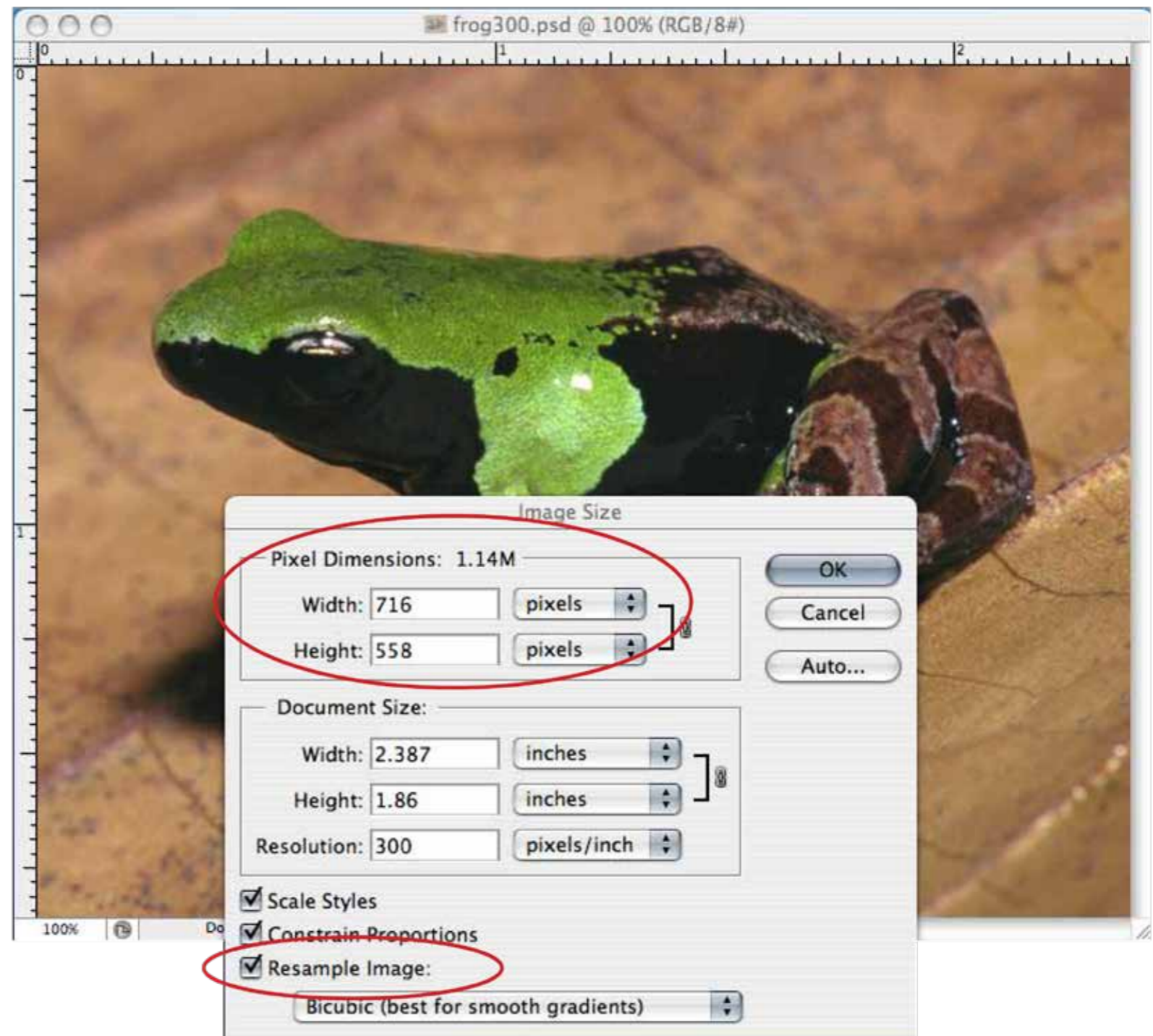


# Changing the pixel dimensions

Change the pixel dimensions of an image by opening the “Image Size” dialog box.

Make sure “Constrain Proportions” and “Resample Image” boxes are checked.

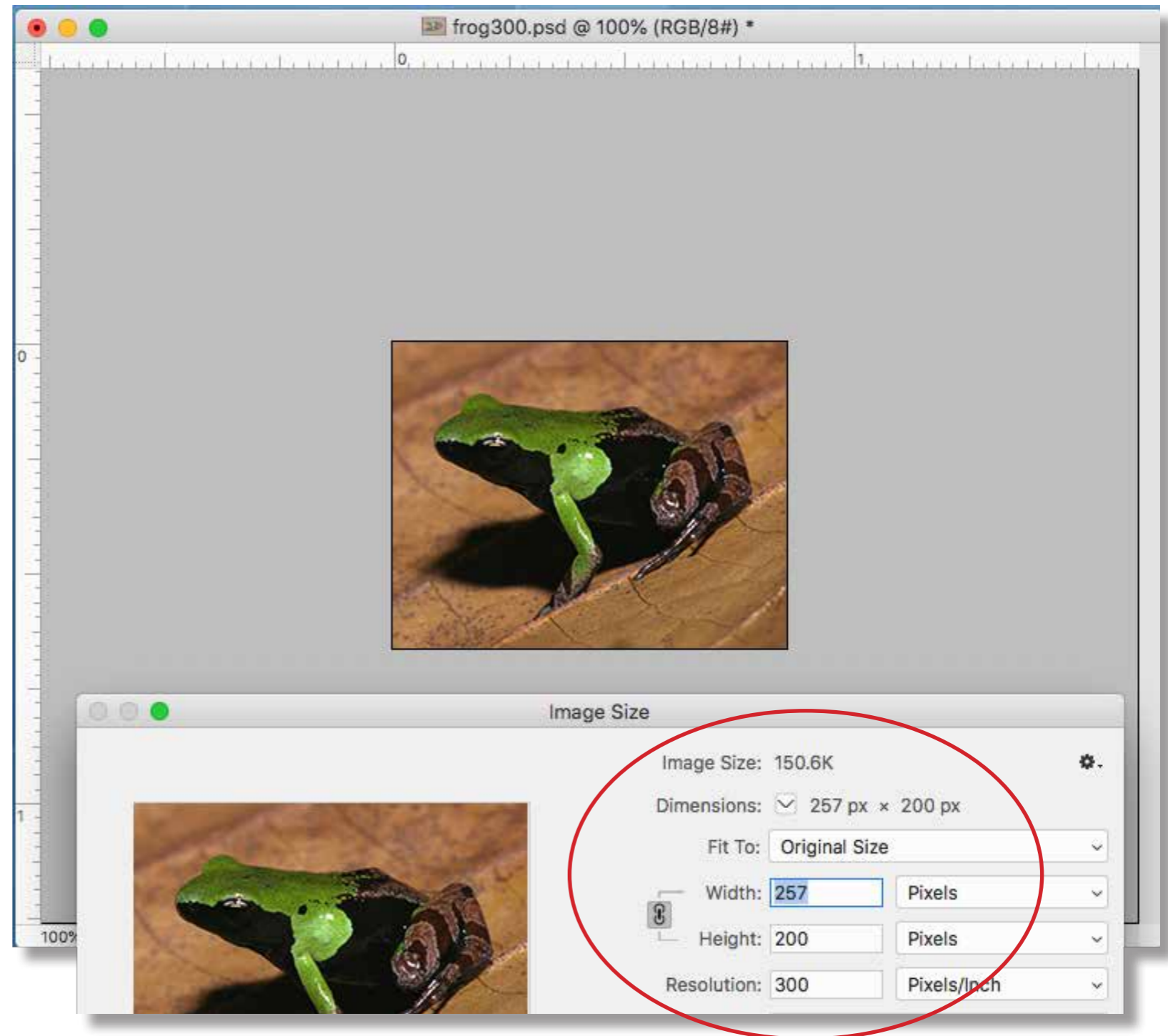
Change the pixel width or height, smaller, not larger.





# Changing the pixel dimensions

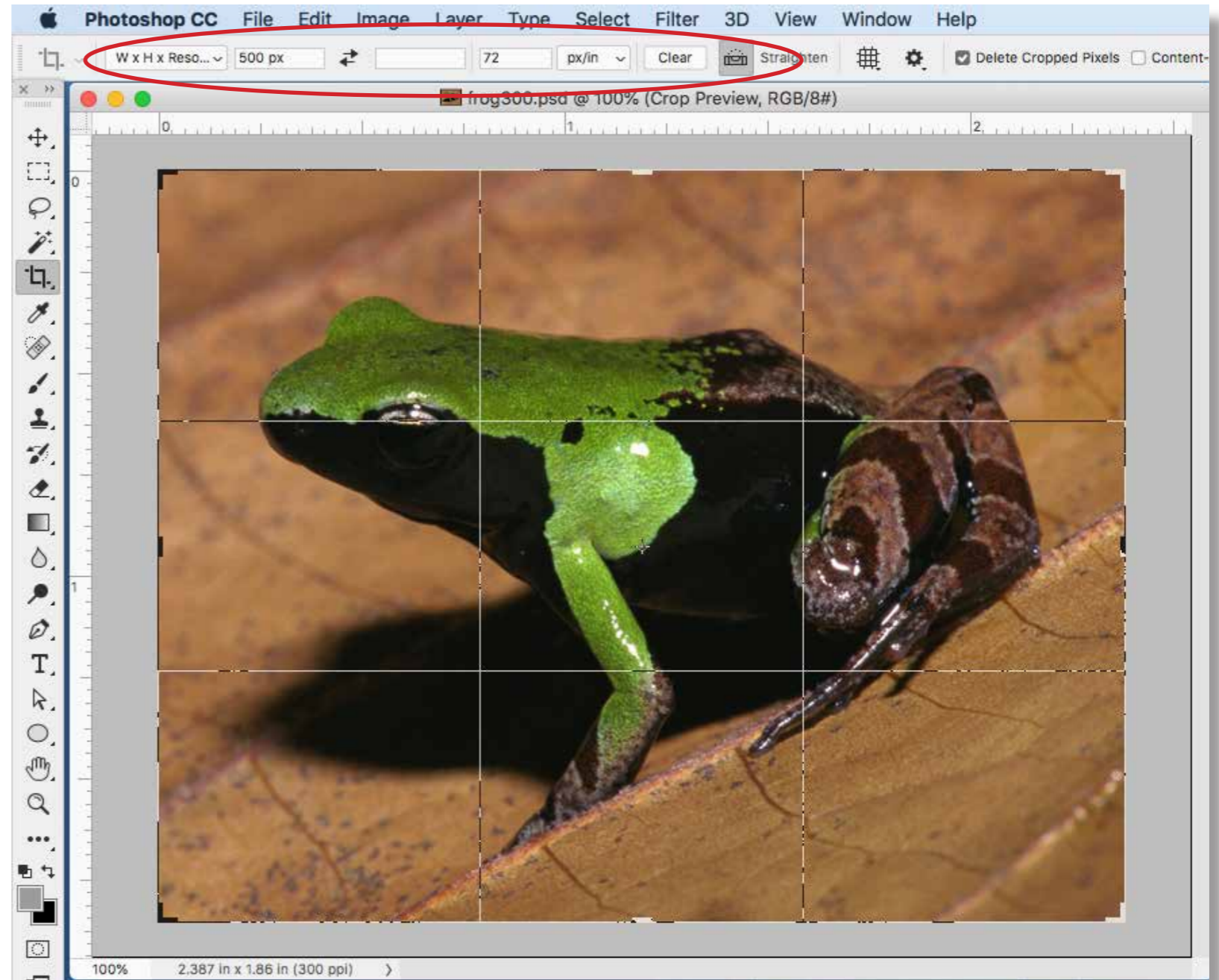
The pixel dimensions and file size are now much smaller.



# Resizing images correctly

Use the crop tool for exact dimensions.

Fill in only one dimension and the dpi if you don't know what both dimensions will be.



# Resizing images correctly

The width is the size specified, and the height is reduced proportionally.

