

# Photo Secrets for Artists

## FILE FORMAT

## USE

JPG

web or email: images

GIF

web or email: line art, animation, solid color

PNG

web or email: transparency

TIF (tiff)

print

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".



100%  
Actual Size



400%



30%

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

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**

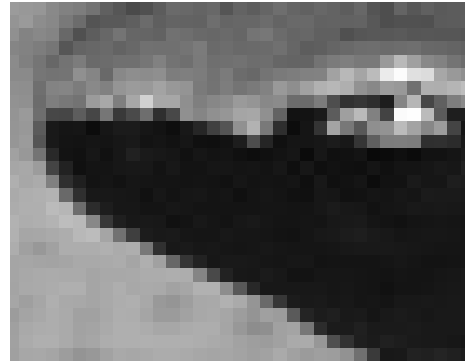
72 DPI is a low resolution for on-screen use such as an email, or on a web site.

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.



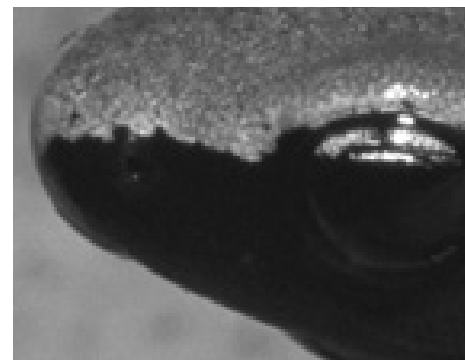
**72 dpi**



**72 dpi zoomed in**



**300 dpi**



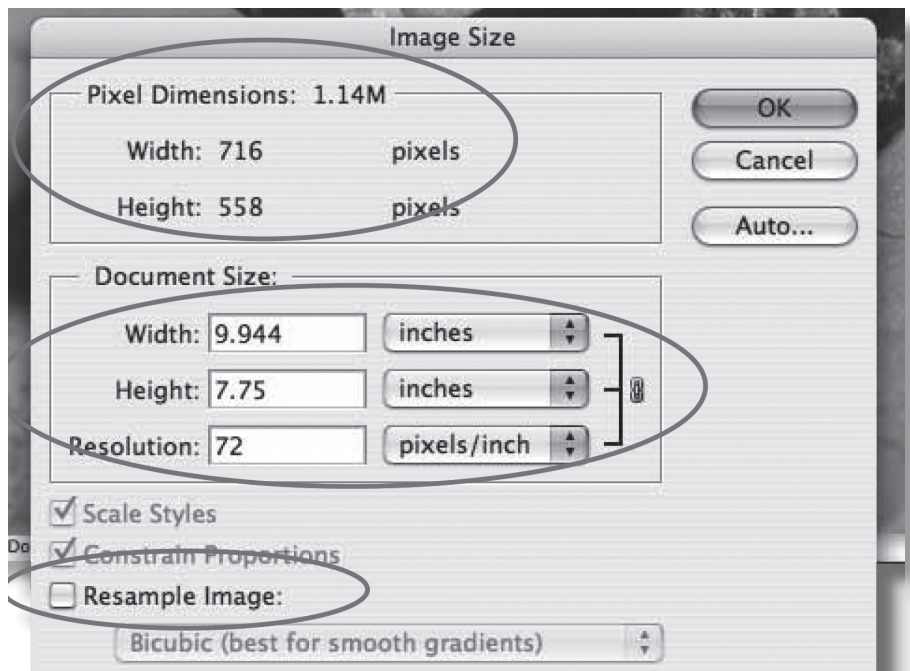
**300 dpi zoomed in**

# Changing image resolution

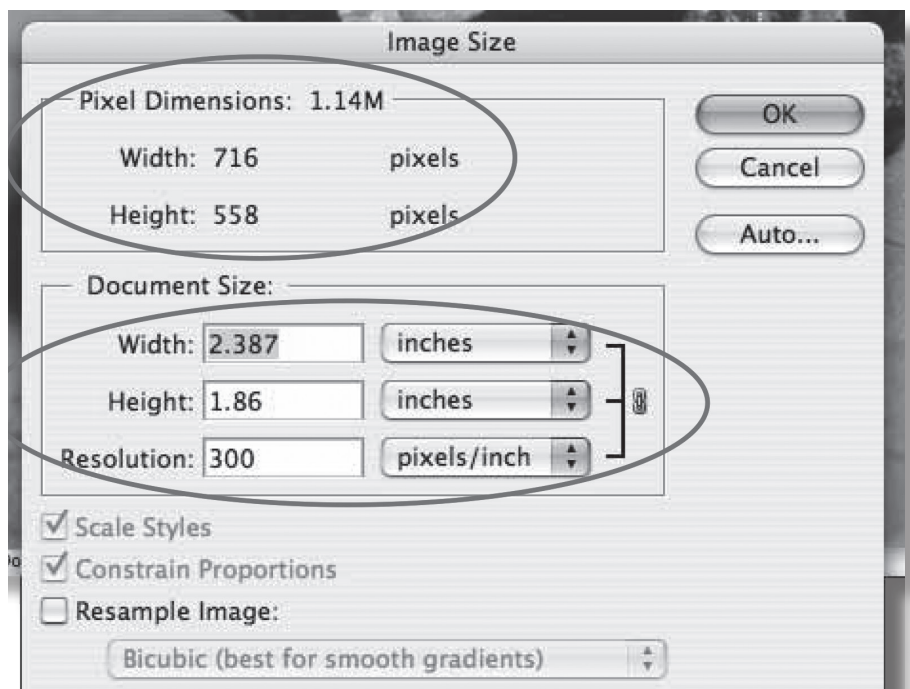
Change the resolution of an image by opening the “Image Size” dialog box.

Make sure the “Resample Image” box is unchecked.

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



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



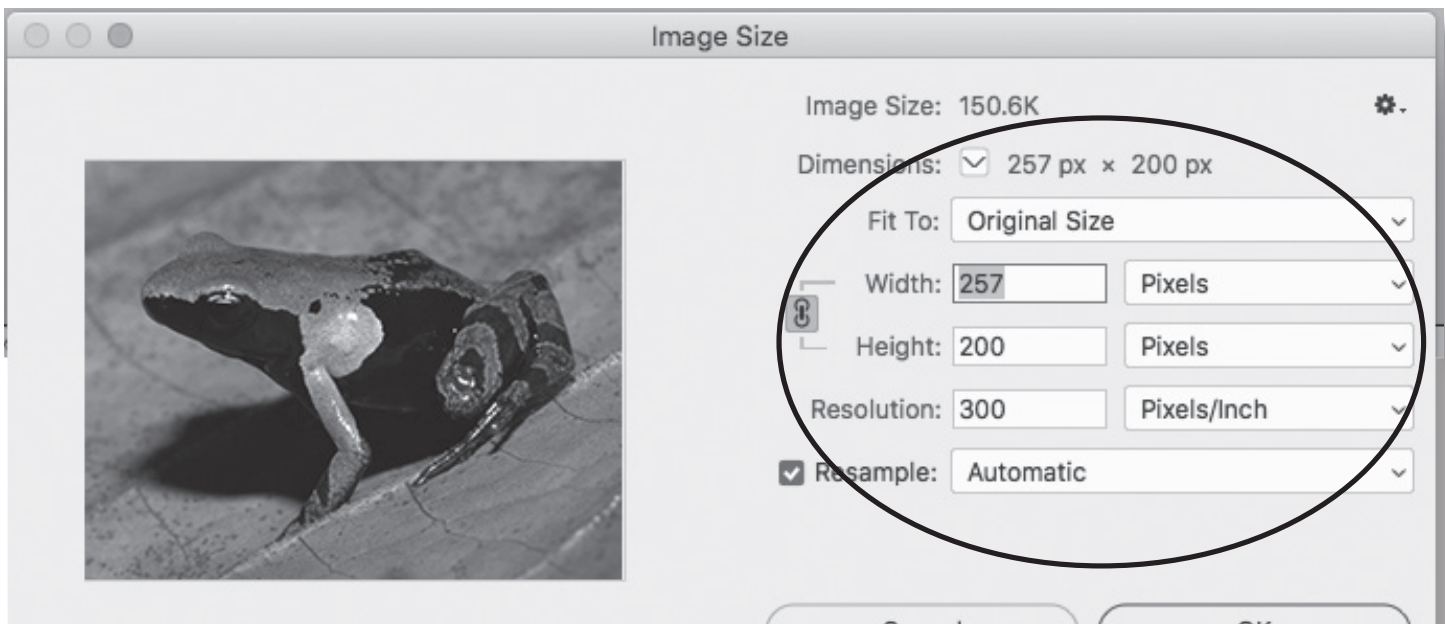
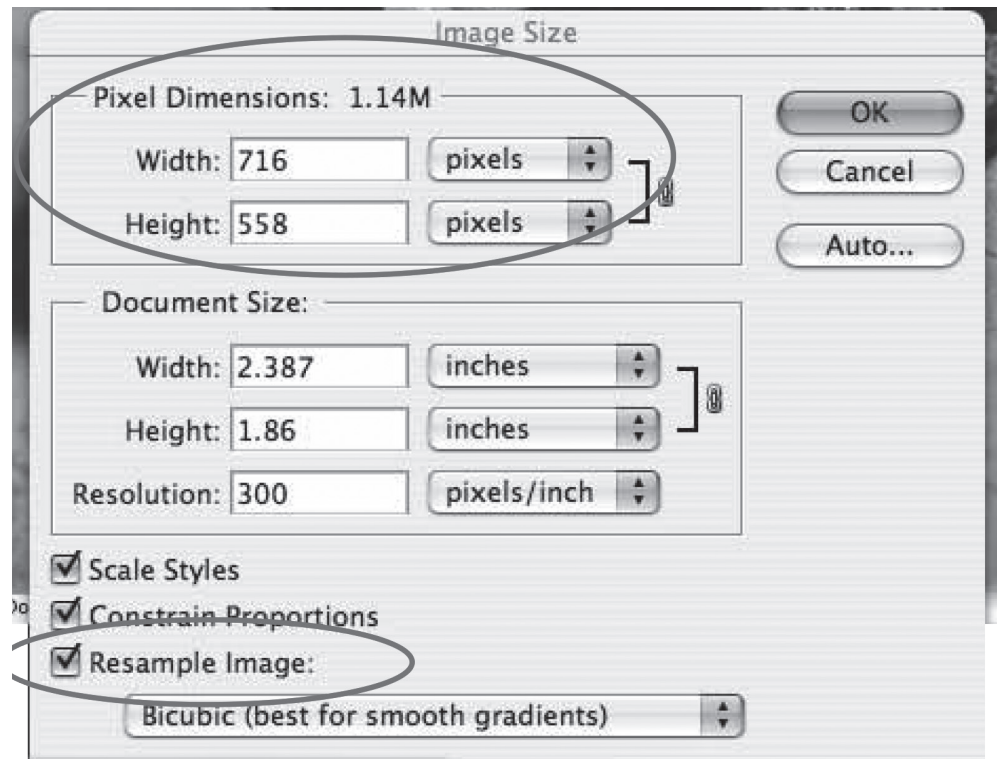
# Changing the pixel dimensions

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

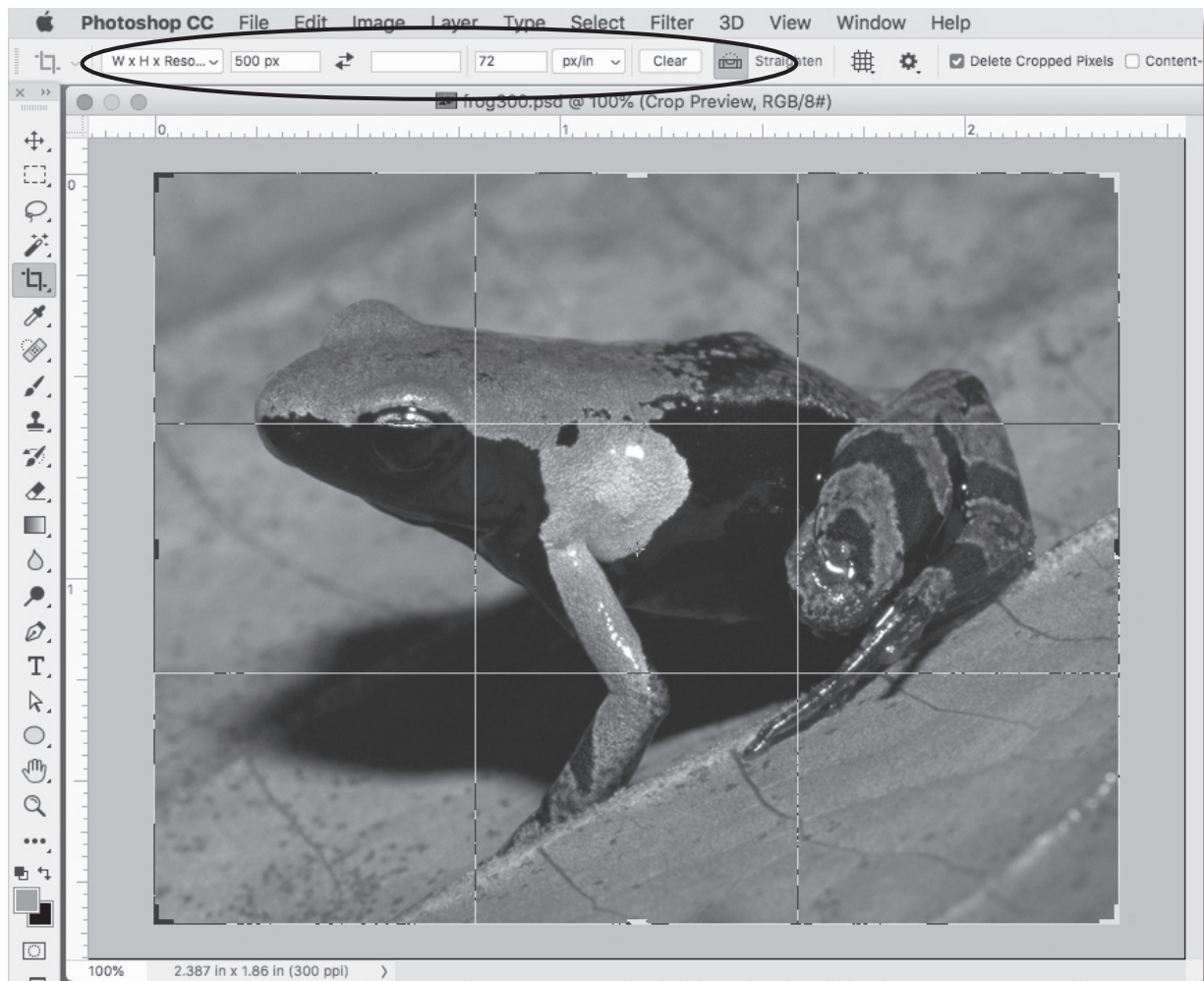
Make sure "Constrain Proportions" and "Resample Image" boxes are checked.

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

The pixel dimensions and file size are now much smaller.



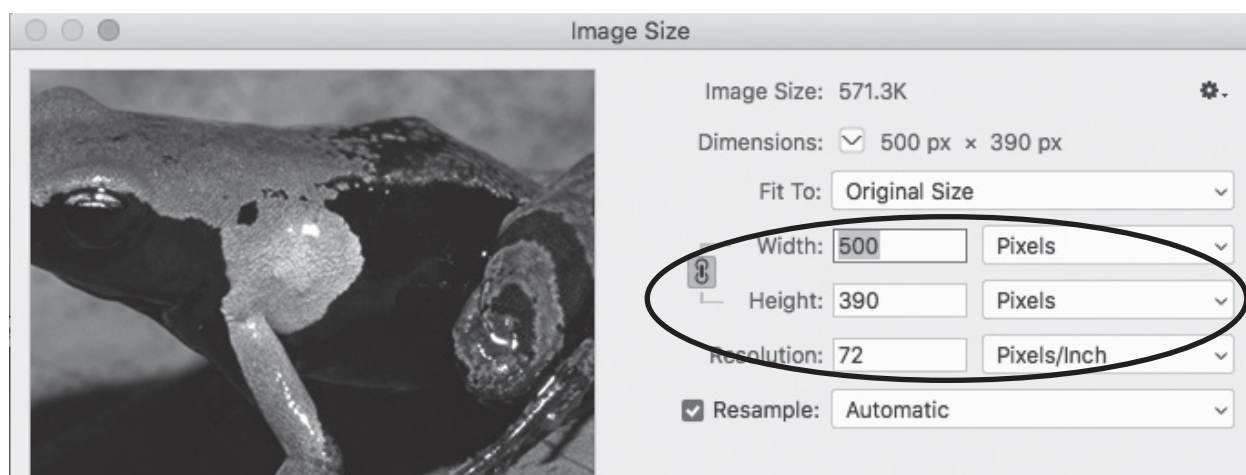




Use the crop tool for exact dimensions.

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

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



# **Important things to remember when photographing your images:**

- 1) photograph your images at the largest size possible (see your cameras user guide)
- 2) use a tripod
- 3) Position the camera parallel to your image
- 4) use lights set at a 45 degree angle, or shoot outside in shade
- 5) always save the original image; do not save over it
- 6) Use "Save As" or "Save a Copy" when resizing or changing images

## **Software for manipulating images:**

Photoshop—expensive

Elements—about \$100

Gimp—Free

There are others available—just google!

## **Link for Online Juried Shows Help**

<https://www.onlinejuriedshows.com/Help.aspx>