

# IMAGE RESOLUTION

Always procure the highest resolution images possible!

## MEDIA

## SHORT FORM

## RESOLUTION

### WEBSITES/SCREENS

low res/web res

**72ppi** (pixels per inch)

### SMALL FORMAT PRINTING

high res

**300dpi** (dots per inch)

*DPI depends on what you're printing. Always ask your printer what they need!*

### LARGE FORMAT PRINTING

high res/medium res

**150dpi** (dots per inch)

## COMMON QUESTIONS

### WHAT RES IS MY IMAGE?

PC: Right click the image, select Properties and go to Details tab.

MAC: Right click the image, select Get Info and expand the More Info ab.

### HOW CAN I CHANGE THE RESOLUTION OF IMAGES?

1. Ask a designer, photographer or printer to change them
2. Online using **Canva** or **another editing software**

3. Adobe Photoshop - **tutorials here**
4. MAC or PC: Use Microsoft Paint or Apple Preview - **instructions here**