Guidelines for Submitting Digital Images

Tips for the best possible results

- Use a tripod or prop the camera on a level, stable surface.
- Use the timer shutter release to further reduce the juggle that can cause blurriness.
- Use a plain light colored background that runs up behind your piece.

Digital Submissions

- We accept **JPEG**, **TIFF**, and **RAW** image files. We will **not accep**t GIF files. GIF files are web based and will not produce images of high enough quality to print.
- Minimum pixels per inch: 300 ppi
- Minimum acceptable size for printing: 1600 x 1200 pixels @ 300 ppi

Digital Camera Images

Digital cameras typically save images in JPEG format, which is a compression format designed to keep file sizes small. The jpeg compression is applied by the camera when the shot is taken. There are many different compression settings to accommodate different image needs.

- The less compression used, the better quality the image will be. It will also be a larger file size.
- The more compression used, the lower quality and smaller file size and the lower quality for printing – keep in mind we want to show your work in its best possible light.

If you are submitting images from your own digital camera, please read your camera's manual so you understand how to shoot for the highest resolution with the greatest number of pixels possible. There should be a setting for choosing the highest possible quality, which will produce the best quality JPEG compression. There should also be a setting for choosing the highest number of pixels, which will produce the largest dimension size.

PPI (pixels per inch): All images need to be 300 ppi. When defining an image's size, it is not enough to simply say it is 300 ppi. It needs to be defined as a dimension in inches AND pixels per inch (i.e. 8 x10" @ 300 ppi). In most cases, an image of 5 x 7" @ 300 ppi will work

We will inform you if there are any exceptions. *Note: PPI and DPI (dots per inch) are interchangeable terms.*

About Pixels: Most consumer digital cameras save images at 72 ppi by default. If you're using a 5 megapixel camera set to the highest number of pixels (2560 x 1920 pixels), you will have an image that is about 35.5 x 26.5" @ 72 ppi. If you

define this same image at 300 ppi without changing the total number of pixels (2560 x 1920 pixels) the dimension size changes to 8.5 x 6.4" @ 300 ppi.

- **The more megapixels, the better!**

Here are some rough guidelines:

- **Do:** 2560 x 1920 pixels @ 300 ppi = 8.5 x 6.4" (5 megapixel maximum)
- **Do:** 1600 x 1200 pixels @ 300 ppi = 5.3 x 4" (2 megapixel maximum)
- **Don't:** 640 x 480 pixels @ 300 ppi = 2 x 1.5" (This is a standard size for email-size images or web images, but not much good for printing at 300 dpi unless postage stamp-sized images are what you want.)

A typical 4 megapixel consumer-grade camera will produce a 5 x 7" @ 300 ppi.

Modifying or Enhancing Image Files

It is possible to enhance, touch-up or otherwise modify digital images. Please keep in mind that RMBS does NOT offer this service. If the JPEG compression is a high enough quality, some images can be stretched or enlarged using Photoshop or other software.

Color & Photoshop Work: RMBS does not offer any Photoshop or other image editing service. Please visit your local printing shop. They will be glad to help you out with any work you may want done.

Scanning Existing Print Material

If you are scanning images, please scan as an RGB TIFF, and scan at 300 ppi and the dimension size that is required.

This method is not recommended for detail images of your products as it usually provides a substandard or blurry image.

Once again, your local print services firm should be able to help you retrieve these images for you.