

Image Sizing and Photo Resolution Guidelines

Digital images, whether created with a digital camera or a scanner, are made up of pixels. The more pixels in an image, the better the resolution or detail of the image. More pixels also allow the image to be printed at a larger size without becoming “fuzzy”.

On the down side, as resolution increases, so does file size. Using the highest resolution setting on your camera means that you won’t be able to store as many photos as you could using a lower resolution. Follow your camera manufacturer’s guidelines for quality settings for general photos. If you’re taking a shot that you know you will want to print at a large size, we recommend using one of the higher resolutions on your camera (e.g. high quality or super fine) with JPEG or TIFF settings and minimum compression.

For large format prints, you will need a camera with at least 3 megapixels. Always evaluate your original photos before submitting for large format printing. If the original is fuzzy, the large print will be even fuzzier. When you send us a photo to be printed, we can either print to the maximum size based on your image file (see table below for guidelines) or if you need a larger print, we may be able to increase the size with our photo editing/sizing software.

Another option for getting high quality images for your signage is to use one of the many websites that sell digital photos. Two sites that we like are bigstockphoto.com and dreamstime.com. Again, use the table below to determine what file size you need to produce your print.

Use this table as a guide for determining maximum print size for your photos:

| Camera Size | High Resolution File Size | Approximate Resolution | Max Print Size |
|--------------------|----------------------------------|-------------------------------|-----------------------|
| 3 MegaPixel | 1.6MB | 1536x2048 | 22”x28” |
| 4 MegaPixel | 2 MB | 1705x2272 | 24”x30” |
| 5 MegaPixel | 2.5MB | 1945x2592 | 30”x40” |
| 6 MegaPixel | 2.8MB | 2112x2816 | 54”x60” |
| 7 MegaPixel | 3.1MB | 2305x3072 | 60”x72” |
| 8 MegaPixel | 3.5MB | 2447x3264 | 60”x72” |