

Adobe Photoshop: preparing images for print

Supplied images should be 300dpi at 100% of final output size in CMYK mode.

Camera and smartphone settings

All digital cameras and most smartphones are capable of producing high quality photos. These will generally be at 72dpi in RGB mode. Within your camera or smartphone settings, please ensure that the image quality is set to the highest (often known as fine or best) setting.

To prepare an image in Photoshop

- 1 On the menu bar, go to **Image > Image Size** on the pull-down menu. (figure 1)
- 2 Uncheck the **Resample Image** button, type **300** in the **Resolution** field, next to the **pixels/inch** pull-down menu and press **OK**. (figure 2)

This will proportionately change the values of width and height to a 300dpi print-ready image. Note that the number of pixels will remain the same – only the resolution will change.

- 3 On the menu bar, go to **Image > Mode** and select **CMYK Colour** from the pull-down menu. (figure 3)
- 5 Save your image as a **TIFF** with **NONE** Compression (figure 4), or as a **Maximum Quality (12) JPEG** and click on the **Baseline Optimized** button. (figure 5)

This principle of preparing an image for print should be applicable to other photo editing software.

Important

Do not rescale or manipulate your images in any way as this irreversibly destroys the image. We have professional expertise and industry-standard software to do this if necessary.

Do not take images or logos from websites. Not only does this infringe upon copyright issues, the images will be the lowest resolution and poorest quality so not suitable for print.

Images can be purchased through licensed image banks who supply low cost, high quality royalty-free photos.

Scanning images

If you scan your own images, make sure you scan them at 300dpi or highest, as near as possible to the final output size. For example, if you scan an A5 size image and require it to be printed at A4, scan at 200%. Some scanners may interpret this as $2 \times 300\text{dpi} = 600\text{dpi}$. Both results are the same.

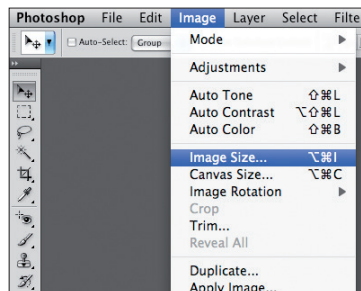


Figure 1

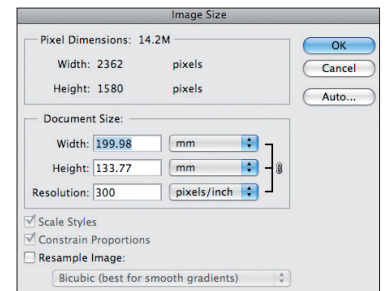


Figure 2

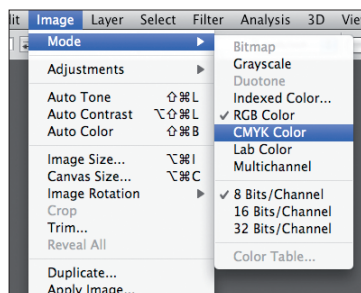


Figure 3

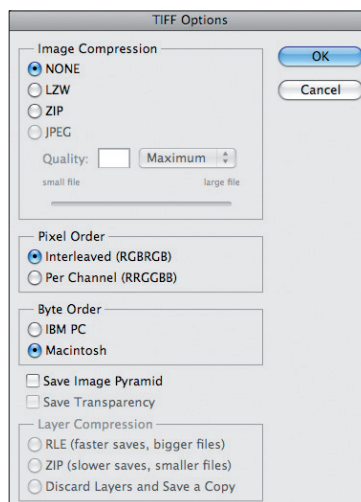


Figure 4

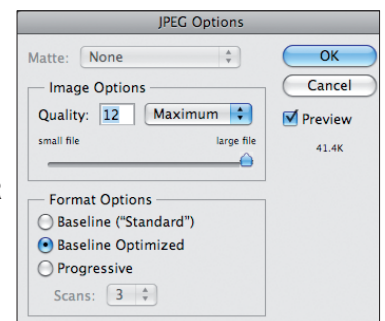


Figure 5



DESIGN



PRINTING