The title "resolution guide" is centered on the page. The word "resolution" is on the top line and "guide" is on the bottom line. Both words are rendered in a blue, hand-drawn, sketchy font with visible cross-hatching and texture. A horizontal bar with a multi-colored pattern (including red, yellow, green, blue, and purple) runs across the page just above the title.

# resolution guide



## resolution guide

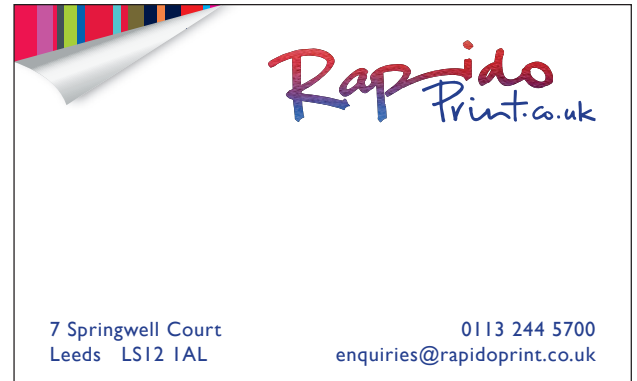
### The resolution of an image

refers to the density of the pixels (or printed dots) that make up that image or graphic. The higher the resolution, the crisper and more detailed the image will be. A lower resolution will be more fuzzy and less detailed. Image resolutions are measured in DPI (dots per inch) and PPI (pixels per inch). DPI refers to a printed document, and the amount of spacing between the dots of the cyan, magenta, yellow and black ink, whereas PPI refers to the amount of pixels per inch used on screen. Lower resolutions are commonly used for uploading items such as graphics, logos and photos to the web as this keeps the file size down and the



JPG saved at 300 PPI and printed at 100%

left is produced at 300ppi and is much better quality than the example at 72ppi and is little more than twice the file size. As you can see the image top right is the best quality, with the text staying crisp and sharp. We recommend if you have to use photo editing software to create your artwork, then use our "Document size guide" to set up the document size correctly to get the best results you can.



The original vector based artwork, created in indesign and printed at 100%

upload/download time to a minimum, and these are generally not of a high enough quality for use with quality printing. As the three examples show, the jpeg bottom right is produced at 72 PPI and shows the quality that would be expected when printed. The jpeg the middle



JPG saved at 72 PPI and printed at 100%