

Image Quality Demystified

Print and Pixels, Web and Whatz-its

Image resolution determines how well an image will replicate in print and web design. Depending on use, each has a minimum ppi (pixels per inch) requirement for the supplied image.

Supplied Image Size	Required Web	Required Print
6" x 4" (432px x 288px)	72 ppi (approx. 365k)	300 ppi (approx. 6MB)

Which Image Type for Print?

Photos: .jpg or .tif at 300ppi
Logos: Adobe Illustrator file (.ai)

Tip! 9 times out of 10, web images will not be a high enough quality to use in print applications.

Which Image Type for Web?

Photos: .jpg is a great starting point
Logos: .ai or .pdf so it can be resized as needed

Tip! If provided at final size, a .gif (for flat color artwork) or .png (for artwork requiring transparency) can be sent.

Raster Images Have Pixels



Pixels, or blocks of color, are combined into a grid to create raster images. Digital photography and scans are formatted as raster images.

Warning! A raster image can be made smaller, but cannot be made larger without losing image quality. Increasing resolution of a raster image from 72ppi to 300ppi will **not** result in a higher quality image.

Common Raster Image Types: .jpg, .tif, .png

Vector Images Have Math



Vector graphics use polygons to create images, allowing scaling without loss in image quality. Vector formats are used for logo and type art.

Common Vector Image Types: .ai, .pdf, .eps