

IMAGE RESOLUTION GUIDE

Images are made up of a series of dots.
This is what we call 'dots per inch' (dpi).
The greater number of dots per inch,
the better quality print you will have.

Computer screens display @ 72dpi.

Printed material prints @ 300dpi.

High Quality Vector Images (Illustrator.ai/.eps) will never distort, no matter what their size.

When an image is supplied at 72dpi but is then printed at 300dpi, this results in image distortion which we call pixelation. There is nothing we can do to fix pixelation.

The only way to resolve this is to go back to the original software and re-create it.



High Resolution (300dpi)



Low Resolution (72dpi)



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How to Check Resolution

View your pdf in Adobe Acrobat and zoom in 300-400% size. The visual quality which you see here, will be the same as on the printed material, so if the quality is poor here, it will be poor when printed.

How to fix resolution problems

Have you sourced an image off the internet?

Has someone given you a photo from their mobile phone?

Random Low Resolution Images

This is usually due to the image being downloaded from the internet or via a mobile phone with low print quality settings. Its best to replace with high resolution images from sources such as iStockPhoto or Shutterstock.

Vector Image High Resolution, Rest is Low Resolution or whole doc is Low Resolution.

Ensure all links are updated prior to creating the pdf. Once you are happy that everything is 'linked', re-save the print pdf, ensuring you select PDF/X-4:2008 or Print Quality.

Note: If no other alternative images are available to replace those which are low resolution, we will print them at your request but take no responsibility for the quality of these images when printed.