

# Image Resolution

Helpful Resources





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# Image Resolution

## RECOMMENDED IMAGE RESOLUTION: 300 DPI

File and/or image resolution should be set at 300 dpi to ensure that the final document is not pixelated when printed. Enlarging an image will lower the resolution while reducing an image will increase the resolution. Enlarging an image in a layout is NOT recommended. Images that are less than 300 dpi could reproduce poorly looking fuzzy or pixelated.

Images from the internet are not recommended, as most images are only 72 dpi.

An unfavorable image cannot be resaved as a different type of file. For example, you cannot place a gif file in Photoshop and resave it as an EPS file. This does not change the compatibility of the file. If you have to use low-resolution images we will print only after you consent to the quality.

### HIGH RESOLUTION



**300** dpi

### LOW RESOLUTION



**72** dpi

We will do everything we can to notify you of any problems we notice during preflight and file setup but [PrintingCenterUSA](http://PrintingCenterUSA.com) is not responsible for any poor quality images, misspelled words, or any other problems that are part of the original file or that happened while we prepared your file to print. Please be sure to check your proofs carefully.



## Definitions

**DPI (Dots Per Inch):** Refers to the density of individual dots a printer can place within a linear inch (equivalent to 2.54 centimeters). The greater the dot density, the sharper and more detailed the print appears. Picture it as the ink on your print. Predominantly, this term is used in digital printing—representing the clarity of images you observe on printed material.

**PPI (Pixels Per Inch):** Represents the number of pixels in a digital image contained within a linear inch (equivalent to 2.54 centimeters). Imagine a digital mosaic, with each tiny square representing a pixel. This term is predominantly associated with screen displays, scanners, and online / web imagery—reflecting the clarity and detail you perceive on digital screens.

## Purpose in Printing

**What is DPI in Printing?:** DPI pertains to the actual physical printing process.

**Resolution of the Print:** DPI measures the number of individual dots of ink a printer places on a page within a linear inch. The more dots, the finer the detail and smoother transitions in the print.

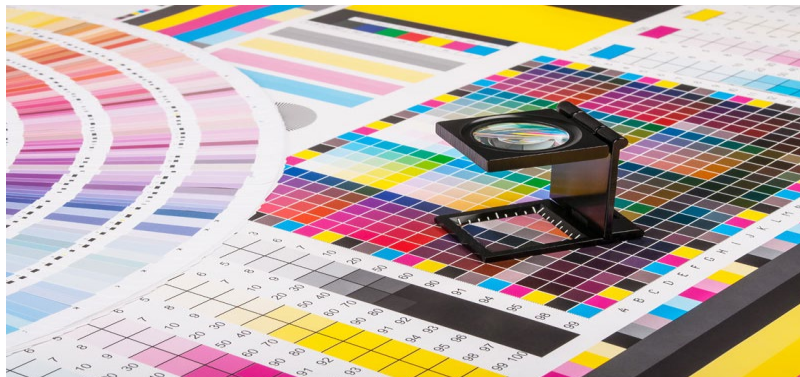
**Physical Output:** It ensures that the final printed image matches the desired clarity and quality. A typical quality print might require 300 DPI, meaning 300 individual dots of ink are placed in every inch of the paper.

**What is PPI for Printing:** PPI concerns the digital resolution of an image, especially as it relates to its print size.

**Image Clarity:** It indicates the number of pixels contained in one linear inch of a digital image. The greater the number of pixels, the more detailed the image.

**Determining Print Size:** PPI helps in determining the optimal print size for an image. For example, an image that's 3000 pixels wide at 300 PPI could be printed at 10 inches wide without loss of detail.

**Source Quality:** Ensuring the digital image has a high PPI (typically 300 for print) means that there's sufficient detail in the image for it to be printed clearly.





# Adobe® InDesign Image Resolution

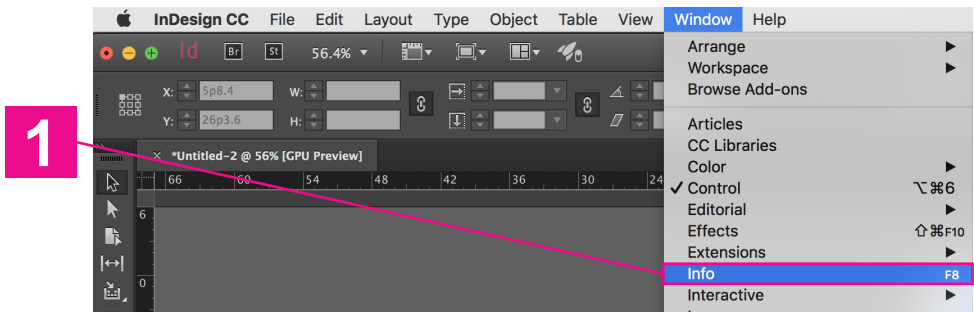
InDesign uses ppi (pixels per inch) instead of dpi (dots per inch). Dpi is the technical aspect of a printer while ppi is the physical size of an image and is often used by designers. All you need to know right now is: the lower the dpi/ppi, the lower the resolution.

For example, if you place a 300 dpi image into InDesign, you will not have a problem with resolution but if you place a 150 dpi image, the image will stay that resolution and print pixelated (fuzzy).

## 1 Open Info Pane

From top menu bar:

- Click: [Window](#)
- Click: [Info](#)



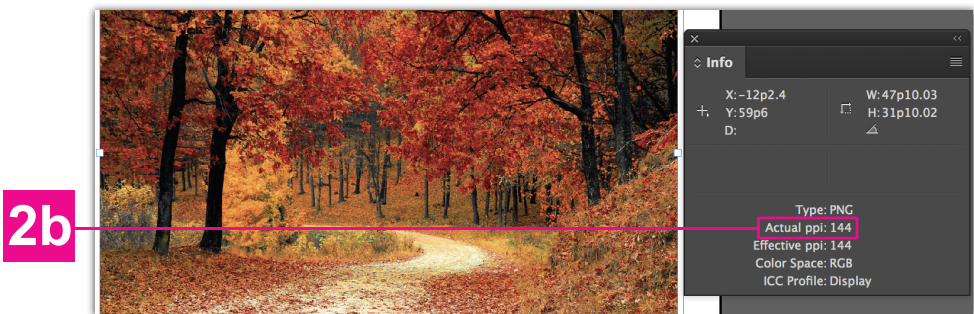
## 2 Check Image Resolution

- Click on an image

**2a** In the Info pane, you want to focus on Actual ppi, as it shows the resolution of the image you inserted. If it's 300+, your resolution is good



**2b** If Actual ppi is lower than 300, you will need to insert an image that is close to or over 300 ppi



Once you check your images and ensure they are the quality you want, just save your InDesign document as a PDF or send us the original InDesign document.

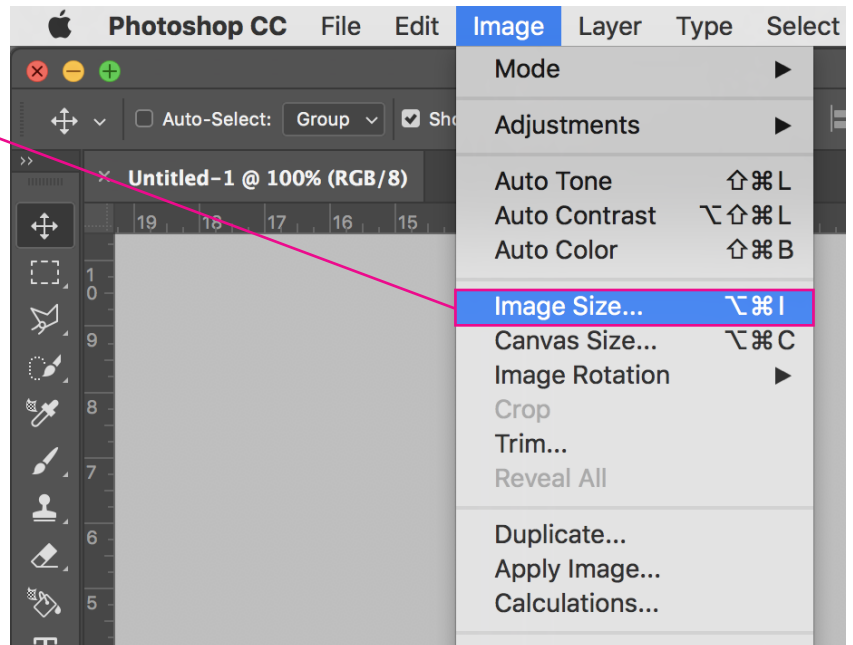
# Adobe® Photoshop Image Resolution

## 1 Open Image Size

From top menu bar:

- Click: *Image > Image Size*

1



## 2 Change Resolution

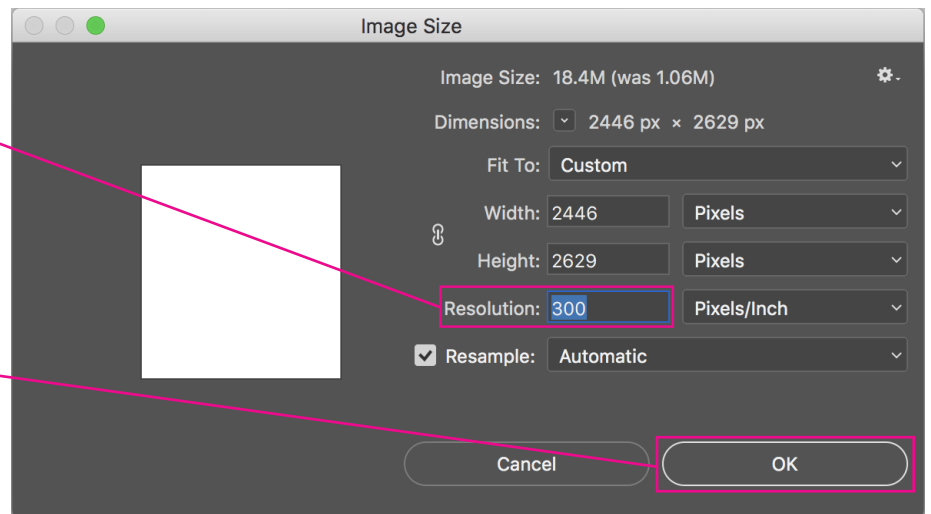
- Change Resolution to 300

2

## 2 Confirm Change

- Click: *OK*

3



Need More Help? [Click Here!](#)



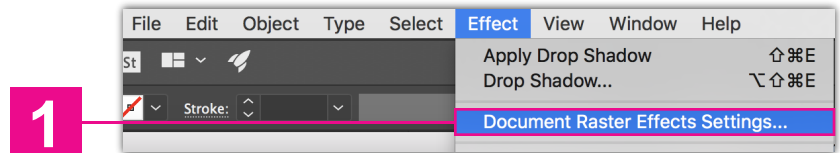
# Adobe® Illustrator Image Resolution

Since Illustrator is vector-based, DPI does not exist. If you're using Illustrator and are told that you have low resolution, try following these steps to fix the problem.

## 1 Open Raster Effects Settings

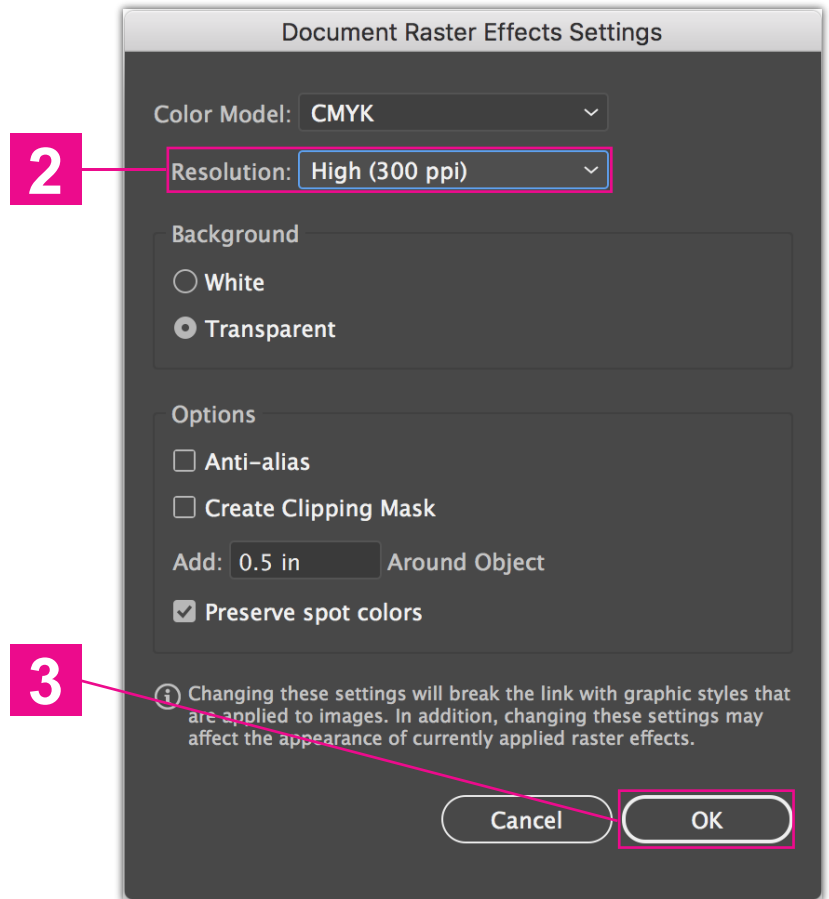
From top menu bar:

- Click: [Effect > Document Raster Effects Settings](#)



## 2 Change Resolution

- Change Resolution to [High \(300 ppi\)](#)



## 2 Save Settings

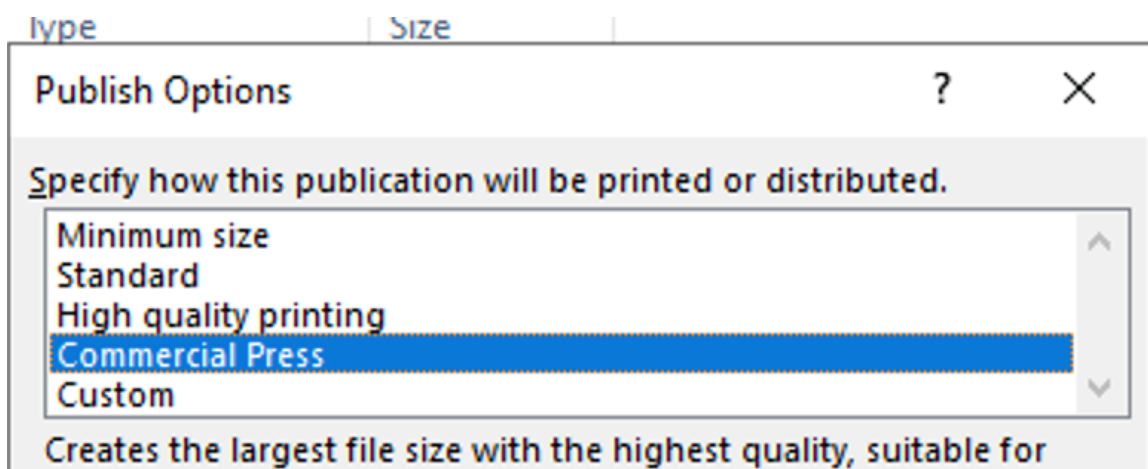
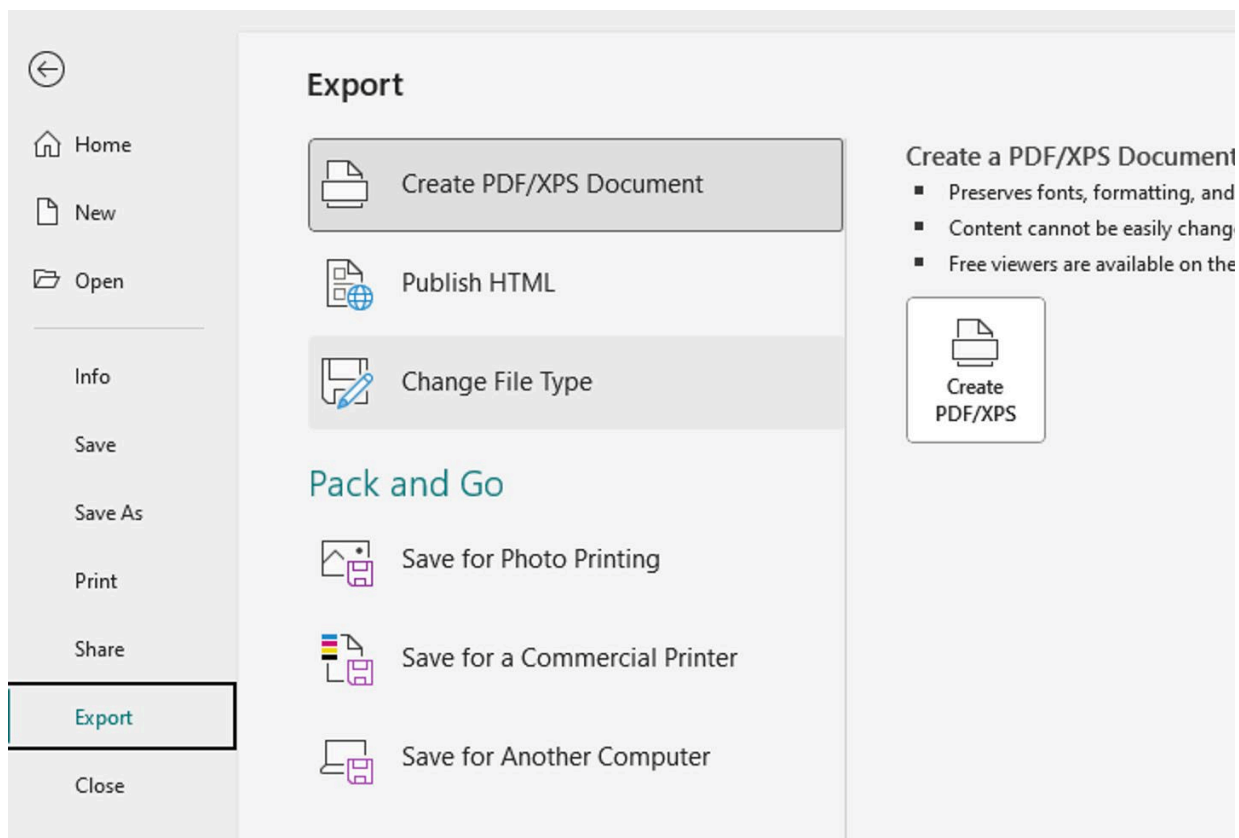
- Click: [OK](#)

Need More Help? [Click Here!](#)

# Microsoft® Publisher Image Resolution

When inserting images into your Publisher document, make sure they are 300 dpi or larger. After inserting them into your document don't scale them to be bigger than the original size, as that will make images look pixelated. To ensure you have the correct settings and resolution, save your Publisher document as a PDF by following the steps below.

## 1 Export PDF





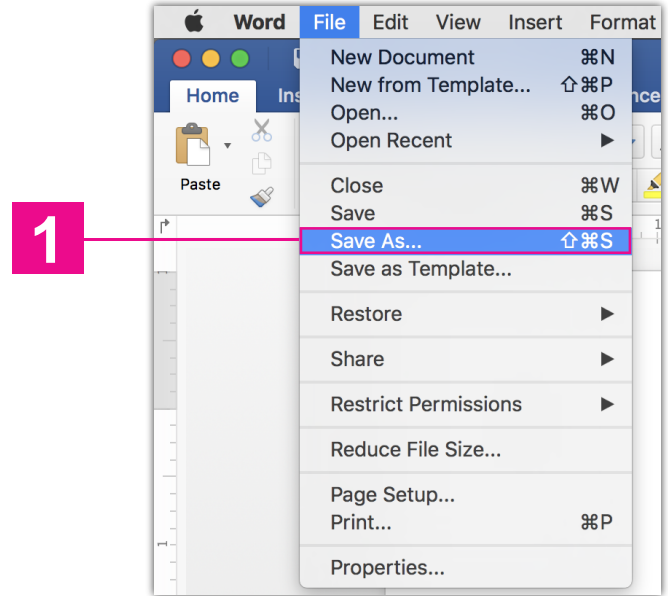
# Microsoft® Word Image Resolution

When inserting images into your Word document, make sure they are 300 dpi or larger. After inserting them into your document don't enlarge them, as that will make images look pixelated. To ensure you have the correct settings and resolution, save your Word document as a PDF by following the steps below.

## 1 Open Save As Dialogue Box

From top menu bar:

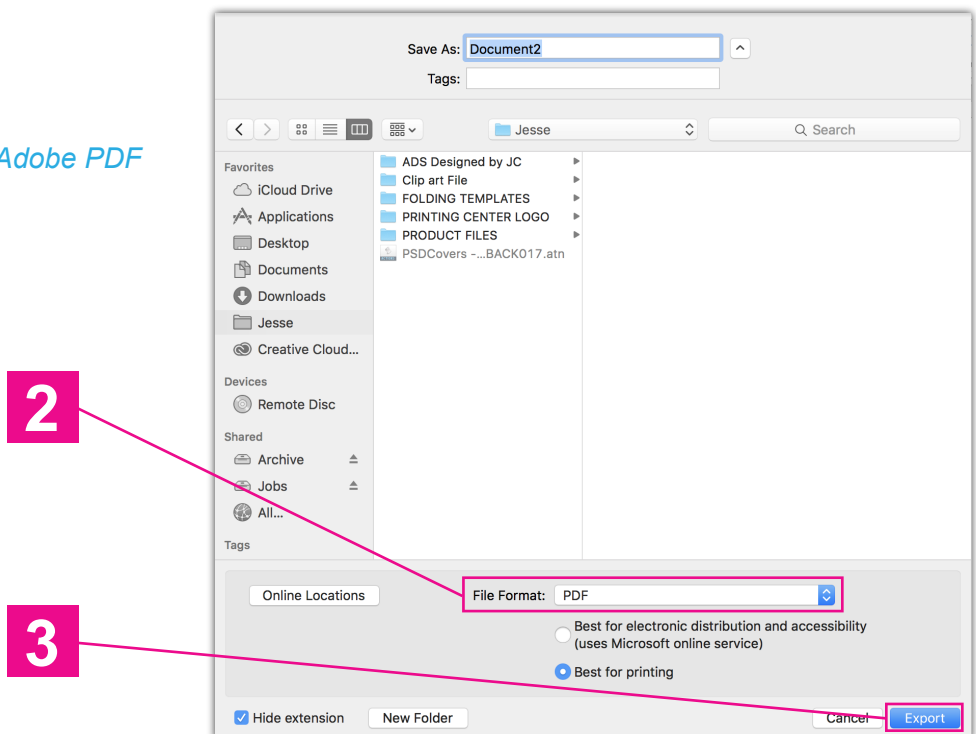
- Click: [File](#) > [Save As](#)



## 2 Change Format Type

- Change Format: [PDF](#)

*\*some versions of Word will say [Adobe PDF](#)*



## 3 Save PDF

- Click: [Export](#)

# Canva® Size, Bleed & Files

See below for the steps on choosing your product size, adding bleed and saving a print-ready PDF in Canva. For a more detailed explanation, [watch the short video here!](#)

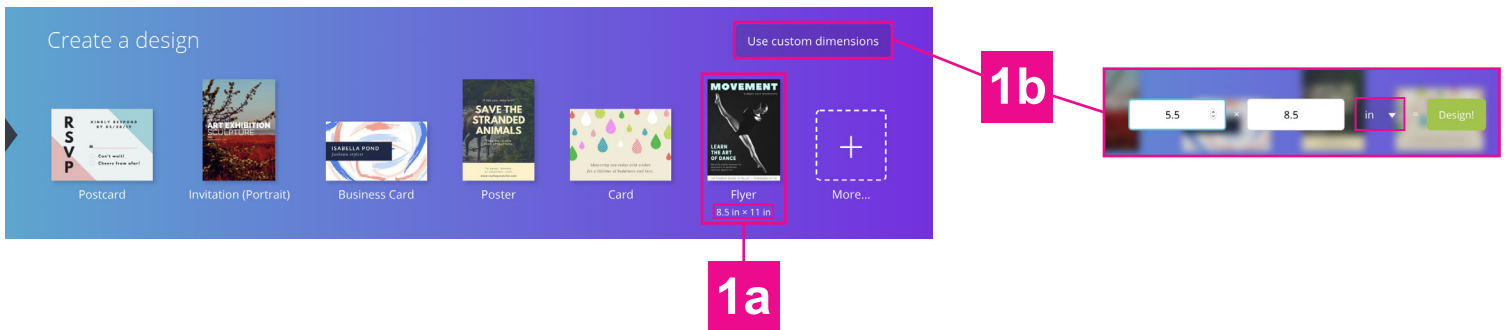
## 1 Choosing Your Product & Size

### 1a Option 1: Choose a product from the list

\*Mouse over each product to see the final print size.

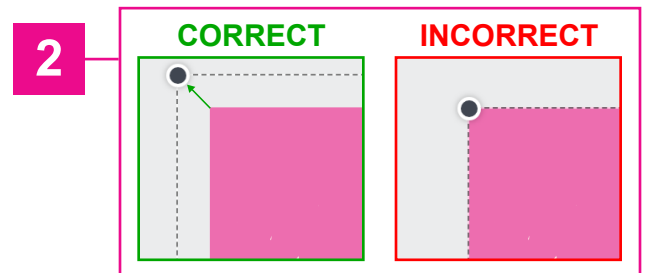
### 1b Option 2: Use custom dimensions

\*Enter your final print size - make sure the unit is set to inches (in).



## 2 Adding Bleed to Your Design

- In your design, extend your background images and colors slightly past the canvas ON ALL SIDES. For more details on adding bleed, [click here to watch the video](#).



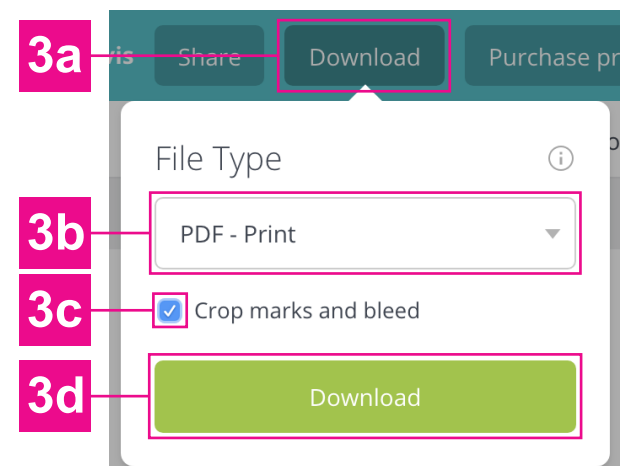
## 3 Saving Your Print-Ready PDF

3a When finished with your design, click: **Download** on the top navigation bar.

3b Under File Type, choose: **PDF - Print**

3c Check: **Crop marks and bleed** checkbox

3d Click: **Download**



For a more detailed explanation, [watch the short video here!](#)



# Other Helpful Resources

## Check Your Documents Using Our Blank Templates

Click the links below to view and/or download templates to compare your document to..  
Please ensure to remove the template when done and crop the size to the bleed size.

[Booklets](#)

[Brochures](#)

[Business Cards](#)

[Calendars](#)

[Catalogs](#)

[Door Hangers](#)

[DVD Covers](#)

[Envelopes](#)

[Flyers](#)

[Greeting Cards](#)

[Letterhead](#)

[Magazines](#)

[Newsletters](#)

[Note Cards](#)

[Postcards](#)

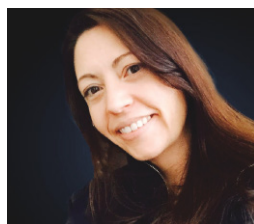
[Posters](#)

[Programs](#)



## Professional Design Help

Do you still need help with your files or are you crunched for time? Contact one of the professional graphic designers on the right to ensure you have the correct file requirements!



**Addie Evans**

Phone: [800-619-4194](tel:800-619-4194)

Email: [addie@my2centsdesign.com](mailto:addie@my2centsdesign.com)

Website: [www.my2centsdesign.com](http://www.my2centsdesign.com)



**Margaret Dominy**

Phone: [406-476-3440](tel:406-476-3440)

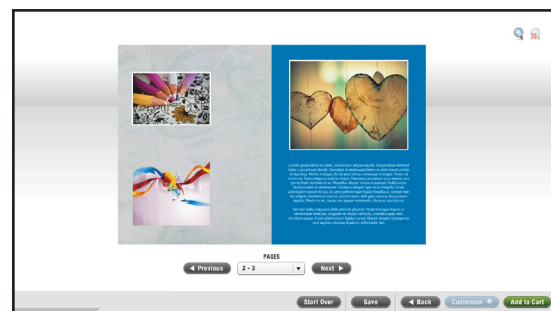
Email: [margaret@printingcenterusa.com](mailto:margaret@printingcenterusa.com)

Website: [www.dezined2print.com](http://www.dezined2print.com)

## Using Our Online Design Tool

By using our online design tool to create your project, you can ensure that your files have the correct bleed, image resolution, document size and other file requirements.

Just select your product, upload your photos, drag and drop them into place, add your text and our tool will do the rest! [Try out our online design tool](#) today and make your printed product pop!





# FAST, EASY & AFFORDABLE

1 (800) 995 - 1555

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