Which Type of Image Do You Need for Web and Print

The Short Version

It would be great if all you had to do was take a photograph that effectively captured what you wanted to say about your work (this is a big job by itself).

You first need to know where the image will be used. Within each category, the size and type of the image will be different.

Two Destinations of Images

1. Web: Instagram, Facebook, your website:
Format: Jpg, .Png .JPEG
Color Profile: RGB (Red Green Blue) How light mixes.
Dimensions: At least 600 x 600 pixels. 1000 x 1000 is better. See Elissa's notes on social media.
Resolution: 72 dpi (small, not very much information)

2. Print, Magazines, Newspapers, Print Ads
Format: Tif, .TIFF, JPG, JPEG
Color Profile: CYMK (Cyan, Yellow, Magenta, Black) How paint/ink mixes.
Dimensions: 4" X 5"
Resolution: 300 dpi (dots per inch)

Advice from our team

Elissa Campbell - Blue Roof Designs

Elissa is a frequent presenter at our Spring Marketing Conference where she has given seminars on using Canva.com, an online graphic design service. She is currently a board member of the Vermont Crafts Council.

Finding the details of your image on iPhone, then convert your images:

Elissa says:

To find the details of the picture on your iPhone, here's what to do:

1. Open a photo.
2. Swipe up from the bottom of the image.
3. You'll be able to see the details here, such as dimensions, file type, file size, etc.

Instagram does best with an image that's 1080px (pixels) x 1080px.
Facebook prefers 940px x 788px (per Canva.com, a free graphic design service).

I convert images from one file type to another in **Photoshop Elements**, so I assume you can also do that in the full version of Photoshop.

You open an image, click on **Save As**, then choose the file type you want. You can also use one of the online file type converters, like these:

- Shutterstock Online Image File Converter
- Convertio.co https://convertio.co

Sally Stetson Design
Sally Stetson is a graphic designer and artist. She has designed the Vermont Open Studio Tour Guide for many years and is a current board member.

A quick guide for print images:

Sally says:

A good rule of thumb.

Send images around 4" x 5" at 300 dpi.

Clue: if you are dragging it from the web it's probably not going to work for print.

Another clue: If it says the image is less that 100kb…. Too small.

Should be at least 600 pixels x 600 pixels.

Technical Details – You don't need this for deciding what images to use but it is interesting.

https://www.triangleparkcreative.com/tips/understanding-image-files-print-and-web

"Resolution - Raster vs. vector formats"

To understand resolution, you have to first know that there are two types of image files. Raster images like a photograph are made up of pixels—every piece of visual information is a little dot that is set in a specific color. Vector images are not made up of dots at all—they are drawings of lines that are represented in the file as mathematical descriptions (similar to your worst memories of plotting X Y coordinates in high school math).

For Print Images
Dots per inch (**DPI**) is a measure of spatial printing, video or image scanner dot density, in particular the number of individual dots that can be placed in a line within the span of 1 inch (2.54 cm). Similarly, the more newly introduced[2] **dots per**

centimeter (**d/cm** or **dpcm**) refers to the number of individual dots that can be placed within a line of 1 centimeter (0.394 in).

As a general rule, images that have text in them or solid artwork with simplified color (as in most logos) **should be saved as GIFs**, while photos and continuous tone artwork should be saved as a JPG.

Color makes up the visible light spectrum, which is made up of red, green and blue (the additive colors). Cameras shoot and scanners scan in RGB. **Computer monitors, televisions and the World Wide Web are all RGB media.**

Printing (CMYK), however, uses ink, and RGB is pretty alien to printing presses. Instead of the additive colors, printing uses the subtractive colors (cyan, magenta and yellow or **CMY**), plus black (abbreviated to K) for further definition in shadow areas and type. Even if images start their lives as RGB when they are photographed or scanned, they have to be converted to CMYK before being sent to print. CMYK color is also called "**process color" or "full color."**

For the Web (usually 72 pixels per inch) Jpg

For Print – This is what we need for the tour guide booklet.
300 dots per inch, or in short 300 dpi. This means that within an inch (~2.5cm) of the photo paper, there is 300 pixels/ dots squeezed in that space. To our naked eye, the image looks good."