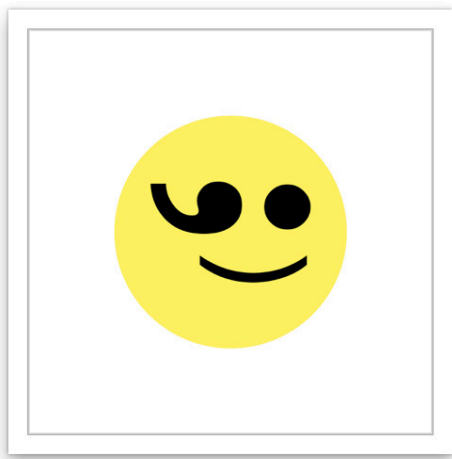


## Submitting your images to me for design.

- Images are easiest to submit as Jpegs. Ensure that they are set to maximum quality.
- Images must be at least 300ppi (pixels per inch) to come out clearly in print. If the image is 300ppi but it is blurry it will be blurry in print also.
- All your image files must be named and the naming should follow this pattern below –

### **NameofImage\_Pageappearing**

Example - **happyface\_P18**



happyface\_P18.jpg

# Images

Image quality must be at least 300dpi (scanned or photographed in 300ppi) for clear printing.

## Common File Formats to Know



### JPEG

Stands for –  
**Joint Photographic  
Experts Group**

Jpeg uses an RGB colour mixing system and is used for graphics on the web or portable image files as opposed to files intended for print. Jpeg files do not have a huge capacity to store image information.



### TIFF

Stands for –  
**Tagged Image  
File Format**

The designer must convert all image files to TIFFs using CMYK colour space to achieve good print quality. TIFFs can store a large amount of colour information.



### PNG

Stands for –  
**Portable Network  
Graphic**

PNG uses an RGB colour space. This file format can have a transparent background which differentiates it from Jpeg files.

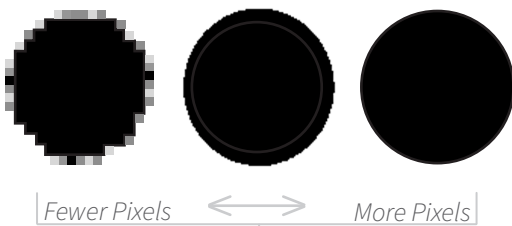


### PDF

Stands for –  
**Portable Document  
Format**

An important tool. The final file delivered to the printers will be a PDF containing information such as crop marks and bleed settings.

## Image Quality

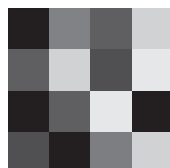


More pixels result in a clearer image.

**DPI**  
Stands for –  
**Dots Per Inch**



**PPI**  
Stands for –  
**Pixels Per Inch**



## Resolution

Resolution is the amount of colour points (PPI) or pixels captured within an image. If an image has low resolution there is not enough colour information captured for it to be printed clearly. Pixels are converted to Dot Points (DPI) in printing.