

Image Resolution

Resolution is the measurement of how many dots/pixels fit into one inch. The higher resolution, the sharper the image will be. DLP OnDemand recommends resolution of 300 dpi (dots per inch) for crisp, clear results. Below is a quick guide to help you provide the best possible looking images for your printed projects.



Resolution rules:

- Images should be 300 dpi (dots per inch) at the final size in the layout. **We recommend a minimum of 5200x3400 pixels.**
- Resolution and image size are inversely proportional to each other. Enlarge an image, the resolution decreases; reduce an image, the resolution increases. Example: a 2 x 2" image at 300 dpi (acceptable) enlarged to 4 x 4" has a new resolution of 150 dpi (unacceptable).
- Low resolution images print fuzzy, jagged and blurry.
- The settings used during the original "capture" of an image (ie: scanning, digital camera, etc) determine its base resolution. Resolution can only be improved by decreasing the image size, or by recapturing the image at a higher quality setting.
- Recommended minimum resolution for printing is 300 dpi; computer monitors generally have a display setting of 72 dpi or 96 dpi. If we indicate that some of your images have low resolution, they may not look bad on your monitor but will likely print blurry or jagged. **We want your final printed pieces to be of the highest quality and reflect your brand!**

Things to avoid:

- Web images are predominately low resolution (72-96 dpi) GIF or JPEG files. This resolution is good for quick transmission over the internet, but is not acceptable for use in printing. Do not save images or graphics from a website to use in your print project!
- Upsampling is when a low resolution image is saved to a higher resolution with no changes in dimensions. Upsampling adds more pixels/dots per inch (dpi), but creates blurry images, ugly blocks of color, and high contrast in images. The only way resolution can be improved is by decreasing the image size, or by recapturing the image at a higher quality setting.

HOW MANY MB SHOULD A HIGH RESOLUTION PHOTO BE?

For best results, we recommend images that are sized at 300 dots/pixels per inch. A good size for a real estate photo to print at the best quality should be around **5200 pixels wide by 3400 pixels high**. The file size for a high-quality compressed .JPG should be approximately **3.5 MB or greater**. If you are not sure, reach out to your photographer or put us in touch with them.

HOW CAN I TELL IF MY IMAGE MEETS THE REQUIREMENTS?

- *Windows:* Right-click the image > Properties > Details Tab > Horizontal/Vertical Resolution
- *Mac:* Open the image in Preview > Tools Menu > Show Inspector > Image DPI
- Verify that it is at 300 PPI/DPI
- Take the pixel resolution components and divide by the PPI/DPI to see how many inches wide the final version will print (i.e. 3400 pixels ÷ 300 PPI = 11.33 inches at full resolution)