

## IMAGE QUALITY GUIDELINES

### **Prepare separate image files (NOT embedded in a Word document)**

As you work on your publication, it is best to organize your images as separate files alongside your main working document (usually a Word file) and to send us those files in addition to your main Word document. Extracting images from Word for printing is possible, but inconvenient and sometimes unreliable.

### **File formats**

For most photographs and other images, JPG is the most convenient format to work with and results in smaller files for easy transport. PNG, TIF, and PSD files are also fine for this purpose. For line art such as maps or diagrams, a PDF file containing vector data is preferable for maximum print quality.

### **Resolution**

Image files must have enough information in them to print with good quality. If an image file is too small it can look fuzzy or jagged when printed.

We are looking for image files with enough pixels (dots or points of image information) to print sharply at the required size on the page. A fairly safe ballpark is 2,000 to 3,000 pixels wide (for a horizontal image) or tall (for a vertical image). Don't worry about sending images that are too large. It's the small ones that are a problem.

### ***How do I know how many pixels are in my image?***

Windows: Right-click on the image file and select "Properties." The pixels should be shown in the "Details" tab.  
Mac: Right-click (or hold down "control" and click) on the image file and select "Get Info." The pixels should be shown under "More Info."

<https://happymooselz/blog/howto-check-photo-resolution-windows-mac-osx>

### ***What if my images are too small?***

Think about where they came from. Did you or anyone else edit the image in a way that would have reduced its size? Sometimes email or image editing programs will try to help by shrinking things to make them transfer more quickly. Any relatively modern digital camera or phone will take pictures that are more than large enough to print well. If you can go back to the original image file, you may find that it is big enough.

### ***Read this part only if you're really into this***

If you really want to know exactly how many pixels you need for a given image, the rule is "300dpi at the final print size."

We take the size of the image in inches on the final book page and multiply that number by 300 to find out exactly how many pixels we are looking for.

Most books range from 6" x 9" to 8.5" x 11." An image that would completely fill the page in a 6" x 9" book (with a little extra to trim off) would be 1,875 pixels (6.25 times 300) x 2,775 pixels (9.25 times 300). For an 8.5" x 11" book, the goal would be 2,625 pixels x 3,375 pixels.

Of course, that is for an edge-to-edge full page. Most horizontal images print at roughly half of the page height.