

Great MUG Graphics

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What is a pixel?

- The smallest element of a digital image.

What is resolution?

- The sheer volume of information contained in your image.
- The higher the number, the more information, the better it will print.

What's the purpose?

- Are you EVER going to print it?
 - If so, on what device?
 - At what size?
- Will it only be used on the web or on a CD?
If so, you're okay with 72 dpi

Screen only

- Pay attention to the pixels, not resolution.
- Get the right amount of pixels in both height and width to produce the desired physical dimensions.

Print resolution

| 180-225 dpi* | 300 dpi* |
|----------------------------------|--|
| Medium quality | High quality |
| Output at home on inkjet printer | Output by service bureau or professional printer |

* approx.

Print resolution

Image
resolution

=

output
device
resolution

Shooting digitally

- Make sure to use the right image quality setting **BEFORE** you shoot
- Ask yourself what the image will be used for?

Shooting digitally

| Basic | Fine | RAW |
|-------------------------------------|--------------------------------------|---|
| Onscreen, Web, & CD | Print | Pro level prints |
| More images fit on media card | Fewer images fit on media card | Honkin' big, super-high quality files |

Scanning tips

- If you need to enlarge an image, do it through the scanning software if possible.
- When scanning images from magazines, look for an option called Descreen.

Scanning tips

| | |
|---------------------|---------------------|
| Onscreen | Scan at 85 dpi |
| Magazine | Scan at 225-300 dpi |
| Newspaper | Scan at 150-200 dpi |
| B/W Laser | Scan at 150 dpi |
| Color Inkjet | Scan at 225-300 dpi |

Printing web images

- Before printing images snatched from the web, you must **increase** their quality
- Use image editing software such as Photoshop, Photohop Elements, or Graphic Converter

Image types

| .jpg | .gif | .tif | .eps |
|-----------------------------|---------------------------|-------------|-------------------------|
| Photographs | Transparency | Photos | Vector (Illustrator) |
| Color blends or gradient | Flat color or line art | For print | For print |

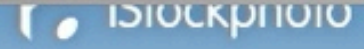
Web image sizes

| Max | Photos | Headshots | Thumbnails |
|--------------|----------------------------|-----------|------------------------|
| 320 x 240 | 200 x 150 h 150 x 200 v | 90 x 90 | 80 x 60 h 60 x 80 v |

All sizes in pixels

Stock photography

- iStockphoto.com, high quality stock photography
- \$1 web, \$2 print, \$3 full page
- Huge, royalty-free database
- Swag & presenters available for meetings



lesasrider

Credits: 12



Account Details



Creative Network



Lightboxes



Mail (0)

Control Panel

Search:

happy people group co

All Files Go

Advanced Search

Browse Recent

Forums

Designer Spotlight

Most Popular Files

Articles

Upload

Store

Support

Recent file searches:

- happy people group computers [12]
- happy people [15488]

Search Options:

Sort:

- By Photographer
- By Title
- By Size
- By Age (Newest First)
- By Rating
- By Downloads
- By Best Match

File Types:

Search Results : happy people group computers

Search Within Go

CopySpace™ Find by Color

Displaying 1 to 12 of 12 matches.

Common Keywords in this Search: happy people group business team businesspeople businesswomen businessman businessmen female man men office smile woman women work businesswoman computers



computer kids Downloads: 359



Workteam 3 Downloads: 658



Business surfing Downloads: 75



Friends working outdoors Downloads: 18



Colleagues in front of a computer Downloads: 335



Team (2) Downloads: 8



Three colleagues in front a computer. Downloads: 179



Young people working on a computer Downloads: 231



Business team Downloads: 17



Team Downloads: 5



Computer kids 2 Downloads: 48



Computer kids (vertical) Downloads: 32