

*These tips are offered as general guidelines only. All directions are based on Photoshop Elements 12.
The basic size info is the same, even if you are using another program.*

Start with the best photo possible. If you're taking the photos yourself, keep your camera settings on the largest format to get the best image. Do not include frames, mats, large signatures or prices in your photos and **NEVER, EVER** include your name, yourself, or your customers in your booth shot!

Always keep the original, largest image as a master image in your computer.
It will be your starting point for all subsequent uses of that image.

IMAGES FOR SHOWS

When applying for shows ALWAYS check for and abide by the specific image formatting requirements listed in the application process.

RESIZE:

The generally accepted size for images is an overall size of 1920 x 1920 pixels.

Since many photos are not exactly square, the image you submit will have a black border on two sides. In your editing window

1. Under **IMAGE**, select **RESIZE**, then select **IMAGE SIZE**. Adjust the longest side of the image to 1920 px.; the other side will reduce proportionally.
2. Under **IMAGE**, select **RESIZE**, then select **CANVAS SIZE**.
3. Be sure your measurement is in pixels, then enter 1920 on the longest side.

SAVE:

Next... Save for Web

1. Under **FILE** select **SAVE FOR WEB**. Here you'll see the old and new images side by side.
2. Adjust the size of the file in the panel on the right side of the screen to the highest quality possible without exceeding **2.0 MB in size**. **Click OK**.
3. Name the file using whatever format is requested on the application. (example: Lastname_title.jpg)
4. **SAVE AS JPG**.

Some sites, like Zapplication, want images in sRGB color – the best color setting for viewing on a computer screen. Most Elements programs have sRGB as the default color setting. You can set it manually using:

EDIT – COLOR SETTINGS -or-

IMAGE -CONVERT COLOR PROFILE – CONVERT TO sRGB -or- CONVERT TO ADOBE sRGB

IMAGES FOR YOUR WEBSITE

Same as above – BUT: Reduce the longest side of your image to 800 pixels to keep it small if someone were to print it. You may also want to add a watermark to your photo to prevent someone from lifting the clean image off the web. To do this, use the **TEXT** tool to place your name over the image, reduce the opacity to 50% and **SAVE**.

IMAGES FOR YOUR PROMOTIONAL MATERIALS

Postcards, rack cards, posters, publications, etc.

1. Make a duplicate of your high-resolution, master image.
2. Set color in RGB.
3. You can resize your photo down to a bit larger than the final print size for best quality, though most online printing services can do that for you. Just follow their instructions.
4. Keep the image in a high resolution! Industry standard is 300 – 350 dpi or ppi.
5. Save the image and send it in the TIFF format. This is the preferred format for print images. Your extension will read .tif. (If you have to send as a JPG, be sure to send it at 100% quality.)