

GLOSSARY

Compression (image) - describes method used to minimize file size.

DPI - “dots per inch” term used to describe resolution of printed image (often used interchangeably with PPI)

JPG or JPEG - one of the most versatile and compatible image file types. Can preserve good image quality at small file sizes.

Pixel - minimum area of measurement on video display

PPI - “pixels per inch” term used to describe resolution of on-screen digital image (often used interchangeably with DPI)

Resolution - describes detail preserved in an image; *Low Resolution = 72 dpi (web use), High Resolution = 300 dpi (print use)*

SD Card - (Secure Digital Card) a slim memory card used to store data. Requires a special card reader to retrieve data.

TIFF or TIF - high-quality lossless image format, preserves layers, ideal for printing. Often generates large files, but may require special software to open and edit correctly

USB (Universal Serial Bus) - common connection used for computer peripherals

USB drive - data storage device that uses a USB port to transfer data back and forth from the drive to the computer. Also known as flash drive, thumb drive, jump drive, or “memory stick”

Guidelines - not rules; may vary slightly as situations dictate

WEB GUIDELINES

Digital image files must meet the following specifications:

- JPG files only
- Largest width dimension being 1000 pixels
- Resolution of 72 dpi
- File should not exceed 2MB

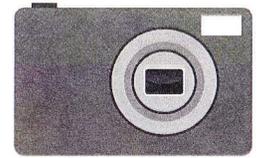
PRINT GUIDELINES

Digital image files must meet the following specifications:

- JPG or TIFF files only
- Resolution of 300 dpi or greater

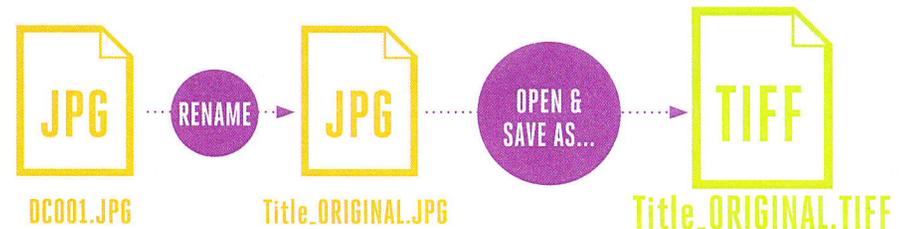
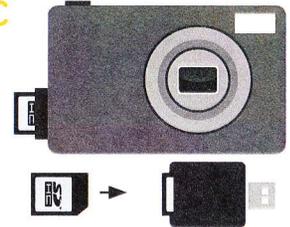
1. TAKE YOUR PHOTO

- Setup even lighting or take outside under overcast sky to avoid glare
- **Do not zoom in.** Get closer to fill frame.



2. COPY IMAGE FROM CAMERA TO PC

- Images may be retrieved from SD card with a card reader, or USB cable that came with your camera. Consult your camera's instruction manual.
- Preserve original backup on camera if possible.



3. RENAME & SAVE AS TIFF

- **Save new file immediately** to protect original
- Save as TIFF to preserve image quality
- **NO NUMBERING! ADJECTIVES ONLY!**

4. MAKE ADJUSTMENTS & SAVE

- Adjust rotation, skew, color, etc
- Save as TIFF to preserve layers and adjustments



5. SAVE FOR PRINT & WEB

- Save a JPG for printing
- Save a JPG for web use
- **Add suffix to file name**

