
IMAGE SIZING FOR PRINT AND WEB

QUICK RESOURCE GUIDE

THE BASICS

The subject of sizing digital images is a complex one. Just visit any fb photography forum and you will see questions pop up with all sorts of different and conflicting answers about how to properly size photos not only for web but also for print. Hopefully this guide will clear up some of the confusion and you can confidently navigate the muddy waters of digital image file size!

DIMENSIONS

- Dimensions of your RAW file multiplied together equal your camera's native megapixel size
- Can be changed upon export from editing software
- Cropping an image WILL affect dimensions
- Dimensions affect view size on screens/web pages
- Dimensions divided by ppi = print size

PPI

- Pixels per inch in the image
- Does not affect view on web
- DOES matter for printing
 - $5000 \times 3000 / 100 \text{ ppi} = 50 \times 30$ print
 - $1024 \times 900 / 100 \text{ ppi} = 10 \times 9$ print

FILE SIZE vs. WORKING SIZE

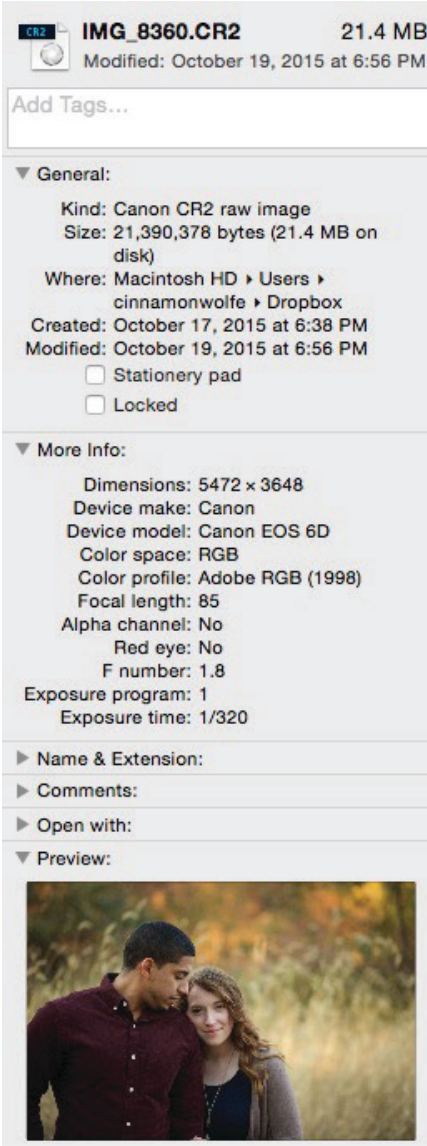
- Are not equal
- File size usually smaller due to compression
- File size does not have effect on printing
- Working size viewable in PS Image > Image Size

COMPRESSION

- Quality output in LR and PS
- Affects file size ONLY

CROPPING

- Will change dimensions
- May not be able to print as large



IMG_8360.CR2 21.4 MB
Modified: October 19, 2015 at 6:56 PM

Add Tags...

General:

- Kind: Canon CR2 raw image
- Size: 21,390,378 bytes (21.4 MB on disk)
- Where: Macintosh HD ▸ Users ▸ cinnamonwolfe ▸ Dropbox
- Created: October 17, 2015 at 6:38 PM
- Modified: October 19, 2015 at 6:56 PM
- Stationery pad
- Locked

More Info:


- Dimensions: 5472 × 3648
- Device make: Canon
- Device model: Canon EOS 6D
- Color space: RGB
- Color profile: Adobe RGB (1998)
- Focal length: 85
- Alpha channel: No
- Red eye: No
- F number: 1.8
- Exposure program: 1
- Exposure time: 1/320

▶ Name & Extension:

▶ Comments:

▶ Open with:

▼ Preview:



RECOMMENDATION

Digital images have two main purposes: to be printed and to be shown online. Here are my recommendations for how to deal with both in an efficient way to get you the best results!

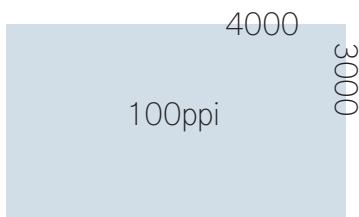
FOR PRINT:

HIGH RESOLUTION IMAGES

Largest dimensions possible + 300 ppi

This will ensure that you have the ability to print large and you aren't losing pixels off the bat.

When you retain 300 ppi at export, the lab has the ability to reduce the ppi during processing in order to get you the desired size print. If you provided lower than 300ppi, they might have to ADD pixels and that produces blurry or pixelated images.



40x30 print

$$\begin{aligned} 4000/100 &= 40 \\ 3000/100 &= 30 \end{aligned}$$

FOR WEB:

LOW RESOLUTION IMAGES

Restrict your dimensions and ppi AND compress

If you are concerned with someone downloading your image from the web and printing, restrict your web files to 72 ppi. This will not affect what they look like on the web.

Compress your images out of Lightroom to between 65-85% (personal preference) in order to have smaller file size with quicker upload speeds.

The screenshot shows the Adobe Lightroom export settings panel. The 'Export Location' section is expanded, showing 'Export To: Specific folder' with a dropdown arrow, 'Folder: /Users/cinnamonwolfe/Desktop' with a 'Choose...' button, 'Put in Subfolder: WebSize Samples' (checked), 'Add to This Catalog' (unchecked), 'Add to Stack: Below Original' (dropdown), and 'Existing Files: Ask what to do' (dropdown). Below this are sections for 'File Naming' (IMG_8245.jpg), 'Video', 'File Settings' (Image Format: JPEG, Quality: 65, Color Space: sRGB, Limit File Size To: 100 K), 'Image Sizing' (Resize to Fit: Long Edge, Don't Enlarge (unchecked), 1,024 pixels, Resolution: 72 pixels per inch), 'Output Sharpening' (Sharpening Off), 'Metadata' (Copyright & Contact Info Only), 'Watermarking' (No watermark), and 'Post-Processing' (Do nothing).