

# Photos

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There's an old saying in the printing business: "garbage in/garbage out." Be sure to use only good quality photos to yield the most satisfying results. Here are some tips to remember:

- Use good quality photos (clear, crisp images, good contrast, not too light or too dark, not blurry, no "red eyes", etc.)
- Scan photos at high resolution (300 or 600 dpi). 72dpi should only be used for Web pages.
- When photocopying ask the copy shop to use "text and photo" setting on copier (will help keep your photos from becoming too muddy)

## Examples of "Good" Photos



These photos are both 600dpi, clear, and have good contrast.

## Examples of "Bad" Photos



A blurry photo is hard to see and makes images look fuzzy.



This photo is too dark — when copied, all detail is lost.



This photo was scanned at 72dpi and blown up to fit this space causing it to become "bitmapped."