

how to...

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... GET YOUR DOWNLOADED/SCANNED IMAGES READY FOR PRINT

- 1 After you have downloaded your image open this in your photo image manipulation software (Photoshop etc.)
- 2 Duplicate the image and use this for photo correction. This way if you make a mistake you will still have the original image to use.
- 3 Now go to the Image file and open the Image size dialogue box, which allows you to resize the image by width, height and resolution. (Resolution is the number of dots available to represent graphic detail in a given area: on an output device, it's the number of dots printed in a linear inch (dpi). This can influence both the clarity of detail and the tonal range that can be reproduced.
- 4 The image will probably have a resolution of 2000dpi and very small dimensions. These will need to be adjusted for printing. A four-colour magazine printed on coated paper might use a screen ruling of 133lpi, and it is usual to increase this by approximately 2.5 times to reach the correct resolution (300dpi). (Screen ruling is the number of rows or lines of dots used to render an image on film or paper and is usually determined by your image-setter, this is measured in lines per inch (lpi).
- 5 It is always a good idea to resize your image to the exact size for print reproduction. If you do not know this size, measure the picture box in you page layout software. Now type in the height / weight / resolution dimensions in the print size fields, making sure that the largest dimension is covered. Click OK.
- 6 Your image will have been colour corrected by Third Avenue before you download it, but you can always open the Image file and Adjust colour contrast and levels. The Filter file will allow you to Sharpen the image.
- 7 Convert your image to CMYK (process colours), if you intend to output for print. If your image is for the web convert it to index colour or leave it as RGB.
- 8 Now go to 'file 'and then 'save as'. Save the image as a Tiff with LZW compression in PC or Mac format.
- 9 Go to your page layout software and bring in the image at 100%.
- 10 Don't forget to credit the photograph on your design with