

## Photo Tips

### Is Your Photo Quality Good Enough?

This page offers some information and suggestions regarding the quality of your photographs.

#### Image Checker

If you are in doubt about the quality of your image why not send it to us and let us evaluate it free of charge. If you have any concerns, please email the image to [artwork@thewoodenhutgiftcompany.co.uk](mailto:artwork@thewoodenhutgiftcompany.co.uk) for evaluation by our experienced staff. We examine the resolution, colour, and shape of the image in relation to what you would like to have printed. After the evaluation we will send you an email with our comments free of charge.

Some of our products such as our textile products and car sunshades are actually a very forgiving medium. We use the latest in digital technology to ensure the image's colours and lines are smooth, without blurs or pixelation.

Below we have addressed some common reservations our customers have regarding their photographs – you may find it helpful!

#### Digital Photos

There are two common issues with digital images: pixelation and compression. An explanation of each issue is provided below.

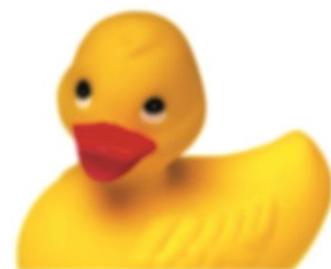
**Pixelation:** Digital pictures are comprised of hundreds of coloured squares, named pixels. Pixelation occurs when a photo is not of a high enough resolution, which causes the pixels to become visible and blur details. Essentially, there are too few pixels for the dimensions of the image. To check the pixelation of your photos, simply open the file in an image editing program (e.g. Paint or [pixlr.com](http://pixlr.com)). If you zoom in and the image quickly starts to look blocky, then it may be of too low resolution for printing. However, some subjects, such as sunsets and landscapes, can prove fine for printing despite having a low resolution because their beauty is more about shape and colour, than specific details.



Pixelated



Original



Over Compressed

**Compression:** Over-compression occurs when too much digital information is packed into too small a file. The result is a loss of image quality (see above) and is a common issue for JPG files and images from the web.

#### Analog Prints

Below are a few suggestions and common problems when using analogue photo prints.

**Scanning:** When scanning your photograph please only scan the area of the image you need. The remainder is 'bloat' and can result in an image many times larger than required. The suggested resolution for scanning depends on the size of the original photo and the product you would like. As a guideline, normal size photographs scanned at 600dpi; result in a resolution high enough for almost our entire product range.

**Blurring:** It is almost impossible to fully remove blurring from a photograph. Although, limited results are possible after scanning the image and applying digital filters. If your photo is extensively blurred it is unlikely that it can be remedied.

**Faded colours:** Degraded colours are the most common problem with older photographs. Over the years blue pigments degrade faster than red or magenta pigments, thereby changing the balance of colours in the image.

### **Photo Tips**

- Compare your image to the shape of the item you are buying.
- Select an image without a date and time stamp.
- Make sure the visual part of your image will not be where any cut outs maybe (mobiles and tablets).
- Send the full image and not a cropped version and we will crop to suit.
- When printing your image we need to include 5-10mm bleed area (the edge of the print that will not be printed) to allow for adjustment when adding the print to your product.
- Format: You can upload jpg, files. Mac users, please be sure to add the appropriate file extension before uploading.
- File Size: To check the size of your image simply locate the 'properties' tab that usually appears when you right click on any image. Image properties can also be found in the File menu under 'properties' or 'about this image/file'. In most cases, files below 25kb have been compressed (by web or email services) and as a result may be too small for our products. You may have the larger source files that would be suitable for our printing process. Please locate this source file if possible.

**If you are in any doubt about your images please send it to us and we will advise if it meets the requirements.**