

# Help Sheet



## Resolution Guide

The recommended resolution for printing posters is a MINIMUM of 72ppi at final output size. However, higher resolution files would be preferable.

Small prints (up to A3): For small fine art prints with fine detail, 300ppi would be a sufficient resolution for optimal quality.

Medium prints (A2 to A1): 200ppi would be a sufficient resolution.

Large prints (A1 to A0 or larger): 150ppi would be sufficient resolution.

Resolutions greater than 300ppi will not see an increase in image quality but will just take longer to upload and process.

Generally, the larger the print size the less resolution is required.

Some images such as clouds may print fine at 72ppi as they are soft. On the other hand other images including text or other contrasting elements require higher resolutions or you will start noticing pixelation in the print.

Remember that 72ppi is a MINIMUM, and if that's all you have then it can be ok but for the best quality prints we recommend a higher resolution. Before uploading your image, check that your image resolution is high enough for the size print that you require.

Most image processing software (such as Photoshop etc) can display your image's resolution.

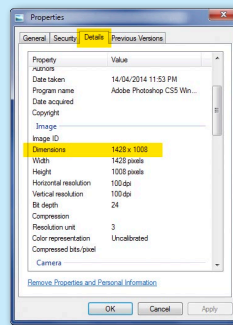
An easy way to check your resolution is to view the image on your monitor at the same

scale as the final print will be. For example if your computer screen is about A3 size and you ordered an A3 print, enlarge the image on your computer to fill the whole screen and see if you the image is sharp or pixelated. For larger prints, just zoom in on the screen more to simulate print size.

If you don't have a dedicated image processing program you can view your image's resolution in the ways outlined below.

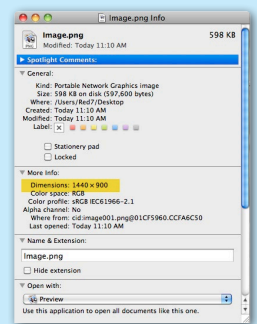
### Checking resolution on a Windows computer:

- Right click on the image file and select 'Properties'.
- Select the 'Details' tab and scroll down to 'Dimensions'.



### Checking resolution on an Apple computer:

- Select the image and select File/get info.
- Pixel dimension will be displayed in the 'More Info' section.



## Image Colour Mode:

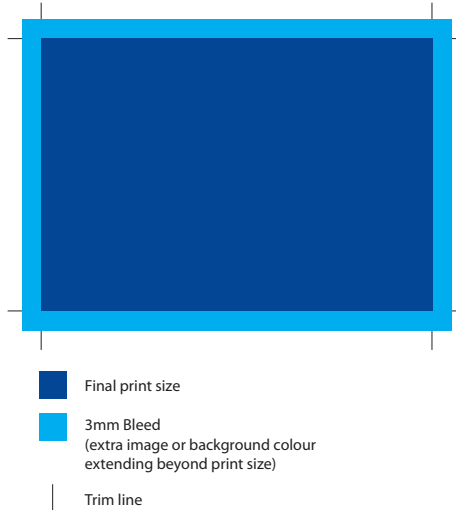
For the best possible colour reproduction we advise you to supply images as RGB files. RGB files print with a larger colour gamut than CMYK files. Images should also be saved with their respective RGB profiles. Most web based or camera captured images will have sRGB or Adobe RGB profiles and differences may not always be noticeable. However there are a number of less common image profiles that may cause colour issues if the profile has not been embedded.

## How to avoid my image printing too dark compared to my screen?

There are a number of things that you can do to prevent this happening even when working with an uncalibrated screen. First, lower the brightness of your screen so that brightest part of your screen (white) has the same level of brightness as a white piece of paper. Once you have done this have a look at your image on a white, grey and black background. Reduce the image size on screen and review the image at a matchbox size (app 30x 40 mm ). Now adjust your image until you are happy with it whilst viewing it in each of the above scenarios and be assured that your printed result will not be too dark.

## Set-up Guide & Bleed

At PosterFactory we print to the edge of your specified page size. To get the best possible results, we suggest setting up your print file with 3mm of bleed (extra image or background colour) on all sides of your print. Trim marks are usually set outside of the bleed area.



## Can't do trim marks?

If you are unable to provide bleed or trim marks, we print your file slightly larger (creating 1-2mm of bleed) then trim off the excess to the correct finished size. As such, make sure that any text or important elements are at least 6mm away from the edges so they don't get trimmed off.

## Note on bleed & borders:

Image bleed is extra image or background colour extended beyond the print area. Adding extra white does not constitute bleed.

If you want a white border, include the required amount within your artwork file. If your file has a white border or white area around your image, your file will be printed with the white border or white area included.

## Extra border for framing

PosterFactory prints and cuts your file to the specified print size ordered. If you want extra borders for framing purposes, please include this in the overall print size.

For example if you would like an A3 print (297x420mm) but would like an additional 10mm on each side, you will need to set up and order your print size at 317x440mm.