

The best resolution

Make sure your image has the optimal resolution for the print size

Optimal resolutions and viewing distances

Image resolution is usually measured in pixels per inch (ppi) or how many pixels set side by side fit into a 1 inch line. The higher the concentration of pixels the smaller and less noticeable they become.

By looking at the image table below you can clearly easily see individual pixels at a resolution of 30ppi when up close, but less so once resolution is over 100ppi. The ideal resolution can be determined by how close you will be viewing the print from. Billboards for example are generally viewed from many metres away and therefore require much less resolution and can get away with 30-50ppi. Fine art prints that

are often viewed from just a few centimetres away require much higher resolutions and would be better at a minimum of 150ppi.

At Posterfactory we generally recommend a minimum resolution of 72ppi, about the stage where pixels become noticeable when viewed at about 1m away. For fine art prints we would recommend a higher minimum resolution. Image resolutions above 300ppi however will not result in higher print quality.

Although an image may be considered high resolution when printed at A4, it may not be high resolution when printed at A0. See the example on the table to the right:

Photos taken from a phone or camera are made up of pixels. A pixel is the smallest unit of a digital image. They are tiny squares of colour aligned in a horizontal and vertical grid. It's the combination of these pixels that make up an image.

Image resolution refers to how many pixels are in an image. The amount of pixels in an image is directly linked to how large an image can be printed. The more pixels in an image, the larger it can be printed.

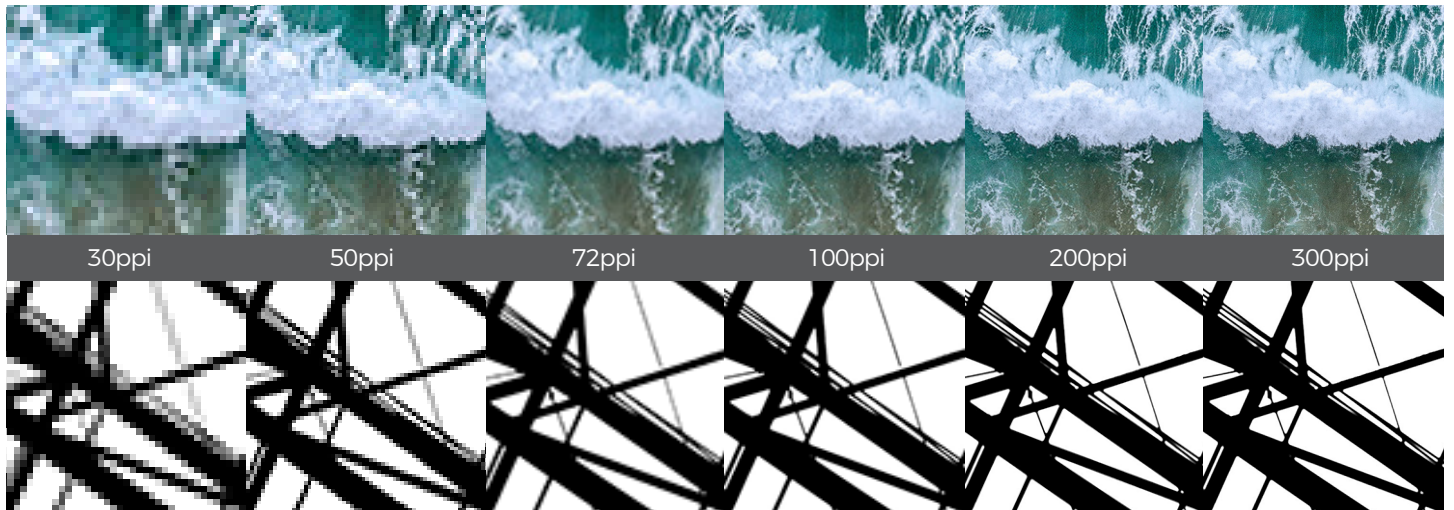
Watch the Resolution Guide video below
<https://www.youtube.com/watch?v=CUDzos3WCYE>

Image size of **1650x2340** pixels

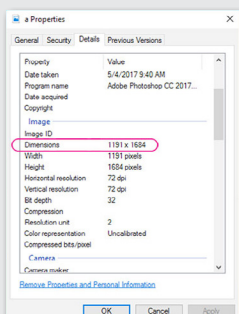
Print Size (mm)	Resolution	Quality
A4 (210x297)	200ppi	Great
A3 (297x420)	141ppi	Good
A2 (420x594)	100ppi	Good
A1 (594x841)	70ppi	Acceptable
A0 (841x1189)	50ppi	Low

Sometimes 300ppi images are not always possible or practicable. Lower resolutions can still deliver good results in the right situation.

Pixel sizes at various resolutions (as viewed at 100% on A4)

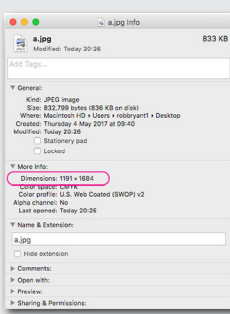


How to check the resolution of an image on the computer



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.

Print size from 8MP camera

Today, most mobile phones have at least an 8MP camera. As seen in the table below, even an A0 size poster would be ok to print from an uncropped image from this camera.

Image approx **2448 x 3264** pixels

Print Size (mm)	Resolution	Quality
A4 (210x297)	280ppi	Great
A3 (297x420)	200ppi	Great
A2 (420x594)	140ppi	Good
A1 (594x841)	100ppi	Good
A0 (841x1189)	70ppi	Acceptable

To see if your file has enough resolution for the print size you want, go to www.posterfactory.com.au to the help page. Type in your image size and desired print size and it will inform you if your image is suitable or what would best suit.