

DIGITAL PHOTO/GRAPHICS SUBMISSION GUIDELINES FOR MODERNE TIMES:

Image Resolution:

Resolution refers to the number of dots or pixels in an image. 300 dpi is the standard high resolution for printing. 225 dpi is acceptable. Anything below is low resolution. **DPI** stands for dots per inch, which is how an image is printed on paper, by creating a “screen” tone process made of dots. The more dots per inch the sharper the image prints. However, in the digital world, images are actually measured in pixels (squares) so when you are looking at sizes of images it will actually be in pixels (for example... 1000px x 800px) So if you’re working with an imaging program such as PhotoShop, it’s actually PPI instead of DPI, but for printing purposes, they still use DPI. What looks sharp and crisp on your computer screen does not mean it will look sharp in print! Your monitor is calibrated to show certain resolution to show quality images.

Formats:

- **TIFF** (imagename.tif) – the most common image format used for printing. Image files are converted to tiff files when they are placed in a page design program (InDesign, Quark, PageMaker) before they are sent for printing. The file is usually converted into this format through an imaging program such as PhotoShop, the industry standard.
- **JPEG** (imagename.jpg) - This is the most common file type for images taken with digital cameras and phones, and widely used for photos and other graphics used on websites. When an image is saved in a jpeg format, it is compressed. Unlike GIF files, which show significant loss in photo image quality, Jpg’s allow for some degree of file size reduction without losing too much image quality. However, as file sizes get very low, jpg images will become "muddy" and “pixilated” especially for print. Jpeg images are usually saved at 72 dpi. Most files that you download from Internet will be at 72 dpi. So ideally, the best image to submit is a large jpeg file, which can then be converted to a 300 dpi tiff file in a smaller size.
- **GIF** (imagename.gif) – Gif files are mainly used for graphic images (not recommended for photos) for websites, because it is compressed in the smallest size possible with the lowest resolution which takes the least amount of time to load. It is never preferred in print environment.

1. For cover photos and full color photos

Cover photos should always be high resolution as this defines the magazine and will be perceived as a quality piece.

- Must be 300 dpi and no smaller than 4” x 4” dimension
- Tiff files are preferred but large jpeg files are acceptable (No GIF images – low resolution, mainly used for website only)
- It is preferable to have the cover photo/s in the actual size (5.5”x8.5”) or close to it. Anytime you change the size, particularly enlargements, you will lose quality and resolution

2. For articles

NOTE: Photos and images need to be submitted as individual elements, in their original format. Word documents/files are not acceptable as image files. When you submit an article with the photos/images embedded in the document, they are saved as low resolution files and they would need to be extracted from the document then saved as an individual image file, losing quality and details, and may not always work.

- Black & white images should also be 300 dpi and no smaller than 3" x 3"
- Tiff or jpeg images are preferred, do not use gif images (see above)
- Color photos can be converted into black & white but the color photo has to be good quality.
 - *Important thing to remember when using color photos to be converted to black & white – colors will convert into grays so you will not have the same contrast you get in color. For example, red and blue together makes for a great contrast but when converted to black & white, will be two different shades of gray with no contrast at all. Different shades of grays together could end up as “muddy.”*
- If you are going to take a photograph with your phone or digital camera, use the highest setting available
 - *Although this would be saved as a jpeg file, the physical size of the image will be large (usually about 22" x 29") therefore it can be reduced to a smaller but higher resolution file when converted to a tiff file.*
- If you download from Internet, it will always be a low resolution file (72 dpi), check the dimensions by right clicking on the image then choose “view info”, this will show the dimensions in pixels...it should not be smaller than 500px x 500px (100px=1.042 inches). This will still allow me to convert it to higher resolution tiff file since it will likely be no more than 3" x 3" on the page.

Tips on Taking a Good Photo:

First thing to keep in mind before you shoot photos for your article is how it would translate to print and if applicable, stay within your size and shape constraints, for example, if it's a cover shot, you would need it to be vertical orientation.

Composition

Composition is the organization of elements in the picture in relation to the other elements. It's all about getting the basic, underlying structure of an image to appeal on the most elemental level to our subconscious mind. This is what catches our attention. Keep it as simple and direct as possible. The more we include, the weaker the image becomes. The less we include, the stronger it becomes. Composition is all about simplification and exclusion, then balancing what you've got.

Composition requires moving the position of the camera in order to move around the elements in your image. Want a bigger rock in your foreground? Move closer with a wider lens. Want a bigger mountain in

the background? Step back and zoom in. You need to move your position, not merely the direction in which you point your camera, or merely zoom in or out: moving left and right, moving in and out, moving up and down, and being there at the right time.

Background & Framing

Don't just concentrate on your subject – look at what's happening in the background, too. This ties in with simplifying the scene and filling the frame. You can't usually exclude the background completely but you can control it.

When you're shooting a large-scale scene it can be hard to know how big your subject should be in the frame, and how much you should zoom in by. Leaving too much empty space in a scene is the most widespread compositional mistake, it makes your subject smaller than it needs to be and can also leave viewers confused about what they're supposed to be looking at. To avoid these problems you should zoom in to fill the frame, or get closer to the subject in question. The first approach flattens the perspective of the shot and makes it easier to control or exclude what's shown in the background, but physically moving closer can give you a more interesting take on things.

It's also easy to get stuck in a rut and take every picture with the camera held horizontally. Try turning it to get a vertical shot instead, adjusting your position or the zoom setting as you experiment with the new style. You can also improve on both horizontal and vertical shots by cropping the photo later. You'll often find that changing your position is enough to replace a cluttered background with one that complements your subject. It all depends on whether the background is part of the story you're trying to tell with the photo.

Contrast

The subject pops out when its colors and/or tones are in contrast to the background and/or other elements of the picture. This adds to the simplicity and background rules.

As mentioned above, cropping is also a great tool to make a photo better.

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