

300 dpi - This is the standard resolution for printed artwork. Any images should be saved at a minimum of 300dpi resolution to ensure a crisp result.

600 dpi - If you need to save text as a bitmap (such as in a rasterised document) then we recommend that you save it at 600 dpi. This is because text, especially fine text, is extremely sensitive to any loss in quality. Extremely fine images should also be saved at this resolution.

150dpi - Archival quality. This is handy for scanning documents and drawings where the files need to be as small as possible for storage purposes, yet need to remain useable if the need arises.

72 dpi - Web quality. This is extremely low quality, and any image printed as this resolution will look very rough. For this reason, any images that you acquire from web pages will be too poor to use for print. If someone sends you artwork for a company logo, or a digital photo, make sure they send you a high-res copy at no less than 300 dpi.

