

Photographic Image Quality

With large-scale printing, you need to make sure the image will be sharp and vibrant.

PPI [pixels per inch], is the standard measurement for image resolution, and not to get mixed up with DPI [dots per inch], which is the amount of dots a printer will put down to form the image.

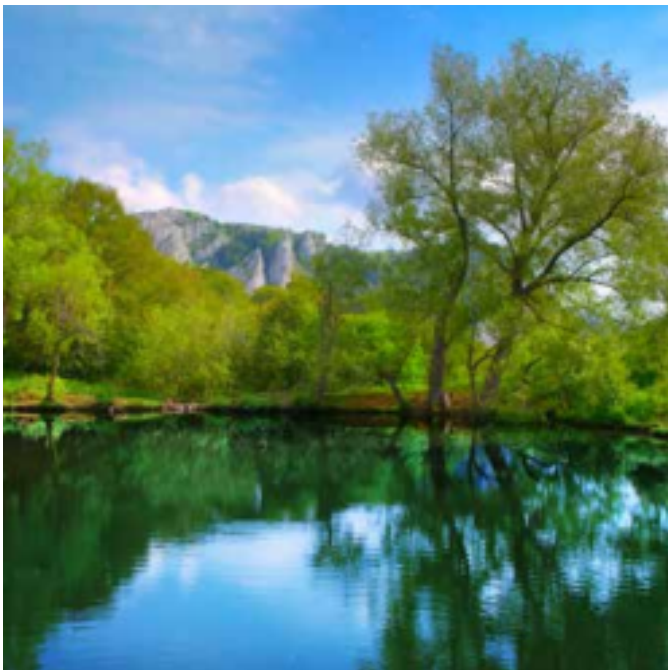
An image PPI refers to the density of pixels per square inch of space they occupy. The higher the PPI, the higher the image's resolution – and the sharper your image will look when printed.

Stock images are usually @300ppi or vector. Cameras and mobile phone photos are usually @72ppi.

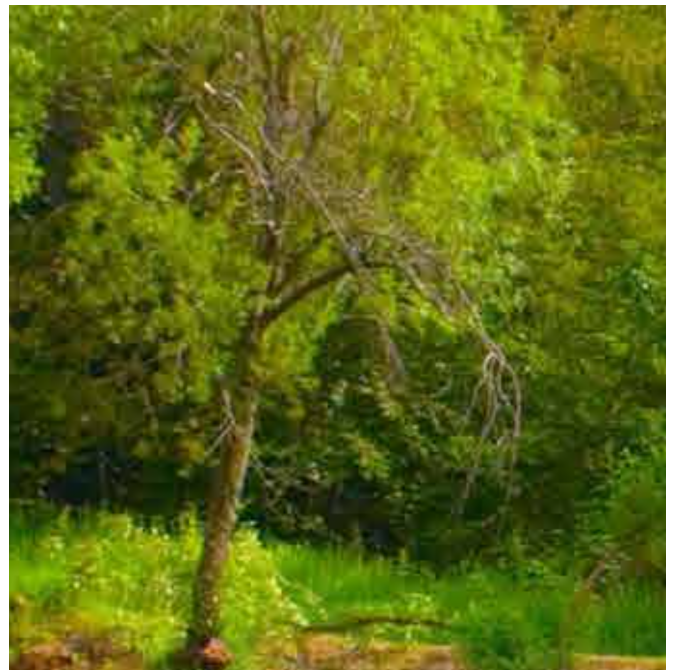
When scaling, the resolution **will not** be adjusted to suit the new size, rather the pixels are stretched and can appear to pixelate.

Example

The image below is 300mm x 300mm
@300ppi (300 pixels per inch)



The same image when scaled to 3000mm x 3000mm will be @30ppi. The amount of pixels for the image will remain the same, however they have been stretched to 30 pixels per inch



Important

The amount of pixels the source image has will remain the same, when scaling they get larger and blur more (pixelate).

Vector Image

A vector image is made up of solid lines or shapes, this can be scaled to any size without distortion.