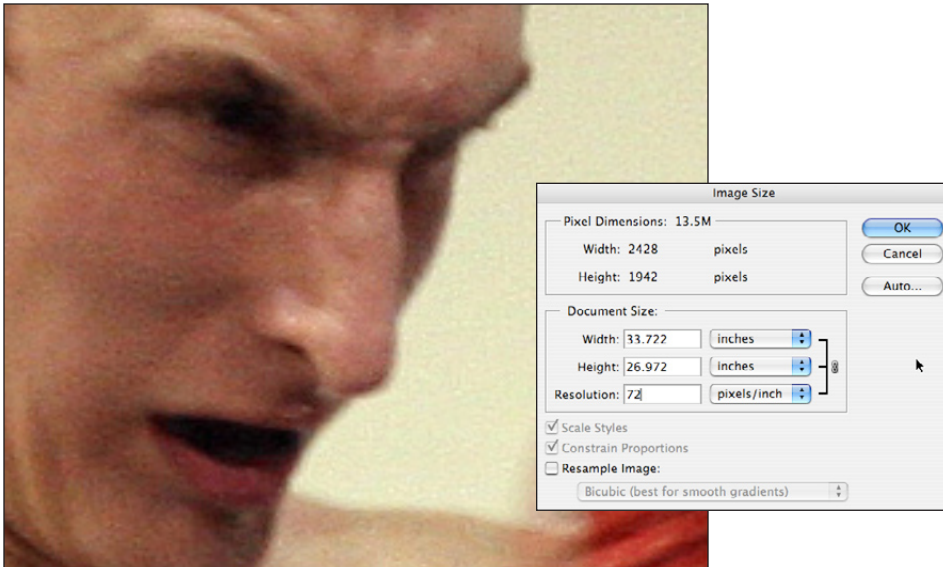
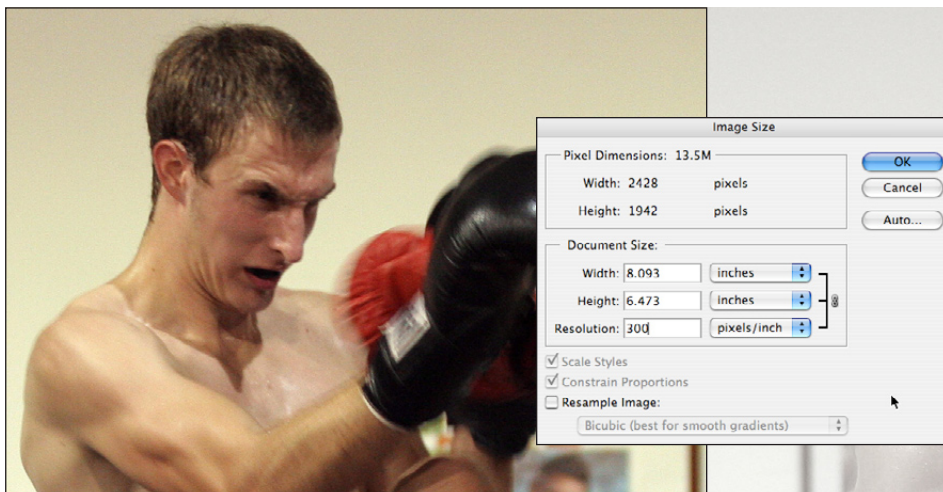


## 4.3 AVOIDING PIXELATION

**DIRECTIONS:** Making sure that digital images, whether taken with a digital camera or scanned on a flatbed or negative scanner, don't pixelate involves a simple set of steps and some communication between the designer and photographer.



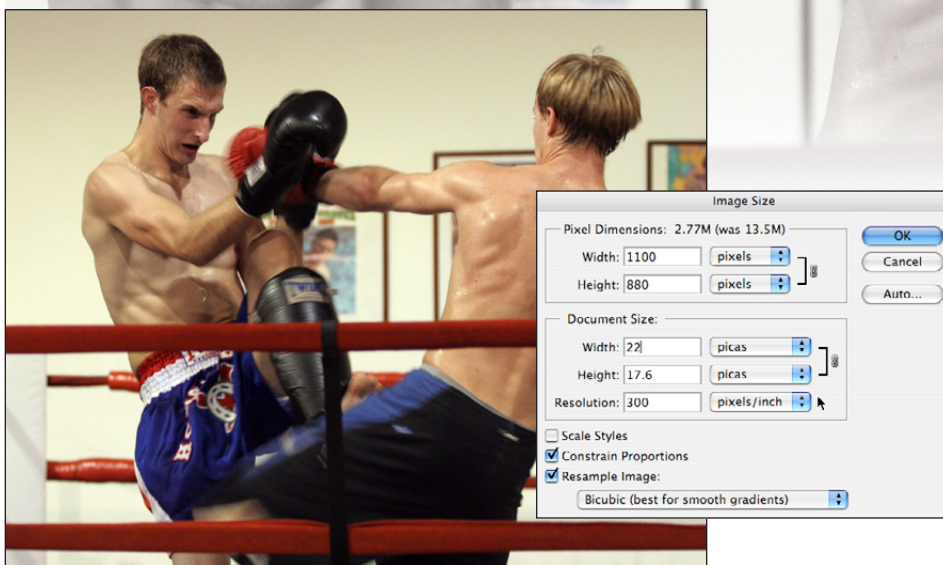
**1** When Nick Pironio took this picture using a digital camera, he captured 13.5 megabytes of data in an image that was 33.722 inches by 26.972 inches at 72 pixels per inch (PPI). Without losing quality, this image will never have any more data than it has at the time of capture.



**2** To find out the largest size the photo can be, **turn OFF resampling** in Photoshop's Image Size dialog box. Then type in the appropriate resolution in pixels/inch.

- Web photos — 72 PPI
- Newspapers — 130-200 PPI
- Magazines — 300 PPI

The size indicated in the Width and Height fields indicates the **LARGEST** size the image can be used on the page.



**3** After the designer has decided how big the photo will be on the page, **turn ON resampling** (so resolution is no longer linked to width and height) and type in either the height or the width of the photo as it will appear on the page. The file size (in megabytes) should either stay the same or go down. It should never get larger.