IMAGE RESOLUTION
from pixels to print

What is image resolution?

When dealing with large format printing - such as trade show display graphics - **image resolution plays an important role in the design process.** It determines whether your printed graphics will be clear and in-focus, or blurry and pixelated. If an image's resolution is low, it will appear pixelated or blurry when it is enlarged. Read on to find out what you can do to ensure your display graphics are as high quality as possible.
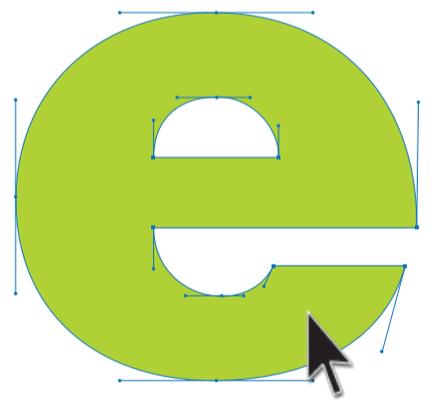
Understanding file formats:

There are 2 types of files that relate to image resolution: vector and raster. Vector files are made up of line art; no matter what size you make a vector file it will always look sharp. Raster files are made up of pixels, so depending on the resolution, the image is going to look different. For example, a picture taken with a professional camera is going to be higher resolution then a picture taken with your phone. In the example below, you can see how vector and raster file formats differ:

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ENLARGED VECTOR FILE

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ENLARGED RASTER FILE

What works best?

Because vector format files can be enlarged to any size, they are ideal for large format printing. Vector files can be created using Adobe Illustrator or InDesign, both popular programs for graphic designers. Vector format also allows designers to select specific colors in the file in order to adjust them for print.

If you have any photos in your design, they will be in raster format. In this case it is ideal if they are as high-resolution as possible. **If you do not have access to high-resolution photos, you can purchase stock photos online for a very reasonable price.**

GIVE US A CALL
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