



## TWO CENTS FROM PREPRESS

### Improving Photo Resolution – *Can high resolution be counterfeited?*

You sent your job to the printer, and the preflight report you received says you have some low-res images. What could be the harm in opening those photos and punching in a higher resolution in the Image Size window? That should fix the problem, right? Wrong.

Let's take a look at this common misconception. Images with a high resolution contain more, and therefore smaller, pixels than an image with a low resolution. High resolution photos have more detail and subtler color transitions than low-res images because of the density of pixels.

You can't improve a low-quality image by typing in a higher resolution. Changing the resolution value simply makes each pixel larger, resulting in an undesirable effect sometimes referred to as "pixelation" or "bitmapping;" output with large, coarse-looking pixels. Increasing the print resolution doesn't add any pixel

information to the image. If the camera didn't capture the information or the scanner didn't scan it, the information is simply not there.

At this point you have to make a choice; accept the printed quality the way it is or attempt to improve it by reducing the size of the photo to make the most of the available pixels, adding a border or cloning in extra image around the edges. Or you may choose to use a completely different photo with a high resolution.

We hope this helps. If you have any questions or concerns, please feel free to contact us.



*Example of an image at 300 dpi and 72 dpi.*