

frogsdesign help sheet 2

guide to the use of images in publications



Copyright issues

The copyright of all images for publication must be owned by the client or by the designer or be free of copyright.

Images obtained from other people's web sites are not suitable.

Rights to reproduce an image can only be obtained from the copyright-holder.

We can take good digital photos for you, or buy them from a stock library.

Technical issues

Wherever possible, we prefer to use digital images. Scans of prints or photographic negatives are costly, and do not produce such good results.

Images intended for print must be of a high quality. The technical quality of a digital photograph depends on:

- The way the picture was taken (camera lens, lighting, exposure etc.).
- The resolution of the camera (number of megapixels).



The resolution of a digital photo is measured in dots per inch (dpi). Most pictures intended for screen-viewing are 72dpi, whereas images for print should be 300dpi. That is why pictures intended for a web site are generally not suitable for printing. Other pictures intended for screen-viewing (eg Powerpoint presentations) are sometimes useable. Screen-grabs from videos are also of poor quality.

A digital camera with a rating of 5 megapixels can produce useable images for print almost as large as A4.



If you are using your own digital images, please supply the original camera image. Do not adjust, enhance or crop them in any way.

Please supply RGB files rather than CMYK (we will convert them).



Except for very high-quality professional pictures, the best format for photographs is 'JPEG' (often shortened to .JPG) saved with minimum compression (ie. maximum quality).

If possible, please supply the image itself as a JPG file - not a picture embedded in a Word document or Powerpoint slide.