PHOTO & ARTWORK GUIDELINES

PHOTOS
for Personal Pages, Covers, and Dividers

do submit:

original color photos

digital photos saved as TIFF, EPS, or JPG files at 300 ppi

original black & white photos

do NOT submit:

newspaper or magazine photos

photos duplicated from a copier, color ink-jet, or laser printer

low resolution digital photos (see next page)

photos with tape or paper clips (they cause damage)

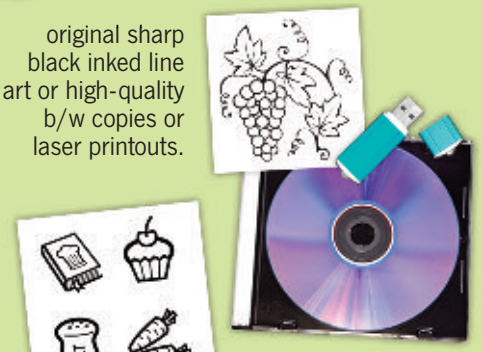
copyrighted works: scrapbook paper, photos, artwork, greeting cards, gift wrap, etc.

negatives

ARTWORK
for Personal Pages and Recipe Fillers

do submit:

original sharp black inked line art or high-quality b/w copies or laser printouts.

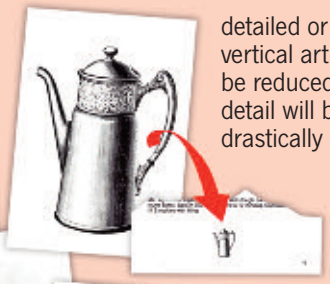


digital files of scanned images saved as a TIFF at 600 ppi or Illustrator® vector EPS files

do NOT submit:

artwork with screens or grays

detailed or large, vertical art – art will be reduced to 1" tall; detail will be lost if drastically reduced



pencil drawings

color laser, dot matrix, or ink-jet printouts

ARTWORK
for Custom Covers and Dividers

do submit:

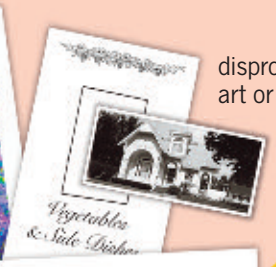
digital images saved as TIFF, EPS, or JPG files at 300 ppi or Illustrator® vector EPS files

original artwork or drawings

do NOT submit:

large artwork; do not exceed 11" x 15"

disproportionate art or photos



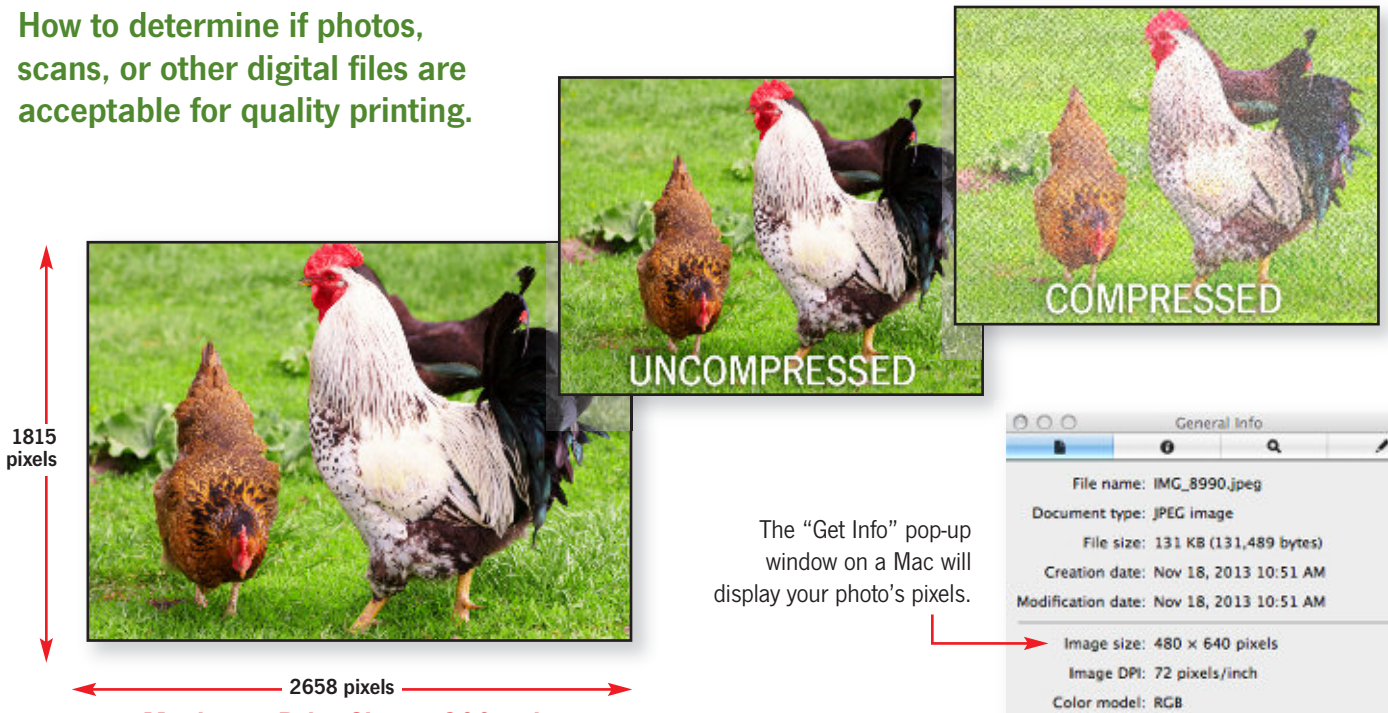
pencil drawings

color laser, dot matrix, or ink-jet printouts

If designing a custom cookbook cover, dividers, or pages, visit our *Download Center* at www.morriscookbooks.com and follow the specifications from our *Press-Ready Cookbook Cover, Divider, or Pages Guidelines.*

DIGITAL IMAGE SPECIFICATIONS

How to determine if photos, scans, or other digital files are acceptable for quality printing.



Maximum Print Size at 300 ppi
width = 2658 pixels ÷ 300 ppi = 8.86"
height = 1815 pixels ÷ 300 ppi = 6.05"

The "Get Info" pop-up window on a Mac will display your photo's pixels.

resolution

An image that looks good on your computer screen may not necessarily print well. Resolution of a digital file, expressed in pixels per inch (ppi), determines the printing quality.

Divide each axis by 300 – the result is the largest size an image can be printed at *maximum* quality. Files at 150 ppi are of acceptable quality, but images won't print as sharp as 300 ppi. In that case, divide each axis by 150.

Example of image at 2658 pixels x 1815 pixels:
300 ppi 2658 pixels x 1815 pixels (each axis ÷ 300)
highest quality = 8.86" x 6.05" maximum print size

150 ppi 2658 pixels x 1815 pixels (each axis ÷ 150)
medium quality = 17.72" x 12.1" maximum print size

If you enlarge a photo, make sure you maintain at least 150 ppi. Images dragged from a web site are usually at 72 ppi. You cannot resave lower resolution files to 300 ppi.

Note: If you scan line art (black/white artwork with NO shading), scan at **600 ppi** and save as a **TIFF.**

how many pixels are in my photo?

Photo-editing software can show how many pixels are in an image, in length by height. Otherwise, on a Mac, open the image file in Preview, then use keys "Command-I" to "Get Info" and a pop-up window will show the data. See above. On a PC, right click on the image file, look at "Properties," and then the "Summary" tab.

camera settings

Most digital cameras with 4+ Megapixels, and even some cell phones, can take photos suitable for printing. Check your owner's manual to use the highest quality settings available. If possible, do not use any compression settings.

file format

You may want to modify the brightness, contrast, and color in a photo-editing program. Morris Press Cookbooks cannot be responsible for photo quality since we do not make alterations or correct colors to images you upload.

Save digital images in one of these formats: **TIFF**, **EPS**, or **JPG**. Your file should be several megabytes in size if it's the correct resolution, although JPG files are generally smaller.