

## Thou shall check that all images have an effective 300ppi resolution



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**Commentary** The industry standard resolution for printing four-color halftones is 300ppi. I say ppi (pixels per inch) rather than dpi (dots per inch) nowadays as the vast majority of image reproduction involves a digital workflow and pixels are more representative of image resolution. It's generally accepted that the average human eye can't differentiate pixel densities beyond 300ppi, which explains why this is the recommended resolution for high-quality image reproduction. Other factors such as halftone screens (see Rule #228) also influence this choice.

So, you have your 300ppi image at, say, 4 x 6 inches. As long as you import the image to your layout at the same size (or smaller) you'll maintain a resolution of at least 300ppi and the print will theoretically look great. However, if you enlarge the image on the page you'll lose resolution. For example, enlarging the image to 8 x 12 inches halves the resolution to 150ppi, which will degrade the quality of the final print. The trick is, unless you have no alternative, never enlarge a 300ppi image beyond 100 percent within your layout. **ts**