Jemiclad

Guidelines for selecting images for PhotoJemic and Maximus

The first thing to discuss with your client or designer is the size of the finished print and the quality of the file that is needed to create the print. An image used for A4 or A3 magazine prints for example will not provide the quality required when stretched to the size of a Jemiclad panel.

To work out the maximum size that an image can be printed, you can divide the height and width in pixels by the resolution in DPI, which will give you the size in inches.

For example; if an image is 3000x2000 pixels divide this by 300 DPI (high-resolution).

3000px / 300dpi = 10 inches , 2000px / 300dpi = 6.66 inches

So a 3000x2000 pixel image will give you a high-resolution print at 10x6.66 inches.

If you are not viewing the image close up, for example, it is printed on a wall panel installed behind a reception desk you could reduce the resolution down to 75 DPI.

The lower the DPI the lower the resolution.

Pixels	Length at 300 DPI	Length at 150 DPI	Length at 75 DPI
5000	440mm / 17"	880mm / 34"	1760mm / 68"
10000	880mm / 34"	1760mm / 66"	3520mm / 132"
15000	1320mm / 50"	2640mm / 100"	5680mm / 200"
20000	1760mm / 67"	3520mm / 134"	7040mm / 268"

The second thing to think about is the viewing distance. The larger the image, the further away the viewer will need to be to see the entire image, however, if the view can get close to the image it may still appear pixelated.

Item	Size	Viewing Distance	DPI
Postcard	4" x 6"	8"	859
Letter	8.5" x 11"	14"	491
Poster	36" x 48"	5ft	114
Bus Shelter Advertisement	47" x 68"	7ft	83

The final thing to think about is the image proportions.

If you print a landscape image in portrait for example, large sections of the image will be cropped to prevent image distortion. And like wise if a portrait image was printed in landscape.

Once an image is chosen that matches the above criteria a proof will be created showing any cropping or joint trims. This proof will need to be signed off prior to production.