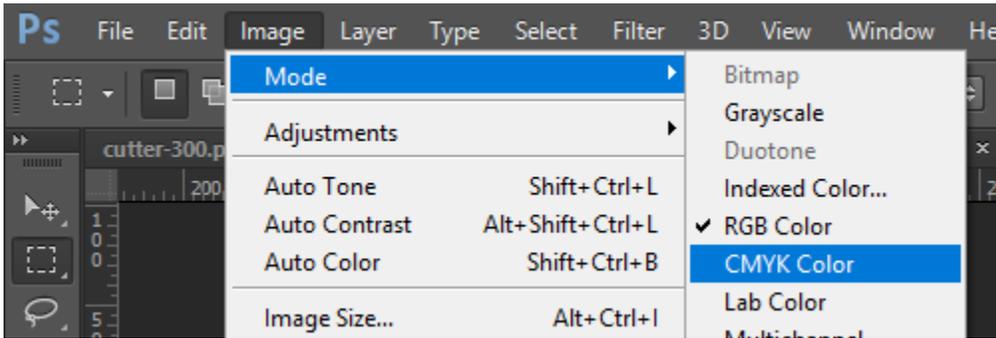# Prepress 101: How to Prepare Images for Print

1. Set Images to CMYK

Your images should be set to CMYK, the standard color mode for print. To do this, open your image in Photoshop. Click on the Image menu and select Mode (top of menu). In the submenu, click, CMYK color mode. A dialogue box will appear. Click OK to continue. Save your image.
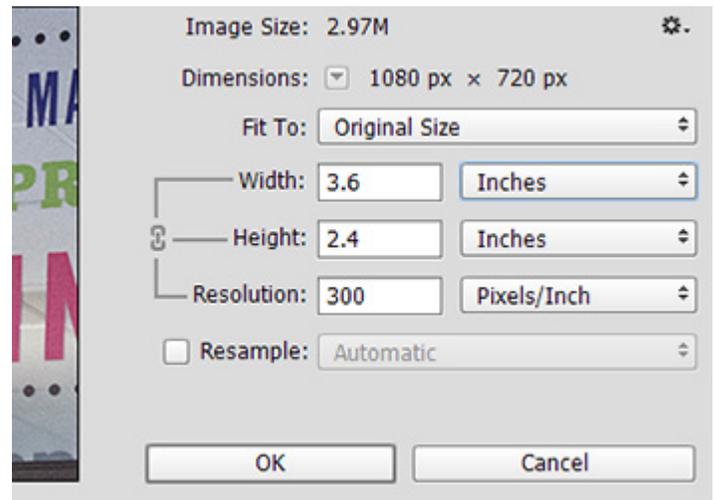

BONUS TIP:

It's a good practice to save your converted images under a separate name or in a folder that goes with your print projects

2. Use High-Resolution Images

The best image resolution for print is between 250-300 dpi. To check the image resolution, go to the Image menu and select Image Size. In the box that appears, check the number next to Resolution. If it's not 300, set it to 300. Be sure that the Resample box is NOT checked. Click OK.

Print Output	Min. Dimensions
4" x 6"	640 x 480 pixels
5" x 7"	1024 x 768 pixels
8" x 10"	1536 x 1024 pixels
16" x 20"	1600 x 1200 pixels

3. Know the Difference Between Vector and Raster Images

If you are printing something that is large format (such as a trade show sign or a billboard), your file is going to need to be pretty large in order to avoid pixelation. This is when vector images come in handy.

A **raster image** has a set size. This logo.png file is 112 x 58 pixels. When resized, the image will become pixelated. **Raster file types include .jpg, .png, .gif, and . tif.**

A **vector image** will automatically resize itself to fit a large space. This logo.eps file was created in Adobe Illustrator. **Vector file types include .ai, .eps, .pdf, .svg.**