

Image Resolution Guide



Print vs. Screen

Image resolution refers to the number of pixels, or printed dots, used to make up an image. The higher the resolution, the more crisp and clear the image.

PPI (pixels per inch) refers to resolution on screens including computers and mobile devices.

DPI (dots per inch) refers to print resolution. Professional print graphics standard is 300 dpi.



These are Pixels



72 dpi / Screen Resolution

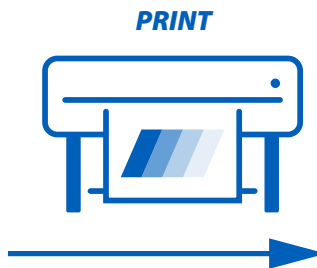


Image prints blurry & pixelated



300 dpi / Screen Resolution

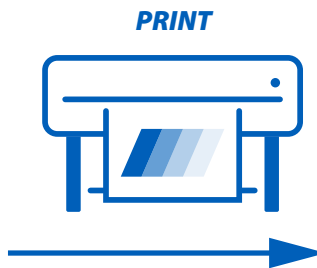


Image prints crisp and clear