

GRAPHIC & VIDEO REQUIREMENTS

Videos must be web compatible

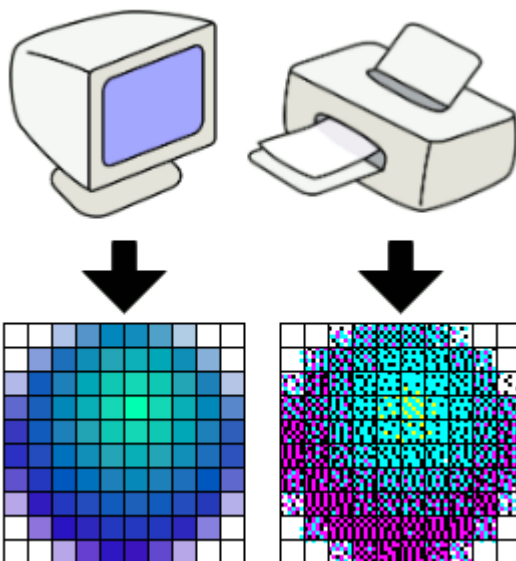
- **Format:** .MP4
- **Size:** 320 pixels wide x 240 maximum pixels high
- **Video encoding** must be done at a data rate appropriate for this size, optimized for fast web viewing and with as little quality degradation as possible.

Graphic logos and images must be print quality

- **Image Size:** **minimum 6" (1800 pixels) wide or high, measured by the largest dimension.**
If the image is horizontally oriented, wider than it is tall, it should be 6" wide.
If the image is vertically oriented, taller than it is wide, it should be 6" high.
- **Resolution:** minimum 300 dots per inch (DPI)
- **Camera Settings:** You need a camera that can produce images 1800 pixels wide to produce print quality photos in the size CPSC needs. Set it to save images as high quality JPGs.
- **File Format** – any of the following:
 - JPG
 - EPS
 - Illustrator .AI
 - Photoshop .PSD
 - Illustrator .PDF (includes more graphic data than Acrobat PDF)
 - Photoshop .PDF (includes more graphic data than Acrobat PDF)
 - Acrobat .PDF only if press quality

Why does resolution matter?

Digital print and web images are made up of dots (points of color) grouped in a way that creates an image. The more dots, the more clear the image. The image at right is very low resolution, meaning it doesn't have very many dots per inch.



The resolution on a monitor is 72 DPI. The resolution on a printer is much higher. If you try to print a low resolution image that looks fine on your computer screen on a printer set to print at 600 DPI, the printer can't fill in the missing 528 dots per inch, and the image prints so poorly that it can be unrecognizable. The illustration at left shows what results. The samples below show how an image deteriorates as the resolution is lowered.

A photo in
higher resolution



Lower resolution



Lowest resolution

