

HATCHERY INTERNATIONAL

Guidelines for Great Photos

Great photos are an important part of Hatchery International. We provide these guidelines to help you make us look good.

The Basics

To publish an image, it must be digitized. If the image comes from a digital camera, it's already done. If working from a traditional camera the negatives must be printed and the print scanned. We don't have a preference, however the MAJOR PROBLEM with photos taken using digital cameras is the settings are often too low. Once a picture is recorded using low settings, there is little that can be done to improve the image.



Shoot photos at the highest resolution your camera can capture. We can always scale down, never up in quality.

Comparison: Two Formats

Format	Advantage	Disadvantage
Digital Camera	Instantly ready for digital publishing Free after investment often very versatile	Quality limited to camera settings. Steep learning curve
Traditional Camera	Quality of image can be improved either with better photofinishing or high quality scan Very simple and often idiot proof	Pictures must be processed (time) Cost of film and processing

Comparison: Digital Camera Formats

Format	Advantage	Disadvantage
Jpeg	Quicker to Save or send	Loss of quality
TIFF	Uncompressed Image Better Quality	Large File Size Slow to save

Most people will choose jpeg format which is OK but most cameras offer many different levels of jpeg compression. If you choose a low setting (high compression), the photo will lose crucial information and be doomed.

THE NUMBERS

300 is the magic number

In order to produce a "photo quality" print, we must print at 300 dpi (at least 300 pixels for every inch of the print)
If you are scanning, set the scanner to 300dpi at 100% of the image.

From a digital camera photo, to produce a quality 4"x 6" print we need a file resolution of 6"x 300dpi=1800 pixels across the width and 4"x 300dpi=1200 pixels in height.

SURPRISE! YOU NEED A WHOLE LOTTA PIXELS TO MAKE A GREAT MAGAZINE!

Using a 2.1 mp camera, shooting at the highest setting (1800 x 1200) will result in a good printed image 4" x 6".
A quality full page image would require roughly 3000 x 2200, sometimes the highest available setting on a 5.0 mp camera.

DIGITAL PHOTOGRAPHY WHAT YOU NEED TO KNOW

- Know the MP (megapixel) capability of your camera and know how to choose different quality levels. Get a large memory card and always shoot at high quality.
- The lowest quality setting is intended for your family Christmas pictures on your personal webpage, not for magazine publishing.
- For your pictures to print well in **Hatchery International** you must have at least a 2.0 mp camera and it should be on the highest setting.
- Do not alter or compress the image unless you have the software and are comfortable doing so.
- You'd be surprised what we can do with a bad photo. New software can sharpen focus, take out red eyes and even kill shadows. In order to work with an image though, it has to have a lot of information (pixels).
- Don't skimp on resolution for sake of sending files. A good photo will take longer to send but look much better.

CLIP AND POST

Your Camera Setting	Final Printed size (300dpi)	Your Camera Setting	Final Printed size (300dpi)
640 x 480	2.13" x 1.60"	1600 x 1200	5.33" x 4.00"
800 x 600	2.67" x 2.00"	2400 x 1600	8.00" x 5.33"
1024 x 768	3.41" x 2.56"	3000 x 2400	8.00" x 10.0"

TABLE:
DIGITAL CAMERA SETTINGS
VS. FINAL PRINTED SIZE IN
HATCHERY INTERNATIONAL