

Resizing Artwork Photos for Exhibit Submissions:

The higher the Resolution (ppi), the better the quality of your image and the more options you have when editing.

300 Ppi

If your artwork has been photographed at 300 ppi, then you can reduce the image (document) size (pixels/inches) until you have a file size that is below 1 MB (1024 bytes). For example, if your original photo's image size is 30 inches by 40 inches at 300 ppi, the file size is probably over 8 MB. If you reduce the image size to 5 x 7 at 300 ppi, you will probably get a file size that is close to 1 MB. (A 300 ppi image can be enlarged dramatically without distortion.)

72 - 150 Ppi

If the original photograph of your artwork was taken at 72-150 ppi, then you will need to keep the image size as large as possible and still reduce the file size to 1 MB. If, like the example above, your image/canvas size is 30 inches by 40 inches, your file size at 72 ppi will probably be around 1.5 - 2 MB. Therefore, you will only want to reduce the image (document) size just a little to keep the file size at 1 MB - try 20x30. (A 72 ppi image cannot be enlarged without distortion, but it can be reduced.)

Warning: you cannot save a 72 ppi photo as a 300 ppi photo, it doesn't work that way. You also cannot change the extension of a file using rename, you must Save As, in order to change a file type from a .tiff to a .jpg

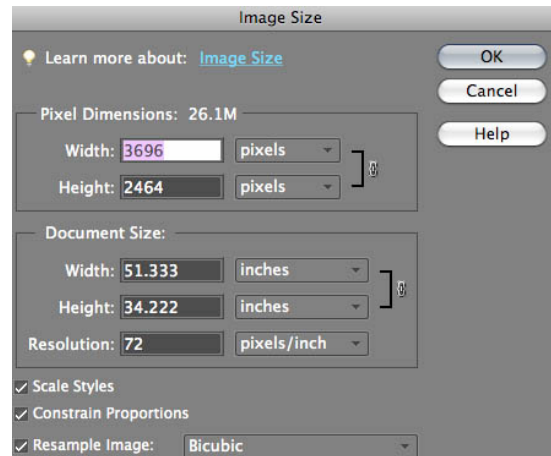
Depending on your computer type Mac or PC, and depending on the image editing software you have, will determine how you make these changes. Most menu options are similar from software to software. Image is typically the menu choice, and then Resize is the submenu option. When looking at the resizing window, make sure to check "constrain proportions" and use inches/cm instead of pixels, it makes it easier to specify the size you want to use.

The important part to remember is to Save the jpeg file at the absolute highest quality (which is the lowest amount of compression), while maintaining the original ppi setting. You should reduce image (document) size in order to reduce the file size.

cont...

Using Photoshop/Photoshop Elements:

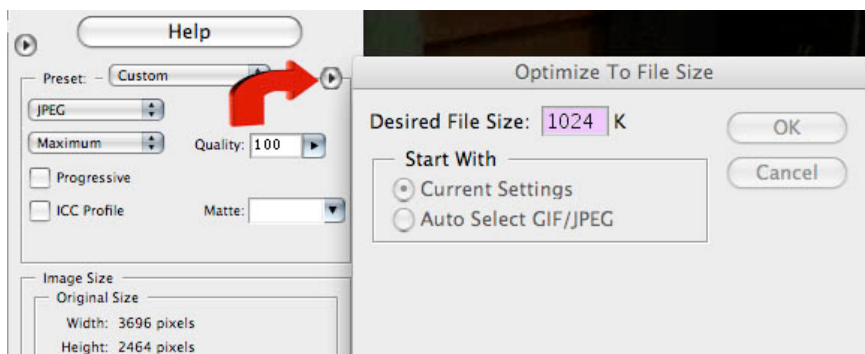
The best way to reduce file size AND keep the Highest possible quality for your images, is to resize your image at 300 ppi. Under Image, Resize Image, Document Size, note the Resolution setting. If your file size is 8MB or larger at 300 ppi, than I would resize the document to 5x7 or 7x5 at 300 ppi. This will probably reduce file size to around 1MB. Play with the size until you get the file at 1MB.



If your images are all at 72 ppi, I would use the Save for Web process:

Under File, Save for Web - You will see two views of your artwork. Notice the file size on the left side image, if it is 1.2 MB or under, Cancel and when you return to the main menu, Save and rename the image, your file is ready to submit with your entry.

If it exceeds 1.2 MB, you will want to resize it. Look on the right side of screen, change the settings to JPEG and Maximum, then click on right arrow to resize. (see image below)



Click on the right arrow and select Optimize by File Size, in the next window enter the file size as 1024, this equivalent to 1MB.

Click OK.

Back at the larger window, Click on the Apply button at the bottom of window. Confirm that the file size of the second image on the right is below 1.2MB. If the file looks good, and the JPEG setting is at Maximum, then click on OK and save it, make sure you give it a different name.

If you still have problems, or don't have the tools to make these changes, contact our Web Manager, [Julie Weismann](#). She also provides services to artists who want to prepare their artwork for gallery submissions, websites, Facebook, adding copyright watermarks, etc.