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How to get the best giclée prints from your original image.

Tips from the experts at Salt of the Earth.

It's tempting to think that any digital file will be "good enough" to make a faithful reproduction of your artwork or photo. Not so! To get a top quality giclée full of detail and accurate colour you *must* start with the right kind of digital file.

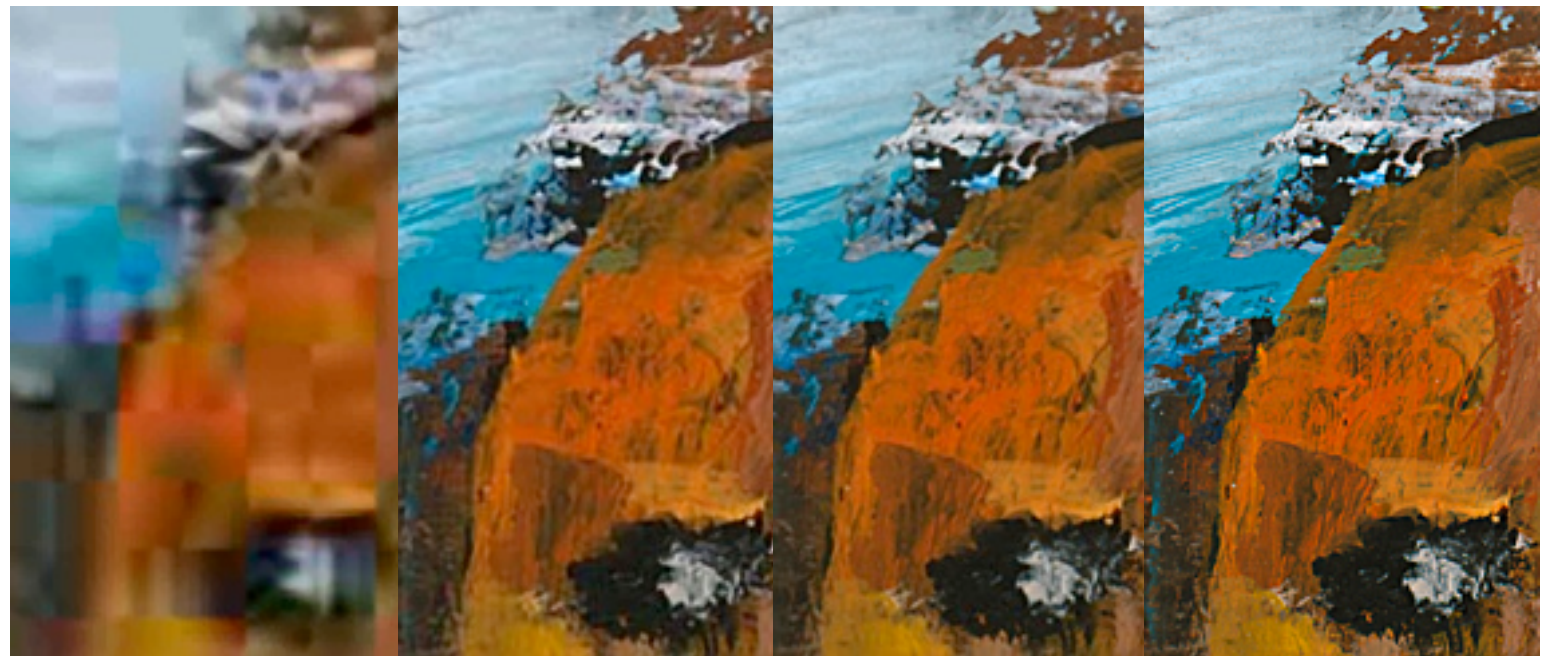
Ensure you set your digital camera to shoot "RAW" or at the highest resolution possible. When selecting how many images to save to its memory, always *select the smallest number*. (High-resolution files are BIG, so fewer can be stored.)

Next, take your files into Photoshop or similar software and save as 8 or 16 bit Tiffs at 300 d.p.i. in the Adobe RGB colour profile. Send us this file at the size you want it printed.
Remember: high resolution origination + large file size = lots of image "data" and superior print quality.

Here's the same image captured in four ways, from worst to best:

Tip 1 – Avoid compressed files. Small JPEGS squeeze camera data down for use on the Web or emails. This omits vital colour and detail. We can sometimes "make do" with higher resolution jpegs to make small prints, but it's still a quality compromise.

Tip 2 – If you start with low resolution jpegs in your camera, it's *impossible* change to a higher resolution later via software. Missing colour and detail can never be replaced.



JPEG Image at 72dpi, saved at 'Low' quality.
High compression.
File size: **135KB**. Zoom: 500%

JPEG Image at 300dpi, saved at 'Medium' quality.
Medium compression.
File size: **1MB**. Zoom: 500%

JPEG Image at 300dpi 8bit, saved at 'High' quality.
Low compression.
File size: **8.6MB**. Zoom: 500%

TIFF image at 360dpi, 8bit.
No compression (our normal format).
File size: **74.9MB**. Zoom: 500%