



You ask: *“What’s the right size for my image?”*

Salt of the Earth offers 3 possible answers!

**Q: *“What size of print is most likely to attract attention and sell well?”***

A: If you are an artist, the size of paper or canvas you chose for your original painting instinctively felt “right” for the subject matter. Trust that instinct! There’s no right or wrong when it comes to the size of print a buyer will like. It could be a miniature or fill an entire wall.

As a rule of thumb, you should print at the same – or nearly the same size as your original. Naturally, the image on a greeting card will be reduced somewhat, and that’s fine. What you shouldn’t do is to paint a very small image and then increase it dramatically in size for prints. Doing so will not only enlarge the image, but also the texture of the surface on which you painted it, plus all your little “mistakes” will leap to the eye.

For a photographer with a cracking shot – whether it was taken on film, slide or as a high-resolution digital format – then the answer is quite different. You may well be able to achieve much greater impact and attract a whole different market with large, “wow factor” prints. If you are in doubt about how big to go, let Salt of the Earth see the image; we’re happy to advise on the basis of our broad commercial experience.

**Q: *“My image as painted/photographed isn’t a perfect fit/isn’t in the same proportion as any of your ISO paper sizes.”***

A: That’s not a problem. Our prices are based on the standard ISO paper sizes recognised throughout the UK and Europe. But all YOU need to think about is the size at which you’d like your image to appear. Tell us what this is - either in metric or imperial dimensions, and we will work out the borders you’ll need, and therefore the appropriate ISO size for your print.

Occasionally, you may require wider borders than we’d normally allow (we cannot print edge-to-edge; you must have a minimum of 2 cm / 0.78 in. border on each side). For example, you might want a wider border at the bottom of your print to allow for your signature, a handwritten limited edition number or a printed title. Just let us know this when you order, and we’ll do the rest.

Most rectangular paintings or photos will be close to the proportions of one ISO size or another. If you have a square image, we do offer several square paper or canvas sizes, as shown on our rate card. (We even offer square greeting cards as well as rectangular ones.)

However, if you have a long, thin image, naturally there will be some paper wastage on the long sides.

Maximum image sizes:

Metric	ISO	Imperial
25.7 x 17.0 cm.	A4	10.12 x 6.7 in.
38.0 x 25.7 cm.	A3	14.96 x 10.12 in.
44.5 x 29.0 cm.	A3+	17.52 x 11.41 in.
44.5 x 44.5 cm.	A3 sq	17.52 x 17.52 in.
55.4 x 38.0 cm.	A2	21.81 x 14.96 in.
55.4 x 55.4 cm.	A2 sq	21.81 x 21.81 in.
80.1 x 55.4 cm.	A1	31.53 x 21.81 in.
80.1 x 80.1 cm.	A1 sq	31.53 x 31.53 in.
125.5 x 80.1 cm.	A0	49.41 x 31.53 in.
125.5 x 87.7 cm.	A0 Super	49.41 x 34.52 in.
137.5 x 96.0 cm.	B0	54.13 x 37.79 in.

**Q: “I have a digital photo file. But I’m not sure how to scale it up (or down) to the paper size I think I want.”**

A: Scaling an image down to a smaller size is not a problem. Most image editing software such as Photoshop will do this reasonably well. Just remember to sharpen images after you’ve scaled them to re-define their edges. (If you don’t own this software, read on...)

Scaling up to a larger format for giclée prints is a different matter, and its success depends largely on the quality of the initial digital photograph. So let’s consider that first. What do we actually mean by “quality”? Well, for a start, the painting/subject should be shot by a professional. This is no time for D.I.Y. “happy snaps” with your holiday camera – not if you are serious about reproducing your work to the market’s demanding standards. Every digital photo must be sharply in focus, well lit and totally square-on – all requirements the amateur shooter finds it tricky to achieve.

This is crucial: if you are planning to order prints, your digital photo MUST be shot at the highest resolution the camera offers in order to preserve all the “information” about colour and detail the camera lens actually saw.

Therefore, if you are an artist, before you have any of your paintings photographed, it is vital that you tell the studio you want pictures taken at the highest resolution possible, on

a medium or large format camera, and saved as RGB Tiff (or PSD) files @ 300 d.p.i. for prints on paper or canvas.

These Tiffs are the large digital files Salt of the Earth needs from you. Post them on disc or a memory stick or send online via [www.mailbigfile.com](http://www.mailbigfile.com) to our email: [enquiries@salt-of-the-earth.biz](mailto:enquiries@salt-of-the-earth.biz). You'll find easy instruction for this last option on the Mailbigfile website; it's fast and free.

By far the most common mistake artists (and some photographers) make is to sent Salt of the Earth low-resolution digital files (Jpegs) instead of the large, detailed Tiffs mentioned above. A Jpeg is a "compressed" file where quite a lot of information/detail has been left out in order to squeeze the image down to a size that can be attached to an email or shown on a website. In other words, jpegs are meant to be seen on a screen. Some amateur cameras have a default setting that saves photos as jpegs in order to maximise the number of images you can squash onto your memory card.

Please note: Compressed jpeg files are not good for making prints, because the colour/detail left out at the beginning can NEVER be put back. When jpegs are scaled up for making prints, all the nasty gaps (called artefacts) show up as blurry or badly coloured areas.

Once your photographer has captured your painting in high resolution digital format, (RGB Tiff or PSD files @ 300 d.p.i.) he should be able to scale your image to the size you want it to appear on your print for the best reproduction. In general, this size will be about the same size as the original painting.

If you are a photographer scaling your own images or someone else's, you can use standard industry software such as Photoshop. Or you could invest in Genuine Fractals Pro, a top-of-the-range scaling solution. It's a 'plug-in' that works within Photoshop and delivers superb results - which is why Salt of the Earth uses it. Unlike normal scaling in image editing software, Genuine Fractals Pro samples your image and then recreates it at the new size by "growing" more pixels.

Finally, if you have a 300 d.p.i. digital photo that is not the right size and you don't have the time, energy or software to scale it to the image size you want on your print, don't worry. We can scale it for you for a small charge, as mentioned on our rate card.

So now you know all the possible answers to that confusing question: "What's the right size for my image?"