



## Salt of the Earth's Simple Guidelines for Digital Photographers

### How should I shoot images intended for giclée printing?

If your digital camera is capable of shooting RAW - that is, straight from the camera's image sensor, you should choose the RAW setting. If it doesn't have this capability, go for the highest setting it offers. Digital cameras have an integral 'computer' to process images, but it has very limited processing power and functionality when compared to the average PC or Mac. That's why pro photographers shoot their images in RAW format and do processing and editing on their computer. Your computer accesses all the information the camera saw, and your software – e.g. Photoshop, gives you full control over editing and refining the image.

RAW files are much bigger than JPEG files, because they hold more digital 'information'. And the more information, the richer and more realistic your final print will be. JPEG compresses and reduces an image file by removing the fine detail and 'averaging' blocks of similar colour. At its greatest compression setting, you could say, "JPEG squeezes the life out of an image".

So why do digital cameras offer JPEGs? The JPEG format was designed before Broadband, to compress image files for websites, both to reduce bandwidth overhead and because home PC monitors could only 'see' a limited range of colours/details. However, savvy manufacturers saw that, by increasing the number of pictures users could take via in-camera JPEG compression, they would sell more cameras.

### What size should my digital images be for giclée prints?

Salt of the Earth works to standard ISO paper sizes (A4 – B0), and we always leave a border of at least 2 cm around the printed image. Your software package (e.g. Photoshop or Aperture), can scale the image to the size you want it printed. However, we use a technically superior (Smartscale) fractal process, and if you supply us with a 300 dpi image file (preferably TIFF or PSD), and advise us of the final image size you want, **we'll scale your image for you, free of charge.**

We will then print the image on a suitable size paper or canvas, adding borders. If you want borders wider than 2cm – e.g. if you order a canvas print and know you are going to stretch it, please let us know the depth of the stretchers / framework when you place your order.

**NOTE:** When you are using Photoshop or a similar image processing application, set your colour preference to be 'Adobe RGB' **not** sRGB. Adobe RGB gives your files better colour depth. The sRGB setting was designed primarily for images to be displayed on the Web.

What is the best digital file format for my images?

For giclée printing, TIFF or PSD files at 300 dpi (dots per inch) or above provide the best results. Send Salt of the Earth individual images as attachments to an email with your order plus instructions to [enquiries@salt-of-the-earth.biz](mailto:enquiries@salt-of-the-earth.biz). If you have multiple images, please send them on a disk to our studio address below. Please DO NOT email multiple images, as they are large and may slow down our system.

**Still have questions? Phone Jude or John on +44(0)1873 851669**

© Salt of the Earth Ltd. 2008. No unauthorised use.

[www.salt-of-the-earth.biz](http://www.salt-of-the-earth.biz)