

Resolution and Scaling Cheat Card

DPI (Dots-per-inch) is how we measure the resolution of a photo. Resolution that is too low (anything under 72 dpi) will result in the final print being **PIXELATED**

PIXELATION means blurry/ugly.
We don't do ugly!

DPI FORMULA:

File's DPI / 72 x File's Length (inches)

EXAMPLE:

File Dimensions: 300 dpi @ 11" by 8.5"

$$300 / 72 = 4.166$$

11 x 4.166 = 45.826" - This is the largest length we can go

SCALING FORMULA:

How to find the Height of and 11" by 8.5" where the 11" side is being stretched to 36

$$11" / 8.5" = .772 \times 36" = 27.8"$$

So the final size will be 36" by 27.8"