

# Custom Order Art Specs: JPG/PNG or other Raster Files



## File Resolution

File resolution - also known as DPI (Dots Per Inch) or PPI (Pixels Per Inch) - refers to the number of dots or pixels in an image. Generally, the more dots per inch, the more detail captured and the sharper the actual image.

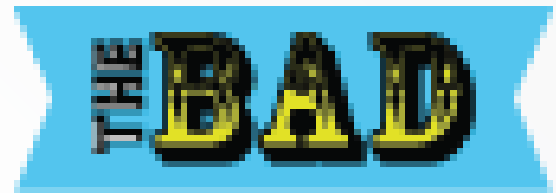
For an image to print properly, the image resolution must be at least 300 dots per inch (DPI) at 100% of the final output size.

If your file is not 300 dpi, you can not simply change a low resolution image to a higher one by increasing the DPI in your imaging program. The printed result will be a very blurry image.

As such, it's important to start out with an image that has a resolution of at least 300 dpi. You may have to contact the original designer of your image to get a higher resolution file, or you can decrease the print size of your image.



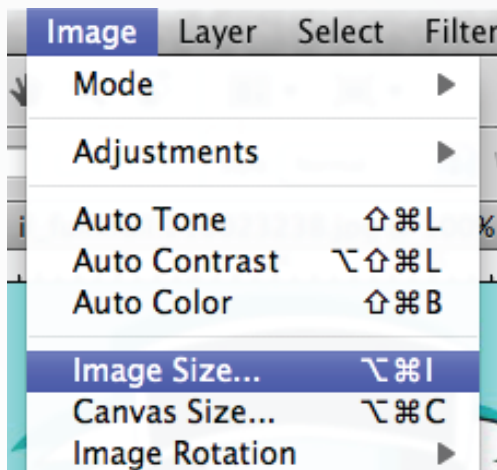
✓ **Good Resolution**  
Printed at 300dpi



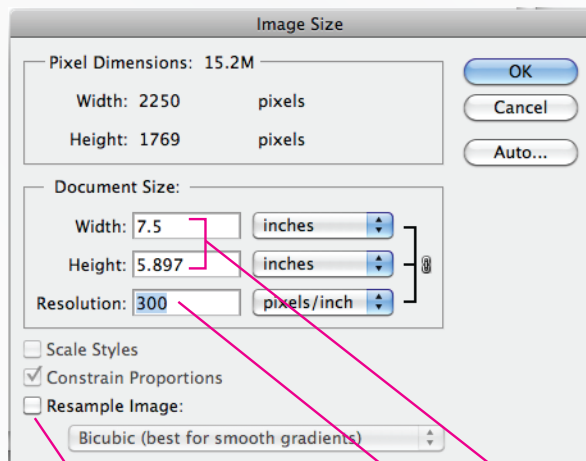
✗ **Bad Resolution**  
Printed at 72dpi

## How to check your image resolution in Adobe Photoshop

### Step 1: Open File > Select Image Size



### Step 2: Check Resolution



Un-check Resample Image when adjusting your image size or the resolution will not change.

Resolution at Print Size



If you decrease your print size the resolution of your image will increase.