

# IMAGE RESOLUTION GUIDE

Author: Bill Fischer 7 • 23 • 10



MEDIA	DELIVERY SYSTEM	WIDTH	HEIGHT	NOTE
<b>Standard Definition Format:</b>				
- Broadcast animation/video	television	720 pixels	540 pixels	no variation allowed
- DVD animation/video	television	720 pixels	480 pixels	no variation allowed
- DVD/Broadcast Web	computer	480 pixels	320/360	variation allowed
<b>High Definition Format:</b>				
- 1080 P Hi Def	BluerayDVD	1920 pixels	1080 pixels	no variation allowed
- Broadcast animation/video	HDTV	1280 pixels	720 pixels	no variation allowed
- DVD animation/video	DVD player	1280 pixels	720 pixels	no variation allowed
- Web animation/video	computer/mobile	569 pixels	320 pixels	variation allowed
- Coursework animation/video	computer/DVD player	854 pixels	480 pixels	variation allowed
<b>Hybrid HD and SD Format:</b>	Web	569 pixels	320 pixels	SD plays with vertical bars
<b>Mobile:</b>				
- Kindle	generation 1	800 pixels x 600 pixels		167 Pixels Per Inch
- Phone	Various	depends on device		Use Adobe's Device Central application to get pixel dims.
<b>website</b> using launch page to eliminate button bar (fits 1024 x 768 monitor)	computer	950 pixels	650 pixels	these are maximum pixels dims. for visible content at any scroll point
<b>website</b> with button bar (fits 1024 x 768 monitor)	computer	950 pixels	550 pixels	these are maximum pixel dims. for visible content at any scroll point
<b>CD or Kiosk</b> (fits 1024 x 768 monitor)	computer	1024 pixels	768 pixels	none allowed
<b>Printed Bitmap Image</b> on paper	4 color commercial offset printing press	2X line screen (133 line screen = 266 pixel per inch)		check with the printer for line screen info
<b>Printed Vector Image</b> on paper	any printing process	resolution independent		printing device determines resolution
<b>Printed Bitmap Image</b>	Laser or Inkjet	at school we use 150 pixels per inch. this is critical for Maintaining speedy workflow through the color printers		Resolution over 150 ppi will not yield visible quality differences in the print out.

## NOTE:

- Always work at 72 pixels per inch when designing/illustrating for web, video, television or mobile.
- If an image or layout is to be dual purpose, work at the print resolution and downsize to 72 ppi before saving for web.etc.

## CALCULATING PIXEL DIMENSIONS FOR PRINT MEDIA

[Paper width] x [resolution] = width in pixels

[Paper height] x [resolution] = height in pixels

example:

To calculate image size (in pixels) for printing an 8" x 10" image on a laser or inkjet printer:

1. calculate width: 8 inches x 150 pixels/inch = 1200 pixels
2. calculate height: 10 inches x 150 pixels/inch = 1500 pixels
3. in Photoshop set the image size to 1200 x 1500 pixels