

SUPPLY CONTENT

REQUIREMENTS AND BEST PRACTICES

PHOTOGRAPHY, ILLUSTRATIONS AND ARTWORK

Image Resolution

Image resolution is the detail an image holds and is typically described in dots per inch (dpi) – the measure of the individual dots that can be placed in a line within the span of one inch. When viewing an image on your monitor, the dots are referred to as “pixels,” which are the smallest visual elements (tiny little squares) on a display screen. When viewing a printed image, the dots refer to the actual dots of ink on the page. The more dots per inch, the more detail and information the image holds. It also helps to make the image appear sharper, vibrant and vivid.

High resolution vs. low resolution

An image is high-resolution (or high-res) at 300 dpi. Anything 300 dpi or above is considered high-res and anything under 300 dpi is considered low-res. The standard for low resolution or “screen resolution” is 72 dpi.

High-res images are great most of the time, and it is important to begin with the highest resolution and image dimensions you can get. High-resolution images guarantee clear and sharp images. You can always reduce size without losing quality – but you cannot scale up in size without losing quality.

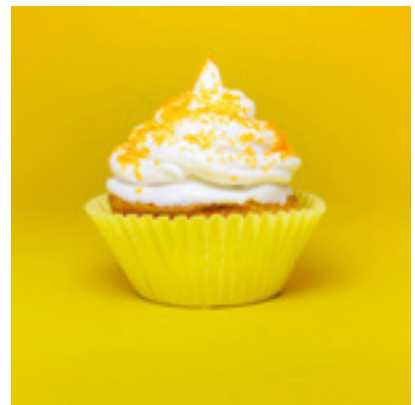
There are a few exceptions where high resolution is not the best solution. This is true with images intended to be used online. The standard resolution for internet browsers is only 72 dpi, so anything you see online is automatically presented as low-res.



Images for print need to be high resolution (300 dpi) for optimum quality. Creative Studio can crop, size and colour correct images.



High resolution image, 300 dpi



Low resolution image, 72 dpi



Digital =
Low Resolution
72 dpi



Print =
High Resolution
300 dpi

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Sourcing images

There are a few different places to get high-quality, high-resolution images for your projects:

Getty – Creative Studio has an account with Getty for Premium Access images and can source stock photography on your behalf or send you a link for your own browsing.

Unsplash – Unsplash offers a selection of free, high-quality stock images that can be used as long as credit to the original photographer is provided.

Waterloo Photos – The University of Waterloo has an image asset bank where campus images are available to staff for download.

LOGOS

Logos should be provided as vector files (.eps or .svg file types). Vector graphics contain objects comprised of points, lines and curves that are defined mathematically and, unlike images, can be scaled to any size without loss of quality or increasing file size.

COPY

Copy should be supplied to Creative Studio in a Word document – check your copy carefully for accuracy. Ensure websites, dates and phone numbers are correct.

Things to remember when providing copy

- › Avoid typing headings in ALL CAPS. It's simple for the designer to change from sentence-case to upper-case if that is part of the design.
- › Do not use multiple tabs or spaces to layout text (use paragraph indents if necessary).
- › Do not use tabs or returns within sentences and paragraphs to control how text wraps onto a new line.
- › Where numbered and bulleted lists are used, type the number or bullet followed by a single tab (no spaces), or use the built-in list feature of your word processing program.
- › Whenever possible, submit final approved text (rather than draft text), to avoid unnecessary changes later on.

For more information contact: creative@uwaterloo.ca

uwaterloo.ca/creative-studio

TIP



Be sure to keep the photography guidelines in mind whenever sourcing stock photography.

[View the guidelines](#)

PROJECT CHECKLIST

Copy is supplied in a Word document

Copy is provided in sentence case

Copy is free of extra spaces and tabs

Copy has been approved and finalized

Images for print are high resolution (at least 300 dpi)

Logos have been supplied as an .eps (vector) file type

READY TO START A PROJECT?

Submit an [online requisition](#) to Creative Studio to get started.