

### **Photos and Formatting:**

This week we are working on photos for our brochure.... a number of artists seem to have a problem with making larger photos ready for press and publicity purposes, thinking that all images are alike (wrong) and that what you see on the screen is what you'll see in the press (wrong again). Here is a little explanation of the differences and how to create quality photos for press purposes.

### **For those of you still having problems here is a basic course in what to look for in your photos.**

1. Explanations of bmp, tif vs jpg and gif files: see <http://www.reasoft.com/articles/formats-2.shtml>
2. Generally, you can take a bmp (windows pc) or tif (Mac) file and size it down, convert it into any format you would like and use it in press photos and create jpgs and gif from it for the web. So bmp and tif formats are your best bet for good press and publicity photos in magazines, brochures, and any printed materials. You can not go the other way around, from jpg files to higher res (bmp or tif) files they'll pixelate.
3. To format for a magazine, you take a tif or bmp file, format it generally speaking for the size of image you want publicized (say 5x7") at 300dpi minimum (use your print preview to see if you are on track with 5x7 or 8x10 or whatever size you want as an output size). Once you have a photo at 300dpi in the size you want to reproduce then convert it into a cmyk file and save it in a tif format. This can be emailed to the press layout which is the surest way to send them.
4. If you don't understand any of this send your transparencies to the magazine or pay to have a professional to format the files for you ....

We'll post the above information for the keeping on a sheet in the Help Desk files.... Hoping that you'll be able to use this for the coming season in the press. [Help Desk](#) also listed on the **"News Guide" Menu.**