

## **HOW TO TAKE A HIGH RESOLUTION PHOTO TO SUBMIT TO VISION OF BEAUTY**

Nothing is more disappointing to the Calendar Committee than to select a photo of a fabulous design or garden scene only to have it rejected by the printer because the photo was not of sufficient resolution. Digital images are made up of thousands of pixels (blocks of color), and the number of pixels in the image will determine how high the image's resolution is. High resolution photos are required for sharp reproduction in publications otherwise the printing quality is very poor. Here are some tips so that you can produce a digital image of sufficient resolution for printing in the Vision of Beauty Calendar.

Make sure your camera is rated at 8 MP or higher.

Set your camera to take the heaviest photo with the most pixels possible. (This setting is usually called Large.)

Adjust your camera to the superfine compression setting if it permits compression manipulation.

Do not use digital Zoom to take the photo.

Do not resize the photo to send electronically. Send it at its full original size. If you cannot do this because of internet limitations, consider putting the digital .jpeg photo onto a DVD or pen drive for mailing.

Using photo-editing software may resize your photo to a lesser resolution, one of the reasons the non-professional use of Photoshop is discouraged.

If the .jpeg photo you send is less than 1 MB in size, it is doubtful that it will have the required resolution for excellent print reproduction.

If you can view your photo's properties using your computer, make sure it is at least 1350 pixels wide and 2250 pixels tall.

One way to be sure that your Vision of Beauty Calendar entry photo will have the resolution needed to be reproduced by the printer is to have it done by a professional photographer. Professional grade cameras have bigger and better sensors that produce higher quality pixels. Design groups and Flower Shows can consider sharing the cost of a professional photographer among their participants.

Successful photos do not show entry cards or award ribbons. A plain background is preferred, and the photo must be well composed in terms of color, lighting and framing. Make sure that there are no distracting shadows. The Vision of Beauty Calendar Committee looks forward to receiving your calendar entries and hopes these hints will help you to get the best quality photos possible of your stunning designs and gardens.