Submitting Images to the Vermont Crafts Council for Promotion

It would be great if all you had to do was take a photograph that effectively captured what you wanted to say about your work (this is a big job by itself).

However, you first need to know how and where the image will be used. Within each category, the size and type of the image will be different.

Two Uses for Images:

1. **Web - Instagram, Facebook, or your website:**
   - Format: Jpg, Png, JPEG
   - Color Profile: RGB (Red, Green, Blue) - how light mixes.
   - Dimensions: At least 1000 x 1000 px is better.
     - See Elissa's notes on specific social media platforms.
   - Resolution: 72 dpi (dots per inch - small, not very much information)

2. **Print - Magazines, newspapers, print ads:**
   - Format: Tif, TIFF, JPG, JPEG
   - Color Profile: CYMK (Cyan, Yellow, Magenta, Black) - how paint/ink mixes.
   - Dimensions: 4" X 5"
   - Resolution: 300 dpi

Advice from our team:

Elissa Campbell - Blue Roof Designs
Elissa often presents at our Marketing Conference, giving seminars on using Canva, an online graphic design application. She is currently a board member of the Vermont Crafts Council.

Digital Image Size Recommendations:

- **Instagram**
  - In early 2025, Instagram changed its profile grid from a square format to a portrait format. Your photos should now measure 1080 x 1350 px (4:5).
    - Note that some users still see the square grid, so be sure to place content inside the center area of your post to ensure that it can be read across different previews.
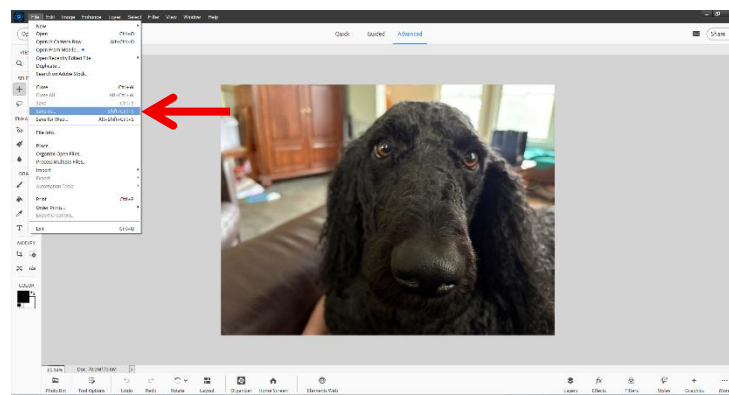
- **Facebook**
  - Landscape image: 1080 x 566 pixels (1.91:1)
  - Vertical image: 1080 x 1359 pixels (4:5)
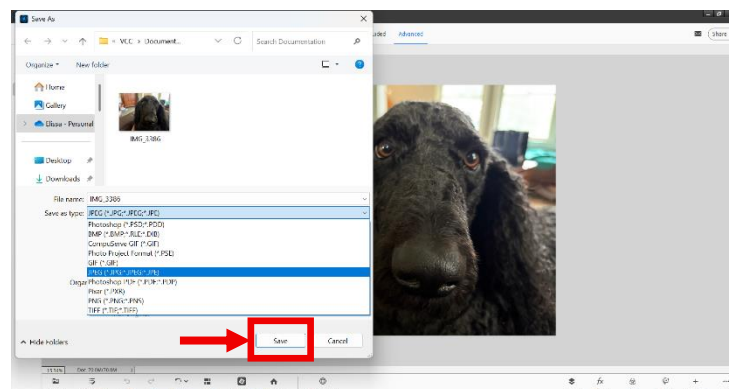 - Square image: 1080 x 1080 pixels (1:1)

I convert images from one file type to another in **Photoshop Elements**, so I'm sure you can also do that in the full version of Photoshop.

Here's how to do it using Photoshop Elements:

1. Open an image, then click on **Save As**.

2. Select the file type you want from the drop-down menu, then click on **Save**.


You can also use an online file converter:

- Canva Image Converter: https://www.canva.com/features/image-converter/
- Convertio File Converter: https://convertio.co
- FreeConvert Image Converter: https://www.freeconvert.com/image-converter
- Shutterstock File Converter: https://www.shutterstock.com/image-converter

How to find the details of your image on an iPhone:

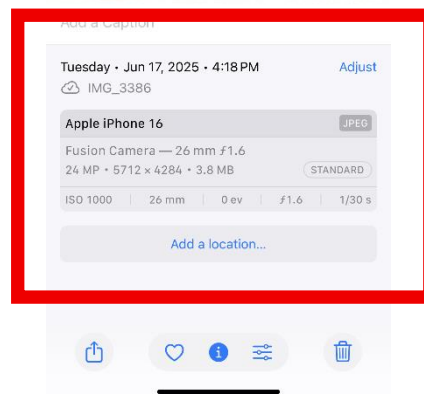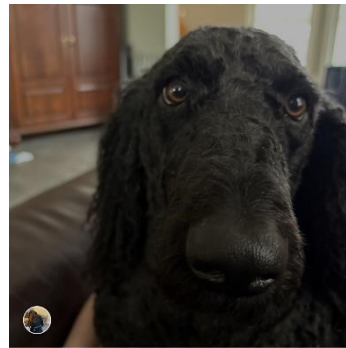1. Open a photo.

2. Swipe up from the space underneath the image.
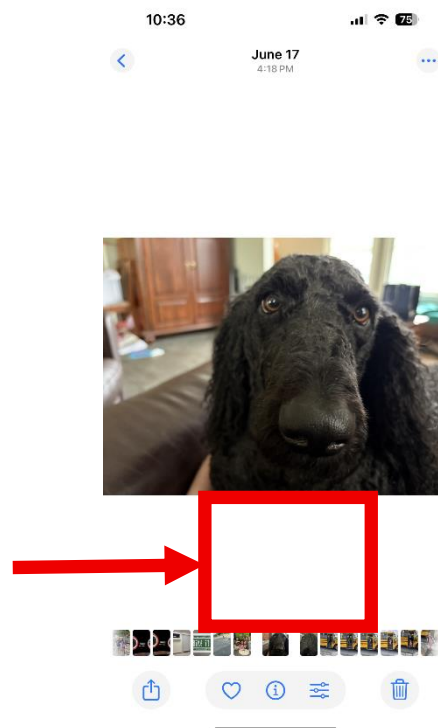
3. Underneath the photo you'll see the image details, such as dimensions, file type, file size, etc.

<u>Sally Stetson Design</u>
Sally Stetson is a graphic designer and artist. She has designed the Vermont Open Studio Tour Guide for many years and is a current board member.

A quick guide for print images:

Sally says:

- A good rule of thumb:
    - Send images around 4" x 5" at 300 dpi.
    - Clue: if you are dragging it from the web it's probably not going to work for print.
    - Another clue: If it says the image is less that 100kb, it's too small.
- Your image should be at least 600 pixels x 600 pixels.

Technical Details – You don't need this for deciding what images to use but it is interesting.

https://www.triangleparkcreative.com/tips/understanding-image-files-print-and-web

"Resolution - Raster vs. vector formats"

To understand resolution, you should know that there are two types of image files.

Raster images like a photograph are made up of pixels—every piece of visual information is a little dot that is set in a specific color. Vector images are not made up of dots at all - they are drawings of lines that are represented in the file as mathematical descriptions (similar to your worst memories of plotting X Y coordinates in high school math).

For Print Images

Dots per inch (**DPI**) is a measure of spatial printing, video or image scanner dot density, in particular the number of individual dots that can be placed in a line within the span of 1 inch (2.54 cm). Similarly, the more newly introduced [2] **dots per centimeter** (**d/cm** or **dpcm**) refers to the number of individual dots that can be placed within a line of 1 centimeter (0.394 in).

As a general rule, images that have text in them or solid artwork with simplified color (as in most logos) **should be saved as GIFs**, while photos and continuous tone artwork should be saved as a JPG.

Color makes up the visible light spectrum, which is made up of red, green and blue (the additive colors). Cameras shoot and scanners scan in RGB. **Computer monitors, televisions and the World Wide Web are all RGB media.**

Printing (CMYK), however, uses ink, and RGB is pretty alien to printing presses. Instead of the additive colors, printing uses the subtractive colors (cyan, magenta and yellow or **CMY**), plus black (abbreviated to K) for further definition in shadow areas and type. Even if images start their lives as RGB when they are photographed or scanned, they have to be converted to CMYK before being sent to print. CMYK color is also called "**process color" or "full color."**

For the Web (usually 72 pixels per inch) Jpg

For Print – This is what we need for the tour guide booklet.

300 dots per inch, or in short 300 dpi. This means that within an inch (~2.5cm) of the photo paper, there is 300 pixels/ dots squeezed in that space. To our naked eye, the image looks good."