

Tips on submitting digital images:

A 5-minute primer on digital resolution:

Resolution in digital images usually means how good the images look, the amount of details or how close they look compared to analog images. Unfortunately, far too often, resolution for digital images is expressed in terms like 300ppi (pixel per inch) or 300dpi (dots per inch). Terms like ppi and dpi are conversion ratios between the digital image (pixel dimensions of the images) and the analog image (dimensions in inches, as they exist in the physical world, when the images are scanned or printed). Using ppi/dpi to define digital resolution is a confusing way to express the resolution/the quality of a digital image.

Since ppi and dpi resolutions are conversions (or ratios) between digital and analog, they are only useful if you are printing a digital image (moving from the digital environment to the analog environment) or scanning an analog image (from analog to digital).

Asking for a “high resolution” digital image with 300ppi “resolution” is kind of saying that you better have \$5 per pocket when you leave the house if you want to have enough money to pay for movie tickets, popcorn, pop and candy on your date!

A better way to define resolution in digital images is to consider their pixel dimensions. Most digital cameras express their resolution in terms of mega pixels. A camera sensor with higher mega pixel will produce higher resolution digital images. Display screens (on smartphones, digital tablets, laptops, computer monitors and TVs) all express their resolution by the pixel dimensions of the screen. For example, a typical smartphone screen can display around 2340x1080 pixels and a typical laptop screen can display 2800x1800 pixels.

It is important to consider how the images would be displayed/viewed when submitting your portfolio digitally. Since most computer screens have resolutions around 2800x1800 pixels you should resize your images to no larger than what the screen can display. Be aware that images with smaller pixel dimensions (than the screen) will be displayed pixelated (kinda like the game mindcraft?). So make sure that your images are not much smaller than 2800x1800 pixels.

Digital Image File formats

Files formats are like currencies around the world...there are so many different file formats just like currencies! File formats are used for specific apps just like different countries-each using their own currency. Having the correct file format is very important, imagine paying for your snacks with a 10 Euro note? The most universally accepted digital image format is jpeg (or jpg). This format also compresses the digital information so you can send the files without using too much bandwidth. A 2800x1800 pixel digital image is about 14 Mb (megabyte) when displayed but can be saved as a jpeg format file and be compressed to 100Kb (kilobyte). Be sure to only save the file in jpeg once since repeat savings in jpeg (with many compressions and decompressions) will badly affect the quality of your image.

*Guidelines for submission a **digital portfolio**:*

1. Always read the specific guidelines carefully before submitting your portfolio. Some ask only for individual images in jpeg format and some ask for multi-page pdf files. Use the following guidelines as needed.
2. Resize your images so that the longest side is about 2800 pixels. Be sure to constrain the aspect ratio so that your image is not skewed.
3. Save your images in jpeg format. Choose a medium quality/compression ratio.
4. Using Google Slides, start a new presentation and be sure to title it with your name and the date. (e.g. LastName_FirstName_2021)
5. Your art work would be best represented if you use a neutral grey background.
6. Arrange your images in the order of how you want them to be displayed. Add title and medium information onto each slide.
7. Use the menu path: File/Download/PDF Document to save your images into a single pdf file.(pdf=portable document format)
8. Open your newly created pdf file and check to make sure that everything is correct before submission.