

## **Handy Hints about Photography**

Everyone these days seems to think that you can do anything with a digital image on a computer to make it printable – but I'm afraid that US crime dramas have a lot to answer for!

Basically, if the image you start off with isn't of sufficient quality then newspapers and magazines won't be able to use it – and even if they do the pictures will appear grainy and unprofessional, which will directly affect people's perception of your premises.

You will hear the phrase 'dpi' from the press when talking about photography, all this means dots per square inch, and here's a really simple way of thinking about this.

Think about an image of a postage stamp that's made with grains of sand, that's a very small picture with enough grains of sand per square inch to make it a coherent picture but if you tried to make those grains of sand stretch to make a picture the size of an A4 piece of paper you wouldn't be able to tell what it was, because there wouldn't be enough grains, or dots, per square inch to form a coherent image.

Exactly the same principle applies to digital images.

If you don't set your digital camera to not only take high-quality pictures, but download them as such as well, then you won't have enough dots per square inch to produce a high-quality image and you could miss out on a valuable PR opportunity.