

Roxbourne Press Ltd

QUALITY PRINTING SERVICES

Photos/Images

Whether we are designing your job or you are creating the artwork yourself, the chances are that some images will be included. This leaflet offers advice on choosing or taking your own photos. For more information on supplying artwork ask for our info sheet or go to www.roxbournepress.co.uk.

Photos can be printed in black and white or colour. You can supply us either a digital image (usually in .jpg or .png format) or a print for us to scan. It may be possible to make adjustments to your photos such as cropping, sharpness and exposure but remember that the final result will always depend on the quality of the original image. Photos shared via smartphones are sometimes downsampled (reduced in resolution) – please send as 'original size' or email the original file. Screen shots are rarely acceptable quality. Photographic images can be in RGB or CMYK colour mode, but CMYK will give the best representation of the final output.

Beware of using images directly from the internet as they are often poor quality and are very likely to be subject to copyright. There are free photo websites, eg. www.pixabay.com, but check carefully first to make sure the images are definitely free to use, and of suitable quality. We are not able to use images that are watermarked.

The best option is to purchase a license to use professional quality photographs from a stock photo website or you could take your own photos

We use www.123rf.com for royalty-free photographic licences but there are many other sites.

- Make sure you download the image at a high enough resolution
- Beware of images marked 'Editorial use only'. These images usually contain branding or identifiable places and cannot be used for commercial purposes.
- If choosing from www.123rf.com then write down the ID number of images you like and we can download them for you.
- We can download free comp images for trial. Comp images will have a watermark - the full unwatermarked image will be downloaded for the final job.
- Note: we are buying a license (permission) to use the photo. The image does not belong to you and there are some restrictions. We can use the image on other projects for you but it is against the terms of the license for us to supply the image directly to you.
- See over for tips on choosing photos

Tips on choosing photos

- Consider whether the photo should be portrait/landscape to best fit the space.
- Consider the background. Is it an object with transparent background or a full photo.
- The subject doesn't have to be in the centre. It is a good idea to have extra space around the subject so we can crop/bleed the photo, or so text can be added over the picture. It is rarely advisable to put text over the subject of the photo.
- Resolution is key to a sharp image and is dependent on the size the image will be reproduced. Screen shots are not generally suitable. Remember enlarging an image will reduce the resolution/quality. We recommend resolution of 300dpi at the size it will be reproduced.

You can also supply us your own photos taken on a digital camera/phone.

- Use the best size/quality setting available on your camera.
- Take your time. Ensure the camera is positioned squarely over the subject (avoid perspective) and is focused correctly. Best results are obtained if you can rest the camera on a stable platform such as a tripod or beanbag.
- Consider the background. Remove clutter. Leave extra space around the subject so we can crop the photo or so text can be added over the picture.
- If possible take your picture in bright light but avoid strong shadows.
- If you are taking a product shot, place the item on plain cloth or card of a different colour to the item, so that the product can be extracted from the background. White is normally best unless your product is light in colour in which case use a darker colour or black.
- Take several test photos with different exposure settings. Set 'White Balance' to 'Auto' or adjust to match lighting conditions so colours appear natural.
- Choose a selection of the best shots and supply them to us as high quality .jpg files. Send the original images rather than screen shots or images shared via social media.
- Some adjustments to your photos may be possible, but results will depend on the quality of the original image supplied.

We can scan your prints and originals

- We can scan an item up to A3 in size
- If the image was originally taken on a digital camera then it is better to supply us the .jpg file if it is available, rather than a print out.

Maps

Maps obtained from the internet are normally subject to copyright and we are unable to reproduce them commercially unless you have the necessary permission.

- We can draw a simple map that shows your location. Prices start at around £45
- We can supply you the map we have drawn in various formats, which is then yours to keep and use in future