

Image Resolution - PPI

The **resolution** of an image measures the quality of the image

The higher the resolution, the better the quality

Resolution is measured in **pixels per inch (ppi)**

The **higher** the pixels per inch the **better** the image quality but the **larger** the file size

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For use **on screen** (e.g. on a website) we need images that look OK but that load quickly

72 pixels per inch is the normal resolution for an on screen image

Most of the images you download will be 72 ppi

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For commercial printers we need better quality images. 72 ppi is not good enough

300 pixels per inch is the industry standard for commercial printing

Anything for print use MUST use 300 ppi

You can convert a 72 ppi image to 300 ppi - Photoshop uses AI to create a pretty good image