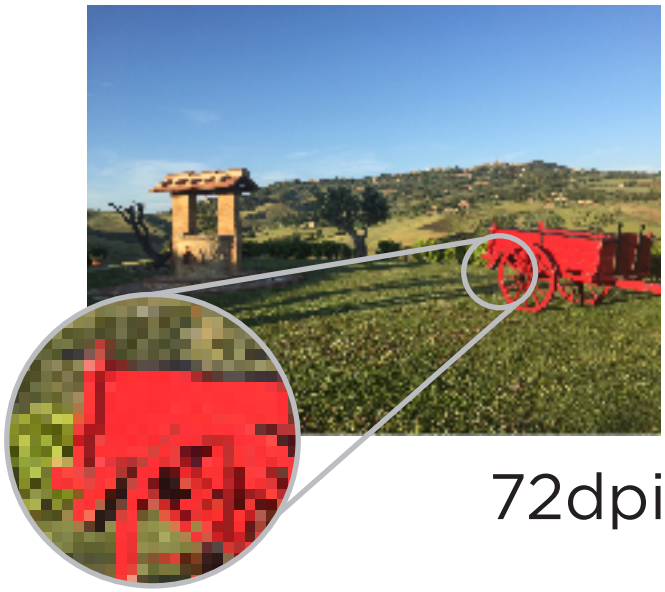
Understanding resolution

In order to create high impact displays - you really want your images to stand out. Composition and artistry aside, making sure your image quality is high enough should be one of your top priorities. There's nothing worse than investing in a large format print, only to find that when it arrives, the image quality is pixilated and unprofessional. We measure image resolution largely be looking at the image DPI (Dots per Inch).

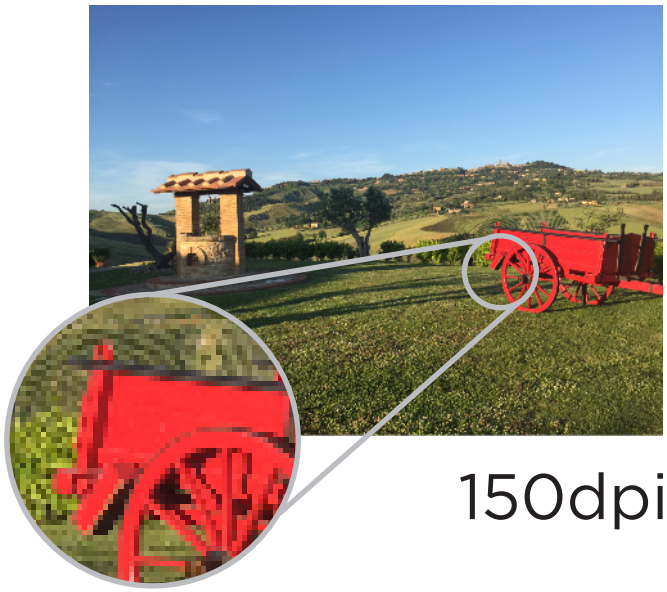
What is DPI?

DPI is used to measure the resolution of an image both on screen and in print. As the name suggests, the DPI measures how many dots fit into a linear inch. Therefore, **the higher the DPI, the more detail can be shown in an image**. For most paper printing we recomend that your images are at least 300 DPI.

Below is an example of the same image in various DPI to illustrate how important that number is.



72dpi



150dpi

300dpi