

Guidelines for Digital Photos Submitted for MRFRS Calendar

MRFRS will accept digital photographs for its annual calendars, but the following guidelines must be followed to provide sufficiently high-quality printing.

Format

Most photographs with which we can work are *horizontal* (or *landscape*) in orientation. *Vertical* (or *portrait*) orientation often works well for the smaller (\$50) images, but they present real problems for the featured monthly photos (\$400). In fact, unless a vertical image can be cropped to fit the horizontal space, it cannot be featured. *In no case will a vertical photograph be considered for the cover.*

Size and Resolution of Original Photos

The *original* digital image must have been shot at a high resolution (at least 300 dpi*) at the same size as or larger than it will appear in the calendar. The smaller the original's size, the higher its resolution needs to be. Correspondingly, the larger the original is, the lower its resolution may be.

Featured month photo (\$400) and one submitted for ***cover*** consideration: To provide the necessary sharpness and clarity when printed, the original photo must have been shot to be at least 10 inches wide and 7.5 inches high at 300 dpi. So, a larger photo shot at a lower resolution may be useable; conversely, if the photo's dimensions are smaller than 10" x 7.5", its resolution must be proportionately greater than 300 dpi.

Examples:

- An original digital image measuring 40" (W) by 30" (H) is roughly four times larger than the printed image will be, so it can be shot at a decreased resolution—as much as four times lower (72 dpi).
- A standard-sized 5" x 4" (W x H) image is roughly half the requisite size, so you must set your camera to provide resolution at least 90 percent *greater* than 300 dpi, or close to 600 dpi.

2. Small images (\$50) never measure wider than 3 inches nor taller than 2 inches, which usually allows us to work with images shot at resolutions lower than 300 dpi.

Examples:

- A standard 5" x 4" image should be set to photograph at, at least, 150 dpi.
- A small original (e.g., 1.75" square) requires a resolution about 15% higher than 300—about 360—dpi.

Settings on digital cameras: Consult the documentation that came with your camera to determine how to adjust settings to accommodate higher resolution. For example, many cameras now permit you to shoot in SHQ (Super High Quality) JPEG format simply by changing one or two settings. Also bear in mind that the higher the resolution, the fewer images will fit on a single memory card.

Settings on smart phones: Some smart phones permit next-to-no changes to settings while others are nearly as versatile as digital cameras. A few things to look for in the phone's camera settings are "HDR" capability—we recommend always turning on this option—and flash availability. A rule of thumb for enabling flash is to do so for interior photos and to disable it for outdoor photos taken in daylight.

* The standard measurement for digital media is in *dpi*—"dots per inch"; you may see it referred to as *ppi* (pixels per inch) instead, which is equivalent.

Tip: Regardless what equipment you use, the best approach is to give yourself plenty of time to experiment. If you are in a hurry or fretting about getting the photo, your kitty will pick up on that and is likely to be even less cooperative. One of the great benefits of digital photo making is that you can try many different lighting situations, camera positions, etc., then simply delete any photos you don't like.