Preparing files for different outputs

A document needs to have a different resolution and color space depending on where it's going to be used.

400 pixels

DIGITAL

Resolution: Not important, but 72 ppi is default.
Color space: **RGB**
File formats: **JPG, GIF, PNG**

Size is measured in pixels. A typical image on a website would be no more than a few hundred pixels wide. Keeping it no larger than necessary will make the site load faster.

Color adjustments: Should look good on a default monitor calibration. Unsharp mask moderately if necessary: try 25-50%.

1,800 pixels: 6" wide at 300 ppi

OFFSET PRINTING PRESS

Resolution: **170-300 ppi**
Color space: **CMYK**
File formats: **TIF, EPS, PICT**

Resolution is twice the line screen of the publication: For a magazine with a screen of 150 lines per inch (lpi), the resolution would be 300 ppi. Width and height are the size they are used on the page.

Color adjustments: Professionals calibrate their monitors to match press output. Under the Edit menu, choose Color Settings and use a profile that resembles the press and paper that will be used. Unsharp mask: 150, 1, 4.

Separations:

Cyan

Magenta

Yellow

Black