

Dealing with Digital

Just about everyone has made the leap into the world of digital photography. The cameras are easy to use—just point and click like usual. But are you getting the results you hoped for? Digital pictures should look as good in your yearbook as traditional photos taken with a 35mm camera. If yours aren't, check out the specs below. You might need to adjust the settings on your camera. Or maybe it's time to upgrade. Understanding resolution, and using a high resolution when taking photos will help your pictures look the best they can in the yearbook.

The number of pictures you can take varies depending on your camera model and complexity of the scene being photographed. To calculate how many pictures your card can hold, divide the capacity of your card by the average file size of your images. For example, if you have a 256MB card, and use a camera that has an average file size of 1.2 MB, then 256 divided by 1.2 gives you approximately 213 pictures. As you change modes on your camera, the number of images will increase if you shoot in a lower resolution mode, and decrease if you shoot in a higher resolution mode. For quality photos, keep the camera set on a high resolution. Herff Jones recommends using a minimum of 2.0 MP.

Camera Type	File Size					
		16 MB	32 MB	64MB	128 MB	256 B
2 Megapixel	900 KB	17	35	71	142	284
3 Megapixel	1.2 MB	13	26	53	106	213
4 Megapixel	2.0 MB	8	16	32	64	128
5 Megapixel	2.5 MB	6	12	25	51	102
6 Megapixel	3.2 MB	5	10	20	40	80

The photo print quality of your images depends on the camera's "megapixel rating." The higher number of pixels your camera has, the higher the resolution (or sharpness) of your images—and the larger your prints can be without quality loss. Additionally, you can effectively enlarge your digital photos by 150% without losing quality. The enlarging can be done through cropping or using Herff Jones' Image In picture placing program. Using the chart below, if your camera has a possible resolution of 1.3 megapixels and you take photos on that highest setting, the largest you should print those photos in your book is at 3 by 5 inches (at 100% of size) or 3.85 by 5.85 inches (@ 150%).

Print Size	Megapixel Rating
3 x 5 inches	1 - 1.9 MP
5 x 7 inches	2 - 2.9 MP
8 x 10 inches	3 - 3.9 MP
11 x 14 inches	4 - 5 MP
18 x 24 inches	6 - 8 MP

Still have questions about digital pictures? Give me a call. I'd be happy to talk more about it so you can have digital success in your yearbook program.