Higher Digital

Image Quality Checklist

Avoiding pixelation

MAKE AN EYE-CATCHING PROMO FLYER

Higher Digital

CANVA

Image Quality Checklist

01

FIND THE IMAGE

Open the folder on your computer where the picture lives.
Windows or Mac - doesn't matter.

02

FIND THE INFO

On Windows: Right-click > Properties
On Mac: Right-click > Get Info

Check the file size (aim for 1MB+).

03

PIXELS

Dimensions in pixels:
Width x Height, e.g. 1920 x 1080.
Bigger numbers = sharper image.
Look for over 2,000 x 2,000 pixels

04

RESOLUTION (DPI)

Print: Aim for 300 DPI - this keeps it crisp.
Digital / Social: 72+ PPI is fine for screens.

05

QUICK RULE

If it looks a bit blurry on your screen, it'll look worse on paper.
Print a draft on A4 before finalising.
If it looks fuzzy now, it'll look worse on a noticeboard.

06

PRO TIP

- Avoid screenshots - they're blurry.
- Upload the original photo from your phone or camera.
- Avoid images saved from Facebook - they're usually compressed to mush.

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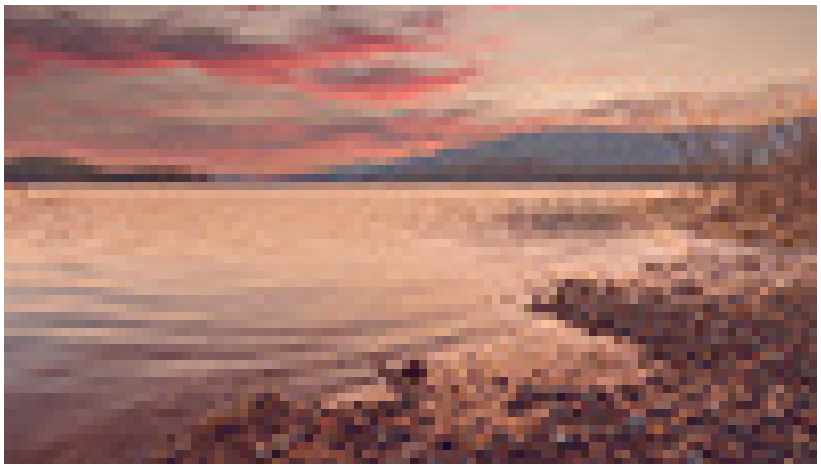
PRO TIP:

Zoom in on your image. If you can see jagged edges or fuzziness, find a bigger, clearer file. Your flyer (and your local printer) will thank you.

MEDIUM RES

LOW RES / SCREENSHOT