PERFECT IMAGES EVERY TIME

When scanning photographs yourself, save them as either **EPS or TIFF** files as this will preserve the colour and clarity of your images. If you are scanning a previously printed item, such as a magazine photo, you will need to 'de-screen' the image, blurring it slightly to avoid a moiré effect (see your scanning software manual for more details).

GIF or JPEG formats compress the image and discard information, causing colour shifts and blurriness. **Don't use either of these file formats** – they may actually print in black and white and you won't like the results.

When you are scanning, consider the size your image will be used at. **Always scan photographs at 300dpi** slightly bigger than size you are going to use them, then shrink them down to the desired size. There's no point scanning a postage stamp at 300dpi and then blowing it up to a A4 size – use your scanning software to help you calculate the output resolution. Scanning photographs at more than 300dpi will have little or no effect on the actual printed quality and will unnecessarily increase file size and processing time. Scan black and white line art (i.e. a logo), at 1200dpi for best results. Any lower, and the logo may look blurry. Pay careful attention to the CMYK makeup of any 'black' in your logo.

Try not enlarge or reduce your scanned images in your drawing/vector software (such as Quark) – it's always best to use an image-editing application such as Photoshop for this task.

Make sure that any alpha channels are removed and all layers are flattened before finally saving your image. **You shouldn't compress your image either,** or it will cause problems. So LZW, JPEG and ASCII encoding are all no-nos. And don't use DCS files, LAB colour, Duo-tones or Tri-tones either – convert them all to CMYK. Images to be used on the black & white reverse of a job should be saved as greyscale.