

Image Guide for *Waltham Forest Echo*

The following is a guide for any images being submitted for print in the *Waltham Forest Echo* newspaper. Images that look good on a computer screen or a mobile device do not always translate well into a printed newspaper and these guidelines can therefore be used to decide if an image is of sufficient quality. There is also advice here on taking photographs intended for print.

Image requirements:

- ξ The size of an images submitted for print should not be below 1MB, and would ideally be between 5MB and 10MB. A camera of at least 12 megapixels is usually required for taking photos of this size.
- ξ If you do not own a suitable camera and are using a smartphone or other mobile device, set the image capture to the highest possible setting.
- ξ The recommended digital format for an image is TIFF, described as a 'lossless' format because no information is lost during saving. The PNG format is also lossless but is better suited for web images. The JPEG format is 'lossy' because it has been compressed to reduce its file size.
- ξ A JPEG can be used but should be saved at the highest possible resolution and should be roughly between 10 and 15cm along the longest edge of the photograph when viewed at 100 percent of its size.
- ξ Only use images downloaded from the internet if they meet the minimum size requirements stated above.
- ξ Images should not be excessively touched up in an editing programme.

Taking pictures:

- ξ Avoid overexposed (too light) or underexposed (too dark) photographs.
- ξ Photographs should be clear and accessible, in focus and not blurred.
- ξ To avoid too much of your image being cropped out for use in the newspaper, leave a margin around the desired photograph. That allows the designer to place the image without affecting the intended frame of the photograph. This can be achieved by stepping back one metre and taking the desired photograph, or zooming slightly out.
- ξ If you are taking a photo of five people or fewer, ask for permission to use their names in the newspaper. Photos of anonymous people will not be used unless there are special circumstances.
- ξ Photographs of children require parental consent.