

# Junk in Junk Out!



*To produce quality business cards  
Power Graphics needs quality art.*



**BITMAPS** - Bitmaps are used in programs such as Photoshop.

When a photo is taken with a digital camera the image is captured as a bitmap. Bitmaps allow colors to blend and work best for photos. Crisp lines are lost using bitmap art work unless the bitmap is saved at a high resolution of 300 dpi or above. This loss of crisp lines will effect type, logos and line artwork.

Acceptable Bitmap file types: .bmp, .jpg, .tiff, and Photoshop = .psd

300 dpi



**Good  
Quality**

100 dpi



75 dpi



25 dpi



**Bad  
Quality**

**POWER  
GRAPHICS**

**POWER  
GRAPHICS**

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**BITMAPS IDENTIFICATION** - Save the file to your computer where you can find it. Right click on the file and select "properties". A window will open that will tell you: "File Type" and "File Size". You can also check the dpi of a file by opening it into a program such as Photoshop or most other photo editing software.