



RESOLUTION GUIDE

The optimal resolution for any printed document always depends on the distance from the observer, but also on the quality of the physical medium and the level of detail that is sought and can be reproduced. Here is a brief guide to the resolutions you should use based on the distance the document will be seen from, regardless of its size:

300 DPI (MINIMUM): LESS THAN 1 M

150 DPI (MINIMUM): BETWEEN 1 M AND 2 M

120 DPI (MINIMUM): BETWEEN 2 M AND 5 M

72 DPI (MINIMUM): BETWEEN 5 M AND 10 M

36 DPI (MINIMUM): MORE THAN 10 M

These resolutions are the minimum recommended.
dpi = dots per inch

At any rate, remember this rule that applies in all situations:

+ RESOLUTION = - SIZE + DEFINITION

By increasing the resolution you will be able to reproduce smaller formats but they will have more definition.
For example, if we are reproducing an A4 document we will use a minimum resolution of 300 dpi since the optimum observer distance is less than 1 m.

- RESOLUTION = + SIZE - DEFINITION

By reducing the resolution you will be able to reproduce larger formats but they will have less definition.
For example, if we are reproducing a marquee for a business premises, we will use a minimum resolution of 72 dpi since the optimal observer distance is between 5 and 10 m.