

Photography Cropping Guide

Please allow a minimum of 20% of the photo's size on each side of the subject in your view finder. This space allows for flexibility when sizing and cropping the photo to fit your requested layout. The first row of photos in this guide shows the original photo submitted to NCI. The second row shows the same photo sized and placed in a book; the ghosted portion around the edge represents the unprintable section of the photo.



Shooting Better Digital Photos








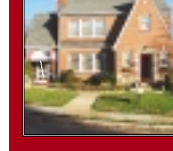




1. Know your final photo use (reference the chart on the reverse side of this card).
2. Set the camera to the correct camera quality setting (reference the chart on the reverse side of this card).
3. Never use wide-angle or fish-eye lenses; these lenses distort images and degrade quality.
4. Be sure the subject is properly lighted. Keep the sun behind you. Usually morning or evening is the best time of day to shoot outside.
5. Orient the photo in the view area to allow for the minimum 20% margin for cropping. Turn your camera 90° for vertical shots (reference the chart on the reverse side of this card).
6. If the camera is in manual mode:
 - Check your f-stop setting and shutter speed.
 - Your ISO setting should be left at 100 for optimum quality.
 - ISO setting can be used to compensate for lower light days, but it will affect picture quality (increase grain).
7. Focus and hold the camera steady or use a tripod or monopod.

Consult your camera's operator guide or visit the camera manufacturer's website for more information.



Digital Photography Reference

Camera Orientation →

Photo Use	Online	Small	Large	Digest Cover	Digest* (Full Bleed)	Digest Spread* or Magazine* (Full Bleed)
	 	 	 	 	 	 
	OK for internet; photo unprintable	OK for printed photos less than 3.5" x 2.33"	OK for printed photos between 3.5" x 2.33" and 6" x 4"	OK for TREB Covers	OK for printed backgrounds	OK for digest spreads or magazine covers
Minimum Pixel Count	288 x 192	540 x 360	1152 x 768	1536 x 1024	2048 x 1536	2272 x 1704
Preferred Pixel Count	288 x 192	540 x 360	1224 x 816	1800 x 1200	2272 x 1704	2272 x 1704
Camera Setting**	Small	Small	Medium	Large	Large 3MP Minimum 4MP Preferred	Largest 4MP Minimum
File Type	jpg	jpg	jpg	jpg	jpg	jpg
Photo Mode	RGB	RGB	RGB	RGB	RGB	RGB

* Available April 2003

** Some cameras may use different terminology for Camera Settings, such as Good, Better, Best, etc. Use the Minimum and Preferred Pixel count sections of this chart to help find the equivalent Camera Setting on your camera.

SCANNED IMAGES FOR



Printed photos scanned on a flatbed scanner should meet the following specifications before submission to The Real Estate Book:

Photo Use	Minimum Size (Width x Height)	DPI
Online	4" x 2.5"	72
TREB Small	2.5" x 1.75"	300
TREB Large	6" x 4"	300
Digest (Full Bleed)	6" x 9"	300
Spread (Full Bleed)	11" x 8.5"	300
Magazine (Full Bleed)	8.75" x 11"	300

Any SCANNED photo that is to print in The Real Estate Book should be saved at 300 Dots Per Inch. Scanning pre-cropped or trimmed photo prints may reduce visibility of the photo subject when placed in an ad.

Submit all scanned images:

Photo Mode = **RGB** File type = **jpg**