

Resolution for Print

Art & Design

How many pixels a print needs, at the distance it will be seen from.

Effective ppi at final size, not the number stated in the file.

Output	Target ppi	Viewed from
Art book, fine detail	300-400	30 cm
General print	300	30-50 cm
Poster	150-200	1-2 m
Large banner	72-100	3 m and up
Billboard	10-25	20 m and up
Screen	1x or 2x	varies

Effective resolution falls as you enlarge. A 300 ppi image placed at 200 per cent is a 150 ppi image on the page.