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## Topic: Two reasons not to use downloaded photos in your yearbook.

Recently a school called me and asked why Picture Placer would not let them place some photos they were going to use for a current page. I asked the adviser where they had gotten the pictures and was told that they “downloaded them off the web.” I then asked if they had the permission of the website to use those photos in their yearbook. They said, “No.” Lastly I asked how big the original photos had been on the website they downloaded them and was told, “They were about two inches by three inches and we want to enlarge them to four inches by six inches.”



Well, some of you already know my response. I gave that adviser two great reasons to not use those pictures. First, there is every chance that those photos are copyrighted. If that is the case, then under no circumstances should you use them. It would be breaking the law.

Second, a web photo has resolution of either 72 DPI or 96 DPI. We would love to have all your pictures be the size you want them to print in your book at 300 DPI. 266 DPI is acceptable but 300 is desired. Picture Placer will not place a two by three inch 72 DPI web



graphic in a photo box larger than about half an inch by half an inch. If we did, the photo would wind up pixilated. See what happened to this picture of the president when we grabbed it off the web and attempted to enlarge it? Well your yearbook is printed on a much higher resolution press than this newsletter so imagine how bad it will look.

So, since we know you don't want pixilated photos in your yearbook and we know you don't want to break the copyright laws, please don't try and place downloaded photos in your yearbook. ▲