

# TRAVEL ➡ SNAP CARDS

## RESOLUTION & FORMAT I



If your goal is to sell your travel photography then image resolution and format should be of particular importance to you. The format of an image file is the length and width. For example, the standard image format of an APS-C sensor is 3:2. If the picture produced is 6 inches long? It will be 4 inches wide. Every digital camera has a standard format. Some cameras have several options.

**PRINT SIZE: A5**  
14cm x 21cm /  
5.83" x 8.27"

### FORMATS



1:2 PANORAMIC



1:3 PANORAMIC



1:5 PANORAMIC

The more exotic you make your travel image format... the less likely it will be considered for use by a travel photo buyer, stick to standard formats.

### RESOLUTION

The sensor within your camera determines image resolution, if your iPhone 8+ is a 12-megapixel camera, it will produce an image resolution of 4000 x 3000 pixels.

If you look at the Metadata for a photograph, and it indicates that the camera was an iPhone 8+, but image resolution is listed as 12000 x 9000, you have now determined that the image file was "rezzed up".

Many photographers are guilty of this believing that the larger the file the better the image.

Nothing could be further from the truth. Increasing the resolution of your image file usually lowers the quality of the photograph.



### PRO TIP!

We don't ever recommend that you increase the resolution of any image created from a late model DSLR or mirrorless camera. The only time we would potentially increase the resolution of an image file is if it came from a smartphone camera.