

## PHOTO SELECTION GUIDELINES FOR BILLBOARD ART

1. **Size:** Photo size is measured in pixels and inches. In a Windows based photo viewer, right click, select *Properties*, then *Detail* tab to locate the pixel information. Divide the number of pixels for each the height and width of the image by 300 and you will have the size of the image in inches. One inch of photo size equals one foot of billboard size so you will know the photo's scalability in your layout. If you are unsure about any of these details, submit your image for a photo check and Meadow will provide an individualized recommendation.
2. **Resolution:** When taking photos, cameras should be set to the highest resolution possible, which is the setting that stores the fewest photos on the camera due to the large file size.
3. **Contrast:** Images and copy need to have strong separation for immediate impact. If a black and white photocopy of the picture looks good, the image should be suitable for a billboard.
4. **Stock Photos:** Customers can find high resolution stock photos at [www.thinkstockphotos.com](http://www.thinkstockphotos.com) . Meadow will acquire the photo for the customer's design. We ask customers to not source photo images from the internet. Photos copied from the internet are often small, low resolution images that do not expand to billboard scale. You also run the risk of violating copyright by using such images without permission.
5. **Composition:** Choose or take a photo with a distant background which will help the person or product stand out. Do not take photos of people next to buildings or objects. Choose a photo of a single object or person. If multiple people are necessary to the message, group them as a single dense unit and not spread out as individuals. Using a photo of a landscape or whole building is not recommended, instead use architectural details on the building or singular landscape features. Photos of food are particularly challenging because they will look different when viewed at a distance. If they must be used, keep food items simple and singular.