The Etsy IMAGE GUIDE

Checklist #2

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CHECKLIST #2

Print this out so you can have it handy!

1. MAKE 300 dpi FILES

☐ Make a **copy** of the image you want to modify.

☐ Rename like this: **TITLE-300-14x17.jpg** if it is for your art.

☐ If it is for a product, name it as **TITLE-300-8x10.jpg** in case one day someone wants to use it for print media, or if you decide to use it in a catalgue. This gives you the latitude to create a file of the size the media or the catalogue needs.

2. MAKE THE BIGGEST FILES

☐ Now open the renamed image.

☐ Go to **Photoshop > Image**

☐ Uncheck the Resample box.

☐ Change 72 dpi to 300 dpi.

☐ Choose the 14" wide and 17" tall.

☐ If you want to modify the size, unclick the Resample box, and then enter the sizes you want. Hit OK.

3. MAKE the NEXT BIG FILES

☐ Keep the image you just modified open.

☐ Save it as the next size down, like **TITLE-300-11x14.jpg**

☐ Go to **Photoshop > Image**

☐ DO NOT uncheck the Resample box.

☐ Keep 300 dpi.
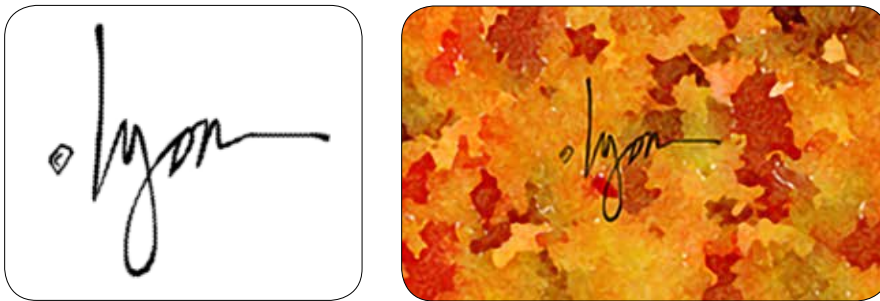
☐ Fill in the size fields.

☐ Hit OK.

4. SIGN YOUR IMAGE!

☐ Sign your name on a piece of paper the way you would sign your art.

☐ Scan it.

☐ Open the file.

☐ Use the select tool to only select the lines of the signature.

☐ Paste it into your art image.

☐ **Flatten** the image.

☐ **Hit save.**

Sorry - I forgot to put this into the Guide! So here it is.

It's not obvious here, but in the left image, the signature is surrounded by Photoshop's little selection dashes.

If you're not familiar with Photoshop, the little dashes mean you have selected the area within the dashes.

On the right, the name has been placed over the image on the right or left bottom corner.

RINSE & REPEAT: Keep going down in width and height until you reach the last size you want to create.

Normally, 8" x 10" at 300 dpi will be small enough for the 300 dpi images you'll need. Keep going if you need other sizes.

Since your signature will already be on the image, you don't need to reppeat that part.

5. MAKE A PRINT MEDIA-READY IMAGE

☐ Keep the image you just modified open.

☐ Save and rename it as **TITLE-6W-PRINT.jpg**

☐ Go to **Photoshop > Image**

☐ DO NOT uncheck the Resample box.

☐ Change it to 72 dpi.

☐ Fill in the size fields with a width of 432 px.

☐ Hit OK.

☐ Hit save.

Now you have a 300 dpi image file for the print media. Most newspapers and magazines want images at least 6" wide.

6. MAKE the MAIN 72 dpi FILE

☐ Keep the image you just modified open.

☐ Save and rename it as your primary 72 dpi image, like this: **TITLE-72-1K.jpg**

☐ Go to **Photoshop > Image**

- [ ] DO **NOT** uncheck the Resample box.

- [ ] Change it to 72 dpi.

- [ ] Fill in the size fields.

- [ ] Hit OK.

- [ ] Hit save.

7. MAKE the PINTEREST FILE

- [ ] Keep the image you just modified open.

- [ ] Save and rename it as **TITLE-72-PINT.jpg**

- [ ] Go to **Photoshop > Image**

- [ ] DO **NOT** uncheck the Resample box.

- [ ] Keep 72 dpi.

- [ ] Fill in the size fields as 735 px wide. Let it default to a proportionate height.

- [ ] Hit OK.

- [ ] Hit save.

8. SIZE A FILE for YOUR WEBSITE

☐ Keep the image you just modified open.

☐ Save and rename it as **TITLE-72-WEBSITE.jpg**

☐ Go to **Photoshop > Image**

☐ DO NOT uncheck the Resample box.

☐ Keep 72 dpi.

☐ Fill in the size fields. You want a maximum size that fits the width according to whatever your website requires. Let it default to a proportionate height.

☐ Hit OK.

☐ Hit save.

9. MAKE A THUMBNAIL FILE for YOUR WEBSITE

☐ Keep the image you just modified open.

☐ Save and rename it as **TITLE-72-WEBSITE-TH.jpg**

☐ Go to **Photoshop > Image**

☐ DO NOT uncheck the Resample box.

☐ Keep 72 dpi.

☐ Fill in the size fields. Usually a thumbnail image is no more than 250 px wide. Again, the height will default.

☐ Hit OK.

☐ Hit save.

Now you have all the image files you'll need not only for Etsy, but for your cross-platform marketing.

You can use the 300 dpi images for your downloadable digital art pdfs, for sending to your printer, for making cards, brochures, business cards, for magazines and newspapers, and for inclusion in a book.

You have your 72 dpi images for Etsy and social media, to use on Pinterest, and for your website.

Your files are prepared!