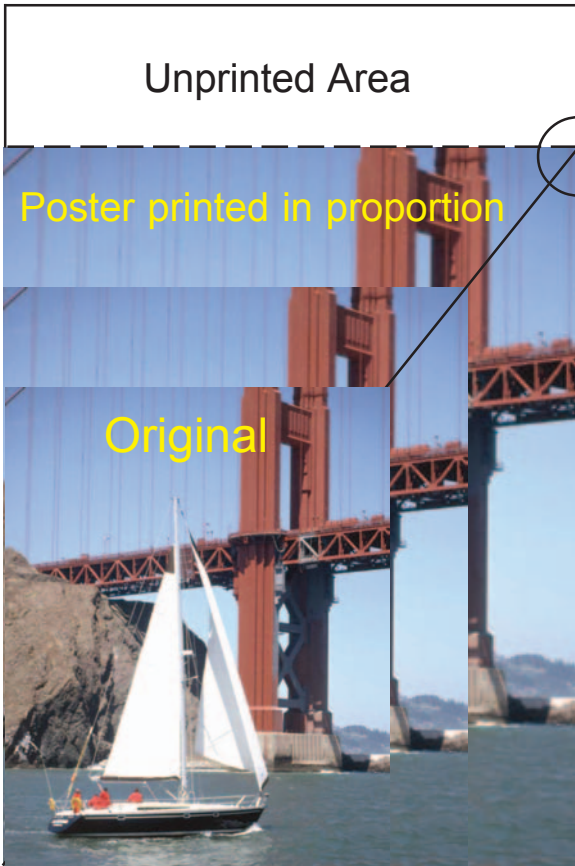


Understanding Proportion and Cropping

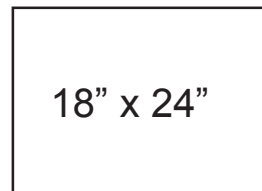


Original does not enlarge to the full length of poster.

What you see through the view finder in your camera or what you view on your monitor may not be the same proportion as the poster you desire.

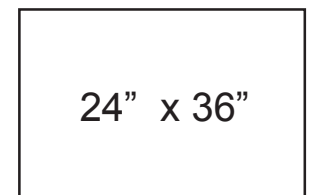
Stretching distorts the image. We do not “stretch” your image to fit the poster size.

Ratio is the relationship between the length and width of a rectangle



1

1.33



1

1.5

Example for 18" x 24" length is 1.33 x the width.

Below are options to make your image fit the desired poster.

Options for Fitting an Image Into a Specific Size Poster or Frame

Printing is within 1/8" of the edges of the paper.

- A. Crop photo to proportion and enlarge to full size.



Image Supplied



Cropped Image



Printed Poster

- B. Crop off edge and enlarge.



Image Supplied



Cropped Image



Printed Poster

- C. Trim sides and enlarge to full length.



Image Supplied



Cropped Image



Printed Poster

- D. Enlarge to full width, height will be shorter than 36. Add white border at top and bottom to fill out length of poster.



Original Image

Printed to 1/8" of the edges



Printed Poster

- E. Print picture smaller than poster size. Center image in white border for mat effect.



Original Image



Printed Poster

Which one do you prefer?

Please indicate your preference in the “cropping” selection. These options allow you to fit your photo onto a 24” x 36” poster, which will then fit into a standard 24” x 36” poster frame. If the poster is not going to be framed, having it off size is not that critical.