

The resolution

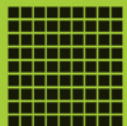
# size matters

**DPI, PPI, Size, Resolution got you a little confused? Here's a very simple explanation to help you understand Resolution & Print vs Web images.**

When it comes to images, bigger is better, because you can go down in size, but not up, without losing quality.



**DPI:** Dots per inch. The number of dots in a printed inch. The more dots the higher the quality of the print - **300dpi** is the industry standard.



**PPI:** Pixels per inch. Most commonly used to describe the pixel density of a screen (computer monitor, smartphone, etc...) but can also refer to the pixel density of a digital image. As monitor sizes and resolutions increase they will be capable of displaying much higher PPI quality imagery, but for now **72ppi** seems to be the rule of thumb.

## What about screen resolution?

The image on your computer screen is built up from thousands or millions of pixels. The screen creates the image you see by changing the colours of these tiny square elements.

The screen resolution tells you how many pixels your screen can display horizontally and vertically. It's written in the form 1024 x 768. In this example, the screen can show 1,024 pixels horizontally, and 768 vertically.

## Responsive web design...

Responsive web design has been around for some time, though it is becoming increasingly important for websites to not only scale down to look acceptable at such screen sizes but to have a tailored approach that delivers a thoroughly optimised experience for the needs of a mobile user.

Web sites have to be fluid and flexible, providing a consistent and accessible experience across the many variations of devices and screen resolutions, from the smallest smartphones up to large desktop retina monitors.

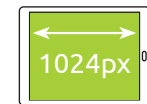
Up to 480px



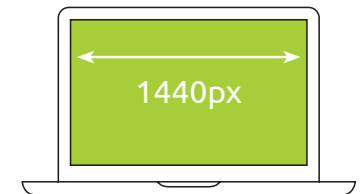
Mobile



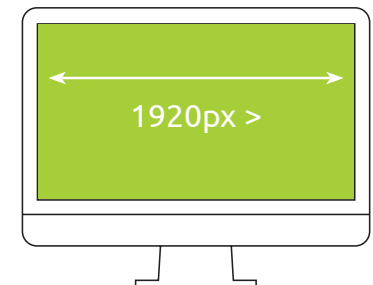
Tablet - Portrait



Tablet - Landscape



Laptop



Desktop