



Viking Magazine: DISTRICT HAPPENINGS PHOTO GUIDE



SUBMITTING YOUR PHOTOS TO THE DISTRICT HAPPENINGS SECTION

Viking's District Happenings section is the perfect place to showcase your lodge, so why not take full advantage of this prime 8-page space in our organization's much beloved publication? Here are some helpful guidelines for the submission process to get you started.

SENDING PHOTOS

Send your photographs to your lodge publicity director who will forward them to your district publicity director. In the event that your lodge does not have a lodge publicity director, please send submissions directly to the district publicity director via mail or email. Contact information for the district publicity directors can be found on the corresponding district page of *Viking Magazine*.

Each month, the district publicity director selects four of the best photos and submits them to Sons of Norway Headquarters so that they may be edited and sent to the magazine publisher. Since *Viking* is assembled two months in advance, it is generally timelier to email photo submissions and caption information. Emailed photo submissions should be sent as attachments. Photos may also be submitted in hard copy via postal mail as long as they **reflect the same quality as professionally processed photos**. Photo submission forms can be found in the member resources section of the Sons of Norway website for download. Several of the forms are available in editable PDF format, which is very easy to fill out, save and email.

PHOTO CRITERIA

- Digital photos must have a resolution of 300 dpi (dots per inch) or greater with no visible pixelation or blur and be at least 3"x 5" in physical size. High resolution images will always be a larger file size, often several hundred kilobytes (KB) or from one to ten megabytes (MB) and up.

- Printed photos must be a minimum of 3"x 5" in physical size and reflect the same quality as professionally processed photos. There can be no visible ink dots, stripes or patterns in the image from the printing process. Please do not write caption information on the back of the photograph as the pen pressure can damage the print. Newspaper clippings cannot be used under any circumstances. It is also important to look for clarity and detail in your printed photo. If the photo looks blurry or grainy it likely cannot be used. If you are unsure about the quality of your print, email the original digital file to your district publicity director, as it is possible that the digital file can be used instead.

- The photo must contain Sons of Norway members and caption information must relate directly to the content of the photograph.

- Photos of inanimate objects (handicrafts, food items, murals, etc.) will not be used.

- Photos must be visually interesting, well lit, and of good composition. It is best to avoid photos containing distracting items in the foreground (such as heads, chairs, backs of people obscuring the view of the subject) and photos taken in dim lighting conditions.

- Composite images of two or more separate photographs or images that have been obviously digitally altered using editing software such as Photoshop will not be used.

- Awkwardly composed or cropped images will not be used.

RESOLUTION

Resolution refers to the electronic pixels or dots of ink that comprise a picture, whether in printed format or viewed on screen. Much like colored tiles in a large mosaic, pixels are the individual pieces of information that create a larger digital image. The greater the number of pixels present in a photograph, the higher quality the image will be. Computer monitors display significantly fewer of these “dots” per inch than a printer, for this reason, a low resolution photo may look good on screen, but grainy and pixelated once printed.

Measuring Resolution

Without using photo-editing software, the easiest way to gauge the resolution of your image is to determine the pixel dimensions of your photo.

PC users: Locate where the image file is stored on your computer hard drive (desktop, my pictures, etc.) Once you see the icon representing the image file, right-click on it and select “Properties” and then “Summary.” The information that you are looking for are the pixel dimensions. As a general rule, the larger the pixel dimensions, the better the quality of the photo. The chart below includes some sample pixel dimensions as well as their corresponding print sizes at the required resolution for Viking Magazine.

MAC users: Locate the stored image on your computer (desktop, pictures, etc.). Select/highlight the image file and hit the command key and “I” key. An information box with drop down menus will pop up that contains details about the image. Select the “More Info” tab and note the values given for “dimensions.” These numbers indicate the pixel dimensions of the photo. Ideally, a photo’s pixel dimensions will be a minimum of 1500 x 900 and larger.

For example, if a photo has pixel dimensions of 253 x 360 it will yield only a .84” x 1.2” photo at the required 300 dpi (dots per inch) resolution required for Viking magazine. Dividing each of the pixel dimensions by 300 (the desired minimum resolution) will determine the maximum print size of the photo. In this case, the example photo falls well below Viking magazine criteria.

SAMPLE PIXEL DIMENSIONS

Pixel Dimensions	Megapixels	Maximum Print size at 300 dpi	Can it be used in the magazine?*
640 x 480	.3	2.1” x 1.6”	no
1020 x 750	.7	3.4” x 2.5”	no
1500 x 900	1.3	5.0” x 3.0”	yes
2048 x 1536	3.1	6.8” x 5.1”	yes
2464 x 1632	4	8.2” x 5.4”	yes

*It is possible for an image to have large pixel dimensions but still be of insufficient quality for the publication due to poor photographic conditions at the time the image was taken or due to modifications made by editing software or scanning.



Low resolution image example: Photo is pixelated and details are unclear.



High resolution image example: No visible pixelation or blur and details are crisp and clear.

BEST PRACTICES

Always be sure to set your digital camera to the highest possible photo quality setting. High resolution photos will use more space on your memory card, but adjusting this setting will help ensure that the photo will be of sufficient resolution for publication. It is not possible to add resolution to a photo once it is taken. The camera’s settings as well as photographic conditions at the time the photo was taken determine the quality of the photo. Consult your camera’s user guide for further details on how to change these settings.

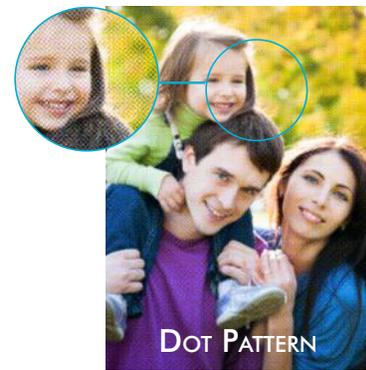
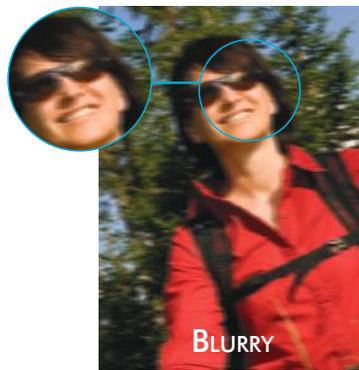
Photos obtained from the Internet or social media sites like Facebook usually do not reflect the image quality needed for printing in the magazine. Images obtained from the Internet are often smaller in physical size and resolution in order to allow for faster web page loading. These images typically do not meet the size and resolution criteria for Viking. If you can, try to locate the original unaltered digital file from the camera on your computer and submit that image instead.

❑ When emailing a photo from a tablet or smart phone, be sure to send the largest possible file size offered. Be advised that sending a larger image file will likely require additional bandwidth/data.

❑ To send digital photos, manually attach them to your email draft via the attachment button (often denoted by a paperclip icon) in your email program. Photo management programs like Picasa do have features that will email or share your photos, however it is recommended that you do not email photos in this manner as these types of programs could automatically compress your images, reducing the quality, without your knowledge.

❑ Scanning and emailing a printed photo will not improve the quality or resolution. Scanners can only replicate the detail that is already present in your original image, not improve upon it. A high resolution scan of a low quality image will yield deceptive results since pixel dimensions will improve but the actual quality of the photograph will not.

POOR PHOTO QUALITY EXAMPLES:



POOR SUBJECT MATTER EXAMPLES:

