

Understanding image dimensions is crucial to prevent issues like pixelation, distortion, or incorrect display on different platforms .

Here's a guide to standard image sizes for various applications:

Standard Image Sizes for Print

- 4 x 6 inches: This common size has a 3:2 aspect ratio and requires 1200 x 1800 pixels for best quality. Ideal for framed photos, greetings cards, and postcards¹.
- 5 x 7 inches: Use a 3.5:2.5 ratio, with a pixel size of 1500 x 2100 for optimal printing¹.
- 8 x 10 inches: A 5:4 aspect ratio is recommended, and the image should be 2400 x 3000 pixels¹.
- 8.5 x 11 inches: Use a 4:3 aspect ratio and resize the image to 3400 x 4400 pixels¹.
- 12 x 18 inches: A 3:2 aspect ratio and a pixel size of 3600 x 5400 pixels are recommended¹.
- 18 x 24 inches: For this larger print size, the image should be 5400 x 7200 pixels with a 3:4 aspect ratio¹.
- 24 x 36 inches: For an extra-large print, use 7200 x 10800 pixels and a 3:2 aspect ratio¹.

Standard Image Sizes for Web

- HD Quality: 1280 x 720 pixels, using a 16:9 aspect ratio
- 4K Quality: 3840 x 2160 pixels
- 8K Quality: 7680 x 4320 pixels

Website Image Dimensions for Desktop and Mobile

Website Image Type	Desktop Image Dimensions (W x H)	Mobile Image Dimensions (W x H)	Recommended Aspect Ratio
Background image	2560 x 1400 pixels	360 x 640 pixels	16:9

Hero image	1280 x 720 pixels	360 x 200 pixels	16:9
Website banner	1200 x 400 pixels	360 x 120 pixels	3:1
Blog image	1200 x 800 pixels	360 x 240 pixels	3:2
Logo (rectangle)	400 x 100 pixels	160 x 40 pixels	4:1
Logo (square)	100 x 100 pixels	60 x 60 pixels	1:1
Favicon	16 x 16 pixels	16 x 16 pixels	1:1
Social media icons	32 x 32 pixels	48 x 48 pixels	1:1
Lightbox images (full screen)	1920 x 1080 pixels	360 x 640 pixels	16:9
Thumbnail image	300 x 300 pixels	90 x 90 pixels	1:1

These are suggested sizes and may require adjustments depending on the responsiveness of the website design.

Social Media Image Sizes

Different social media platforms have unique image size requirements. Here are some guidelines:

- **Facebook:** The recommended dimension for a cover photo is 851 x 315 pixels⁷. Facebook states that the minimum image size should be “30,000

pixels in any dimension, and less than 135,000,000 pixels in total size,” with a 2:1 aspect ratio

- Instagram:
- Profile pictures are displayed at 110 x 100 pixels but are stored at 320 x 320 pixels
- Instagram post sizes (feed photos):
- Landscape: 1080 x 566 pixels
- Portrait: 1080 x 1350 pixels
- Square: 1080 x 1080 pixels
- Stories: 1080 x 1920 pixels
- TikTok: A profile photo should be 170 x 170 pixels

Additional Tips

- Thumbnails: If a thumbnail appears in a single column on a mobile device, the width should be about 320px
- Banners: A 3:1 aspect ratio is recommended for banner images⁴.

By using the correct image dimensions, you can ensure that your images are displayed correctly and look their best