

A Question of Proportions, or, "is it gonna crop my image?"

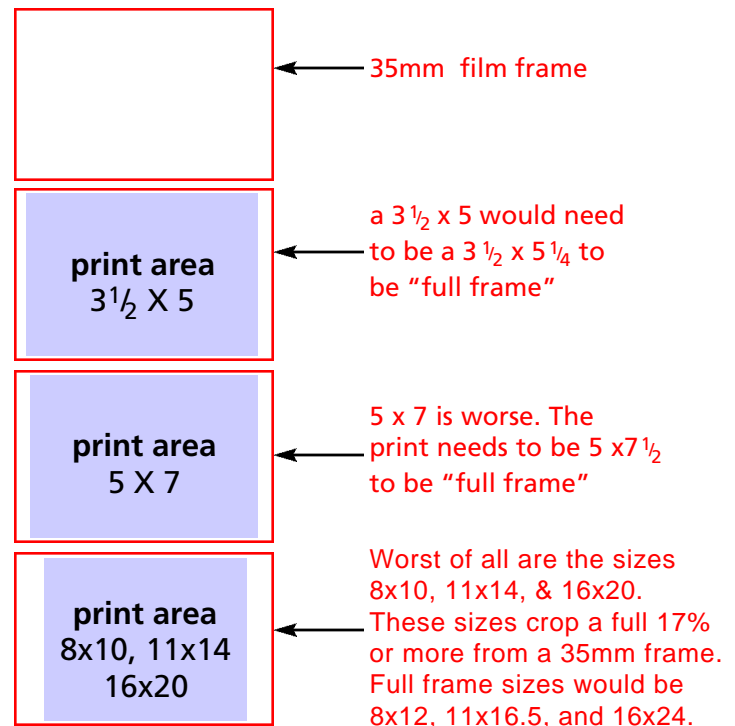
Did you know?

In 1914 Oskar Barnack, the inventor of the Leica, combined two standard frames from 35mm motion picture film and thus created the 24x36mm format that is still the standard for the 35mm frame size we use today. This results in a image that is proportioned 2 X 3.

But did you also know?

Most standard print sizes do not match this proportion. Standard print sizes are, 3.5 X 5 inches, 5 X 7 inches, 8 X 10 inches, 11 X 14 inches, and 16 X 20 inches. These standards evolved during the late 1800's and early 1900's and were based on medium and large format sheet films. This means that you cannot print from a 35mm film to any traditional, standard size print without cropping some of the image.

In the early 1980's Photo Craft introduced two new formats to solve the problem of format incompatibility. The 4X6 and 8X12 sizes were designed to match the frame proportions of the 35mm film. The 4X6 caught on and now you can buy small frames and albums that specifically fit the 4X6. Unfortunately, the 8X12, while still a standard print size at Photo Craft and many other specialty labs, has not caught on as a standard amongst the mass merchandizers. This year Photo Craft introduced 10X15 as a standard size for machine prints and 5X7 1/2 inch machine prints are available by special request.



Then Came digital Cameras!

While some manufacturers copied the standard 35mm frame format, many went to a new proportion, that is the same as TV screen. This format doesn't print a 4x6 or a 3.5x5. Rather, it prints a 4x5.33. This new format doesn't match any standard print, album or frame size. It is a little closer to 5x7 and 11x14 than the 35mm frame format.

The important thing to know is that we default to the 4x6 format when you order prints from digital camera files, which will result in some cropping of your image. To avoid this request "No Cropping" which will result in an image that does not fill the paper, but has borders on two sides. You can also order "No Cropping with Borders" and you will get a print with borders on all four sides.

Also important to keep in mind is that machine printers always crop a little off all around the frame (film or digital file). While better than most, the machine print systems at Photo Craft still crop about 2% all around to compensate for the fact that all frames are not exactly alike.

For absolute full frame printing you must ask for "CUSTOM" printing and specify "Absolute Full Frame".

Photo Craft Imaging, on the web at www.pcraft.com