DIGITALNZ
Ā-TIHI O AOTEAROA

Good practice standards for digital content creation: still pictures and text

1. Digital image scanning

In order to create digital objects that are accurate copies of an original and able to be re-purposed, good practice is to create a digital master, akin to a negative. Copies for specific purposes can then be made from the master.

Scanning black and white images and text in full colour allows tinting, discolouration and any markings on the image to be more clearly visible, while improving the dynamic range of greys available for revealing detail. The exception to this is text scanned solely for the purpose of OCR (Optical Character Recognition) software, where the visual fidelity of the original may not be critical. In this circumstance, the software's recommended settings can be followed.

	Safe (Basic)	Optimal (Intermediate)	Leading (Advanced)
Bit depth	24-bit RGB (8-bit per channel)	48-bit RGB (16-bit per channel)	48-bit RGB (16-bit per channel)
Capture Format	Uncompressed TIFF	Uncompressed TIFF	Uncompressed JPEG2000
Colour space	Adobe 1998 (colour)	Adobe 1998 (colour)	Adobe 1998 (colour)
Capture Resolution	Origin dependant*	Origin dependant*	Origin dependant*

* see separate table for recommended resolutions

2. Digital photography

The output from a digital camera is dependent on its capabilities. Generally wherever possible the camera's highest settings should be used to capture as much detail and colour information as possible. If a camera does not support raw

image output, the highest detail setting for JPEG is the safest alternative for creating an image that can be re-purposed.

	Safe (Basic)	Optimal (Intermediate)	Leading (Advanced)
Bit depth	24-bit RGB (8-bit per channel)	24-bit RGB (8-bit per channel)	24-bit RGB (8-bit per channel)
Capture Format	Full resolution JPEG (Fine or Superfine setting)	Camera RAW	Adobe DNG
Colour space	sRGB	Adobe 1998 (colour)	Adobe 1998 (colour)
Capture Resolution	Minimum of 5 megapixels	Minimum of 8 megapixels	Minimum of 10 megapixels