

Final Image Output & Delivery Guide

Preparing your finished Lightroom photograph for social media, web, print, video, and digital display

Robert Herb Photography



Finish the photograph first. Then prepare a delivery version for where it is going.

Destination	Recommended Delivery Target	File	Color	Output Sharpening	Key Note
Instagram / Facebook	IG portrait: 1080 x 1350 (4:5) Square: 1080 x 1080 (1:1) FB feed: same practical targets	JPEG	sRGB	Screen, Standard	Use a separate social crop when the master composition needs protection.
X	1600 x 900 (16:9) as a strong working target Retain other compositions when appropriate	JPEG or PNG	sRGB	Screen, Standard	X does not require one normal-photo size. Size for the image and display.
Website / Blog	1600 px long edge unless your site requires something different	JPEG	sRGB	Screen, Standard	Optimize for actual display size and page loading, not maximum resolution.
Video / Slideshow	HD: 1920 x 1080 4K: 3840 x 2160 Standard frame: 16:9	JPEG or PNG	sRGB	Screen, Standard	Match the project frame before exporting the file.
Print	No universal pixel dimension Size for the final print and lab or printer requirements	JPEG or TIFF	Lab or printer profile	Matte Paper or Glossy Paper	Follow the printer or lab specifications for important prints.
Other Digital Display	Match the display native aspect ratio and pixel dimensions when possible	JPEG or PNG	sRGB unless specified	Screen, Standard	Check display, competition, or presentation rules before exporting.

Use these as practical delivery targets. Always follow platform, lab, competition, or client requirements when they differ.
Finish the photograph first. Prepare the delivery version second.

Preparing the Finished Photograph

One master edit can have several delivery versions

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One master edit. Multiple destinations. Appropriate preparation for each.

Finished Master Edit

Social Version

Website Version

Print Version

Video / Display

1. Crop for the Destination

Protect the master composition. Create a separate crop when a platform requires a different shape.

2. Size for Actual Use

Export for the real display or print requirement. Maximum resolution is not automatically better.

3. Choose Format and Color

For most web and social uses, JPEG and sRGB are safest unless the destination specifies otherwise.

4. Sharpen for Output

Develop sharpening prepares the photograph. Output sharpening prepares the delivery file.

5. Treat Print Differently

Print size, paper, lab profile, resolution, and sharpening can all change the final file.

6. Do a Final Delivery Check

Confirm crop, dimensions, format, color, sharpening, edge distractions, viewing size, and filename.

Final Reminder

Your personal visual style belongs in the finished photograph. The destination determines how that finished photograph is prepared for delivery.

Do not redesign the photograph for every destination. Prepare the finished photograph appropriately for each destination.