

ABSTRACT

An image forming apparatus comprising: a recording head having a nozzle configured to eject a liquid drop of recording liquid so as to form an image on the recording-medium with a liquid drop ejected from the nozzle of the recording head; a conveyer configured to electrostatically hold and convey a recording-medium by a charge provided to the conveyer; and a cleaning device configured to clean a nozzle face of the recording head based on a tolerance threshold value of contamination of the nozzle face generated by the ejection of a liquid drop and the number of liquid drops ejected from the recording head for image formation.