

# Preparing Images for the Web with Photoshop

The Web is an inherently visual medium. Unfortunately images can greatly increase the time it takes to download and open Web pages. This tutorial will show you how to use some of the basic features of Adobe Photoshop to prepare images for use on the Web by cropping, reducing the file size, and saving for the Web.

## Optimum Specifications for Web Images:

- Resolution: 72 dpi
- File format: JPEG (for photos), GIF (for graphics), or PNG
- Image size: The smaller the better; generally less than half a screen (320 x 240 pixels)
- Compression: As much as possible while retaining quality (The level of compression is fixed for GIF's)

### 1. Open an image in Adobe Photoshop.

Boot up the Adobe Photoshop program. Pull down the File Menu to Open and navigate to the image you wish to open, and click the Open button to open it.

### 2. Crop the Image to the Desired Area.

Often a photo captures more of a scene than you want to appear in the final image. You can use the Crop Tool in Photoshop to reduce the area of the image. Make sure that the Tools Window (shown to the left) is visible. (To make it appear, go to the Window menu and select Show Tools. Select the Crop Tool (third down on the left).

Move the cursor to the upper left corner of the area you would like to select. When you click on the image and hold the button down while moving the mouse to the right, a dashed box will appear. Drag this box down and to the right to include the region you want to select and then release the mouse button. You can move or resize this selection if necessary. When it includes the region you want, hit the enter/return key to crop the image.

### 3. Adjust the Brightness/Contrast and Color Correct.

Sometimes the photo is too dark or the contrast or color is just a little off. You can let Photoshop auto correct these settings or manually adjust them yourself. Pull down the Image Menu and select Adjustments... At this point you can select the Auto Levels, Auto



Colors, or Auto Contrasts from the sub-menu and let Photoshop adjust your photo. These adjustments are all un-doable, if you are unsatisfied with the results. Or you can manually adjust the settings by selecting the appropriate sub-menu item. Be forewarned about doing too much adjusting, as it is easy to end up with a washed-out or over-corrected photo. If that happens, just close the file and don't save the changes. Once you are satisfied with your adjustments, click ok to save your changes to your image.

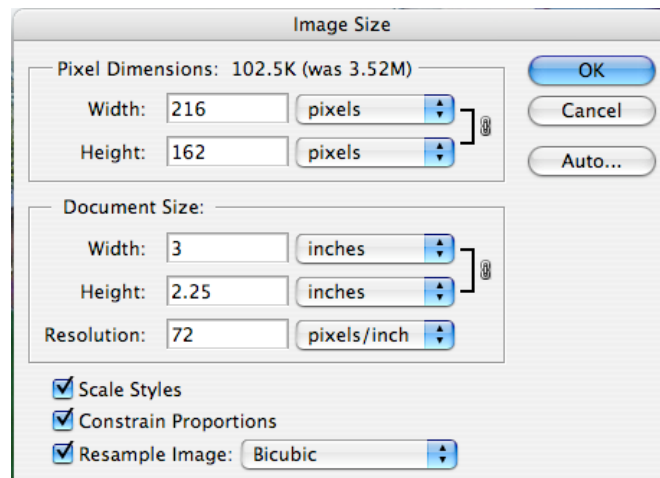
#### 4. **Resize the Image and Set the Resolution.**

Next, change the size of the picture and set it to match the resolution (number of pixels per inch) of the computer monitor. To preview how the image will actually appear, choose View/Actual Pixels. Expand the image window if necessary.

To resize the image, go to the Image menu and select Image Size...

Make sure the

Constrain Proportions, Scale Styles, and Resample Image buttons are checked. *Note the current image file size shown at the top of the dialog box.* Change the Resolution to 72 pixels/inch. In the box titled "Document Size" change the Width of the image to the desired size in inches. Note how the height changes automatically. *Note also how much the size of the image file has decreased.*



When you've made these changes, click OK to resize the image. If the image isn't the size you want, you can always undo the changes you've made and redo it.

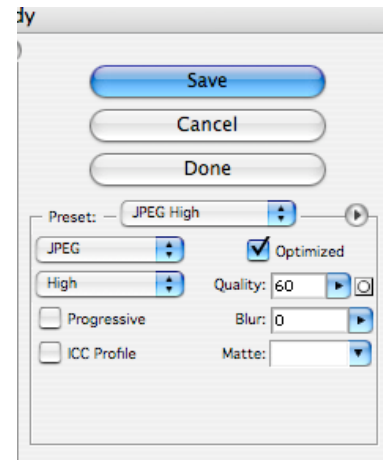
#### 5. **Compress and Save for the Web.**

Now that you've focused in on the desired region of your original image, resized it, and optimized its resolution for display on a computer screen, there's one other thing you can do to decrease its file size before saving it for use on the Web. You can compress the image to remove extra information while still preserving most or all of its quality. Then you'll save it in a JPEG or GIF file format.

To save your image for the Web, go to the File menu and select Save for the Web. The Save for the Web dialogue box pops up with a preview of your optimized image.

### JPEG Options:

For JPEG files, try adjusting the image quality. The lower the quality, the smaller the file size will be. Start with the maximum quality and reduce the image quality until just before you notice a difference in the image.

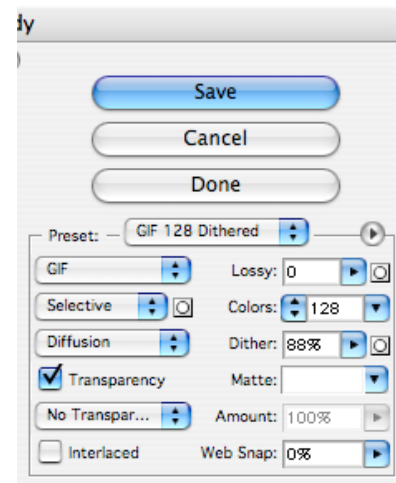


### GIF Options:

For GIF files, try reducing the number of colors. The fewer colors you use, the smaller the file size will be. Start with 256 colors, and reduce the number of colors until just before you notice a difference in the image.

When you have finished adjusting the image compression, click the Save button.

In the Save Optimized As dialogue box, browse to the images folder in your www-docs folder in your home directory where you will save the image. Enter a short name (8 characters or less, all lower case, no symbols or spaces) for your image. Make sure that the file type in the Save As box is set to .jpg for photos or .gif for graphics.



Click Save to save your image.