



OPTIMIZING WEB PHOTOS

Photoshop greatly simplifies preparing images for the Web, a process it calls **optimizing**. Both JPEG and PNG formats compress files which reduces their file sizes so they download faster and display faster. This compression also results in some loss of quality. Optimizing means finding the balance between acceptable quality and the smallest possible memory size.

OPTIMIZING IN PHOTOSHOP

When you have done all Photoshop editing, File menu > Export > Export As. This opens the Export As dialog box, as shown below.

File Settings: For photographs (continuous tone), it is best to use JPG format. You can set the quality of the JPG compression in top right of the screen; the higher the percentage, the larger the file, which means the slower the display. For our class, we recommend a percentage of 75 percent.

Image Size: In the middle section of the panel on the right side, set the width at 2000px (pixels) for landscape images, or set the height to 2000px for portrait images. In some cases, you may not be able to resize the image to exactly these dimensions, but it will be within a pixel.

*In C226, we want you to make all your images **2000 pixels** at their longest dimension (width or height).*

The Canvas Size can also be changed, which can either crop the image or add white (empty) pixels. For our class, we do not need to adjust the values here.

Click the “**Export All...**” button in the lower right. When the Save window opens, create a new “optimized” folder on your Desktop, and save the resized file there.

Exporting your files in this way will allow you to save a second version of your images without changing the originals. This is important because you will need the higher-resolution images for your magazine design project in C226.





HTML pages require images to be in supported formats. For continuous tone — i.e. photographs — we recommend saving your files in JPEG format. The Canon 80D cameras will save files this way as you shoot them.

Save graphic elements—banners, buttons, drawings, etc. — created with Photoshop or Illustrator — as PNG files, using the PNG-24 setting. PNG is needed when you have images that use transparency, such as cut-outs.

CHANGING IMAGE SIZE

You can change the size of an image without the Export As panel. Simply open the image in Photoshop, and pull down Image to Image Size. Change the longest dimension to 2000 pixels. Save the file to “high” JPEG quality, but be sure the image is smaller than 2MB.

Be sure to *save a copy* of your file for use on the site, retaining the original image!



In the Graphic Design unit, you will use your photos to create two magazine spreads.

When you optimize your photos for the Web, you are reducing their resolution, or quality, greatly. For example, our example image decreased from 2.15 Megabytes to 300 Kilobytes. The photos look fine on the Web at this resolution, *but they will pixelate or look blurry in your magazine design.*

ESSENTIAL

You must keep your original photos at their full size. Do any editing that you wish in Photoshop. Then make copies of all the photos you plan to use in a separate folder. Optimize those photos, NOT your originals.

SUGGESTION

 The easiest process is to create a new folder on your Desktop. Name it Edited Photos. Open it as a browser. Then, **holding down the Option Key**, drag the photos you plan to use from the original folder into this new folder. When you see the Green Circle with the Plus Sign, that indicates you're making a copy. Before you start to optimize, double check that you have all the photos you plan to use in your slideshow in both the Original *and* Edited Photos folder.