

**Why Is My Picture So BIG ?  
Optimizing Graphics for the Web**

**Using Photoshop CS**



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**Course Objectives:**

- A. Open images into Photoshop
- B. Identify the various formats of images
- C. Identify appropriate image formats for the Web
- D. Set the physical size and resolution of an image
- E. Adjust settings (color, contrast) of the image
- F. Crop the image in ways to make a strong composition
- G. Optimize the image for the Web
- H. Save optimized image
- I. Automate a task
- J. Create a photo album for the web

**A) Three ways to bring images into Photoshop:**

- 1. Download an image from the web – right mouse click & save as...
- 2. Import a photo from a digital camera  
 You can import images from your digital camera using TWAIN drivers, or using Windows Image Acquisition (WIA) if you're using a PC. Once images are opened in Photoshop you can edit them.
- C. Capturing the computer screen – printscreen or alt + printscreen

**B) Determine the format of the image**

Learn what the most popularly used formats have as their extensions.  
 Use extensions on your images when sending them to other people.

- .psd = Photoshop document
- .tiff = tagged image file format
- .bmp – bitmap / Windows
- .pct or .pict = picture / Macintosh
- .clp = windows clipart
- .fpx = Kodak’s FlashPic
- .psp = Paint Shop Pro format
- RAW = unencoded image format

### **C) Identify appropriate image formats for the Web**

**Know the Web Formats:**

.gif = graphic interchange format

.jpg = joint photographic experts group

.png = portable network graphics

.swf = shockwave flash

### **D) Set the physical size and resolution of an image**

\*Note the difference between looking at the file size vs. height & width

To view the actual size of the image, click on menu bar 'image' and then 'image size'

This will allow you to view and change the pixel dimensions as well as document size.

### **E) Adjust setting (color, contrast) of the image**

To adjust the settings of the image:

Click main menu bar 'image' and then 'adjustments'

There are several settings that you can view and change.

The most common is 'Auto Levels' which will allow Photoshop to make automatic adjustments to brightness/contrast levels.

If you would like to view and change these levels manually, choose 'Brightness/Contrast' from the image, adjustments selections.

This will bring up a dialog box with a slider to allow you to instantly see what changes you make look like for the image.

### **F) Crop the image to make a strong composition**

Using the crop tool on the tool palette to the left of our working window, you can select the area of the image you wish to keep. Once you have the selection centered to your satisfaction, just hit the enter key and it will crop the image.

### **G) Optimize the image for the Web**

When you save an image for the Web, you must balance maintaining image quality with minimizing file size and thus download time. The Save for Web dialog box lets you preview different optimization settings. Each preview includes file size and estimated download time. Thus, without altering the original image, you can see the results of various settings and choose the setting that best meets your needs.

1. Choose File > Save for Web.
2. In the Save for Web dialog box, click the 4-Up tab. The dialog box displays the original image and three previews using different optimization settings.

3. Click a preview to select it, and then choose a file format preset from the Preset pop-up menu to see the difference in quality. Repeat as needed for each preview. Choose presets based on the file format appropriate for your image:
  - JPEG for continuous tone images, such as photographs. JPEG compression preserves a broad range of color and subtle variations in brightness, but does not support transparency.
  - GIF for animations, solid-color images, and images with repetitive color, such as line art and logos. GIF supports transparency.
  - PNG-8 for solid-color images with sharp detail. Note that many older browsers do not support the PNG format.
  - PNG-24 for continuous tone images, such as photographs. PNG-24 preserves transparency, a broad range of color, and subtle variations in brightness. Note that many older browsers do not support the PNG format.
4. Choose 200% from the zoom pop-up menu at the bottom left corner of the dialog box. Zooming in lets you examine the detail in each of the previews.
5. If you want to compare other areas of the image, click the Hand tool (on the upper left side of the dialog box) and drag the image. All the previews move together.

## H) Save the optimized image

When you've applied a combination of settings that achieve a balance between quality and file size, you're ready to save the optimized image.

To save an optimized image:

Select the view with the desired optimization settings

Click Save in the Save For Web dialog box

Type a filename, and choose a location for the resulting file or files.

Choose a Format option




Click Save

## I) Automate a Task

Automate a task by recording commands and operations in the Actions palette.

If you have to perform the same task on multiple images, you can save time by recording the steps of the task in an action, and then playing the action on each image. An action can include menu commands and most operations you perform with tools from the toolbox. You can even record the playing of other actions. You store the actions in sets within the Actions palette. The Actions palette lists all actions you record, as well as several predefined actions. Before you create an action, break your workflow down into simple steps that can be repeated on other like images.

1. Open an image file.
2. Click the Actions tab to bring the Actions palette to the front or, if the palette isn't open, choose Window > Actions.
3. To create a set that you'll add actions to, click the Create New Set button at the bottom of the Actions palette. Name the set, and click OK.

4. Click the New Actions button .
5. Type a name that describes the action in the Name text box. Choose the set that you want to add the action to from the Set pop-up menu, and then click Record.
6. Choose the commands and perform the operations that you want included in the action.  
Note: Photoshop can't automate paint strokes, zoom settings, scrolling, and window selections.
7. When you have performed all the steps you want to record, click the Stop button  at the bottom of the Actions palette.
8. To test the action, open another file, select the action in the Actions palette, and click the Play button .

## J) Create a photo album for the Web

Create a Web page gallery of image thumbnails that link to larger versions.

1. Choose File > Browse to open the File Browser.
2. In the Folders palette of the File browser, click the folder containing the photos you want to include on your Web page. Photoshop® displays thumbnail versions of the images in the order they will appear in the gallery.
3. To rearrange the order of the images, drag the thumbnail images to the location you want. As you drag, a black band appears between the images to indicate where the image will be inserted.
4. If you want to include only some of the images in your gallery, select the thumbnails of the images you want to include. Shift-click to select contiguous images. Ctrl-click (Windows) or Command-click (Mac OS) to select additional images.
5. In the menu bar at the top of the File Browser window, choose Automate > Web Photo Gallery.
6. In the Site area of the Web Photo Gallery dialog box, choose a layout from the Styles menu. A preview of the selected gallery style appears at the right side of the dialog box.
7. In the Source Images area, click the Destination button and locate the folder in which you want to save the gallery files. Then, click OK.
8. In the Options area, choose Banner from the Options menu. Highlight the Site Name field, and type a name for the site.
9. To customize other elements of the gallery, such as the size of the thumbnails or linked images, choose other options from the Options menu, and change the settings as appropriate.
10. When you are satisfied with the settings, click OK. Photoshop creates the gallery page and a separate page for each image in the gallery.