

Creating Web Images with Photoshop®

Objectives

Given a digital photograph, prepare the image for use on the web.

1. Identify the tool used to crop an image.
2. List the process used to change the size of an image.
3. Define the term **optimize** in your own words.
4. Given an example, determine whether GIF or JPEG format is best.
5. Identify the process used to optimize an image as GIF or JPEG.
6. Explain the process for creating a button.
7. Define the term **web photo gallery** in your own words.

Introduction

Using Photoshop, you can optimize and create images for the web. In this lesson, we will explore resizing, cropping, the optimization process, creating a simple button and the Photoshop command that creates a web page gallery from your photos.

Changing image size

Once you have scanned or imported an image, you may want to adjust its size. In Photoshop, the *Image Size* dialog box lets you adjust the pixel dimensions, print dimensions, and resolution of an image.



Note: Keep in mind that bitmap and vector data can produce different results when you resize an image. Bitmap data is resolution-dependent; therefore, changing the pixel dimensions of a bitmap image can cause a loss in image quality and sharpness. In contrast, vector data is resolution-independent; you can resize it without losing its crisp edges.




Tip: For assistance with resizing and resampling images in Photoshop, choose **Help > Resize Image**. This interactive wizard helps you scale your images for print or online media.



To change the image dimensions of an image:

1. Choose **Image > Image Size**.
2. Under Document Size, enter new values for the height and width.

Cropping images

Cropping is the process of removing portions of an image to create focus or strengthen the composition. You can crop an image using the Crop tool  and the Crop command.



Notes:

Optimization

Optimization is the process of fine-tuning the display quality and file size of an image for use on the web or other online media. You can optimize an image in Photoshop or ImageReady.




Optimizing images in Photoshop

1. Choose **File > Save for Web**.
2. Choose the **4-Up** tab to compare file settings.



Optimizing images in ImageReady

Use the Optimize palette to select options. This palette corresponds to the Optimize panel in the Photoshop *Save for Web* dialog box.

1. Choose **Window > Optimize**.
2. Click the triangle  in the upper right corner of the palette. Choose Show Options from the menu.

Terms to know

Dithering – Dithering combines the pixels of existing colors to copy missing colors.

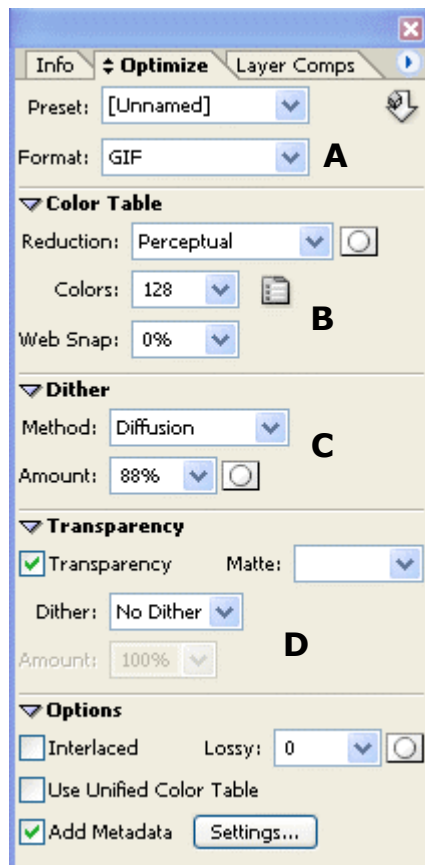
Lossy – Lossy is a compression process that selectively discards data.

GIF – GIF is the standard format for compressing images with flat color and crisp detail, such as line art, logos, or illustrations with type.

JPEG – JPEG is the standard format for compressing continuous-tone images such as photographs.

GIF Options

You can lower the size of GIF images by reducing the number of colors in the file.



- A.** File format menu
- B.** Color Reduction Algorithm menu
- C.** Dither Algorithm menu
- D.** Transparency dithering menu

Optimization panel for GIF format

Color	Description
Perceptual	Gives priority to colors the human eye can see
<i>*Selective</i>	<i>Favors broad areas of color. It preserves Web colors</i>
Adaptive	Samples colors appearing frequently

Dither	Description
Dithering	Uses more colors and is useful when images contain gradients
No Dither	Uses fewer colors and makes the file size smaller
Pattern	Applies a square pattern to create colors not available
<i>*Diffusion</i>	<i>Applies a random pattern to create unavailable colors. It is less noticeable than Pattern dither</i>
Noise	Similar to diffusion, but does not create seams in the image

Other Options	Description
<i>*Interlaced</i>	<i>Downloads the image every other line with each pass</i>
Web Snap	Specifies a tolerance level for shifting colors to the closest web palette equivalents (and prevent the colors from dithering in a browser). A higher value shifts more colors.
Use Unified Color Table	Uses the same color table for all rollover states
Lossy	Reduces file size by selectively discarding data--a higher Lossy setting results in more data being discarded.

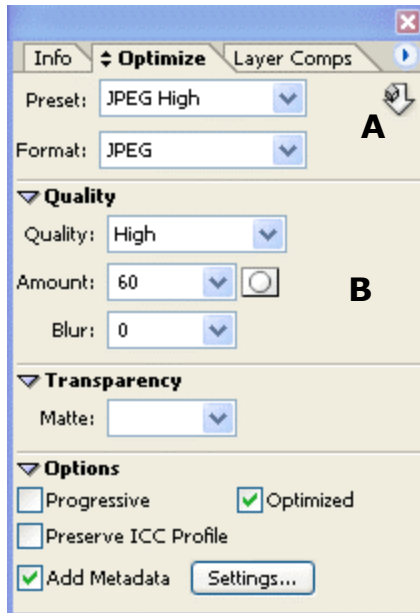
**Commonly used settings.*



Notes:

JPEG Options

Optimizing an image as a JPEG format relies on *lossy* compression, which selectively discards data.



- A.** File format menu
- B.** Quality Level menu

Optimization panel for JPEG format

JPEG Options	Description
*Quality	<i>The higher the Quality setting, the more detail the compression algorithm preserves. Using a high Quality setting, results in a larger file size. View the optimized image at several quality settings to determine the best balance of quality and file size.</i>
Optimized	Creates an enhanced JPEG with a slightly smaller file size. The Optimized JPEG format is recommended for maximum file compression; however, some older browsers do not support this feature.

Other Options	Description
*Progressive	<i>Creates an image that displays progressively in a web browser. The image will display as a series of overlays, enabling viewers to see a low-resolution version of the image before it downloads completely.</i>
Blur	Applies an effect identical to that of the Gaussian Blur filter and allows the file to be compressed more, resulting in a smaller file size. A setting of 0.1 to 0.5 is recommended.
Preserve ICC Profile	Preserves the ICC profile of the artwork with the file. ICC profiles are used by some browsers for color correction.
Matte	Specifies a fill color for pixels that were transparent in the original image.
Add Metadata	Includes image metadata.

*Commonly used settings.





Notes:



Creating a simple button

Many web sites have navigation buttons. A **button** is an image with a text label that usually has a link assigned to it. You can use the marquee tool to create your button.

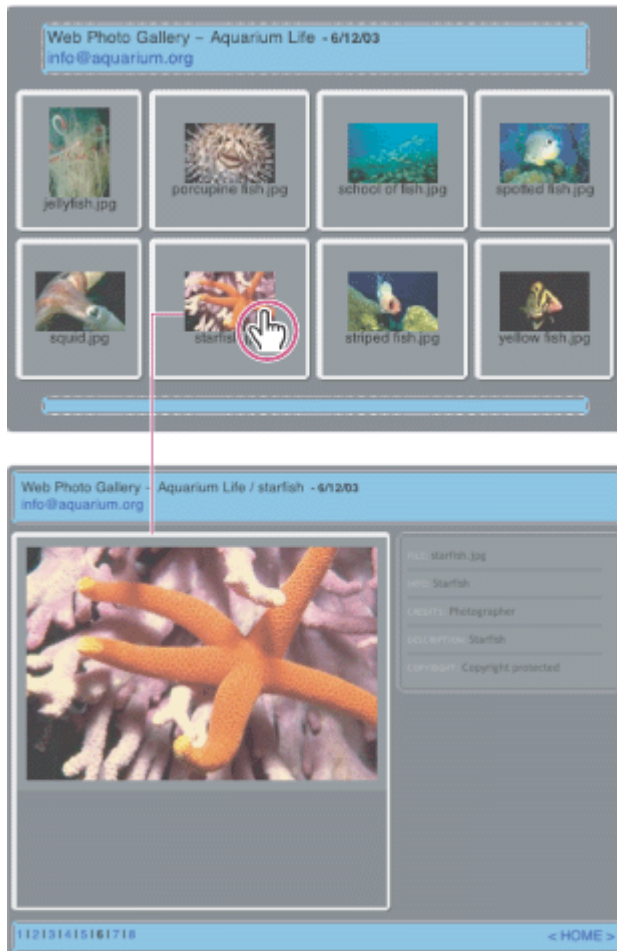
1. Create a new document in Photoshop (**File > New**). For Background, choose *Transparent*.
2. Select a color from the Swatches palette (**Window > Swatches**).
3. Select the rectangle  or ellipse marquee tool.
4. Drag to create the shape.
5. Use the paint bucket tool  to fill the area with color.
6. Apply a bevel emboss layer effect to the button. Choose **Layer > Layer Style > Bevel and Emboss**.
7. Use the type tool to add text. *Don't forget to change the text color.*
8. Save the file as Photoshop format (.psd). Then, save the file as a GIF (**File > Save for Web**).



Notes:

Creating a web page gallery

Use the *Web Photo Gallery* command to automatically generate a web site from a set of images. A **web photo gallery** is a web site that features a home page with thumbnail images and gallery pages with full-size images.



Web photo gallery home page and loaded gallery page



To create a web photo gallery

1. From within Photoshop, choose **File > Automate > Web Photo Gallery**.



The Photoshop Help menu contains “how to tips” for creating a web gallery and saving an image to email. To find these tips, select **Help > How to Create Web Images** and choose a topic from the submenu.



Notes:

This document contains information from the *Adobe® Photoshop® CS User Guide for Windows® and Macintosh*. ©2003 Adobe Systems Incorporated. All rights reserved.

Adobe® Photoshop® and ImageReady® are registered trademarks of Adobe Corporation.