



Gathering Assets & Saving for Web

Saving for Web & Devices in Photoshop is one of the most important steps in saving website assets from a Photoshop file. The reason being is that it allows us to *reduce file size* in varying degrees—depending on the file type chosen—and when saving images and assets for the Web, we want to have the *smallest file size possible, while maintaining optimal image quality*.



Sure it would be great if your logo was only 915 bytes in file size, but if it looks like this — it's not worth it.

Alternatively, if your logo looks awesome but is 2 megabytes in file size, that's not good either. The trick is balance. Saving for Web & Devices gives us that balance.

The golden rule:

Optimal Image Quality + Smallest Possible File Size
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Perfect Image for Websites

Here's a brief overview of the common types of web images and the differences between them:

- PNG is good option for transparency and non-lossy, smaller files. Larger files, not so much, unless you demand non-lossy images.
- GIF is largely a novelty and only useful for animation, but can produce small 8-bit images.
- JPG is still the king for photographs and photo-like images on the internet, but be careful, as your file can degrade with every save.

Head on over to <http://www.howtogeek.com/howto/30941/whats-the-difference-between-jpg-png-and-gif/> to learn even more about the differences between these image types.

<!-- Happy Coding! -->

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