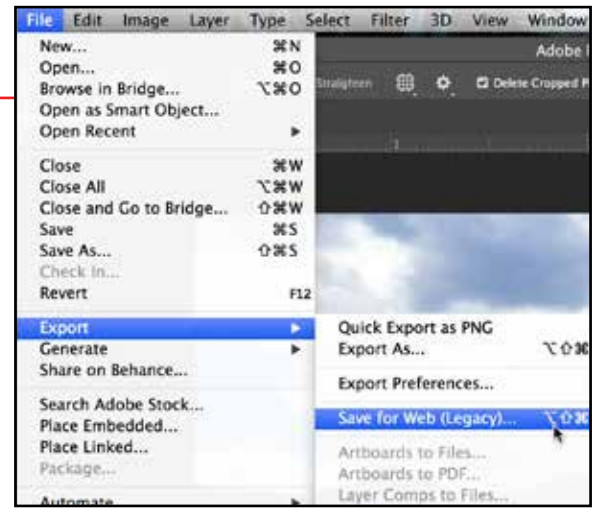
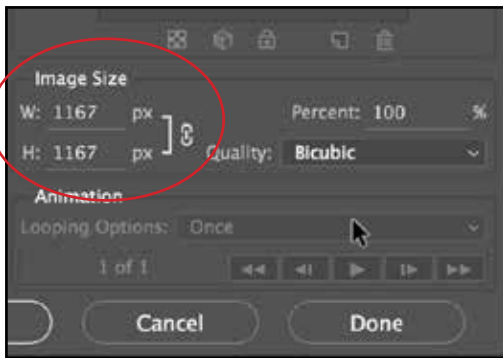


Saving Images For Web

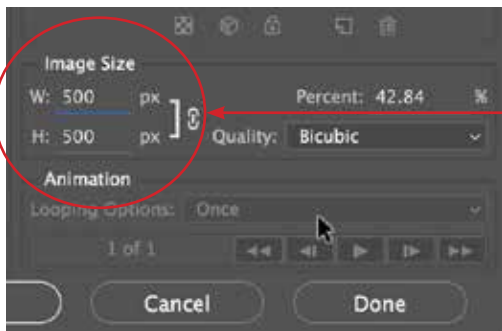
Photoshop has a great method for optimizing images for web and mobile devices all in one dialog box. Go to File>Export>Save for Web.



Scaling:



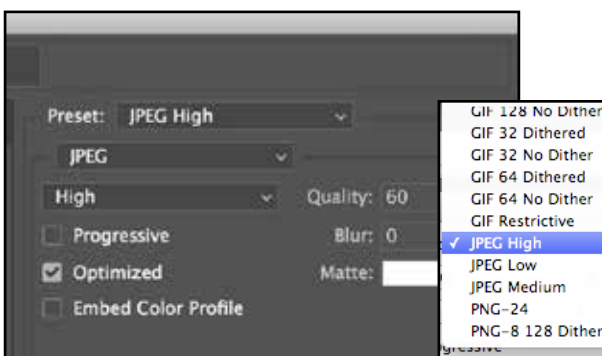
The Image size (pixel dimension) is indicated in the area at the lower right. **Important!** Just because you crop an image to a specific dimension using the crop tool does **not** mean that Photoshop crops to that dimension. This is new to Photoshop Creative Cloud. Notice here that even though we specified the crop tool to crop at 500 x 500 pixels, the image size is still much larger. This is because in the CC version, the crop tool crops to a **proportional** dimension. This is a safeguard to deleting pixels.



To get the pixel dimension desired (after cropping), enter the correct pixel dimension in the Image.

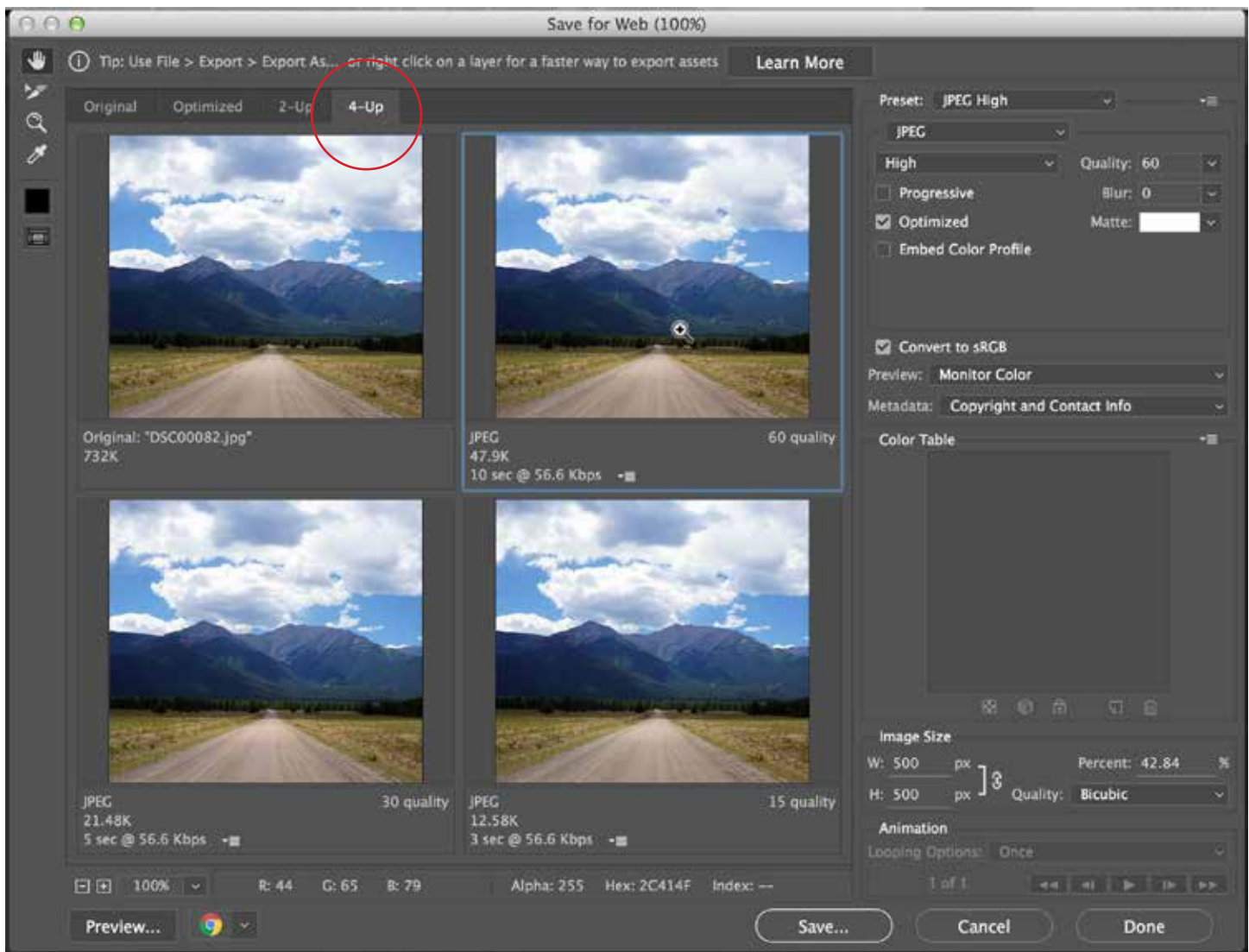
Be sure the LINK icon displays as closed to keep the image proportional. Changing pixel dimensions with the link broken will result in distorted images - a web NO NO!

Optimizing:



Optimizing refers to saving the image in a specific file format and compression.

The top panel to the right displays the file format and level of compressions (indicated by Quality). Photoshop provided several presets, but you can also modify and create your own settings.



The 4-up tab (top) allows you to view three different settings compared to the original image. You can change the settings of each view by clicking on that view and changing the preset parameters at the right.

The goal for optimizing is to save the image the best file format and in the lowest quality setting while still looking good. The lower quality setting reduces the file size of the image, allowing the image to download faster. You can change the settings of each image by clicking on that image, and changing the settings in the dialog box on the right.

In this example, the last image has the lowest compression. You can see some pixilations occur. The next to last image looks pretty good.

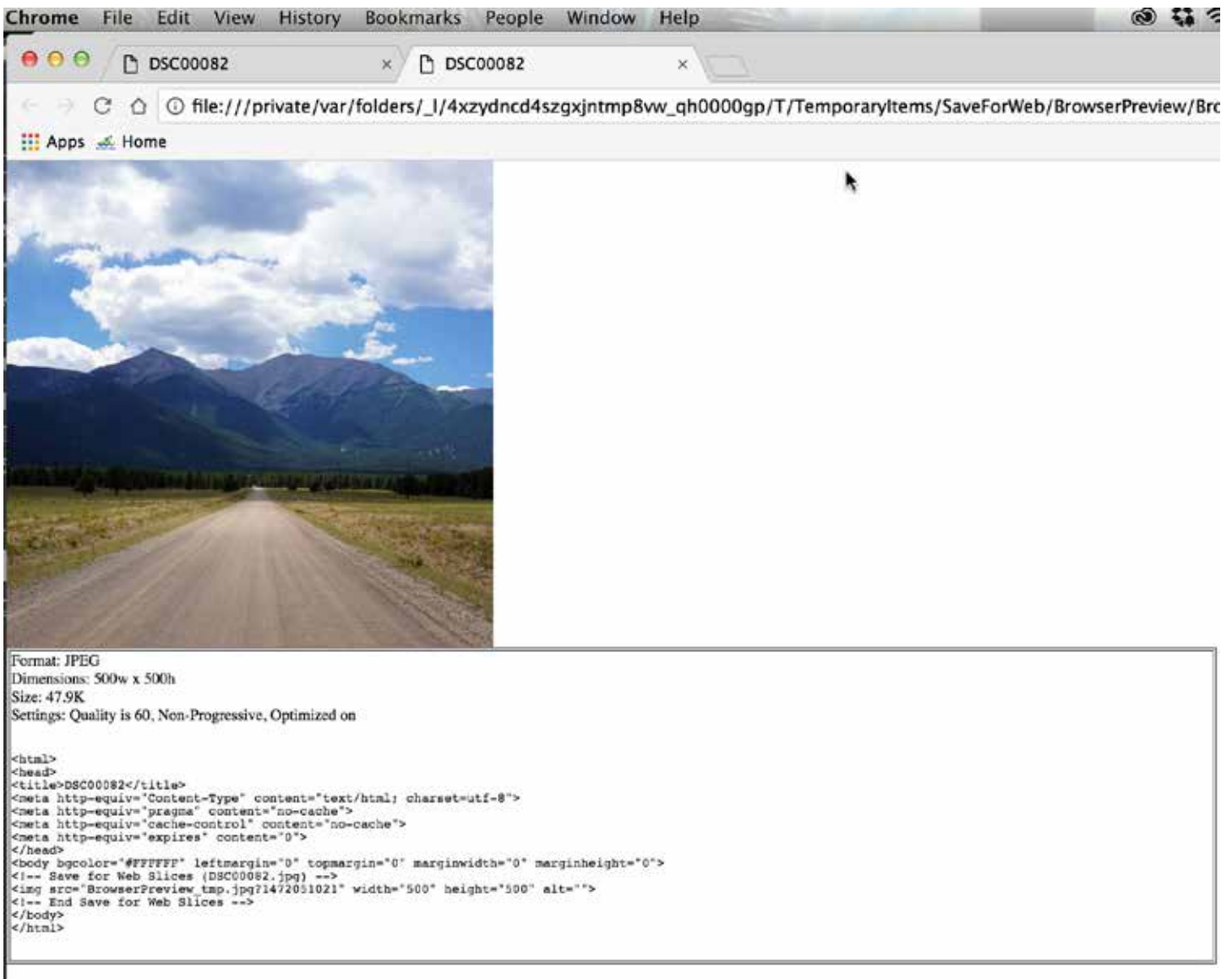
Remember - once an image is optimized for web media it is set to a specific pixel dimension for display.

Using the same image to display larger will result in extreme pixilations. If you need to display the image larger after optimization, go back to the original image and re-crop/scale larger.

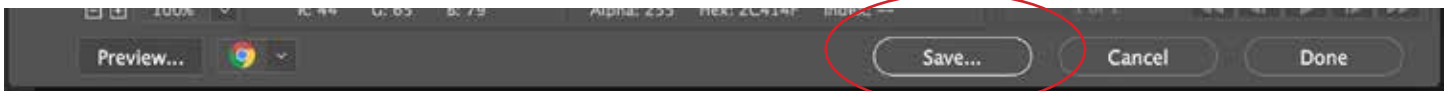
Previewing:



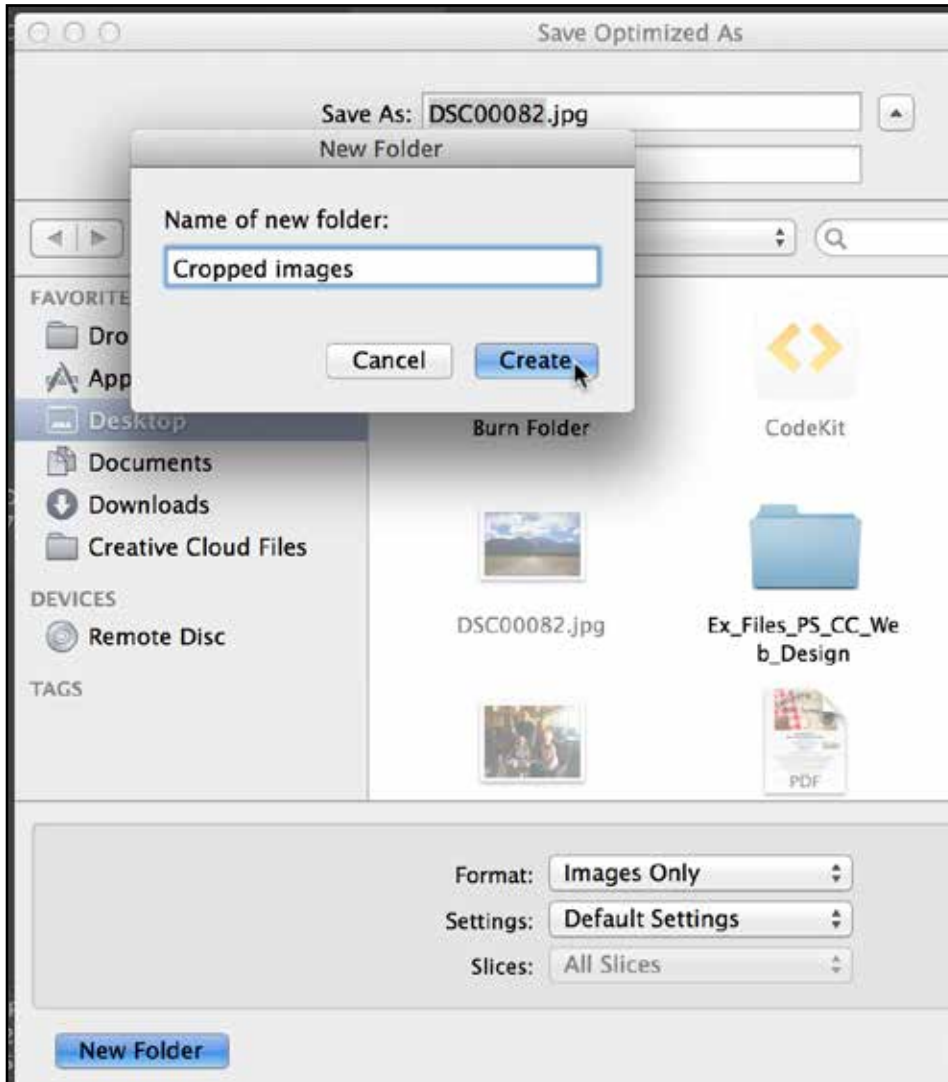
The Preview button in the lower left allows you to preview the image in a set browser. Checking this allows you to ensure that you have the proper settings for how you want the image to display. Note that this also displays some html code that you can copy and paste if you are hard coding.



Saving:



Once you are satisfied with your image, close out of the browser and choose Save - in the lower left.



It is important to create a new folder in which to save your optimized images. This saves the original image for later use if needed.