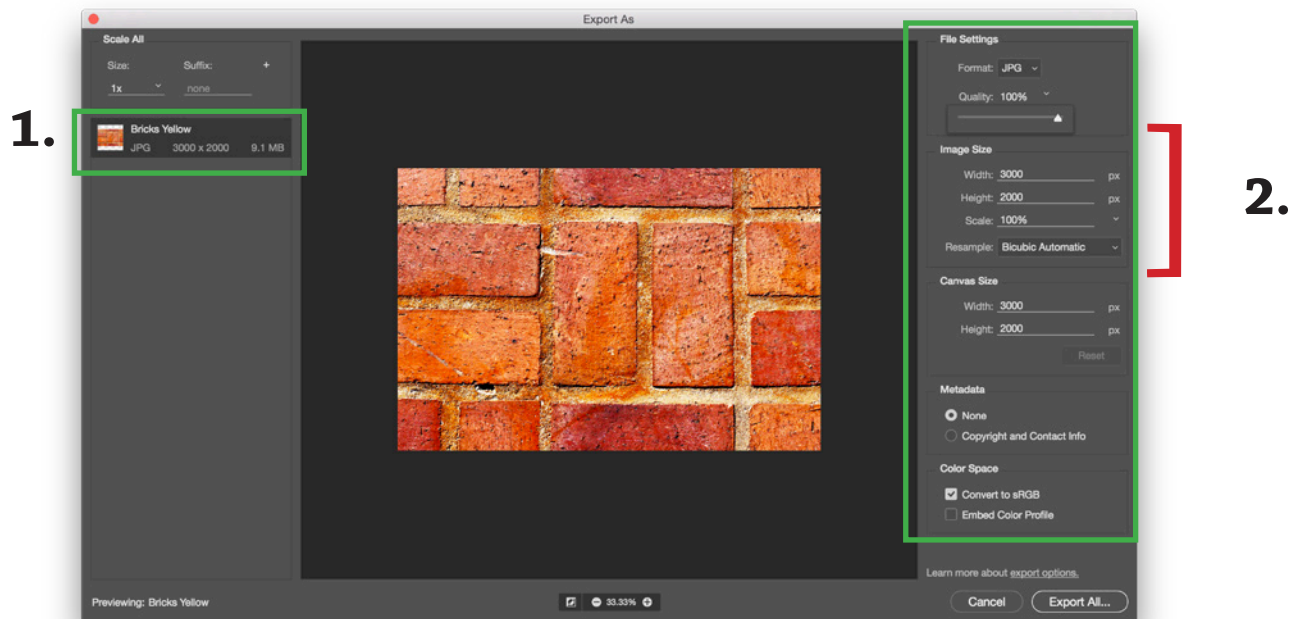
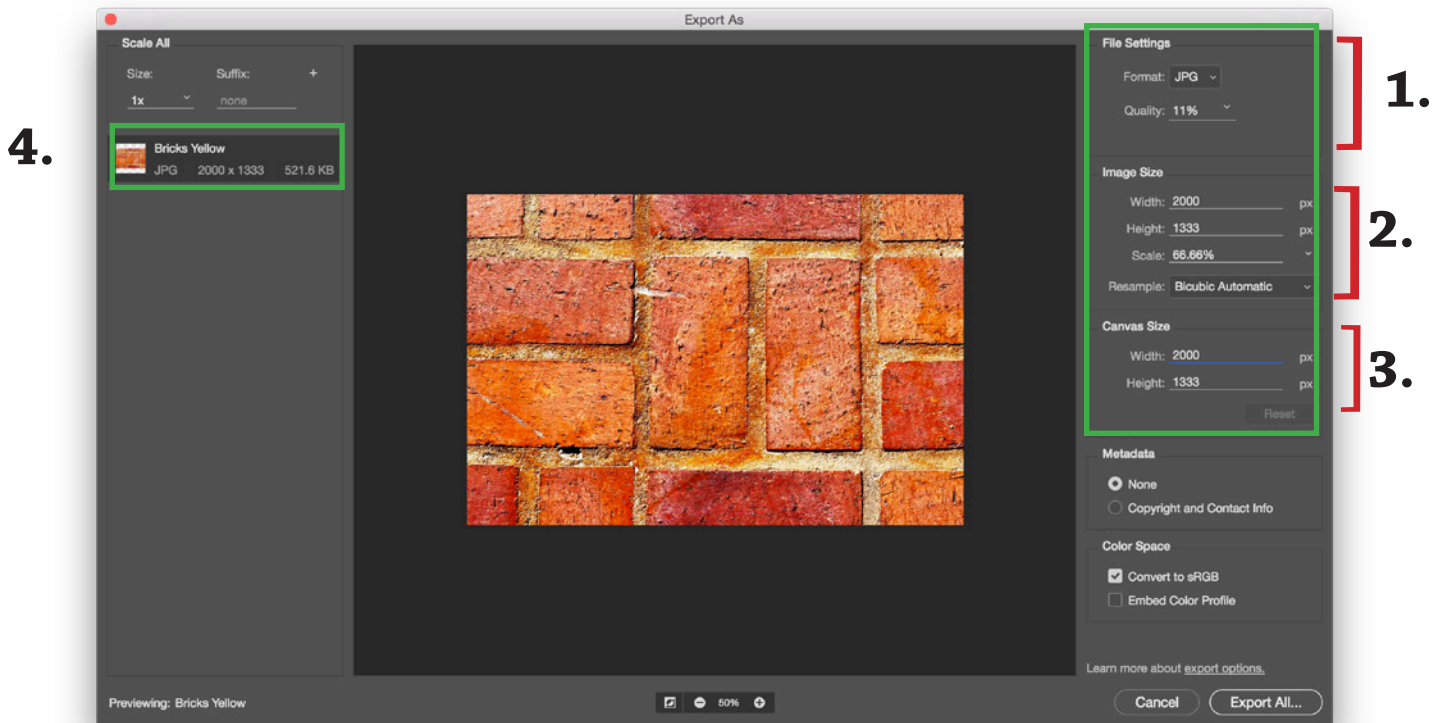


## Optimizing Your Background Image

**File > Export > Export As...** to determine how large the image is and how to reduce the file size (optimized) and dimensions.

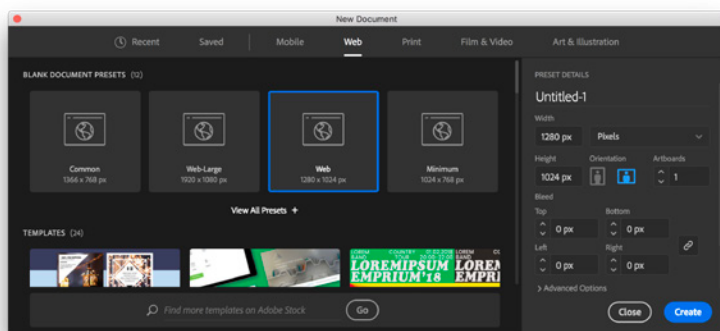


1. Note the image size (left side) is 9.1 MB, that's huge! It will take too long to download the image.
2. If you choose to use a single background image, ***it should not exceed 2000 pixels wide for this project.***

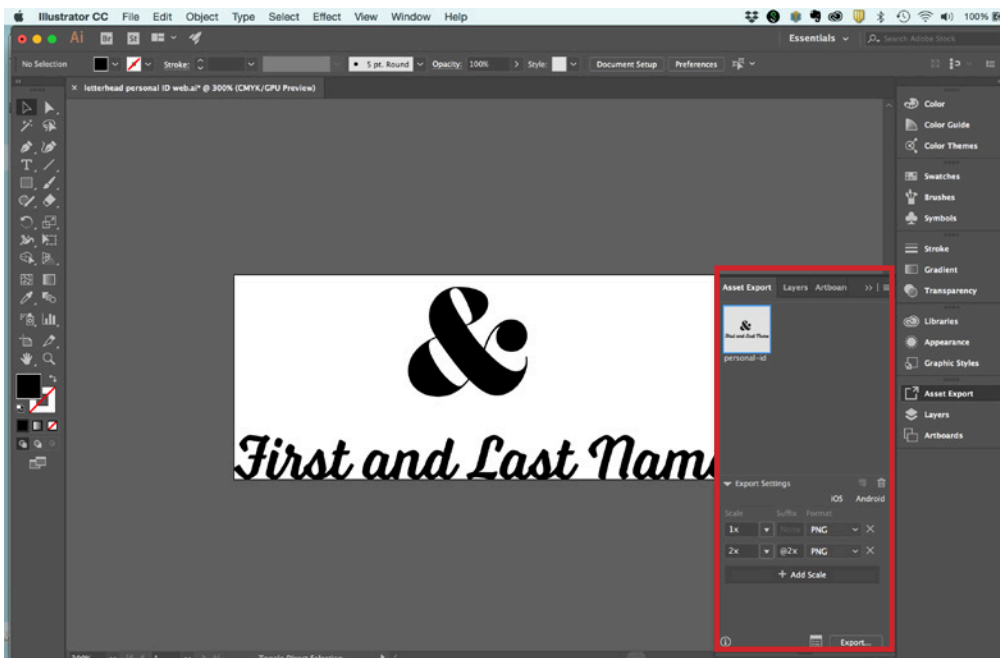


1. Raster images usually optimize best as JPGs. Background images don't need to be high-quality but keep an eye on your image as you make decisions on quality.
2. Change the width and the height will change to keep the proportions of the image.
3. The Canvas Size will change automatically.
4. Once you make the changes 1–3 you'll notice the file size (left side) has changed to 521K, this will load much faster than 9.1MB! Click on Export All and save in your **images** folder inside your web folder.

## Optimizing your logo/personal ID (Illustrator) and Export Retina Graphics



1. File > New Document, choose Web and 1280 x 1024 px. Bring in your logo design.
2. **Make sure the Ruler Units are pixels** (View> Show Rulers > right click in the ruler to change).
3. Size your logo/wordmark, 600-700 pixels is a good start for the tutorial, you can return to this file and resize as you wish.
4. **Create outlines of type prior to going to the next step.**

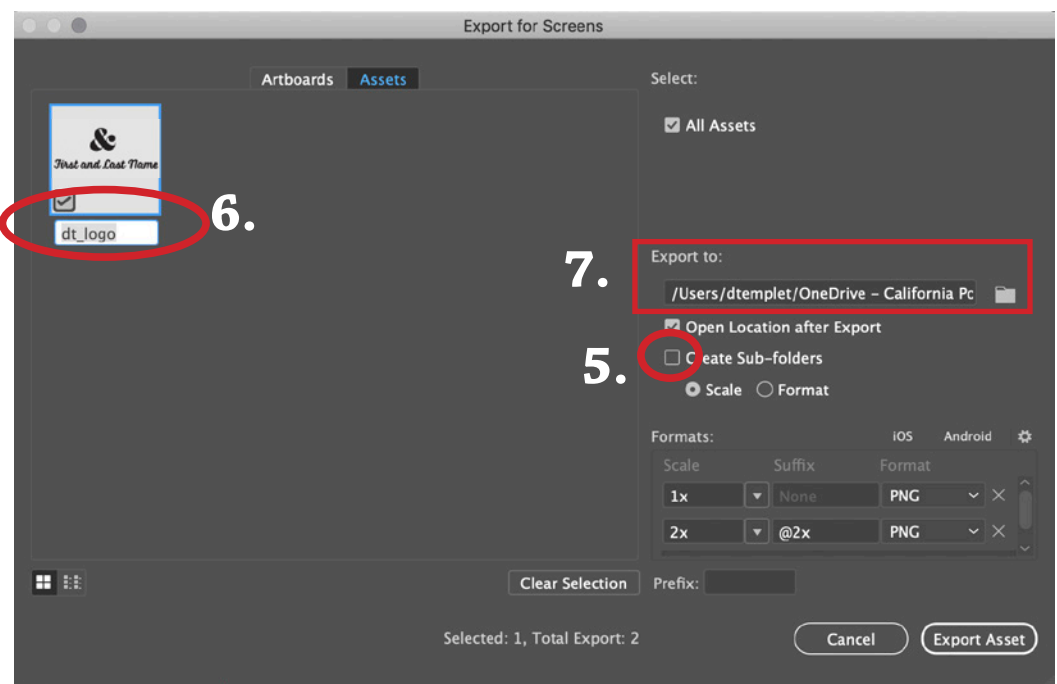
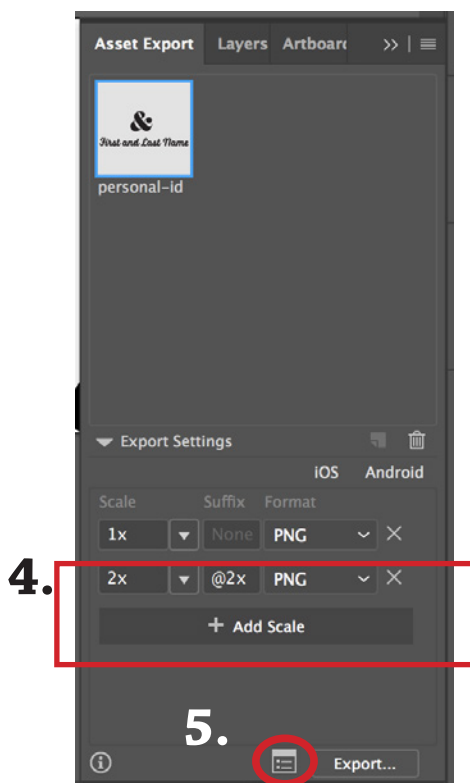


1. **Group the elements to be exported.**

2. Choose **Window > Asset Export**

3. Drag and drop the grouped element from the artboard to the upper area of the Asset Export window.

4. Click on the **+ Add Scale button** to add a **2x Scale**. This will generate two PNG files: a regular size (1x) and one that is twice the size (2x). The file named- xxx@2x.png can be used as retina graphic.



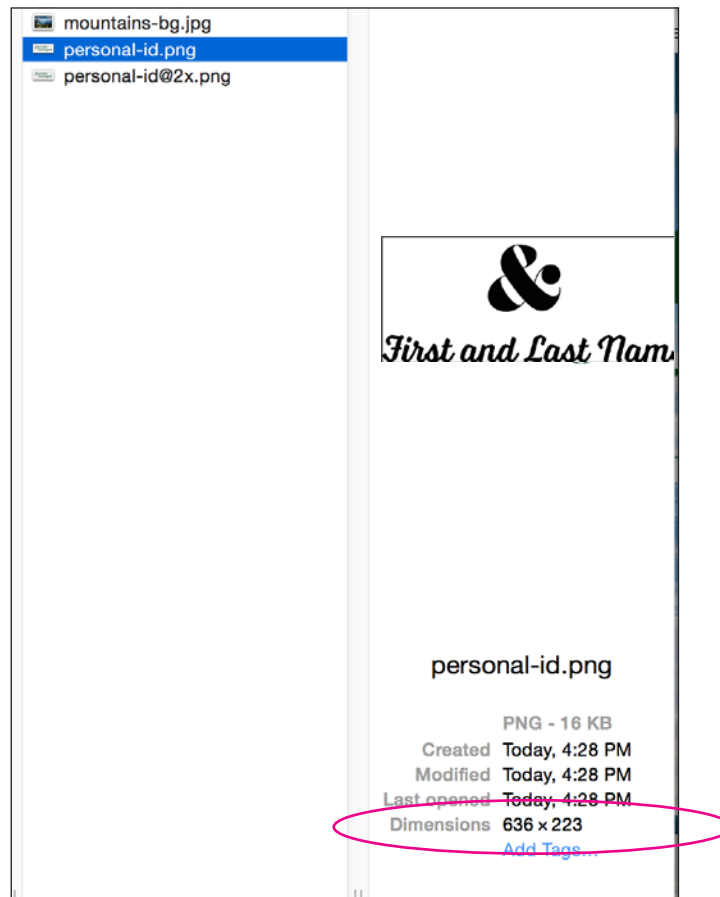
5 Click at the bottom of Asset Export window and uncheck create sub-folders

6. Click on the Asset Name in the Export for Screens window and rename

7. With the logo selected, click the **Export to:** and navigate to images folder inside your web folder to save images.

8. **Use the @2x image for your website (following the guidelines on the next page)**

## Using the retina image for your logo/personal-id



Following the previous tutorial exporting your logo from Illustrator, confirm you have exported a retina graphic (Illustrator is the easiest way to export logos with type). The retina image is the one with @2x in the file name.

View the dimensions of your exported PNG file of the NON-RETINA image.

The above image is **636 px wide x 223 px high**.

```
<div class= "logo">  
  
</div>
```

In your HTML you need to *change the path to use the retina version of your logo* (see underlined above).

Then add the width and height of the NON-RETINA image (see green outline above) so it uses the logo that is twice the pixel dimensions but displays your logo in the size for your planned layout.