

# GWIRE IMAGES: WHY OPTIMIZE?

While image quality is important, oversized images can dramatically impact loading times for users. By optimizing images, we can retain quality while delivering information at faster speeds.

In the examples on the right, you can see how good optimization practices will turn a monster image into something completely manageable. Resizing reduced image **B** to about 10% of image **A**; optimization further reduced image **C** to about 20% of image **B**. Image **C** is only about 2% of image **A**. This file-size savings translates directly to a faster user experience.

**STEP 1:** Resize your image to the desired dimensions (1280x720) using the provided Photoshop template or your program of choice.

**STEP 2:** Open the image in RIOT. The program will always remember the last settings you used. Change your options until the image is less than 200 KB but retains its appearance. *The proper combination of settings will usually be unique to each image; always make sure you have a copy of your original image in case you're not happy with the optimized results.*

## RIOT (Radical Image Optimization Tool) Terms:

**1. Quality:** A combination of factors that influence the appearance of an image (like smoothness and edges).

**2. Chroma subsampling:** The contrast of color in the light and dark portions of an image.

**3. Encoding:** How an image loads. Always choose "Progressive".

RIOT has lots of other features you can experiment with, but these three will make the most difference in processing your images.

**ORIGINAL: 8.8 MB**



**RESIZED: 818 KB**



**OPTIMIZED: 156 KB**

