

## **Resizing images using Photoshop or Photoshop Elements**

HTML 1 is not a class that teaches you how to work with images. We cover it briefly because images are extremely important in web sites, but you will need to take a Photoshop or Photoshop Elements class in order to master the techniques discussed below. Other image editing programs can do all this too, but I am not familiar with them. IMPORTANT NOTE: on a Mac, iPhoto can be used to change the physical size of an image, but I haven't found a way to change the file size. Both techniques are necessary for our purposes.

When you include an image in a web page, you really only write a link to that image in your HTML. The browser downloads both the .html file AND any image files that are called. Your images need to fit within the web page and they need to download quickly, so we have to concern ourselves with both physical size and file size.

### **Commonly accepted rules of thumb:**

- No image should be larger than 760px wide and 540px tall – you may be working with a huge monitor but others are constrained to 800x600 displays.
- No image should be larger than 80KB in file size – you may have DSL or cable but those people in West County are using dial-up or satellite connections.

### **What you need to know about the physical size of an image:**

- If you copy an image from the web, its physical size is usually exactly as you see it – but not always! If you use an image from your digital camera, it's physical size will be HUGE – the higher the resolution, the bigger the image.
- Some modern browsers resize images automatically to fill the width of the browser window, but others don't. So, we always have to re-size each large image so that it isn't any bigger than the space allowed in an 800x600 display. I suggest no bigger than 760x540, to allow space for menu and scroll bars.

### **What you need to know about the file size of an image:**

- Again, most images that are copied from the web have already been “optimized”, that is, saved as a reasonable compromise between file quality and file size. Many browsers will allow you to right click on an image and choose View Image Info to see the file size, or you could save the file to your desktop and then right click and see the file size information.
- The main problem we run into is using our own files – scans of artwork, digital camera pictures, images created in Photoshop, etc. Starting from a file like this almost always requires us to optimize the file so that it will download in a timely manner. Anything larger than 200KB is going to be a problem, and again, I recommend that no image be larger than 80KB.

### **How to change the size of an image:**

- Open the image file in Photoshop or Photoshop Elements
- Click on the File menu, then Save for Web (and Devices)
- If necessary, click the 2-Up tab to see the original alongside the one you will save
- You will see the image size dimensions to the right. Be sure the link is “on” to constrain any changes to proportional, and resize the image as desired – no more than 760px wide and/or 540px tall (and usually smaller than that)
- Select the JPEG type at the top right, and directly under it, you will see a drop-down menu with choices of High, Medium, Low, etc. – this controls the quality of the image
- Then you have to play a bit. When you change the quality, you will change both the look of the image to be saved and its file size. You must decide on the best balance between the two. You will be looking at the actual file preview AND the file size that is displayed below it – no more than 80KB (and usually smaller than that)
- When you are satisfied, save the image WITH A NEW FILE NAME – always keep your original file intact!!!

In the Week 5 assignment, you will need both a thumbnail and a larger but properly sized image, so, if you are starting with a huge image, you will need to go through the above process twice to get your files. Remember to use some kind of naming convention that will distinguish between the thumbnails and the larger files.

There is another approach to saving a smaller version of an image file, and that is to crop it. Cropping means that you discard part of the file, as you might by cutting off the edges with scissors. This technique requires that you know what you are doing with the Crop tool though, so I recommend against it for beginners.

When you are finished, the original file will still be open. As you close, you will be asked if you want to save the changes to the file. JUST SAY NO!