

## Digital Imaging 1

### Practice Optimizing Graphics for Web

#### Practice skills

- Optimize photo image using JPEG in Photoshop CS2.
- Optimize sliced art graphic for the web using GIF format in Photoshop CS2.

#### Resource Files:

Use Flowers-Lyrs.psd” and “ChairWebPg-Lyrs” from Photoshop Samples folder or download from Blackboard. If images open with question to update type say “ok”. Save files in your folder with your initials before proceeding.

#### Procedure:

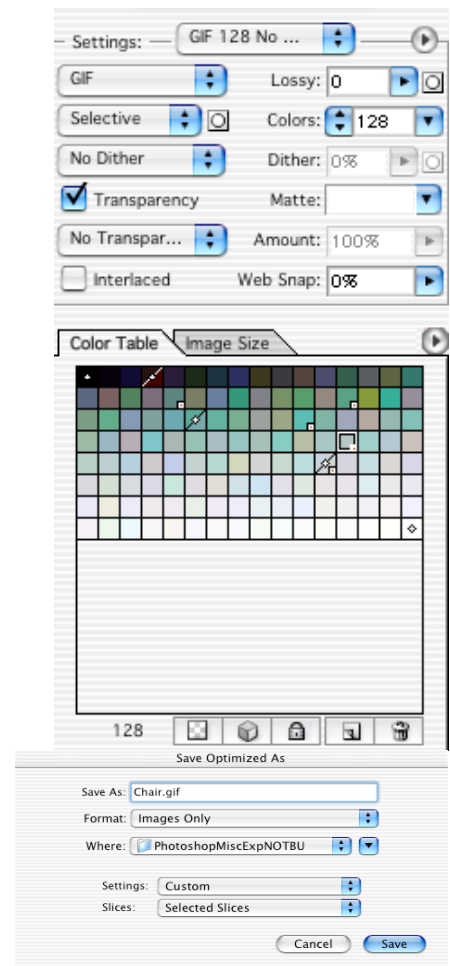
##### Optimize a JPEG–Continuous Tone Images

1. With “Flowers” image open, observe the different files sizes (lower left of window): 673k flat, 5.04 MB with layers. Look at Image>Image size. Note size in pixels as well as kilobytes. This composite might be a good example of a splash screen for a web page.
2. Select “File>Save for Web”. Try 4-up tab to compare the optimized version to the original and 2 other “lower” quality images.
3. Select top right panel. Then select the JPEG medium (30) quality to start. (see pop up button upper right corner.)
4. Choose **repopulate views** from pop out menu on the upper right. This optimizes next two lower panels with “half again” the optimized settings.
5. Change first “Optimized” image from 30 to 20 in top right panel and “repopulate” views again to compare results again. Zoom in to compare details in panels, and use hand tool to move image around in panels. (Look for JPEG artifacts. If you have too many they can be very distracting to your image.)
6. Look at pop out menu (tiny arrow) to the right of the top right panel. Click on it and choose “Standard Windows Color”. Compare difference this and Mac color.
7. Select panel you think is your best choice. Click box next to **Progressive** (downloads image in increments) and see how it changes file size and appearance of selected panel. (Try to get file size 20k or smaller.)
8. With your best choice selected, open the browser preview (browser icon in lower right of optimization window) to see how the image might look in a browser window. Look at it carefully to be sure this is satisfactory.
9. Go back to optimization window and change optimization settings if not satisfied. If satisfied click “OK” and save image as JPEG (this becomes a separate file from the layered one currently open) with your name/initials in your folder.



## Optimize GIF–Flat or Limited Color Art Work

1. Open “ChairWebPg-Lyrs” image. Note the layout, which shows how this image is cut up in slices. (These look like boxes or frames with numbers in upper left corner. If nothing shows up, go to View menu and turn on Show>Slices.) Each slice of an image can be optimized and saved as a separate graphic file. The chair will be optimized as a separate GIF image.
2. Select File>Save for Web.
3. Select hand tool (to the left of the panels) and move the chair into the viewing panel.
4. Browse the present page by clicking on the browser icon on the bottom center right of the optimize window. This shows what that page of graphics may look like on the web. Close/quit browser. Return to optimization window.
5. Select the slice tool and click on the chair slice. Observe the settings right of panel.
6. Select from the pop up button for “Settings”: GIF 128 no dither. From the arrow to right of the “Settings” button select “Repopulate Views”.
7. Observe each of the panels to see which one might be the best choice. The 64 color lower left panel still looks good. Select and Reduce the first panel to 64 colors.
8. Select the eye dropper (sample tool-on the left side of optimization window) and click on med green on chair back. See which green is selected on palette. Click on the cube icon on the palette. This shifts that green to the closest “web safe” color. If the change of green isn’t satisfactory relick on the cube. This undoes it.
9. If this is a color you do like (web shifted or not) lock it down by clicking on the lock icon. This will keep that color in the palette when the colors are further reduced.
10. Experiment with adding dithering or not. Change the color reduction preference: Selective, Perceptual, Adaptive or Web. (Read about the differences in CIB book of Help menu.) Selective is generally considered best choice.
11. Sample the med green on the seat of the chair. Repeat clicking on “cube” and “lock” icons bottom of color palette. Browse and look at image as you progress to check out its appearance.
12. Sample and lock colors for highlight on back edge, dark green on side of seat back, and black on legs. Additional selections may be made.
13. Reduce the number of colors to 32 and browse. Try 16 and see how that chair colors look in the browser. Determine what you think is the best smallest file size without affecting the quality too much.
14. Be sure the chair slice is still selected. Click the Save button. Name it “chair” with your name/ initials. For Format, choose “images only”. For slices choose Selected slices only. Choose your folder for saving location. Click “Save” button to save the chair only.
15. Several slices may be optimized and then saved. In this case, only submit the chair file for check off.



**Submission:** Submit to instructor as directed and get checked off for completed work.