

Digital Imaging 1

Practice Optimizing Graphics for Web

Practice skills

- Optimize photo as JPEG.
- Optimize art graphic using GIF format.

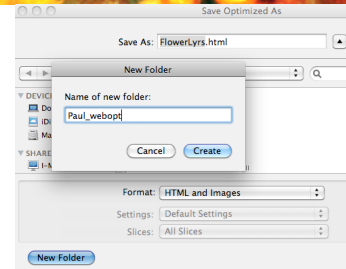
Resource Files:

Use Flowers-Lyrs.psd” and “ChairWebPg-Lyrs” from Photoshop Samples folder or download from Blackboard. Save files in your folder with your name.

Procedure:

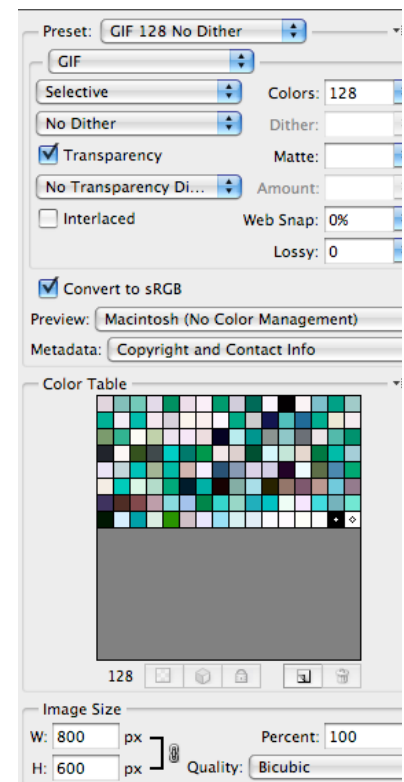
Part 1: Optimize a JPEG–Continuous Tone Images

1. With “Flowers” image open. Observe the different files sizes (lower left corner of window): 674k flat, 5.6 MB with layers. Look at Image>Image size. Note size in pixels as well as kilobytes.
2. Select “File>Save for Web and Devices”. Select the 4-up tab. This allows the comparison of the original with optimized and 2 other “lower” quality images.
3. See top right panel. Choose JPEG High (60) quality to start. See upper right corner for pop-up button.
4. Choose **repopulate views** from small arrow button in the upper right of the panel. This optimizes the next two lower panels “half again” of the optimized settings. Look at each panel and check the difference in the resulting images size and quality.
5. Change first “Optimized” image to 30 and “repopulate” views again to compare results. Zoom in to compare details in panels, and use hand tool to move image around in the panels. (Look for JPEG artifacts. If you have too many they can be very distracting to your image.)
6. Select Monitor Color from pop up button next to Preview. Choose “Windows”. Compare difference between this and Mac color.
7. Select panel you think is your best choice. Click box next to **Progressive** (downloads image in increments) See how this changes file size and appearance of selected panel. (Try to get file size below 35 K.)
8. Select the panel that is your preferred choice for file size and appearance. Open the Preview button to observe the image as though it were on the web. This opens the “default” browser. Or choose “Other” to select another browser.
9. Go back to optimization window. If not satisfied with result, change optimization settings. If satisfied click “Save”. In the save window make the following selections:
File name “lastname_flwr”. If this were a home page it would be named “index”.
Select “HTML and Images” from pop up button .
Select **New Folder**. Name it: “Name_webopt”. Click “Create”.
10. Then click **Save**. An html file and an images folder will be saved in this “web opt” folder.
11. Go to the folder and check its contents.

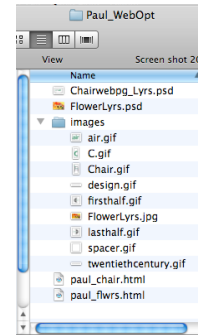
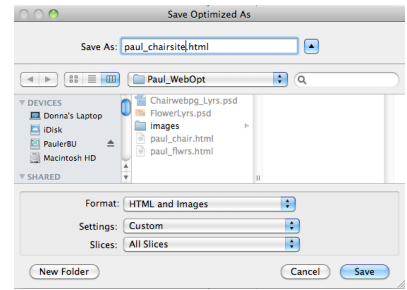


Part 2: Optimize GIF—Flat or Limited Color Art Work

1. Open “ChairWebPg-Lyrs” image. If ask about updating type, say “No”. Save a copy of this file in your web folder for optimization.
2. Go to View(> Show> Slices. Slices look like frames with numbers in upper left corner. *Each slice of an image can saved as separate graphic files. Rather than optimize all slices, the chair slice will be selected and optimized as a separate GIF image.*
3. Select File>Save for Web & Devices. Select the 4 up tab.
4. Select hand tool (to the left of the panels) and move the chair into the viewing panel.
5. Select the “Preview” button to view this entire image (all the slices). This shows how the entire composite image will look in a web browser. Observe and then close browser window. Return to optimization window.
6. Select the chair slice with the slice tool. Observe the settings in the right of panel.
7. Select from “settings” pop up menu: GIF 128 no dither. Choose “Repopulate Views” from the small down arrow in the upper right corner of the optimization window.
8. Observe each of the panels to see which one might be the best choice
9. Select the eye dropper (The sample tool-on the left side of the optimization window.) and click on a medium green on the chair back. See which green is selected on panel. Click on the cube icon on the panel. This shifts that green to the closest “web safe” color. If the change of green isn’t satisfactory re-click on the cube. This undoes it.
10. If this is a color you like (web shifted or not) lock it down by clicking on the lock icon. This will keep that color in the panel when the colors are further reduced.
11. Sample the medium green on the seat of the chair. Repeat clicking on “cube” and “lock” selected color. Click preview and look at image as you progress to check out its appearance.
12. Sample and lock colors for highlight on the back edge, dark green on the side of seat back, and black on the legs. Lock down these sample points. Additional color selections may be made.
13. Experiment with adding dithering or not. Change the color reduction preference: Selective, Perceptual, Adaptive or Web. And view the differences. (Selective is generally considered preferred choice. See Help for further explanation.)
14. Reduce the number of colors to 64 and browse. Try 32 and then 16 and see how that chair colors look in the browser.
15. Determine what you think is the best smallest file size (lowest number of colors) without affecting the quality of the image. (If you see hard edges and jaggies, it is too much.
16. With the slice tool selected, double click open the chair slice. Name it “chair”. This names the slice and the image it creates.
17. Use the Slice select tool to open each of the following slices and reduce the number of colors to 2 to 8 colors. NAME each SLICE as listed below.
 - “Twentieth Century”
 - “C” and “air”
 - “Design”
 - “First Half” and “Last Half “circles.



18. Click the Save button.
Name the file name _chair site (top of save window).
For **Format**, choose “**images only**”.
For **Slices** choose “**HTML and Slices**”. Select the web folder that contains the flower for the saving location.
Click “Save” button save all of the sliced images and the html file. These sliced images will also be added to the images folder inside this pre-existing folder.
19. Save your working PSD file of the “chair”.
20. Check your “Web Opt folder. A new “images” folder was created with all of the chair images named and un-named slices that match the slice numbers.



Submission:

LAB: Get checked off showing your entire folder and the contents as instructed.

Online: Compress entire web optimization folder of the two html files and the images folder. The working PSD's do not have to be included. Upload this 'zipped' file as instructed in Blackboard.