We'll be using Macromedia Fireworks to create images for the web.

In Fireworks we'll be doing four main tasks:

1. Go ahead and open your image...
2. Image size
3. Image quality
4. Border for the images

Let's get started.

Images for the web.

1. Take a quick tour of Fireworks
2. Take a Fireworks tutorial

Fireworks Developer Center
Free samples files, expert tutorials and more.
Click the Open button.
The first thing we'll do is make sure our image is set to a resolution of **72 pixels per inch**.

That's the standard size for the web.
This is the "Image Size" dialogue box.
Before we go any further, it's good to know that when Fireworks reduces the size of an image, it must interpolate the visual data. This process of interpolation can cause the image to blur slightly.

We'll do two different things to combat this loss in image quality...
First, instead of reducing the image resolution directly from 300 to 72 pixels, we’ll reduce the resolution gradually in increments of around 100 pixels.

Click OK when finished.
The image now is at 200 dpi. Before we reduce it further to 72 dpi, let's use our second tool to improve image quality: the unsharp mask.

Click the Effects button
(if you don't see an "Effect" button, click on the image. It should show up after you do that.)
As you gradually reduce the resolution and size of your image, use **Unsharp Mask** often to increase sharpness.

(The term “Unsharp Mask” may seem unintuitive, but it comes from a darkroom technique used in traditional photography.)

Generally, **Amount** should be **50**, **Radius** should be **1.0** pixels and **Threshold** should be **0**.
Generally, **Amount** should be **50%**, **Radius** should be **1.0 pixels** and **Threshold** should be **0 levels**
Generally, **Amount** should be **50%**, **Radius** should be **1.0** pixels and **Threshold** should be **0** levels.
Select the **Modify** menu.

Now let's continue reducing this image's resolution from 200 pixels per inch to 72 pixels per inch.
And now reduce the resolution to **72**.
Click the OK button.
After we've reduced the resolution, let's enlarge the viewing image so that it can be seen more clearly.
Now let's go ahead and add another "Unsharp Mask"
First, let's crop the image to reduce some of the unnecessary space.

Good!

Now that our resolution is down to 72 pixels per inch, we need to concentrate on reducing the size of our image.

Right now, this image is 722 pixels wide—that's too large for most ASC web pages. Let's begin to reduce the image to around 210 pixels wide.
Now click and drag to select the part of the image you want to keep.
Cropping helped, but we're still at 606 pixels wide. We'll have to reduce the size of the entire image.
To reduce image size, select the **Modify** menu.

Just as we reduced resolution, we will now reduce image size in increments of around 100 pixels until we get to **210 pixels** in width. That’s a good size for a web image.

(It is possible to automate the process of image size reduction and unsharp-masking, but that is beyond the scope of this tutorial. If you want to speed up the process of preparing images for the web, look up "automating repetitive tasks" in Fireworks Help.)
Remember, we'll reduce the image gradually in increments of around 100 pixels.
Click the OK button
Select "Canvas"
Click the OK button
Once again, select the **Modify** menu.
Select the **Canvas** menu item.
Select the Image Size menu item.
Slide 74 - Slide 74

Change 400 to 300

Click the OK button
Select the Modify menu again.
Select Canvas
Click the OK button.
Good. We're finally at the right size.
Let's enlarge the viewing image a bit.
Let's add another "Unsharp Mask."
Sharpen amount, Pixel radius, and Threshold have defaulted to the values we used last time.

Go ahead and click OK.
So far we've reduced image blur by doing **two** things:
1. reducing the image resolution and size incrementally
2. applying an unsharp mask after every image reduction

Now let's do something else to improve image quality...

Click the **Effects** button.
The Levels dialog box reveals the image's histogram. You can manipulate this histogram to quickly correct the image's tonal range and color balance.

Ideally, the histogram should show data all the way from the left side...

This histogram, however, has most of its data on the left hand side.
This means that the image appears too dark.

In order to correct this, move the white arrow tab in until it's close to the start of the right side of the histogram.
To recap:

So far, we've reduced the size and improved the quality of this image. Now we're ready for the finishing touch. Let's create a black border.
Increase both width and height by two pixels.
Select the Modify menu again.
Then select Canvas Color
Select the **Custom** radio button.
Click the pallet box
Good! This image is ready for the web.
Now we just need to save it as a jpeg.
Fireworks gives you many different options for saving your image. Saving images for the web is always a compromise between file size and image quality. Experiment with the settings on the right to get an image that is as small as possible (in terms of kilobytes) while still retaining decent image quality.
Let's save it!
Select the **File** menu...

This one looks good.
It has a quality of 80 and it's 10.66K in file size.
Navigate to the directory in which you want to save the image.
Macromedia Fireworks MX 2004 - [retire2005 @ 100%]

Export

That's all there is to it!
Press the Enter key or hit Save when finished.

Name your image. It's best not to use capital letters or spaces.