Let's get started.

Go ahead and open your image by selecting the File menu.

We'll be using Adobe Photoshop to create images for the web.

Photoshop will be doing this for you.

This tutorial will document procedures for preparing images for the web.

Please be aware of the following:

1. For best results, maximize your screen.
2. At times, you may need to scroll the screen up and down (or side to side) in order to see the entire slide.
3. Use the playback control at the top of the slide to pause the movie at any time.
4. When you see a “next” button, the movie will pause until you press it.
First, let’s reduce the viewing size of this image so that it’s easier to see in its entirety.

Click on the Magnifying Glass.
Now hold down the "Alt" key and click on the image.
Select the **Image** menu.

Good—that's a better size.

Now let's make sure our image is set to a resolution of **72 pixels per inch**. That's the standard size for the web.
Select the **Image Size** menu item.
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Adobe Photoshop

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16.67% | 984x688 pixels

Click or drag over the area you want to enlarge. Change the zoom state on the Options bar.
When reducing the size of an image, Photoshop must interpolate the visual data. This process of interpolation can cause the image to blur.

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.
Press the Enter key or 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.

You should use the unsharp mask after every reduction in image resolution or size.
and then select Unsharp Mask
Use the Unsharp Mask filter to sharpen your images.

"Unsharp Mask" is an unintuitive term that comes from a darkroom technique used in traditional photography.

Generally, Amount should be 60%, Radius should be 1.0 pixels, and Threshold should be 0 levels.
Select the Preview check box to view the subtle change in sharpness.
Click the OK button when finished.
Now let's continue reducing this image's resolution from 200 pixels per inch to 72 pixels per inch.

Select the **Image** menu again.
Select the **Image Size** menu item.
Now let's go down to 72
Press the Enter key or click OK when finished.
After we've reduced the resolution, let's enlarge the viewing image so that it can be seen more clearly.

Click on the Magnifying Glass and then click on the image until you get a size that's more manageable.
First, let's crop the image to reduce some of the unnecessary space.

Right now, this image is 722 pixels wide—thats too large for most ASC web pages. Let's reduce the image to around 210 pixels wide.
Press the **Enter** key when you are finished.
After cropping, we’re still at a width of 606 pixels. We’re going to need to reduce image size.
Click **OK** or **Enter** when finished.

Since the **Constrain Proportions** check box is checked, the height will automatically be reduced as well.
We will continue reducing the 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.

Although we won't do it here, don't forget that if you are reducing the size of your image by 100 pixels or more, apply an unsharp mask.

It is possible to automate the process of image size reduction and unsharp-masking. If you want to speed up the process of preparing images for the web, look up "recording actions" in Photoshop Help.
Select the `Image Size` menu item.
Select the **Image Size** menu item again.
click OK or hit Enter when finished
Select the Image Size menu item again.
Now reduce the Width to 210 pixels.

Press the Enter key or hit OK when finished.
Once again, let’s enlarge our view of the image. Click on the magnifying glass.
We finally have an image sized correctly for our web page. Let's do one final unsharp mask.
and then select **Unsharp Mask**
Click the OK button when finished.
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...
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Select the Levels menu item.
Captivate

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Adobe Photoshop

[Image of Adobe Photoshop interface with a photo of a group of people standing together, possibly receiving awards]

Click or drag over the area you want to enhance. Change the zoom state on the Options bar.
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...

...to the right side right.

This histogram, however, has most of its data on the left hand side.
Click the Preview check box to view your work. The image should look brighter.
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.
Click the OK button when finished.
Select the File menu

Now we’re ready to save this image

Next
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Adobe Photoshop

File Edit Image Layer Select Filter Men Window Help

New... Ctrl+N
Open... Ctrl+O
Browse... Shift+Ctrl+O
Open As... All+Ctrl+O
Open Recent

Edit Image Ready Ctrl+Shift+M

Close Ctrl+W
Close All Alt+Shift+W
Save Ctrl+S
Save As... Shift+Ctrl+S
Save a Version...

Same Selection... All+Shift+Ctrl+M
Revert F12

Online Services...
Import
Export
Automate
Scripts

File Info... Alt+Ctrl+I
Versions...

Page Setup... Shift+Ctrl+P
Print with Preview... Alt+Ctrl+P
Print... Ctrl+P
Print One Copy Alt+Shift+Ctrl+P
Jump To
Exit Ctrl+Q

1. Layer Mask (B)

Click or drag over the area you want to erase. Change the zoom state on the Options bar.
I'm going to save the image outlined in blue. It’s a JPEG with a quality of 60, and its size is 19.29K.

ImageReady 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 to get an image that is as small as possible (in terms of kilobytes) while still retaining decent image quality.
I'll put mine in my NEWS05 folder.
That's all there is to it!
Press the Enter key or hit Save when finished