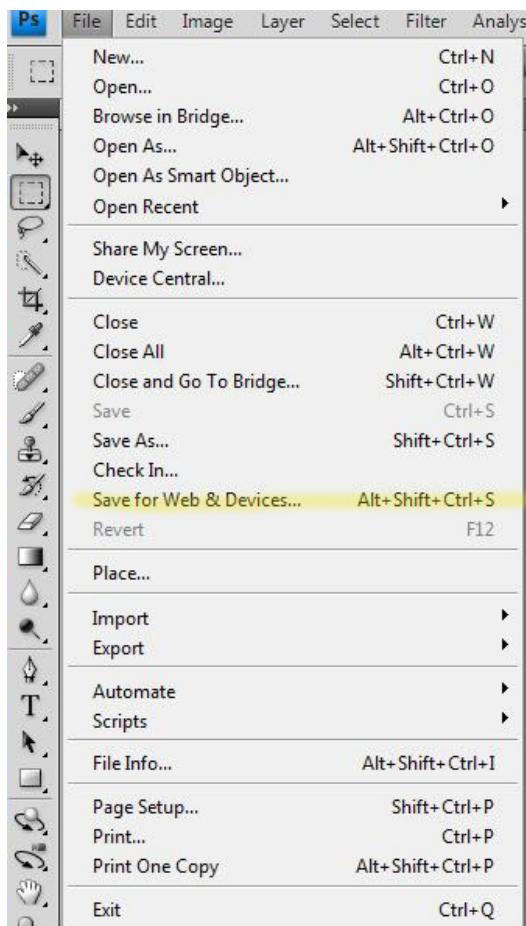## Saving Photographs for Display on the Web

This tutorial describes one of many methods for saving photographs in compressed format for the highest quality browser display within reasonable file-size limits. You know the feeling when you have the perfect image and you want to share it with others either on your web site, utilizing one of the many image sharing sites now available, sending it as an e-mail attachment or even entering contests where file size is strictly limited. Simply put, we're going to take a 100-pound photograph and place it into a 20-pound bag. Or, maybe you could consider this "freeze-drying" a photograph, with only small quality loss.

SYNOPSIS

The screenshots in this tutorial are of **Photoshop CS4**, although almost every photo-editor has similar features. If you don't yet own a photo editor, I strongly recommend you look into **Photoshop Elements 7;** it contains most of the photographic features found in the full-blown CS4 version (including "Save for Web" which we'll use here). Photoshop CS4 costs as much as a pretty good camera, and can take a long, long time to master. "Elements 7" costs about 20% of the cost of CS4.
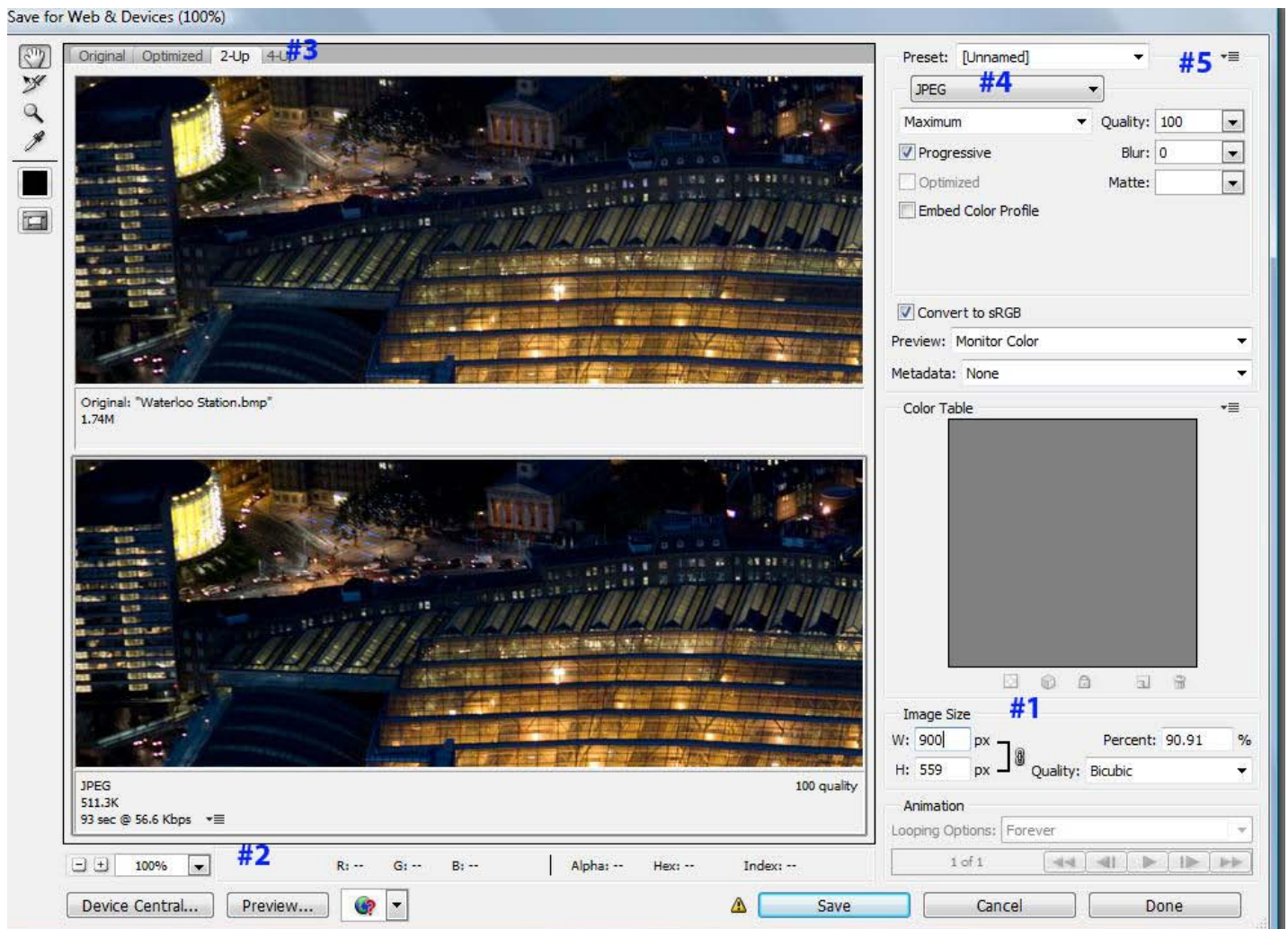
After one completes the editing of a photograph, and gets it *just* right you want to save it with the optimal quality without having a huge file. This is one very easy and simple method.

After opening your image in the edit mode go to: FILE> and the drop down menu shown below appears:

Ps	File	Edit	Image	Layer	Select	Filter	Analys

New...	Ctrl+N
Open...	Ctrl+O
Browse in Bridge...	Alt+Ctrl+O
Open As...	Alt+Shift+Ctrl+O
Open As Smart Object...	
Open Recent	▶
Share My Screen...	
Device Central...	
Close	Ctrl+W
Close All	Alt+Ctrl+W
Close and Go To Bridge...	Shift+Ctrl+W
Save	Ctrl+S
Save As...	Shift+Ctrl+S
Check In...	
Save for Web & Devices...	Alt+Shift+Ctrl+S
Revert	F12
Place...	
Import	▶
Export	▶
Automate	▶
Scripts	▶
File Info...	Alt+Shift+Ctrl+I
Page Setup...	Shift+Ctrl+P
Print...	Ctrl+P
Print One Copy	Alt+Shift+Ctrl+P
Exit	Ctrl+Q

Save for Web & Devices Dialog

This is the "Save for Web" dialog box which looks a little overwhelming but is very easy for what we are about to do.

Looking at the image you will see I have added the numbers 1 through 5 in blue starting at the lower right corner and continuing clockwise.

#1. This is where we set the size we want the image. Let's discuss this a little. You probably already know this but when posting images size matters especially in contests. Your image must be large enough to see clearly but not so large that it is necessary to scroll around the screen to view. To help you decide on the size let us assume that almost everyone viewing the image will have at least a 17" monitor (although this may be a little large considering the proliferation of laptops) but for an average desktop this is probably conservative. That means people are looking at a screen at least 1024 pixels high and 768 pixels wide. If we subtract a 12-13% factor for the scroll bars on the side and menu bars at the top then 900 by 600 should be a pretty good guess at the minimum displayable screen size for our images. So to keep the entire image on the screen we should scale the largest side of our image to the dimensions above, either 900 pixels or 600 pixels depending on whether the image is in portrait or landscape
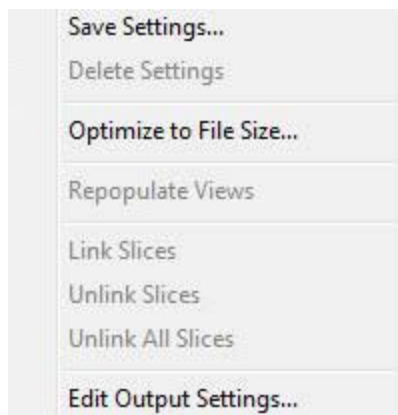
format. We do that by changing the image size width or height to 900 or 600 making sure the anchor chain symbol is locking the two dimensions to ensure you are saving the original image proportions.

#2. Is alongside the "zoom control". I recommend you set this to 200% which doubles the viewing size (not the actual size) so that at the finish we can scroll around the final image and check that the quality is fine.

#3. Click on the 2-up tab which allows you to compare the original and the optimized version.

#4. Normally I recommend setting the box here for JPEG for photographs but if you are doing line drawings or illustrations you may want to opt for GIF or PNG format.
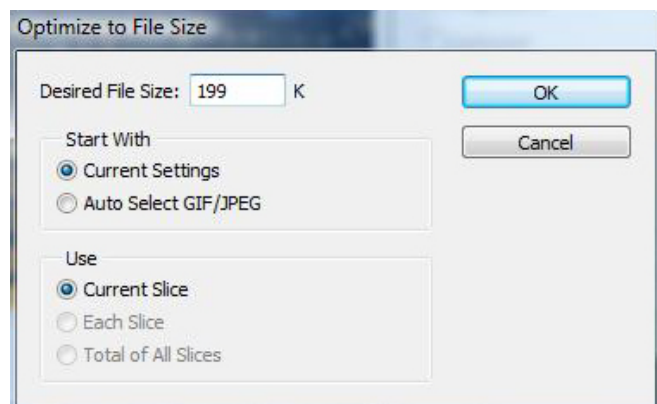
#5. Click on the down arrow and you will get the following drop down menu:

Select the "Optimize to File Size "and you can enter the size (in kilobytes) you would like to have the file compressed to.

I have entered 199 as my choice as many contests like images to be no more than 200 kb.

Now compare the two images on the top and bottom in the 2-UP view, and look for "show-stopper" errors. You won't have to scroll very long; if they are there you'll see them right off. The chances are very high that you'll not be able to see much difference in quality between the images at all. If you do see "swirleys" (that's a technical term I just made up), then reduce the physical size of your image about ten percent and try it again. But don't be too picky here either; when it comes to looking for JPEG compression errors, you ARE your own worst critic. Remember, no one else will be zooming in on your image at 200% looking for JPEG artifacts. Well, maybe there's a few that would; but I meant NORMAL people!

3

Now, just press "SAVE AS". Giving it a new name prevents us from writing over our original image. I recommend you start a folder called "Saved for Web" and put these images there, so they don't get mixed in with your real photographs. Also, end the filename with WEB, so they can easily be spotted (i.e. thisphotoWEB.jpg). Remember, we're creating images not much larger than your cell phone produces, so keep them separate.