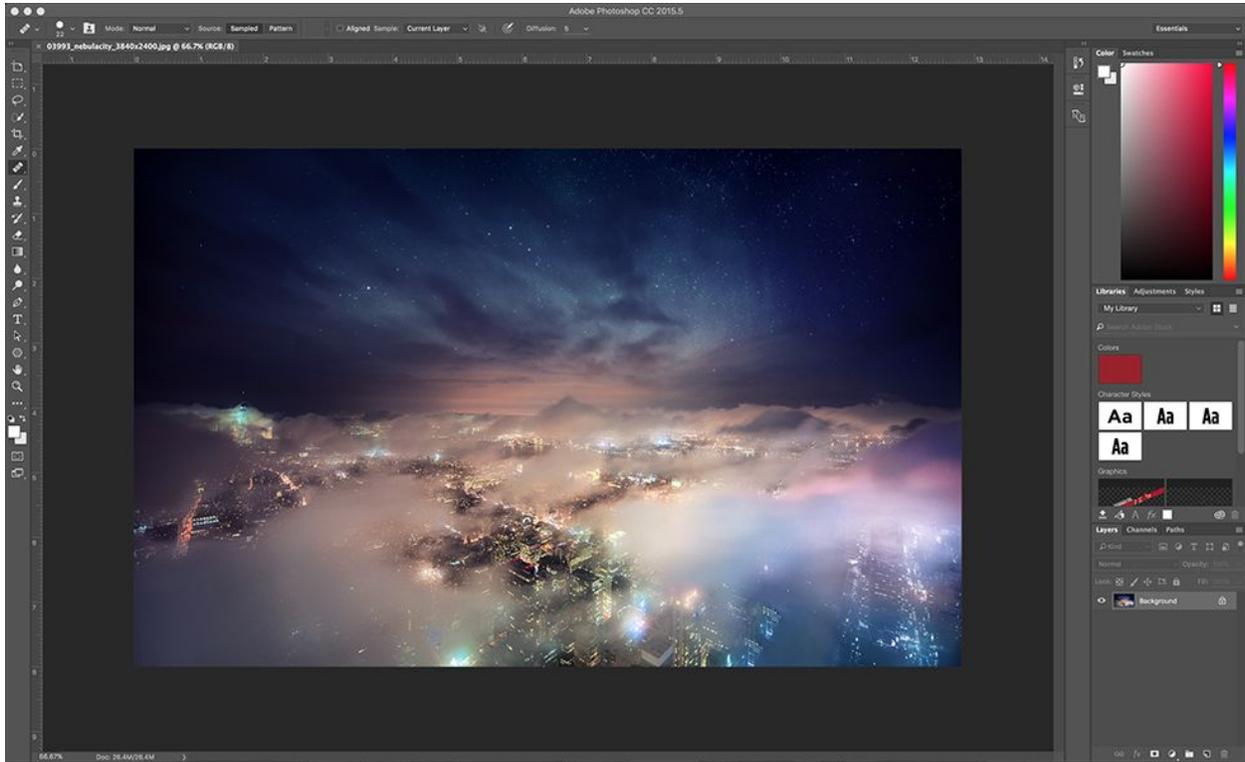


Saving images for the web

So that these instructions work for Mac or PC, they are assuming that an image is already open and ready to be cropped and then saved.



Original image: 300 dpi and 3,840 X 2,400 pixels, 5.978 MB

There are 3 parts to this process.

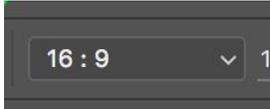
1. Cropping the image
2. Resizing the image
3. Saving the image

Part 1: Crop the image

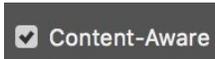
1. With the image open select the crop tool.



2. Next, select 16:9 as the ratio from the tool menu at the top of the screen.



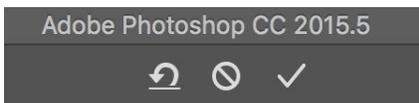
3. If you have the newest version of Photoshop, you can also choose the content aware option.



This will actually allow you to (in some instances) move the cropping tool outside the actual bounds of the image by a small amount. Photoshop calculates and creates fuller imagery for the missing information.



4. Once you've selected the region of the image that you'd like to crop to, hit the Enter/Return key or click the checkmark at the top the screen.



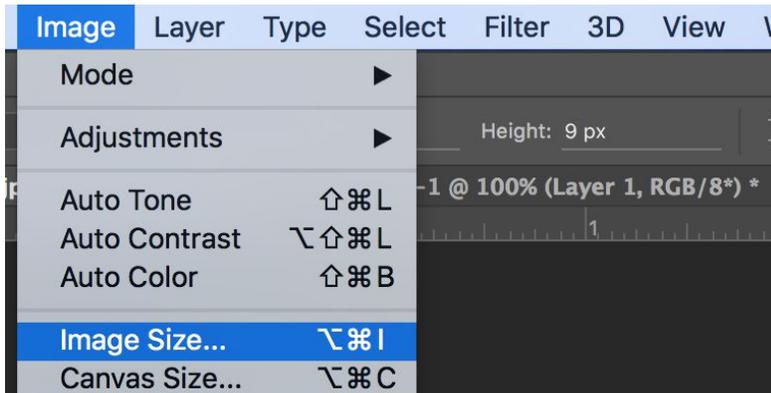
NOTE: The resulting image will be appropriately cropped for web banners. To crop a photo in portrait orientation, choose the 2:3 cropping option instead.



Part 2: Resize the image

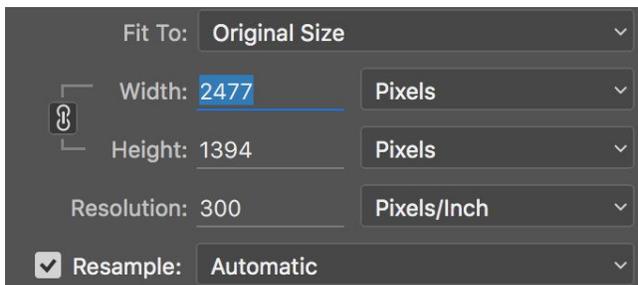
While cropping an image does technically resize it, we still need to set the dpi (resolution) and the Width and Height of the image to be appropriate for the web.

1. Choose Image >> Image Size from the file menu.

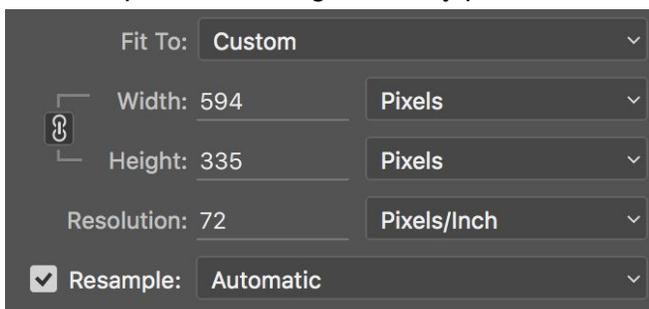


A dialog window will appear.

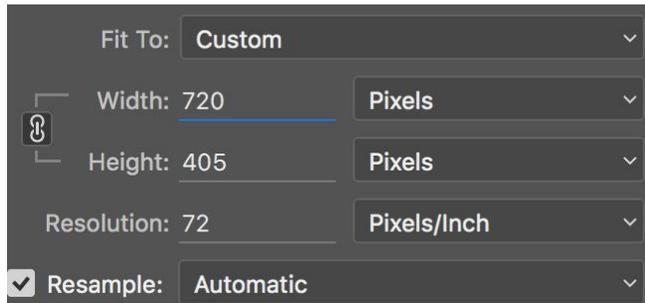
2. In the resulting pop-up make sure that the chain link is highlighted, the width and height units are set to Pixels and the Resample option is set to Automatic.



3. Next, change the Resolution number to 72. You'll notice that the image in the preview window shrinks and so do the numbers for width and height. This is because you've just asked Photoshop to remove a great many pixels from the image and size it accordingly.



4. Next, set the width value to 720. You should see the size of the image change again. You've just asked Photoshop to physically resize the image, maintaining the set resolution.



NOTE: Height should automatically set itself to 405. If it is something else, but still close to 405 (one or two pixels off), the crop probably didn't work exactly right and you can un-highlight the chain link icon and manually set the Height to 405.

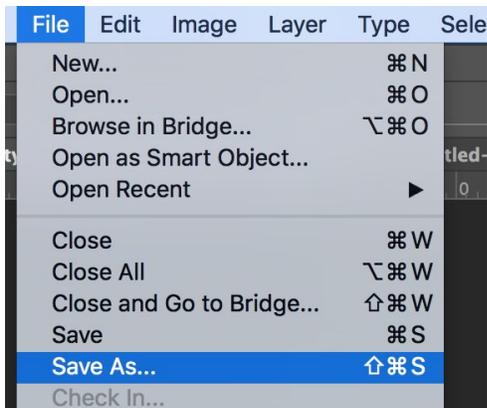
5. If everything looks correct, click Ok.

ADDITIONAL STEP:

Once you've clicked Ok, double click the  to the left of the Photoshop window to see the image at it's current full size. If the image quality is acceptable, proceed to the next part (Save the image). If not, you may need to re-crop to a larger selection or find a higher resolution image to work with.

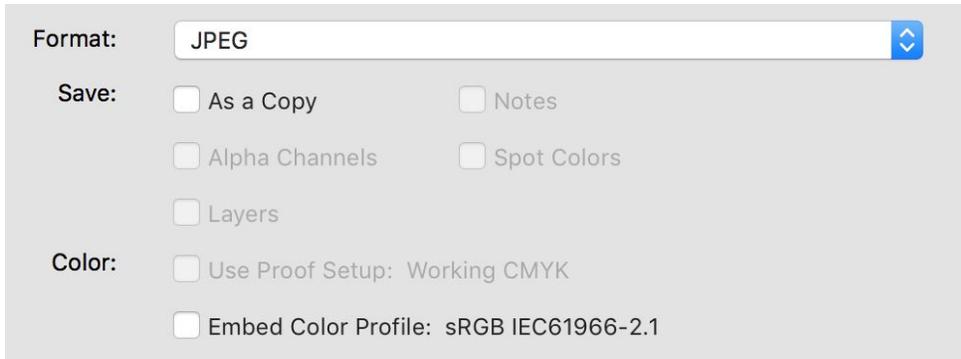
Part 3: Save the image

1. Now that you have an image that you want to use as a banner go to the file menu at the top of the screen and choose Save As...



As with many other programs, you'll now be presented with a standard save dialog box asking you to choose where you'd like to save the new image and what you'd like to call it.

2. In the resulting dialog box, after you'd selected a place to save the file and what name you'd like the file to have you'll need to select the jpg option at the bottom of the window and uncheck the Embed Color Profile option.



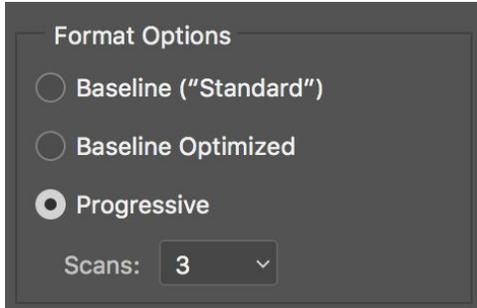
You may find that As a Copy is checked. This is ok. It can remain that way.

3. When you're ready to save the file, click Save.



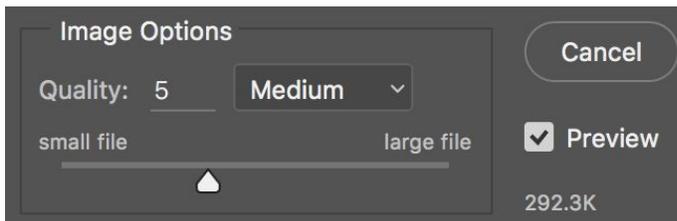
A new pop-up window will appear.

4. In the next window, called "JPEG Options", make sure that Progressive is selected as the format option and the Scans selection is set to 3 (standard). Do not click Ok yet.



This tells browsers that it's ok to load a lower resolution version of the image, followed by another slightly better version and then finally the full resolution version.

5. In that same window you'll notice two things. The first is the Quality setting in the Image Options section and the second is the file size in the right-most column, under the Ok and Cancel buttons.



Drag the Quality slider down until either, the image file size reads close to 100K or you've set the Quality to 5 (this should be the lowest you'll need to go for an image sized correctly).

NOTE: Use the Preview option to see a live version of your image as you drag the slider. This might help you decide between two quality settings (based on how the image actually looks).

6. Finally, click Ok to save your image.



It is now ready to upload to dotCMS.



Final image size: 72 dpi and 720 X 405 pixels, 85.326 KB (1.4% of the original file size)