

# Optimizing Photographic Images for the Web

## Using Adobe Photoshop Elements

Compared to the ubiquitous and best-selling **Adobe Photoshop®**, an application used by designers and professional photographers, **Adobe Photoshop Elements®** is a less-expensive, more accessible alternative for the non-professional.

Those users familiar with Photoshop will be comfortable with the Elements interface and pleased with the easier access to filters and commands. Elements, however, accomplishes the basics with ease, which is what is called for here:

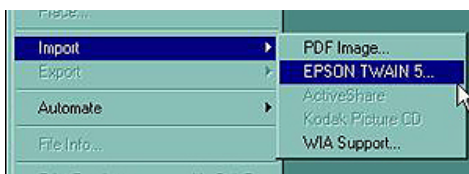
### Importing an image format

#### FROM A DIGITAL CAMERA:

1. After you have taken photos with your digital camera, connect the camera to your computer using a **USB cable** or remove the **digital storage card** from the camera and insert it in your **media card reader**, if you have one.
2. Your images will appear in a window or drive on your computer desktop as if it were another storage device connected to your computer and should allow you to **drag and copy image files** from the camera or storage card to an appropriate folder on your computer.

#### FROM A SCANNER:

1. **Place** your flat image or photographic transparency (slide or negative) on the scanning platen (the glass top).
2. **Launch Photoshop Elements** and select from the FILE menu "Import.../TWAIN..." [see below]. This will activate **scanner control software** which came with your scanner and allow you to control which area of the image you will preview, scan and at what **image resolution** and **color depth** you will scan at.



3. After your image is scanned, it will appear in PE in an **Untitled** file window. If you plan to change your image further (crop, recolor, filter, etc.), you should **SAVE** your image in either **TIFF**, **RAW** or native **Photoshop** format (PSD).

### Resizing the image resolution

1. **If you will not need the entire image to be viewed**, first select (with the rectangular selection tool) a portion of the image to be retained. Then, choose from the IMAGE menu "**Crop**". This will excise unneeded sections and gain valuable file size dividends.

2. **From the EDIT menu**, select "Resize>/Image Size...". This will open a dialog box showing you the dimensions of your image in **Monitor Resolution** (which should appear as *pixels* - if it does not, you can change this in your PE PREFERENCES menu), **Printer Resolution** (inches), and **Image Resolution**.



Changing any of these dimensions will change the file size and

image viewing clarity. Web images have to be **optimized** to smaller file sizes in order to facilitate transmission over the networks of the WWW and yet retain clarity of image.

3. Since the image will need to "fit" on the screen, you can first **change the apparent visual "size" of the image** by reducing the "Resolution" of the image from

its original pixels/inch size down to approximately 96 pixels/inch (or DPI). [NOTE: Since most modern monitors cannot display at a higher resolution, yet may be scanned at, say, 150 or 300 DPI, this is a necessary step. If your image is below 96DPI, this is not necessary.]

### Converting to an appropriate web-friendly format

1. Photoshop Elements has a unique "saving file" menu feature which removes a lot of the guesswork which used to be associated with web images: "**Save for Web...**". Choose this command from the FILE menu when you have resized your image's screen size and resolution and ready to create its web-ready version.
2. Using this command you can view the original version and compare

to another view of the image as it appears in JPEG, GIF or PNG optimized formats. In this way, you can decide which of the optimized versions most closely approaches an acceptable compromise of smaller file size vs. image fidelity.

