

Image Optimization for the web

Make sure you have 2 folders set up for this exercise. Your working folder should house all working files—such as your photoshop files.(see the naming files handout) Finished images should go in the site folder for this exercise (in a subfolder called “images”). Make sure to write down image quality and file sizes for all optimized images

File formats for web

Web browsers cannot read native files. Only use the following formats for web images.

Gif - used for hard edge images, text, gif animations

Jpg- used for photos

Swf- animation files created using Flash

Png- similar to gif, but not supported by all browsers.Works well for transparent background, but file size is LARGE.

Resolution for web: 72 ppi.

Color mode is RGB or index mode (for gif)

1- You will be using your photo for the first part of this assignment. Open your photo in Photoshop and make sure it's 72 ppi,and no larger than 300 pixels in any direction.

2- Save your image as a psd file. Save this in the archives folder. You will be going back to this original file for several of the following steps.

3- Feel free to alter your image. Put your name somewhere on the photo. Save it as a .psd file.

Then go to “SAVE FOR WEB” Go to “2 up”. You will see both the original version and the “optimized” image. Choose “jpg-high” and **note the file size and download time in the lower left. (WRITE DOWN THE file size and download time for each. - you'll need it later)** Name this image yourname_high.Save this image twice more- once as medium quality and once as low. Save this one more time as a gif 32-no dither.

Go back to your psd file and erase the background. Save this as gif (MAKE SURE TRANSPARENCY IS CHECKED) and as a PNG (MAKE SURE TRANSPARENCY IS CHECKED). Note the file size for both.

Name them appropriately and place them all in your images folder.

4- Go back to your original psp image. Open Adobe ImageReady.Create 3-5 layers by duplicating these layers. Do something different to each layer (like put a filter on each.)

5- Go to "window-animation". This will open the animation palette. Create 3-5 different animation cells by turning on and off the layers you have made. Place "tweens" between the cells by pressing the tween button (looks like a series of circles at the bottom of the palette.)

6- Go to "window-optimize" to open the optimize palette for ImageReady. Go to "2-up" and select the different gif options. Select the best gif option for your image, trying keep file size below 200k. Save this as anim.gif in your images folder.

7- Open Illustrator. Make sure "units and undo" is set on pixels. Create a new masthead (title bar) for your web page. Make it 700 x 150 - RGB. Put your name and "exercise 2" somewhere in the masthead. Make sure to use the "only web colors" option under the color picker. When done, go to "save for web". Choose GIF and change the number of colors to "2". Go up from there until you no longer see a change in quality. You may change the other options as well. You want to balance the quality of the image with the size of your file. Save the completed masthead in your images folder. (masthead.gif)

8- Proceed to exercise 3 (Tables in Dreamweaver) (you will use these images there).

Tables in Dreamweaver

Make sure you have set up directories as directed in the image optimization exercise.

NEXT: SET UP YOUR SITE MANAGEMENT. (as directed in class)

You will make 3 page for this exercise.

PAGE ONE: Make a page with a table. The table is going to hold your masthead at top, navigation(text) all the images your created in the image optimization page WITH INFO ON FILE SIZE and file format. Put the images with a transparent background in a table cell that has a colored background. Note file sizes. Make sure the animated gif is playing.

PAGE TWO: Make a table that has imagery which uses rollover imagery for navigation.

Content for this page: a written summary of findings from image opt. Summarze the visual differences in terms of visual quaility and size. Also note when you might want to use jpg, gif and png.

PAGE THREE: slicing. (demo in class)

Make web page design in Photoshop that is 760 x 420. Use any imagery you like (as long as you own the rights to it). DO NOT CREATE SOMETHING THAT LOOKS LIKE A GRID. Creat an area at top for navigation and an area in the middle that you can put text over.

Content: Summarize what you have learned about slicing.