

Saving for the Web

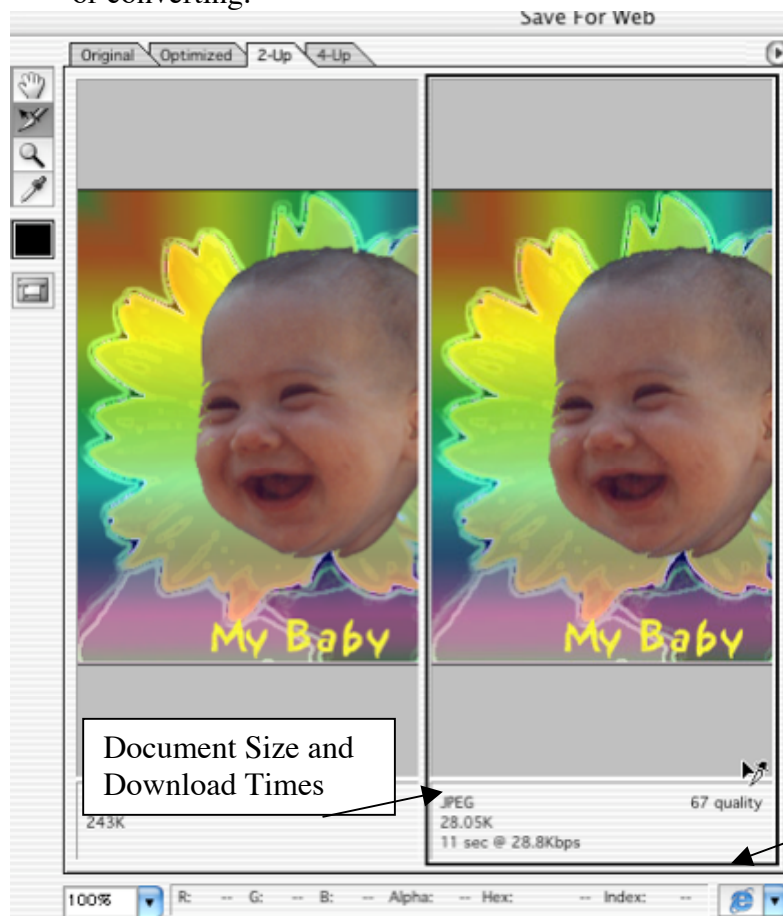
There are two types of formats that will work with all browsers: gif and jpg. Neither format supports layers, so it is important to save images both for the web and as Photoshop files.

.jpg (pronounced jay-peg): JPG images are often photographs, and can contain a large range of colors. This format is designed to support millions of colors but does not support transparency. Any transparent pixels saved as .jpg images will become the background or matte color.

.gif (pronounced Gif or Jiff): Gif images are often hand drawn or computer generated images with less colors. Gif format supports 256 colors and transparency. Any transparent pixels will remain transparent when converted to gif.

About File Compression:

When you save for the web, you are essentially compressing your graphic so that it will download more quickly on the Internet. This means losing pixel information. The trick is to get the right settings so that your image will still look good while taking up the least amount of server space. The process of compressing a file can also be called optimizing or converting.



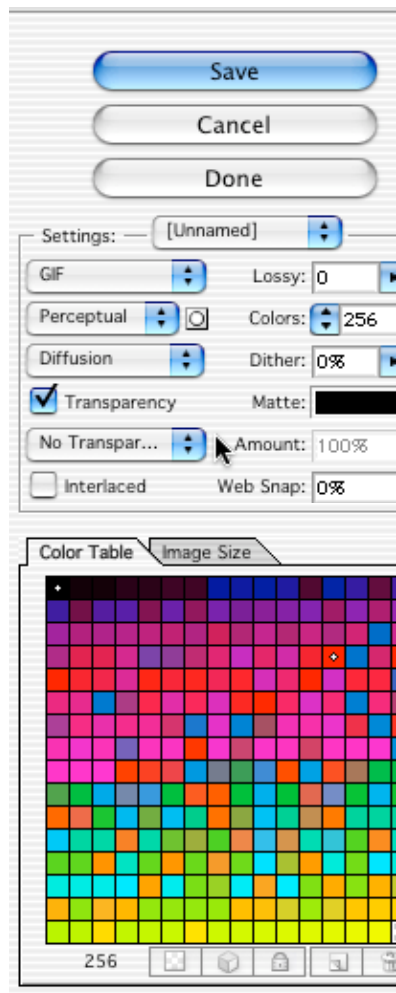
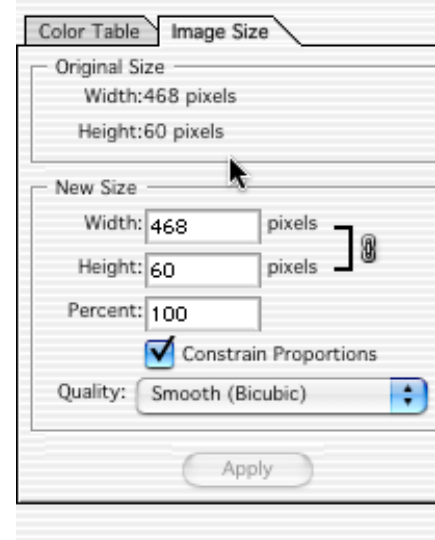
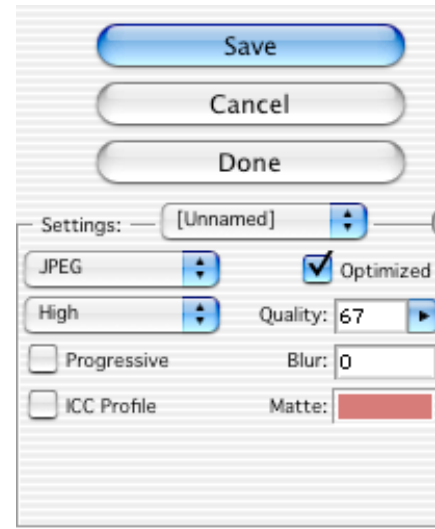
Save as a .JPG

- Go to the File Menu and select Save for the Web.
- Select 2-Up or 4-Up tabs to see how your image would look with various compression settings. The Original tab shows the original image. The Optimized tab shows the compressed image with the current settings. The 2 and 4-Up tabs allow you to compare original and various compression settings for the same image.
- Select an image to specify its settings.

The left side of the Save for the Web dialog box: Click the Explorer icon on the bottom to preview the image in a browser.

- Select .jpg from the drop down menu on the right side of the Save for the Web dialog box.
- Choose a compression type (with high being the least compressed).
- Choose image Quality and Matte. The Matte color will be used at the edges of the image to blend it into the background of the page. Selecting a Matte with the same color as the page background will allow the image to blend in. The Matte color will also be applied to any transparent pixels.
- As you change settings, look in the lower left hand corner of the image box to find both file size and download times.
- Clicking the Image Size tab and entering the desired Width and Height settings allows size specifications.
- Click done and save your file.
- After saving for the web, don't forget to use File/Save to save your image again. This will allow you to save the image as a Photoshop file to maintain its layers for

future editing. JPG files are *lossy* or lose information each time they are opened, so it is especially important to save these files in Photoshop format.



Save as Gif

- Go to the File Menu and select Save for the Web.
- Select GIF from the format drop down menu.
- Select 2-Up or 4-Up tabs to see how your image would look with various compression settings.
- Select an image to specify its settings.
- Check Transparency to preserve transparent pixels.
- Select a desired Matte color.
- Set the number of colors you wish to use. The less colors, the smaller the file size; the more colors, the better the picture may look. Find a happy medium.
- As you change settings, look in the lower left hand corner of the image to find both file size and download times.
- After saving for the web, don't forget to use File/Save to save your image for future editing.