

### Introduction

It is very important to prepare your images for the web before placing them onto your HTML pages. Whilst quality is still an important concern, this has to be balanced with the need to have file sizes small enough so that they download quickly and efficiently.

There are three main elements that need to be considered when preparing images for the web:

- choosing an appropriate web format
- ensuring that the image is saved at 72 dpi (dots per inch)
- saving at an appropriate physical size (measured in pixels) for the web page design

Fortunately PhotoShop has an option built into its system that takes care of much of this. That option is *Save for web ...*

Using the *Save for web ...* automatically saves images at 72dpi, and the only formats available are all appropriate for the web. The option to resize the image is also available in the *Save for web ...* dialog box.

### Overview: What file format should you choose

Of the file formats that are available in the *Save for web ...* options the ones that we will look at are:

- JPEGs
- GIFs
- PNG-8
- PNG-24

#### JPEGs

JPEGs are a lossy format, but if saved at a *high* quality setting, the loss should appear minimal. JPEGs do reduce the file size of the image by some considerable amount. As this format supports thousands of colours it is well suited to photographic images. JPEGs do not support transparency so will flatten any image back to a flat background colour. The value of that background colour can be defined by the *Matte* setting in the *Save for web ...* window.



(a suitable photographic image for JPEG and PNG-24)

#### PNG-24

PNG-24 is a non-lossy format that supports millions of colours and transparency. As a result it creates very smooth edges around objects that have transparency, but the downside is that the file sizes are much larger than JPEG or GIF.

#### GIFs

The GIF format is a non-lossy format, but only supports a maximum of 256 colours. In general terms therefore, a GIF is best suited to images of limited colour range, especially illustrations consisting of flat colours.

As GIFs support transparency, images (photographic or otherwise) that contain a transparent background are very often saved as GIFs.

#### PNG-8

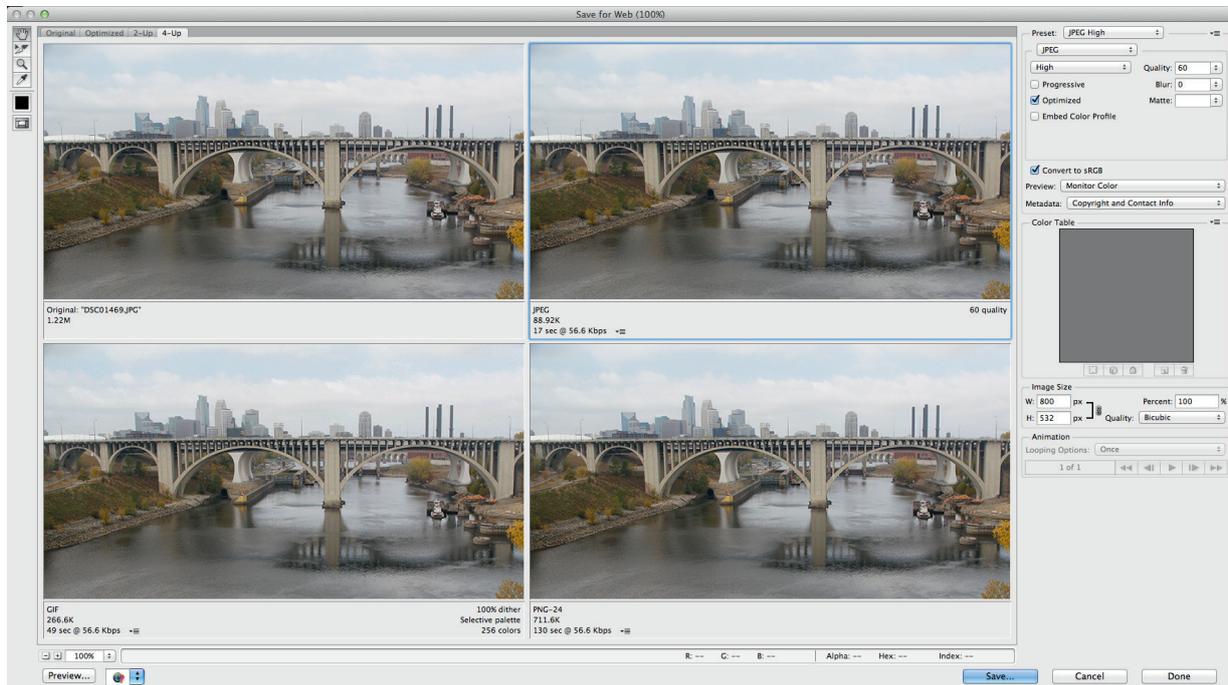
Although created by a different group, the principles of PNG-8 are similar to those of GIF. It is a non-lossy format that supports transparency and maximum number of 256 colours.



(a suitable graphic image for GIF and PNG-8)

## Optimising your image

1. Open your image
2. Choose *File > Save for Web ...*  
*The view of the image, in the preview pane of the Save for web ... box can be set as follows:*  
*Original: shows the original image only*  
*Optimized: previews the image once all settings have been applied*  
*2-up: shows the Original and the Optimized*  
*4-up (illustrated below): show the original, and previews three Optimized versions*



Choose the appropriate format from the Preset menu, or choose your preferred file format from the drop-down menu that lies below the presets

3. Set the image options as required  
*In general the options available will relate to the compression quality of the image (in the case of JPEG) or the colour palette (in the case of GIF or PNG-8)*
4. Make sure the *Image Size W* and *H* fields are linked (black line and chain icon) to keep the original proportions of the image
5. Set the Image Size as required
6. Click *Save*  
*This will open the Save dialog box*

## Saving your images

7. Choose *Save* in the *Save for web* dialog box  
*This will open a standard Save dialog box. Use the following settings:*
8. **Format:** choose **Images Only**
9. **Settings:** choose **Default Settings**
10. Click *Save* and save your image in the *images* folder you created inside your *root* folder  
*(see [Dreamweaver CC: Setting up your site](#) for more details of website file structure)*

