

BIPC DIGITAL IMAGING STUDY GROUP
ASSIGNMENT 2002-11
SUBJECT: SAVE FOR WEB

PROBLEM: You have a large file containing a digital image and would like to have a copy of that image in a much reduced size that can be sent over the Internet and displayed effectively on the recipient's monitor. How to achieve that goal?

CONCEPT: Use the Save for Web command in the File menu. Create a *.jpg file that is less than 50K for our web site or less than 100K for email or display purposes. Then send this file to your email recipients for viewing on their monitors and/or send to be shown at the Photo Club's web site www.biphotoclub.org. Email to the webmaster at webmaster@biphotoclub.org Follow the guidelines found on the website¹.

PROCEDURE:

- Start with the image that you want to send, open in Photoshop or Photoshop Elements
- Open the Save for Web feature in the File menu. Ignore any size warnings. I have started with images of over 50meg. Watch the bar at the bottom of the screen. When the label says "Generating Optimized" count to five and hit the Esc key.
- Select the 2-up tab at the top
- In the settings in the right pick jpeg, High or Maximum and check Optimized. Keep hitting Esc when you see the Generating Optimized action. Make sure that the Quality setting on the bottom right is at Smooth (Bicubic). These settings will be remembered the next time you open the Save for Web feature.
- Click the Image Size tab. Go to the largest dimension in pixels and replace with 540.

¹ The guidelines are "Provide jpeg images, 540 pixels in the longer dimension.

Make them about 40 KB in size by adjusting the jpeg quality.

Use Photoshop to convert the image to jpeg, and adjust the compression level of the jpeg to tailor the file size to about 40 KB. If you use version 6/7 of Photoshop, you may find the File|Save for Web menu option handy.

When you send the file, include the title, your name, and any few additional words you'd like to have displayed. Photo data would be good. If the picture is from a competition, please include the category and place (1st, 2nd, etc.) of the photo.

Most of the images on the site now are smaller than these guidelines; they were provided before we came up with the guidelines. The 540-by-X size is: (1) small enough to protect against artistic or commercial use by others, (2) large enough to show off your photos to good advantage, and (3) in line with the size that other clubs are posting."

- Hit Apply
- Check the file size below the image on the right. If the file size is greater than the desired file size above, adjust the image quality lower and hit Apply again
- View the two images and be amazed.
- Hit save. Make sure that you save as a *.jpg image.
- Close the original image and do not save changes.
- Now send the resultant *.jpg image to all your fans

ASSIGNMENT: Send several of your best and brightest images to our webmaster using the technique described above.

AUTHOR: Ken Hales
June 28, 2002