

Optimizing photos for the web using Photoshop

1. **File/open**; navigate to folder where original image is.
2. **Modify Image as desired**; crop, filters, rotate, brightness etc.
3. Modify Image Size from menu; **Image/Image Size**
 - o If horizontal image; **650 pixels wide**
 - o If Vertical image; **500 pixels high**
4. Optimize for the web from menu; **File/Save for Web**;
bottom of optimize dialog box shows file type & size of optimized image. This should be jpeg for photos and **around 50k in size**.
5. To optimize from this dialog box: In the upper right hand corner **choose jpeg - quality no smaller than 45**. If it has too many artifacts (looks pixely) raise quality but stay under 50k in size. (try 60 quality)
6. **Click save**; navigate to website folder/images/ and save document with simple name with no caps/no symbols/no spaces.
ex: joefishing.jpg
7. Create a **Thumbnail**; Modify Image Size from menu;
Image/Image Size
 - o Thumbnails - always the same height **ex:100 pixels high**
8. Optimize for the web from menu; **File/Save for Web**;
9. **Click save**; navigate to website folder/images/ and save document with the same name as "bigger photo" but add **_thumb** to the end of the file name.
ex: joefishing_thumb.jpg
10. **Close document without saving!** You don't want to save over the original photo with the thumbnail.