

## Optimizing photos for the web using Macromedia Fireworks

1. **File/open**; navigate to folder where original image is.
2. **Modify Image as desired**; crop, filters etc.
  - o Rotate; **Modify/Canvas/Rotate**
3. Modify Image Size; **Modify/Canvas/Image Size**
  - o If horizontal image; **650 pixels wide**
  - o If Vertical image; **500 pixels high**
4. **2-Up tab**; right window pane shows file type & size of optimized image. This should be jpeg for photos and **no larger than 50k in size.**
5. **Optimize palette**; jpeg **quality no smaller than 45** but still look good. If it is has too many artifacts raise quality but stay under 50k in size. (try 60 quality)
6. **File/Export**; navigate to webready/images/specific folder and save document with simple name with no caps/no symbols/no spaces. **ex: joefishing.jpg**
7. Modify Image **Thumbnail Size**; **Modify/Canvas/Image Size**
  - o Thumbnails - always the same height **ex:100 pixels high**
8. **File/Export**; navigate to webready/images/specific folder and save document with the same name as "bigger version" but add **\_thumb** to the end of the file name.  
**ex: joefishing\_thumb.jpg**
9. **Close document without saving!** You don't want to save over the original photo with the thumbnail.