

All Creative Designs

Image Editing Tutorial



## Preparing Images for the Web

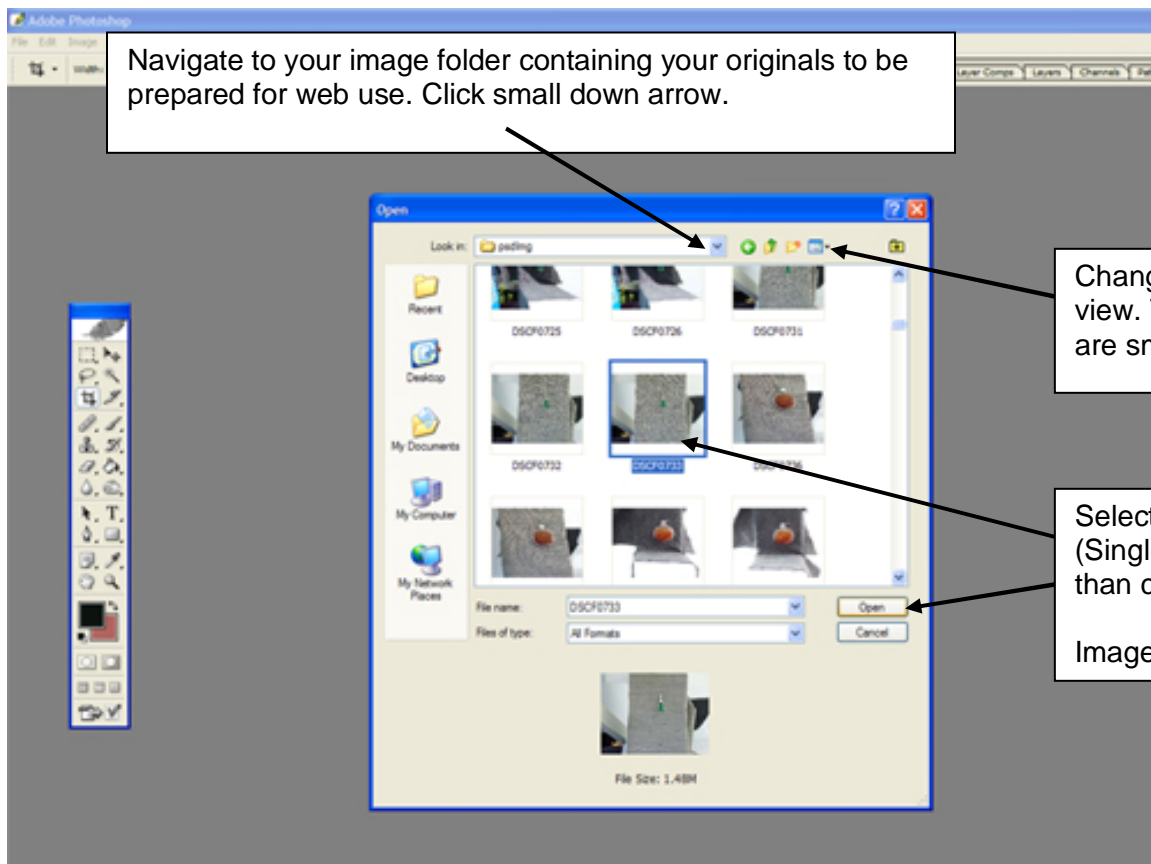
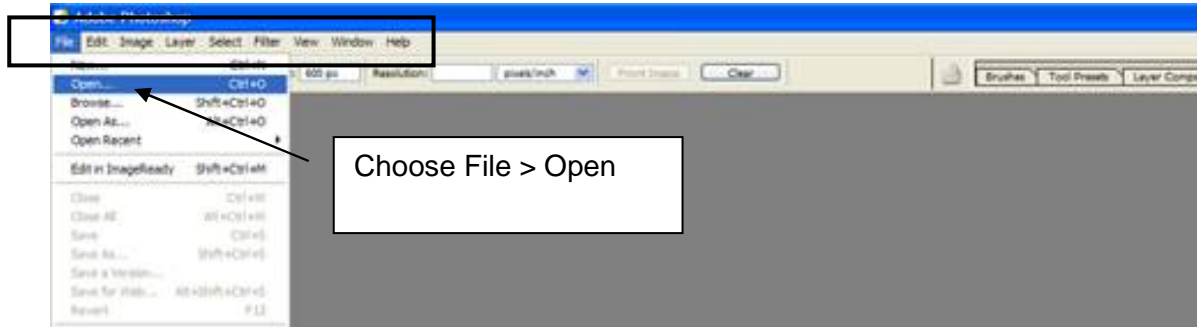


Cropping, adjusting and web  
optimizing images in Photoshop CS

Open Photoshop from desktop icon or use All Programs.  
Create a new folder called "Web Ready Images"

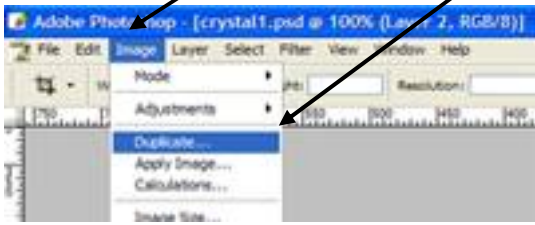
## Step 1: Open your image

File menu

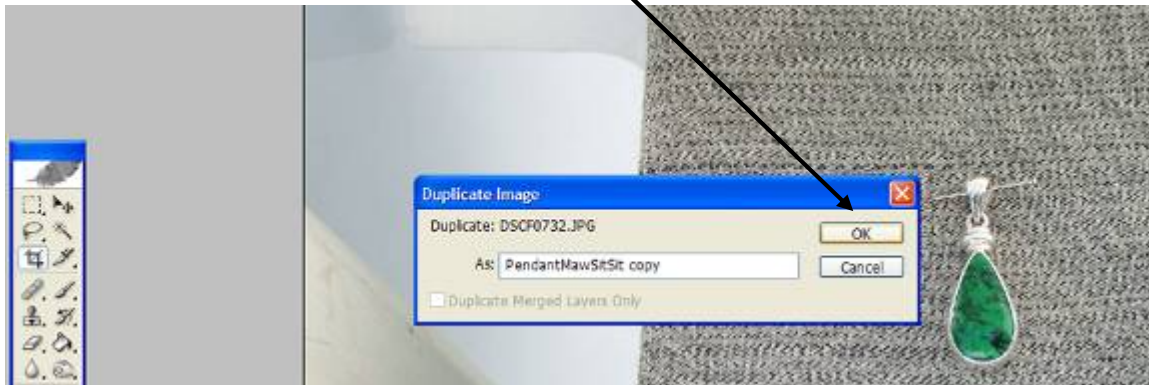


## Step 2: Make Duplicate

If you want to keep your image in its original state follow instructions below.  
In the file menu go to Image and click Duplicate.

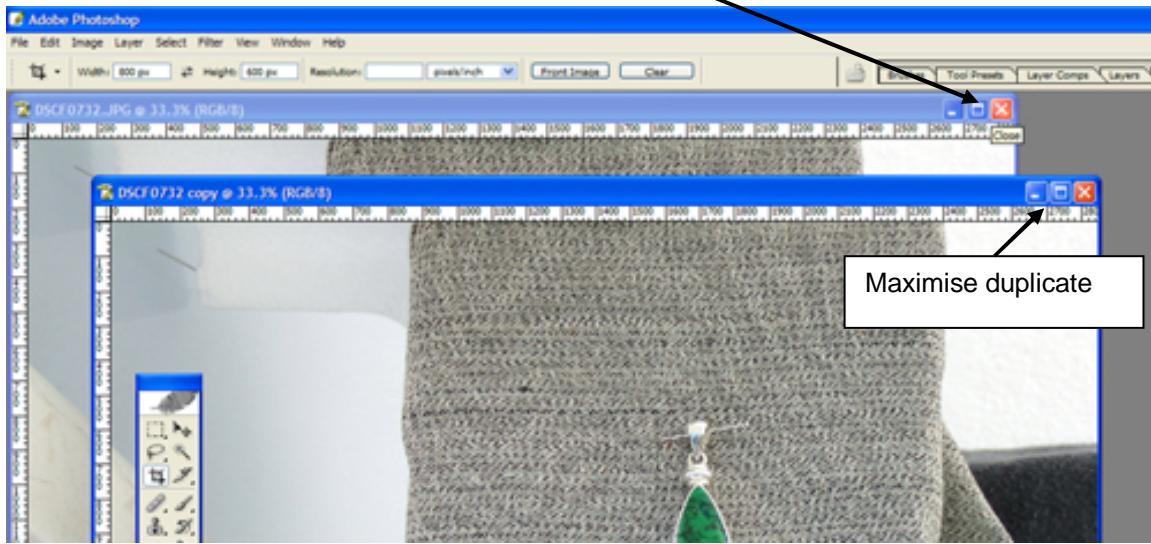


Rename the file if required and click OK.



Photoshop automatically saves this duplicate into the same folder containing the original.

Close the original image in the background

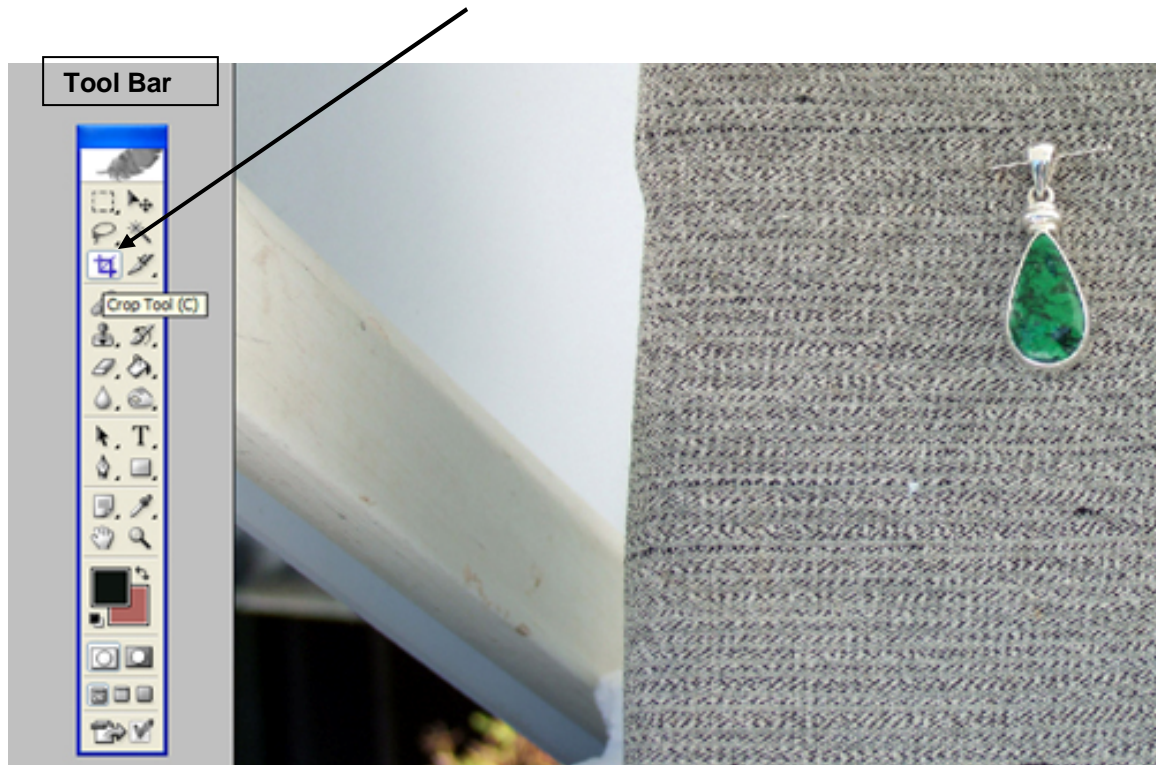


And maximise your duplicate (copy)

### Step 3: Crop the image

Decide if your image needs cropping, if not go to step 4.

Select cropping tool from tool bar



To keep the ratio 4:3 most digital cameras use any of the dimensions below:

Height: 1280px      Width: 960px

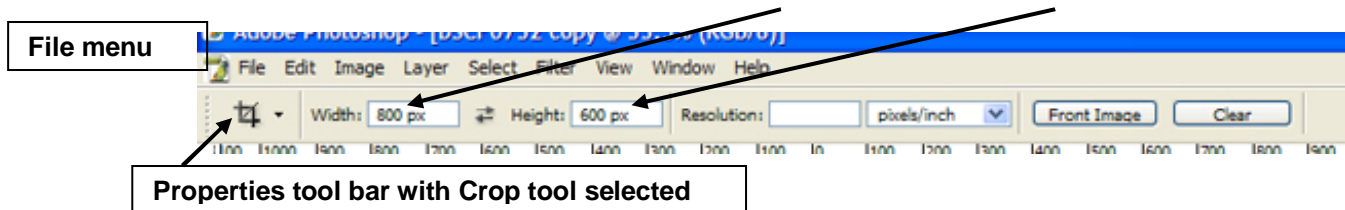
Height: 1024px      Width: 768px

Height: 800px      Width: 600px

Height: 600px      Width: 450px

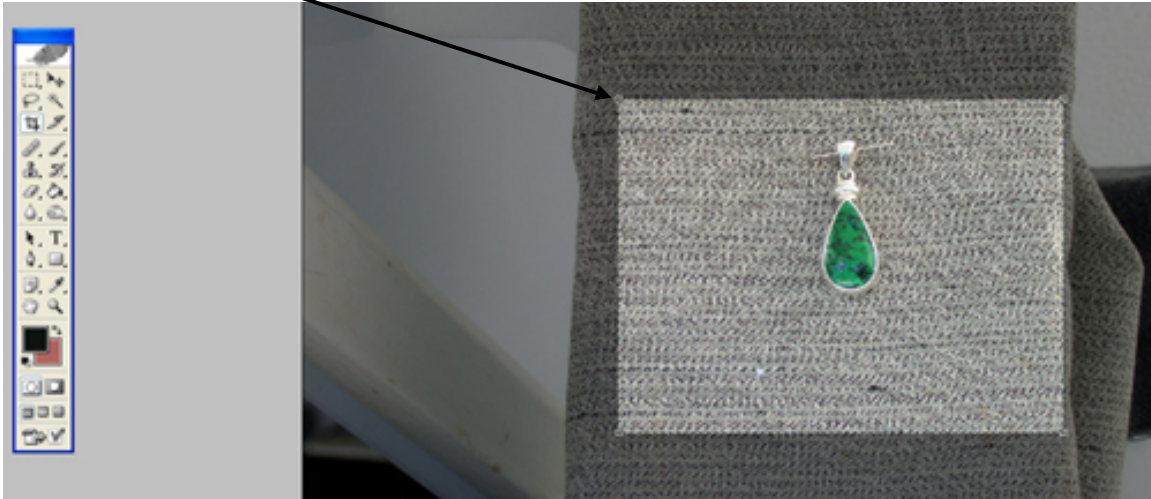
Height: 400px      Width: 300px

In the properties bar for the crop tool type 800px for width and 600px for height.

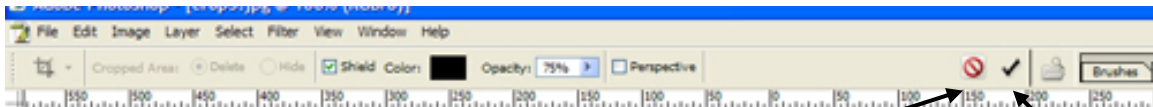




Then click starting point and drag crop tool over your image.



If crop area is correct click green tick in properties tool bar, if not click red circle and try again.



Red Circle

Green Tick

Utilise Zoom tool in tool bar to enlarge cropped area and continue.

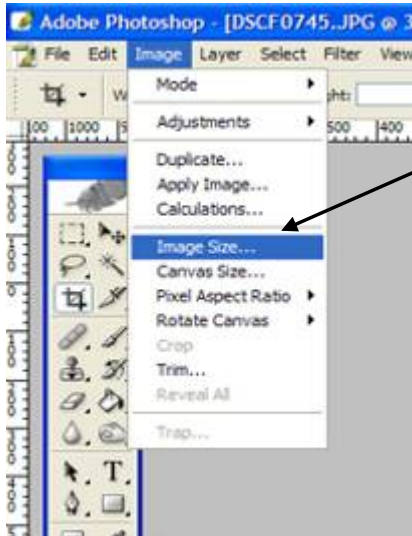
Check image size in file menu under Image > Image Size.

Values should read 800px by 600px, if not, select Edit in the file menu and click Undo, and start again.

#### Step 4: Change Image Size

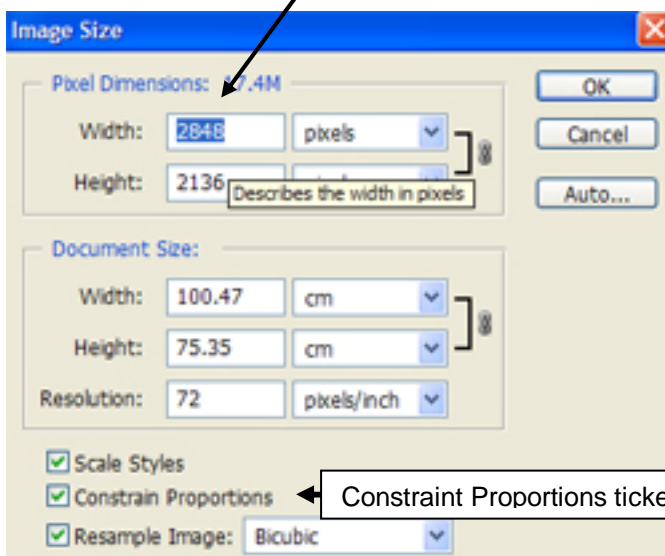
If you have cropped your image go to Step 5.

If you have not cropped your image to desired size change the dimensions of your image now by selecting Image in file menu, than click Image size.



In the Image Size dialog box make sure Constrain Proportions is ticked.

Type your desired width (800 for this example) and height should automatically adjust. Click OK.

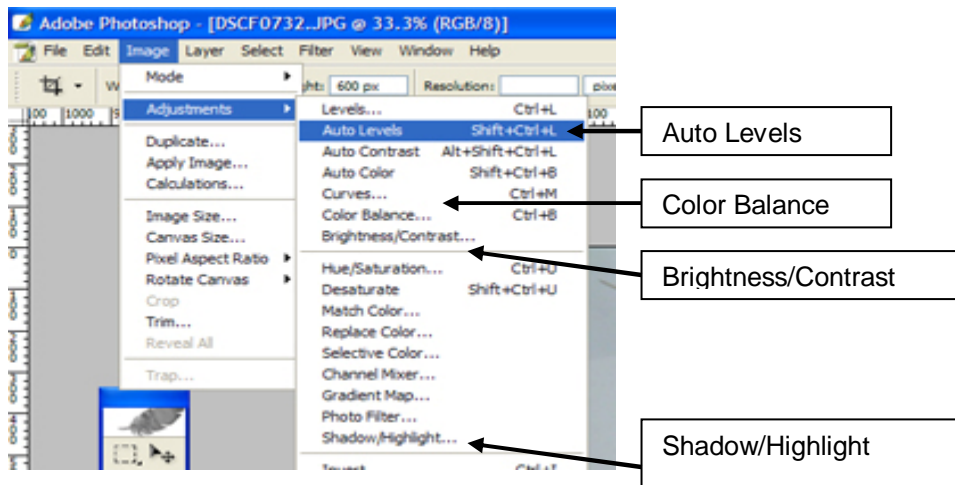


## Step 5: Image Adjustments

Your image may need only one or none of the Image Adjustments described below.

### A. Auto Levels:

In file menu go to Image > Adjustments and click Auto Levels.  
If the result is satisfactory continue



If not, use Edit > Undo Auto Levels

To compare changes toggle between Undo and Redo in the file menu under Edit.





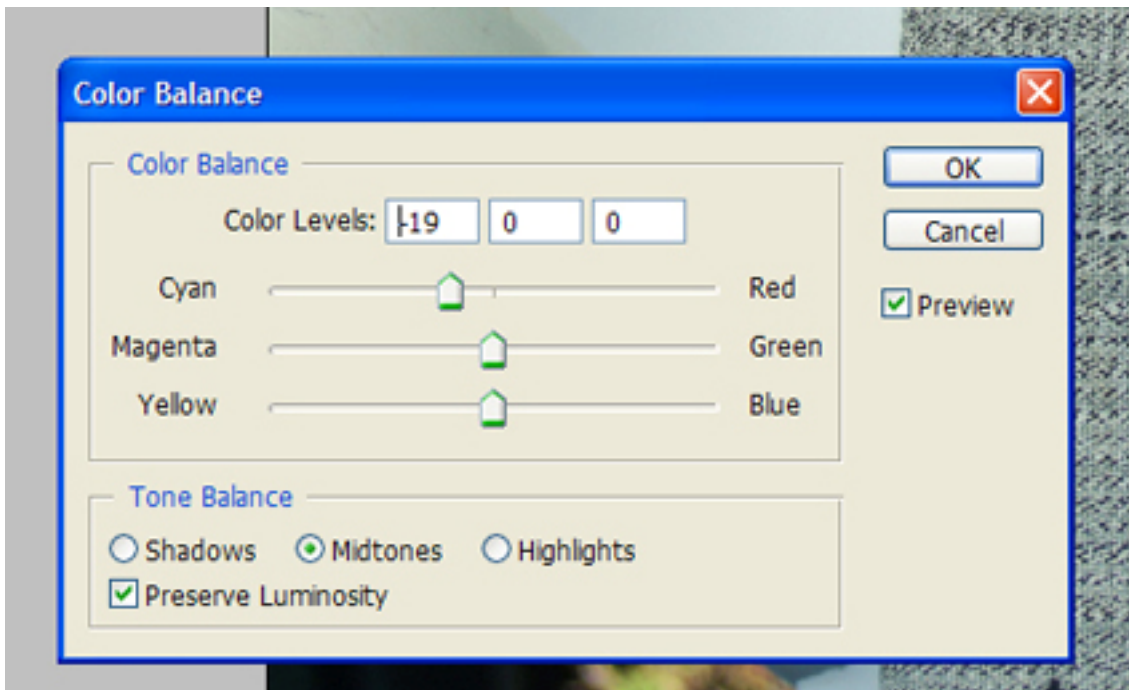
## B. Colour Balance

(See image on previous page)

In file menu go to Image > Adjustments and click Color Balance for dialog box to appear.

Use sliders to adjust colours than click OK.

Change Tone Balance to effect Shadows, Midtones or Highlights areas.



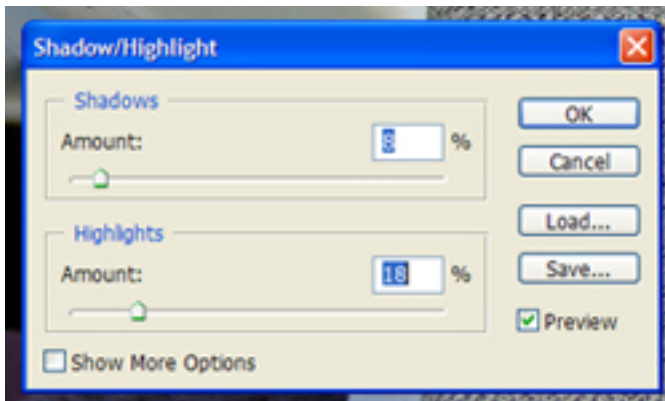
## C. Contrast/Brightness

To adjust Contrast/Brightness go to Image > Adjustments and click Contrast/Brightness. Use sliders to adjust and click OK.

(See image on previous page)

## D. Shadow/Highlights

To fix an under or overexposed image go to Image > Adjustments and click Shadow/Highlight.



Click OK after adjusting.

## Step 6: Save your image for the Web

When you are happy with your results go to the file menu > file and click Save for Web.

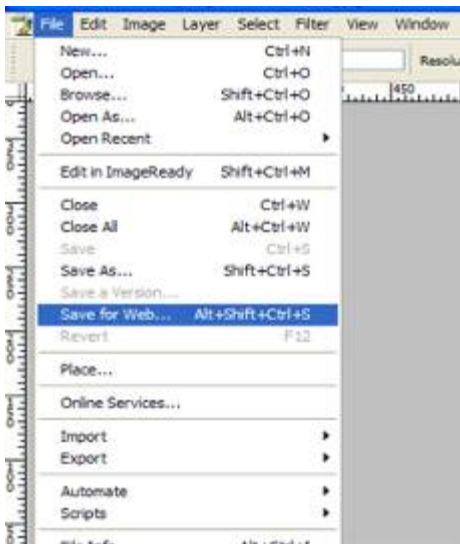
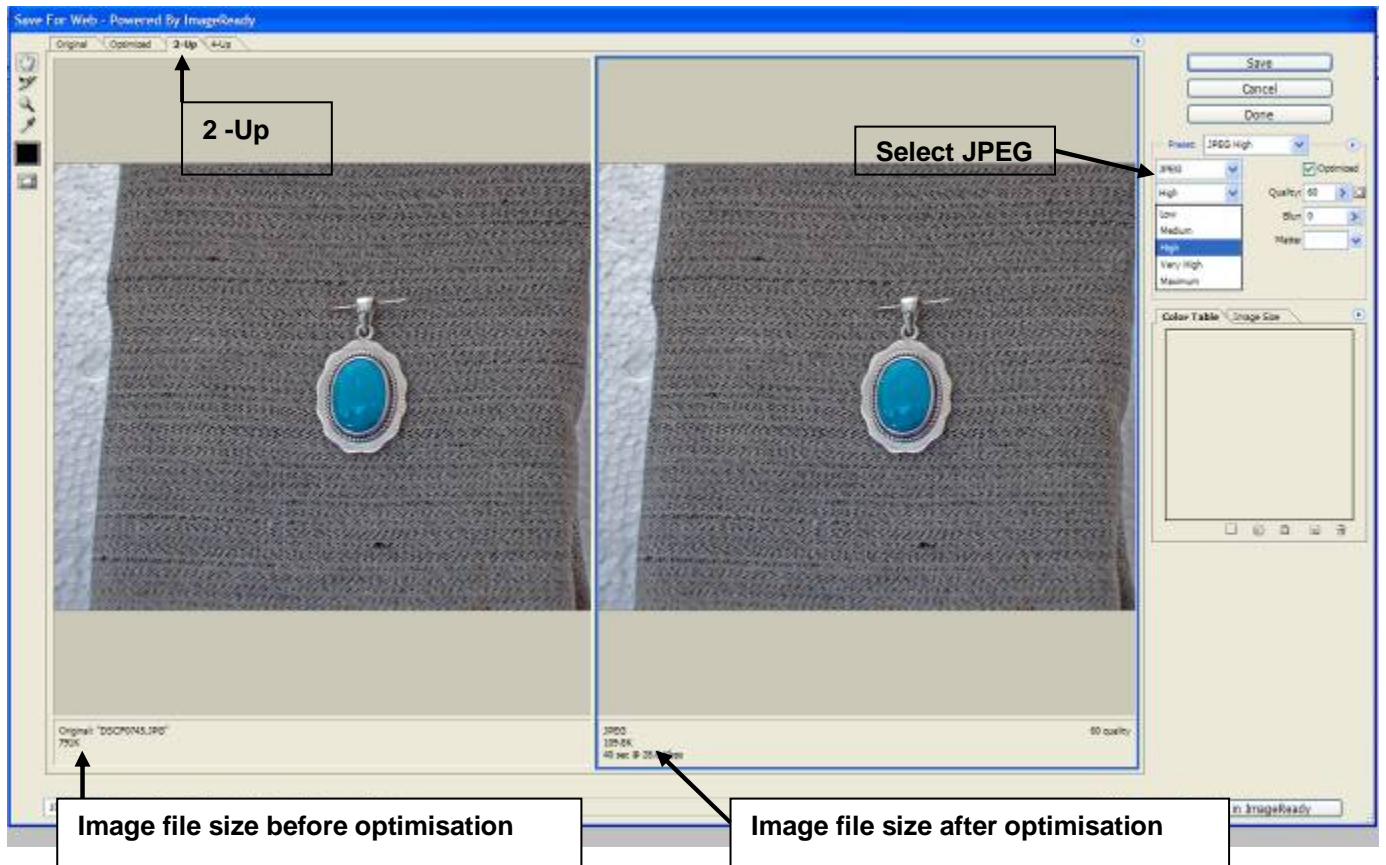


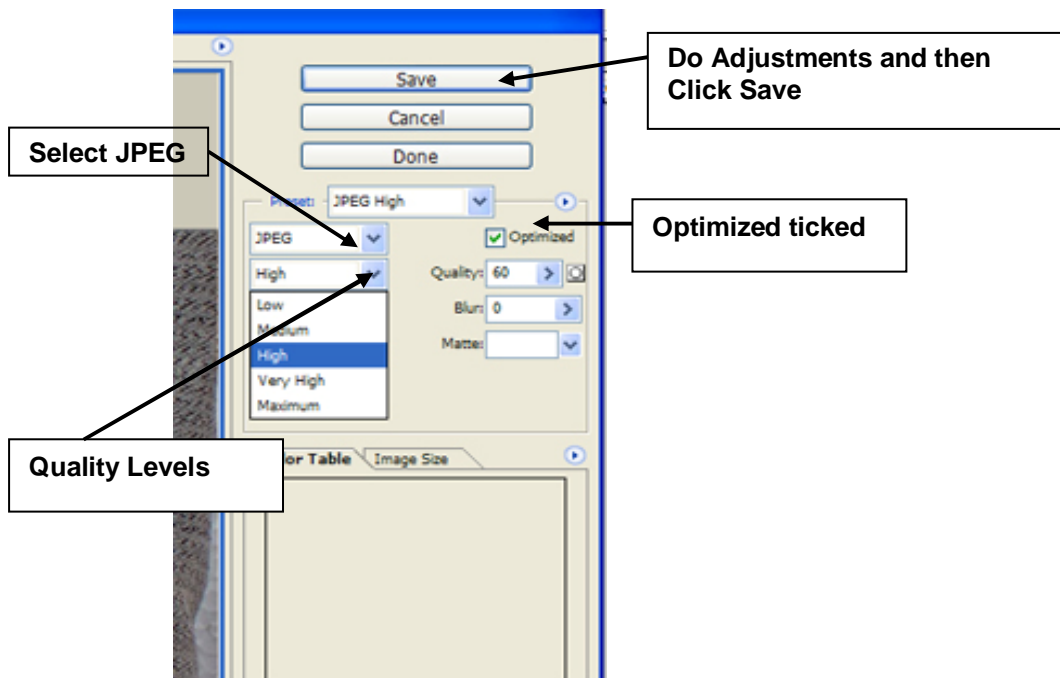
Image Ready opens with your image loaded.

Click 2 -Up and select JPEG (see image next page)



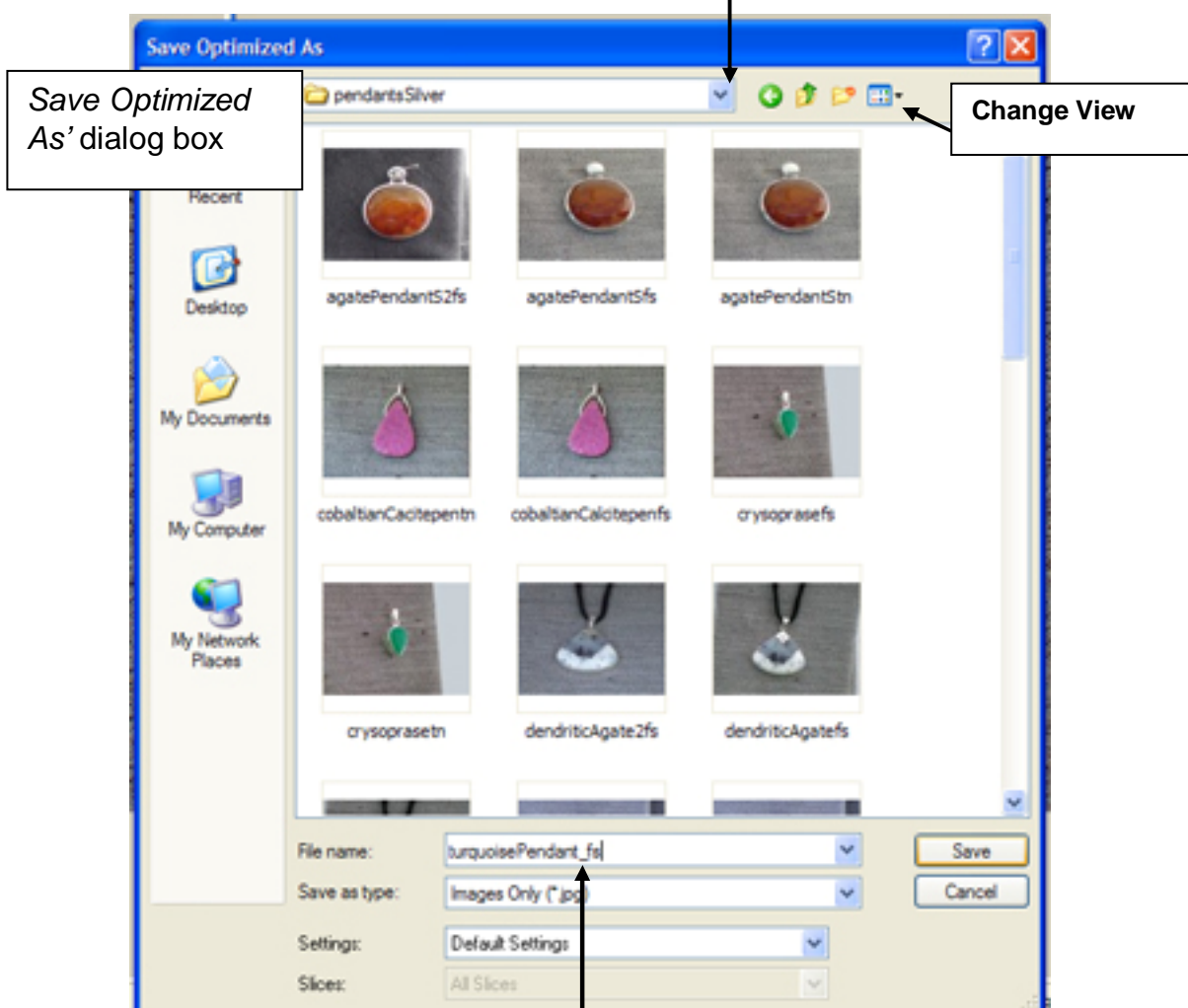
Adjust your quality from Low to Maximum by using drop down arrow, (See image on page below) and see your image file size changing. Make sure Optimized is ticked.

Keep your file size below 200KB for faster downloads.



Click Save and *Save Optimized As*' dialog box appears. (See next page)

Navigate to your prepared Web Ready Image Folder.



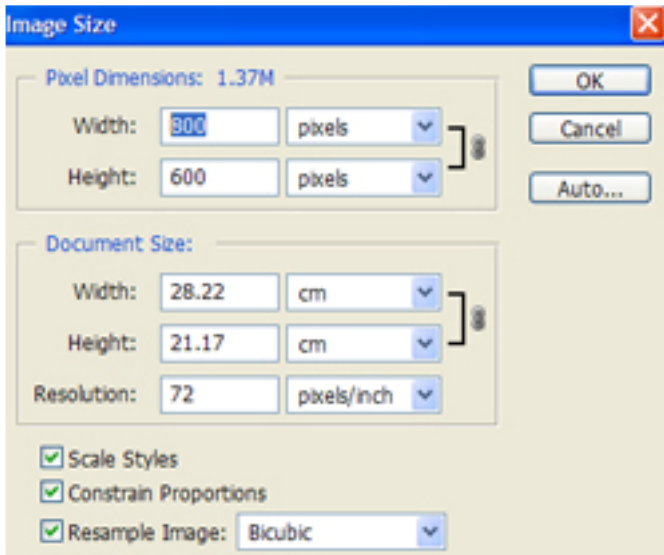
Type file name (*No more than 32 Characters*) with an extension like \_fs to indicate full size, then click Save. This will save a web optimized copy of your image at 800px by 600px. Click Save to automatically return to your Photoshop image.



### Step 7: Create Thumbnail Image

If you like to create a thumbnail image (to use as a link for your enlarged view) follow Step 4: Change Image Size (Otherwise go to Step 8)

Type 200 for width, height should adjust to 150



Then click OK.

Follow instructions described in Step 6: Save your image for the Web  
Keep your file size below 20KB for faster downloads.

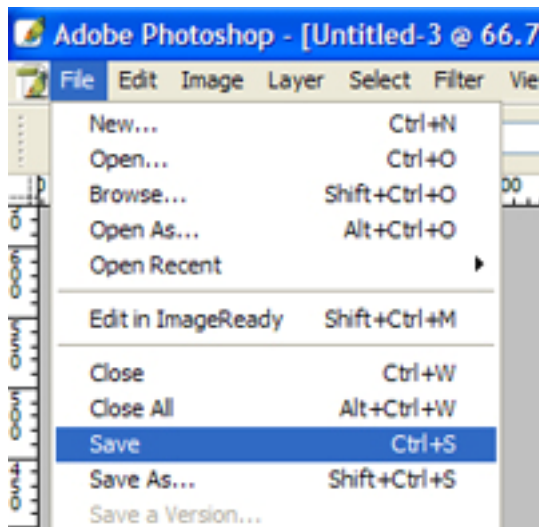
Save an optimized thumbnail size image with an extension like \_tn (thumbnail) to indicate small size into your web ready image folder.

### Step 8: Save changes to Original or Duplicate

After creating a web optimized copy save your changes to the original or duplicate.

If you have created a thumbnail image select Edit > Undo Image Size as you most probably want to save your Original/Duplicate at reasonable size for future manipulations.

Click Save and in JPEG option select maximum for quality, click OK.



Close your image