

checklist

always

- resize an image before uploading it
- keep your original file intact (make a copy or rename)
- engage your critical eye (framing etc)

never

- enlarge an image above its original size
- resize an image on the web
- just grab an image off the web without checking copyright

measurements

Photoshop's default is centimetres. To change the rulers, right click on ruler and choose pixels.

Medium rectangle (Photoshop): 300 x 250 pixels

Fixed width webpages: about 1000 pixels

resolution

Web: 72 pixels per inch

Print: 300 + dots (or pixels) per inch

tips

To "right click" on a Mac, hold down Control and click

PC Control works the same as Mac Command

To find the size of an image on the web, right click on the image.

- In Firefox select View image info
- In Internet Explorer select Properties
- Not applicable in Chrome

file formats and compression

	GIF	JPG/JPEG	PNG-8	PNG-24
Solid colours e.g. logos, text, screenshots	●	○	●	○
Gradients e.g. photos, images created in Photoshop	○	●	○	●
Transparent images	●	○	○	●
Description	Compress to small file sizes when no/minimal gradient used	Capable of high compression, generates artefacts with solid colours & text	Similar to GIF, can offer better compression and gradient support (large file size)	Often large files, high quality, low compression, fully supports alpha transparency

- Suitable file format/compression
- Unsuitable file format/compression

http://flexiblelearning.auckland.ac.nz/images_for_the_web

some definitions

compression:	a process whereby file size is optimised for the web (usually reduced).
cropping:	removing unwanted parts of an image for dramatic effect or to highlight specific areas.
file size:	measured in bytes (eg kilobytes, megabytes, gigabytes, terabytes)
resizing:	changing the image height and width in photo editing software like Photoshop . (You should constrain proportions and never exceed the original size)
scaling:	Resizing proportionally

Some keyboard shortcuts and tricks

To keep proportions in the Free Transform tool, hold down SHIFT as you drag.

Holding SHIFT in many other instances will constrain to a perfect square or circle (eg in cropping)

Control (or Command) minus to zoom out

Control (or Command) plus will zoom in.

NOTES