

Introduction

When using images on a web page, you need to bear in mind the following:

- file format (.jpg, .gif, or .png)
- size of file, the smaller the file size, the quicker images load.
- equivalent text for the image, for blind or partially sighted users or those with text-only browsers

Preparing images for the Web

To prepare an image for the Web, you need to do the following:

- Obtain your logos or photos as a computer file, if they aren't already.
- Make them a sensible size (in pixels) for use on the Web.
- Convert it to one of the three commonly-used file formats.

Getting images into the computer

Normally, you get images into your computer using a scanner or a digital camera. These devices should come with software that lets you save images as computer files. If you do not have a scanner, we can scan images for you at a reasonable charge or your local FedEx Office, Office Max or Office Depot often come equipped with scanning services (note: these can be quite costly, as they usually charge a per minute charge for use of their computers!)

Selecting image size

Provide us with the largest size images you can. We will resize them and optimize them appropriately for the purpose they will be used. Remember, if you are a print client as well, we will need images at 300 dpi minimum resolution. Web applications typically employ 72 dpi, which looks fine on screen, but would look fuzzy in print.





Save as an appropriate file type

There are three file types commonly used for images on the Web:

- GIF (.gif) - use this for simpler images with a small number of flat colors. This is good for simple logos, non-gradient and non-drop shadowed or non-outer glow items. Typically, gifs are also used for simple buttons. GIFs yield the smallest file size, but are not appropriate for many things.
- JPEG (.jpg) - use this for photographs (color or black and white images) and other full-color or grayscale images. Most programs let you select different compression levels, so keep increasing compression (and checking the result in a web browser) until it looks bad. JPGs are always stored as either 24-bit color or 8-bit grayscale: for best results, always use source for these images. Do NOT set your scanner to fewer colors.
- PNG (.png) – these files give the best results for viewability and have built in transparency so you can lay these images over colored or textured backgrounds. The file size is slightly larger than that of a .jpg, and significantly larger than a .gif, but the image quality is much, much better. Use .png's if you have transparent background, gradient fills, drop shadows, outer glow, etc.
- When saving in Photoshop or Illustrator, go to File > Save for Web & Devices. It is helpful to click the 4-up button to see which would be your best option when saving your file. At the bottom of each block will also be the file size.

Still have questions or need help getting started? Call us at 860-308-2749 or e-mail us at info@verdedigitaldesigns.com today. We'll be glad to help!

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