

## Preparing images for the club web site

There are very few requirements for images for our web site, the chief ones being

1. The image must be saved as a jpg (or jpeg) format file
2. A set of images must be consistently/similarly sized
3. The image should be small enough to be opened quickly on to a web page; the 1024 pixel maximum width and 768 pixels maximum height for competitions is a reasonable but not exclusive guide.

A web page can only display jpeg, png or gif files and of these jpeg (jpg) is almost always the most appropriate for your images. If you keep to the size indicated in 3 above, in these days of reasonable broadband speeds you can save at maximum quality without fear of slowing down access.

If you are unclear about the steps you need to take see the section at the end of this document titled Preparing Images.

### Naming your images

Please feel free to name your images thus:



See below for advice on how this might be done.

Note, in my view, this step is not necessary to protect your images from plagiarism/copying as

1. There is no evidence of such misuse during the history of our site; indeed several of us have allowed images to be used by others after an approach through the contacts option on the site.
2. I routinely disable the right click/save as option
3. I add a transparent layer over each image in a gallery
4. The small size of the images makes copying rather pointless

Whilst 2, 3, and 4 are not total protection, they are in my view adequate and so only add your name to an image if you feel it important to establish your authorship on all pages on the site.

## Titling images

Please do not attempt to add any title to an image which has been successful in a competition. I prefer to be able to title each image in a standardised way.

If you wish me to add titles to each of your images in a gallery please save each image with a file name indicative of the subject such as

*Ring of Brodgar Orkney.jpg*

If possible avoid the use of the underscore as this is not needed with Foliopic and its absence makes copy/pasting quicker and easier. (Also avoid non letter/number characters as some of these will invalidate the file name such as a full stop, comma or slash)

These titles will NOT appear if someone views your images as a slideshow and, I am sorry, but there is no way in which I can easily overcome this. If, for some reason, you do not wish the slideshow option to be available then let me know.

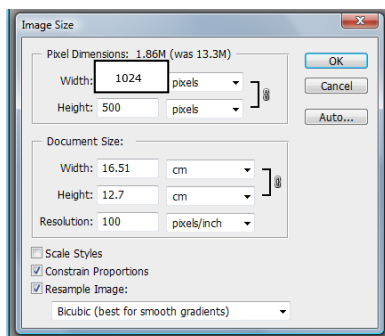
If you want to add a title yourself which is visible in the slideshow view, then add a title to a canvas extension of the image; see below:

For an example of how such titles appear see my [London Gallery](#) and view it as a slideshow.

## Preparing images:

Starting with a large PSD, TIF, or RAW file we will trace the steps needed to produce both an image for submission for the web site.

- i. In Photoshop or elements; from the layers menu click flatten image (if greyed out ignore this step)
- ii. From the Image menu select mode and select 8 bits per channel (if mode is already set to 8 bits ignore this step)
- iii. We need to size the image. We do not need to be precise about this but



For use in a gallery set the maximum image dimension to 1024 pixels (or less). In order to access Pixel dimensions you need to select "Resample Image" at the bottom left hand corner of the dialogue box.

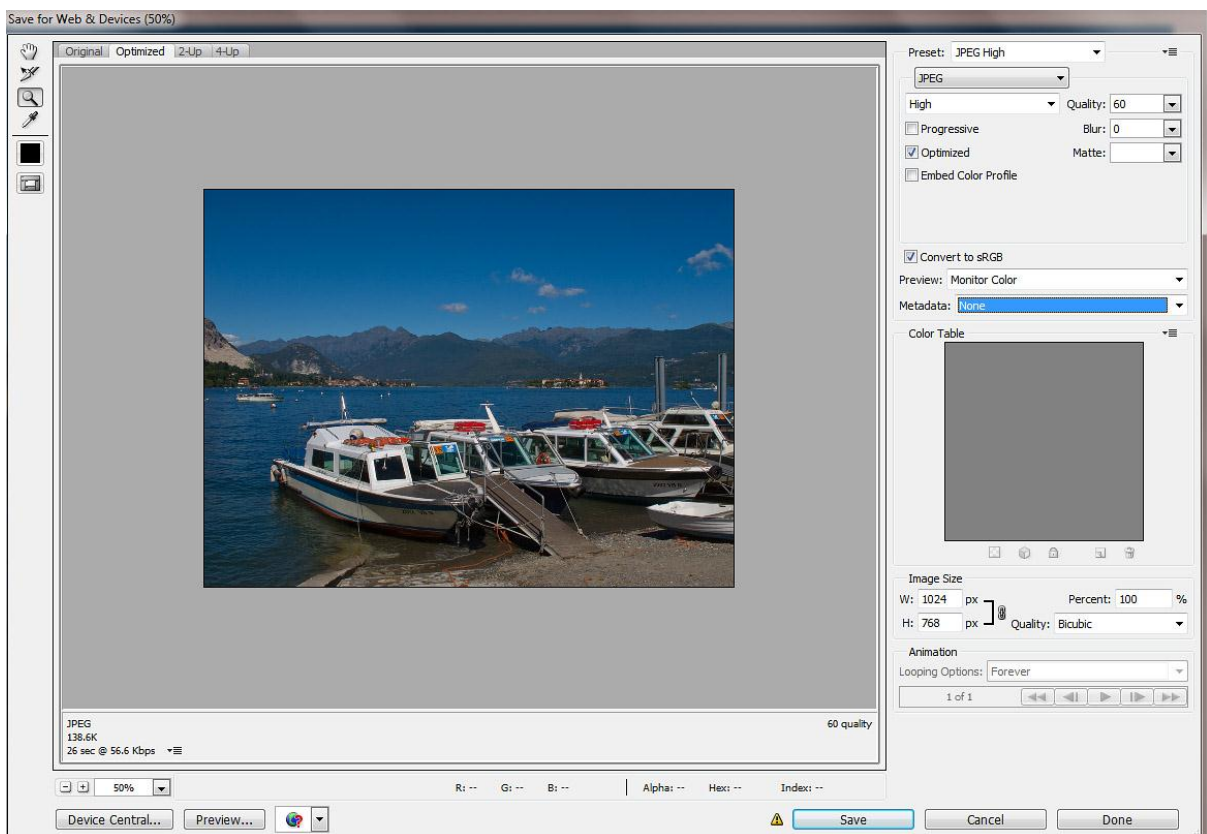
Click OK and the size of the image on screen will shrink.

Use ctrl-0 to fit the image to the Photoshop window. Now is the time to apply a little sharpening (not too much) – use sharpen from the filter menu and select unsharp mask or smart sharpen as you might normally use.

Adjust the parameters carefully to avoid fringing or other effects of over-sharpening (if you are able, avoid sharpening any sky and/or foliage).

If you intend to add a watermark (your name) or a title, see below:

Now from the file menu select **save for web & devices** (save for web in elements).



Select the high or very high quality from the drop down list and choose optimized (for web) and convert to sRGB (if not already in this profile). Then when asked choose a file name indicative of the subject for the above; for the above image it could be

Boat taxi mooring Stresa Lake Maggiore.jpg

This method produces a file size of about 250 kilobytes which would enable several to be emailed as an attachment and which produce good quality images which load quickly.

## To add a watermark (your name) to a file:

Use the text tool to add a watermark to your image – suggest that you place it in the bottom right hand corner or centred if you prefer. Experiment with different fonts, colours, and sizes and you may also like to change the transparency/opacity of the text layer in the layers palette.

Suggested fonts:

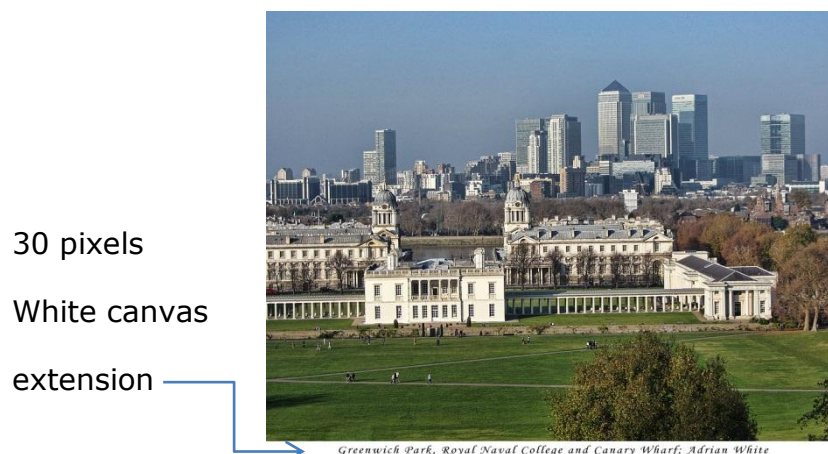
1. Formal – Times New Roman e.g. Jonathon Greening
2. Simple (non-serif) – Arial or Verdana e.g. Jane Browning
3. Informal – *Monotype Corsiva* e.g. *Fred Blogging*;  
or *Lucida Handwriting* e.g. *Mary Greening*

To add the © copyright symbol to your name then hold down the Alt-key and type 0169 on the number pad and this will add the symbol in any of the above fonts.

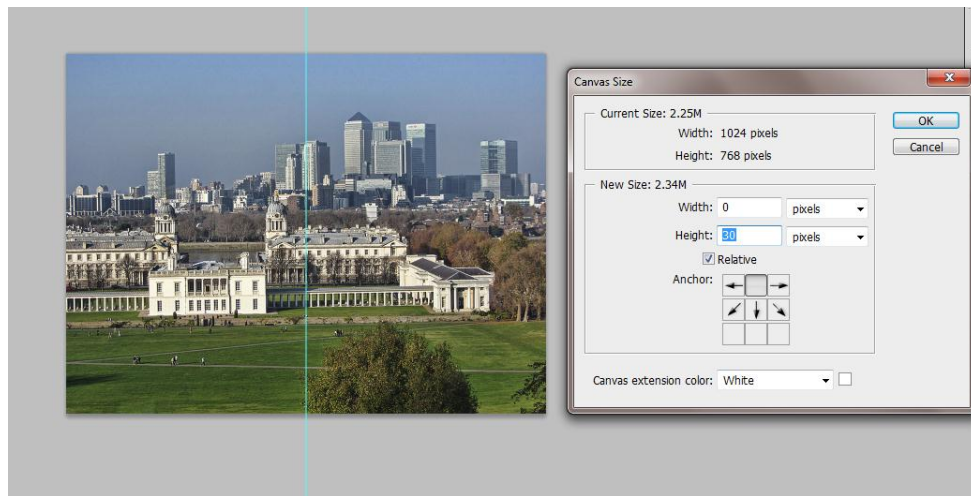
Before saving your image as above, do not forget to flatten your image in the Layers menu.

## To add a title to a file (non-competition images only please)

Once you have resized your image and before you save it, add a canvas extension to your image like this



In Photoshop select Canvas Size from the Image menu (in Elements canvas size is in the Resize menu)



Select the relative option as shown and click the top central placement in Anchor: so that canvas is only added to the bottom of your image. Click OK.

Now use the type tool to add a title and authorship to the white apron created as above. Could you please use one of the following fonts

1. Formal – Times New Roman
2. Simple (non-serif) – Arial or Verdana
3. Informal – *Monotype Corsiva*

In this way we avoid a multiplicity of fonts on the site. Then flatten the file in the layers menu before saving it as above.

Thanks for your assistance and please keep the galleries coming in.

*Adrian White*

February 2012.