

**Photoshop 7.0: Images for Print and Web
Recommended Reading**

Presentations #34, 40
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Photoshop 7 in Easy Steps
by Robert Shufflebotham

Straight-to-the-point explanations of everything from rollovers to monitor calibration. In full color, Photoshop 7 In Easy Steps gives you all that for less than ten bucks. The explanations are clear and direct. The layouts are simple, so it's easy to get at what you're looking for. There are bonus tips on just about every page. Covers PhotoShop and ImageReady. For the beginner, good visual aides.

Lowest Price Barnes and Noble

Photoshop 7/ImageReady for the Web Hands-On Training
by Lynda Weinman (Author), Jan Kabili (Author)

The update to this best-selling book focuses specifically on using Photoshop 7 and ImageReady 7 for the Web with guided, tutorial-based lessons and exercises that have been developed and tested in Lynda Weinman's lynda.com digital arts training center. Each lesson contains extensive background information designed to help you understand the process as well as the particular exercise. You'll also learn how to create Photoshop rollovers, animations, image maps, transparency, layer styles, automation techniques, and more.

Intermediate to Advanced, CD is very helpful.
Lowest Price <http://www.amazon.com> (buy used!)

**Photoshop User
What is Photoshop User?**

It's the official print magazine of NAPP and each issue of this award-winning "how-to" magazine is packed with step-by-step tutorials on the most requested Photoshop special effects, the coolest inside tips, the secrets to being more productive and efficient, and the key techniques you need to know to stay on the cutting edge.

It comes out 8 times a year. Purchase at Barnes and Noble or Borders Bookstore.
More info go to : <http://www.photoshopuser.com/psuser.htm>

Related Web Sites/Links

<http://www.adobe.com> download a 30 day trial version of PhotoShopCS/Image Ready
Adobe PhotoShop/ImageReady tutorials - <http://www.adobe.com/products/tips/photoshop.html>

For more tutorials do a search: PhotoShop 7.0, lessons, tutorials (or Photoshop CS) - there are lots of good ones out there.

Photoshop 7.0: Images for Print and Web

Presentations #34, 40
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Start with a scan or a digital image and see what you can do! Learn how to optimize images for print and web. We will cover image editing and composition. Create "Actions" - which record, play, edit and automate image/graphic processing.

First Things First- Color Management Go to Edit>Color settings. For Print work choose >US Prepress Defaults. For Web work choose >Web Graphics Default. **Preferences- Choose Units.** Select pixels. Points/Picas are the standard unit for print development. Pixels relate to images created for the web. Choose pixels for today. (Files needed: drag "Inservice-Photoshop" folder onto your desktop.)

The File Browser- In the Palette Well, are two additional Palettes, the File Browser Palette and the Brushes Palette. You can use the File Browser to navigate or explore image files on your computer and open them within Photoshop. Any Palette can be docked in the Palette Well. Simply drag the Palette of your choice into the Well. The contents of the Palette will be hidden until you {Click} on the Palette Tab, which then reveals the contents.

Images- Scanning into Photoshop.
You can either use the TWAIN interface or use a scanner plug-in designed for use with PhotoShop.

- 1.** To create a scan from Photoshop choose File>Import, then select your scanner.
- 2.** Set your scan mode (grayscale, color, art, etc.), choose your resolution (300dpi for print), scale (100% is best). Options vary from scanner to scanner.
- 3.** Click the Scan button. When the image appears it is finished scanning. Save your image. This time save as a tiff.

File Types- Photoshop supports numerous file formats. We will look at the most common. The first we will save for print the second two we will save for the web

Go to the folder Inservice-Photoshop and open the image maui-project.jpg from Photoshop file browser. **Photoshop format (.psd)** - use this option as you are working on your image. It preserves 100% of your information. Do this now. Save As, title it Maui1, choose PSD for your format. Click ok. Close the file. Now reopen the Maui1.psd from the file browser in Photoshop.

TIFF Format (.tif) - Common format, Tiff is Tagged Image File Format. It works on MAC and PC's and in most paint, image editing and page layout programs. For print we want to use the color model **CMYK** and **300dpi**. Go to Image>Mode>CMYK, then Image>Image Size and set the resolution to 300dpi. Let's first change the color of the water by going to the menu bar Image/Adjustments/Hue and Saturation. Change the hue to a greener color by using the slider bar. When you are satisfied click ok. Now save your file. **Save As**, title it Maui2, choose Tiff as your format.

Reopen Maui1.psd.

(continued)

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JPEG (.jpg) - Most suitable for photographic and continuous tone images. For print and web. "Lossy" procedure, meaning information is discarded according to the file size you save it at. Let's take a look at Levels. Go to Image>Adjustments>Levels, choose auto. See the lines? Photoshop is trying to separate the lights and darks. Let's help it along. Click and drag the middle triangle on the slider bar. See how it is going lighter/darker yet not losing clarity? Choose lighter. Click ok.

Let's check for mode, resolution and file size. Image>mode, select RGB. Image>Size, first uncheck the **resample** images. Next, change the resolution to 72 ppi. Now, check the resample box. Change the size of the image to width 500. With the resample option on, Photoshop automatically constrains the proportions. Click OK.

- 1. To save for the Internet within Photoshop**, select File>Save for Web. The Save for Web dialog-box appears. The Save for Web dialog box consists of Tabs (Original, Optimized, 2-Up, 4-Up) to control how many Optimization Previews of the image you can see. You'll be applying various compression and file-type settings to your image. Photoshop gives you a real-time preview of what the image looks like with a particular set of compression options in contrast to the Original version of the image. (Review the Optimization tools, settings, etc.)
- 2. Choose 2-up.** Next, choose one of the preset JPG options from the menu. Try different presets.
- C. Use the menu to choose your own settings.** Try several different settings for JPGs. Jpgs do not support transparency in images. Try to reduce the file size as much as possible. Go as low as you can without sacrificing quality. Get a better view-go to 4-up. Click on the best choice. Click on Save.
- 3. Save optimized as:** navigate to your folder on the desktop. Select images only and Save. If you had more than one image you could choose Save Selected Slice only.
- 4. Check your image on a browser.**

GIFs – Format for images with areas of flat color.
Follow basically the same procedure but we will save a **vector art** file as a gif. Open dog.tiff. Check the image Mode and File Size. Go to Save for the Web. Choose 4-up.

- 1. To optimize** using the GIF file format, select the pane you wish to create settings for.
- 2. Try different settings.** Use presets, customs, etc. Drag the Lossy slider to see how image quality can degrade. Try dither/no dither.
- 3. Use the color menu/palette to specify certain colors**, Web Snap, etc.
- 4. Select Transparency** to preserve a transparent image. Choose a matt color if you want to blend in with a certain color background on your Web page.
- 5. Save optimized as a gif.**

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Actions and Batch Files- Actions are a great way to automate repetitive tasks. Batching allows you to apply these actions to an entire folder of work. (Example: Pull up Maui1.psd and apply Sepia action)

- 1.** From the file browser go to **Inservice-Photoshop>Flower Source** folder and open the **flower1.jpg** file.
- 2.** Choose **Window>Show Actions** or click on the Actions tab in the palette.
- 3.** Click on **Create New Action** at the bottom of the Actions palette.
- 4.** Name your new action **Flower Batch**. Look at the layer created. It automatically starts recording. Lets play with a filter and apply some changes to the flower file.
- 5. Set the image size** and resolution for the web. Go to **Image>Size**. In the dialog box Unclick "Resample Image", change the Resolution to 72 (for the web), click back on "Resample Image" and set the width of the image to 200 pixels. Click ok.
- 6.** Go to **Images>Adjustments>Posterize**, set the level at 4, click ok. See what has happened to the layers in the Actions palette? It has recorded your step.
- 7.** Let's optimize and save your file. Go to File>Save for the web. Choose the tab "2 up" and optimize the image as a GIF, set the colors at 64, no transparencies, etc. Play until you are satisfied.
- 8. Click Save.** Make sure to save this in you **Destination Folder**.
- 9.** Close your original flower1.jpg file. Do not save changes.
- 10.** In the Actions palette click on the Stop Recording button located on the bottom of the palette.

Batch Processing allows us to process an entire folder of images.
1. Go to **File>Automate>Batch**. The dialog box will appear. Set up the following:
Play- Set: Default Actions.atn, Action: Flower Batch
Source- choose Folder, Inservice-Photoshop/Flower Source, click on suppress color profile warnings
Destination- choose Folder, Inservice-Photoshop/Flower Destina-tion, click on "Override Actions-Save as Command"
File naming- Doc name + extension.
2. Click Ok, sit back and relax while all your photos are being processed. Your first photo will be a copy-go ahead and click re-place. Photoshop automates the rest. Take a look in the destination folder now.

Web Gallery- Set up a website that has thumbnail images that link to full-size images without having to write any HTML. Great for photo identification for testing purposes.
1. Go to **File>Automate>Web Photo Gallery**
2. Choose a template from styles. Include an email address if you want. Choose .htm or .html.
3. Folders- Important to be careful here. Our folder we want to process/post to the website is **Flowers Destination**.
4. Our final destination folder for this project is **Slide Show** located inside the Inservice-Photoshop folder.
5. Choose your options
6. Click ok. View your new website.

That's all there is to it! On the back of this handout you will find recommended reading lists and tutorials. If you need further help with Photoshop please contact the **Instructional Technology Center**.
<http://teach.lanecc.edu/itc/>.

Thanks for coming. You will receive a follow up email to all presen-tations you attend today. Please complete the evaluation – you know how we love feedback!

Meredith Keene-Wilson
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