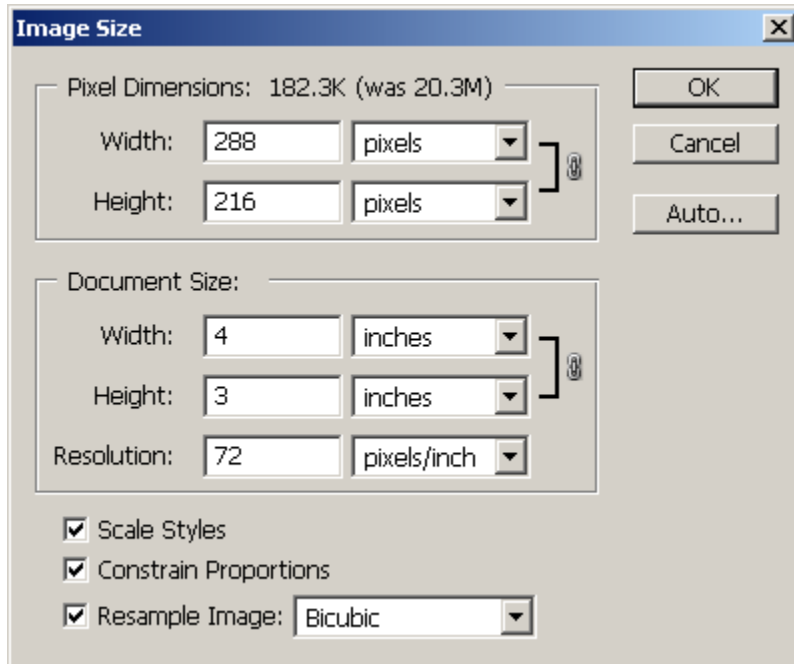


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### How to Optimize Images in Photoshop and Photoshop Elements.

1. To optimize an image, click on Image – Image Size.
2. Make sure the three boxes on the bottom are checked
3. Enter the desired width and height of the final image and then enter a resolution of 72 in the resolution field. Do not optimize images wider than 4 inches in width on an image that will display next to another image such as before and after images in the Smile Gallery.
4. Click OK.

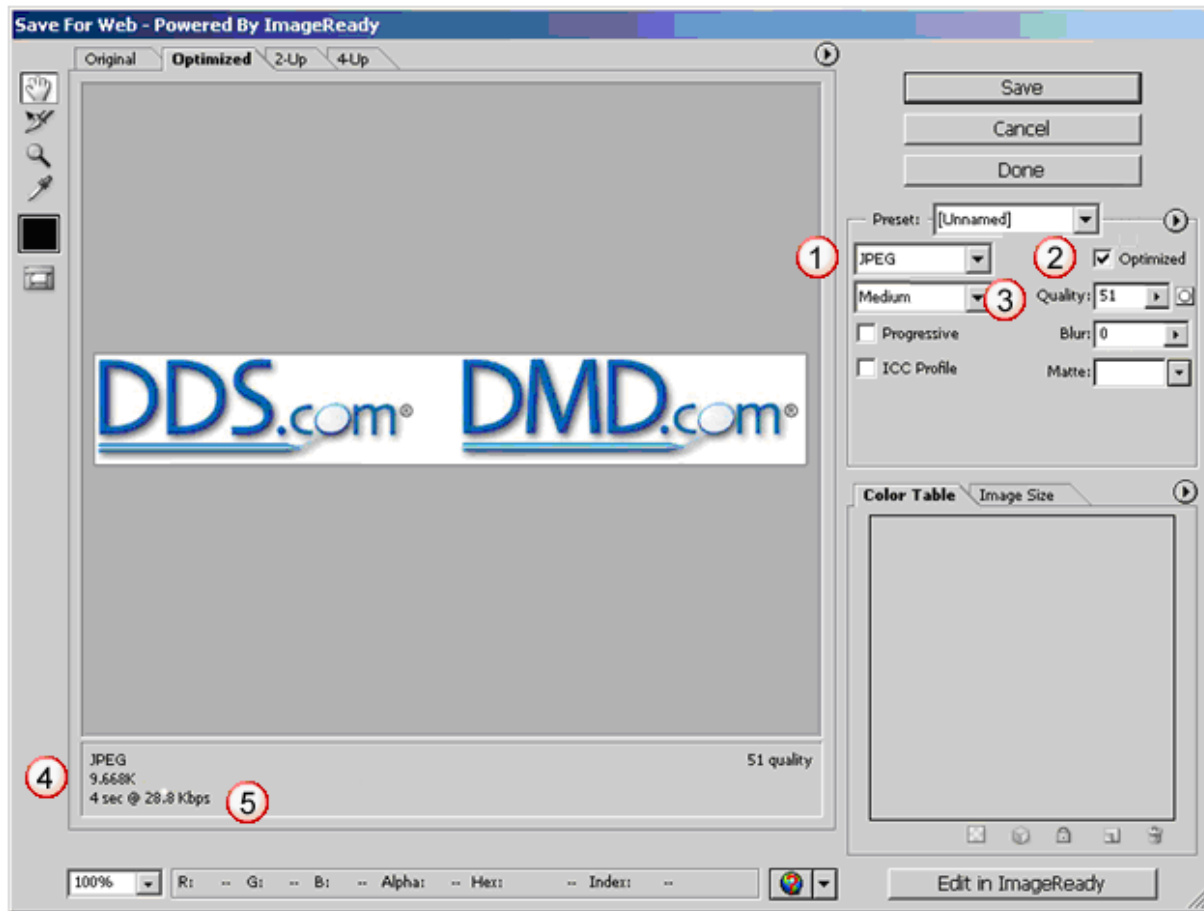


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5. Then select File – Save for Web
6. The image below will appear if JPEG is selected in the drop down menu indicated #1. Make sure the optimized box is checked indicated by #2 and enter a value of 51 in the Quality field indicated by #3. If the image quality is not acceptable, increase the number until the image quality is acceptable.

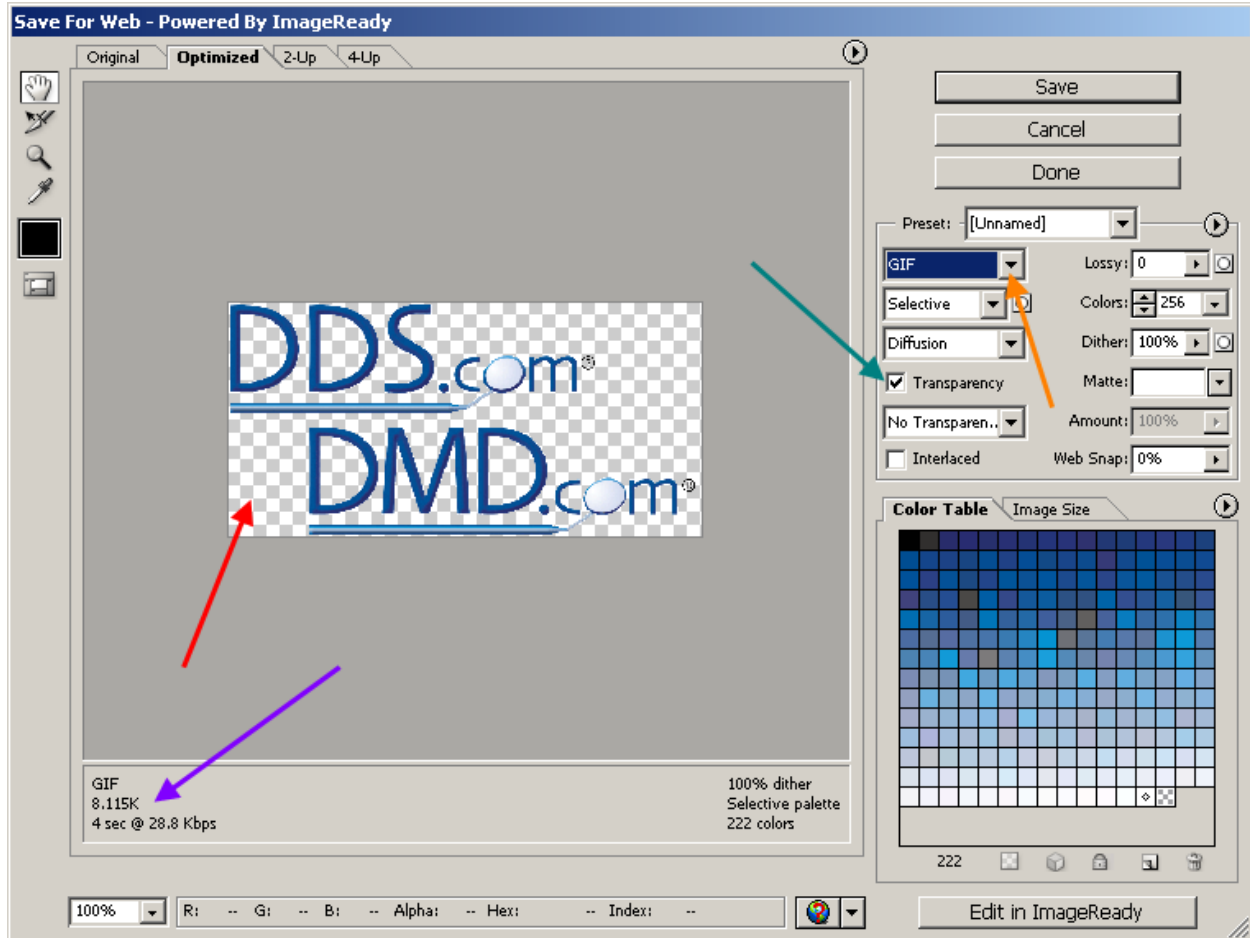
#4 indicates the size of the optimized image. Less than 20k is desirable but it is not critical if the file size is larger but pay attention to the time it takes for someone on a 56k connection (cut the 28.8 Kbps in half) to view the image as indicated by #5.

The image in the window will display WYSIWYG. If you change the quality, you will see the image improve or degrade depending if you move the quality number up or down, respectively. You can also use the slider that will appear if you check the arrow to the right of the number under Quality to test this feature.



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- If the image is transparent, please select GIF from the drop down menu indicated by the orange arrow. A gif file allows you to maintain the transparency so that the background of the image is dependent of the background of the page that the image appears on. If you choose GIF, make sure the transparency box is checked as indicated by the green arrow. The background is transparent when you see the checkerboard pattern indicated by the red arrow. The purple arrow indicates the file size of the optimized image.

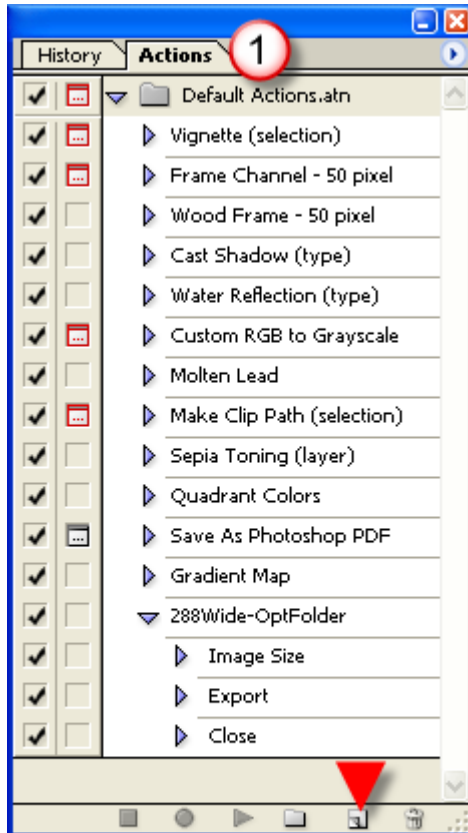


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This shows you have to create an Action. Actions are great for steps that you repeat over and over using the same settings such as before and after images, and images of staff that are all the same size.

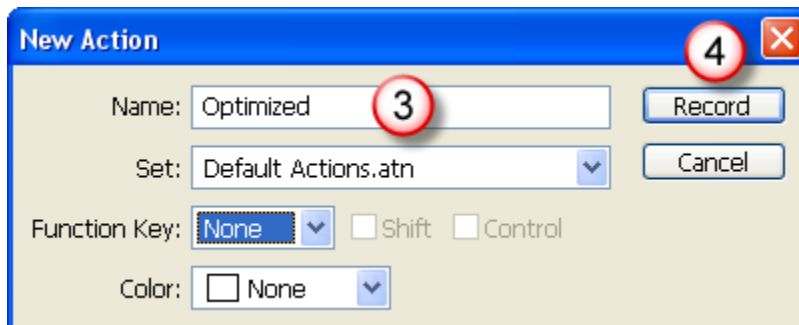
First, create a new folder on your hard drive and name it Optimized. Then open Photoshop and follow these steps.

1. Click on the Actions tab, which is found under Windows – Actions or by pressing Alt F9.
2. Click on the small icon at the bottom, which Create New Action



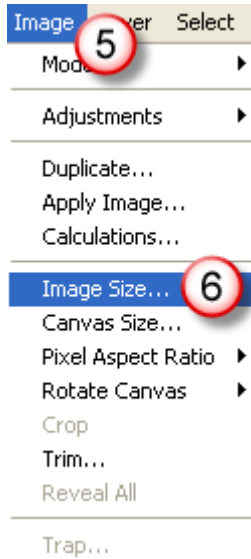
2

3. You can name the action any name you want.
4. Click Record

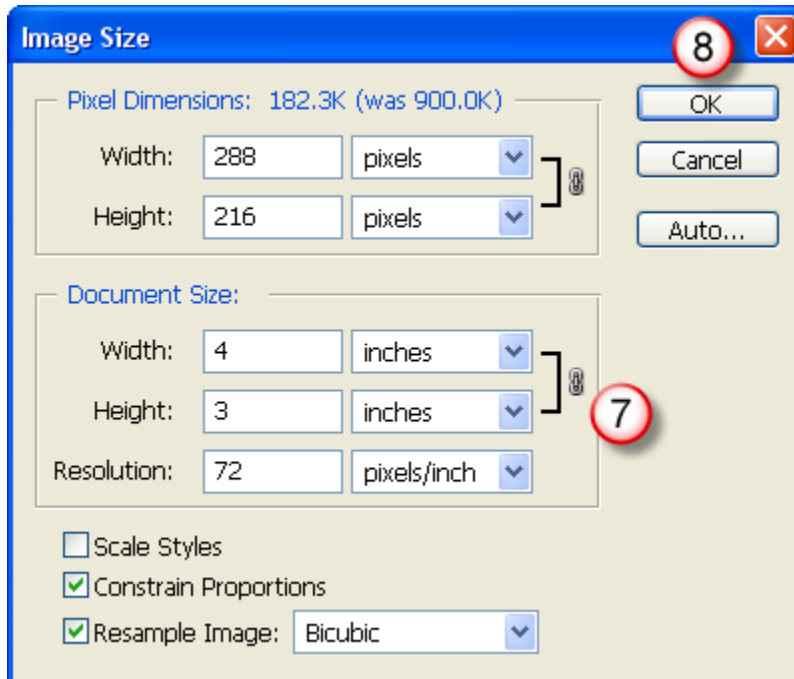


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5. Select Image
6. Select Image Size

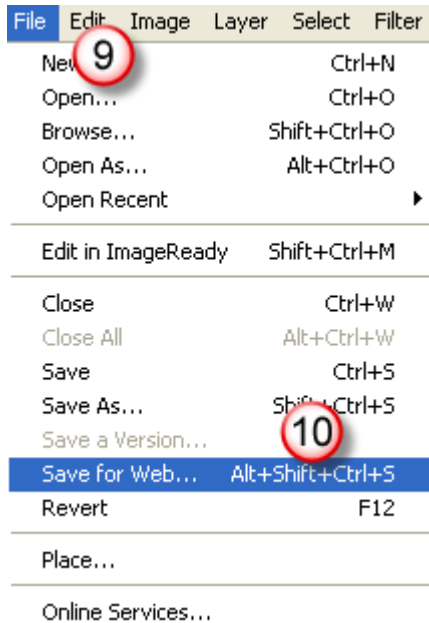


7. Choose the settings that will be common to the images you are optimizing. The numbers below are just for an example. All resolution must be set to 72.
8. Click OK.



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- 9. Select File
- 10. Select Save for Web



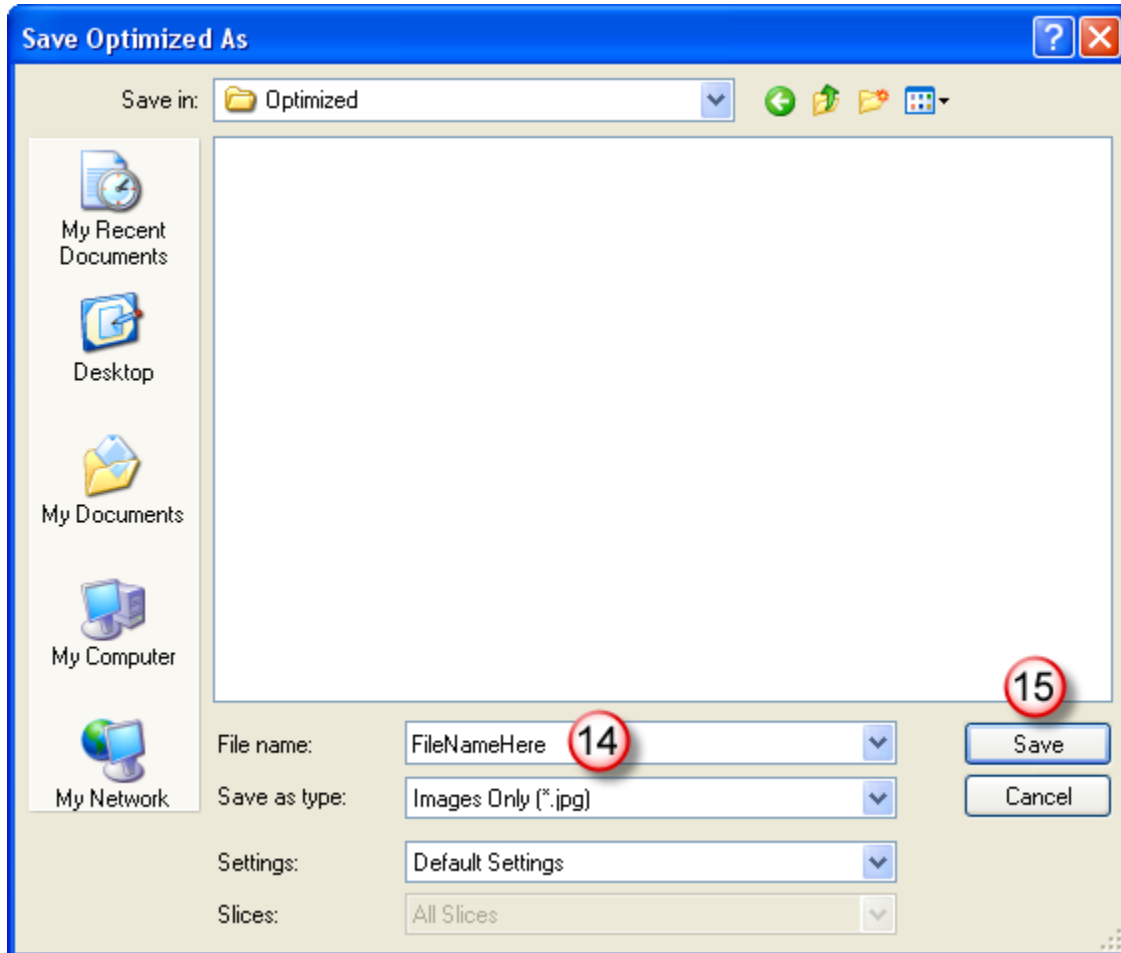
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11. Set the quality you want. 51 and above is fine. The higher the number, the better the quality but the larger the image size will be. The larger the image size, the longer the image will take to load on the Internet.
12. Select JPEG unless your image has a transparent background in which case you must select GIF.
13. Click Save



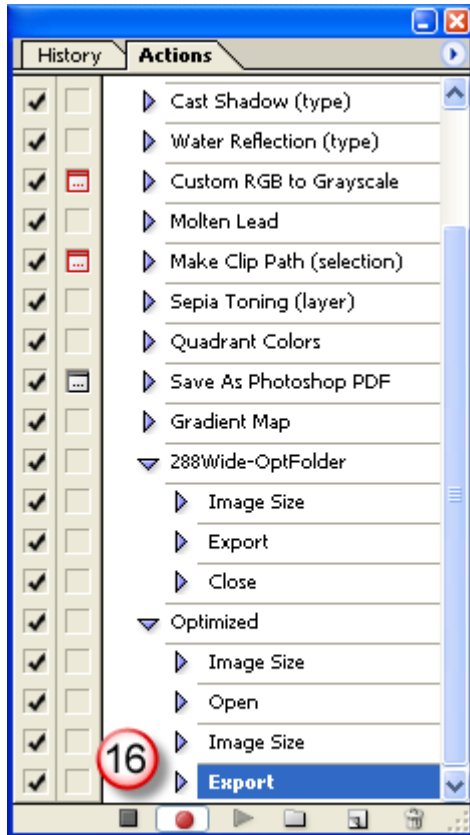
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14. Enter your file name. You can leave the default file name if you choose. **It is important to note that file names CANNOT have any spaces on the website.** This applies to images and documents.
15. Click Save



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16. Return to the Actions tab and click Stop Recording. You have now saved all of the above steps into Photoshop and condensed all of these steps into one Action, or one step.



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- Open the next image you want to optimize that you want to have the same dimensions as the recorded Action, open the Actions tab, select the Action you want to apply and click Play. This image will now appear in the same folder with the same dimensions as the original file dimensions.

If you want to have all images be 288 pixels wide, you can record an action and only change the horizontal dimensions and then all other images will be 288 pixels wide and their proportions will remain.

You can create as many actions as you want.

