

Processing Photos and Adding Them to your Web Pages

Introduction

These days, high-quality digital photographs are easy to come by. But adding them to a web page isn't as simple as inserting them with Dreamweaver. Photos need to be re-sized and optimized for the web before being added to web pages. This workshop assumes that you are using Adobe Photoshop or Photoshop Elements to process images. However, these same methods can be applied to other image editing programs.

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Size Matters

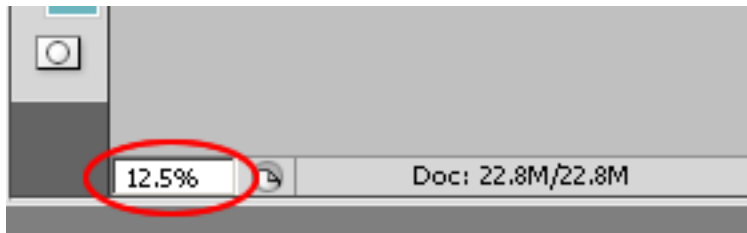
There are two ways to think about image size: the width and height of the image (measured in pixels), and the size of the image file (measured in kilobytes or kb). Usually, the larger the width and height of an image, the larger the file size. And the larger the file size, the longer it will take for your web site users to download it. **In general, I like to keep all image sizes under 100k.** There are exceptions to this rule, of course, and most image files can be much smaller than 100k.

Another thing that affects image file size is resolution, or dots-per-inch (dpi). Image files for print can be very large and have resolutions upwards of 300 dpi. But computer screens can never display more than 72 dots-per-inch, so there is no reason to use an image with a resolution higher than 72 dpi on a web page.

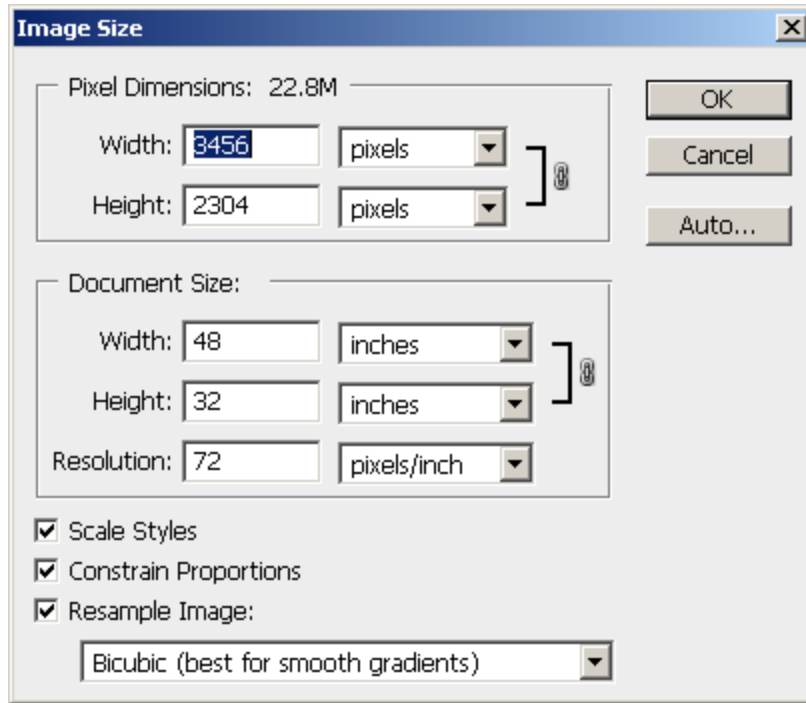
How wide and tall an image should be depends on how much space you want it to take up on your page. To get an idea of what you want, check the size of images on other web pages. Just right-click the image and choose **Properties** to see its width and height.

Determining the size of your image

Start Photoshop or Photoshop Elements and open the image you want to add to your web page. The first thing you should check is the level of magnification that Photoshop is displaying the image in, shown in the bottom left-hand corner of the screen. Your image may be much larger than it appears on the screen.



In the case of the image to the left, you are only seeing 16.67% of the actual size of the image. In other words, this image is 6 times larger than it appears on the screen.

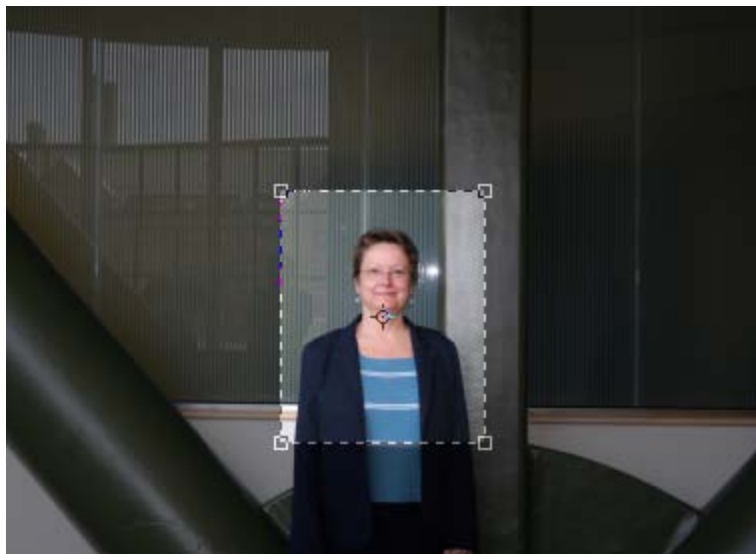


To find out the actual dimensions of your image (measured in pixels), Click the **Image drop-down menu** and choose **Image Size**. A window will appear that shows you how big the image really is.

The image in our example is 3456 pixels wide by 2304 pixels high. That is much too large to display on a web page.

Click **Cancel**.

Cropping Images



your **Enter key** to complete the crop.

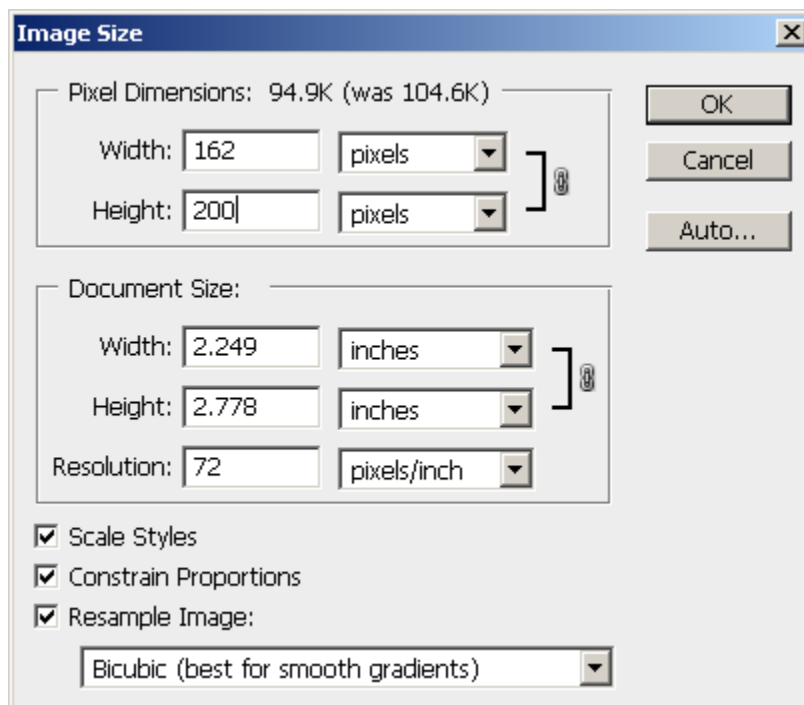
You may want to crop the image to get rid of unneeded space around the subject. Both Photoshop and Photoshop Elements have a **crop tool** for doing so. The crop-tool icon is shown on the right.

To use the crop tool, just click it, then click on your image and drag your mouse to create a rectangle around the area you want to keep. You can adjust the size of the crop after you let go of your mouse button. Then hit

Resizing Images

Changing the Image Size

Resizing images in Photoshop simply requires you to click the **Image drop-down menu** and choose **Image Size**, then change the height **OR** the width to however big you want the image to be. If you enter the width, let Photoshop decide the height, and vice versa. This will keep the aspect ratio, that is, the ratio of width to height, constant.



In this example, I have changed the height to 200 pixels, and the height automatically adjusted to 162 pixels.

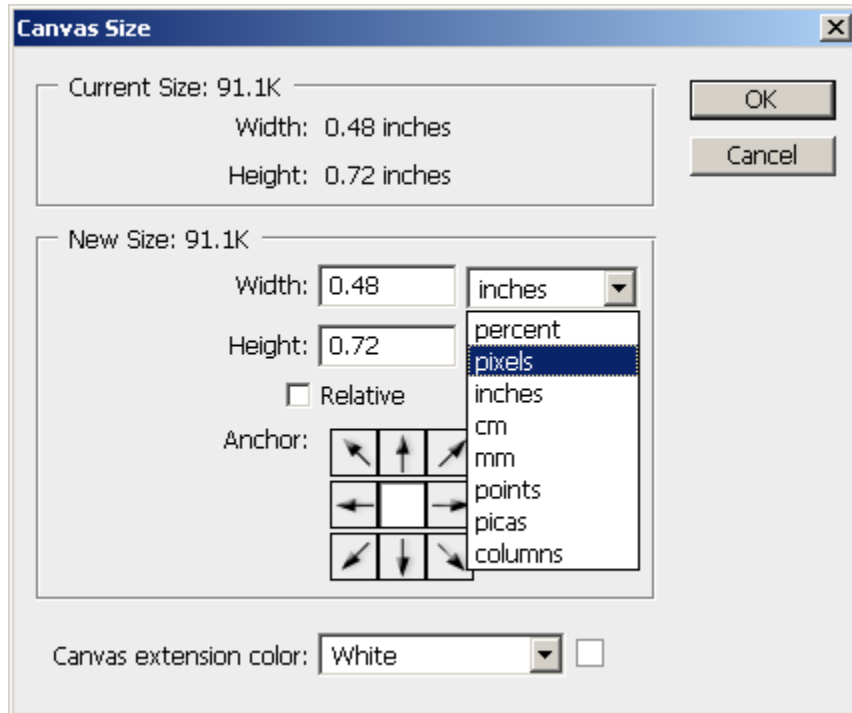
In Photoshop Elements, resizing is done in the final step, optimizing for the web.

Once you change the image size, you may need to adjust the level of magnification to 100% so that the photo does not look tiny on your screen.

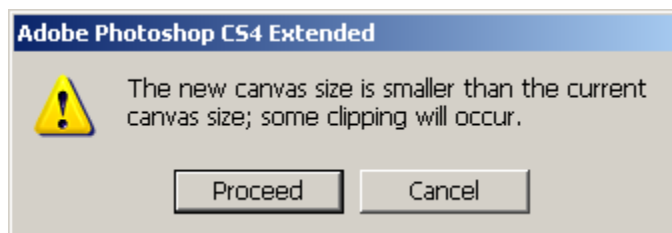
Changing the Canvas Size

Sometimes you need a photo to be an exact width and height, and even after cropping and resizing the photo, one of the dimensions is still too big. You can make it the size you want by changing the canvas size:

Click the **Image drop-down menu** again and choose **Canvas Size**:

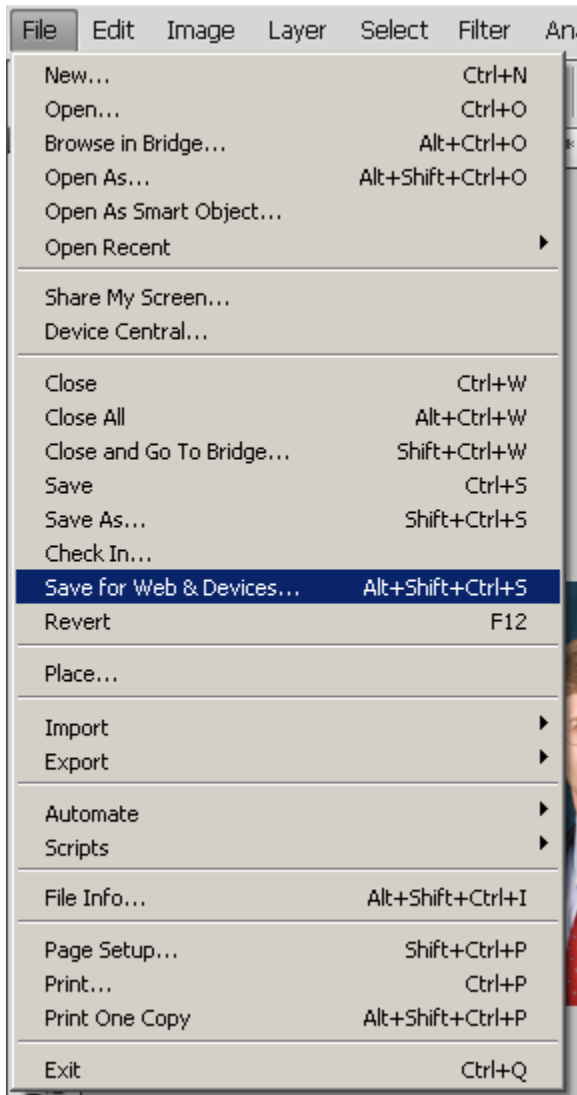


Change the drop-down box to the right of the width from inches to **pixels**. Next, change the width **OR** height as desired. You may need to click one of the arrow keys in the anchor portion of the window to specify which edge of the canvas should be trimmed. When you are finished, click the **OK button**. An alert box will pop up telling you that clipping will occur. Click the **Proceed button**.



Optimizing Images for the Web

In this final step, you will ensure that your image is only 72 dots-per-inch and strike a good balance between file size and quality. In Photoshop, click the **file drop-down menu** and choose **Save for Web or Devices**. In Photoshop Elements, click the **file drop-down menu** and choose **Save for Web**.



A new dialogue window will appear:



In the above example, I have highlighted several important areas with red arrows and numbers.

1. The file type. If you are working with a digital photograph, the file type must be JPEG. Only graphic images should be GIF format.
2. The Quality. This is on a scale from 1 to 100. The higher the quality, the larger the file size. Find a good balance.
3. The file size. Check this as you adjust the quality until a good balance is reached.

Once you have finished with the settings, click the **Save button** to save the image. **Do not over-write your original image.** Instead, give the new image file a filename that follows web naming conventions (no spaces, lower case only, no special characters) and save it **in the appropriate place in your website folder.**

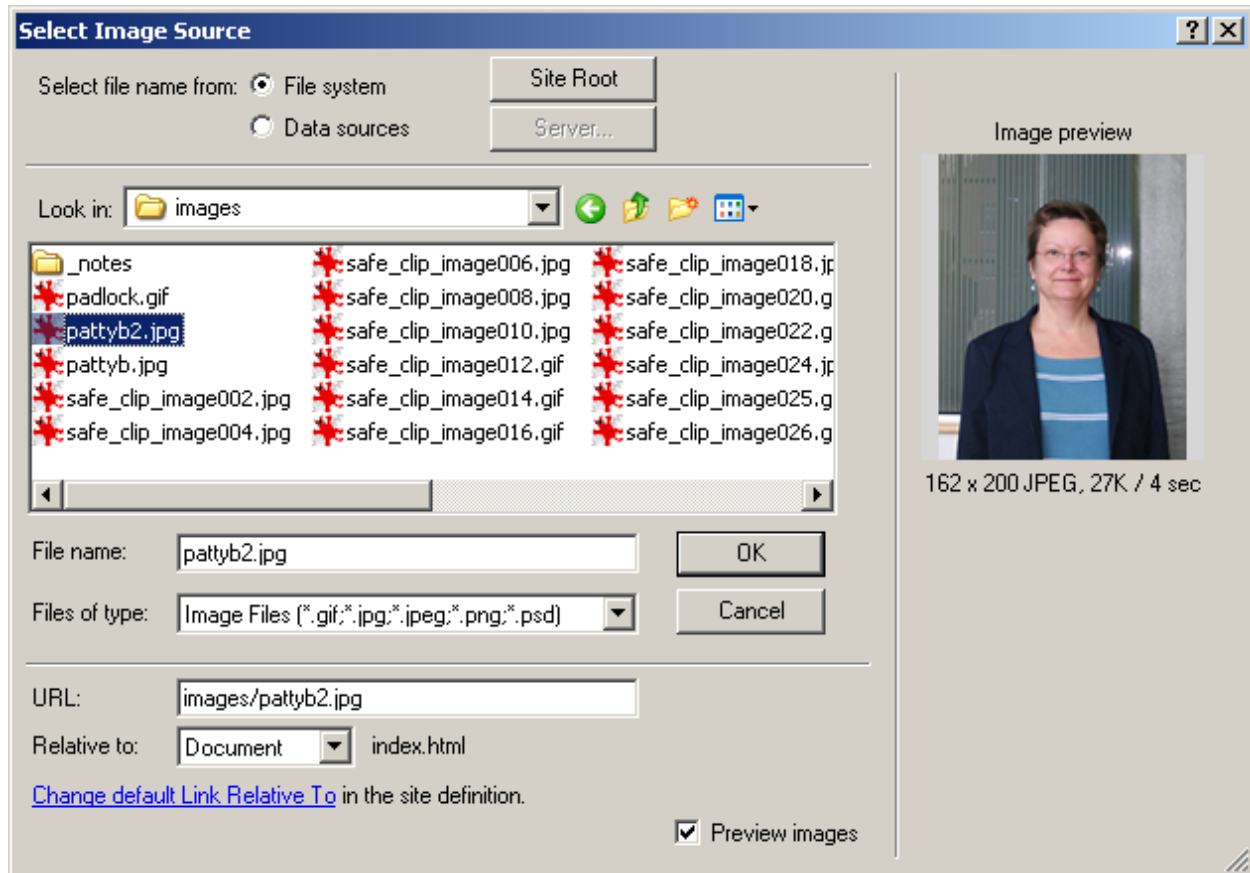
Adding a Photo to a Web Page using Dreamweaver

Inserting a New Image

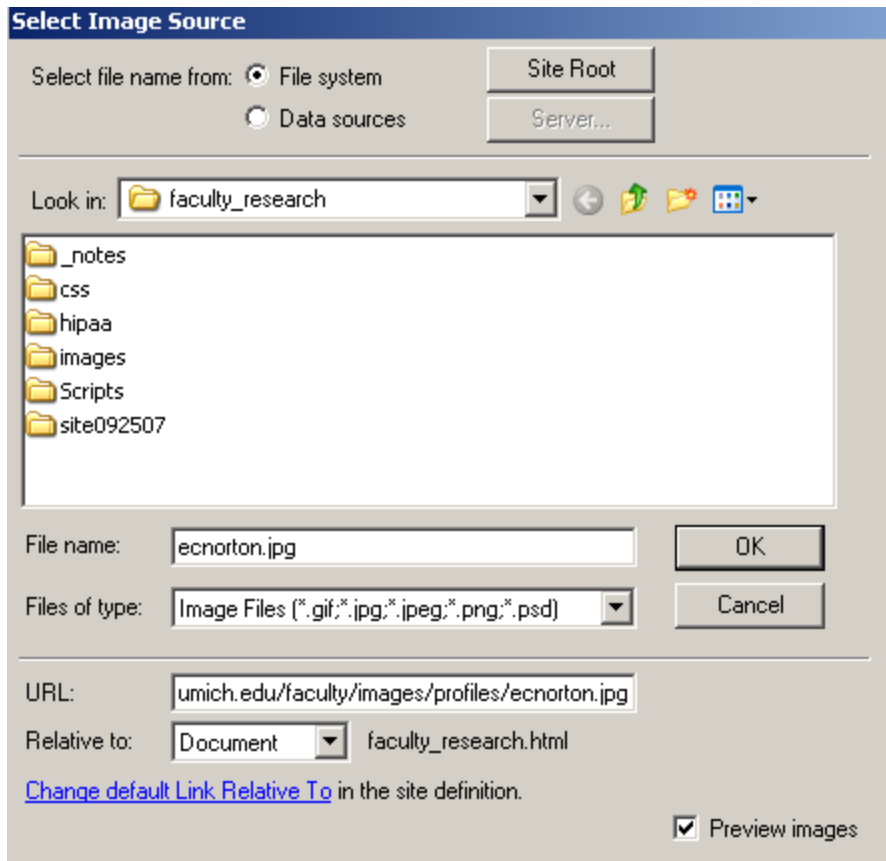
If this is a new image, the image file must be in your website folder (preferable in a subfolder named images) and be uploaded to the web server for it to display on your page. Images that already exist elsewhere in the website do not need to be copied to your website folder. You can insert them from the location they exist in.

There are several ways to insert a new image into a web page using Dreamweaver:

- Click the **Image Icon in the Insert Panel** and choose **Image**
- Click the **Insert drop-down menu** and choose **Image**
- Find the image file in your file list and drag it to your web page



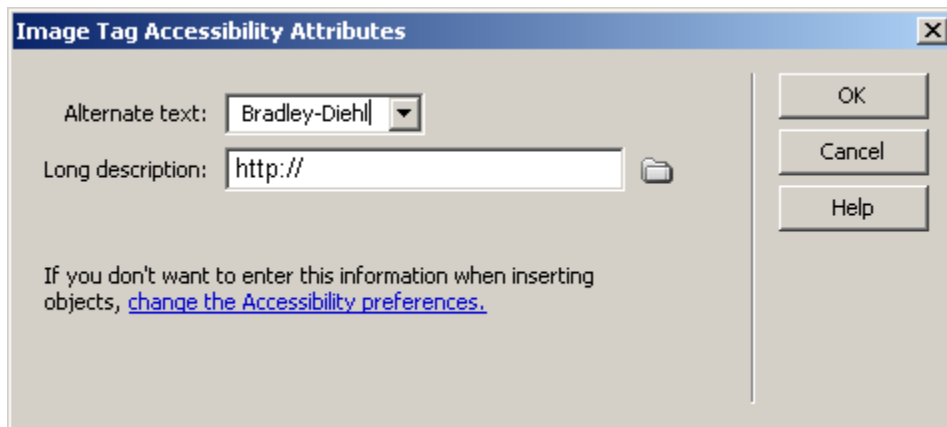
Inserting an Image From Another Part of the Web Site



To insert an image that exists elsewhere in the site, enter the URL of the image into the box labeled URL instead of navigating to the file in your website folder.

You can find the URL of any image using the Firefox browser. Just right-click the image and choose **Copy Image Location**.

Adding Alternative Text



Once you add the image, you will be prompted to enter **Alternative Text**. It is very important that you enter a few words that describe the image.


Floating Images to the Left or Right of Text



Smaller images can be placed at the beginning of a paragraph of text and made to float to the left or

the right. Simply choose the class **Left** or **Right** from the **Class drop-down** in the **Properties Panel**.

Web Services



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