

**SAVING IMAGES FOR
THE WEB WITH
ADOBE PHOTOSHOP**

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Learn how to save your images for your web projects using Adobe Photoshop.

You will learn how to:

- Determine which image works best for your web project and what size they need to be.
- Crop your photos using the Crop Tool and save your presets for future image sizing.
- Convert the image file into the right colour mode and resolution
- Save and export your files using the correct settings.
- Name your web image properly for our Content Management System (CMS).

PHOTO COMPOSITION

Choosing the right photos is key when collecting photos for your web project. There are several factors that need to be considered.

1. Does the photo complement the content?

Photography increases the engagement on your web page but too many photos can be overwhelming for the user. Be sure to choose photos that are simple, to the point and highlight the essence of your content.

2. Will your photo work with the different devices your web page will be viewed on?

UBC's new website design is responsive to the viewing habits of the user. This includes desktop

computers, tablets and smart phones. (Below is an example of how a photo can be viewed on different devices.)

3. Is the photo simple enough?

Ensure the photo will accommodate the layering of text and a button. When choosing a photo, consider that the text elements move around to accommodate the device the user is using to view your page. It is helpful to choose photos that don't have bright colours or many shapes at the bottom. A photo that has a central point of focus, vertically and horizontally works best for most images.

RESPONSIVE CROPPING FOR LANDING PAGE HERO IMAGE

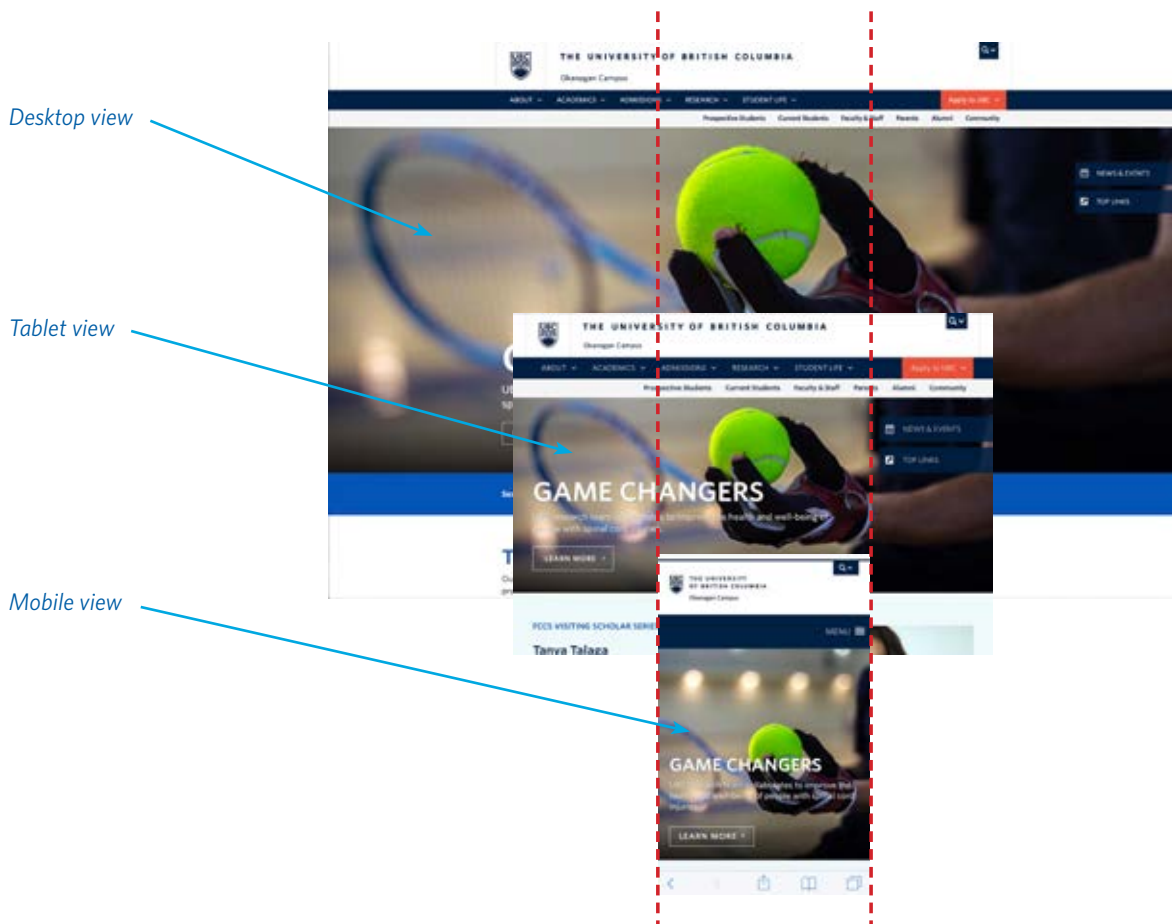


IMAGE REQUIREMENTS

The CMS (Content Management System) will not adjust the size and resolution of your images for you. Photos need to be uploaded into the CMS properly sized and formatted.

For best results, determine where your image will live on your web page and size it accordingly.

IMAGE SIZES

Homepage & Landing Pages

- **Landing page hero image:** Two files of the same photo are required: 1920px x 780px (desktop & tablet) and 780px x 780px (mobile)
- **Full-width Page sections with image background:** 1920px x variable height. The image should be cropped exactly how you would like it to appear. 1920px x 610px has typically worked well on other sites.
- **In-Line Full Column photos:** 1170px x proportional depth, cropped exactly how you would like to appear.
- **All other in-line images:** 1000px x proportional depth, cropped exactly how you would like to appear.

Level 3 & 4 Pages (with a side bar)

- **In-Line Full Column photos:** 1170px x proportional depth, cropped exactly how you would like to appear.
- **All other in-line images:** 1000px x proportional depth, cropped exactly how you would like to appear.

Components

(suggested sizes are included within the WordPress admin dashboard)

- **Story Tiles:**
 - Square: 1000px x 1000px
 - Rectangular: Two sizes required—1000px x 500px (desktop & tablet) and 1000px x 1000px (mobile)
- **Flip Cards** (with images & numbers): 1000px x 1000px
- **Story Box:** Landscape photo recommended. 1000px x 650-700px typically works well with balanced amount of text beside it.
- **Image Slider:** Landscape photo recommended. 1000px x 650-700px typically works well. All images in the image slider need to be the same size.
- **Carousel (2 Column):** Landscape photo recommended. 1000px x 650-700px typically works well with balanced amount of text beside it.

The best tool to use to prepare your images for your web project is Adobe Photoshop. It is a part of the Adobe Creative Suite which is available through the IT department.

Note: The CMS sizes specified on this page will be different for those whose UBC Okanagan websites are not in the new design. Some people will be on the old CMS which have different design elements which require different image dimensions.

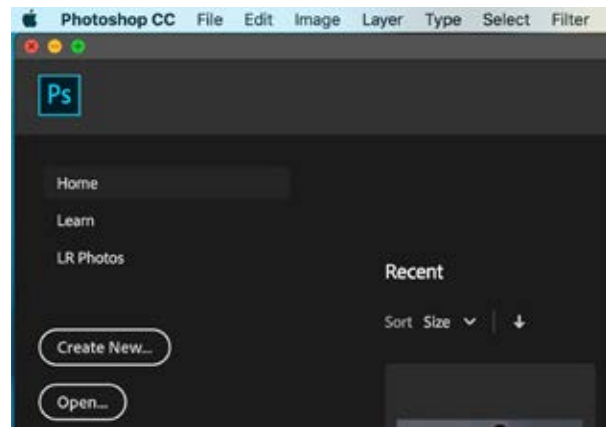
THE PHOTOSHOP WORKSPACE

When you launch Photoshop, the **Home screen** appears, which includes the following:

- Information about new features.
- A wide range of tutorials to help you quickly learn and understand the concept, work flow, tips, and tricks.
- Display and access to your recent documents.

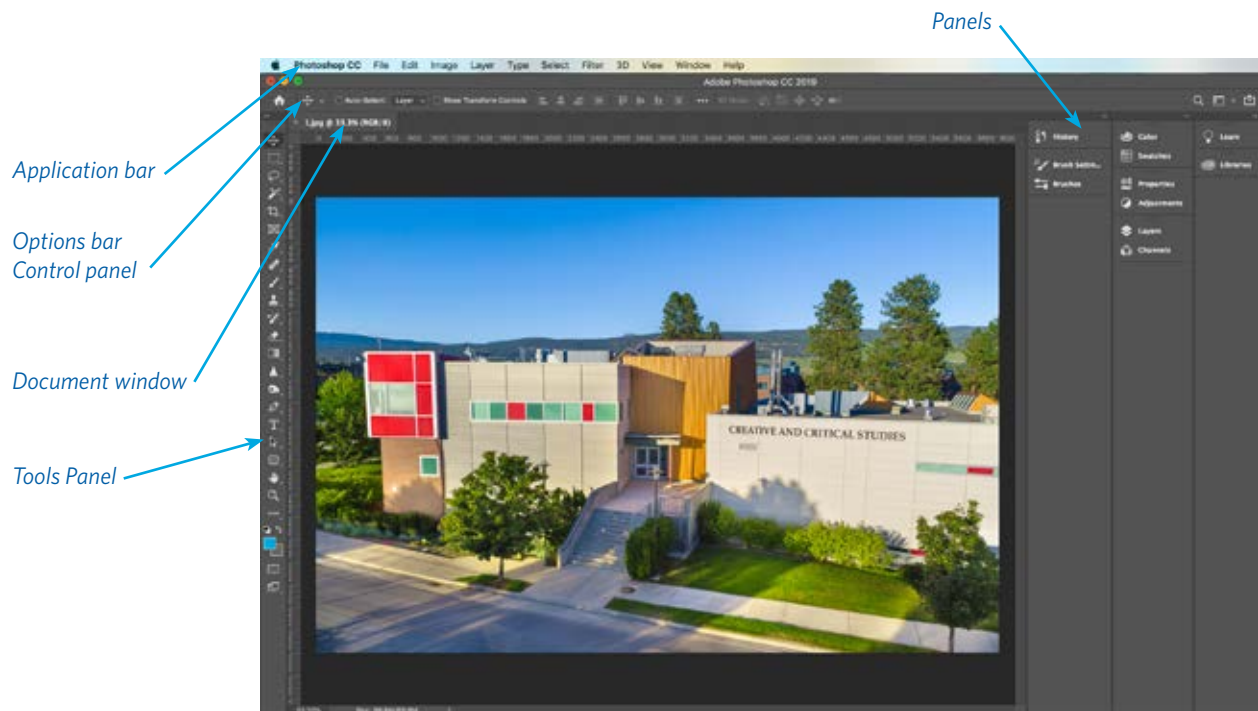
To open a photo file, you have three options.

1. Select **Open** to access an existing photo file.
2. **Create New** means you can enter the dimensions, colour mode and your desired resolution for a new file.
3. **Recent** allows you to open files you have already accessed through Photoshop.



Home screen

When the file is open in your application window, familiarize yourself with the workspace by identifying the following areas. These areas will be referred to for the rest of the workshop.




Application window

Preparing your photos for the web can be done in three easy steps.

1. CROPPING YOUR PHOTOS

You need to determine if the photo will work in the space it will be allocated to. Photoshop's Crop Tool is great as it allows you to view what the crop will look like.

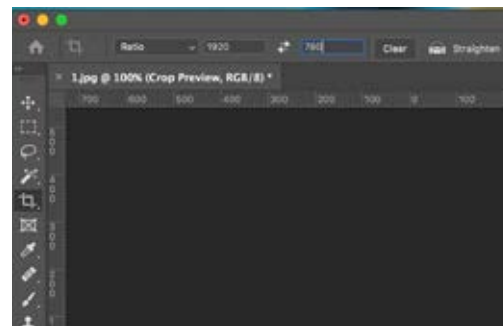
Go to your **Tools panel** and select the **Crop Tool**. When you select the tool, be sure your **Crop Tool**  is selected as other tools are accessed through this button. *Tip: Adobe has implemented live learning into their programs. You can learn about any tool by hovering over it. A small window will appear with a brief example of the tool's capability and a Learn how link for more information.*



Crop Tool in Tools panel

Go to the **Options Bar Control Panel**. You can enter the **width** and **height** that you'd like your image to be cropped to.

Note: if your unit measurement is not in pixels, the width and height values will not be for the web. You can change the unit measurement by going to the Application bar and selecting Image > Image Size > Width and Height settings need to be in Pixels.



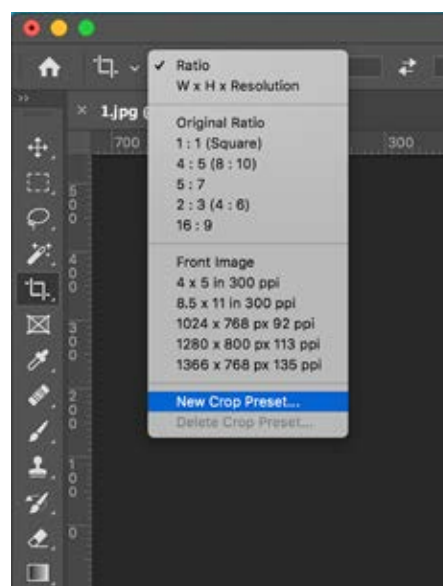
Entering width and height of desired crop

SAVING YOUR RATIO PRESETS

You can save your **Ratio** presets for images sizes that you most commonly use.

Select **Ratio** and a drop down menu will appear. Go to **New Crop Preset** and type in **Landing Page Hero Image**. Once saved, this preset will be available when using the Crop tool.

When selected the Crop Tool will create an outline around your image.



Now you can see if your image will work at the 1920px wide by 780px high dimensions required to place this image into a Landing Page Hero Image location.



You can move the crop by moving your **cursor** within crop outline. Hit the **Enter** button to finish cropping.

2. CHANGING COLOUR MODE AND RESOLUTION

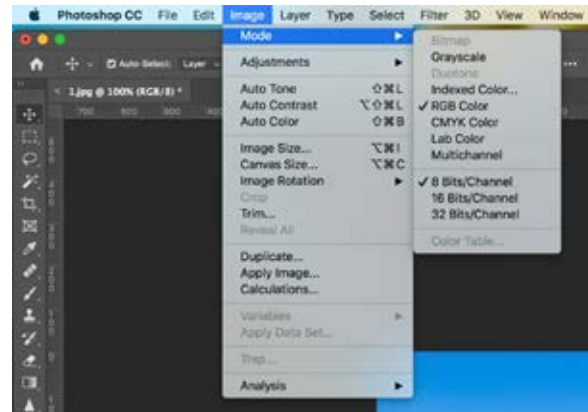
Your image's colour mode determines the amount of colour information it will hold. Images saved for the web need to be in RGB mode.

Go to the **Application bar** and hover over the **Image** drop down menu and select **Mode**. A menu will appear with different colour options. Be sure **RGB Color** and **8-bits/Channel** (default) are selected.

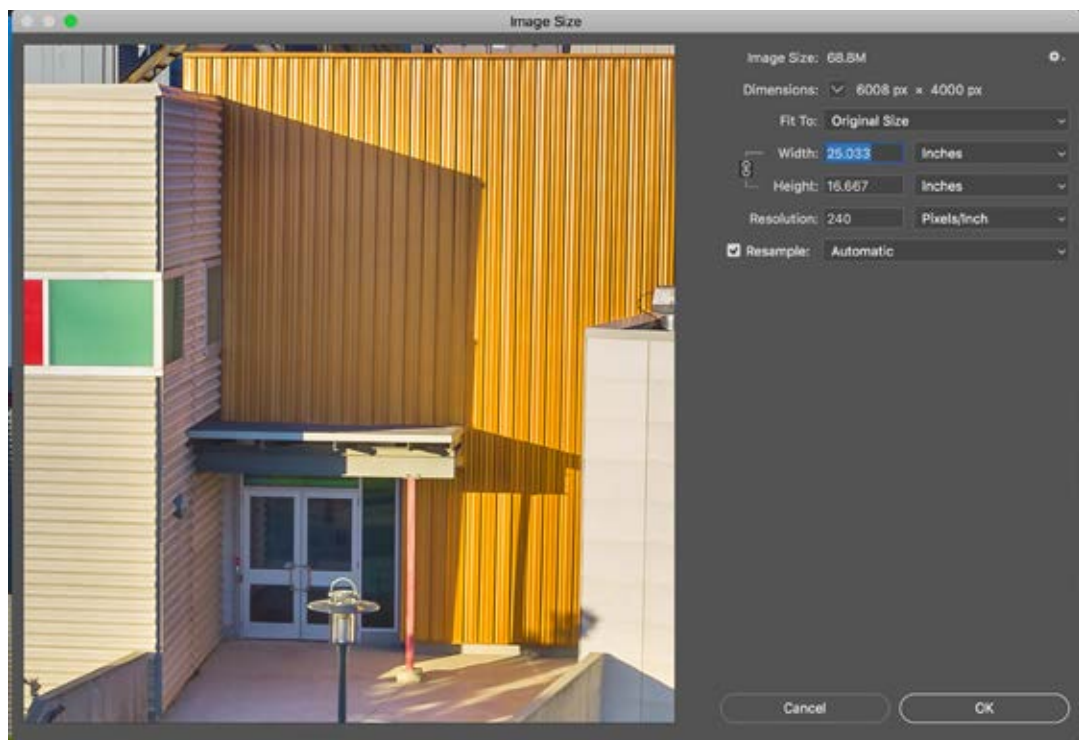
Next, review the resolution, width and height of the image.

In the same **Image** drop down menu, go to **Image Size** to open the image size window. Confirm the **Resolution** is at 72dpi. If it not, change it to 72 dpi.

Make sure your unit measurements are in **Pixels**. Images for the web need to be in pixels.



At this point, take note of the size of your image. Will it accommodate the dimension requirements for your image's location? For best results, determine where your image will live on your web page and size it accordingly.

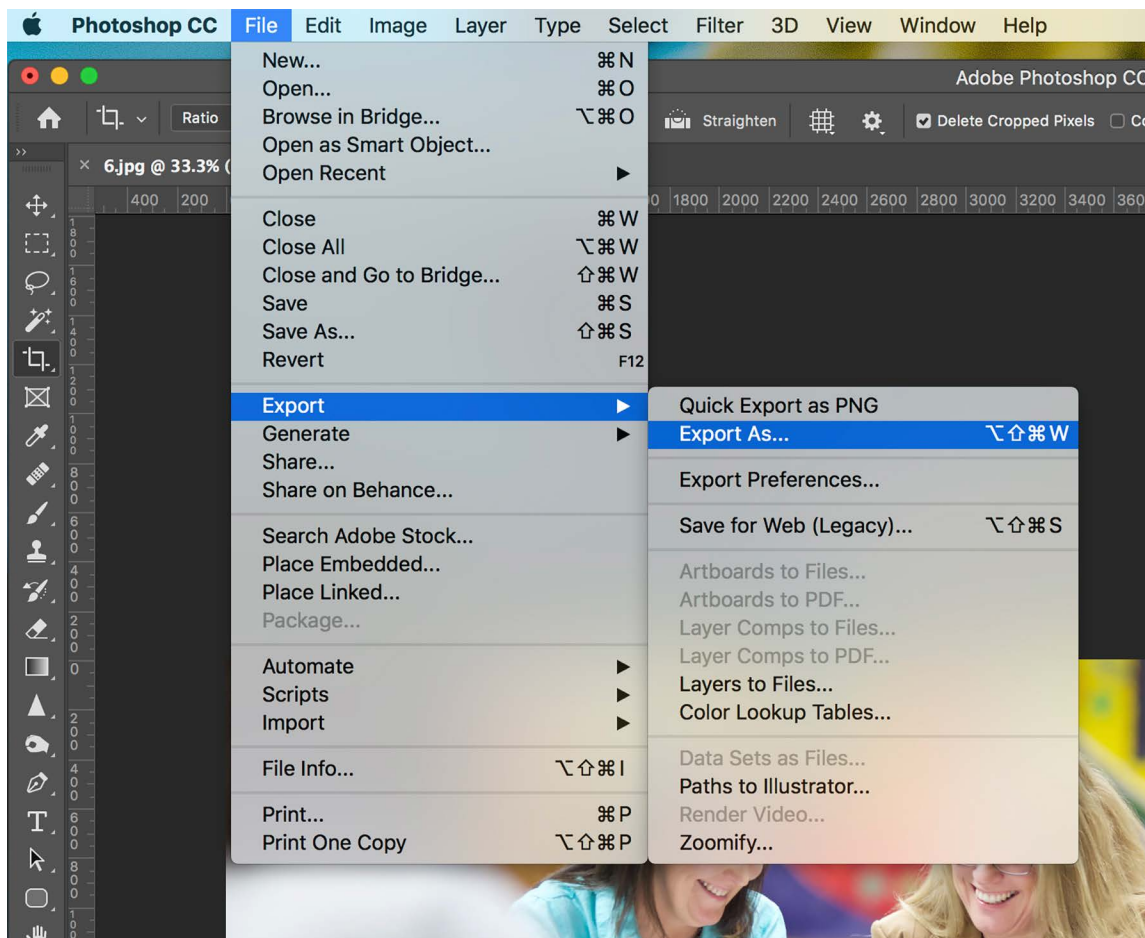


3. EXPORTING YOUR IMAGE FOR THE WEB

Once you have cropped your image, confirmed it is the right size in pixels, in RGB mode and at 72 dpi, you can export your image.

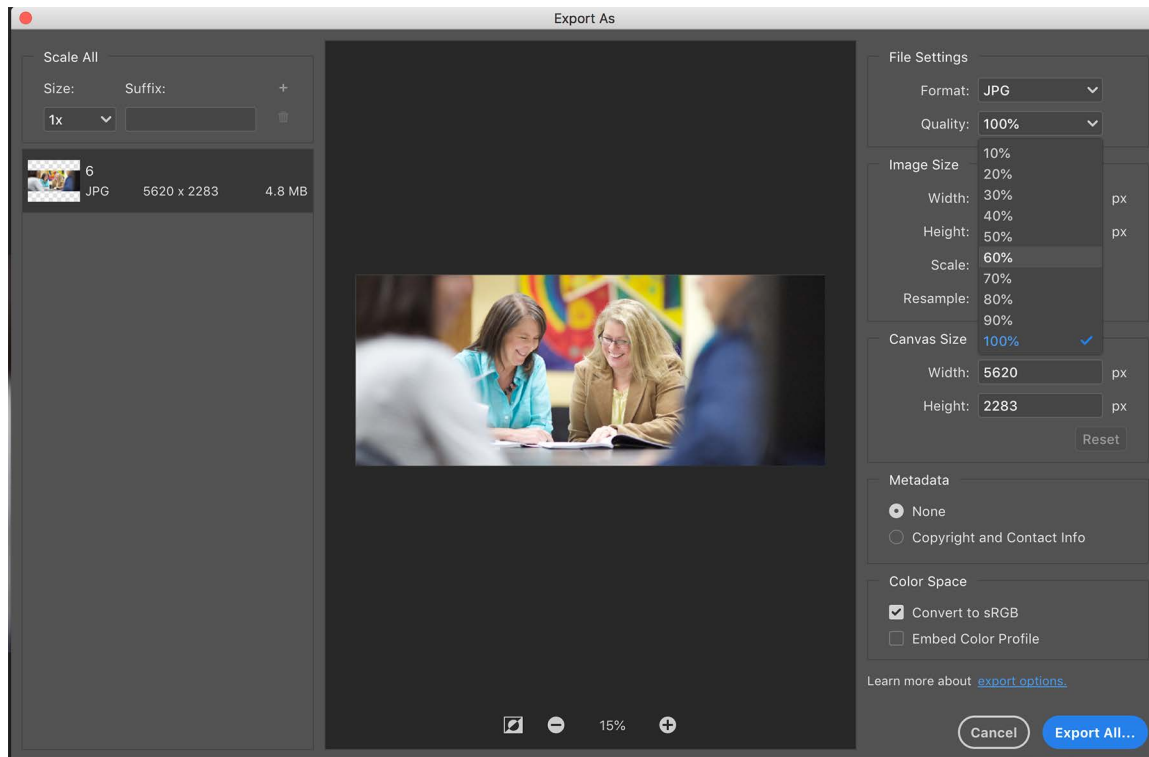
Photographs should be saved/exported as JPGs with a quality of 60% in RGB at 72ppi at 100% of the size. Exporting your image will enable you to minimize the size of your image for faster downloads of your page without compromising it's viewing quality.

Go to the **Application bar**, select **File** and select **Export** in the drop down menu. Move your cursor to **Export As**.



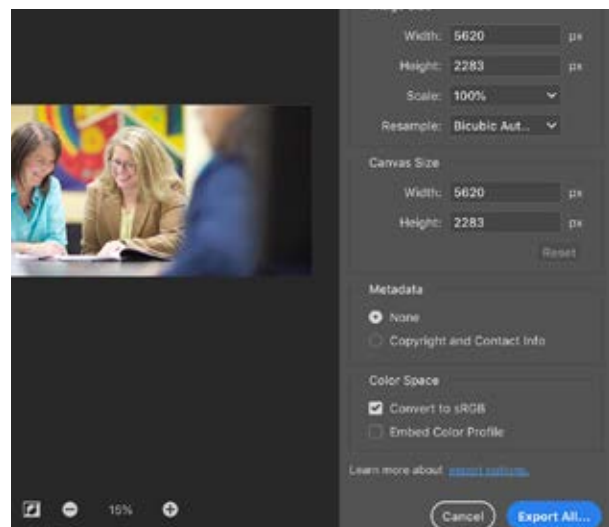
A window will appear that shows a preview of your image. On the right there are options that you will need to confirm before exporting your image.

Confirm the **Format** is set to **JPG**. The **Quality** needs to be set to **60%**.



This is a good time to verify the image width and height and that the **Colour Space** is set to **Convert to: sRGB**.

You can select the **Export All** button. You will then be asked to name your image.



GUIDELINES FOR NAMING PHOTOS FOR WORDPRESS

Naming your image files properly is critical for managing your photos within the Content Management System (CMS).

- Naming files consistently is CRITICAL because WordPress only has one 'Media' folder for your website (no sub-folders).
- Use the WYSIWYG principle, ie. keywords that describe the photo.
- Use dashes (no spaces) between words.
- Use all lower caps

Example of keyword-describing-image.png

opera-under-the-stars.png

chris-hadfield.png

jay-ingram.png

fina-art-gallery.png