

GUIDELINES FOR WEB IMAGES



- ◇ These guidelines should be used if you are inserting photographs from your computer onto your web pages.
- ◇ If you are using clipart, or copy/pasting from the web, you shouldn't have to worry about working with your images.

Image Format: Images should be saved as .jpg or .gif [no spaces when naming the file]
.jpg is used for photos or detailed graphics --> USED MOST OFTEN
.gif is used for animation or "text" images [also if transparency is required]

Image Attributes:

1) Resolution

Web images should have resolution = 72 ppi

Most images that are downloaded from a camera have a resolution of 230 ppi.

-This is too large for web images and your photo should be optimized for the web.

- 72 ppi is for WEB. Keep higher res. if you are doing slideshows or printing.

2) File size [this is measured in kb or mb. 1 mb = 1,000 kb]

The smaller the better. Try to keep file size under 100 kb

3) Physical size [this is the length and width of the image - usually measured in pixels]

The first two attributes are most important when using photographs on the web.

You will need a **graphics program** to help re-size your images. Our schools have **Photoshop** on the Graphics computer. [For home use, you could do a web search for an inexpensive program that is compatible with your computer.]

Steps to take:

First --> Set the resolution to 72

Second --> (optional) Crop the photo to get rid of unwanted background areas

Third --> Resize the length and width. [Resizing *alone* will not optimize. The resolution needs to be done first.]

PHOTOSHOP 7.0 OR PHOTOSHOP ELEMENTS
Your Staff Developer can assist you with either of these programs.