Photoshop Domain 5: Publishing Digital Images Using Adobe Photoshop CS5

Adobe Creative Suite 5

ACA Certification Preparation:

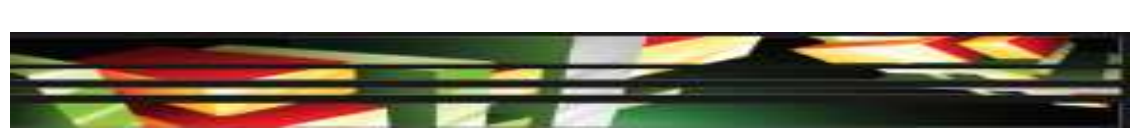**Featuring Dreamweaver, Flash, and Photoshop**

Objectives

- Demonstrate knowledge of preparing images for web, print, and video.

Vocabulary

- Algorithm
- Dithering
- Drawers
- Indexing
- Optimize (optimizing)
- Pixel aspect ratio
- Resolution dependent
- Safe zones

Adobe CS5 ACA Certification Prep

Domain 5.0 Publishing Digital Images Using Adobe Photoshop CS5

- The final domain for Visual Communication explores preparing images for use in web, print, and video.

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video

- When preparing an image to be viewed over the Internet, finding the balance between image quality and image file size is known as *optimizing*.

- Photoshop provides tools to help you prepare your images to be displayed on the web, whether you want to simply prepare images, create navigation, design animation elements, build an entire web page, or generate a web gallery.

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **File Format and Image Size**

- An image's dimensions include the image size in pixels and the resolution.

- When saving from Photoshop, you save your image to a bitmap format such as GIF, JPEG, or PNG, which are *resolution dependent*.

- Resolution dependent means that the quality of the image may be affected by the resolution of the computer display.

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)
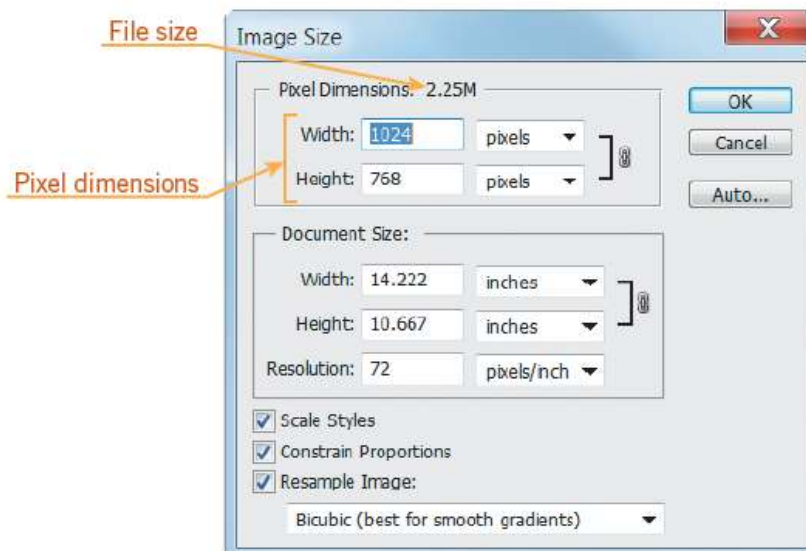
● **File Format and Image Size (Continued)**

TABLE 5–1   File formats for the web

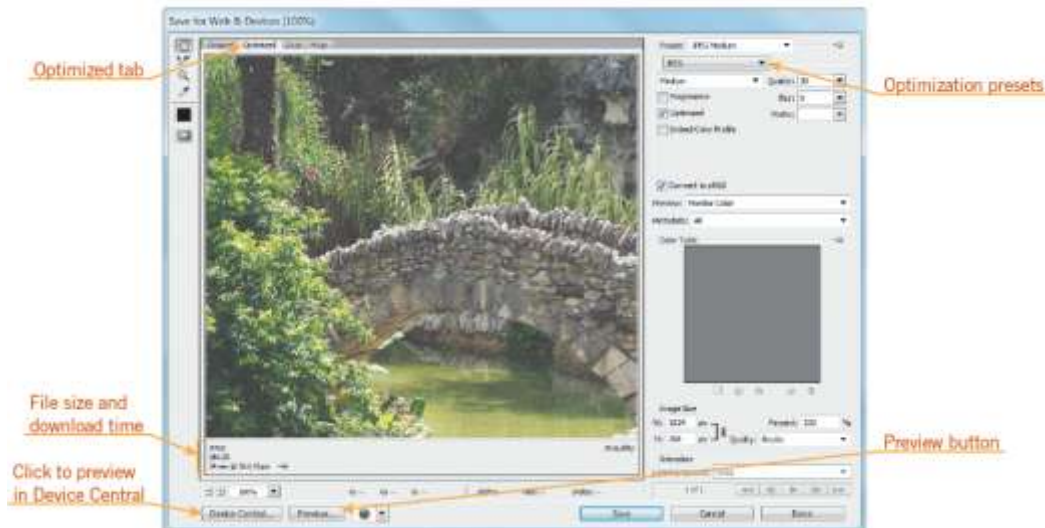| FILE FORMAT	DESCRIPTION
GIF (.gif)	Graphic Interchange Format, supports up to 256 distinct colors and transparency, creates an index of the colors being used, removes colors not used to reduce the file size, and should be used on flat images such as logos and line art
	Graphic Interchange Format is a bitmap image format for pictures with up to 256 distinct colors; navigation bars, buttons, icons, and logos are often saved with this file extension; the GIF format supports transparency
JPEG or JPG (.jpg)	Joint Photographic Experts Groups is used for photographs because it supports millions of colors; loses quality the more it is edited and saved
	Joint Photographic Experts Groups supports millions of colors and can be compressed to reduce file size; often used for digital images
PNG (.png)	Portable Network Group supports up to 256 distinct colors, transparency, and uses indexing; has better compression, color, and transparency than GIF
	Portable Network Group was created as a patent-free replacement for GIFs; PNG can support indexed-color, true-color images, gray scale, and transparency; PNG is also the native file format for Adobe Fireworks, retaining full editability

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **File Format and Image Size (Continued)**
- You can adjust an image's pixel dimensions and resolution in the Image Size dialog box.

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **File Format and Image Size (Continued)**
- The Save for Web & Devices dialog box allows you to preview the image file size, quality, and file format as you optimize it for the web or a mobile device.

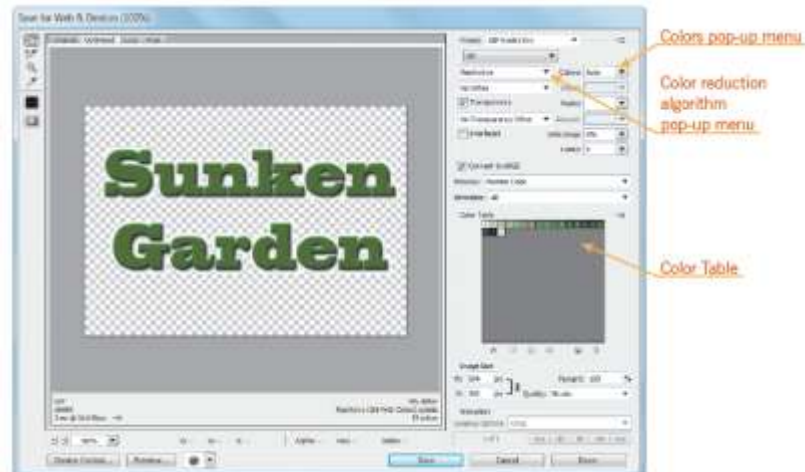**Keller** **Adobe CS5 ACA Certification Prep**

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **File Format and Image Size (Continued)**
- When saving a file in the GIF or PNG file format, you can reduce file size by removing colors from the index, in a process known as *indexing*.
- An *algorithm* is a set of well-defined instructions used to perform a task.
- The Color Table algorithms include Perceptual, Selective, Adaptive, and Restrictive.

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **File Format and Image Size (Continued)**
- The Restrictive algorithm creates colors based on creating a color palette that only includes colors and shades of color that can be displayed on monitors displaying 256 colors.
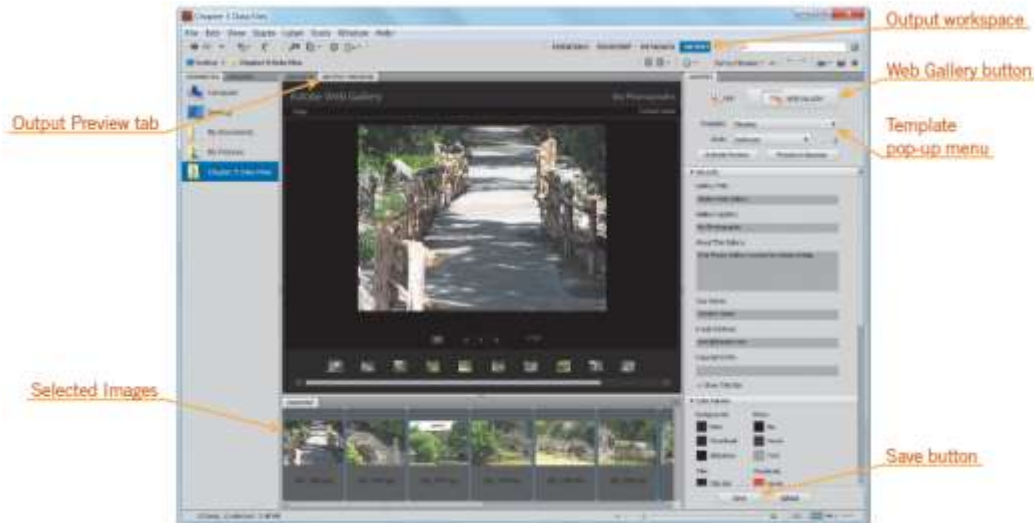
Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **File Format and Image Size (Continued)**

- When creating a transparent image in the GIF file format, you can apply a matte color to eliminate an edge halo.

- *Dithering* lessens the appearance of random noise in your image that may occur when working with transparency by creating dots of color along the edge of the image.

- The PNG-24 file format supports transparency without the need of applying a matte color or using transparency dithering.

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

● **Web Photo Gallery**

● A web photo gallery is a collection of images that can be viewed as a slide show with or without thumbnails, or as a collection of individual images that link to the full size image.

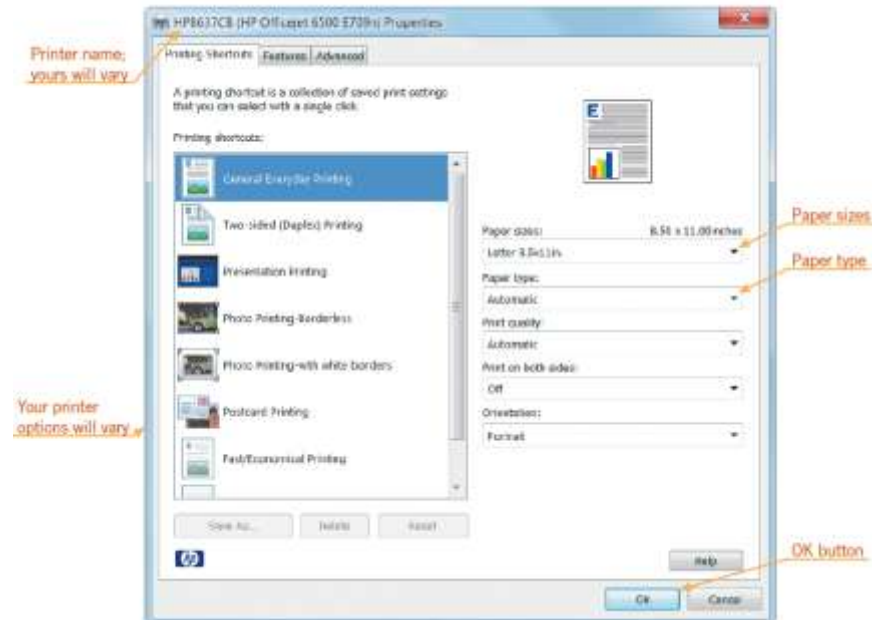# Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

● **Printing Images**

● Before printing an image, it is important to verify the size, file format, resolution, and color, just as you do when preparing an image for the web.

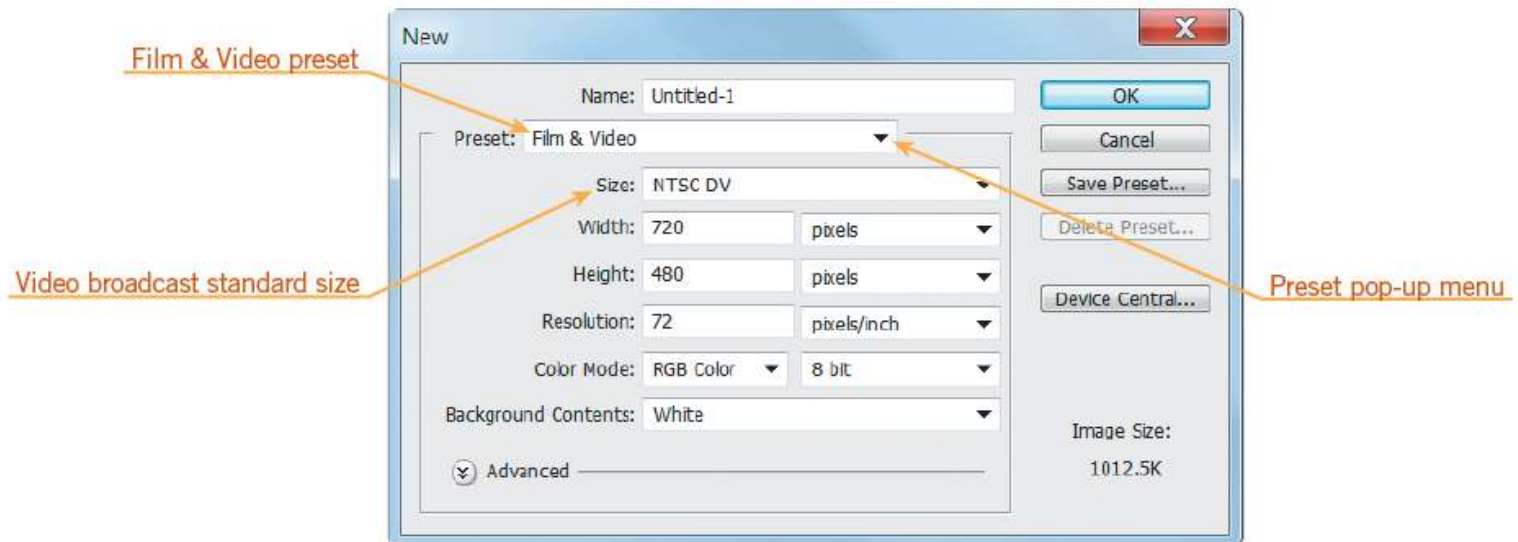# Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

● **Printing Images (Continued)**

● In the Print dialog box, the Print Settings button opens the Printer Properties for the selected printer, where you can specify paper size, source, and page orientation.

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **Saving for Video**
- When preparing a document for use in a video, it is important to verify file size, dimension, and file format.

Keller **Adobe CS5 ACA Certification Prep**

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **Saving for Video (Continued)**

- You should prepare your images properly before using them in a video-editing application, such as Adobe Premiere Pro or After Effects.

- Set the pixel dimensions to the same resolution you use in the video-editing application.

- If you plan to scale the image, set the image dimensions to the largest size the image will be in the video project.

- Crop the parts of the image that you do not want to be visible in your video project.
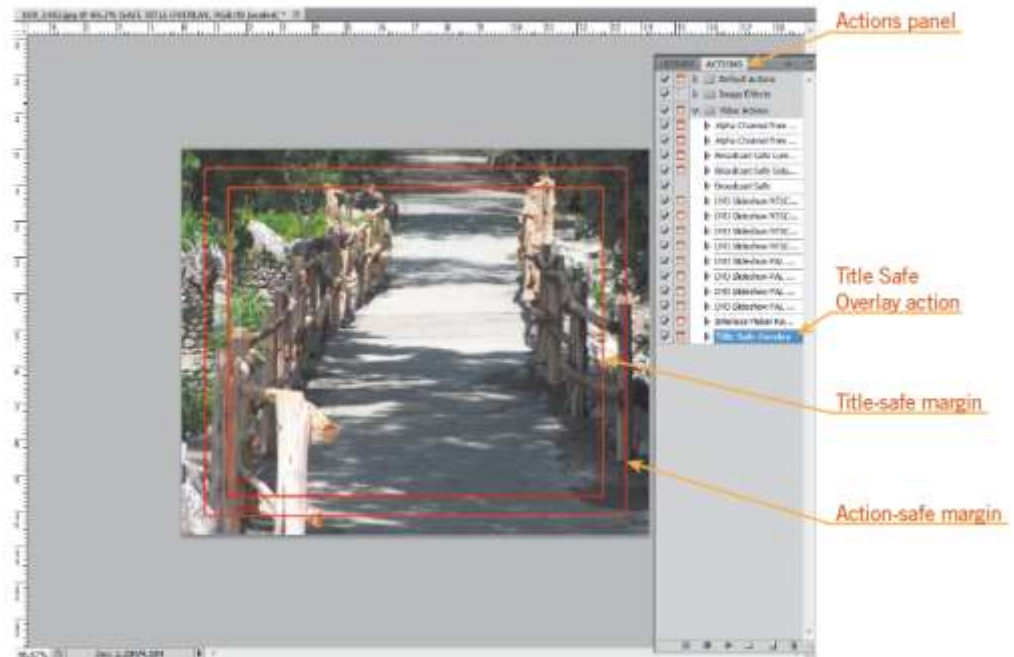
Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **Saving for Video (Continued)**

- A *pixel aspect ratio* is the width to height ratio of a single pixel in a digital image.

- Viewing area *safe zones*, or margins, are designed to ensure that certain content is not missed when played on television screens.

- The safe zone consists of two areas: the title-safe zone and the action-safe zone.

Objective 5.1 Demonstrate Knowledge of Preparing Images for Web, Print, and Video (Continued)

- **Saving for Video (Continued)**

- The Actions panel has an action titled Title Safe Overlay; this action creates a title-safe overlay that displays title-safe and action-safe boundaries.

Summary

- 5.1 Demonstrate knowledge of preparing images for web, print, and video.