

## Instructions for: Optimizing For Different Media

Make a new folder and in that folder make three more folders. Name these folders: Print, Multi and Web.

Notice that I named these folders in under eight letters. This is because I go between Pcs and Macs and some times on the Pcs if you burn a CD will change the longer than eight letters into a name which the Mac will not recognize and that will bust links if you are doing web design.

**Print: the best the file can look.** file size should at least 5 megs  
Scan, or if you are using a digital camera, three different pictures. When you scan these set the ppi at 300 ppi for the size to be printed and save these in the print folder you made. If you are using a digital camera convert the 72ppi per inch to 300 and try to keep the total file size the same. Also I would save these images in tif or psd format. *Jpg is a lossy type compression and each time you save in jpg you lose color information. Jpg is great for web work and it makes a small file size but if you save as very many times you will have a very small file but one that is terrible looking.* These files should be 300ppi for size to be printed.

**Multimedia: sized to fit presentation and still good and not slow down your computer.**

Open the three images you have scanned and change the image size to 640 pixels by 480 pixels at 72 ppi. (**if your pictures are not in landscape keep the height under 480 make sure don't distort your pictures**) Then do a "save as" and save as a jpg, should be about 100 to 200k, and save into the multi folder. The file should now be a jpg, and ready to use in a slide show. These files would be able to keep up with a fast frame rate, when doing animation..

**Web: open fast and be as small a file size as acceptable**

Open the print file and go to Image/image size and make the file the size you need for the web page you are going to use it on, also when you are in image size change the resolution to 72 ppi. Then go to File/Save for the web and optimize the image to less than 15k (the smallest that is acceptable to you is best). Try the 2 up or the 4 up, and try different types of settings and compressions. Check to see if the image is acceptable to you.