

ART 263 Web Site Design

Publishing images on the WWW

A Few Notes About Color

1. Colors look darker on a PC than on a Mac because PC monitor gamma (brightness of the midtone values) is dimmer (2.3) than on a Mac (1.8).
2. Gif files (pronounced "jif") can only use a maximum of 256 different colors and are best for graphic images without gradients. They give smaller file sizes that download faster.
3. JPEG files can use thousands and are best for photographic images with smooth gradients. They tend to give slightly larger file sizes that download slower.
4. 8-bit PNG files look better and download faster than both GIF and JPEG files, but are not as widely supported among older browser generations. Some versions of IE do not support 24-bit PNG's with transparency.
5. All color on the computer is interpreted as red, green, and blue values. On the web, colors are either defined using three sets of hexadecimal values (one for each color), RGB values, 16 predefined color names (see the back of the textbook), or as RGB/HSL values. Hexadecimal is base-16 = 1, 2, 3, 4, 5, 6, 7, 8, 9, A, B, C, D, E, F. Each value consists of two figures: the first are sixteens and the second are ones single numbers from 1 to 15 as defined above. Thus 00 = $(0 * 16) + 0 = 0$; FF = $(15 * 16) + 15 = 255$; AF = $(10 * 16) + 15 = 175$. Colors range from 000000 (black) to ffffff (white).

Preparing Images For The Web

All of your images should have a dpi of 72, which is the resolution of most monitor screens. Higher resolutions need only be used for print work.

1. Choose Image menu – Image Size. Note the Pixel Dimensions of your image.
2. Select Resample Image.
3. Select Constrain Proportions.
4. Change the Resolution setting to 72.
5. Reset the Width to what it was before you changed the resolution or make the dimensions smaller if you wish.
6. Click on the OK button.

Converting to a GIF File without a transparent background color

The Graphics Interchange Format (GIF) is the file format commonly used to display indexed-color graphics and images in hypertext markup language (HTML) documents over the World Wide Web and other online services.

1. Flatten Image: Layers Palette -> Menu Arrow on Palette -> Flatten Image.
2. File menu -> Save For Web and Devices...
3. Settings: GIF, Web, Pattern, Colors = Auto, Web Snap = 100%
4. Click on the Save button
5. Give the image a name and choose a Format: Images Only.
6. Choose your web site images folder to save to and then click on the Save button.

Converting to a GIF File with a transparent background color

1. File menu -> Save For Web & Devices...
2. Settings: GIF, Web, Pattern, Colors = Auto, Web Snap = 100%
3. Select the Transparency option.
4. For the Matt option, choose a color identical to the background color of your web page or the predominant color in a background image. This will remove any lingering white halo of anti-aliasing from around the edges of your image.
5. Click on the Save button
6. Give the image a name and choose a Format: Images Only.
7. Choose your web site images folder to save to and then click on the Save button.

Converting to a JPEG File

When saving in Joint Photographic Experts Group (JPEG) format, you can specify the image quality and compression level. Because the JPEG format discards data, it is important to save JPEG files only once. Edit and save your image in a format that does not discard data (such as the Photoshop format), and save in JPEG format only as a final step. Jpeg's set to lowest quality will give you the smallest file sizes but often looks blurry.

1. Flatten Image: Layers Palette -> Menu Arrow on Palette -> Flatten Image.
2. File menu -> Save For Web & Devices...
3. Settings:
 - a. Format = JPEG
 - b. Quality = Low - Maximum
 - c. Progressive = causes the image to display gradually as it is downloaded—in a series of scans (you specify how many) showing increasingly detailed versions of the entire image. However, progressive JPEG images files are slightly larger in size, require more RAM for viewing, and are not supported by older Web browsers.
 - d. Optimized = gives smaller file sizes but less compatible images.
4. Click on the Save button.
5. Give the image a name and choose a Format: Images Only.
6. If you want to change the Output Settings, then do so.
7. Choose your web site images folder to save to and then click on the Save button.

Converting to a PNG File

Developed as a patent-free alternative to GIF, the Portable Network Graphics (PNG) format is used for losslessly compressing and displaying images on the World Wide Web. Unlike GIF, PNG supports 24-bit images with alpha channels and produces levels of transparency.

1. If the image has no transparency first flatten the image: Layers Palette -> Menu Arrow on Palette -> Flatten Image; if the image has transparency skip this step.
2. File menu -> Save For Web & Devices...
 - a. Settings: PNG-8, PNG-24. NOTE: Many versions of IE only support background transparency
3. Click on the Save button.
4. Give the image a name and choose a Format: Images Only.
5. If you want to change the Output Settings, then do so.
6. Choose your web site images folder to save to and then click on the Save button.

Converting to a SVG File

The SVG (scalable vector graphics) format is used for adding vector-based graphics, created in programs such as Adobe Illustrator, images on the World Wide Web. SVG supports with alpha channels to produce transparency. NOTE: The format is currently not very well supported in Explorer and Safari.

1. Open your Illustrator image.
2. Choose File menu -> Save for Web and Devices...
3. Choose SVG as the file format.
4. Click on the Save button.
5. Give the image a name and choose the Format: Images Only.
6. Choose your web site images folder to save to and then click on the Save button.

Image HTML Tag

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alt = text to be displayed in the event of the image not loading and for accessibility
title= text display in a yellow fly-up when the use moves the cursor over the image

Using an Image as a Button (or anchor link)

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<a href="page2.html"></a>
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