

Producing an Optimal Digital Image in PhotoShop

Follow these steps to produce an optimal digital image for uploading to the website. You should make and save these changes to a *separate copy* of your master digital file to avoid altering your original, large resolution file. These instructions apply to PhotoShop; very similar instructions apply to *Photoshop Elements* and are provided in a separate version of this document.

- **Save your current image as a master file.** This Save will be in the PSD or TIF format and represents your final PhotoShop editing at your highest resolution mode. *Now you will optimally reduce the image – but this image will only be used for web uploading. If you need to go back and further edit your photo, you will do it from your high resolution master copy.*
- **Flatten your Image.** There is no need to have PhotoShop layers after this point – so we will manually flatten the image to eliminate them.
PhotoShop Menu
[Layer | Flatten Image](#)
- **Change the embedded color profile*.** PhotoShop Menu
[Edit | Convert to Profile](#)

In the drop down box “[Destination Space](#)” choose “sRGB IEC61966-2.1”

In the “[Conversion Options](#)”, set Engine: Microsoft ICM
set Intent: Perceptual

Click [OK]

**This step may not be necessary on your system, especially if you are working only with JPEG files. You might find you are already in the sRGB color space – which is optimal for web uploading and display. If working with RAW files, you might be in the “Adobe 1998” or “ProPhoto” color spaces and you should change to the sRGB space for optimal display on Windows monitors.*

- **Change the Mode to 8-bits per channel.** PhotoShop Menu
[Image | Mode | ✓ 8 Bits/Channel | ✓ RGB Color](#)
Note: tick both RGB and 8 Bits/Channel at this step

- **Resample the Image.**

PhotoShop Menu

Image | Image Size

Tick each of the boxes as shown

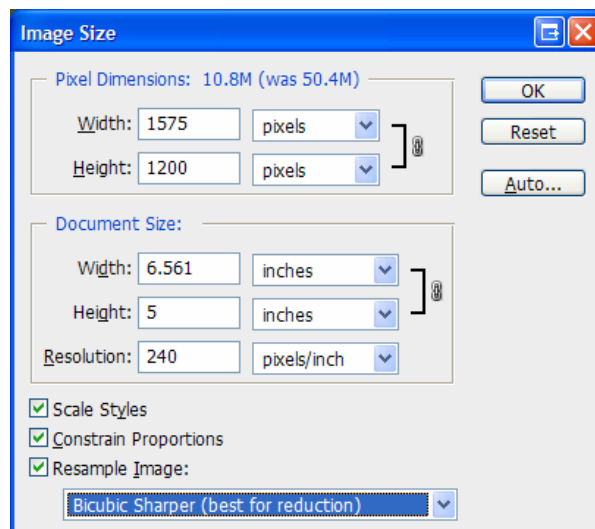
Enter a value for either the Width or Height (the other will follow proportionally) so that the image is 1024x768 or smaller. Note that 768x768 is okay – but 1024x1024 is too large.

Don't change anything in the “Document Size” boxes.

Change the drop down to **“Bicubic Sharper (best for reduction)”**

Click [OK]

- **Sharpen The Image.** This step, referred to as Output Sharpening, is optional. You may wish to use the Sharpen Tools (most likely the Smart Sharpen or Unsharp Mask filter) to improve the look of your image. Complete this step with your zoom at Actual Pixels so you can clearly see the effect of the sharpening filter. Don't overdo it! If you sharpen too much and introduce “jaggies” or artifacts, or your image looks overly “crisp”, you can reverse the step using ctrl-Z (or backing up on the history palette) and repeating the action. You should not sharpen a sharpened image or it will worsen the artifacts. Each picture is different so you will have to experiment with the sliders for the best results. As a starting point, try setting the Radius slider to 1.0 and increasing the Amount slider until you visibly see the artifacts, then back off the Amount slider a bit. There are many Internet Tutorials on how best to sharpen. If you simply Google “photoshop sharpen” you will be able to explore a wealth of material.



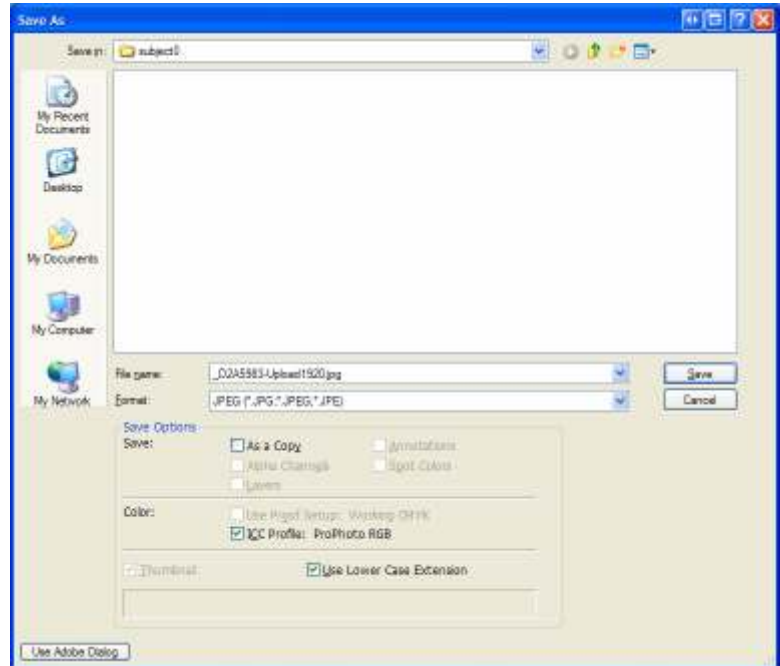
Save the image. Photoshop Menu

File | Save AS

From the Format drop down, choose JPEG*.

In the File name box, provide a filename. You should add a phrase like “Upload-1024” to help you identify the file and ensure it does not unintentionally overwrite an image.

Click [Save]. Photoshop will pop up the JPEG Options box, adjust the Quality to High or Maximum. If you look under the word ‘Preview’ in the box, you will see a figure representing the output size – this must be less than 2.0 MB. If you see a figure expressed (for example) as 125 KB, meaning kilo-bytes, then you are well under the upload file size restriction.



Click [OK] to complete the Save.

You should then close this file and not use it for subsequent editing as it has been substantially reduced in size from your master original.

**If you do not see JPEG as a Format option, it means you have not reduced the mode to 8 Bits/Channel in the fourth step. JPEG images must be 8 Bits/Channel.*

Thank you to Jim Camelford and Robert Fowler of the Richmond Hill Camera Club for producing this document. Updated by Lance Gitter for the Toronto Digital Photo Club in October 2010.