

# SAVING IMAGES FOR WEBSITES/SCREENS

## What makes an image screen-ready?

- RGB (or sRGB) color mode.
- No bigger in pixels than the available screen space will allow (usually  $\leq 1200$  px wide)
- Smallest file size without sacrificing quality (to save download time, data usage) (usually  $< 1$  mb)
- Resolution of 72 ppi for traditional screens\*  
72 ppi is now also known as “@1X”

\*Advanced info: Sometimes, you will be asked to save another copy of the file as “@2X” and “@3X” for higher-resolution screens, which equals 144 ppi and 216 ppi respectively.

## What image file types can I use on the web or in apps?

- JPG, PNG, GIF, SVG

 Tip: Usually, you will use either JPGs or PNGs.

### **Remember**

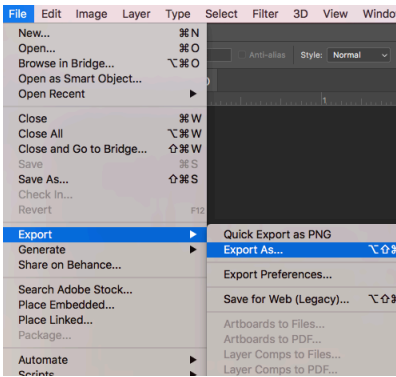
**JPG:** best for photographs with subtle shifts of value or color, as long as they have no transparency

**PNG:** best for images that have transparency. Anti-aliasing is available (to create smooth edges).

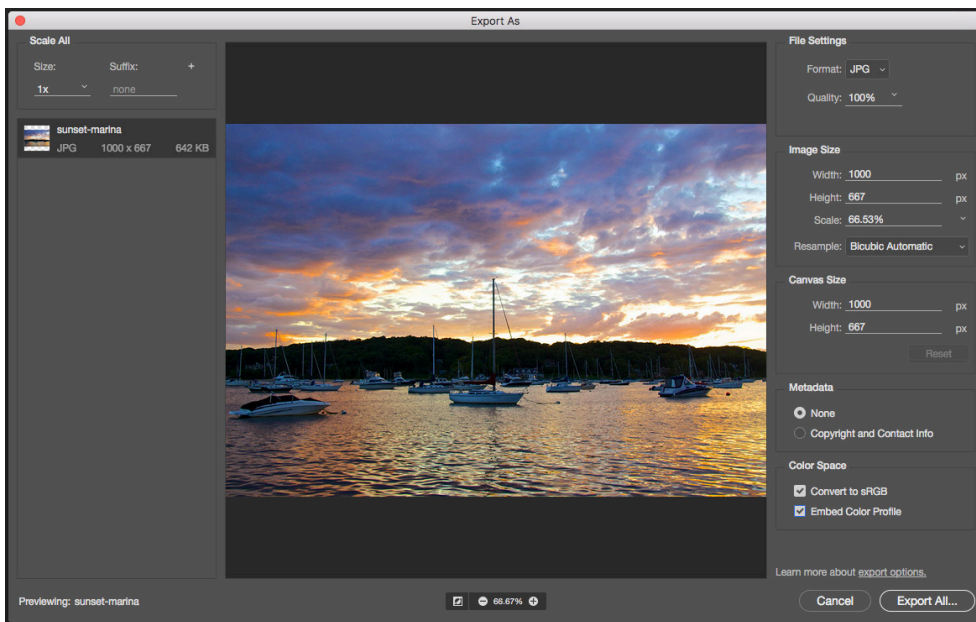
**GIF:** can be used for tiny icons with transparency that do *not* need anti-aliased edges. GIFs can only have fully transparent pixels and fully opaque pixels, but not semi-transparent pixels.

**SVG:** *This file type is a more advanced topic for later.*

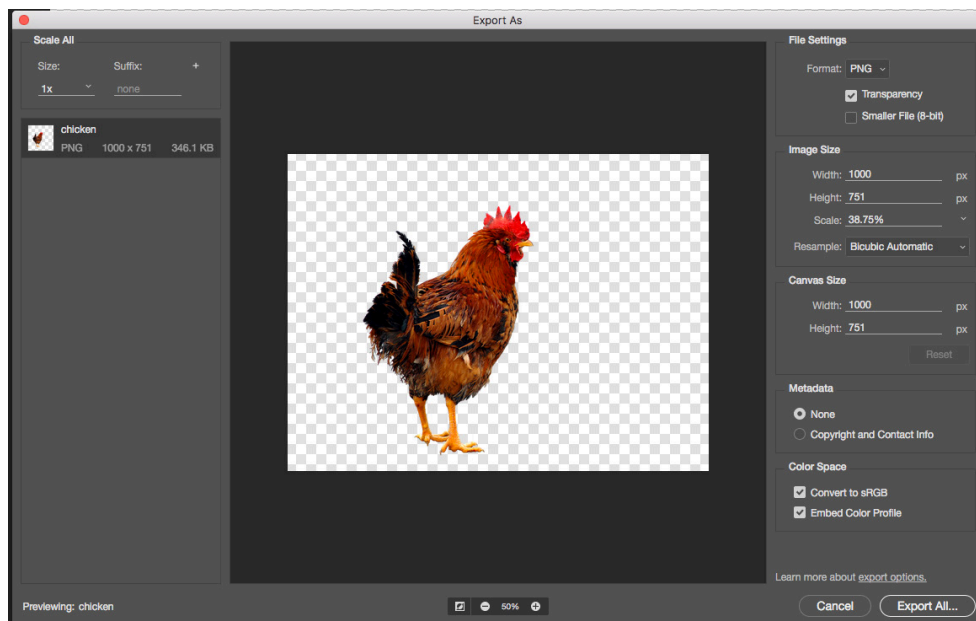
# Saving images for web/screen in Photoshop:



1. Go to **File > Export > Export As**
2. Under **File Settings** (top right), select the most appropriate file format for your image
3. Adjust other settings that are specific to the format:
  - For JPGs, set **Quality** to 100%. (Reducing the quality slightly reduces the file size, if needed)
  - For transparent PNGs, be sure **Transparency** is selected
4. Under **Image Size**, reduce the width & height to the biggest size that the image will be on the screen (usually  $\leq 1200$  px)
5. Under **Color Space**, select Convert to sRGB, and, if the option is available, also select Embed Color Profile
6. On the left, under **Scale All**, leave **Size:** at 1x to make a traditional 72 ppi image.
7. Click on **Export All**. When saving the file, remove any spaces from the file name.




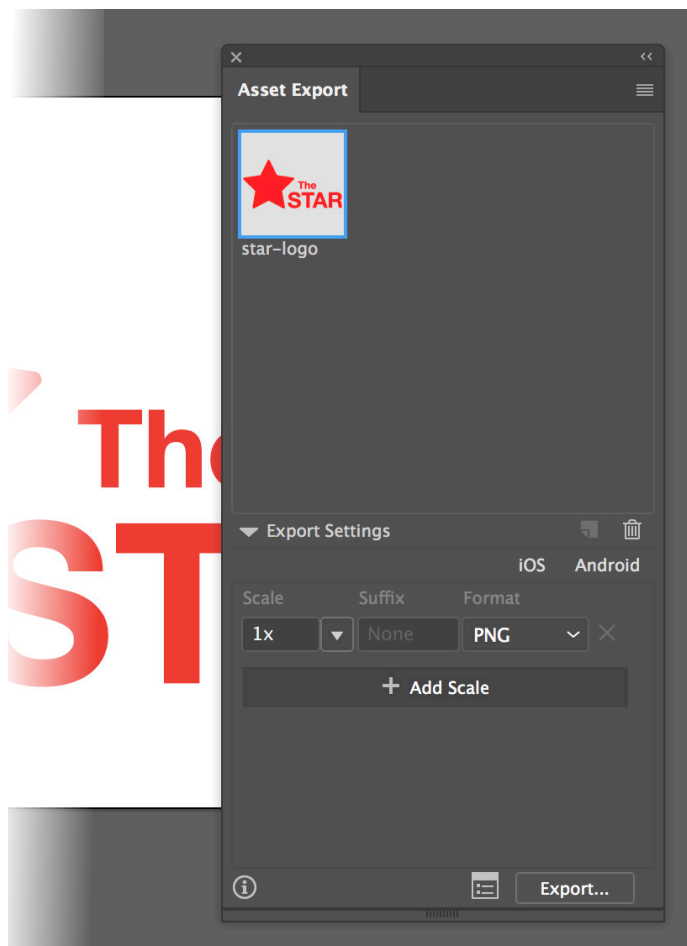
JPG example



PNG example

## Saving images for web/screen in Illustrator:

1. Group the artwork together that you want to save as one image
2. Resize the artwork to the exact size you want it to be when it appears on screen. For example, a logo might be 100–200 px in height.
3. Open the Asset Export panel.  Drag the grouped artwork into this panel.
4. Click on the text "Asset 1" to change the file name to a more meaningful name like "star-logo". Do not use any spaces in this name.
5. Make sure the asset is still selected (there will be a blue border around the thumbnail when it is selected).
6. Under **Export Settings** (bottom half of panel), select the most appropriate file **format** for your image.
  - Unless it is a photograph with no transparency, you will usually select **PNG** as the format. (Do not select "PNG 8" as this is a lower quality format.)
  - For JPGs, the number next to the word JPG refers to the image quality. Recommended: **JPG 100**
7. Under **Scale**, leave at **1x** to make a traditional 72 ppi image.\*
8. Make sure the asset thumbnail is still selected, and click on **Export** to save.
9. You will find your image file saved in a folder called 1x.



\*Advanced info: Sometimes, you will be asked to save additional, larger versions of the file for higher-resolution screens. To do this, you would click on "+ Add Scale" any number of times to select other scales, such as "2x". The suffix option helps to identify which file is which, and will be appended to the file name. Some websites and apps will require this suffix to be present if the higher-resolution file exists.