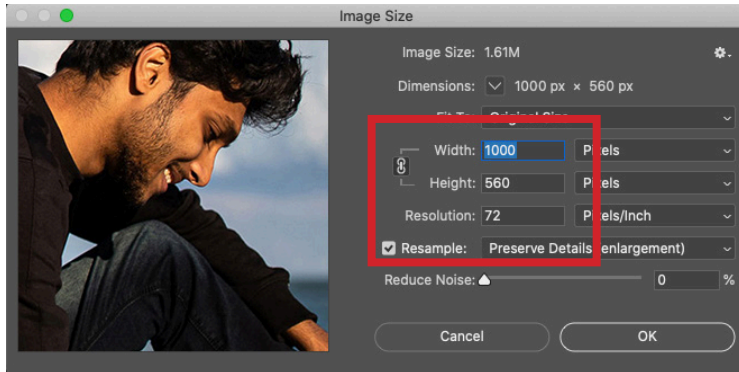


IMAGE OPTIMIZATION

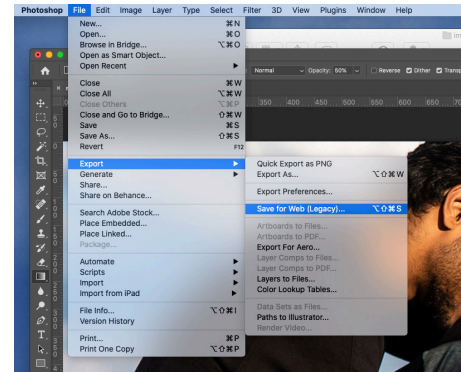
The primary goal of formatting your images is to find the balance between the lowest file size (weight) and an acceptable quality.

STEP 1: Size the image



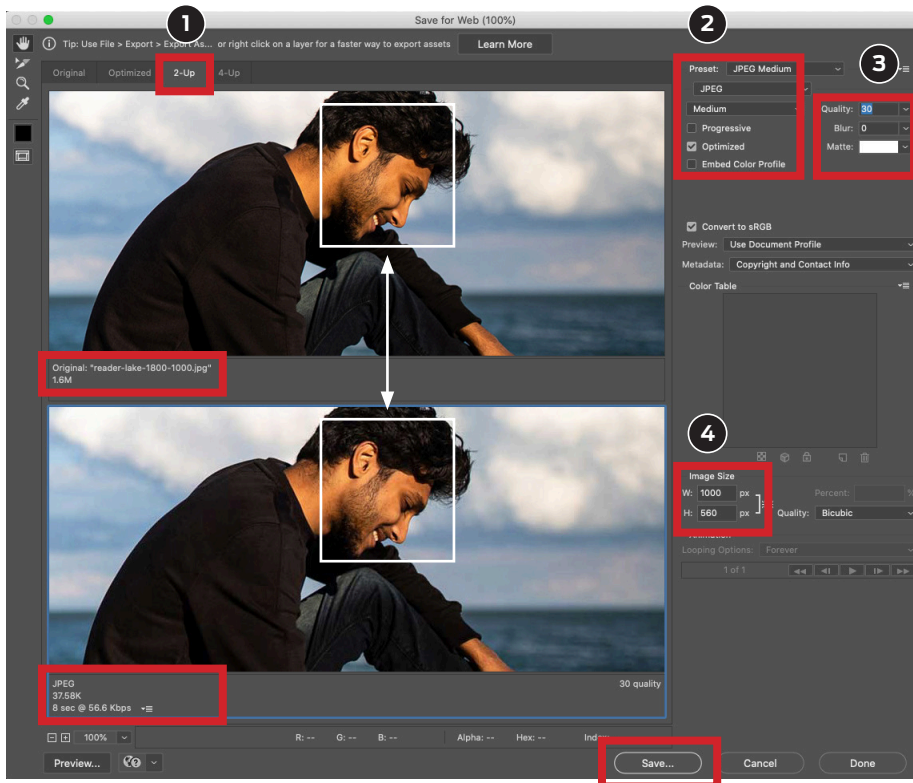
Crop and set your image size. Typical image formats are shown below. At this stage, you can also set the resolution to 72dpi. You will see the new image size displayed at the top of the dialog box.

STEP 2: Export the image



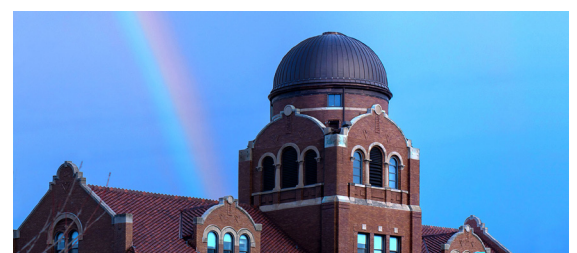
To begin the optimization steps, select **File > Export > Save for web**. See above.

STEP 3: Optimize the image



- 1 Select the 2-Up tab. This allows you to compare the weight and quality of the original and optimised versions of the image.
- 2 Select a built-in preset. You can also adjust all of these settings manually.
- 3 The quality can also be manually adjusted. Try different settings to get the lightest image file without compromising the quality too much.
- 4 If you haven't set the width to the chosen format, you can set it now. This is important as it will produce the lightest file size possible. Keep the W and H linked.

COMMON FORMATS: Width and height



* It's a good practice to keep the original version of your image and not write over it when saving your optimized image.