

## Introduction to Photoshop for the WEB

**Rule number 1:** You must ethically use Photoshop to create or alter photos for GOOD

Click the following link:

<http://jezebel.com/278919/heres-our-winner-redbook-shatters-our-faith-in-well-not-publishing-but-maybe-god>

**Discussion:** What do you think of the before and after image?

**Rule number 2:** When using Photoshop for the web, you must find a balance between file size (kb/mb, not dimensions) and the quality of the image. People are not willing to wait more than 3 seconds for files to load in a browser.

Thumbnails 150x200 pixel dimension

Other design feature dimension sizes: <http://designerstoolbox.com/designresources/banners/>

Remember, once you design with standard pixel size, THE FILE SIZE MATTERS

Jpeg versus gif files [http://users.wfu.edu/matthews/misc/jpg\\_vs\\_gif/JpgVsGif.html](http://users.wfu.edu/matthews/misc/jpg_vs_gif/JpgVsGif.html)

**Goal for today:** Use layers, and images from the web create a compositional piece of art. Save the original for print, then save again for the web as a compressed image, then save again for the web as a thumbnail.