Producing an Optimal Digital Image in
PhotoShop Elements 5.0+

Follow these steps to produce an optimal digital image for uploading to the website. Remember that you should always 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 Elements** and are very similar to the instructions for PhotoShop

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
> Image > Convert Color Profile

In the drop down box choose "Apply sRGB Profile"

*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 optional 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.

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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
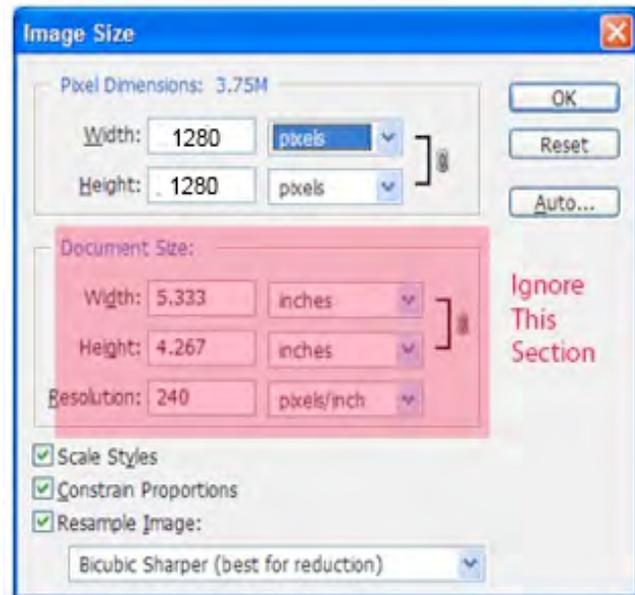   Image > Resize > Image Size

Note: The terms *resizing* and *resampling* are sometimes used as if they mean the same thing, *but they don't.* There is an important difference between the two.

Image Resizing: Changing the size the image will print *without* changing the number of pixels in the image.
Image Resampling: Changing the number of pixels in the image**.**

Click "Resample Image" (tick each of the boxes as shown)

Enter a value for either the **Width** or **Height** (the other will follow proportionally (providing you have ticked on the 'chain' icon) so that the image is 1280 or smaller on the Width and 1280 or smaller on the Height. Your image cannot be larger on either dimension; nor can it be too small – we suggest that if the width is 1280 your height should be at least 768 or larger, so the image is large enough to be projected and judged properly.

Don't change <u>anything</u> in the "Document Size" boxes.

Change the drop down to "Bicubic Sharper (best for reduction).

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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 that 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 process by using ctrl-Z (or backing up on the history palette) and repeating the action.

You should not sharpen an already 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.

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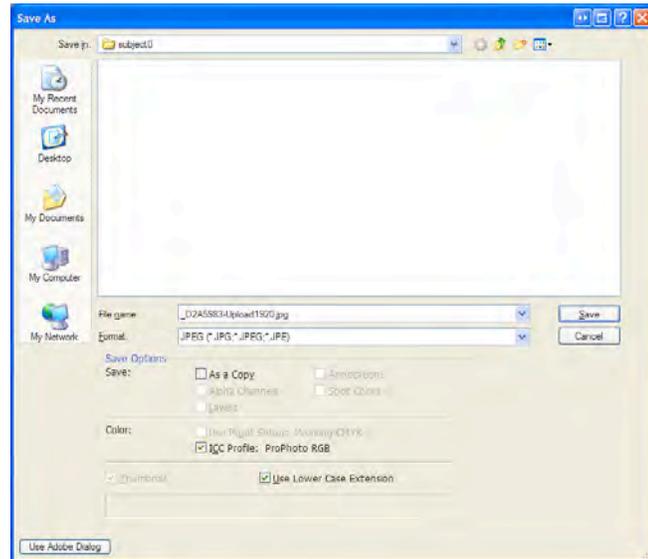
Save the image.

PhotoShop Menu

File > Save AS

From the Format drop down, choose JPEG*.

In the File name box, provide a filename. This file name should start with your member number following by a descriptive phrase for the image. Eg: 130xx-sunset_waterfall.jpg

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 Meg. If you see a figure expressed (for example) as 217.8K, 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.

This document describes how to resample images Photoshop Elements. You may wish to explore using Adobe PhotoShop Lightroom, instead, as your photo manipulation software.