

Save for Web & Devices.

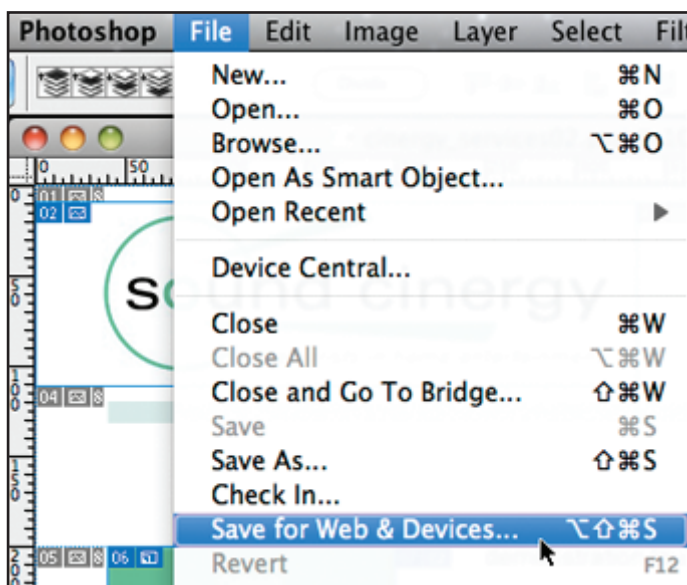
Once all your slices have been made you will now need to optimise your images in the *Save for Web & Devices* export area of Photoshop. Here you will need to make several choices regarding to number of colours, type of file format etc.

The optimisation process is basically a balancing act between memory size and quality.

The basic file types that you can choose from are:

- *JPEG* - Joint Photographic Experts Group, these are best for continuous-tone images such as, photographs, gradients, drop shadows etc.
- *GIF* - Graphic Interchange Format, best used for simple graphic images with areas of solid colour such as logos, illustrations, cartoons etc. Also GIF's allow for animations.
- *PNG* - Portable Network Graphic, these work very similar to a GIF and in many cases will compress better but does not have animation capabilities. However, PNG files do have better transparency capabilities.

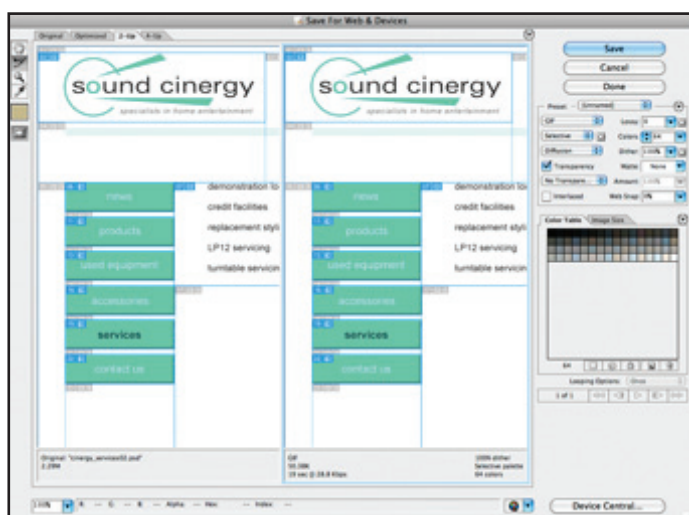
1. Open the file *cinergy_services02.psd* and make sure that you can see the slices (*View - Show - Slices*).
2. Go to *File - Save for Web & Devices*.



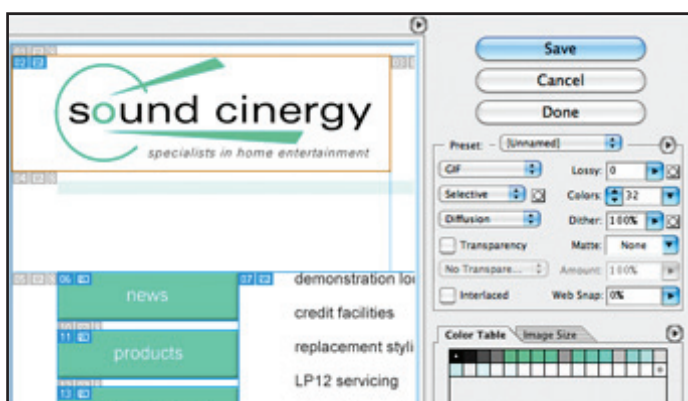
Take a moment to look at the Save for Web window. Notice that the window has a selection of basic tools on the left hand side and just above those tools there are four different viewing options.

Over on the right hand side you will see the options for optimising your slices including type of file, number of colours, dither, and compression method.

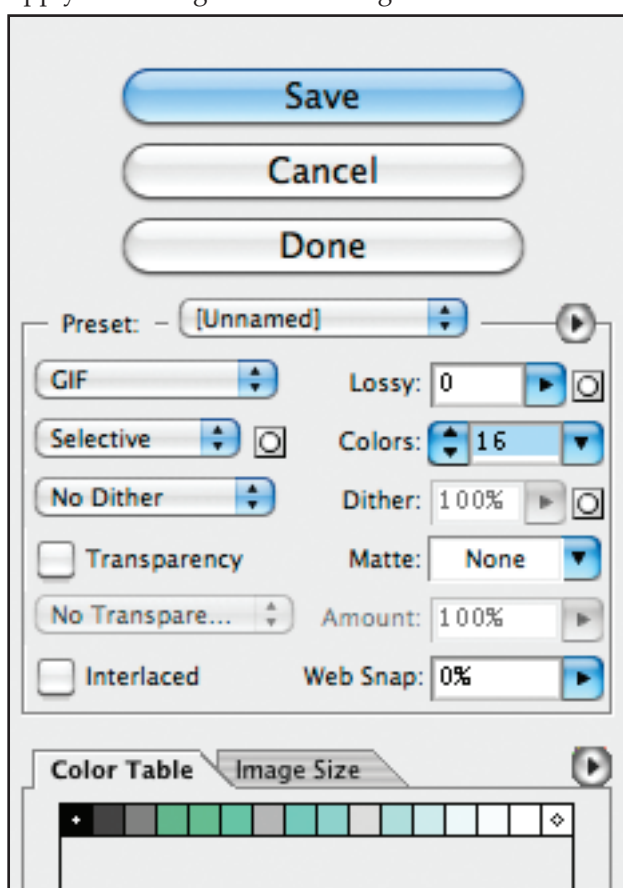
At the bottom of the main part of the window you get information regarding the memory size of the slice and its predicted download speed.



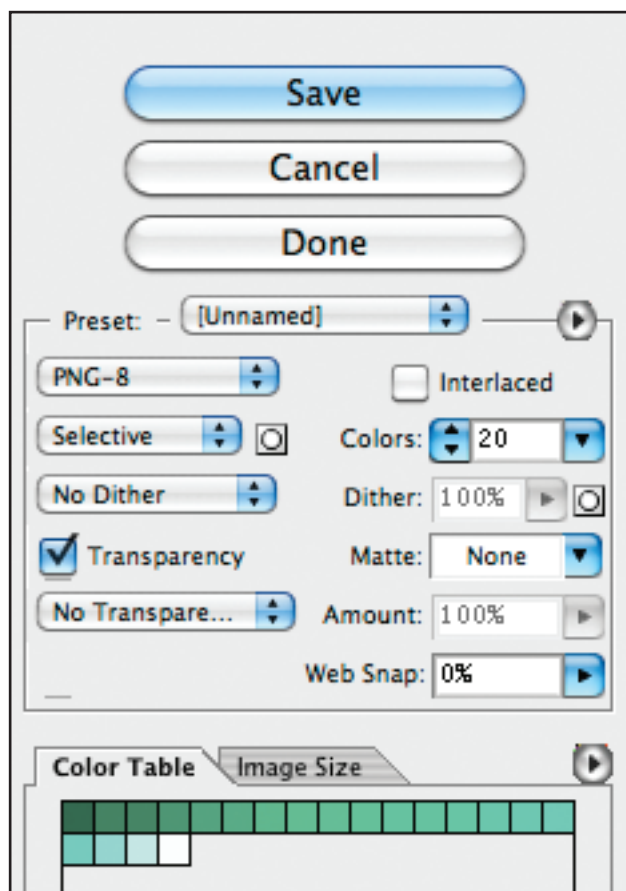
3. Choose the 2 up view and then select the *Slice Select Tool* and click on the Logo Slice to select it.



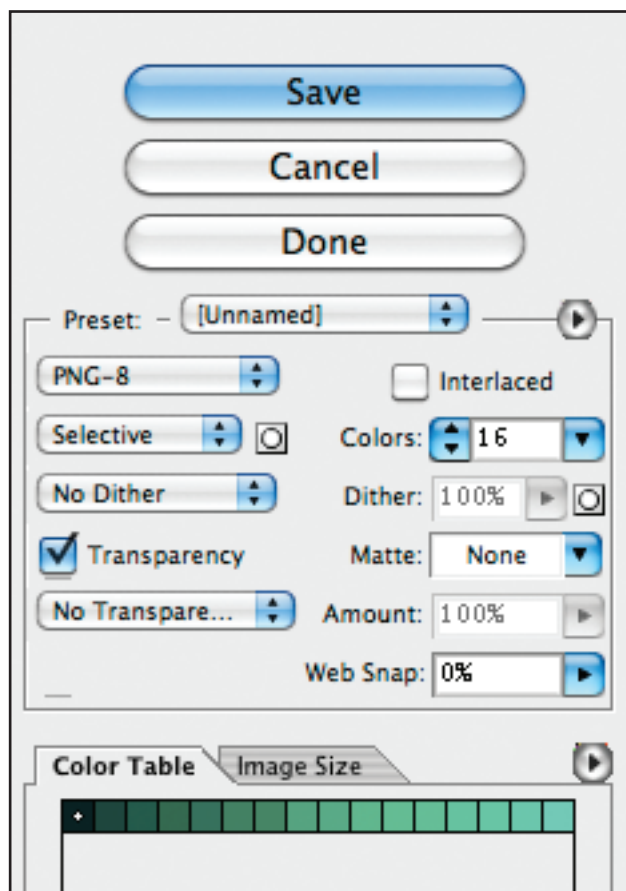
Photoshop has given you options to help optimise the slice. Try different combinations to see what happens to the appearance of the Logo. When you have finished apply the settings from the image bellow.



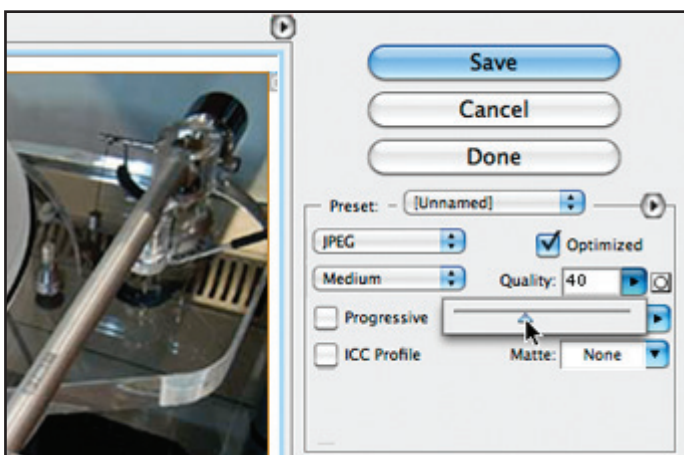
4. Select each button slice containing white text in turn and apply the following PNG-8 settings.



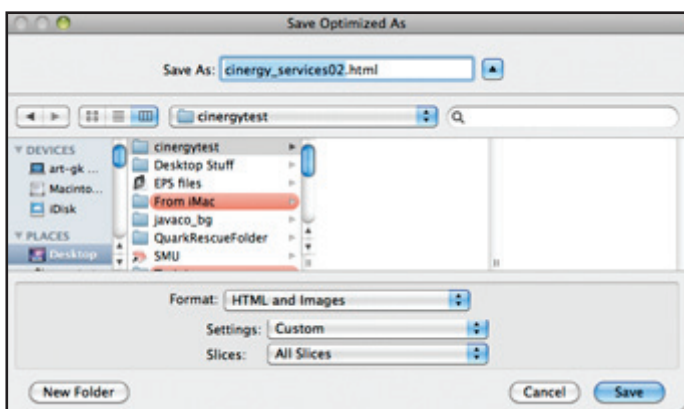
5. Select the button slice containing the dark text and set the following PNG-8 settings.



6. Use the *Hand Tool* to move the page so that you can see the turntable image.
7. Re-choose the *Slice Select Tool* and select the image slice. Set the file type to a JPEG and set the quality to 40.



8. Click *Save* and navigate to the *Student Work* disk.
9. Click the *New Folder* button and name it *cinergytest*.
10. Ensure that *Format* is set to *HTML and Images* then click *Save*.



11. Open the *cinergytest* folder that you have just created and you will see a HTML file and a folder called *images*, Open the images folder and look at the names of the sliced images.
12. Double click on the HTML file to launch it in a web browser so that you can see how it looks now that you have optimised the Photoshop file.

Make sure that you are naming your slices in a consistent manner and spend time on optimising your files when saving for web. The more you do in the planning stages, the easier the build of the web site will be.