

## Image Processing Guide

### Introduction

**Overview** This document gives some information on how to process images for a web site.

### Details

**Image format** There are 2 main image formats that are commonly used on the web, JPG and GIF. We recommend you use:

- JPG for photos
- GIF for cartoons and diagrams

These formats are very good at compressing the image file sizes (making them smaller so they load faster) based on the way the image information is stored for the above types of file.

**Image processing software** There are several image processing software packages ranging in price and complexity. Most of these have far more features than you need to prepare photos for the web (and can easily understand).

Image processing software includes:

- Photoshop – the industry standard for graphic designers, extremely complex
- Paint shop Pro – a popular tool, fairly complex, more feature than you need
- Paint – Free with Windows, but too few features
- GIMP – Open source (free), but quite complex
- FastStone Image Viewer – Free, and simple enough for the average user.

Unless you are a graphic designer we recommend FastStone Image Viewer.

**Common tasks** Preparing images for the web site generally includes:

- Format conversion (e.g. bitmap to jpeg)
- Re-sizing product photos
- Creation of thumbnails and full size images of products
- Cropping product photos
- Adjusting brightness, colour and contrast in product photos

**What we can do** If you do not have the time or inclination to prepare images yourself, Anyware Ltd can do it for you. In addition we can make extra enhancements to the images:

- Add borders, drop shadows or feathered edges
- Remove backgrounds
- Air brushing to remove blemishes
- More advanced brightness and colour improvement
- Remove reflections

**Image sizes** For full sized product images that appear on product detail pages, we recommend you create images that do not exceed the dimensions in the table below. This will give you a good sized image that shows plenty of detail, does not over power the page, and can be optimised to load quickly.

#### Medium Sized Product Image

Width (pixels)	Height (pixels)	Comment (viewed at 800x600 resolution)
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300	450	Tall product image
350	350	Square product image
450	300	Wide product image

#### Large Product Image

Width (pixels)	Height (pixels)	Comment (viewed at 800x600 resolution)
450	650	Tall product image
500	500	Square product image
650	450	Wide product image

For thumbnail sized product images that appear on product browsing pages, we recommend you create images that do not exceed the dimensions in the table below. This will give you a compact image that helps people browse your products, and can be optimised to load very quickly so a page that contains many thumbnail images will load quickly.

#### Medium Sized Thumbnails

Width (pixels)	Height (pixels)	Comment (viewed at 800x600 resolution)
60	100	Tall thumbnail size
75	75	Square thumbnail size
100	60	Wide thumbnail size.

#### Large Thumbnails

Width (pixels)	Height (pixels)	Comment (viewed at 800x600 resolution)
150	250	Tall thumbnail size
200	200	Square thumbnail size
250	150	Wide thumbnail size.

To see the size and type of an existing image on a web site, right click on the image on the web site, then select Properties. This will show the format and number of pixels.

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## Fast Stone Image Viewer Details

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**Fast Stone Image Viewer** The FastStone Image Viewer is free, and it is simple to use if you are familiar with PC applications.

You can use it to do all of the above common tasks.

**Where to find it** The Fast Stone Image viewer is on the Anyware Resource CD. Alternatively, you can download it from <http://www.faststone.org/>

**Installing** Download or copy the file, **FSViewerSetup.exe** (2.5MB). Double click on the file and follow the instructions.

**User Guide** Start the Image Viewer application (Start > Programs > Fast Stone Image Viewer). Find Help > Documentation, and print the User Guide. This is fairly short and basic.

Apart from the information in the User Guide, the operation of the program is fairly intuitive. The best way to learn it is to practice.

**Resize an image** To resize an image to show on the web:

- Select the image you want to resize
  - Click Edit
  - Click Resize/Resample
  - Select the Pixels radio button
  - enter the Height (e.g. 300)
  - check that the width and height are both less than or equal to the appropriate width and height in the dimensions table above
  - Click OK.
  - File -> Save As to save the resized image
  - Click "Advanced.." to optimise the image from the "Save As" window
  - Move the ruler to set the "Quality" between 70 (smaller file size) and 90 (higher quality)
  - Click OK to close the "Advanced" window
  - Type in a file name e.g. xxxx.jpg, then click "Save"  
(It's best to save the resized image to a new folder)
  - Open the saved image in your browser to check the quality
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**Resize to thumbnail**

- To resize an image as a thumbnail:
- Select the image you want to resize (original one)
  - Click Edit
  - Click Resize/Resample
  - Select the Pixels radio button
  - enter the Height (e.g. 100)
  - check that the width and height are both less than or equal to the appropriate width and height in the dimensions table above
  - Click OK.
  - File -> Save As to save the resized image
  - Click "Advanced.." to optimise the image from the "Save As" window
  - Move the ruler to set the "Quality" between 70 (smaller file size) and 90 (higher quality)
  - Click OK to close the "Advanced" window
  - Type in a file name eg. xxxx\_th.jpg, then click "Save"  
(It's best to save the resized image to a new folder)
  - Open the saved image in your browser to check the quality

The size that you make your thumb should be consistent through all your pages. A height of 100 is typical, however you may need to experiment initially to work out a size that shows your products well enough without the thumbnails getting too large.

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**Optimization**

You want your web site to load as quickly as possible, while ensuring the images are all nice and clear.

Large, high quality images have too much information so file sizes are too big for the web. We generally optimise images to between 70 (smaller file size) and 90 (higher quality). After saving each image, open it in your web browser to check the quality is ok. It won't take you long to get a feel for how much to optimise images on your web site.

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**General**

Other image processing software will have similar features to the Fast Stone Image Viewer. If you already have another product on your PC, you can use it to resize and adjust the images.

General rules for all image processing are:

- Keep the original images in case you want to redo them
  - Keep the adjusted images in another folder
  - Always use meaningful names or you will lose track of which is which
  - Pick a naming convention for your images and stick with it (we recommend basing the name on your stock codes)
  - View each image in your web browser and look at it carefully to see if the quality is good enough
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