

Fireworks Optimize panel

Student name: _____

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Label the options for GIF optimization.



Label the options for JPEG optimization.



Fireworks Optimize panel

You can use the Optimize panel to select your optimization settings. The first step is to determine which type of file you plan to export, such as GIF or JPEG. You can then select the detailed settings. GIF images are generally used for line art and images with solid colors. GIF images can contain transparent areas and can be used for animation files. The disadvantage of GIF images is they are restricted to 256 colors. JPEG is generally used for photographic images or images with gradients and more colors. JPEG files cannot be transparent or animated.

Options for GIF Optimization

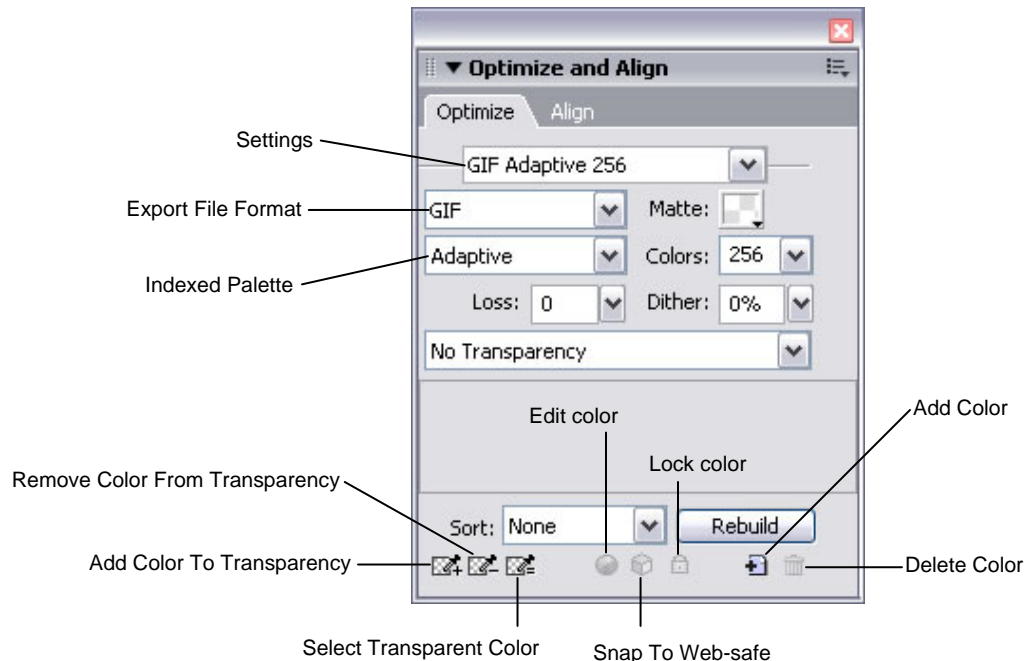


Figure 1 GIF Optimize panel

Settings: Use Settings to select a preset image-quality setting for export. For GIF, these include GIF Web 216, GIF WebSnap 256, GIF WebSnap 128, GIF Adaptive 256, and Animated GIF WebSnap 128.

Matte: If you want to anti-alias an image for multiple exports with different-colored backgrounds, click the Matte color box and select a color for the background of the image. This is useful for creating a smoother border for the image, particularly if the image will appear on web pages with different-colored backgrounds.

Colors: Control the number of colors in the image. This number is automatically configured from the Settings selection. Decreasing the number of colors decreases the file size but can also lower image quality.

Dither: The Dither option is useful for images with many color gradations. Dithering approximates colors not in the current color palette by alternating two similar colors. Increasing the Dither setting can greatly increase file size, so consider using JPEG format instead of dithering the image.

Loss: Lower the image quality on export. Higher loss settings can yield smaller files but lower image quality. A loss setting of 0 is preferable, but if you need to reduce the file size of the image, a loss setting between 5 and 15 typically yields the best results.

Transparency: Remove the background color or halos around an image so in a web browser the background of the web page is visible through those areas. (This capability is a key advantage of exporting images as GIFs.) Index

Transparency removes the background color. Alpha Transparency removes the background of an image if its canvas color is transparent. Use the Add Color To Transparency button to remove specific colors from the image.

Options for JPEG optimization

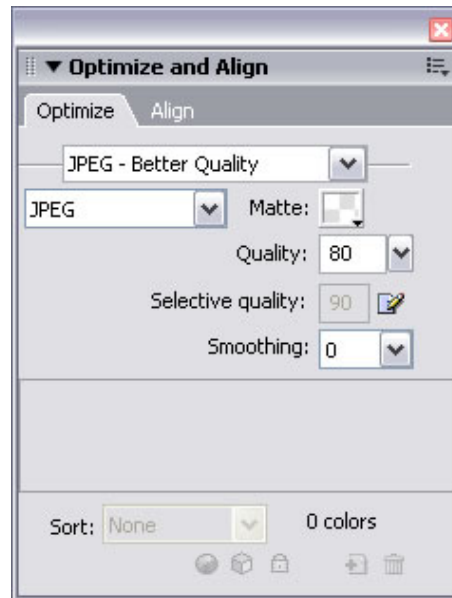


Figure 2 JPEG Optimize panel

Settings: Select from preset image-quality settings for export. For JPEG, these include JPEG Better Quality and JPEG Smaller File.

Matte: If you want to anti-alias an image for multiple exports with different-colored backgrounds, click the Matte color box and select a color for the background of the image. This is useful for creating a smoother border for the image, particularly if the image will appear on web pages with different-colored backgrounds.

Quality: Adjust the quality of the image. Lower quality decreases file size; higher quality increases file size.

Selective Quality: Adjust the quality of only the selected part of the image while leaving the rest of the image intact. Areas of particular interest in an image can be compressed at a higher quality level than the rest of the image. Used with a JPEG mask.

Smoothing: Blurs hard edges in the image and reduces file size.

How to optimize GIF images

GIF (Graphic Interchange Format) is a graphical file format best used for images with large areas of solid, flat color, such as simple illustrations, logos, and text. With Adobe Fireworks CS3, you can compare different versions of the same graphic to create the best quality with the smallest file size. Before optimizing, complete the graphic (size, effects, color, and design).

Optimize a GIF image

1. Open a completed graphic in Fireworks.
2. In the Optimize panel, select GIF from the Export file format menu. Then select the type of GIF you want from the Indexed Palette menu.

Adaptive or Web Adaptive is best for most small web images.

3. Select the 4-Up button to compare different versions of the image (**Figure 1**).

Make sure the image is visible. (If necessary, use the Hand tool to drag the image into the middle.)

4. Use the Pointer tool to select in turn each of the three alternate versions of the original image, and try different settings in the Optimize panel to find the smallest file size with the most acceptable quality:
 - To adjust the image for many color gradations, increase the Dither setting.
 - To make the file smaller, increase Loss (usually between 5 and 15).
 - To remove the background color or halos around the image, select Index Transparency.
 - To remove specific colors from the image, use the Add Color To Transparency button. This capability is a key advantage of exporting images as GIFs.

As you try different settings, note the file size and download time for each quality level.

5. To export the image version you prefer, click it and select File > Export. Name the file with a .gif extension.
6. To save the richest version of the file, select File > Save As and save the image as a Fireworks PNG file (with a .png extension).

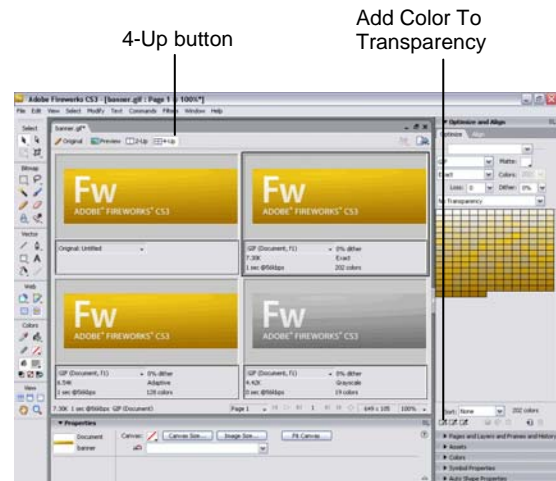


Figure 1 Comparing GIF images

How to optimize JPEG images

JPEG (Joint Photograph Experts Group) is a graphical file format best used for photographs or for images with subtle changes in color, gradations, or lighting. With Adobe Fireworks CS3, you can compare different versions of the same graphic to create the best quality with the smallest file size. Before optimizing, complete the graphic (size, effects, color, design).

Optimize a JPEG image

1. Open the completed graphic in Fireworks.
2. In the Optimize panel, select JPEG from the Export File Format menu.
3. Select the 4-Up button to compare different versions of the image.

Make sure the image is visible in the display area (**Figure 1**). (If necessary, use the Hand tool to drag the image into the middle.)

4. Use the Pointer tool to select in turn each of the three alternate versions of the original image, and try different settings in the Optimize panel to find the smallest file size with the most acceptable quality.
 - From the Settings menu, select JPEG – Better Quality or JPEG – Smaller File for preset quality values.
 - Try different values for the Quality setting.
 - To make the file smaller, increase the Smoothing.

As you try different settings, note the file size and download time for each quality level.

5. To export the image version you prefer, click it and select File > Export. Name the file with a .jpg extension.
6. To save the richest version of the file, select File > Save As and save the file as a Fireworks PNG file (with a .png extension).

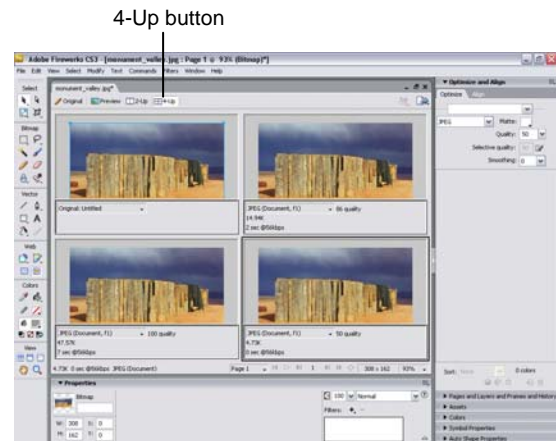


Figure 1 Comparing JPEG images

Use a JPEG mask for further optimization (optional)

You can further optimize the size of a graphic by selecting a specific area of the image and changing its quality setting.

1. Click the Original button to return to the (single) original image.
2. Using the Marquee tool, outline the point of interest in your image.
3. With the point of interest selected, choose Select > Select Inverse.

This selects everything *except* the point of interest of the image. A marquee surrounds the inverse selection (**Figure 2**).

4. To make changes only to the region outside the point of interest, select Modify > Selective JPEG > Save Selection As JPEG Mask.

A highlight color appears on everything except the point of interest of the image.

In the Optimize panel, you can now make changes to the value for Selective Quality. Reducing this number retains the image quality of the point of interest but reduces the quality of the background and thereby reduces the file size.

5. Click the Preview button to see the effect of your changes.



Figure 2 Inverse selection