

Briefing Document: How to upload images

Your website will include images that you have either taken yourself or have found from image libraries on the Internet. If you are using images that have been sourced from places like Google images, you must credit the source, and the photographer, wherever you can. At the bottom of the image, you should include some text that tells the visitor where the image originally came from – this makes sure you are working within the rules of copyright.

The better way of using images is to take them yourself. You can place a copyright on the web pages where your images are located so that everyone knows they are your images. (Add copyright by just typing the copyright symbol which is generated by typing an open bracket, capital C, close bracket giving ©, and writing your name by the side with the year. E.g. © John Smith 2008). You can also include a 'Not to be used without permission' statement, so that no one can use them on their website.

The main problem with using images is their file size. Unless you have set your camera to take images at medium or low resolution, the images will have large file sizes, possibly too large to upload to a website. The first thing you will need to do is reduce the image size to less than 200 KB if you can (200 kilobytes is 200,000 bytes, or one-fifth of a megabyte). You can do this using an image manipulation package, such as Adobe Photoshop. At the same time, you can make sure the image is saved as a JPEG – the best format for uploading to the web.

Reducing the file size of an image

- Open Adobe Photoshop and open up the image you want to work on. The picture I want to reduce is the seagull. Click on the image and it will open in Photoshop. See figure 1.
- When the image opens in Photoshop, it is very large. This is a sign that the resolution of the image is high and the file size is large. To reduce the size of the image file, click on **Image** on the top menu bar, and select **Image size**. See figure 2.

- When the next dialogue box opens, it has lots of information in it relating to the image size and resolution. The easiest way to reduce the file size is to reduce the number in the **Resolution** box. If you reduce this to 75 pixels/inch, you will still have a good quality image, but it will have a smaller file size. Click ok. See figure 3.

Figure 1: Opening an image in Adobe Photoshop

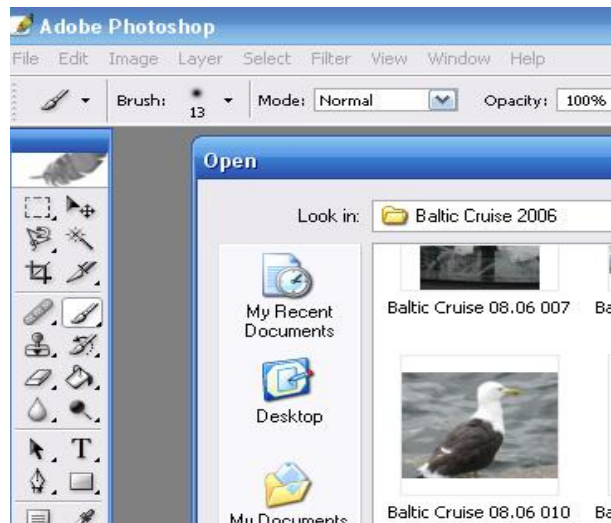
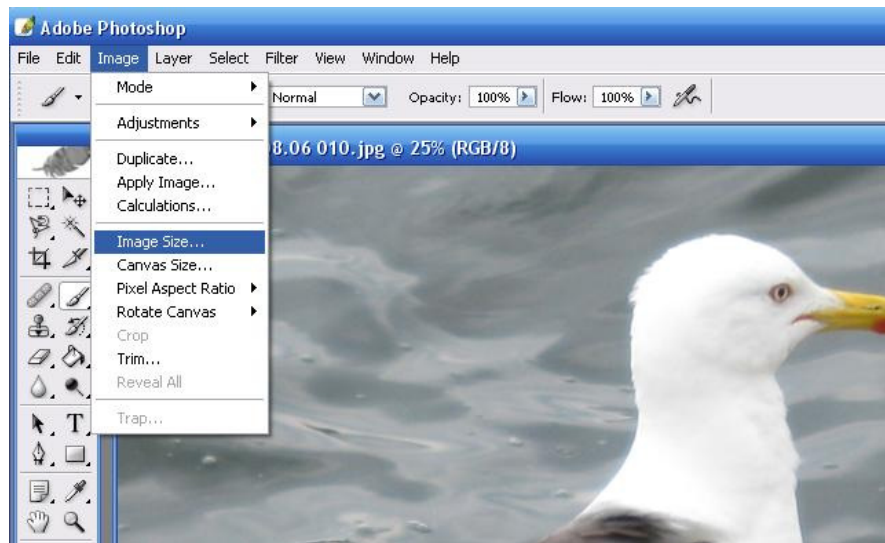
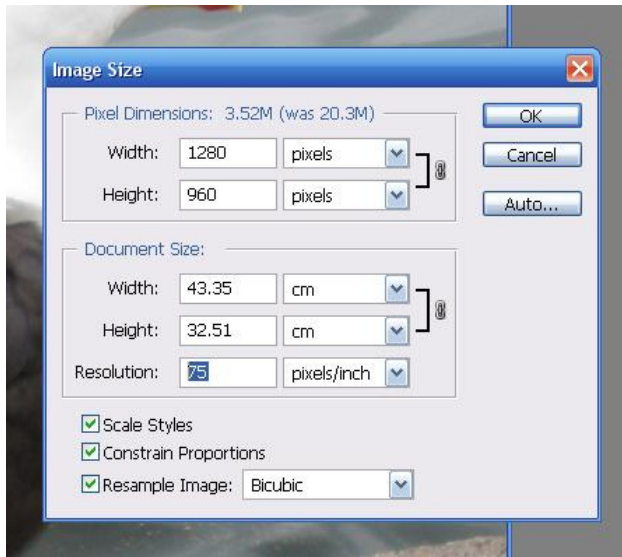


Figure 2: A large image size opening in Photoshop



Select Image size from the drop down menu.

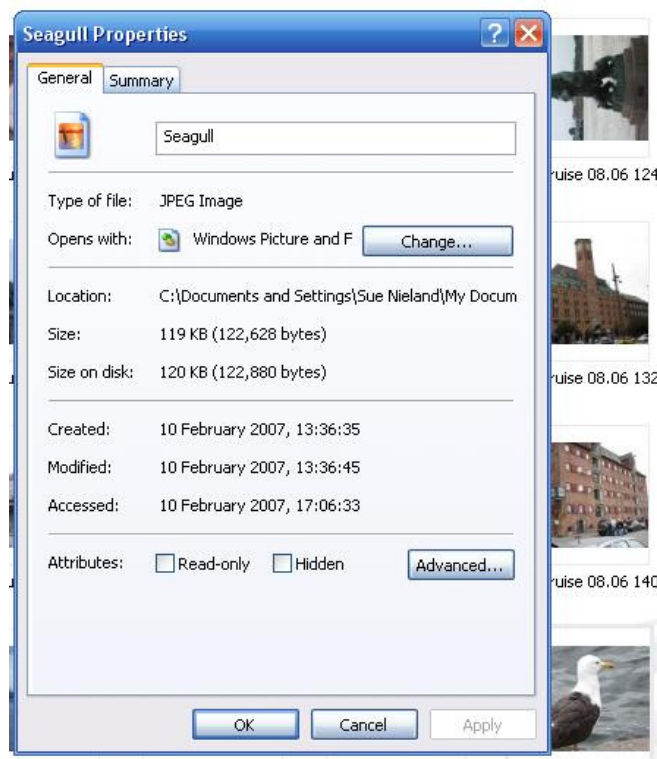
Figure 3: Reducing the resolution of the image



Reduce the image file size by typing 75 into the Resolution box. This will give you a smaller file size, but the image will still be of good enough quality for a website.

- Save the image as a separate file from the original, so you now have the original high resolution image and the compressed one. Remember to save it as a JPEG. To check how large your image is now, find where you saved it in your My Documents area, and right click on it. Select Properties and a box will appear telling you the file size. See figure 4.

Figure 4: Checking the size of an image



The file size for my changed image is now 119 KB, which is just right for uploading to the web.

Inserting your images on to your web pages

- When you have made sure all your website images are a suitable size for uploading, you can start to place them on the web pages. This is usually a straightforward process in web building packages. For example, in Macromedia Dreamweaver, place your cursor where you want the image to go, select the **image icon** in the **Insert** window. When you click on the icon, you will be able to browse for your image. Double click it to add it to your page. In MS FrontPage, select the '**Insert picture from file**' icon on the toolbar at the top, browse for the image and double click it to insert it on to your page.
- If you are not sure how the program you are using inserts images, just go to the **Help** option on the top menu bar and type in 'Inserting images'. The procedure is usually similar for most programs.
- You can turn your images into a hyperlink, so that when users click on an image, they can go to another part of your site. To do this, right click on the image and select the hyperlink option from the drop down menu. You will need to specify where you want to hyperlink to go to, usually a URL. This can be to external sites as well as to a page within your own website.
- The same process is used for inserting graphics and animated gifs (graphics that move) on to a website. In this case, though, you should make sure your graphics are less than 20 KB in size. This is because visitors do not want to wait for a long time for the graphics to download. They tend to be more patient with images, so a larger file size is usually okay.