

# Preparing Images for Use on NCFPC Website (Using Photoshop® CS3 or Photoshop Elements 6.0)

By Ron Buskirk – January 2009

## 1) Open an image in Photoshop CS3 or Photoshop Elements.

## 2) Add IPTC information (International Press Telecommunications Council)

File / File Info...

Main Description tab

Document Title: Name of image (ex: Bird of Paradise)

Description (Caption in Elements): Text info regarding ribbons won (ex: 2<sup>nd</sup> Place ~ Color A)

Copyright Notice: (ex: © 2008 Your Name)

\* © symbol is created by typing Alt+0169 (number pad only) or Ctrl+Alt+C in Windows and by typing Option+G on Mac

## 3) Resize to 72 pixels/inch (ppi) and 600 pixels on largest side

Image menu / Image Size (Image menu / Resize / Image Size in Elements)

Check all three checkboxes in bottom of panel

Set method of resizing to Bicubic

Change Resolution to 72 pixels/inch (ppi)

Change Pixel Dimensions so that largest number is 600 px

(width for landscape oriented images)

(height for portrait oriented images)

Press "OK"

## 4) Add a watermark or copyright text to image (optional)

Select Text tool

Click somewhere on image to start text tool

Choose a text size of approx 18 px (can be changed later)

Choose a text color (can be changed later)

Type copyright notice text: ex: © 2008 Your Name

Adjust position of text by clicking outside of text area and dragging text to desired location

Select check mark to accept text (CS3 only)

Use Layer Opacity, Fill, and Styles, to adjust look of text

## 5a) Convert image to sRGB color profile (Photoshop CS3)

Edit menu / Convert to Profile

Check Source Space to see if image is already in sRGB (sRGB IEC61966-2.1)

If not, change Destination Space to sRGB

Conversion Options

Engine: Adobe (ACE)

Intent: Relative Colorimetric (suggested but you can try others)

Check "Use Black Point Compensation" and "Use Dither" options

## 5b) Convert image to sRGB color profile (Photoshop Elements)

If using Elements, you must first check you default color settings

Edit menu / Color Settings

No color management

Always optimize for computer screens – use if you never print images or printer likes sRGB

Always optimize for printing – use if you never put images online

Allow me to choose – most flexible option

Image menu / Convert Color Profile

Apply sRGB if option is available – if not available, image is already in sRGB profile

**6) Save file as NAME99-Image\_name.jpg \***

Do NOT use "Save For Web" as this can strip out the IPTC information

File / Save As...

Select JPEG as format

Insert file name in the format of: BUSK01-Bird\_Of\_Paradise.jpg

Image Options

Quality: No higher than 10

Format Options: Baseline

\*(Each image file name must include the first 4 letters of your Last Name plus a two digit sequence number, the title of the photo and the file extension. Use underscore "\_" character instead of spaces)

**7) Email file(s) to [ncfpc@ronbuskirk.com](mailto:ncfpc@ronbuskirk.com)**

Send files as an ATTACHMENT to the email