

Networks Day 1

Apple Compressor, Adobe Photoshop, Adobe ImageReady

- Prep for your website
 - Who is the typical viewer?
 - What size monitor?
 - most LCD monitors are 1680px by 1050px or smaller
 - many projectors are 1024px x 768px
 - determines how large the image can be displayed without scaling or cropping
 - menu bars, application windows, etc reduce screen size somewhat – vary depending on operating system, user settings, and applications in use
 - What connection speed?
 - estimates of average speed in US range from 1.9Mbps to 4.8Mbps (May 2007)
 - Mbps = megabits per second, a measure of speed
 - speeds vary regionally, tend to be higher in urban centers
 - determines the file size (in kilobytes) that is acceptable
 - 1 Mbps = approx 122 KB/s
 - How patient are they?
 - 8 second rule – if the page takes longer than 8 seconds to load, the typical viewer gives up
 - survey this is based on was from 2001, before widespread broadband
 - probably a lower number now
 - number of images per page can greatly affect the load time
 - if you wouldn't wait for the page to load, the viewer probably won't either
 - given a average connection speed of 3.35Mbps, an 8 second load time allows for 3.19MB of data
 - a 2 second load time (more likely) allows 817KB of data on the page
- Prep to someone else's specs
 - Dimensions of file
 - typically given in pixels, sometimes a range
 - often only one dimension is specified, the other is assumed to be proportional
 - if given in inches, resolution is required to determine pixel measurements
 - Orientation
 - landscape – wider than tall
 - portrait -taller than wide
 - Resolution
 - not always specified
 - assume 72ppi for web use unless specified otherwise
- Still Images
 - Formats
 - JPEG
 - Joint Photographic Experts Group
 - file extension .jpg
 - best choice for photos on the web due to color range
 - variable compression amounts
 - higher compression may result in image quality loss
 - higher compression usually results in smaller file size
 - GIF
 - Graphics Interchange Format
 - file extension .gif
 - good choice for graphics/text elements
 - able to have transparency
 - limited color palette
 - indexed color
 - maximum of 256 colors
 - can be specified for less
 - PNG
 - Portable Network Graphics
 - file extension .png

- designed to replace GIF
 - variable transparency
 - true color or palette based color modes available
 - fairly good support, but not 100%
 - How to
 - In Photoshop
 - *File > Save for Web...*
 - if you get an error message about image size, resize to final image size before saving for web to avoid problems
 - Image Size tab
 - shows original and new sizes
 - alter size if original is incorrect size
 - keep proportional checked to avoid distorting the final image
 - choose the appropriate format (JPEG, GIF, PNG-8/24) from the dropdown in the top right
 - JPEG
 - choose the compression level from the second dropdown or the quality field
 - GIF
 - choose the number of colors in the palette from the colors field
 - check the transparency box if desired
 - Set any other desired options
 - Check that the image in the Optimized tab appears acceptable
 - Click the Save button, specify a file name and save location
- Moving Images
 - Formats
 - MOV
 - Standard Quicktime format
 - various codecs available
 - may contain audio and video
 - generally requires plugin(s) to display in web browser
 - MP4
 - An open standard format
 - technically MPEG-4 part 14
 - limited number of codecs available
 - may contain audio and video
 - generally requires plugin(s) to display in web browser
 - Animated GIF
 - a series of still GIF images in one file
 - no audio
 - Sizing
 - video for the web (MOV and MP4) is usually 320px x 240px
 - 320px x 240px requires 1/4 of the bandwidth of 640px x 480px
 - How to
 - Compressor
 - Open the file in compressor
 - Select an appropriate format from the Settings window
 - Download, Quicktime 6 Compatible
 - ideal for maximum compatibility
 - use the MPEG-4 formats
 - Bitrate depends on the connection speed most viewers will use
 - higher bitrate makes a larger file
 - suggested starting point is the 800kbps setting
 - Download, Quicktime 7 Compatible
 - better image compression, but less compatible than Download/Quicktime 6
 - H.264 compression
 - Bitrate depends on the connection speed most viewers will use
 - higher bitrate makes a larger file

- suggested starting point is the 800kbps setting
 - Streaming, Quicktime 6 Compatible
 - streaming works better than download for viewing before waiting for the whole video to load in the web browser
 - better than download for longer videos
 - ideal for maximum compatibility
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- Drag the setting icon (or folder for DVD settings) to the job where it says "Drag Settings and Destinations Here"
- Control-Click the "source" text in the job description
 - choose *Destination > Other* from the popup menu
 - select a location on your hard drive to save the resulting files
 - click "open"
 - or *Target > Destination>Other*
- Click "submit" once all settings are complete
- Then click "submit" in the dialog again
- monitoring status
 - Click the Batch Monitor button at the top right of the Compressor window
 - Click on "this computer" at the left of the Batch Monitor window
 - to see more detail, click on the disclosure triangles at the left of each job or job component
- when Batch Monitor shows "successful" status for job
- quit Batch Monitor and Compressor
- ImageReady
 - Animated GIFs only
 - Create a new file
 - File > New
 - Open the Animation palette
 - Window>Animation
 - Create frames
 - to add a frame
 - in the Animation palette select New Frame
 - specify frame delays
 - 0 is "as fast as possible"
 - play controls to test
 - *File > Save Optimized*