



# Rasterizing Images

## How do I rasterize print pieces for the student show or my portfolio website?

The following instructions are for translating digital files for print pieces into web-ready files for your web portfolio. It is recommended that your rasterized images be no wider than 1000 pixels for fast downloading via the Internet.

### From InDesign

1. go to the page you wish to rasterize
2. file > export: JPEG (quality=maximum, pages=all/range, spreads=yes/no, resolution=approx 150ppi)
3. open JPEG(s) in Photoshop
4. image > image size: if you don't have a width of at least 1000 pixels, export another JPEG and up the resolution
5. (see additional Photoshop instructions below)

### From Illustrator

1. duplicate current file, rename (i.e. jsmith-billboard-student-show.ai)
2. delete extra art that's not needed
3. art board tool: adjust art board for comfortable margins
4. file > export > save for web: preset=JPEG high or GIF 32 no dither; longest dimension is typically no more than 1000px (see screenshot below)

### From Photoshop

1. duplicate current file, rename (i.e. jsmith-web-mockup-student-show.psd)
2. crop art (if needed)
3. file > export > save for web: preset=JPEG high or GIF 32 no dither; longest dimension is typically no more than 1000px (see screenshot below)

### Recommendations

- photographs and continuous tone art optimize better as JPEGs
- line art and flat illustrations optimize better as GIFs (no dither)
- always start with Adobe's presets for JPEG or GIF
- use the 2-up tab to compare original with the optimized version
- balance file size and download times with image quality
- student show entries MUST be smaller than 300K

- both Photoshop and Illustrator have an advanced "save for web" dialog box that will help you optimize your web images (hot key: cmd+opt+shift+S)

