

Preparing Outstanding Images for the MCC Website

By Barry Siegel, October, 2010

Preparing your images for projection the MCC website is easy whether you are using software that came with your camera or one from the Photoshop family. Our goal is to end up with a JPG image 600 pixels on the longest side in the sRGB color space of file size approximately 100-150K. The following instructions are for Photoshop CS-CS3.

For CS4 just do step #3, then step #9, then add your watermark, and go to step #10 but choose *File>Save for the Web*. Remember to embed your color profile, convert to sRGB, include your copyright info, put 600 in each size box, and choose bicubic sharper.

The order of these steps is not arbitrary and was chosen to maintain the highest possible quality of web image. Elements is quite similar if you begin at step #3 and finish at step #10. If you are using other software and need help, just let us know.

The sharpening done in this action is only to replace the sharpening that is lost in the downsizing process. Assuming that you are going to do this more than once, we are going to set up an action for this procedure. If you don't want to set up an action, just do steps #3 through #10 plus #13.

1. Make sure that your image is on the screen. Click the action tab on the right. Click on the folder at the bottom of the actions palate to *Create a New Set*. Give it a name such as *Resizing*.
2. Now click on the little box at the bottom of the Actions Palette (next to the garbage can) to *Create a New Action*. Give it a name such as *MCC Website Resizing*. Assign a function key to it if you would like. Click Record! Put on your

seatbelts boys and girls, we're taking off..... (the little red light should be on at the bottom of the actions palette)

3. This step is optional, but provides an extra degree of safety. If you are not sure whether you need this step, **then you do!** It prevents you from replacing your high resolution master image with a low resolution one. Go to *File > Save*. Click *OK*. Go to *Image > Duplicate*. Click *OK*. Click on your original image and then close it by going to *File > Close*. Work on the copy.
4. In CS3 go to *Layer > Flatten Image*. Then go to *File > Automate > Fit image*. In the top box put 600, in the lower box put 600. Click *OK*.
5. In CS3 go to the top of the menu bar (just under the word Help on the title bar) and click on *Fit Screen*. Next click on the button just to the left of that called *Actual Pixels*. In CS4 click the arrow to the left of the hand at the top menu bar and choose 100%. You should now have a full screen, 100% view of your image. (I am unable to write this step into the action in CS3. When you run the action in the future, you will need to go to *View > Fit on Screen*, and then to *View > Actual Pixels* to replicate this step.)
6. Choose your sharpening method and sharpen to taste. A good choice would be *Filter > Sharpen > Unsharp Mask*. A reasonable starting point is 150 for the amount, 0.2 for the radius, and 0 for the threshold. Click the preview box on and off to preview your sharpening parameters. When satisfied, click *OK*. Then go to *Edit > Fade Unsharp Mask*. Under mode, choose *Luminosity* at 100% opacity. Click *OK*.
7. In CS3 go to *Edit > Convert to Profile*. (In Photoshop CS, choose *Image > Mode > Convert to Profile*). Choose *sRGB* for the Destination Space, *Adobe Engine, Perceptual*, and check the box for *Black Point Compensation*. Press *OK*.
8. Go to *Image > Mode > 8 bits/channel*.

9. Add your copyright information if it is not already there. Go to *File>File Info>Description>Copyright Notice* and fill in the blank. The © symbol can be created by holding the ALT key while typing 0169 on the **right sided** numerical keyboard. (With Canon cameras, you can load the copyright information into your camera with the *EOS Utility* program so that your camera automatically includes your copyright info with every image taken. Nikon has something similar)
10. Go to *File > Save*. Choose JPEG quality 8 baseline standard or size about 100-150K. Click *OK*. Use the title you used for competition with the following additions as described. Each file name should read **exactly**: category_artist name_image title_score_ POM/DOM/Outstanding Image (POM:Print of Month or DOM:Digital of Month or Outstanding Image:scoring 24 points but not a category winner). Examples:
B&W_Sylvester Cat_Tweety Bird_26_POM
Assign (Food)_Fred Flintstone_Archaeopteryx Egg_24_Outstanding Image
Be sure as use underscores as shown.
11. Go to *File > Close*.
12. Click the far left square at the bottom of the Actions Palette to stop the recording.
13. Add your watermark to the image. (Please see the separate watermark tutorials)
14. Each step of your action should be visible in the Actions Palette. Click on the empty squares on the left (the second column) of any steps named *Save* and also beside the one named *Unsharp Mask*. This puts a stop on this step so that you can adjust the sharpening for each image. If you find that it is unnecessary, you can always remove the stop.

To run the action, just click on the triangle button at the bottom of the Action Palette or press the F key if you assigned one.