



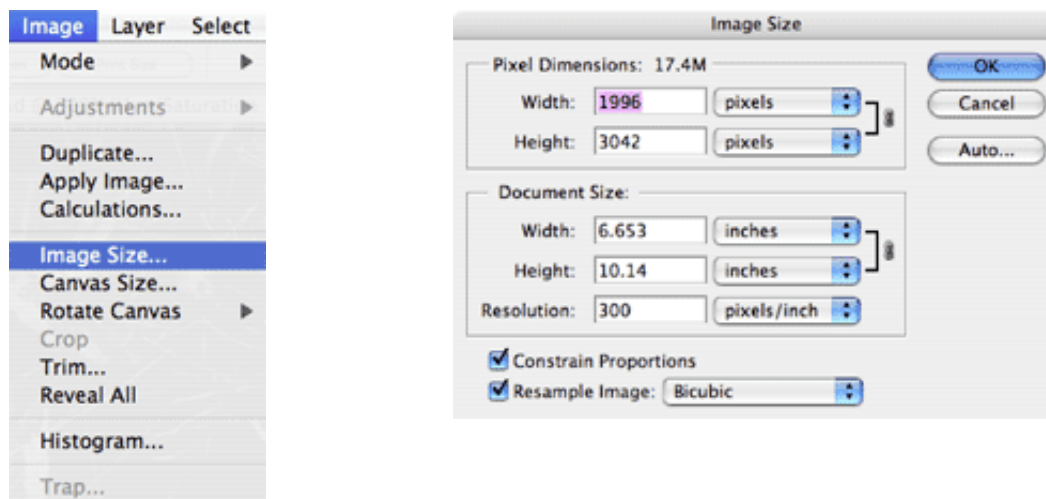
## Image Sizing for Email in Photoshop

### Proper Sizing of Imagery For Web

Images for printing and email should have different resolutions for quality and size purposes. Images used for printing are larger in file size and have more pixels for specific details on paper. Email images are compressed to yield a smaller file size for the web.

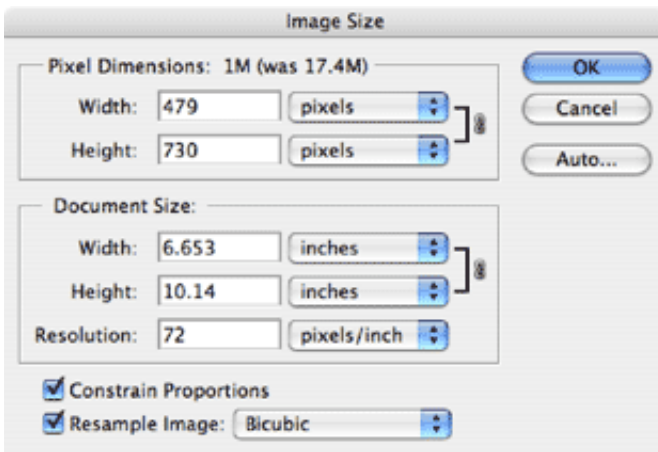
Image resolution is a measurement of the output quality of an image and is described as the number of total pixels in an image file. Optimum file specifications are:  
Print Resolution = 300ppi, Web Resolution = 72ppi.

1. Open the image file in **Adobe Photoshop**. **File>Open** or **File>Browse** or drag/drop the file from iPhoto into the Photoshop icon in the dock if using a Macintosh.
2. View the image size of the photo by going to **Image > Image Size**. In the example below, the current image size is 300ppi @ 10.14"x6.653" equal to 17.4MB.

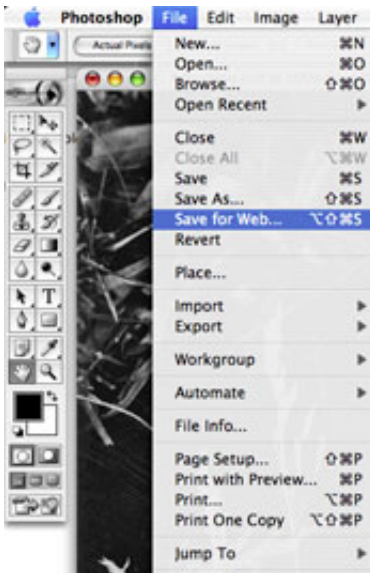


3. **Resample the Image** to the proper resolution using the Image Size dialog box. The current image size has now been adjusted for email viewing purposes at 72ppi @ 10.14"x6.653" equal to 1MB.

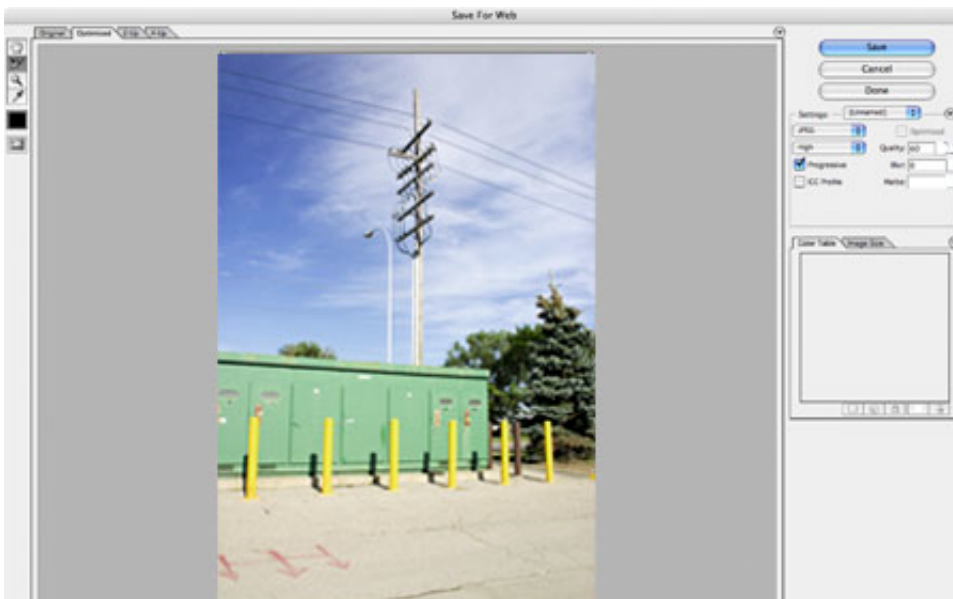
\* If the image is not sized correctly, the file size will be too large to send via email.

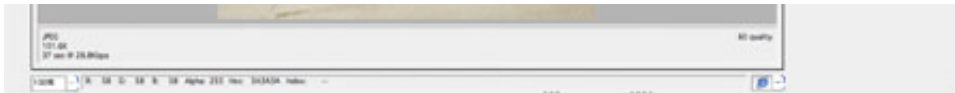


4. Next, go to the **File Menu** in Adobe Photoshop and select **Save For Web**.

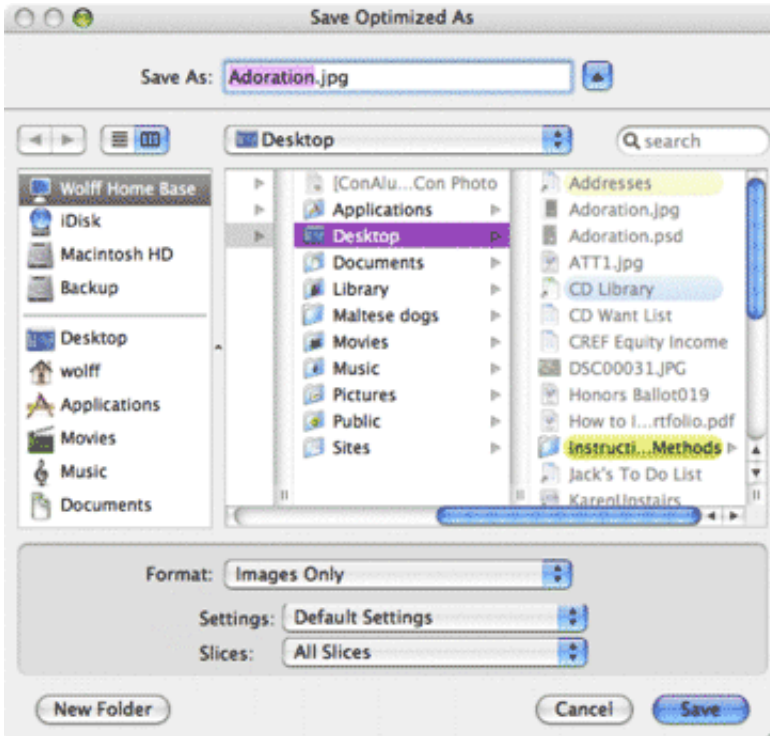


5. In this window, **optimize the photo as a jpeg (high)** in the upper right hand corner and note the size of the optimized (compressed) file at the bottom left of this window.





6. **Save the optimized image file** to a desired destination for future email sending.



7. **Attach the jpeg image to an email** using an email client (Mail, Outlook, Yahoo, etc).

