



## Instructions for Image Optimization with Adobe Photoshop

Here's how to optimize a photo in Adobe Photoshop for entering the Leica Oskar Barnack Award competition:

1. Please make sure that the original photo is of good quality and is at least 1200 pixels high; a smaller photo does not meet the competition requirements.
2. Open the original file with Adobe Photoshop.
3. Call up the pop-up window under Image „Image size...“ (shortcut `Cmd+Alt+I`) in the program menu (Fig. 1).

4. Then enter 1200 pixels in the „Height“ box in the pop-up menu. Select the correct unit of measurement in the pull-down menu on the right next to the upper text boxes. Make sure that all three checkboxes at the bottom of the window are activated. The image should be resized bicubically (Fig. 2). The width of the image is automatically adjusted in proportion. Then confirm the dimensions by pressing „OK“.

5. The image should now have been reduced to the correct pixel size. To save it in this size for the Internet, select „Save for web...“ or „Save for web and devices...“ (shortcuts `Shift+Alt+Cmd+S`) in the File menu (Fig. 3).

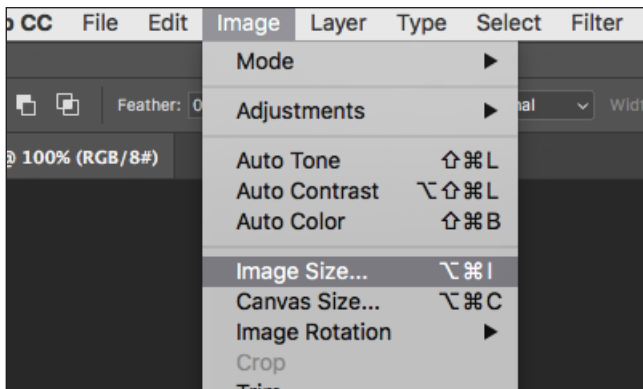


Fig. 1: Call up the menu item „Image size...“.

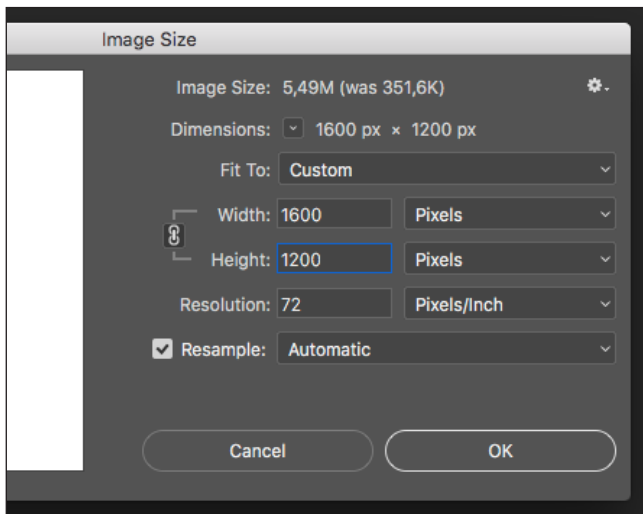


Fig. 2: Enter 1200 pixels in the „Height“ box.

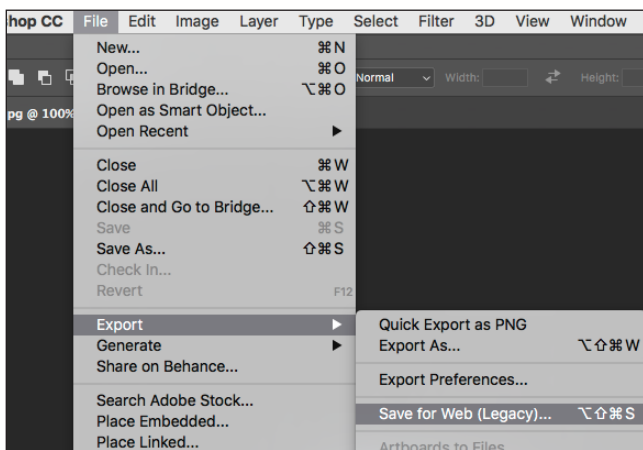


Fig. 3: Select the menu item „Save for web...“.

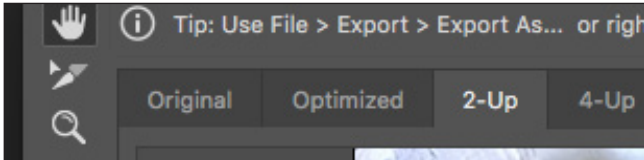


Fig. 4: Select the „2x“ tab.

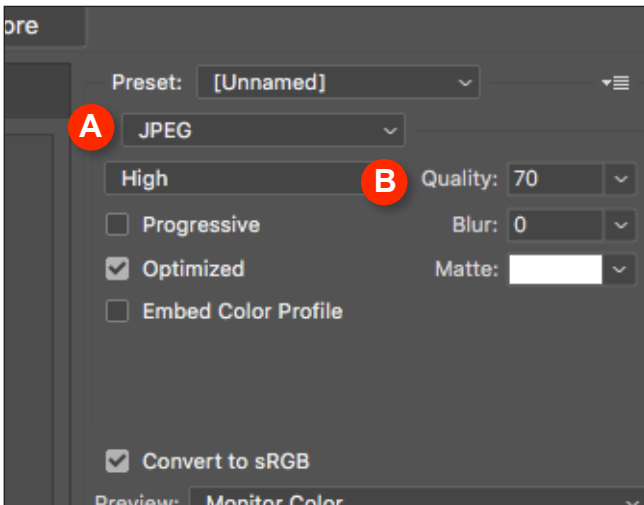


Fig. 5: Select JPEG (A) and Quality (B).

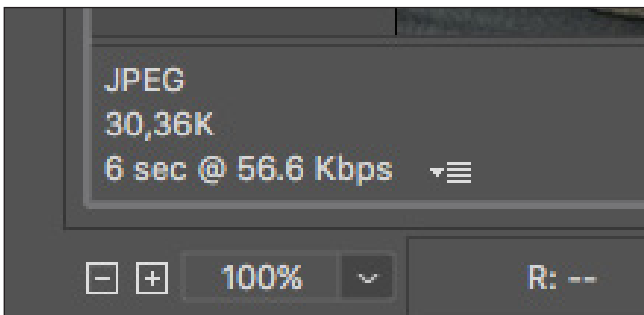


Fig. 6: There is a reference value for the expected file size under the compressed view.

6. A large pop-up window will open. Select the tab „2x“ at the top left (Fig. 4). You should now be able to see the image twice: the uncompressed original version on the left for comparison with the compressed version as web-optimized preview on the right.

7. Select JPEG as image format (Fig 5, A).

8. Select a value for the compression quality (Fig. 5, B). The higher the value entered at „Quality“, the better the image result. However, the file size value will also be higher. A reference value in KB or MB is given on the left underneath the compressed view for this (Fig. 6). The quality value should be under 80 if possible. The file may not be larger than 3 MB after storing.

9. Once you have set all the parameters, click »Save«, enter a name for the optimized image version in the dialog window that now opens and confirm your inputs. The web optimization in Photoshop will then be closed.

The file that is still open after this should not be saved to avoid inadvertently overwriting the original file.