Photoshop Formats

☐ Workfile

After working on an image, it's a good idea to save it at its original size and color mode in case you want to use it again for another purpose. Simply save it in native Photoshop format in the Save As dialog box.

When you make print and web versions, be sure to use the Save As command each time, so that you don't overwrite your workfile.

☐ Print

Color mode: CMYK

Size: The width and height that it will be used at when placed in InDesign or another page layout program. Usually in inches or picas/points (don't confuse picas with pixels).
Make sure the chain icon to the left of the width and height fields in the Image Size dialog box is checked on, so that the image stays in proportion.

Resolution: 170-300 ppi.
This is the number of pixels in each inch. An image that is 3 inches wide and that has a resolution of 300 pixels per inch (ppi) would be 900 pixels wide (3 x 300).
The resolution depends on the quality of the publication. The usual range is 170-300 ppi. The higher the resolution, the better the quality.

Format: **.tif** is a good, universal format.
It simply has to be in a format that the page layout program recognizes. InDesign will recognize most formats. Keep in mind that **.jpg**, **.png** and **.gif** will make smaller files but will degrade the quality of the image.

☐ Digital Display

Color mode: RGB

Size: The width and height are measured in pixels. Most websites are no wider than 1200-1300 pixels, and mobile devices are as small as 360 pixels wide, so images are usually only a few hundred pixels wide. The image shouldn't be any larger than necessary so that it will download more quickly to the user's device.

Resolution: Doesn't matter anymore, since a web browser will display the image by its pixel dimensions.

Format: **.jpg**, **.png** and **.gif**. These are the only formats that web browsers understand.

Photoshop Workflow

1 **Edit your raw image.**
- Crop, rotate, fix flaws, color adjust
Save the edited image as a workfile, in RGB, at original size, as **.psd**.

2 **Create a print version.**
- **CMYK** mode: Image menu > Mode
- **Dimensions** and **resolution** as specified: Image menu > Image Size
  Width is the size it will be used on a page, in inches or picas, usually.
  Don't confuse picas with pixels.
  Make sure the width to height ratio link is checked on.
  Resolution is the number of pixels per inch.
Save as: Be careful not to overwrite your work file. Document types: **.tif, .eps**.

3 **Create a web version.**
- **RGB** mode: Don't switch back from CMYK. Either work from work file, or go back in history.
- **Dimensions** as specified: Image menu > Image Size
  Measured in pixels only. Resolution doesn't matter.
Save as: Be careful not to overwrite your work file. Document types: **.jpg, .png, .gif**.