

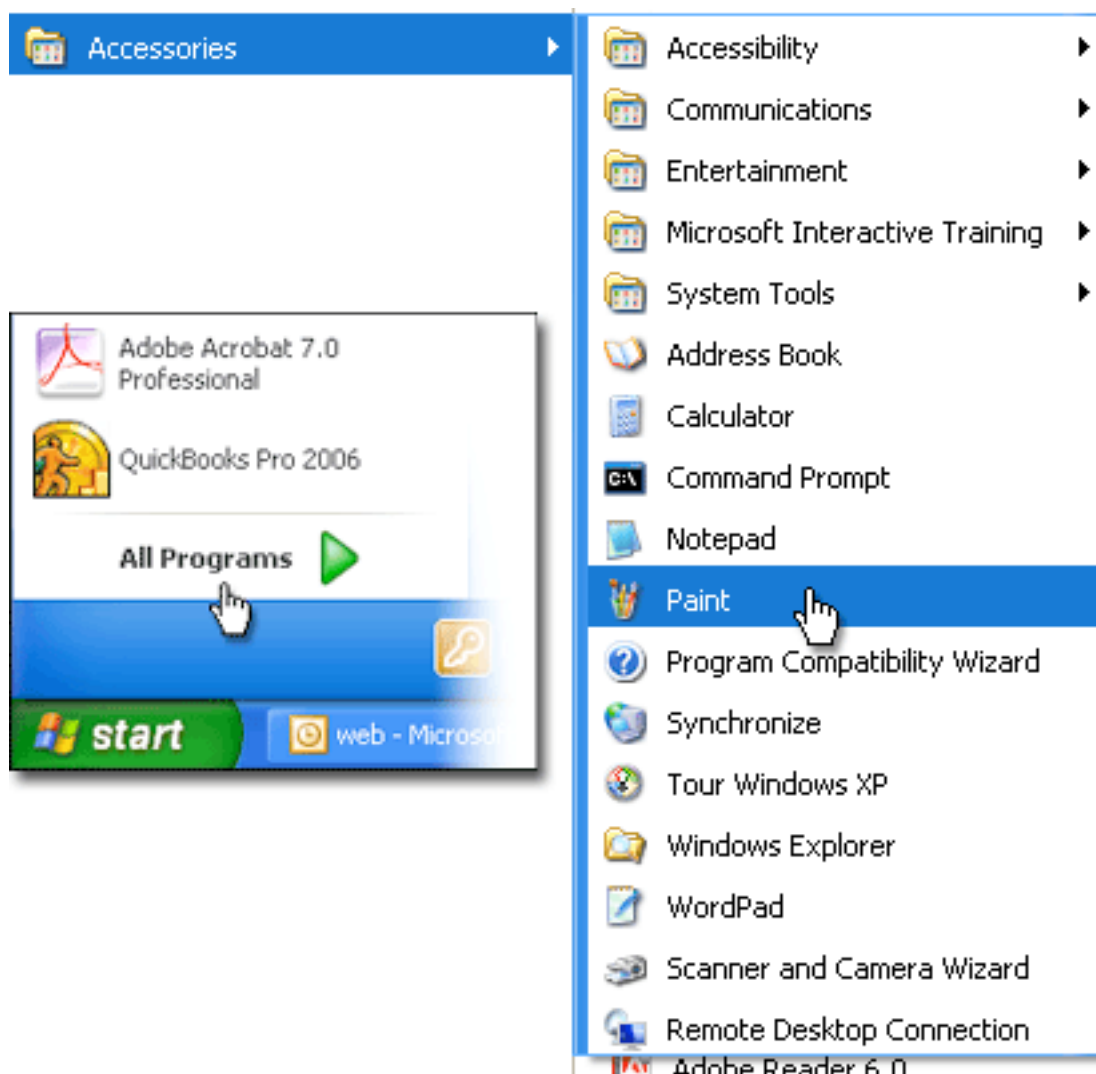
Photo Sizing & Cropping

Last time we talked about getting royalty free stock photography to enhance your company's image. These images will be larger than what you need them for on the web.

Since just about everyone has the Windows operating system on their computers, you probably already have the capability to re-size and crop photos.

Microsoft Paint

This is an almost forgotten about program but it is located in accessories folder. Click your start button to get your most used programs up and click on the "All Programs" button on the bottom. Look for the Accessories folder and select "Paint".

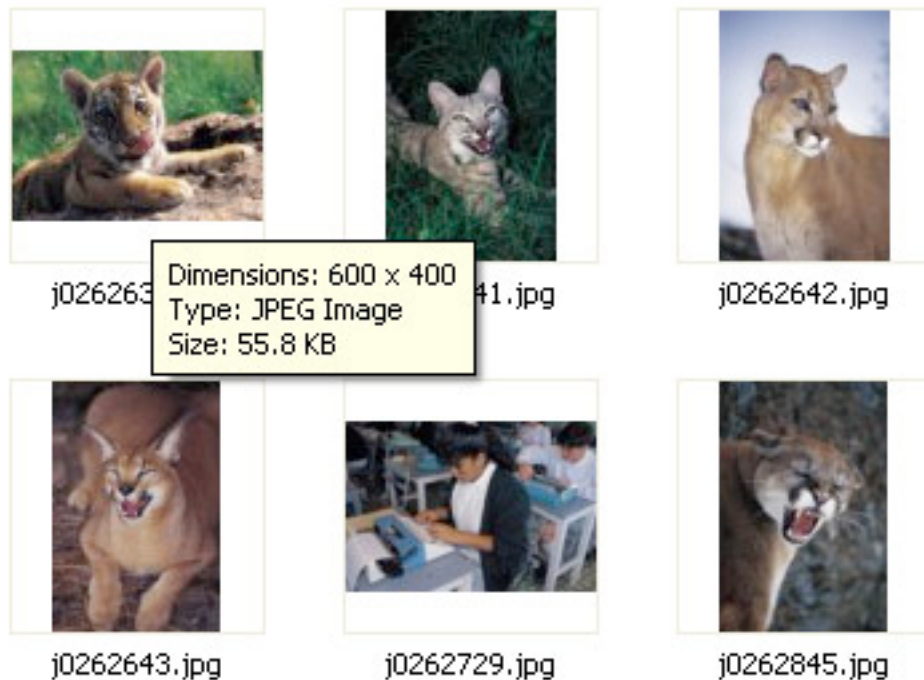


This is a very basic image editing program, but what we have to do is very basic.

Paint hasn't changed in Windows Vista but if you have Vista, Microsoft added a program called "Windows Photo Gallery" which makes manipulating images easier. I do not have Vista as of the time of this writing, but you can get more info on this at [Windows Vista: Help](#)

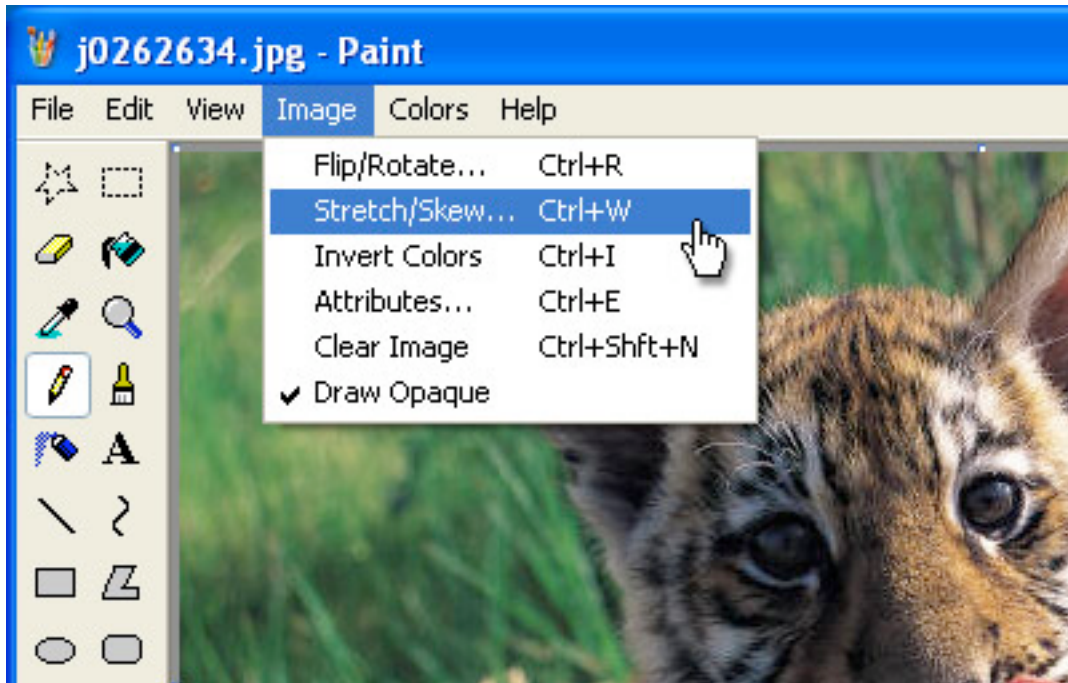
When browsing for photos set your Windows Explorer: **View to Thumbnails**. This way you can visually locate the image you want.

If you hover your cursor slowly over a thumbnail of an image that you just downloaded, a little info box pops up telling you the actual dimensions of that photo.



Let us say that we need to add a small picture to some text that we typed in a [Blogger](#) or [MySpace](#), 600×400 pixels is too big. We want the photo to be 200×100. This way our photo won't be too large in our content area and it will download from the web quickly.

We simply load this photo into Microsoft Paint and select the Stretch and Skew from the image menu.



The problem is we can't just type in the target pixel size because the Horizontal and Vertical stretch input boxes want you to enter a percentage. Ready for some math?

Here is the formula for converting the source image to the target image size.

Source = width (600) by height (400)

Target = width (200) by height (100)(target width 200)x(percent 100) divided by (source width 600) = 33.33%

Just round it to the nearest percentage because the input boxes do not accept floating point decimals. Enter "33" for both horizontal and vertical.

The result will be not be pixel accurate but it will be close enough and nobody will know.

This sample image is relatively small to work with. Some of your pictures will be in the thousands of pixels especially if you use a high megapixel camera.

Most scanners and digital cameras come with free photo manipulation software which will be easy and more robust than Microsoft Paint.

A Word about Word

Many of you take images into Microsoft Word and re-size the image in your document. That is fine for print, but for the web you have not actually changed the physical size of the image. All you have done is changed the display size.

Many web site authoring programs do this as well. There is a difference between display size and actual size. For the Web Owners out there wondering why their images load slowly on their web sites this is the reason. Their photos may look small but they load slow because their actual size is quite large. This is a common problem I see on [Blogger](#) and [MySpace](#) as well.

Images need to be optimized for the web so that they load fast.

Cropping Images

We crop images to re-compose them so that they look better. If you are the type that likes to put people's faces in the middle of the shot while taking a group shot you may find you have a lot of unwanted sky above their heads.

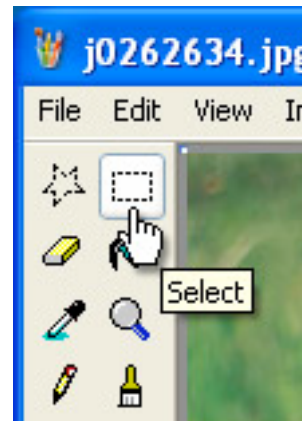
This is easily remedied by cropping. Most image manipulation software will have a cropping tool. Microsoft Paint doesn't really have a crop tool but you can achieve the same results by using the Selection tool.

In Paint all you do is use the selection tool. Located on the top left tool column on the left. Draw a selection box around the area you want to crop and choose from the Edit Menu **Copy** or on your keyboard **Ctrl+C**. Then click the File **Menu** and select **New**.

Don't be shocked when everything goes away. When you copy something you are actually saving the selection in a temporary space. You will notice that the new white canvas is the size of what you just cropped.

Now go to the Edit Menu and choose **Paste** or **Ctrl+V** on your keyboard. Your image should appear to be the newly cropped version. Now save this image with a different name.

It will be helpful if you name your images with information that will be useful to you. You may also want to segregate different images into different project folders for easier retrieval.



For example: photos/animals/cats/200×100Tiger-Kitten.jpg

Some of my readers have commented that my topics are a bit simplistic and that is OK. My goal is to help get the majority of my readers up to speed.

So in the future I will be referencing a more advanced area on the **Web Owners Club** for our more experienced web owners.

I hope you find this information useful and I would very much appreciate your support by simply telling your friends to sign up for the Web Owners Club. They can do so very easily from the home page at www.SiteMechanix.com

Here is another tip:

You may be shocked to know that not everyone sees the web the same way you do. There are differences between PC and Mac. Take a look at the web using a different browser. They are free to download:

- [FireFox 2](#)
- [Opera 9.23 for Windows](#)
- [Internet Explorer 7](#)

I will talking a little bit about this in future articles as it is problematic that different browsers render web sites differently. It depends on how the web site is coded. As a Web Owners this will be important to you.

Posted on September 15th, 2007 by Karl Knelson