

Preparing A Copy Of Your Image For Digital Competition Or For The Web -- A Tutorial

Preface

This tutorial will detail methods to prepare an image for digital competition or the web using Lightroom, Photoshop, or Photoshop Elements. If you use different photo-editing software, the method will likely be similar and this tutorial should help you in what to look for within your software. With Lightroom, Photoshop, or Elements, there are certainly other methods to accomplish this preparation, but I will demonstrate at least one straight-forward method for each software package.

Goal – What’s Needed for Digital Competition or the Web?

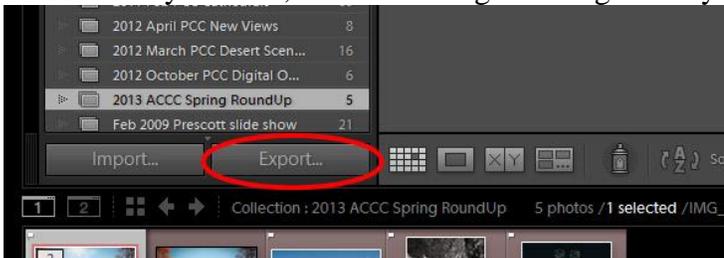
When submitting images for digital competition or the web, there are a few requirements for which you will need to prepare a modified copy of your image. Most competitions will require that images are limited in number of pixels to the size that will be projected on the screen. For Prescott Camera Club, our new projector is capable of projecting 1920 x 1080 pixel images, the same resolution as an HD TV. Arizona Camera Club Council digital competition images are limited to 1400 x 1050 pixels. Some other competitions (with older projectors) may limit images to a maximum of 1024 x 768 pixels. So the first requirement is to resize your image down to the requirements of your competition. A second consideration is to make sure that your image is in the proper colorspace so that the colors in your image will look as you intended. In almost all cases, this means that your prepared image needs to use (or be converted to) the sRGB colorspace. A third requirement may be to apply sharpening to the resized image appropriate for screen and projector display. And lastly, save as an 8-bit JPEG file.

If you have Adobe Lightroom, that is the easiest method to prepare your images as described below. If you do not have Lightroom, continue below for Photoshop or Elements.

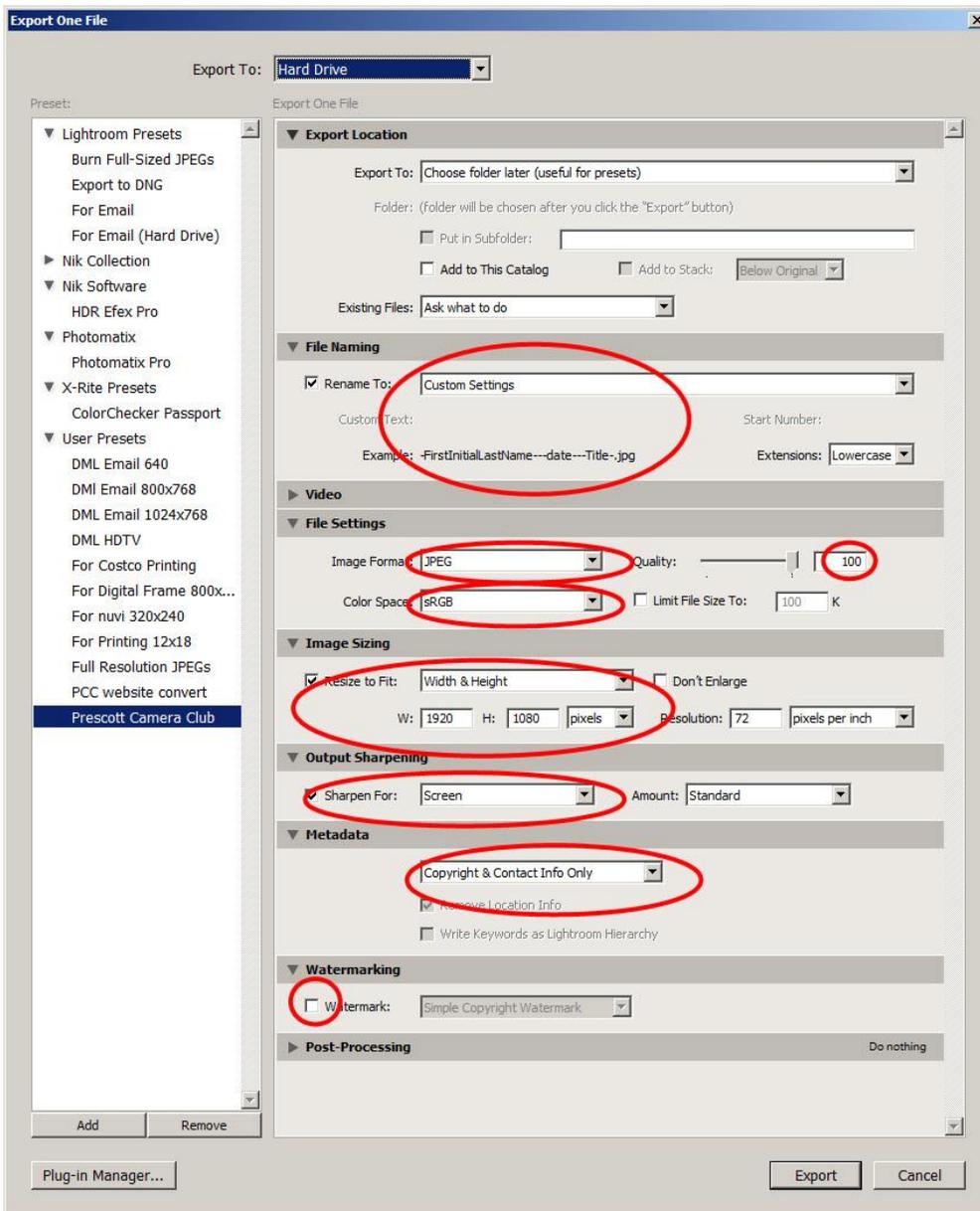
Preparing Images For Digital Display With Lightroom

Within Lightroom, all of the process steps described above can be accomplished in one step with proper selection of the Export options.

In the Library module, select the image or images that you want to prepare, then click the Export... button.



Next, fill in the Export options as shown below:



Choose where to save your file

Rename the file using your name, date and title

Choose JPEG, 100 quality sRGB colorspace,

Here's where you set the max. width and height in pixels (1920 x 1080 for PCC)

I suggest Sharpen for Screen

Limit Metadata to Copyright & Contact Info

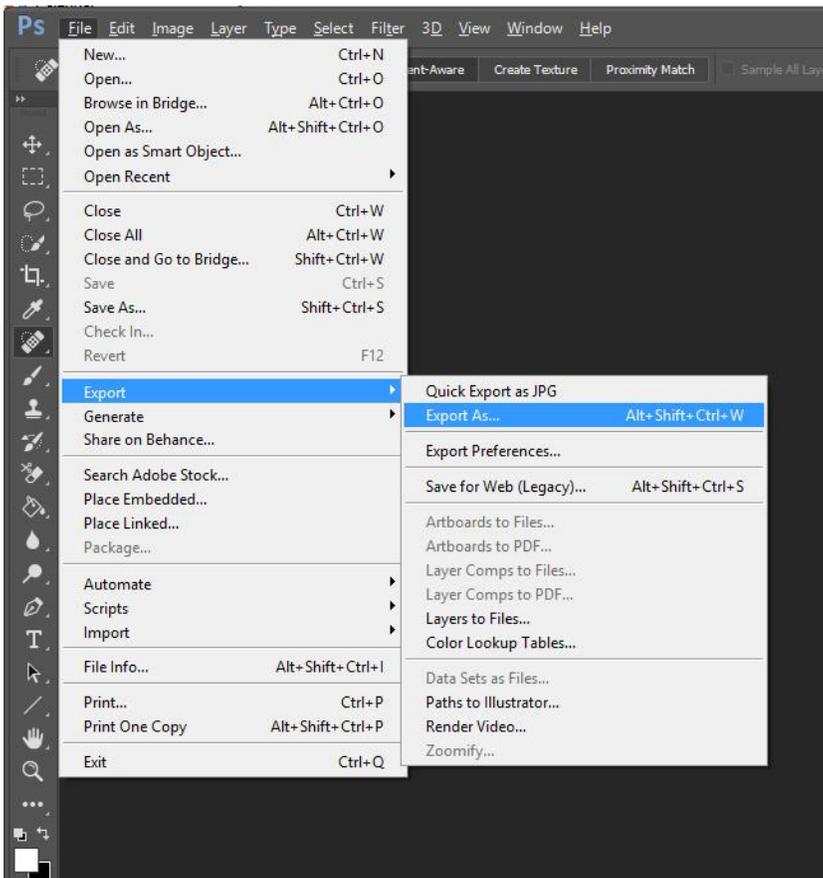
Do not Watermark for Competition, but I suggest copyright watermark for web sites

Once you have set all of these options, you might choose to click the Add button to save these settings as a Preset. As shown here, I have a Prescott Camera Club preset.

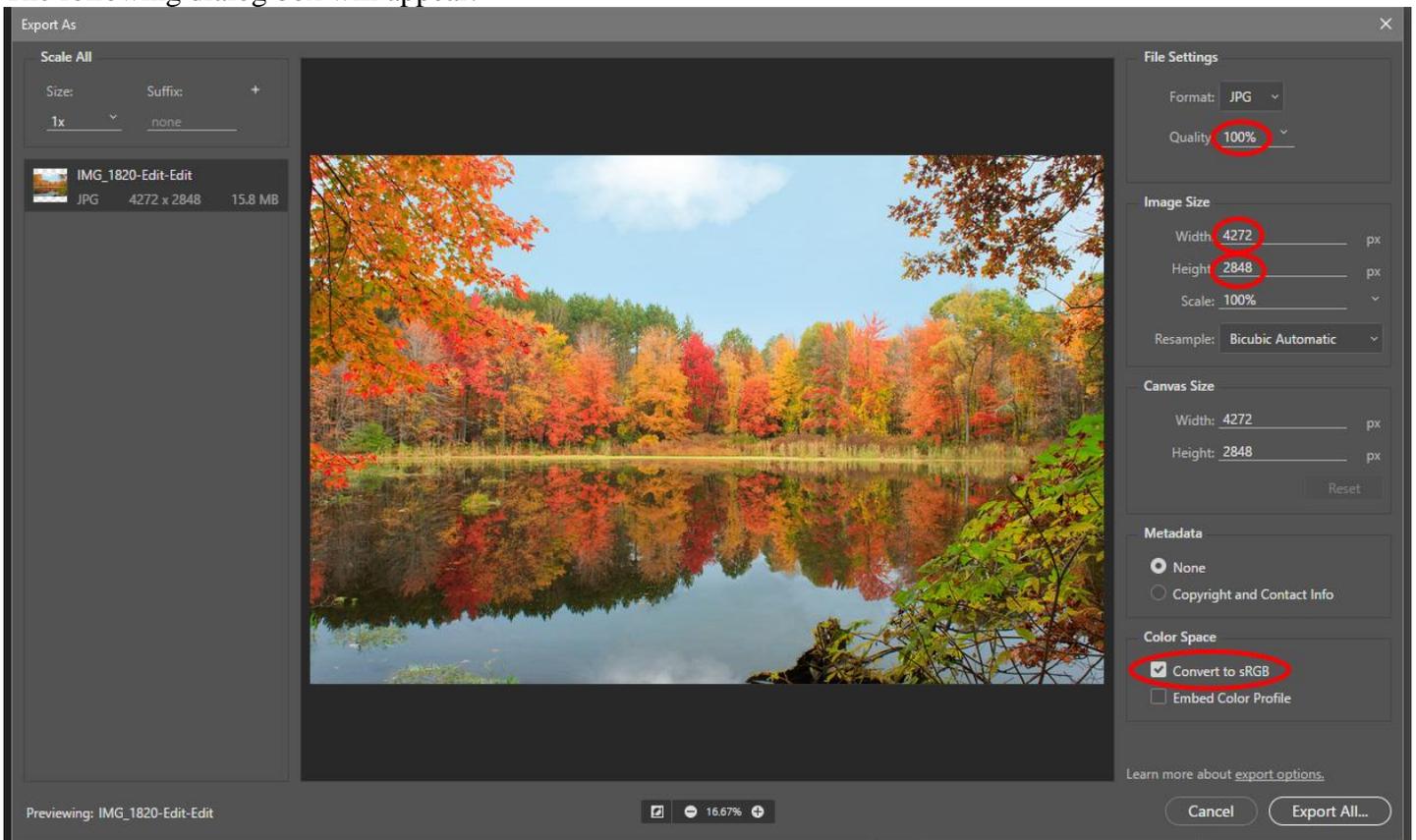
Then click the "Export" button at the bottom and Lightroom will create the .JPG file with all of the options you need – All In One Step!

Preparing Images For Digital Display With Photoshop

We'll start with your image open within Photoshop, and any edits that you want have been completed. Then click "File", "Export", and "Export As...":



The following dialog box will appear:

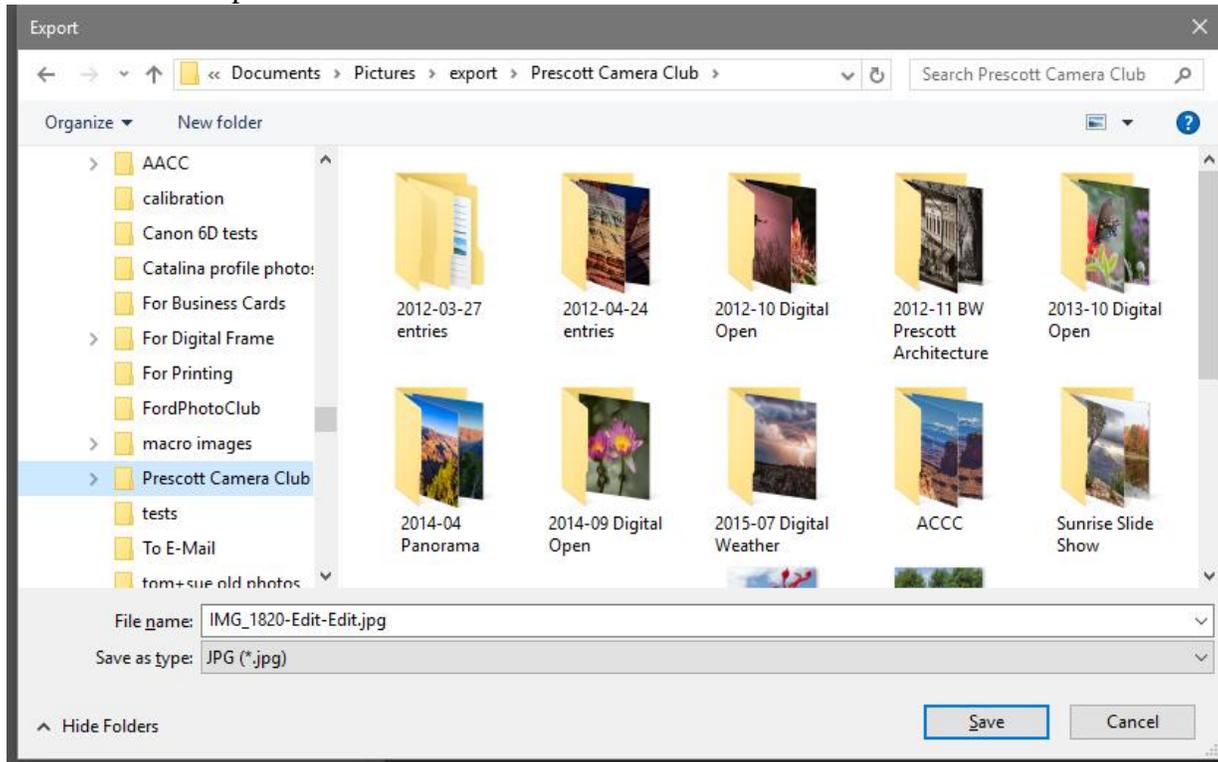


First check that the Quality level is set to 100%, for best competition images.

Second, for a landscape-mode image, set the height to 1080 (or the max height specified for your competition). Then click outside of the box and verify that the Width adjusts to a number less than 1920 (or your max width). If the width is more than 1920 (or your max width), type 1920 (or your max) into the Width box, and the Height should adjust down to a lower number.

Third, make sure that Convert to sRGB is checked.

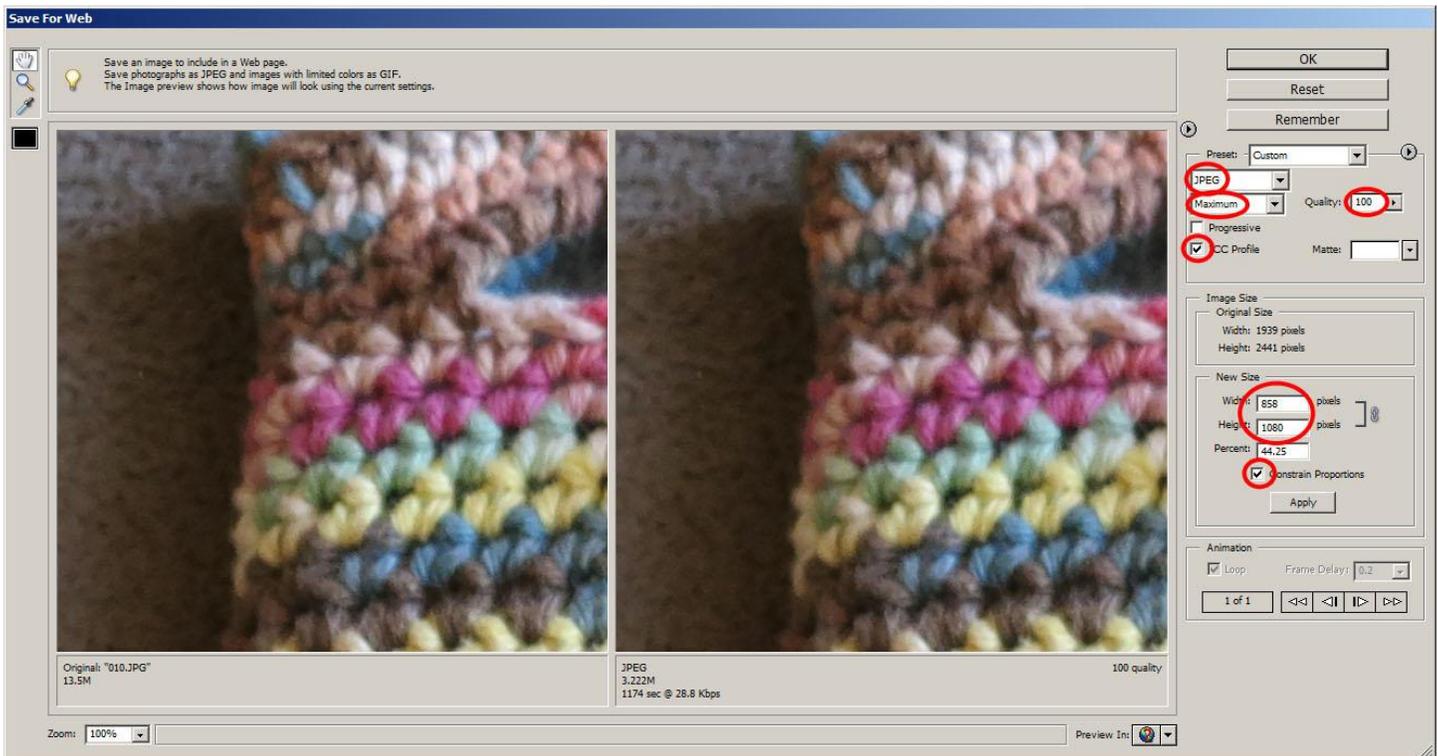
Then click the Export All... button.



A file dialog window will appear allowing you to specify where you want to save your resized image. **DO NOT SAVE IT OVER YOUR ORIGINAL FILE NAME OR YOU WILL LOSE YOUR ORIGINAL FULL-RESOLUTION IMAGE!** Save it into a folder or your desktop to attach to an email or posting on the web.

Photoshop Elements

Preparing files in Photoshop Elements is almost the same as in Photoshop, shown above. However, I don't see the "Automate", "Fit Image" option, so we will accomplish the resizing within the "Save for Web" dialog.



Choose JPEG, Maximum, 100, and “ICC Profile”. Then for the New Size section, check the “Constrain Proportions” box, then type the maximum width into the “Width” box. If the “Height” box changes to a value less than or equal to the maximum height for your competition, then you are done. If the Height is greater, then type in the maximum height, and the width should change to a value less than the maximum allowed. Then click Apply and be sure to save the resized/processed image to a different location or a different file name to preserve your original.

© Daniel M Lenardon 2013