

# Resizing Images And Adding Copyrights For The Newsletter

by Pam Thompson

Here's my primer on one method to downsize a top-scoring image and add your copyright text for inclusion in our newsletter.

Caveat 1: These instructions were created for Photoshop/Photoshop Elements, so your mileage may vary.

Caveat 2: There is a wonderful feature in PS and PSE called Save For Web. In one dialog box, it lets you easily resize an image and see what it will look like at various levels of compression quality based on 72 ppi (pixels per inch).


Sadly, WE CAN'T USE THIS! Why? Because this newsletter is created with desktop publishing software. I've literally spent hours testing various combinations in both Microsoft Publisher 2007 and Scribus 1.3.3.14 but both horribly pixelate images inserted at 72 ppi. (See page 7) So, for the best balance of newsletter file size and onscreen image viewability, I need to insert the images at 144 ppi and then compress the final output when I convert the newsletter to PDF.

Caveat 3: Even though we can't go the fastest route, these are still meant to be simplified instructions. If you're willing to work a little harder for a better outcome, take a peek at what I call 'Michael Stern's Method For Outstanding Results' on the next page.

## Part 1: Downsizing The Image

1. From the *Image* menu, select *Image Size*.  
(Photoshop Elements: *Image > Resize > Image Size*.)
2. Checkmark *Constrain Proportions*. (Checkmarking *Scale Styles* is only necessary if you're using layer styles.)
3. Uncheck *Resample*.
4. Set *Resolution* to **144 pixels / inch**.  
There's no need to click OK at this point.
5. Checkmark *Resample*.
6. Set the type of *Resample Image*: to *Bicubic Sharper*.
7. Change the *Pixel Dimensions* to fit our newsletter.
  - Vertical images should be no more than 9.25" (1332 pixels) high.
  - Horizontal images should be no more than 7" (1008 pixels) wide.
8. Click *OK*.

## Part 2: Adding Your Copyright

1. Click the *Text Tool*. 
2. You will now see an extra toolbar near the top of your window. This is a good time to select your font face, font size, font color and paragraph justification (e.g. left, center, right).



3. Click the insertion point cursor into your image where you want to see your text.
4. Inserting the copyright symbol:
  - For PC users, hold your *ALT* key down while typing *0169* from your number keypad—not the numbers at the top of your keyboard. Release the *ALT* key to see the copyright symbol appear.
  - For Mac users, press *OPTION + G* to get the copyright symbol.
5. Finish off by typing the year and your name.
6. Change to another tool (e.g. the *Move Tool*) to complete the text entry process.
7. Flatten the image via *Layer > Flatten Image*.

Warning: While you legally own the copyright to the image, you may have a hard time fighting for it in court if you have not registered the image with copyright.gov.

## Part 3: Saving With Compression

1. *File > Save As* to create a new JPEG.
2. Name the file with your last name followed by the category (e.g. Debley\_assignment.jpg).
3. After you click *Save*, you set the level of *Quality*. I suggest a setting of **8 or lower**. Our goal is to reduce the overall size of our newsletters, so we will no longer include images larger than 350 KB. Given our dimensions, most of our images will still look great with a final file size of 150 to 250 KB.

**Email your image to  
fstopscameraclub@gmail.com  
with a subject line of 'Newsletter Image.'**

# Resizing Images With More Finesse

*Techniques demonstrated by Michael Stern, notes by Pam Thompson*

Perhaps you tried the 'simplified' technique on the previous page but found its result less than stellar. Here are a few more steps to try out on your full-size original.

1. From the *Image* menu, select *Image Size*.  
(Photoshop Elements: *Image > Resize > Image Size*.)
2. Checkmark *Constrain Proportions*. (Checkmarking *Scale Styles* is only necessary if you're using layer styles.)
3. Uncheck *Resample*.
4. Set *Resolution* to **144 pixels / inch**.

There's no need to click OK at this point.

5. Checkmark *Resample*.
6. Set the type of *Resample Image*: to *Bicubic Sharper*.<sup>1</sup>
7. Change the *Pixel Dimensions* to fit our newsletter. While your ultimate goal is bulleted below, step down to it in 50% increments. After each incremental resize, stop and sharpen the results, if necessary (step 8). Then start the next incremental resize.
  - **Vertical images should be no more than 9.25" (1332 pixels) high.**
  - **Horizontal images should be no more than 7" (1008 pixels) wide.**

For example, if your original image is 2000x3000, you will need to bring that height down to no more than 1278. For your first incremental resize, you'll set the height to **50%** of 3000 which is obviously 1500, in this easy example. (For tougher numbers just type 50 and change *pixels* to *percent*.) Go on to step 8; you'll resize again in step 10.

8. Click *OK*.
9. OPTIONAL: Despite using *Bicubic Sharper* in step 6, your results may look blurry. Use one of the sharpening tools available to you to bring back the crispness. For example, use *Smart Sharpen* (*Filter > Sharpen > Smart Sharpen*) with a settings *Amount* of 50 to 75% and a *Radius* of 3 to 5.
10. Go back to step 7, if necessary to get to your goal.

In our example, you'll go back to *Image > Resize Image* and change the 1500 to 1278. Click *OK* and sharpen those results, if necessary.

Now we're done resizing and moving on to bonus tweaks.

11. Set the proper color profile to guarantee the image's colors look vivid on monitors versus for printing. From the *Edit* menu, select *Convert to Profile*.
  - A. Under *Destination Space*, set *Profile*: to **sRGB**
  - B. Under *Conversion Options*, set *Intent*: to **perceptual**.
12. Add the copyright (see Part 2 from the previous page but don't do Part 3 because we have an extra step below).
13. Time to use *File > Save As* to create a new JPEG.
14. Under *Color:*, checkmark *ICC Profile*: so the profile is embedded into the file.
15. Name the file with your last name followed by the category (e.g. Debley\_assignment.jpg).
16. After you click *Save*, you set the level of *Quality*. I suggest a setting of **8 or lower**. Our goal is to reduce the overall size of our newsletters, so we will no longer include images larger than 350 KB. Given our dimensions, most of our images will still look great with a final file size of 150 to 250 KB.

**Email your image to  
fstopscameraclub@gmail.com  
with a subject line of 'Newsletter Image.'**

<sup>1</sup> There seems to be considerable debate on which setting is best for interpolation (step 6). Ultimately, each image will respond differently.

In general, *Nearest Neighbor* and *Bilinear* are less precise algorithms. *Bicubic Smoother* should be reserved for enlarging an image. *Bicubic* (versus *Bicubic Sharper*) simply means that it doesn't try to sharpen the image as part of its process. Some people prefer to use *Bicubic* (sans Sharper) because they want to completely control the sharpening later (e.g. step 9).

If you have a favorite, you can make it the default via *Edit > Preferences > General > Image Interpolation*.

**Thanks, again, Michael,  
for sharing all this with us!**