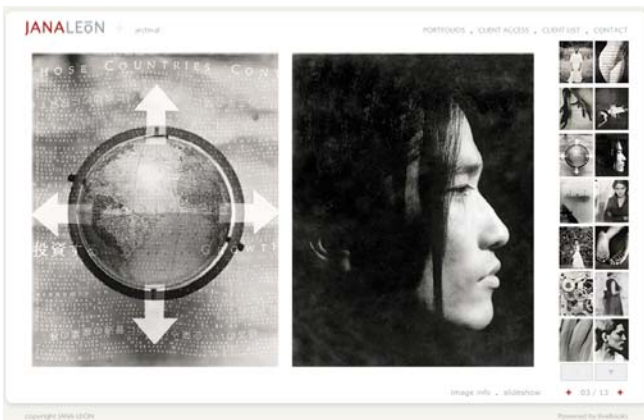


Image Size Requirements

Typically, client sites are designed for either 920 px wide x 562 px tall images or 750 px wide x 500 px tall. To confirm the image size specifications for your website, please read the tips below.



If your site shows large image area like this site shown (any hide/reveal thumbnail navigation) then the maximum pixel dimension is: **920px wide by 562px tall**. For optimum viewing experience **110-120kb** recommended file size max. 'Half Width' vertical images (two can be shown together in a diptych): maximum **450px wide by 562px tall** – **60kb** recommended file size max.



If your site shows the smaller image area like this site shown and the persistent thumbnail navigation, then the maximum pixel dimension is: **750px wide by 500px tall**. For optimum viewing experience **110-120kb** recommended file size max. 'Half Width' vertical images (two can be shown together in a diptych): maximum **365px wide by 500px tall** – **60kb** recommended file size max.

Please note that if you selected a custom image size area during the design process that you should size your images accordingly using the size parameters provided by the design department.

Quick Reference

Color space: sRGB

Supported IPTC Meta Data Fields: Headline, Caption (Description), Keywords

Basic Image Specs

Image Size

Please reference the section above for image sizing information based on your site type and the image area available on your site.

As you would expect, liveBooks websites support both horizontal and vertical images. Vertical images that fit within a specific width limit are special, in that two such vertical images can optionally be paired together in your editSuite to make a diptych. We call these images “Half Width” images. Images wider than the limit for your vertical allowance (450 or 365 pixels – reference above to see which your site allows) can only be shown on the screen one at a time.

File Size

We strongly suggest that you keep the file size of any file below 110-120kb. We suggest the file size of your Half Width images stay below 60kb, since two may be shown together (total of 120kb for the page).

You can upload and use an image of any file size, but above these sizes your customers may have a slow experience viewing your site.

File Format

All images you upload to your liveBooks site should be saved as JPEG (or JPG) files. When saving, you should adjust the JPEG compression quality to get the file size down to the kb targets specified above.

File Names

All JPEG files you make must use safe names consisting of any letters of the standard western alphabet (capital or small) from a to z, A to Z, numbers 0 to 9, the hyphen “-”, or the underscore “_”. You cannot use any other symbols in the file name, like “!”, “?”, “\$”, “*”, the comma “,” or the period “.”. You cannot use quotation marks, single or double, and you cannot use the forward-slash “/” or the back-slash “\”.

Color Space

Before saving your images as JPEG files (or during the process when applicable) we suggest that you convert the color space of your images to the sRGB color profile. This profile most closely represents the color gamut of most CRT and LCD monitors. If you leave your images in Adobe RGB (1998), ProPhoto RGB, or another RGB or CMYK color space, the colors in your JPG

files might look incorrect – typically washed-out or slightly de-saturated. We provide instructions for this conversion below in the image prep instructions for each application.

IPTC Meta Data

Images uploaded to your site can contain IPTC meta data. The only fields we import and use are the IPTC content fields: Headline, Caption (aka Description) and Keywords.

You need to choose to import meta data when uploading your files – this is not automatic. We remove all meta data from the file after we have imported it to help keep your image file sizes down so they load fast for your customers.

Using Photoshop CS3 and CS2

STEP 1. Open the image: In Photoshop, open the image you want to prepare for your liveBooks site.

STEP 2. Create a duplicate to work with: Go to Image → Duplicate... and click the OK button when the dialog comes up. By using the duplicate, if you hit Save by accident, you will not change your original file. To be safe, close the original file.

STEP 3. Resize the image: (**IMPORTANT: Reference the sizing section at the top of this document and size images to fit your site – either 920pxX562px or 750pxX500px – if you are not sure stop and reference the top section before proceeding. Reference the size for your site in each step**) You can either crop and resize the image to fill the entire image area of your website or you can leave your image proportions as they are and resize to fit within the image area of your website.

- a. If you want to fit your website's entire image area edge to edge:
 - i. Choose the crop tool
 - ii. In the tool bar at the top, set the crop options as follows:
 1. Width: 920px/750px (450px/365px for half-width images)
 2. Height: 562px/500px
 3. Resolution: 72 or leave blank
 - iii. Drag the crop tool over your image to define the crop you want
 - iv. Hit Enter to commit the crop

- b. If you want to preserve the proportions of your image, you will need to fit your image into a 920px by 562px/750px by 500px box (450px by 562px/365 by 500px box for Half Width images). Depending on the proportions of the image, you may be able to max out the height to 562px/500px and the resultant width will be less

than 920px/750px (450px/365px for Half Width), or you may be able to max-out the width at 920px/750px (450px/365px for Half Width) and the height will be less than 562px/500px.

- i. Go to Image → Image Size...
- ii. Make sure all three checkboxes at the bottom of the dialog are checked, particularly the “Constrain Proportions” option.
- iii. For the Resample Image option at the bottom, choose “Bicubic Sharper.”
- iv. In the top part of the dialog named “Pixel Dimensions,” set the Width to 920px/750px (450px/365px for Half Width). The Height value should appear automatically.
- v. If the new Height value is smaller than 562px/500px, you are done - click the OK button. Go to step 4.
- vi. If the new Height value is larger than 562px/500px, change the height value to 562px/500px. The new Width should now be less than 920px/750px. Click the OK button.

STEP 4. Convert the duplicate to the sRGB color space:

- a. Go to Edit → Convert to Profile...
- b. For the Destination Space, choose “sRGB IEC61966-2.1”
- c. For the Engine option, choose “Adobe (ACE)”
- d. Make sure the “Use Black Point Compensation” option is checked
- e. Make sure the “Use dither” option is un-checked
- f. Click the “OK” button

STEP 5. Optionally, adjust the saturation: If you think your image needs more saturation after the sRGB conversion, you might want to increase the saturation a little. Go to Image → Adjustments → Hue/Saturation... Move the Saturation slider to the right for more saturation. Make small adjustments – less is more.

STEP 6. Optionally, sharpen the image: Go to Filter → Sharpen → Unsharp Mask...

Because the image is small at this point, use small adjustments, using your own judgment as a guide – here are some general guides:

- a. Move the Amount slider until you are happy – it should probably be below 100-150%, but it really depends on the image
- b. The radius should be set to .5-.7
- c. The Threshold setting should be between 0 and 20 depending on how much sharpening is desired.

STEP 7. Convert the image to 8 Bits/Channel (if necessary): Select Image → Mode → 8 Bits/Channel.

STEP 8. Optionally, add IPTC meta data to your image:

- a. Go to File → File Info...
- b. Choose IPTC Content in the list on the left side of the dialog
- c. Enter data into the Headline, Description and/or Keywords fields. Only these fields will be read during the upload to your liveBooks site.

Note: By following these instructions, you are adding IPTC data to the duplicate file which you will probably not keep. If adding meta data to images is part of your general image management practice, you should add it to your master image files before you start preparing your images for your liveBooks site.

STEP 9. Save the image as a JPEG file:

- a. Go to File → Save As...
- b. Choose your destination folder and specify your file name (follow the guidelines in the Basic Image Specs : File Names section above)
- c. Make sure the Format is set to "JPEG."
- d. Make sure the 'ICC Profile' check box is NOT checked (this option is named 'Embed Color Profile' in CS2)
- e. Click the "Save" button
- f. In the JPEG Options dialog that pops up, move the quality slider until the file size is 110-120K for full size images, 60K for half width images.
- g. Make sure the 'Format Options' option is set to Baseline("Standard")
- h. Click the "OK" button

STEP 10. Close your image: You are done. You can now upload this JPEG to your web site using your editSuite.