

# Macalester College Web Services

## Preparing Images for the Web with Online Tools

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### Advantages of online editors

- Very quick if you only have to edit one photo at a time.
- All the functionality needed to prepare images for the web, and nothing extra
- Pretty easy to learn, many are very user-friendly.
- No software to buy, install, update, load, etc.

### Saving images for the Web

- Keep the file size below 150k, usually no bigger than 500 pixels on either side.
- Use JPEG format for photographs, use GIF format for graphics with text.
- Use a file name with no special characters or spaces, make it short but descriptive.
- Store images in their own folder and keep them well organized.

### Inserting the image

- Always use an "alt" or description tag, and if the image is filler leave the alt tag blank.
- Make sure the width and height attributes match the actual image size.
- Use a caption and indicate a source where appropriate.

### Resources

- Picnik Online Image Editor: <http://www.picnik.com/>
- Chart comparing features of other editors: <http://www.smileycat.com/miaow/archives/online-image-editors.php>
- Training from Information Services: <http://www.macalester.edu/infoservices/training/index.html>
- Documentation from Web Services: <http://www.macalester.edu/web/>
- Campus beauty shots from College Relations: <http://www.macalester.edu/collegerelations/services/photos2009/>

### Contact information

Web Services [www.macalester.edu/web](http://www.macalester.edu/web)  
Sara Collins Suelflow, Director of Web Services  
ext. 6307 or [suelflow@macalester.edu](mailto:suelflow@macalester.edu)  
Zach Bajaber, Web Developer  
ext. 6537 or [zbajaber@macalester.edu](mailto:zbajaber@macalester.edu)

College Relations [www.macalester.edu/collegerelations](http://www.macalester.edu/collegerelations)  
Julie Hogan-Underdahl, Web Designer and Editor  
ext. 6195 or [hogan@macalester.edu](mailto:hogan@macalester.edu)