



The techniques within this Acrobat™ PDF file are from the upcoming Adobe Press book Adobe Seminars: Web Page Design.

Adobe Seminars: Web Page Design

by Lisa Lopuck and Sheryl Hampton

Adobe Seminars: Web Page Design is a portable seminar on web page design taught by experienced professionals that documents Adobe software such as Adobe Photoshop 4, Adobe Illustrator 7, and Adobe PageMill 2, as well as the latest HTML language protocols.

This October 1997 Adobe Press book will bring all the essential information of a two-day seminar into a compact and reusable format, complete with CD and step-by-step techniques. Two noted Web seminar instructors, Lisa Lopuck and Sheryl Hampton of ElectraVision, have distilled their training sessions into over a hundred two-page techniques using popular Adobe applications to simulate how Web pages are actually created. The result is a reference book of clear, simple explanations and designs that are reusable page after Web page.

Adobe Seminars: Web Page Design

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F2 Maximizing the Web-Safe Color Palette



Kid's Web Camp, an online Web learning camp for kids at www.kidswebcamp.com, features a series of non-dithering characters all optimized into the smallest possible Web-safe palette.

ADOBE PHOTOSHOP 4.0

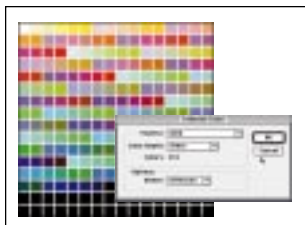
In cases where it makes sense to index an image into the Web-safe color palette as opposed to an adaptive palette (as in Session [F1](#)), chances are you will not need all 216 colors of the palette. By reducing the number of colors you use in a graphic, you can reduce the file size tremendously—which is always a good thing on the Web. In this exercise, you start with a 24-bit, RGB image and reduce it to the smallest number of Web-safe colors possible without compromising the quality of the image.



STEP 1: STARTING WITH AN RGB IMAGE

Before you index an image into the Web-safe colors, be sure that you have used nothing but Web-safe colors (sampled from the Swatches palette) for all the flat-color areas. If you have not, it is easy to replace the colors of your image (see Session [B11](#)).

From the Image menu, select Mode > Indexed Color and choose the Web color palette from the dialog box pop-up menu. If you have accurately replaced all of your colors, you should see no dithering in your image. If you do, select Undo from the Edit menu, replace the dithering color, and index the image again.



UNNECESSARY COLORS

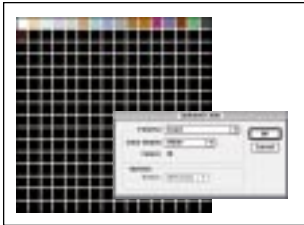
More often than not, you will not need all of the colors contained within the 216 Web-safe color palette. In this example, the character actually uses only 18 colors. The unused 198 colors are unnecessarily adding to the image's file size.



STEP 2: CONVERTING BACK TO RGB MODE

After you have successfully indexed an image into the Web-safe colors without dithering in the flat-color areas, change the image's mode back to RGB.

Changing the image back to RGB mode does not resurrect the lost colors, but allows you to go back again into the Indexed color mode and further index the image.



STEP 3: BACK TO INDEXED COLOR MODE AGAIN

Although the image is now in RGB color mode, it still uses only colors from the Web palette. The first time you indexed the image into the Web palette ensured this.

When the image was first indexed into the Web-safe colors, it became an 8-bit image from 24-bit. This means that for each pixel of the image, there are 8 bits of data used to describe its color from a possible 256 values, far less than 24 bits, but still more than necessary for this example image that uses only 18 colors.

By changing back to RGB, and then choosing Indexed Color again from the Image > Mode menu, you'll notice that the dialog box automatically asks you if you want to use Exact colors this time. Choosing Exact colors causes Photoshop to first reduce the image to only the colors it contains, and then reduce the number of bits per pixel to only the number necessary to describe that number of colors, reducing the file size substantially.



STEP 4: EXPORT AS GIF

After the palette work is complete, you can save the image as a GIF ready for the Web. Choose Export > GIF89a Export from the File menu. For details on using Photoshop's GIF89a Export feature, see Sessions **F 3**, **F 4**, and **F 5**.