



Corporate Flow



Illustration



Image Editing



Automation



Web



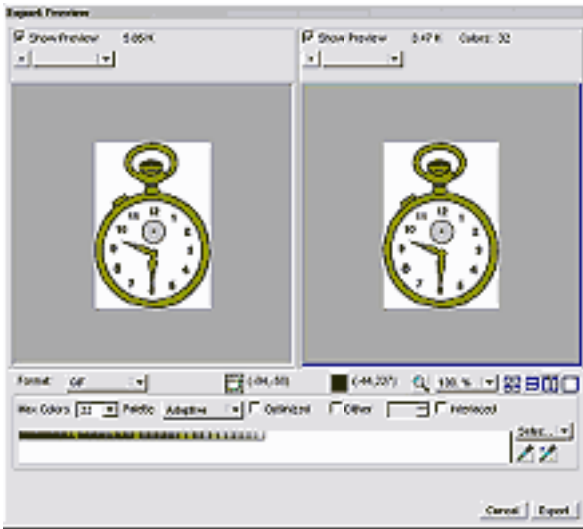
Text Effects

Canvas Tips and Techniques



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Creative Department**

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Optimizing Web Graphics

For Web graphics, the two most common file formats are GIF and JPEG. As a rule of thumb, GIF is better for graphic with lots of solid colors. It's also appropriate for graphics where you need control over exact colors such as in a logo.

JPEG is usually better for photographic or continuous tone images. This is not always the case though, and the format you choose can have a significant impact on the size and quality of the Web graphic. The best way to understand the differences and make the right decision is to view comparisons.

Step 1

Adding an Image or Vector Object

Here we have a colorful photograph and a rendered drawing of a simple stopwatch next to it.



Step 2

Exporting & Optimizing

First we are going to select the photograph and choose Image > Export > GIF/JPEG. This will bring up the Export Preview dialog box.

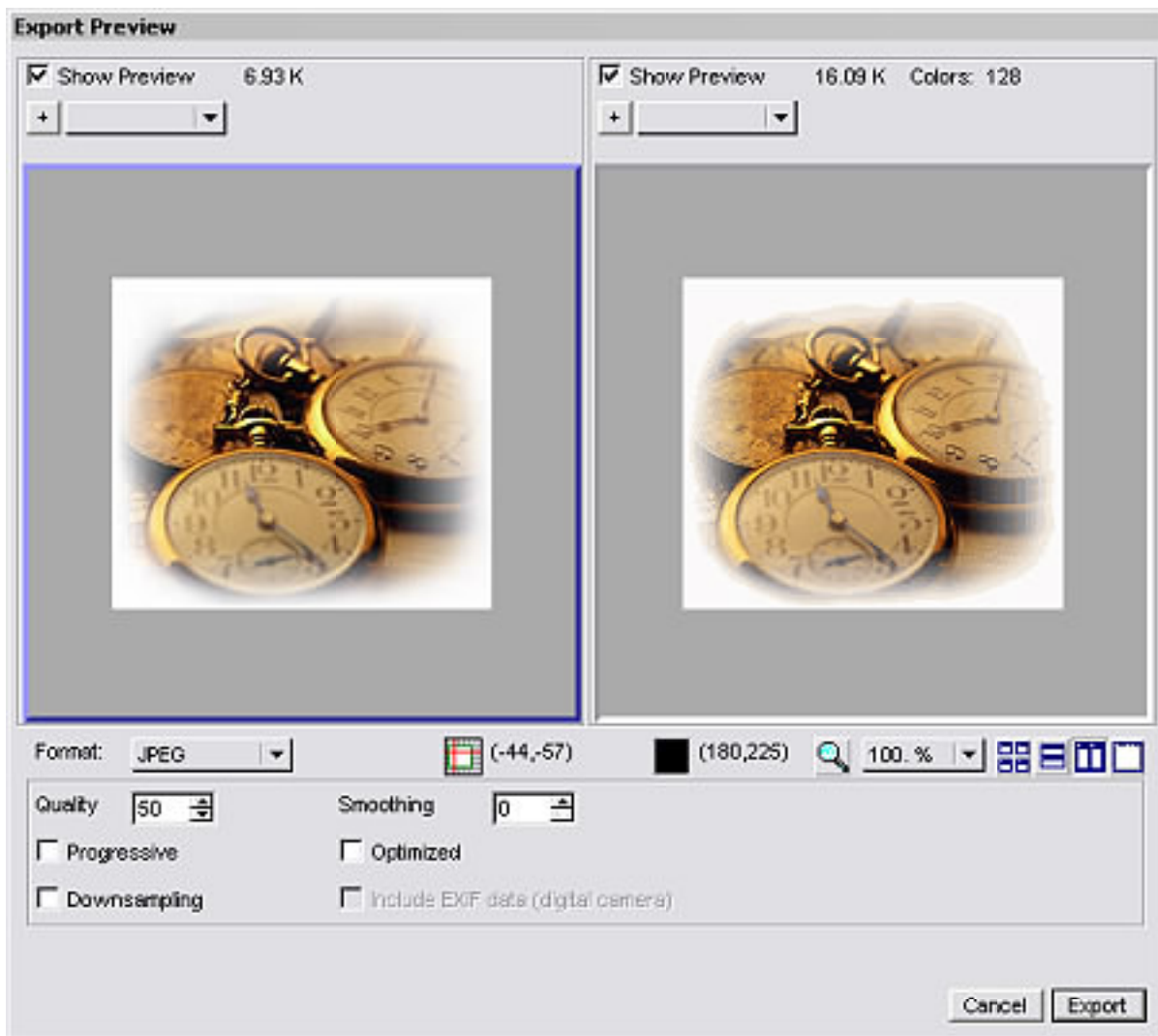
By seeing the effects of the different types of compression, you will hopefully get a better feel for what to use.

First, let's compare JPEG at 50% with no optimization or other options and a GIF set at 128 color, also with no optimization or dithering.

Let's look at the feathered edge of the photograph. Notice how it has a smoother transition on the JPEG but seems to end abruptly on the GIF version. You will also notice that the GIF is more than twice as big in file size.



Tip: You are able to view up to 4 previews of the image side by side using GIF or JPEG compression schemes.



6.93 KB JPEG on left, 16.09 KB GIF on right

Optimizing Web Graphics (Continued)

We can reduce the number of colors to 32 for the GIF version to get the file size down, but you can see that the quality suffers quite a bit.



32 Color GIF, File Size 8.93 KB

With dithering, the result is better but again we sacrifice file size.



32 Color GIF, Dither Applied, File Size 11.47 KB

Optimization helps the GIF and, in some cases, it might do pretty well but here the clear choice is JPEG. If you want, you could further reduce the file size by using some of the smoothing and optimization options.

| | | | |
|---------------------------------------|---------------------------------|---|--------------------------------|
| Quality | <input type="text" value="50"/> | Smoothing | <input type="text" value="0"/> |
| <input type="checkbox"/> Progressive | | <input type="checkbox"/> Optimized | |
| <input type="checkbox"/> Downsampling | | <input type="checkbox"/> Include EXIF data (digital camera) | |

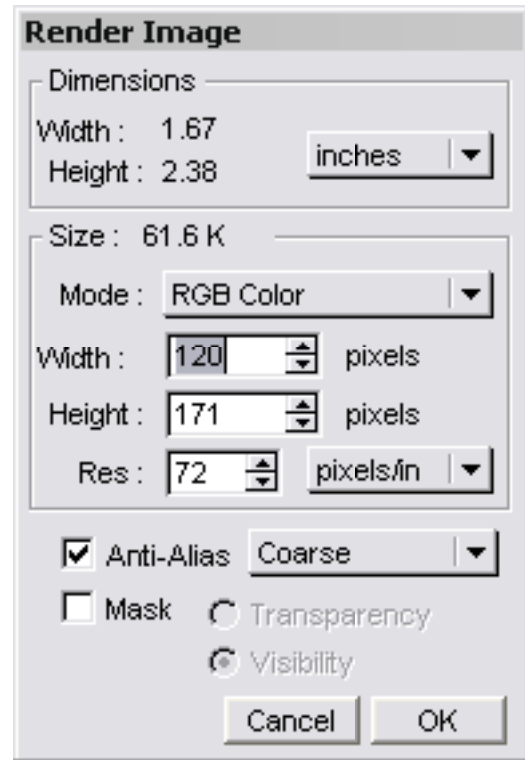


JPEG at 50%, File Size 6.93 KB

Step 3

Rendering Vector Art

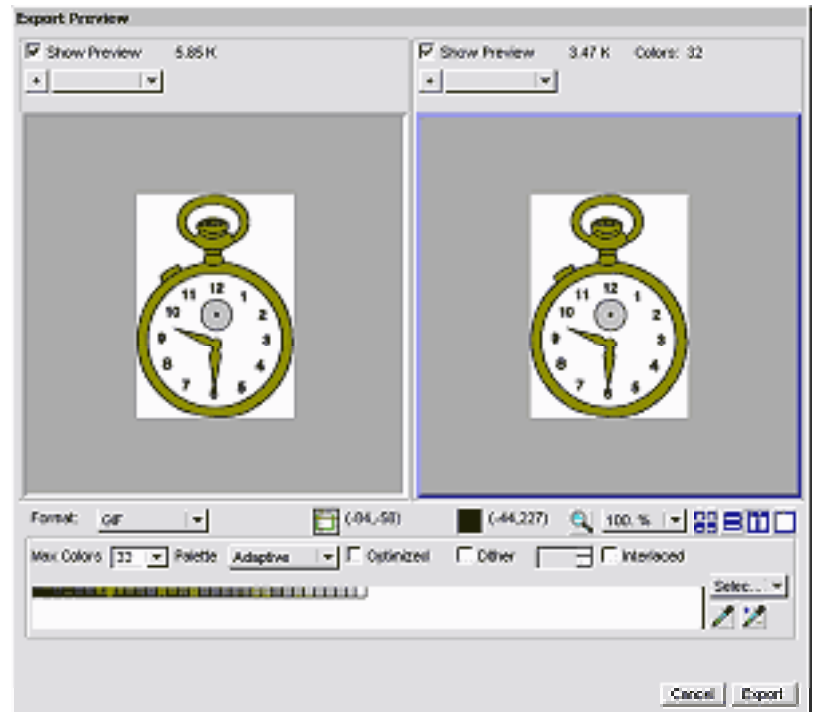
Now, let's take a look at the vector art. Before you save any text or vector objects as a GIF or JPEG, you must first render it using the Camera tool or by selecting the objects and choosing Image > Area > Render. The key is to remember to turn on the Anti-Alias because this will smooth out the edges of vector objects and text.



Step 4

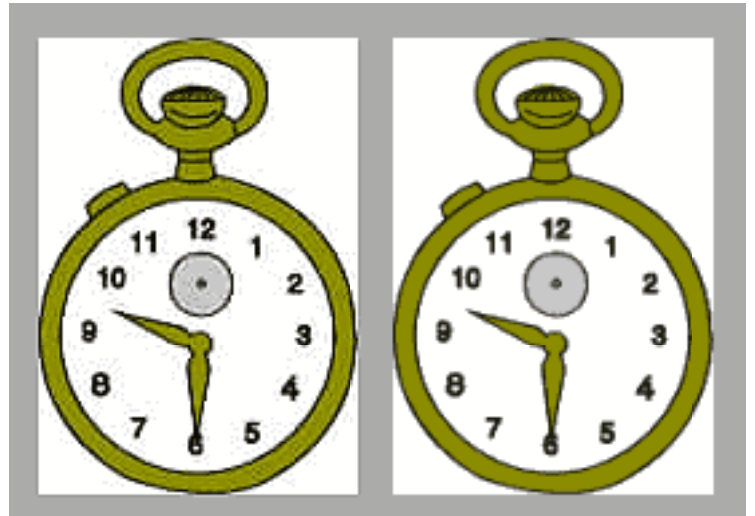
Exporting Rendered Vector Art

So now we get the Export Preview.



Optimizing Web Graphics (Continued)

This is a different story from the photograph. Here the JPEG compression creates artifacts and looks blurry while the GIF compression looks crisp, also notice that now the GIF file is smaller. You could even use several more colors and other options and still keep the small file size in good quality.



JPEG 5.85 KB, GIF 3.47 KB

The most important thing to remember is to try different settings. In Canvas, you could try up to four settings side by side. For example, you could have four GIF compressions if you know JPEG isn't right. Experiment. Use these buttons to save settings that seem to work best for you.