
The importance of Image processing

Image compression: Why compress images?

Good question.

Normally, you would use the .jpg image format for images that are rich in colors (All images in this book were created and inserted into this document as .jpg files).

If you have sketches with few colors, use the .gif image format.

I will talk briefly about Image processing and resizing as well, since it has some nice benefits. I will also recommend a few tools, free and paid ones, so you can find something that suits your budget, as well as your needs.

The reason you should compress images is to save space. Your eBook will be smaller in file size, meaning faster downloading time for your customers, as well as reduced disk space when storing it on your hard disk. It will also open faster in your PDF reader software.

Adobe Photoshop

This is the program I use. It will cost you money, but if you do a lot of images in your eBooks or/and on your website, you should consider it.

<http://www.adobe.com>

A few screen snapshots from Adobe Photoshop (AP)

After I open an image in AP I immediately use the save for Web option – Choose File->Save for web:



This option will bring you to a new page, where you can manipulate the characteristics of your image.

I am reducing the quality of the above screenshot, like this (down from 100 to 20):



It's ok, really. You are perfectly able to see that "Save for Web" image above, right? The important point here is *the image size was reduced* from 158K to 14Kb! That's a factor of more than 10/1...

Imagine what it will mean if you do that all for images you use in your eBook or on a website. The images will display 10 times faster, giving your visitors an experience of a very fast eBook or website, indeed.

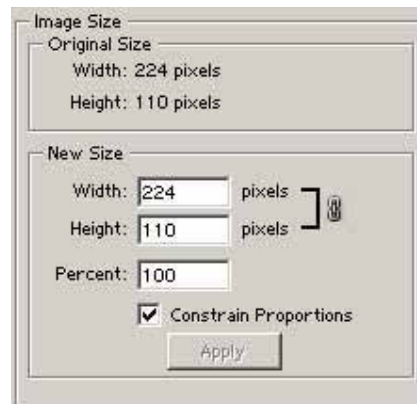
As an example, this version of this eBook is twice the size of the previous version (in terms of no.of pages), but by reducing the resolution of all images, this version of the eBook remains the **same size** in physical volume (about 2.1 Mb).

Manipulating the size of images

There may be several reasons why you want to reduce the size of images:

- Making them fit within margins
- Create a small and a large version: Thumbnails and “the real thing”
- Making several images the same width/height

For this, AP has the following box (in the “Save for Web” page):



Making them fit within margins

All images in this eBook have a maximum width of 510 pixels (points). I did that in order to be sure that no image would extend my right margin anywhere, but would fit nicely within the text.

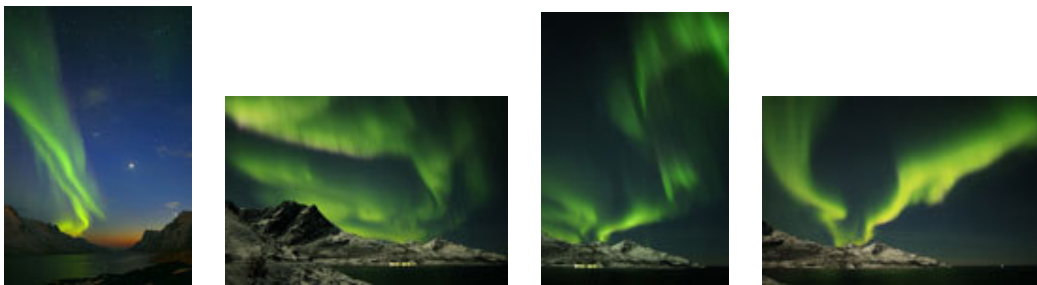
So in the above dialog, I would tic out the “Constrain Proportions”. Very important, in order to maintain the right proportions! I would enter 510 into the width box, then press Apply, and just save the image (overwrite the old one). I now have an image exactly the size I want.

Creating thumbnails and “the real thing”

You may want to set up a web page with a lot of small images, and when visitors click on one, you display the image in a larger size.

I did that with the following images:

I made a few small images (©Tom Roland, a friend), with a width of 100 pixels (The two in landscape format: The two in portrait are 100 pixels in height). Examples below:



I then placed a link (URL) “behind” each image (making each one a thumbnail), and set up a separate page which contains each enlarged image, with an explanatory text. Nice functionality, yes?



Actually, it is much bigger on the actual page, but this one will do here. Wild, isn't it?
☺

Making several images the same width/height

Actually, the above example on thumbnails showed you how nice it can be to arrange several images the same width and/or height.

Now, it's up to you to start manipulating your images to fit your needs.

As mentioned above, Adobe Photoshop costs money. If you want this kind of functionality but are on a budget there are a couple of free resources you can test out to see if they fit your needs.

Just remember that the scope of this eBook is not to teach you the details of such software. You'll have to read the help files/instructions and then apply your newly learned knowledge when using them. (I would have loved to do detailed tutorials, but then this eBook would have been 8,000 pages, and you would never read it anyway...)

Free image-editing tools

Here are some links to free software. Download and play with them, then decide for yourself what will suit you best.

Just remember, there are two vital functions that you will need: Proportional resizing (to make images smaller/larger, with proportions intact (image will look good; not skewed)), and resolution reduction (to make images smaller in Mb/Kb size and thereby load faster/taking up less space). There's more on this later, so just keep on reading.

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Conclusion

This concludes the first section of this eBook on making eBooks.

Hopefully, you have learned a few tricks, and as you have seen, you CAN make eBooks and publish them on the Internet without spending five cents, provided you have a computer, an Internet website, and the most basic and common tools in the industry.

Furthermore, you can make professional eBooks [covers](#) in infinite numbers for half the price that some website services charge for only one cover.

This eBook took me most of the days of my Christmas holiday to write, and all because I had neglected an email in my inbox for 12 days.

In the next chapters, I will go into detail about how I created my first website - my "empire". I will show you some very interesting search engine figures, a few tricks and some details on the tool I am using. I will also include different business models you can use in your own efforts.

See why you will find MY website in the top 10 out of millions of websites when you search on Google for 'ref cursor', instead of Oracle Corporation™, who invented the term.

I will also provide you with links to tons of free information for direct download to your PC.

That information will show you how you can successfully create a [website](#) of your own, AND get interested buyers to visit you every hour, making money for you even when you are asleep.

Together, the next chapters will provide you with a lot of free eBooks and free courses on how you most effectively can build a future business for yourself.

How do I know?

I did it, and you visited me for this eBook (or someone who wants your best, recommended it to you).

Just turn the page and let's get going...