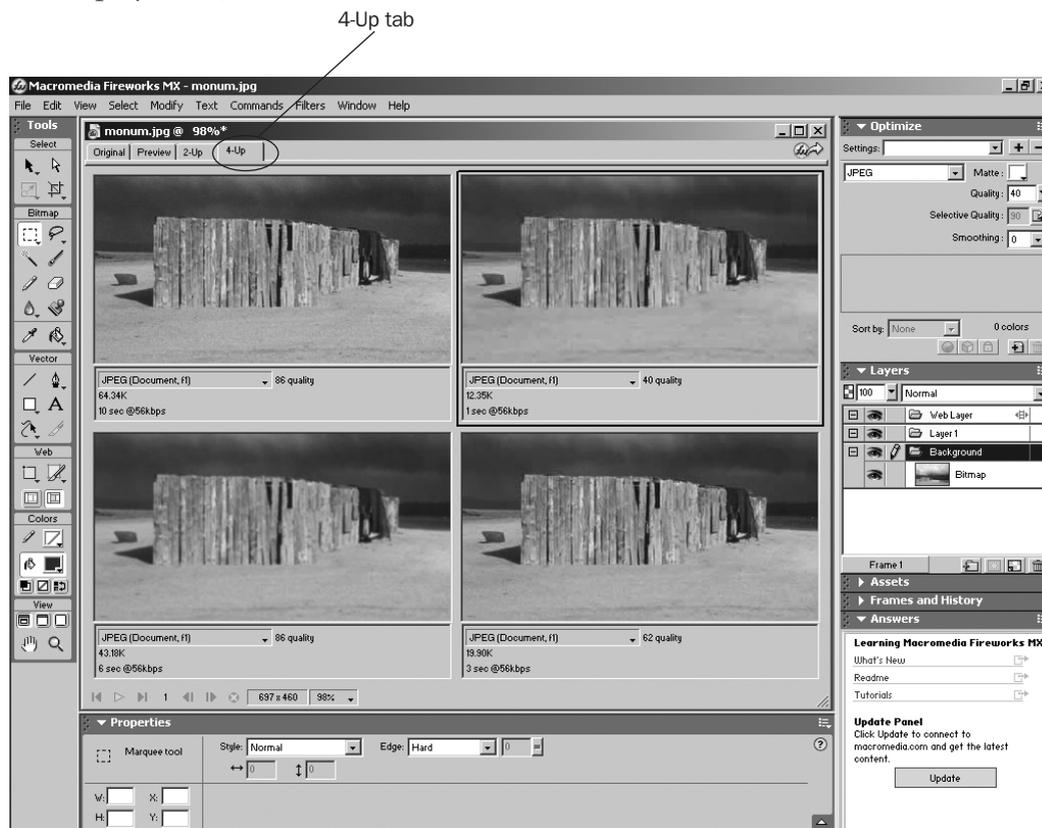


HOW TO OPTIMIZE JPEG IMAGES

JPEG (Joint Photograph Experts Group) is a graphic file format best used for photographs or for images with subtle changes in color, gradations, or lighting. With Macromedia Fireworks MX, you can compare different versions of the same graphic to create the best quality with the smallest file size. Before optimizing, complete the graphic (size, effects, color, and design).

Optimize a JPEG Image

1. Open the completed graphic in Macromedia Fireworks MX.
2. On the Optimize panel, choose **JPEG** from the **Export file format** drop-down menu.
3. Select the **4-Up** tab to compare different versions of the image. Make sure the image is visible in the display area. (If necessary, use the **Hand** tool to drag the image into the middle of the display area.)



4. Use the **Pointer** tool to select each of the three alternate versions of the original image in turn, and try different settings on the Optimize panel to find the smallest file size with the most acceptable quality. On the Optimize panel, increase Smoothing to decrease the file size.
 - On the **Settings** drop-down menu, choose **JPEG - Better Quality** or **JPEG - Smaller File** for preset Quality values.
 - Try other values for the Quality setting.

- To make the file smaller, increase the Smoothing.

As you try different settings, note the file size and download time for each quality level.

5. To export the image version you prefer, click it and choose **File > Export**. Name the file with a .jpg extension.
6. To also save the richest version of the file, choose **File > Save** to save the file as a Macromedia Fireworks PNG file (with a .png extension).

Use a JPEG Mask for Further Optimization (optional)

You can further optimize the size of a graphic by selecting a specific area of the image and changing its quality setting.

1. Click the **Original** tab to return to the (single) original image.
2. Using the **Marquee** tool, outline the point of interest in your image.
3. With the point of interest selected, choose **Select > Select Inverse**. This selects everything *except* the point of interest of the image. A highlight color appears on everything except the point of interest of the image.



4. To make changes only to the region outside the point of interest, choose **Modify > Selective JPEG > Save Selection as JPEG Mask**.
5. On the Optimize panel, you can now make changes to the Selective Quality. Reducing this number retains the image quality of the point of interest, but reduces the quality of the background and thereby reduces the file size. Click the **Preview** tab to see the effect of your changes.