

## File size and Image Formats

**Q: How big should I make pictures for email?** About 400-600 pixels wide and/or high is a good size for email.

**File Names:** Save yourself grief, follow these few guidelines:

**Use short, descriptive names** (e.g., beach\_sunset.jpg).

**Case counts!** "rose.jpg" and "ROSE.JPG" are not the same file on the server, use lower-case for less problems

**No special characters & spaces.** The underscore "\_" and dash "-" are acceptable, but avoid using spaces, punctuation and special characters (i.e., !@#\$%^&\*()[{}|/""'><.,/~` ) in your file names.

### **Photo size for pictures you add to your webpage:**

I would strongly suggest saving your original image and only work on a copy. Save your copy as in **jpg format** when you are done.

When saving your picture as a jpg file, you will be able to specify a "quality". **Usually, 80-95 %** will give you results that you can hardly distinguish from 100% and the **file size will decrease dramatically**. Jpg still is the best format for photos on the web, for **graphics**, usually **"gif"** will give you the better results.

Most pictures can be brought down to 30-50 kb (from 7-40 megabyte!) for 600\*400 pixels without any problem.