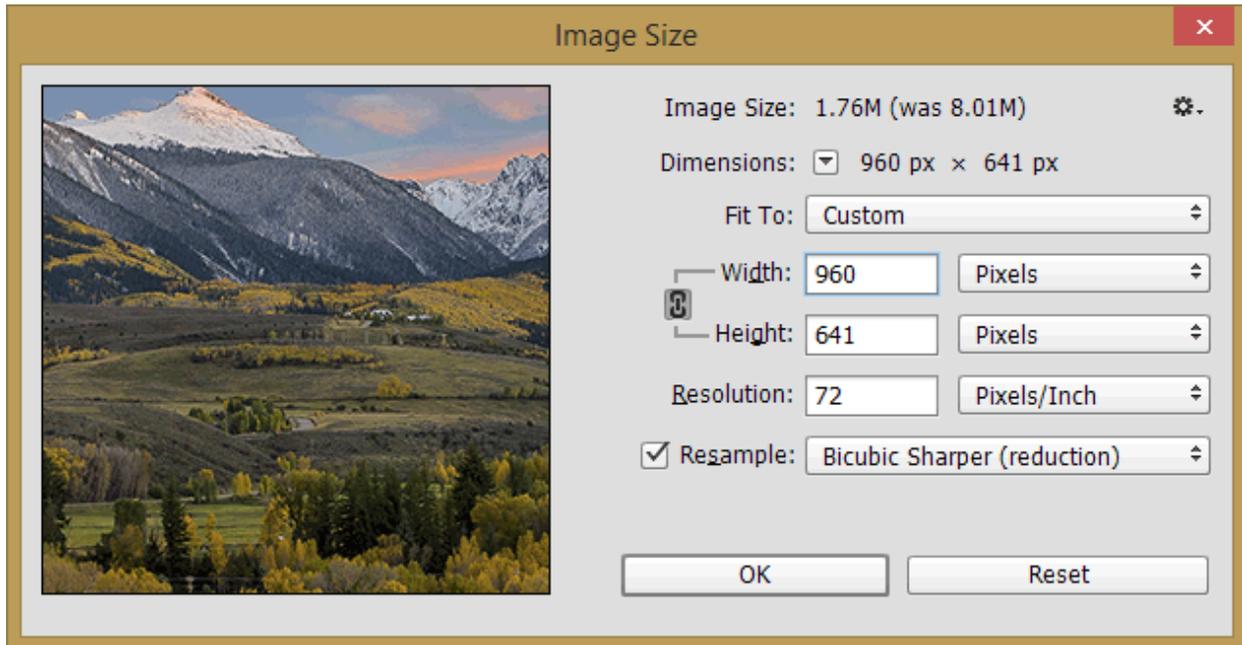


## Resizing Images from Photoshop for Facebook and the Web

When working with images in Photoshop, you can perform resizing either in a separate step through the “Image Size” dialog (CTRL + ALT + I), or you can also resize the image in the “Save for Web” window. I personally prefer to do it through the Image Size dialog, as shown below:

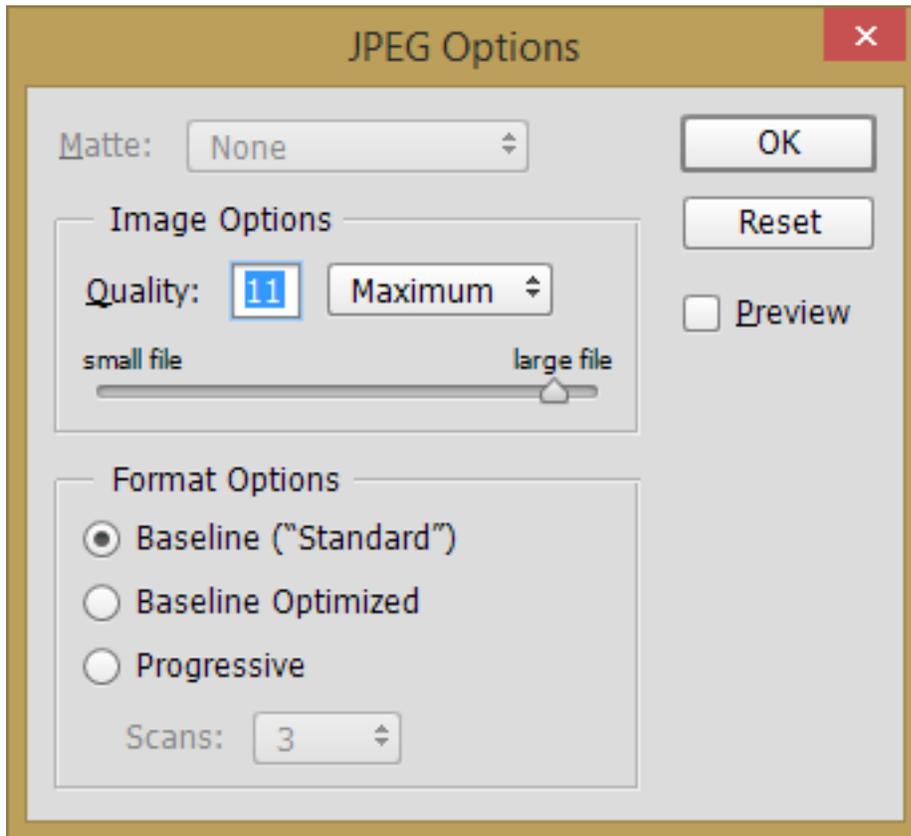


Pick the size you are comfortable with and put it in the Width input area for landscape orientation or Height input area for portrait orientation. For the same landscape shot above, I picked 960 in width and Photoshop automatically computed what the right height should be. Again, resolution does not matter, so you can leave it at its default value. For resampling, my preference is to use “Bicubic Sharper” when reducing image resolution, since it does a good job with the details and I rarely have to worry about sharpening the image.

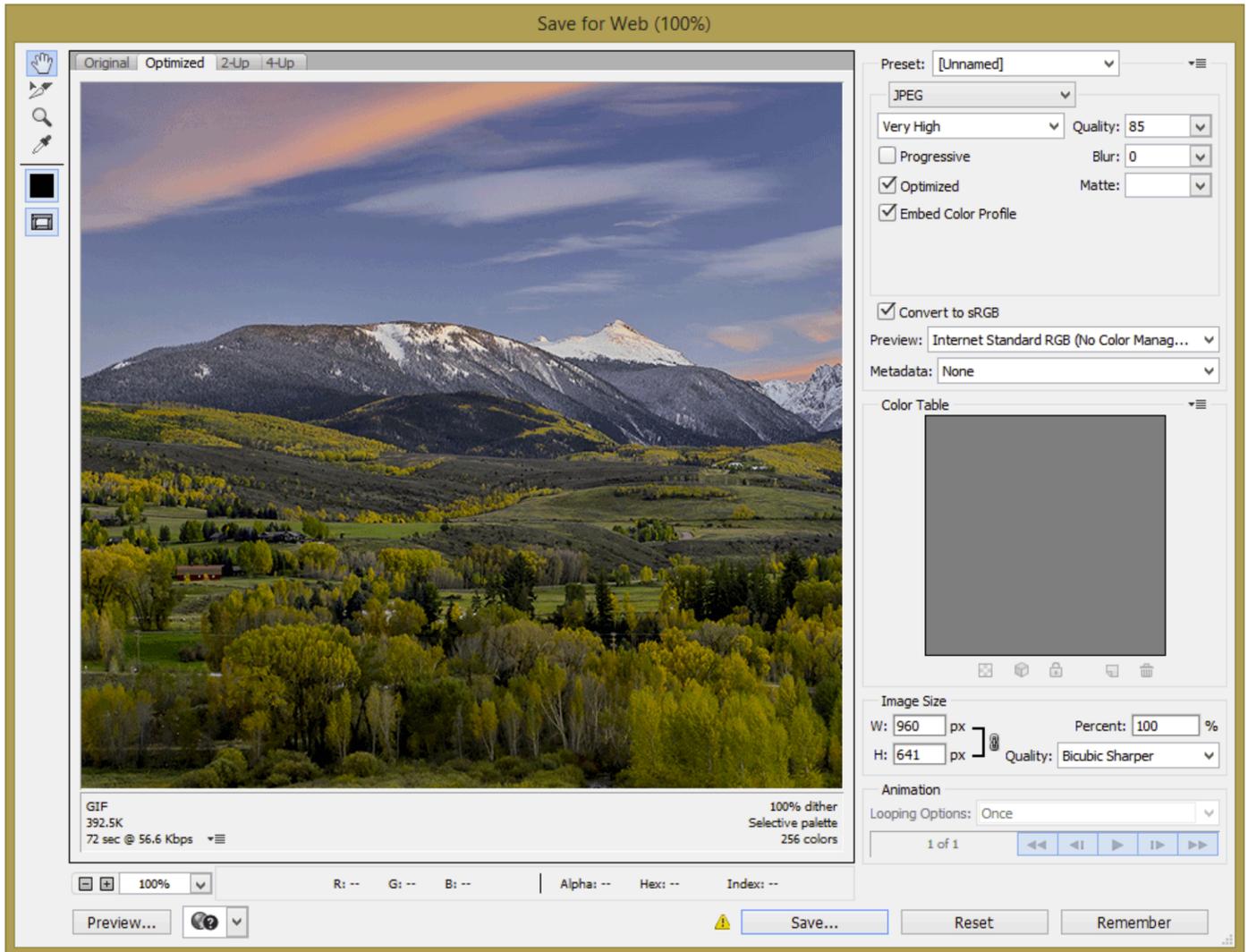
Once you resize the image, you can save it. When the “JPEG Options” dialog box comes up, pick a value between 10 and 12 for the best quality JPEG file, as shown below:

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Once you resize the image, you can save it. When the “JPEG Options” dialog box comes up, pick a value between 10 and 12 for the best quality JPEG file, as shown below:



Another way is to use the “Save for Web” tool in Photoshop, which you can access by pressing ALT + SHIFT + CTRL + S, or by going to “File -> Save for Web...”. In this window, pick the JPEG quality between 85 and 100, make sure to keep “Embed Color Profile” checked and also make sure that “Convert to sRGB” is also checked:



With the “Save for Web” tool, you can skip the process of resizing the image completely – simply put in the desired image size under “Image Size” and pick the resizing algorithm such as “Bicubic Sharper”. Photoshop will resize the image and save it for you in the desired format and quality setting.

#### 4) Summary

Despite Facebook’s recommendation to resize photographs to 720, 960 or 2048 pixel resolution for best image quality, it seems like there is no harm in picking other non-standard resolutions.

As I have shown in the above article, as long as you are not trying to upload a full resolution image higher than 2048 pixels, Facebook will not resize the uploaded image to a smaller resolution – it will only apply compression and strip out the embedded metadata. For showcasing your work, feel free to pick any size you are comfortable with. I personally pick 2048 pixels and that's the same resolution we provide images here at PL, but some people might not be comfortable with providing images at such resolution. Still, keep in mind that devices that people are using to access the Internet are increasing in resolution rapidly, so larger images will certainly look more presentable than tiny ones.

If you are updating your timeline cover photo or your profile image though, I would recommend to extract those in the exact dimension recommended by Facebook to avoid resizing. You can use the crop tools in Lightroom and Photoshop to achieve that...