

# Speed-Up Your Web Site with GIF Optimizer

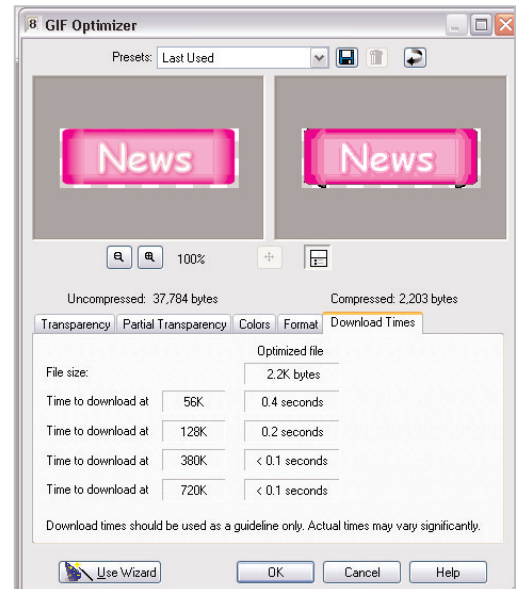
Leave your mark on the Web by creating your own graphics in Paint Shop Pro. Creating a unique look for your navigation will set you apart. But on the Web, beauty is not only skin deep. Your graphics also need to load quickly to keep visitors from losing patience with your site and trying another instead. With Paint Shop Pro, you can get your graphics Web-ready in a few easy steps.

## What you'll need:

- Jasc® Paint Shop™ Pro®
- A graphic that needs to be optimized for the Web (we'll be using the button created in the *Create Web Buttons* tutorial)

## When you complete this tutorial you'll be able to:

- Use Paint Shop Pro's Browser
- Optimize an existing graphic for quick download



**Jasc Software®**

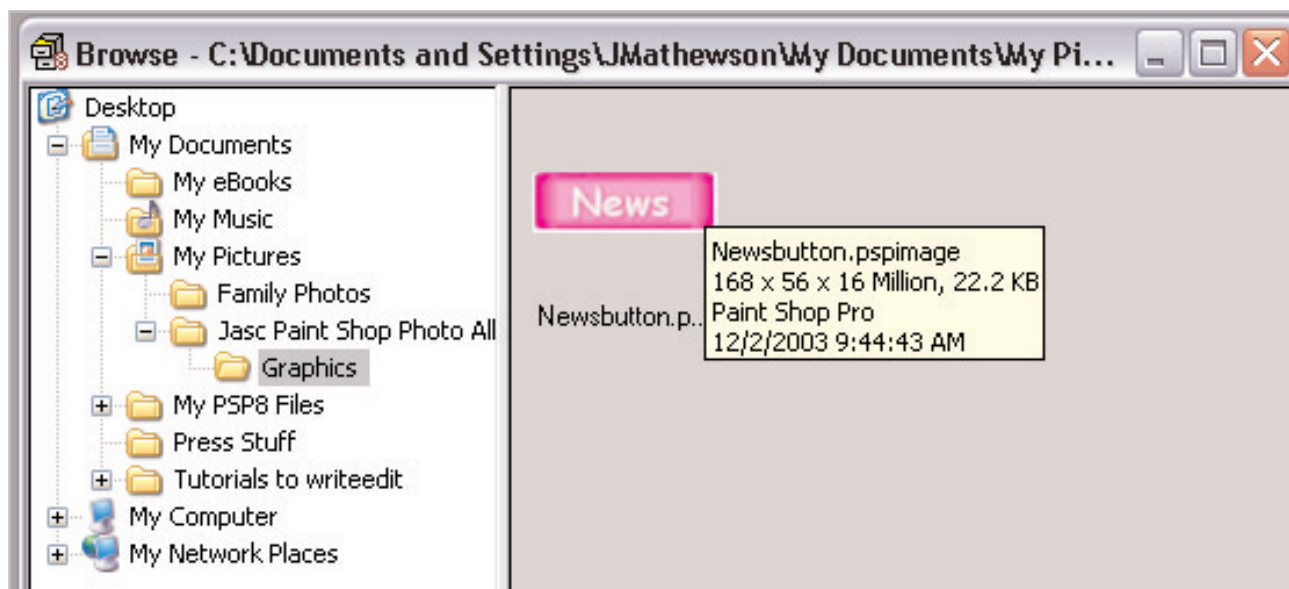
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# Open the Image

1. If Paint Shop Pro 8 isn't already open on your computer choose **Start > Programs > Jasc Software > Jasc Paint Shop Pro** or double click the Paint Shop Pro Icon on your desktop.

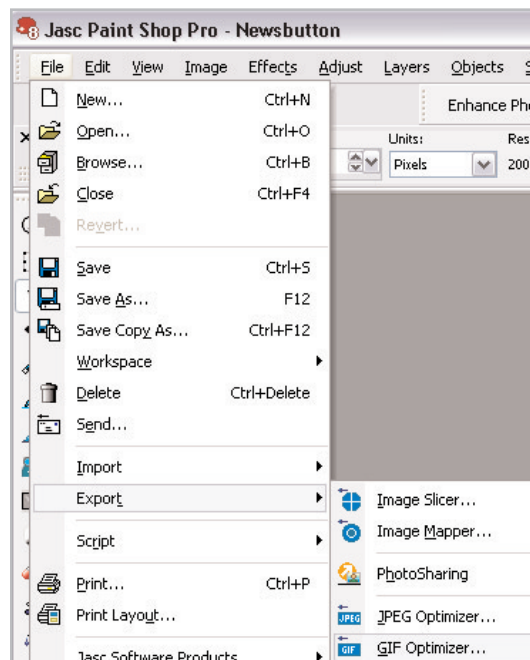


2. Choose **File > Browse**. Use the Image Browser to find the graphic you'd like to optimize and open it. For this tutorial we're going to use the Web button created in the *Create Web Buttons* tutorial.



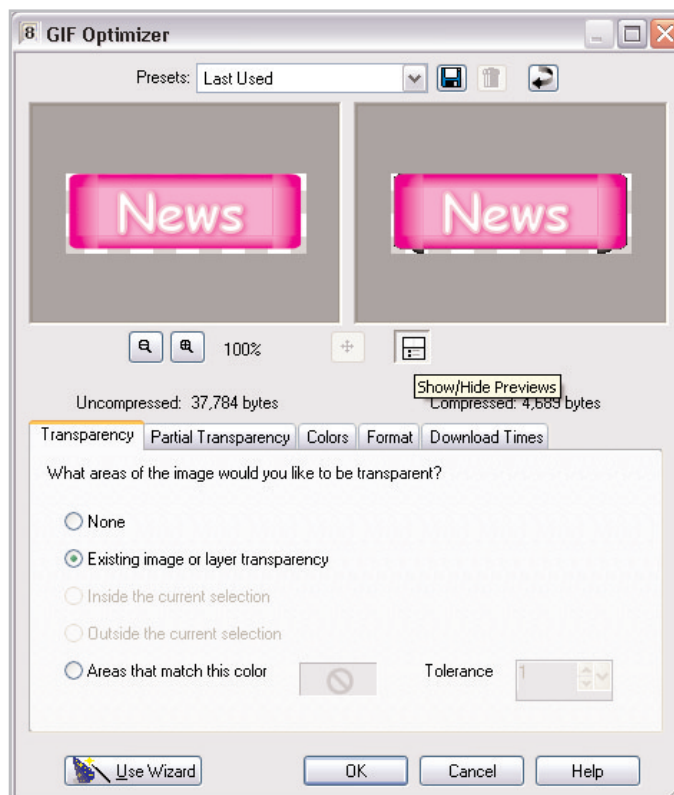
# Open the Image

3. Choose **File > Export > GIF Optimizer**.



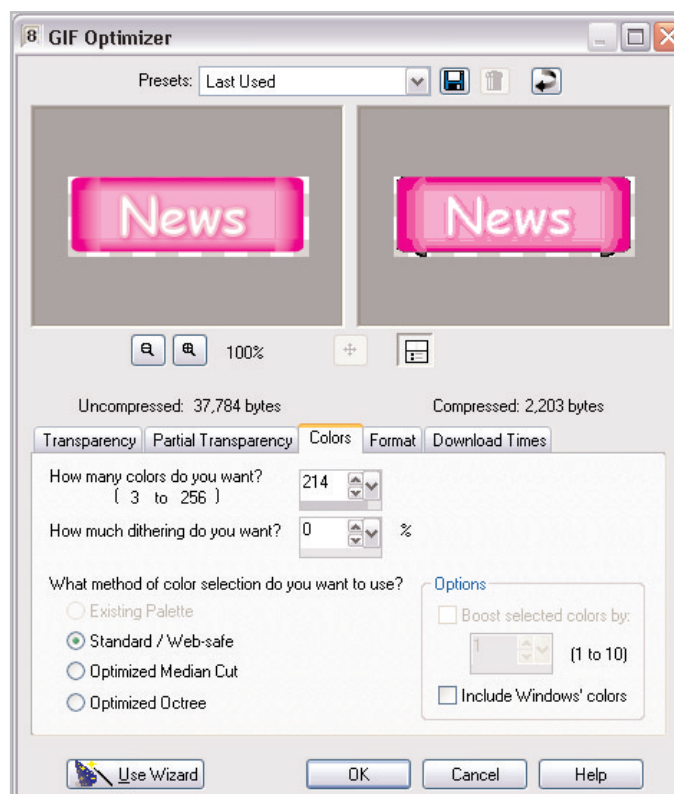
## Set Transparency

4. On the Transparency tab, you can set the transparency of your GIF. You can make portions of your GIF transparent so the background of a Web page shows through. Since our graphic was created with a transparent background, we won't need to set transparency. We'll make sure the **Existing image or layer transparency** circle is marked. If you want to make your background transparent, mark the **Areas that match this color** circle and click the color box. Then you can use the Color dialog to choose the color you want to make transparent.



## Choose Color Display

5. Click the **Colors** tab, here you will choose how many colors you want your GIF to display. We chose 214 because there are only 214 Web-safe colors and adding more colors creates a larger file. We also marked **Standard/Web-safe** because it optimizes for the most browsers. If you know your visitors have more specialized Web clients, you can choose **Optimized Median Cut** or **Optimized Octree** (default).



## Format the File

7. Click the **Format** tab. Here you can choose either Interlaced or non-Interlaced GIF formats. Web browsers load Interlaced GIFs gradually. We chose non-Interlaced GIFs because we want our graphics to load the standard way.



## Check Download Time

8. To check how quickly your file will download, click the **Download Times** tab. You will see that even on a 56K connection, your file will load quickly and look beautiful. Click **OK** to finalize the changes in the dialog. In the Save As dialog give your optimized GIF a new name and click **OK**.



## Next Steps:

Now that you've learned how easy it is to use paint Shop Pro's GIF optimizer you can slim down all your graphics so they download quickly and easily.

