

Picassa Resizing for use in the e-c Editor

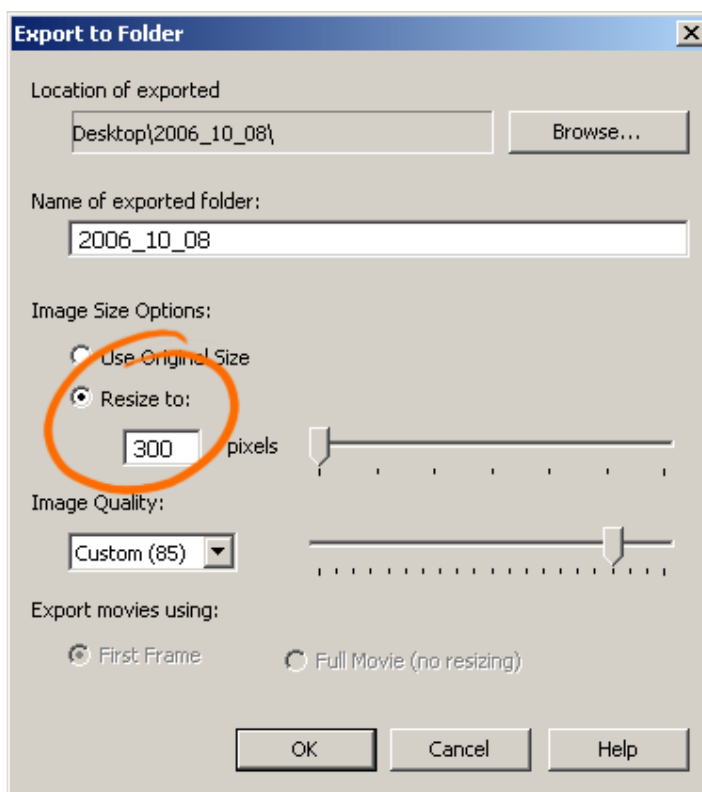
Picassa is FREE software that helps you find, edit and share all the pictures on your PC.

The first thing to do is download and install Picassa!
you'll find it at <http://picasa.google.com/>

Now, create a folder on your computer where you will save images for your website/s...
lets call it **webimages**.

The resizing feature of Picassa can be a little tricky to track down as it is only available
when you select "**File/Export Picture to Folder**" from the menubar at the top.

At that point this popup appears...



Click the "**Browse**" button and locate your **webimages** folder.

Note: if you export an image into a folder that already has an image of that name within,
a new version of the image will be saved – the existing image will not be overwritten.

It seems pretty simple, just add the size you want the image to be resized to – but wait –
it doesn't specify whether you want the height or the width to be set to the new size!
Picassa always resizes the "**longest**" side of the image, reducing the smaller side
automatically as to keep the aspect ratio.

This makes it tricky when you have several images... some in landscape format, some in
portrait format and you want them all to be reduced to the same width.
The image resize feature works fine for all the images of landscape format, as their width
is their longest measurement... but for the portrait format images you'll need to do a little
maths – it's pretty simple though, don't worry...

Picassa Resizing - for "portrait" format images

When dealing with images for the web **All** image sizes are in **pixels**.

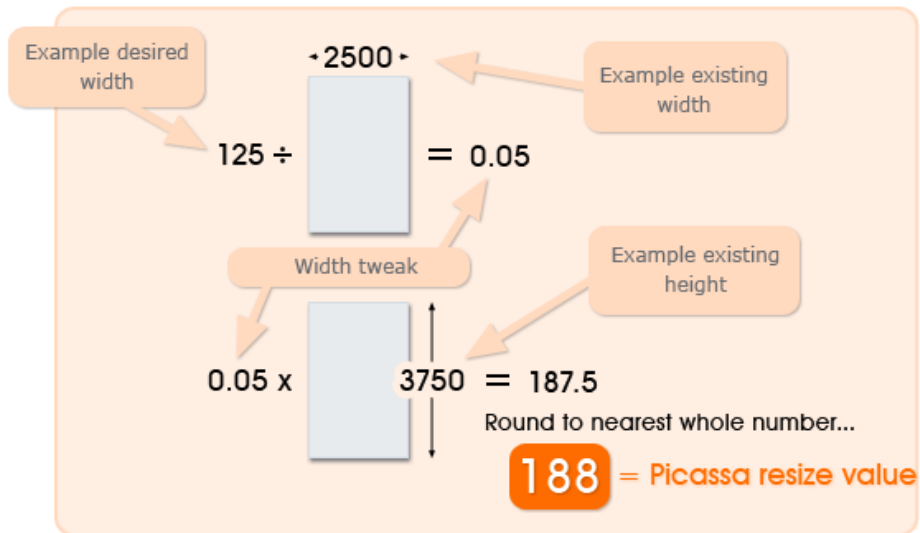
$$\text{Desired Width} \div \begin{array}{c} \leftarrow X \rightarrow \\ \text{Image} \end{array} = \text{Width Tweak}$$

Desired Width divided by Existing Width (x) equals Width Tweak

$$\text{Width Tweak} \times \begin{array}{c} \text{Image} \\ \uparrow Y \downarrow \end{array} = \text{Picassa Resize Value}$$

Width Tweak multiplied by Existing Height (y) equals Picassa Resize Value

Example...



The "**Picassa Resize Value**" is then entered into the "**Resize to:**" field in the popup shown above.

The above formula can be tweaked to let you end up with any desired size for your images width as needed... just replace the "125" in the formula with your desired width.

Note: The "**Image Quality:**" field can also be tweaked... the lower the image quality the smaller the filesize - you want to find a happy medium where the quality is not noticeably effected too much. "Normal" setting is a good balance of filesize reduction and image quality. But feel free to adjust to suit.