

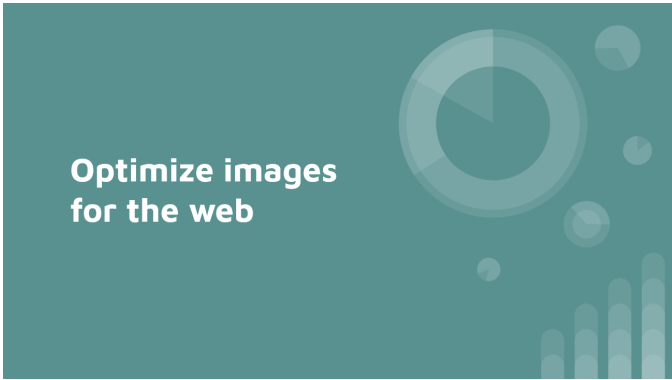
Storyboard

How to optimize images for the web

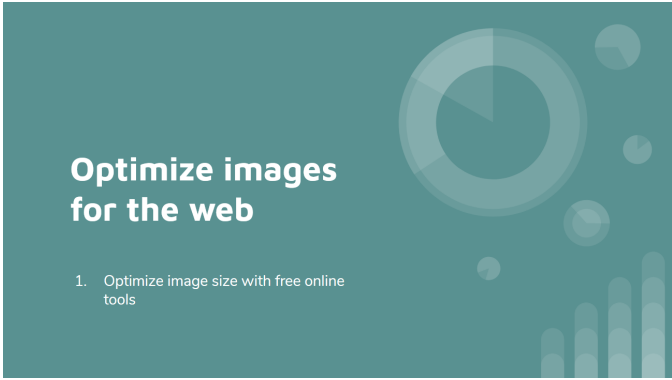
Overview

1. **Instructional Goal:** Show an easy way how to optimize file size of images for the web
2. **Learning Objectives:**
 - a. Use an online tool for image optimization
 - b. Compress images with compressjpeg.com
 - c. Adjust compression setting and image quality
 - d. Download the compressed files
3. **Learner Analysis:**
 - a. **everyone**
4. **Visuals/Media Types:** (all media is, unless specified otherwise, licensed under [CC BY](https://creativecommons.org/licenses/by/4.0/))
 - a. Screencast: <http://youtu.be/LTie8EdGvtU?hd=1>
 - b. Storyboard:
https://docs.google.com/document/d/1vHFCLLk6DbedX0hniC7r7jo92_gl4QcrFTo9tELsSv8/edit?usp=sharing
 - c. Image: Photo by [Divyadarshi Acharya](#) on [Unsplash](#) (free unsplash license)
5. **Time:** 03:01

Instructional Design Storyboard

Section 1: Optimize images for the web		
1		VO Script
Storyboard	Show an easy way how to optimize images for the web	
Visuals		Hello and welcome to the video series `how to optimize images` for the web. In the first part of the series I'm going to show you how to optimize the image

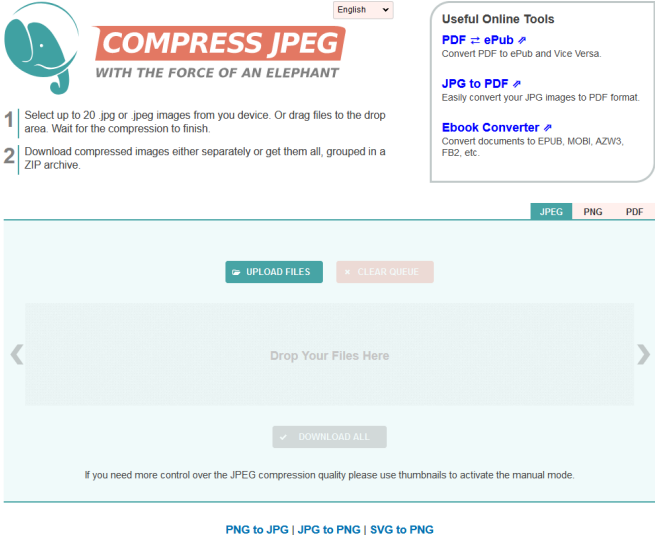
Section 2: Optimize file size for the web

2		VO Script
Storyboard	Optimize image file size with free online tools	
Visuals		size with free online tools. There are but in this video I'm going to show you my preferred way of doing it.

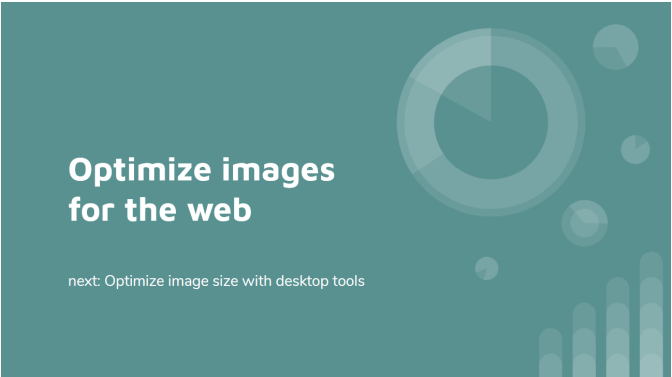
Section 3: Tools I use to compress images for the web		
2		VO Script
Storyboard	Tools I use to compress images for the web	

Visuals		I like using compresspng.com and compressjpeg.com. In my opinion it's one of the easiest tool to use and really simple. Now I'm going to show you how to do it.

Section 4: Compress.jpeg		
2		VO Script
Storyboard	Learn step by step how to use Compress.jpeg	

Visuals		Just go on the site compressjpeg.com, then select the image you want to optimize and drag and drop it in the upload field. Then you can see it's already uploading. You can compress JPEGs and PNG. in this case I'm doing a jpeg. As you can see it's uploading. It might take some time, but once it's done uploading it will auto compress the file. Later on you will have the option to modify the quality settings. We are almost done so let's see the result, you see it's still compressing. You can see it compressed the file size and reduced it by 46%. If you hover over the image you can see you have some settings and you can adjust the quality settings according to your needs. You have the drawbar here as you can see. it will get a little bit more pixelated, but it can tremendously reduce the file size and you don't almost notice any difference. I like this result and then I just hit the apply button. It's compressing again and you see the file size was reduced by 83%, that's really neat. Then you hit the download button, you click on save and it automatically saves the file (in this case I used a free image from unsplash) with the appendix `min`, so you can easily detect it in your download folder which file is the minimized one.
Image License	Photo by Divyadarshi Acharya on Unsplash	

Section 5: Preview on next part		
2		VO Script
Storyboard	Preview on next part	

Visuals		And that's it. I hope you liked this video! In the next video of the episode we will talk about how to optimize the image size with desktop tools. I hope you liked the video and see you in the next one. Bye.
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