

Image **optimization**

Samples & Comparisons



Brent Bergherm
Photography

Image Optimization Samples & Comparisons

Setup Specifications:

All photos were exported from Lightroom as TIFF images with 1,200 pixels on the long edge.

Photoshop “Save For Web” function was used for each individual image.

The settings for each is as follows:

A: JPG Very High, Quality 80

B: JPG Medium Quality 50

C: JPG Low, Quality 10

D: PNG-8 Colors 256

E: PNG-24

F: GIF Colors 256

Aa: Make it B&W

Ab: Ads Selective Blurring



North Head Lighthouse, Cape Disappointment State Park

1200 px long edge



A: JPG Very High, Quality 80

File Size: 250KB



B: JPG Medium Quality 50

File Size: 107KB



C: JPG Low, Quality 10

File Size: 40KB



D: PNG-8 Colors 256

File Size: 320KB



E: PNG-24

File Size: 1.1MB



F: GIF Colors 256

File Size: 436KB



Aa: Make it B&W

File Size: 189KB



Ab: Ads Selective Blurring

File Size: 227KB



Pigeons in Flight, Krakow, Poland

1200 px long edge



A: JPG Very High, Quality 80

File Size: 296KB



E: PNG-24

File Size: 740KB



B: JPG Medium Quality 50

File Size: 119KB



F: GIF Colors 256

File Size: 783KB



C: JPG Low, Quality 10

File Size: 31KB



D: PNG-8 Colors 256

File Size: 687KB



Ab: Ads Selective Blurring

File Size: 246KB



Steptoe Butte Lupines, Bright vs. Dark Compared

1200 px long edge



A: JPG Very High, Quality 80

File Size: 326KB



B: JPG Medium Quality 50

File Size: 145KB



D: PNG-8 Colors 256

File Size: 403KB



E: PNG-24

File Size: 1.4MB



A: JPG Very High, Quality 80

File Size: 310KB



B: JPG Medium Quality 50

File Size: 138KB



D: PNG-8 Colors 256

File Size: 400KB



E: PNG-24

File Size: 1.3MB



Personal Avatar, SVG compared to...

300 px long edge



SVG

File Size: 39KB



D: PNG-8 Colors 256

File Size: 16KB



B: JPG Medium Quality 50

File Size: 15KB



Da: PNG-8 Colors 16

File Size: 8KB



C: JPG Low Quality 10

File Size: 8KB



Db: PNG-8 Colors 6

File Size: 6KB



E: PNG-24

File Size: 50KB



F: GIF Colors 256

File Size: 19KB



Multiple Styles of Images Compared

1,200 px long edge



A: JPG Very High, Quality 80

250KB

152KB

718KB

Aa: Make it B&W

189KB

124KB

475KB

Ab: Ads Selective Blurring

227KB

130KB

672KB



A: JPG Very High, Quality 80

278KB

306KB

296KB

Aa: Make it B&W

216KB

205KB

Ab: Ads Selective Blurring

266KB

274KB

246KB

