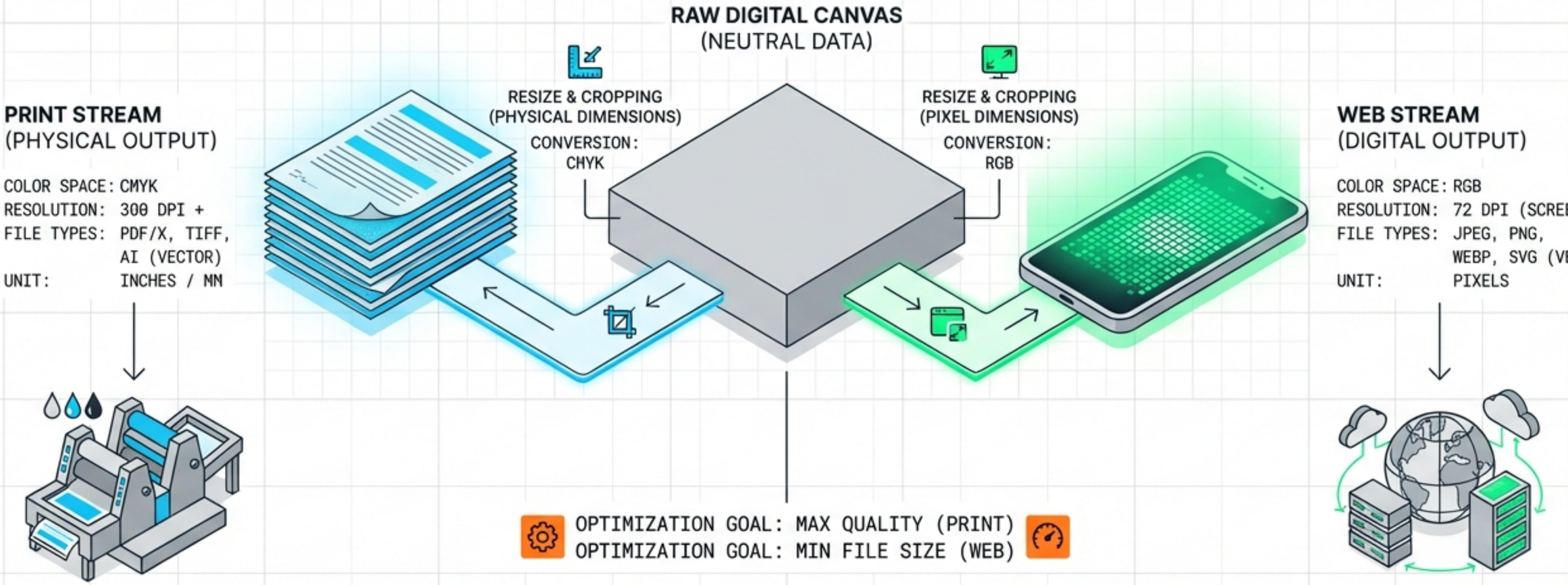
Finalizing the Design: Production, Optimization, & File Types

A professional workflow guide for resizing, cropping, and exporting for Print vs. Web.



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The Four-File Strategy

To ensure file safety and correct output,
we will generate four specific assets:

HIGH FIDELITY / PRINT



The Archive (HQ PSD)

Editable Master



The Heavyweight (TIFF)

Uncompressed Print

OPTIMIZED / WEB



The Safety Net (LQ PSD)

Working Copy



The Lightweight (JPEG)

Compressed Web

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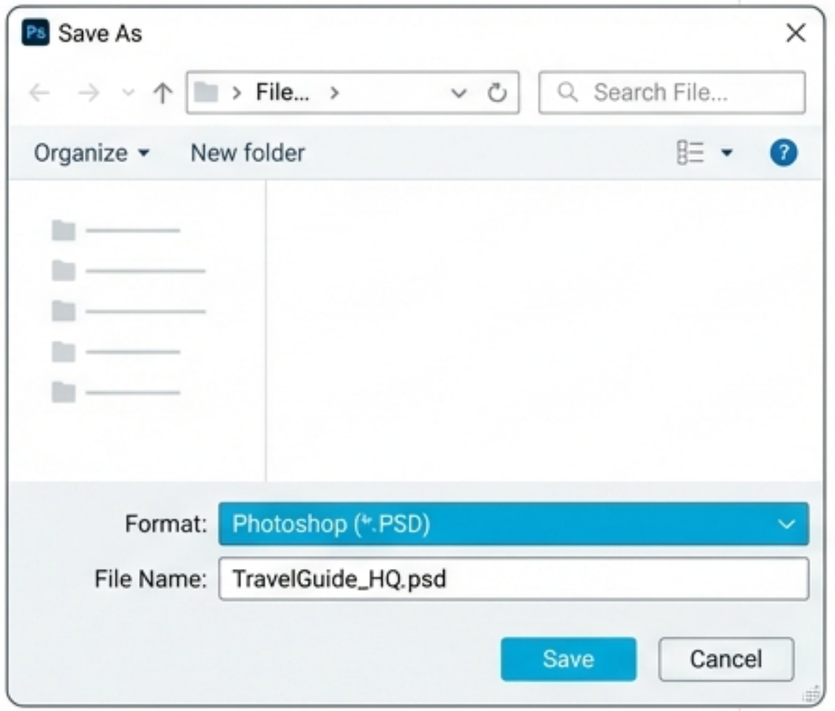
STEP 1 OF 5: THE MASTER ARCHIVE

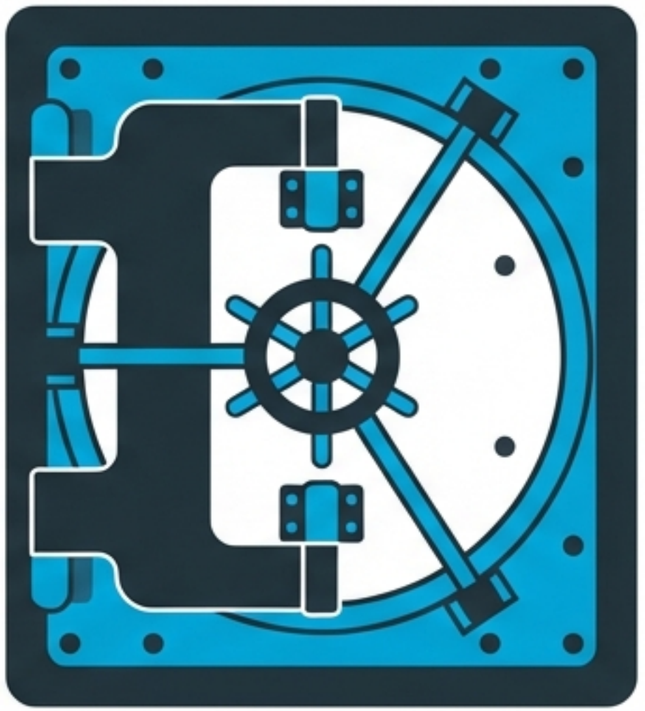
Securing the Editable Master

This is the “Editable Photo File.” It creates a permanent record of the full design (Front and Back covers) with all layers intact.

Action:
`File > Save As > PSD`

Naming:
`Append ‘_HQ’ to filename`





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STEP 2 OF 5: THE PRINT CANDIDATE (THEORY)

Understanding the TIFF

Definition:
A high-quality image file that
that utilizes “Little to No Compression.”

Use Case:
Use Case: Strictly for professional printing. Unsuitable for online use due to massive file size.

Lossless Data



100% Data Retention



Heavy File Size

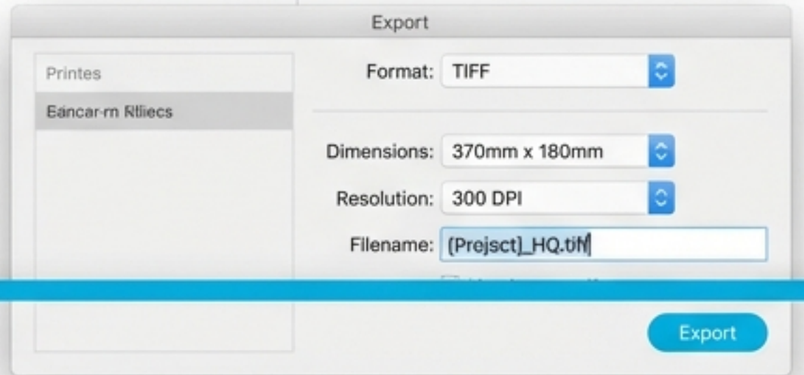
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STEP 2 OF 5: EXPORTING FOR PRINT (ACTION)

Outputting the Master Print File

Action:
`File > Export As > TIFF`

Ensure filename includes "_HQ" to match the source PSD.



FORMAT: TIFF
CONTENT: Full Spread (Front & Back)
DIMENSIONS: 370mm x 180mm
RESOLUTION: 300 DPI

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STEP 3 OF 5: THE SAFETY NET

The Critical Fork in the Road



Do not proceed to cropping without this step.

Action: `File > Save As > PSD (Rename: '_LQ')`

Reasoning: We are about to perform destructive edits. If mistakes happen, the original HQ work must remain safe.



Pro-Tip: Wait for the save bar to disappear completely before continuing. Closing early results in total work loss.

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STEP 4 OF 5: WEB PREPARATION (CROPPING)

Isolating the Digital Asset

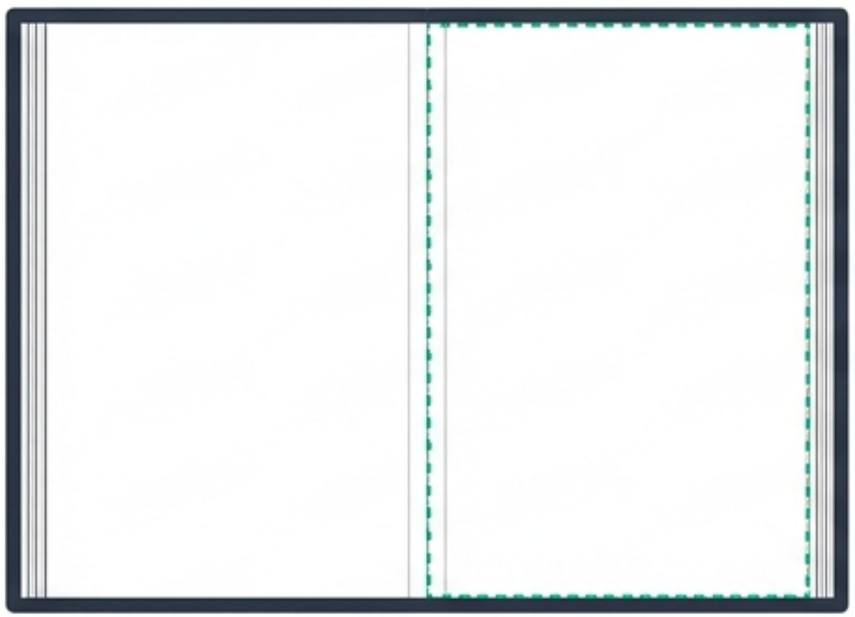
Context:

The web version requires only the Front Cover, not the full spread.

Sequence:

1. Select **Rectangle Marquee Tool**.
2. Select over **Front Cover** using guides.
3. Go to **Image > Crop**.

Before



After



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STEP 4 OF 5: WEB PREPARATION (RESIZING)

Optimization & Resolution

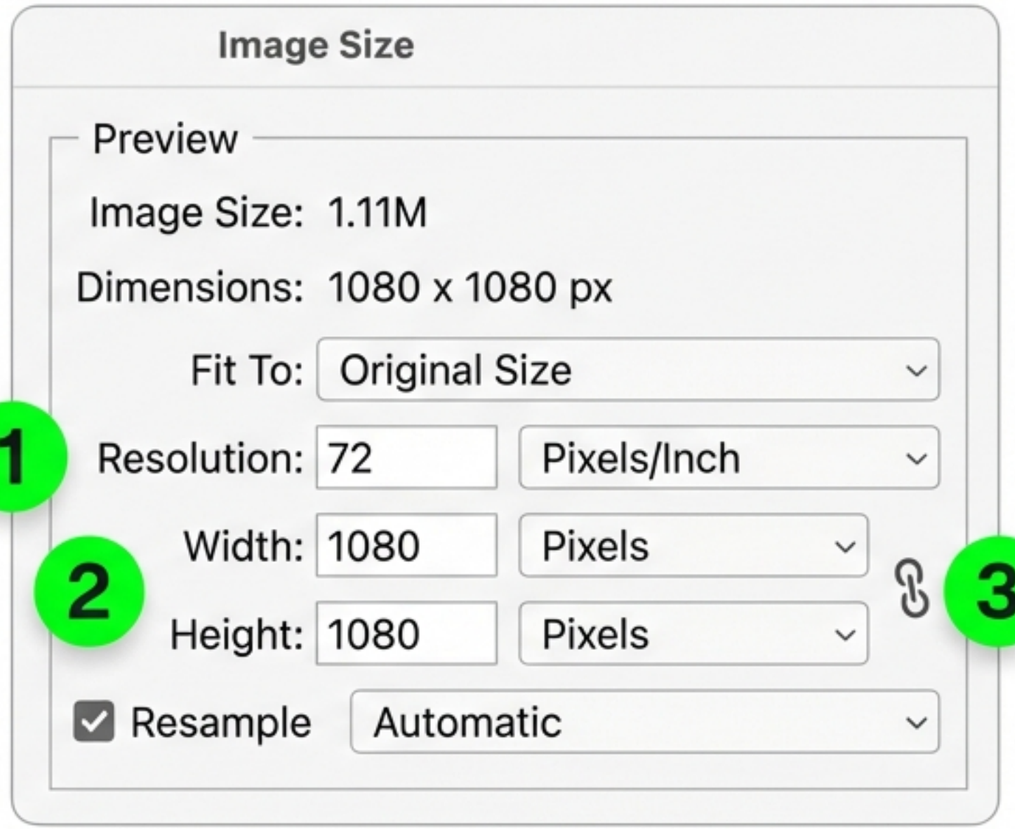
Action:

`Image > Image Size`

The Protocol (Order Matters):

1. Set Resolution FIRST: 72 DPI.
2. Set Units: Pixels.
3. Set Dimensions: 1080px x 1080px.

Note: Unlink the aspect ratio chain if numbers do not match automatically.



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STEP 5 OF 5: THE WEB CANDIDATE (THEORY)

Understanding the JPEG

Definition:
A heavily compressed image file designed for speed.

Key Characteristics:
- Lossy: “Bits” of data are removed.
- Small File Size: Essential for fast loading.

Compression



Compressed Data



Lightweight File Size

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STEP 5 OF 5: EXPORTING FOR WEB (ACTION)

Outputting the Web Asset



Action:
`File > Export As > JPEG`

Naming: Ensure filename matches project (e.g., `LowQuality_Guide`).

FORMAT:
JPEG

CONTENT:
Front Cover Only

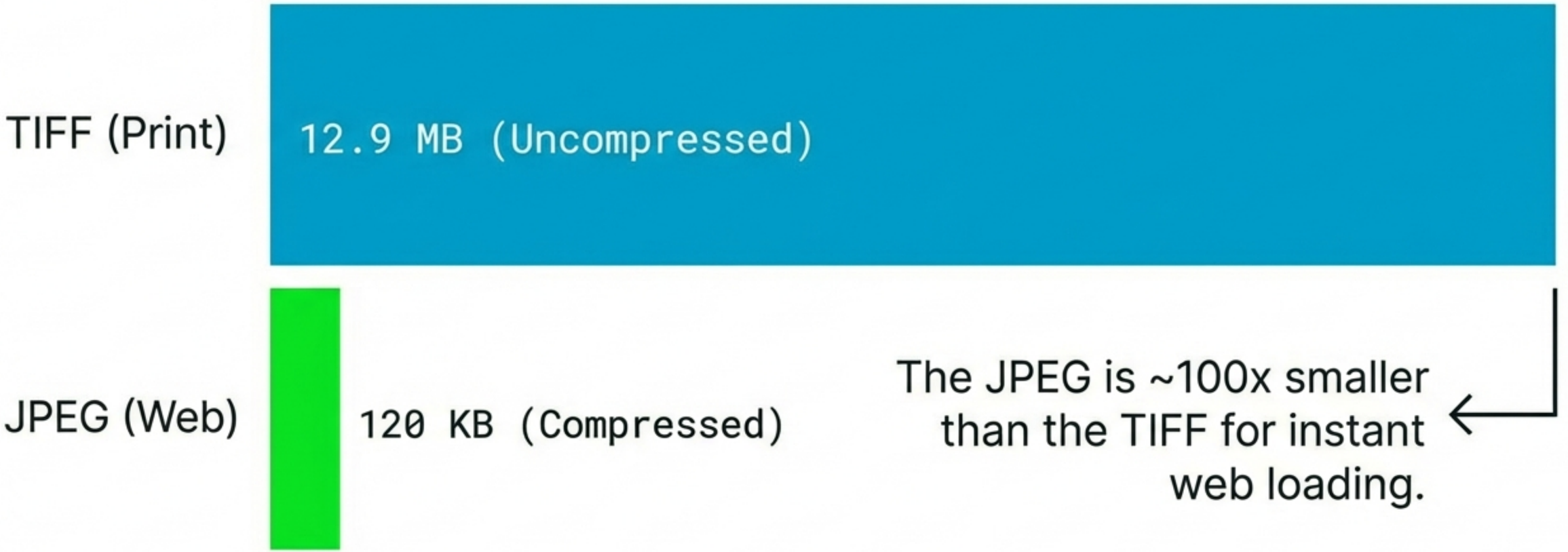
DIMENSIONS:
1080px x 1080px

RESOLUTION:
72 DPI

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The Tale of Two Files

Why correct file selection matters.



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Final Verification Checklist

- [x] **Archive:** Is the ‘_HQ’ PSD saved safely?
- [x] **Print:** Is the TIFF 370mm x 180mm at 300 DPI?
- [x] **Safety:** Is the ‘_LQ’ PSD saved separately?
- [x] **Web:** Is the JPEG 1080px x 1080px at 72 DPI?

*We use the TIFF **for the printer because it keeps every** bit of data. We use the JPEG online for speed.*

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