

# Dynamic Media & Dynamic Media Classic

Rich Media Strategy - Image Preset Guide

Your experience inventory is complete and you've met with stakeholders to form a rich media strategy that fits your needs and brand guidelines. Great job. What's next?

Now that you've gathered the information, it's time to create your rich media presets to optimize for speed, quality or both.

Goals:

- Create preset(s) for each experience
- Adjust presets to meet experience goals
  - Quality
  - Size
  - Sharpness
  - Load speed
- Test and refine presets

**Pro Tips:**

- For best results, sharpening can be adjusted for each product group
- Presets can be mixed as required to cover all experience types
- Consider identifying and applying presets to quadrants
- Always test new experiences using presets before going live
- Example presets are meant to be starting points

## Example Image Presets

### Optimized for Quality

SMALL

**Image File Format**

JPEG

**PixelCount**

400 pixels longest dimension

**UnsharpMaskSharpening**

1,0.5,10,0

**CompressionQuality**

70

MEDIUM

**Image File Format**

JPEG

**PixelCount**

800 pixels longest dimension

**UnsharpMaskSharpening**

0.8,1,10,0

**CompressionQuality**

80

LARGE

**Image File Format**

JPEG

**PixelCount**

1600 pixels longest dimension

**UnsharpMaskSharpening**

0.5,2,10,0

**CompressionQuality**

90

## Example Image Presets

### Optimized for Speed

#### SMALL

**Image File Format**

JPEG

**Pixel Count**

400 pixels longest dimension

**Unsharp Mask Sharpening**

1.0,0.5,10,0

**Compression Quality**

60

#### MEDIUM

**Image File Format**

JPEG

**Pixel Count**

800 pixels longest dimension

**Unsharp Mask Sharpening**

0.8,1,10,0

**Compression Quality**

70

#### LARGE

**Image File Format**

JPEG

**Pixel Count**

1600 pixels longest dimension

**Unsharp Mask Sharpening**

0.5,2,10,0

**Compression Quality**

80

## About Adobe Experience Manager

Adobe Experience Manager allows marketers and developers to create, manage, and deliver customer-facing digital experiences across every channel—web, mobile, social, video, in-store, and IoT. The solution spans digital experience management including web and mobile, digital asset management, social communities, and forms and documents. Adobe Experience Manager integrates with other Adobe solutions, allowing businesses to use data insights to deliver targeted content to identified segments and transform content into engaging, personalized experiences—optimizing customer engagement and lead generation and accelerating revenue.

## For more information

[www.adobe.com/go/aem](http://www.adobe.com/go/aem)



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