



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

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

PixelCount

400 pixels longest dimension

Unsharp MaskSharpening

1.0,0.5,10,0

Compression Quality

60

MEDIUM

Image File Format

JPEG

PixelCount

800 pixels longest dimension

Unsharp MaskSharpening

0.8,1,10,0

Compression Quality

70

LARGE

Image File Format

JPEG

PixelCount

1600 pixels longest dimension

Unsharp MaskSharpening

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



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