

Cobourg Internet

Newsletter to Customers

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Colour

Most people look at their monitor and see it's in colour and assume that everyone sees it the same way. Not true at all. Colour is a complex thing in the computer world. Colours can be different depending on:

- Which monitor - brand, quality etc
- How it's adjusted or calibrated
- The angle you look at it
- Place on the screen you look at it.

When you compare the screen colour to the original or to what a printer produces or what a professional print shop produces there are more changes. In addition, the same monitor or printer can view different files differently. If you open a photo in the native Windows (or Mac) viewer, it might look different to what it looks like in PhotoShop or Irfanview. Not only can colours be different but sharpness can vary.

To most people, the changes are subtle and not worth worrying about. But if your marketing brochures use a particular colour, you want it to look the same on your web site. All I can do is to make sure that colours are the same when viewed on an accurate monitor (which I have). To get an accurate monitor you need to spend a bit of money to get better hardware plus you need to calibrate it. There's more on this here: www.cobourginternet.com/image_software.htm But note that printed material can have colours that are not viewable on the web although you are unlikely to notice this. It's all about gamut and beyond the scope of this discussion. But next time you see your web site on someone else's computer, don't be surprised if it looks different!

Photo Gallery

If you want photos on your site, there are two ways I handle photos. Individual photos can have an "enlarge" feature - each photo has to be sized - a small one for the page plus a larger one for the "blown up" version. Then some code is added to each photo - it works well and look cool. The work required is proportional to the number of photos. Here's a site using this method www.probuswear.com/products.htm

The second method is a gallery where as many photos as you want are available in both small and large versions. You can scroll through them and navigate easily. Each photo can have a title and/or a caption. This suits collections of photos or even several collections of photos like this site: www.aweldingshop.ca/gallery_index.htm. Once the album is set up, the work to do many photos is not very much so this suits large quantities of photos. Additional photos can be added later if desired.

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