Photoshop Web Graphics

Basic Process To Create a Graphic
1) File > New
2) Name it something that you will recognize next year. Consider client name, job number, date, as parts of it.
3) Web designers often work in **pixel sizes**, so get used to 72 pixels generally equals one inch on a computer screen. 144 px=2", 18px=1/4", 108px=1.5" and so on.
4) Resolution = **72px/inch** for web work
5) Color Mode = **RGB** most often
6) Background = **Transparent** when you don't want it to look like a square on the web page.

 = **White** when you don't care 'cause you can repaint it later, or when you want it to match a white page background.

 = **Background Color** when you are creating several graphics and have selected a particular color. It shows * in the color selector on the toolbar (left side?)

Photoshop Terminology
Mode   bitmap, grayscale, indexed, rgb, cmyk
 We use Index to reduce the number of colors.
 We use RGB for most editing.

Save For Web   Remember to **Save As RGB** or **GIF** or **PNG** for web pages or to use **File > Save For Web**
 Usually save as JPG for *photos*, or images with *gradients*
 Usually save as GIF for *illustrations* with areas of a few solid colors

Indexing Options Which colors do we want to save?

Exact	If the image has 256 already
System Win	256 uniformly distributed
System Mac	256 uniformly distributed
Web	216 common to Win/Mac
Uniform	256 uniformly distributed
(Local picks colors from the image.)	
Perceptual	Creates a custom color table by giving priority to colors for which the *human eye* has greater sensitivity.
Selective	Like Perceptual, but biased toward *web-safe* colors.
Adaptive	Picks *most used* 256 from the original image (If you select a key area first, the colors in that area will be given preference!)
Custom	Uses color table dialog box. You pick each color.

Braukmann. 11/1/11

Cropping an Image
Since web pages do not have room for large pictures with lots of details, it is often desirable to close-crop images. Figure out what is most important in the image and eliminate the rest.

Way 1: Use the cropping tool ( ) and drag a marquee around the desired area. If you get it wrong, press the escape button and try it again. Then double-click in the middle of the selected area and the rest of the image will be cropped. Then see "*Adjusting Image Size for Web*" below.

Way 2: Using the Option Bar, (Not at top? Select Window > Options) : set the desired *height* and *width* and *resolution* in the options bar at the top. Caution, this can result in low-quality images if the selected area doesn't have enough pixels. (For instance, on the web you need a clean 72 pixels per inch. And PS won't tell you ahead of time if there are not enough pixels. It will simply invent extra ones if it needs them, and the image will look bad. *Therefore, Way 1 may be the best way to use until you get confident with PhotoShop*.

Adjusting Image Size for Web
1) Open the image
2) Use Image > Image Size
3) Uncheck "Resample Image." Constrain proportions.
4) Set the resolution to 72 pixels per inch
5) Check "Resample Image"
6) Set the width or height to needed size

Matching Needed Height and Width with Minimum Cropping
1-5) Perform steps 1-5 above
6) Try either the height or width and check the other dimension. Choose the option that leaves the other dimension just a little large.
7) Click Ok
8) Use Image > Canvas Size
9) In the anchor icons, click on the general area you want to keep in the image (usually center).
10) Set the remaining dimension (the one not done in step 6).   11) Click OK

Creating **Buttons with Photoshop**
It is always a good idea to use guidelines before you start to drag shapes. Guidelines can be moved around easily in Photoshop. Shapes cannot.

Simple Text On a Rectangle Button
Designers use Photoshop layers for editing parts of images, and often make a new layer for each new part of a graphic. However, it is not necessary to create a new layer if you are just using text. Photoshop always creates a new layer when you choose the test tool.

Consider tightening the tracking for large fonts (50pt needs –200 tracking)
1. Create a new file with an image or simply a background color. (Consider transparent for buttons that float above the background.)
2. Set the foreground color to ? (black?). Click the Type tool ("T").
3. Click the image and type your text.
4. Click the text and set the font, size and color, justification, etc. in the Options bar.
5. Adjust the text location with the Move tool. (The arrow keys work well for this.)
6. Click File > Save for Web and create a gif.
7. Save as a gif or go to ImageReady to add the map.

A Typical 3D Button: embossed, etc.
1. Create text as you did above.
2. Create an extra layer and place it behind the text layer. Use the selection marquee to create a box the shape of the button. (Snap to guidelines helps here.) Fill the area with color (The paint bucket works well for this.) If necessary, move a layer behind the text layer by dragging it in the Layers Palette.
3. Select the layer in the Layers palette and use Layer > Layer Style > Bevel and Emboss. (or use the little f icon in the bottom of the layers palette.) Adjust the properties while watching the changes until you are satisfied. Jot down the values so that you can make your other buttons look similar! Color Overlay changes the main color. Drop shadow and emboss are always popular.
4. Select the text layer and do the same thing if you desire.   5. Save as a gif.

Advice for Text on Buttons
• Use a font that has **thick** lines, or a **bold version** of a font. Text will be easier to see on the button and the layer effects will have room to work.
• Keep a good **contrast** between the text and the button color. White or black text sometimes works the best.
• Consider **tightening the tracking** for large fonts (50pt needs –200 tracking)
• Minimize the number of colors needed by **minimizing anti-aliasing**.
(Use "none" or "crisp" rather than "strong" or "smooth" in the Options bar. Although "strong" and "smooth" often do look better!)

Using PS to Coordinate Colors Based on a Picture
1. Open a natural image in PS. Open your banner or button image file at the same time.
2. Use the eyedropper tool to sample colors from the image.

Optimizing Technique to Find the Dominant Colors
1. Index picture using adaptive palette and no dither. (Mode > Index)
Braukmann. 11/1/11

Choose a number of colors probably between 9-12. Then use the eyedropper.

Improving Image Contrast and Color
Be subtle with contrast and color controls. Poorly adjusted pictures look very amateurish. Start with…
Image > Adjustments > **Auto Contrast**
Image > Adjustments > **Auto Levels**
Either of these do a pretty good job of giving a picture a better general range of tones.

Image > Adjustments > **Brightness and Contrast**
A flash picture or one taken on a cloudy day often have low contrast. A little adjustment can help. Use contrast first before brightness, because increasing contrast often results in a generally brighter image.

Image > Adjustments > **Hue/Saturation**
Avoid using Hue, as it is unrealistic and used for artistic special effects, usually of specific items in an image. Saturation often improves flash pictures or ones taken on overcast gray days.

Using Slices to Create a Seamless Table/Page
1) Create an image to use as the web page layout. If you use *guidelines* (**View>Show Rulers**, then drag from the rulers) alignment of elements of the image, and of slices, will be much easier. Turn on **Snap To Rulers.**

2) Select the **slice tool** ( ) from the toolbox (under the crop tool). Drag diagonally over the area you want to make into a slice, creating a rectangular selection. To aid in alignment of adjacent slices, use **Slices >Snap to Slices**. The slice you create is referred to as a "user slice." The other slices that are automatically made at the same time in order to fill out the table are call "auto-slices."

3) To select a slice for the purpose of creating a link button use the **slice selection tool** in the toolbox next to the slice tool. **Double-clicking** on a slice brings up a property dialog box that allows you to add a url, making it a link, or naming the slice, which will be most helpful when you are editing the code later, or adding an alt attribute to the image which will keep the page accessible to handicapped users.

4) Save your document with **Save For Web and Devices**. Click on each slice and Optimize it by picking the file type and compression that keeps visual quality why reducing file size.

Finally, click SAVE and HTML and Images. That HTML file is the table created to fit all the pieces of the image together on a web page. PS will save all the sliced images into a folder with the default name of "images." The HTML page will be outside of the folder.