

## Save for Web

Photoshop has specific save options for web work. This helps a great deal when designing and creating images for web inclusion. Previously web specific images could be developed within the application but it was a far more complicated process. The reason for this is that web requirements are very different to print requirements. With print any scanned or generated image must be high resolution. The size of image to be printed and the type of publication will dictate how high the image resolution is. However, web imagery is quite the opposite. Images for the web need to be low resolution and set to specific sizes for screen viewing.

Any file that is viewed on the web has to get to the host computer via either satellite, land-line or broadband. Because of the limitations all files have to be compressed to allow speedy downloading to your computer. The larger the file, the longer to download. Image files in a pixilated format take up the most memory and therefore take the longest to download. You will find that text tends to be the first item to appear on a downloading screen. To get over this problem the files have to be compressed to make their memory size smaller.

**Keep in mind though:** The smaller or more compressed the file is the cruder the image becomes. A medium has to be met which blends compression with image clarity.

The option for this is the **Save for Web** in the Pull-down menus at the top of the screen or by pressing the **Alt - Shift - Command and S** keys on the keyboard. These commands pull-up the Save for Web Dialog window. This dialog gives you the options and settings required for web inclusion.

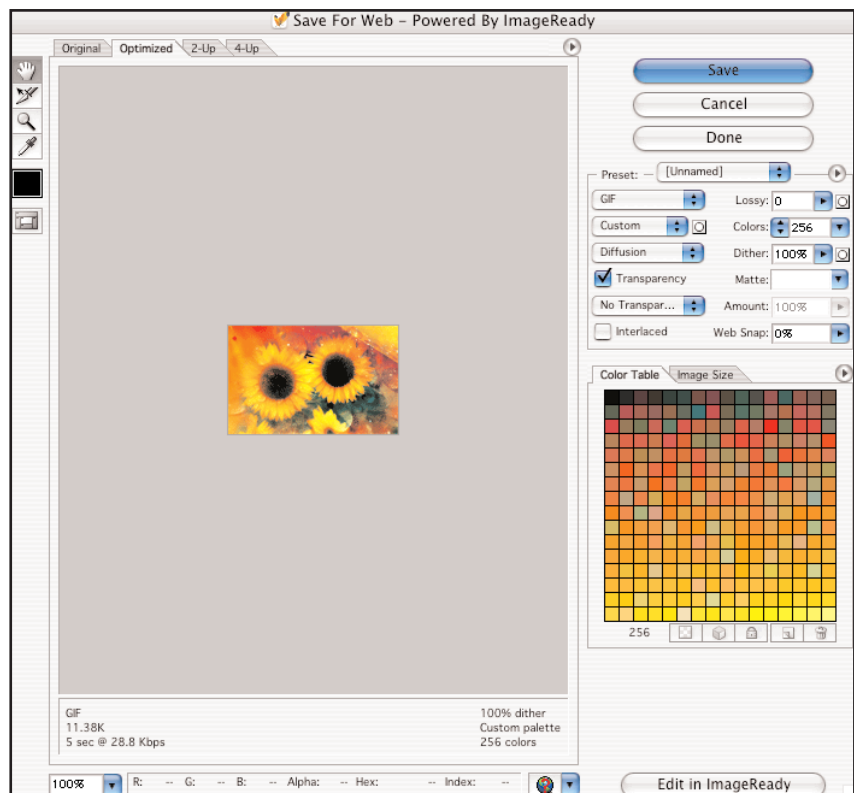
### GIF and JPEG formats:

There are two main file formats well suited to the web. The **GIF** (Graphics Interchange Format) format allows you to create compressed images or animations (GIF animations) which are sequential pict images set into a single file. The **JPEG** (Joint Photographic Experts Group) format sometimes called **JPG**, is usually used to compress larger higher resolution pictures for web inclusion.

Generally page and image design is constructed for screen viewing only. It is not the initial intention of the web to be a reproduction/print facility. Screen resolution is 72 pixels per inch. If there is a high resolution image set within a web page it will only be viewed at 72 ppi.

Using either of these two will keep file sizes down, it may be wise to check which format gives you the least memory and use that format.

You can check out the memory by looking at the lower left hand corner of the dialog. Information is given about the format used, the amount of memory it takes up and also a guide as to how quick the image will transfer to the viewers screen (X seconds at @ 28.8 Kbps (Kilo Bits Per Second) the download speed of one of the slower modems.)



# Photoshop for the Web I

Images created in Photoshop or any other image generation application are usually related to information images and buttons. Animation can be incorporated but these would be as Flash Swf's, Director Shockwave, Animated GIF or a streamed sequential image format like QuickTime or AVI (movie film formats).

## Paths and Layers

**Paths:** One of the most useful tools in Photoshop is the paths dialog and tools. The Paths dialog is found in the floating palettes in the **Layers, Channels and Paths** window. If this window is not open go to the Window pull-down menu and highlight Paths.

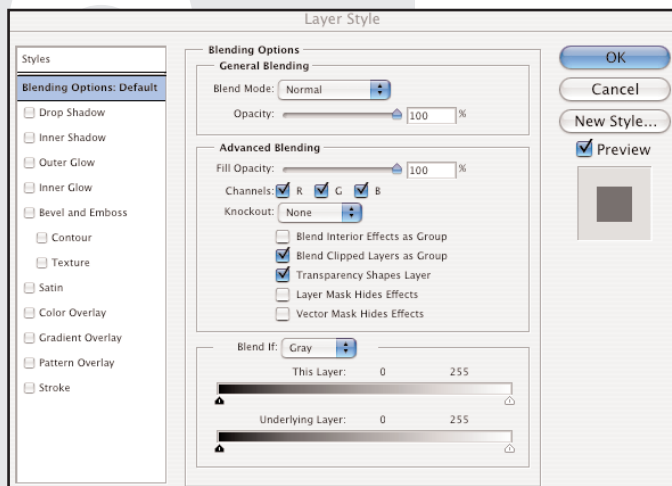
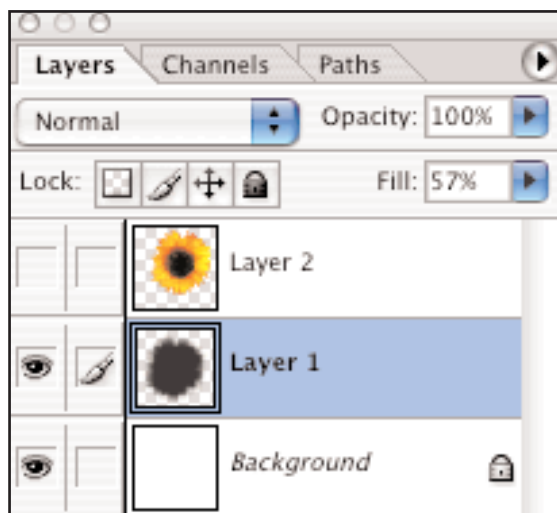
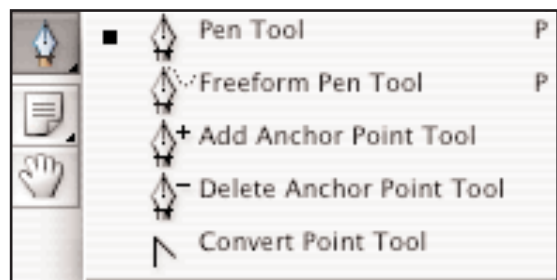
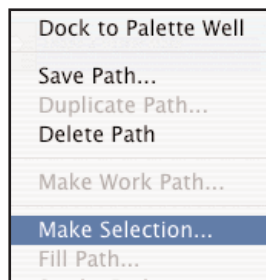
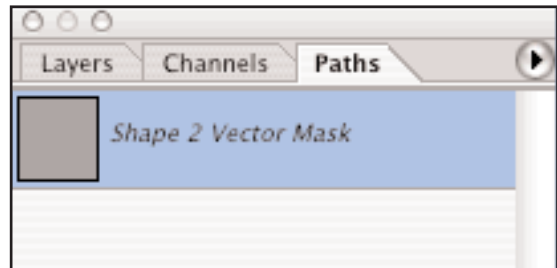
The Paths window keeps record of a path you draw round any area onscreen. In this case a flower. To draw round the area you need to use the pen tool. The pen tool allows you to draw paths by clicking on-screen to create anchor points, a line is plotted between the two.

As with any illustration application when the same tool is used if you click and click a straight line is plotted. If you click and drag the mouse at the anchor point a curved line is plotted.

Once you have drawn around your image you can **Save Path** to enable you to call it up again any time. You can also **Make Selection** which highlights the drawn area so you copy and save the item itself with no other part of the image.

**Layers:** Layers enables you to create multiple faceted images which build layer on layer. Using layers for creation of interactive web buttons allows you to create all aspects of the button within one image base and by viewing specific aspects and saving for web you can create the multiple images required for inclusion as rollover buttons of images.

The layers can be opened up themselves to give preset options which could be included into the image. To access this facility you double click into the layer itself in the layer window. This opens up the **Layers Style** dialog.



This dialog gives you access to effects not normally available without extensive preparation, Drop Shadow, Inner Shadow, Outer Glow, Inner Glow, Bevel & Emboss, etc.

Using paths and layers makes the creation of active buttons much simpler to control and develop.

# Photoshop for the Web I

**Drop Shadow:** Placing a drop shadow is one of the quickest methods of creating the illusion of 3D depth within an image. As mentioned previously this can be done by double clicking into the layer to pull-up the Layer Style dialog window. This method however can be self limiting in relation to what you may wish to do with an image. In the case of buttons a drop shadow can be utilised to indicate movement within interactivity. In this instance it would be more effective to create your own drop shadow on a separate, lower layer within the image.

On the first layer place a copy of the image. On the second layer do the same but move the image up and across by about 6 pixels. This can be done by using the cursor keys. What you have is two images the same but slightly offset. Click the eye of the second layer to make it invisible. Click onto the first layer to make this the active layer.

In the pull-down menus highlight **Image - Brightness and Contrast** this will pull-out the brightness and contrast dialog. Drag the scroller bars to the extreme left (-100) this will make the image into a grey patch. At the moment it is too dark - go to the Layers palette and set the **Opacity** or the **Fill** (as we are dealing with a bitmap image there is no line) to 50, this tones the grey down.

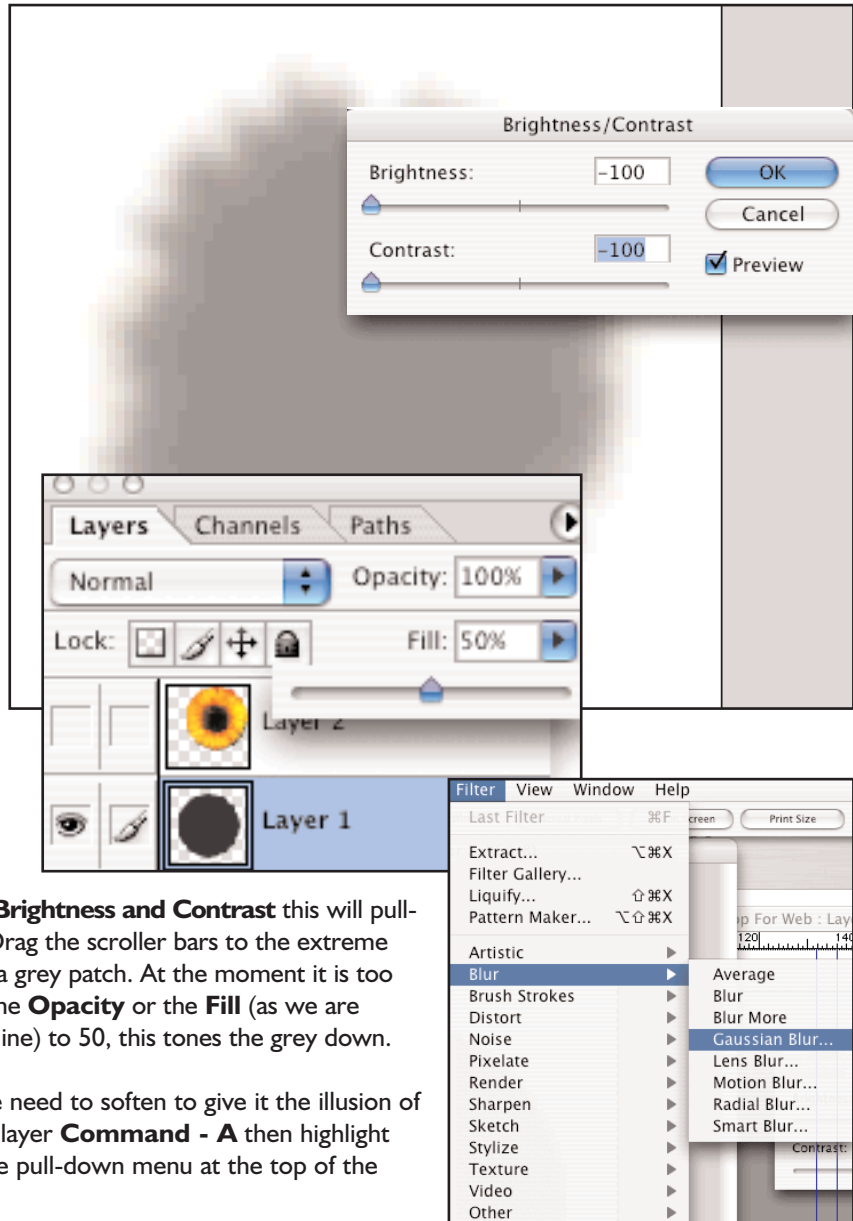
The image has a harsh outline which we need to soften to give it the illusion of a shadow. Highlight all the image in this layer **Command - A** then highlight the **Blur - Gaussian Blur** option in the pull-down menu at the top of the screen. This will Soften the outline.

**Rollover Buttons:** A rollover button is an interactive button. It is a button which does something different visually when the cursor rolls over it (hence the name). This visual event gives the user specific feedback as to the activity of that button. The button is constructed of two states (images) active and inactive, which give the illusion of change.

Now that we have the offset image with the layers we can use these layers to create the two states of the button. Click on the eye in layer 2 to make sure both images can be seen. Now we are ready to create the two states.

- 1) Inactive** (how it looks before the rollover): Simply Save for Web as a GIF and name it **Button (A)**.
- 2) Active** (how it looks during the rollover): Take the image in layer 2 back and down by 6 pixels, reversing the previous process. The image is now in the original position. Click on the eye in layer 1 to make this layer invisible then Save for Web but name it **Button (B)**.

The images can now be imported into Dreamweaver as the two button states of a rollover button.



# A Short Glossary for the Web

**Anchor:** The start or destination of a hyperlink

**Animated GIF:** The file format which allows you to save multiple images within the same file and replay them sequentially (like a film).

**Applet:** A small application created with JAVA that executes animated or interactive sequences within a web page or site.

**ASCII:** (american standard code for information interchange) pronounced 'ask-ee' File format which carries text but no formatting.

**Attribute:** A part of an HTML specification which modifies behavior of the text, graphics or other elements.

**Bandwidth:** A measure of the carrying capacity of the internet. Graphics take up more band width than text so down load slower.

**CSS:** (Cascading Style Sheets) Part of the HTML specification which enables you to control and define style properties - font, size, style throughout an entire document.

**Domain Name:** A unique identifier that assigns a name to a specific IP address. The right hand side of the name tells what type of institution the holder is related to:

- .com (commercial)
- .co (company)
- .edu (educational)
- .ac (academic - FE & HE)
- .gov (government)
- .mil (military)

also defines countries of origin:

- .us (united states)
- .uk (united kingdom)

for example.

**DPI:** (dots per inch) The measure of resolution that counts the dots in a linear inch. The higher the dpi the better the resolution of the image.

**Dynamic HTML:** An extension to HTML which adds the ability to alter more facets of the document.

**FTP:** (file transfer protocol) Used for copying information from one computer to another along a network, such as the internet.

**GIF:** (graphics interchange format) A bit-mapped image format that uses compression to reduce the size of a file.

**GUI:** (graphic user interface) An interface that used graphic visual metaphors to operate a computer programme.

**HTML:** (hypertext markup language) Created to enable information (text and images) to be transmitted down-cable between computer servers.

**Image Maps:** A specific selection section of an image which is made active by using a hot spot to link to another location (it operates like a button).

**IP:** (internet protocol) Allows information to be passed between computers on different networks by using addresses (a string of numbers unique to a system or machine).

**ISP:** (internet service provider) The company you buy web space from to have your own unique site.

**JPEG or JPG:** (joint photographic experts group) File format that enables you to save and compress graphics for the web. Usually used for images larger than 150 pixels square.

**URL:** (uniform resource locator) Pronounced 'earl'. Server and path information that locates a document on the internet. 'www.myname.co.uk'