








WEBDESIGN

A Guide to deliver Web Design in Photoshop



WWW.ONE-AGENCY.BE

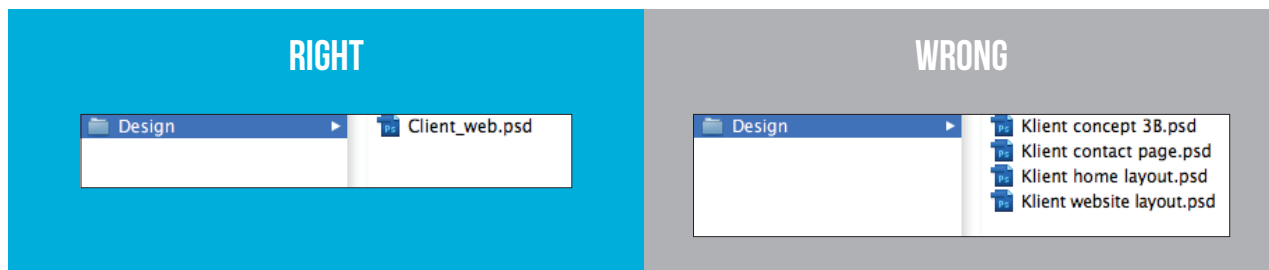
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FILES

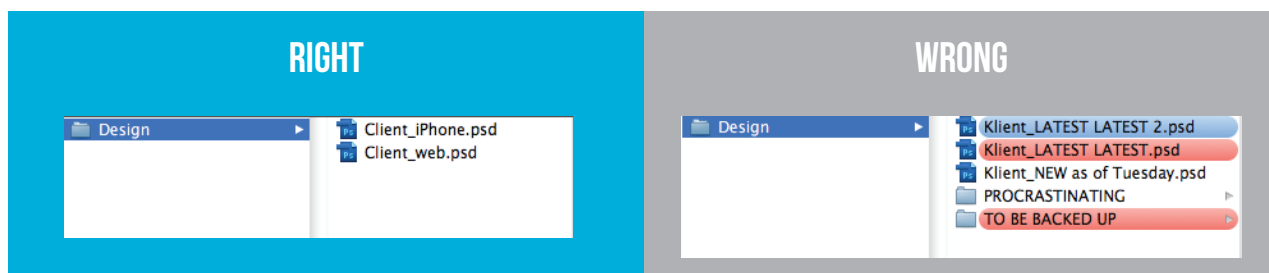
Consolidate Your PSDs

Keep your designs to a minimal number of PSDs.
Keeping everything in one PSD reduces the confusion of which file to use.



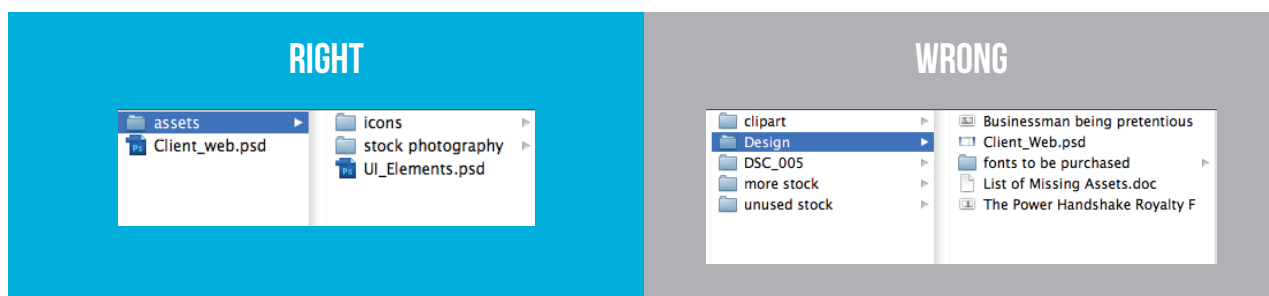
Name files appropriately

Ironically, absolutes like “Newest” and “Latest” are bound to have edits later.
It’s best to just keep a general file name.



Store assets relative to PSD and make a template for UI elements

Keep stock photos/icons in a folder close to the PSD. Help the developer out by making a PSD strictly for user interface treatments (buttons, forms, etc.).



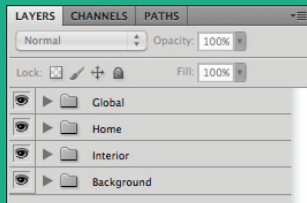


LAYERS

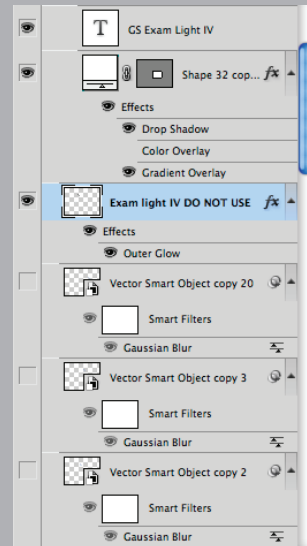
Delete unnecessary layers

Having too many layers hanging around usually results in an unnecessary bloat of file size and can affect performance.

RIGHT



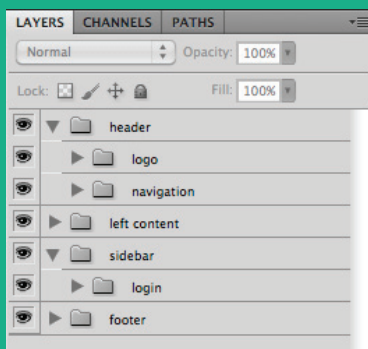
WRONG



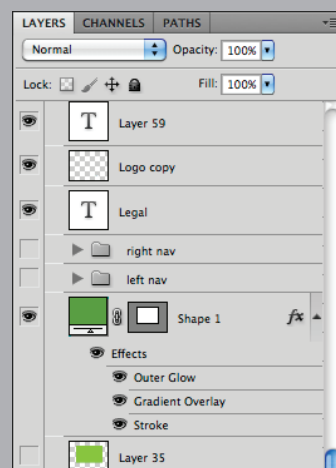
Use folders

Grouping layers makes it easy to show/hide various areas quickly. Happy layers have happy homes. Folders group like-items for easier navigation and editing.

RIGHT

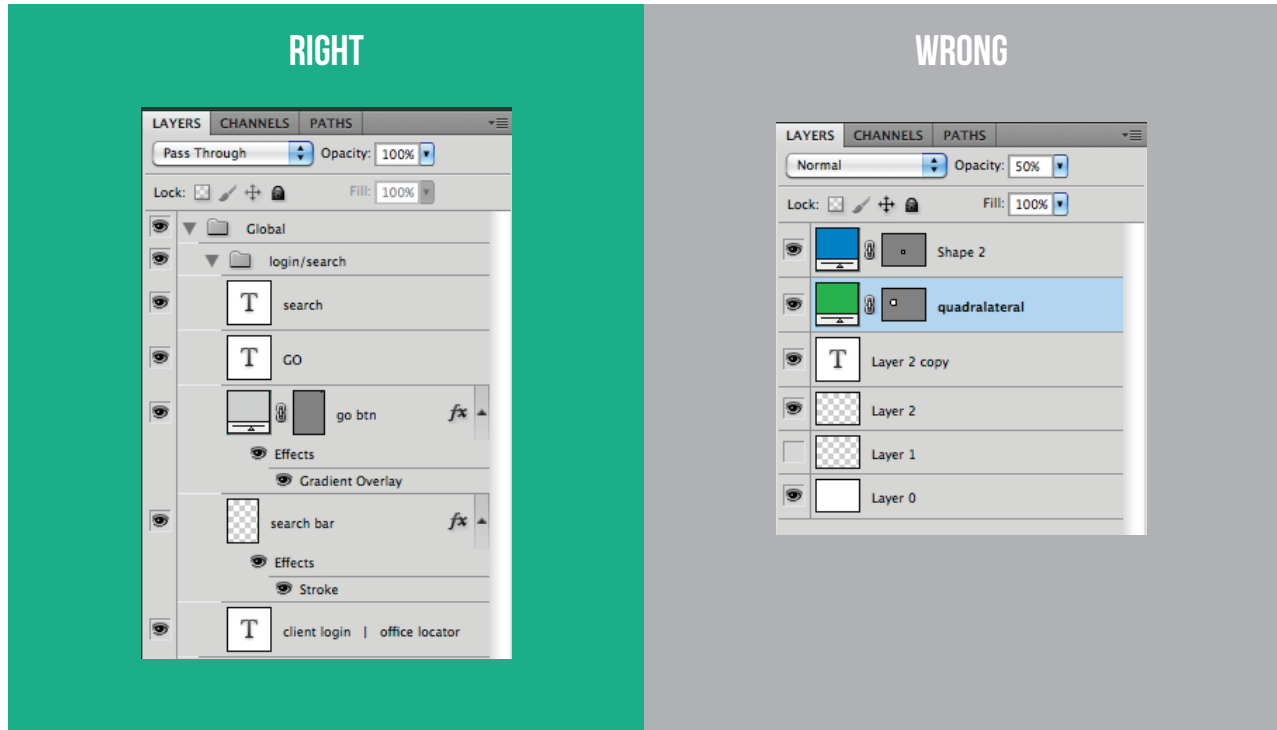


WRONG



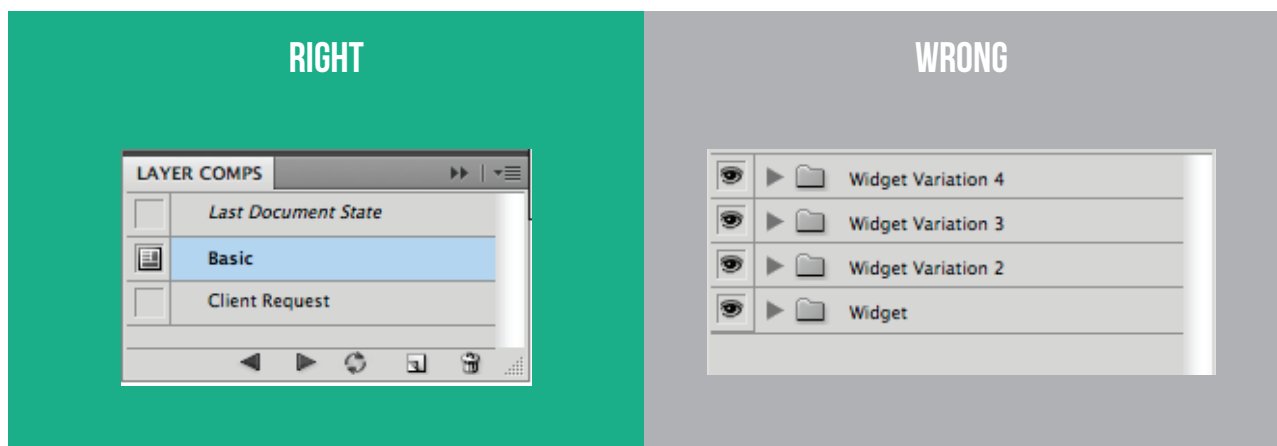
Name layers & be accurate

Be as descriptive as possible on *every* layer. “Layer 0 copy copy” isn’t gonna cut it. Naming your layers instantly decreases confusion and improves acclimation to an otherwise unfamiliar document.



Use layers comps or hover folder

Layer Comps & Smart Objects offer a way of showing multiple states or layouts without needing to build (and maintain) another PSD.





IMAGES

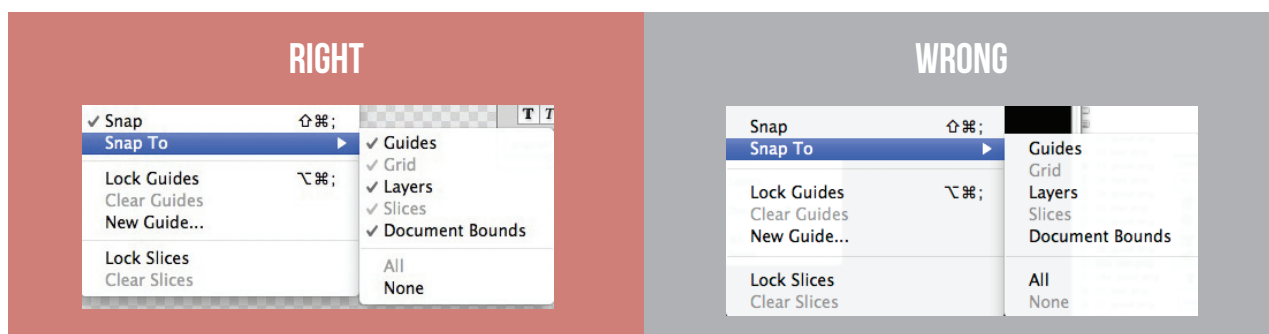
Don's stretch or flatten buttons

Best case scenario: keep your shapes vector. Otherwise, keep a copy of the vector before rasterizing.



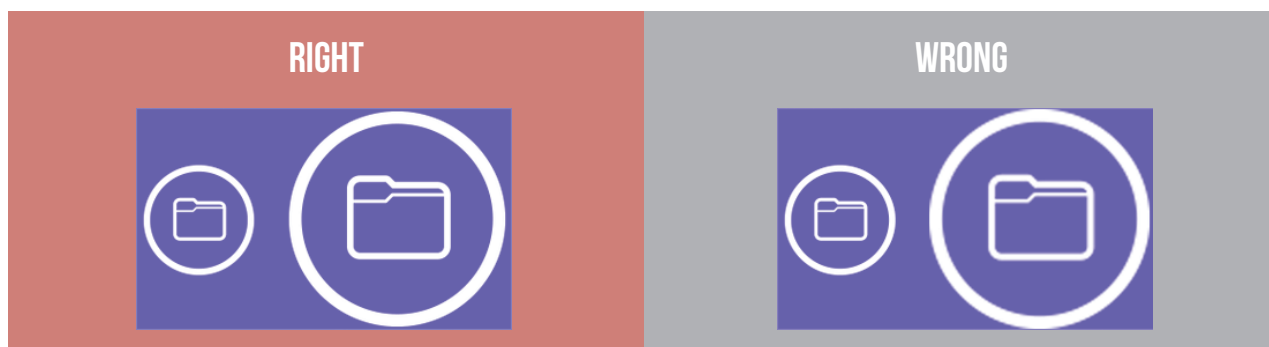
Snap

When you're consistently off by a pixel, somebody has to go in and align things correctly.



Use icon fonts or provide a hi-dpi version

With more and more devices having high pixel density, vector icons are recommended. A easy way is using an icon font*. This way the icon is easily scaled with other text on the website.

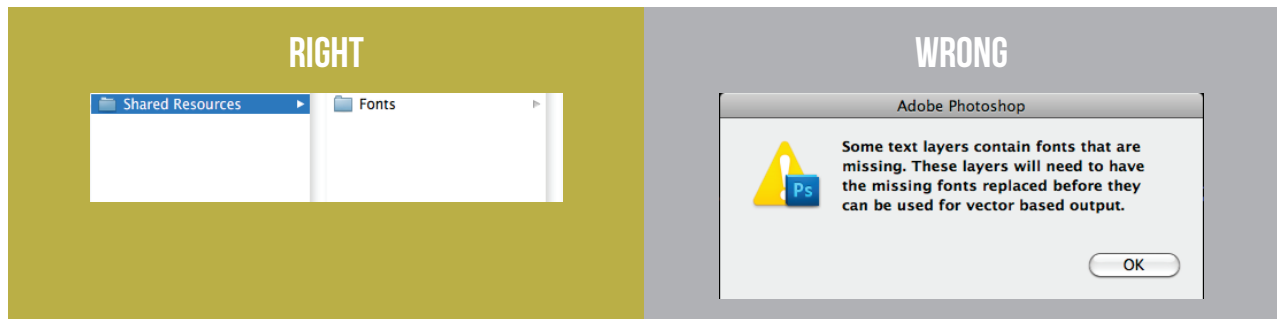




TYPE

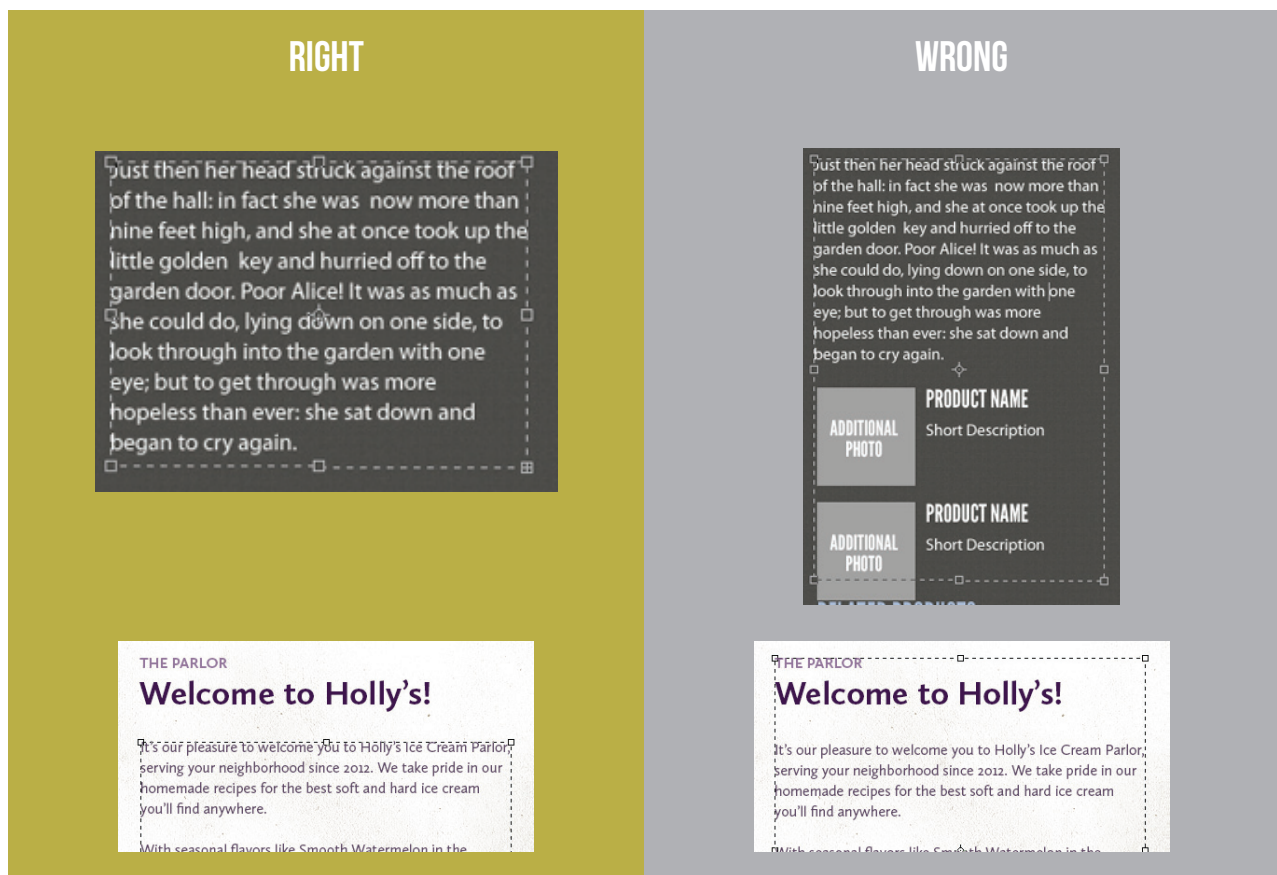
Use free fonts and make licensed fonts available

Licenses for fonts are often forgotten and can be confusing. Try using standard or free fonts** first.



Control and separate text boxes

Longer-than-necessary text boxes can prohibit selecting text that's behind it and can be frustrating to work around. It takes more clicks to find the font family and size of multiple types of text within one text box than it does to do so on an individualized, singular text box.



Keep the amount of fonts to a minimum

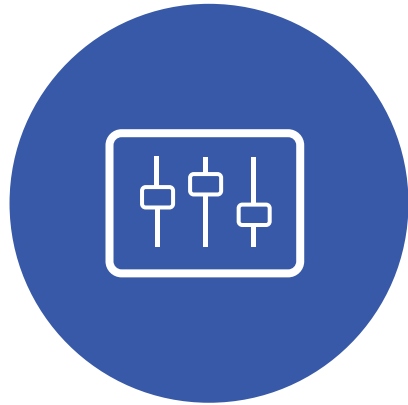
Custom fonts need to be downloaded and can cause a flickering while still downloading. Try not to use custom fonts for body text because bold and italic styling will be done by the browser and might not always look good. Don't forget that helvetica is also a custom font as it is only standard on apple computers.



Test your design with variable amounts

Show blocks with no or little content and blocks with a lot of content. Show what happens with titles that are too long. These things will help the site break less. Don't forget that every word will be different in length when on a multilingual site.





EFFECTS

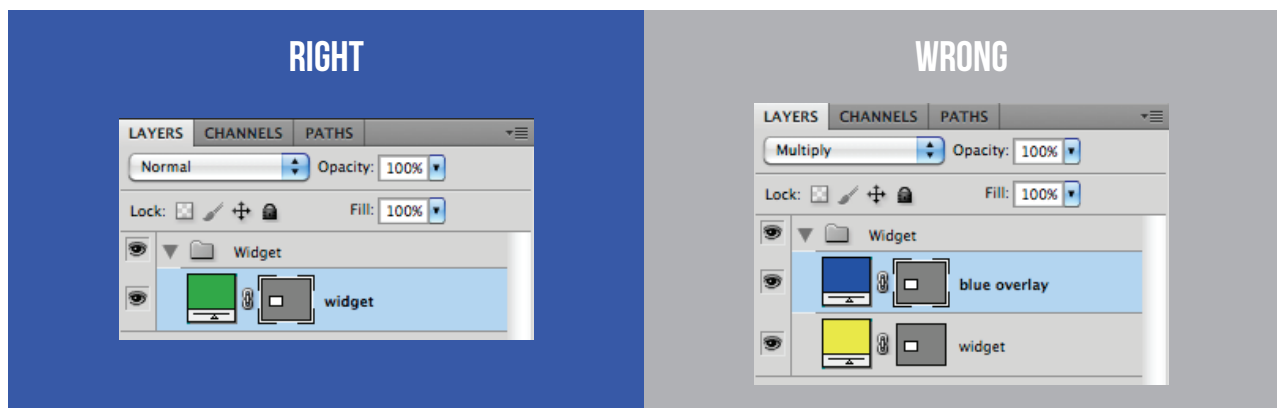
Use drop shadows gracefully

Drop shadows, like other effects, need to be altered from the Photoshop default settings in order to look realistic or sophisticated. Avoid shadows if the clients want the design to look the same on all browsers. Variable content and old browsers do not like each other.



Avoid blending modes

It's difficult to figure out what the hex value of your mashed-up color is. Make it easy.



Know your strokes

Inside strokes give you nice, square corners. Center and Outside strokes give you rounded ones. Using outside strokes when you really meant to use inside strokes could affect the overall width of a shape.

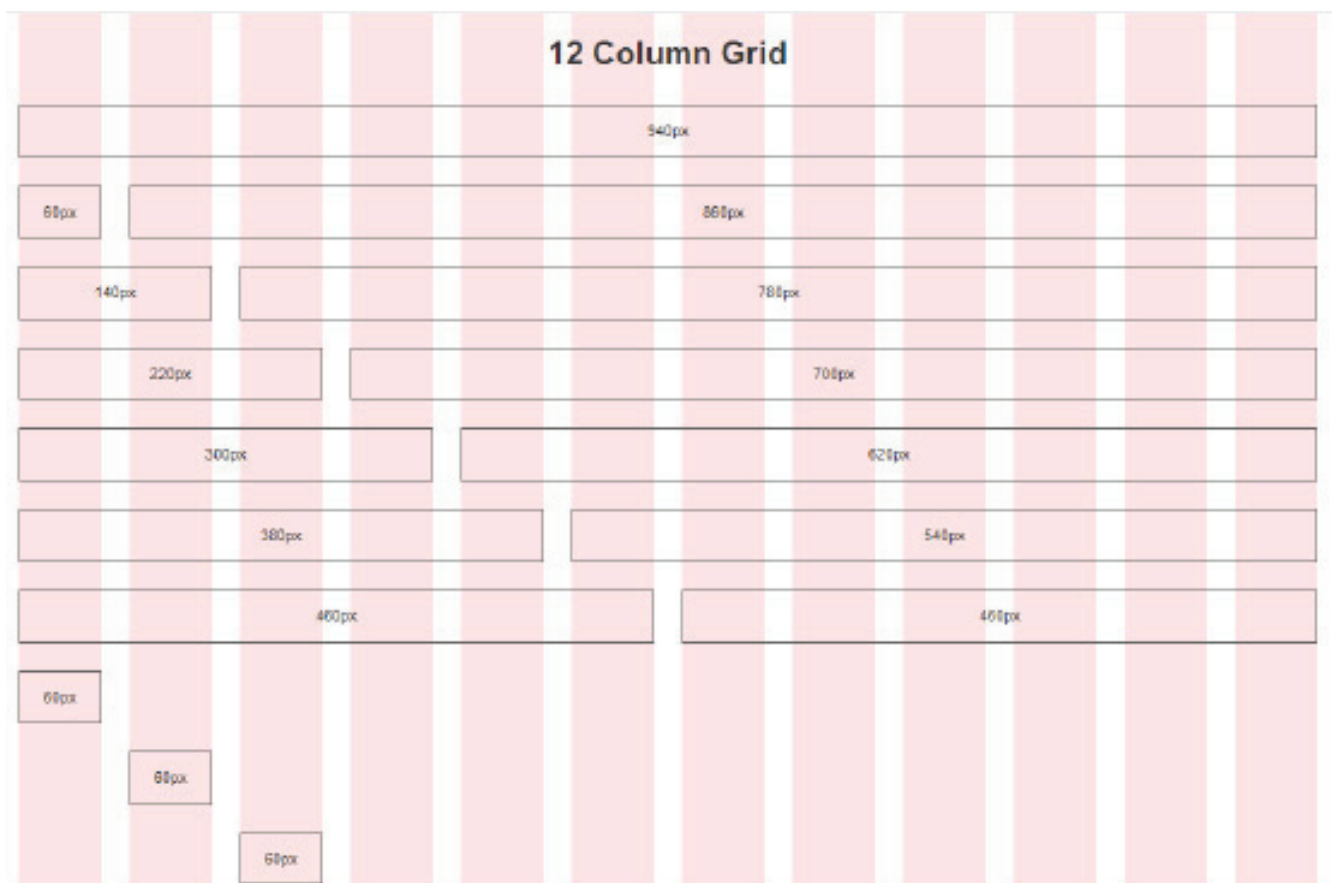
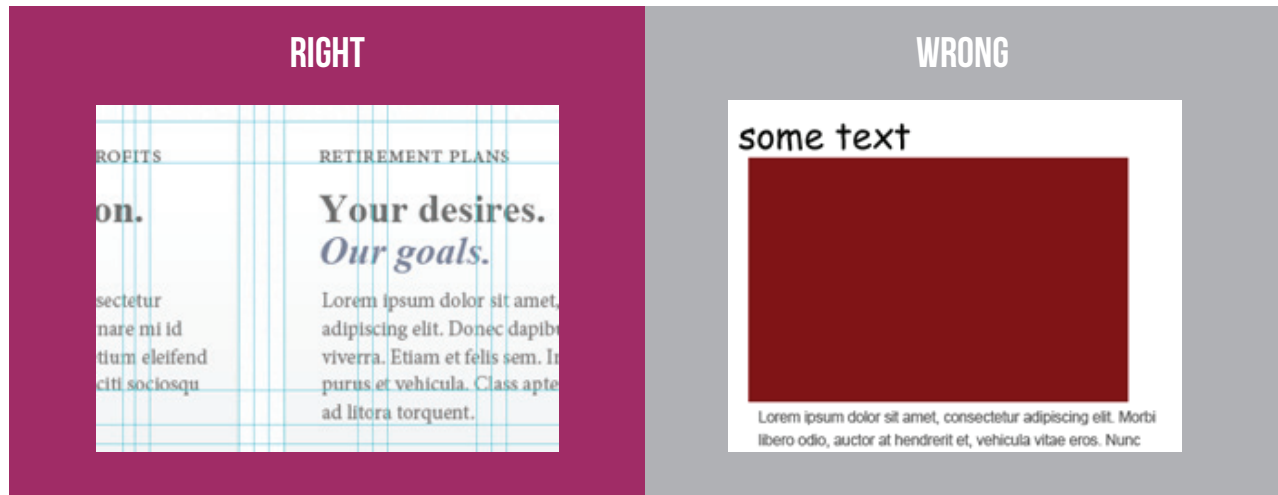




PRACTICES

Use a grid

Grids*** help guide (pun intended). Establishing a system of heights, widths and alignment for your design is required. Many grids are available these days, but the 960 is preferred.



Consider device width

It's best to design with the mindset of how things will adapt to different widths, as opposed to hoping everything plays nice after the fact.

RIGHT



Always check the copyright on photos

Don't risk getting caught using unauthorized photos or icons. People worked hard to produce nice things for us. We simply need to fork over a few bucks.

RIGHT



WRONG





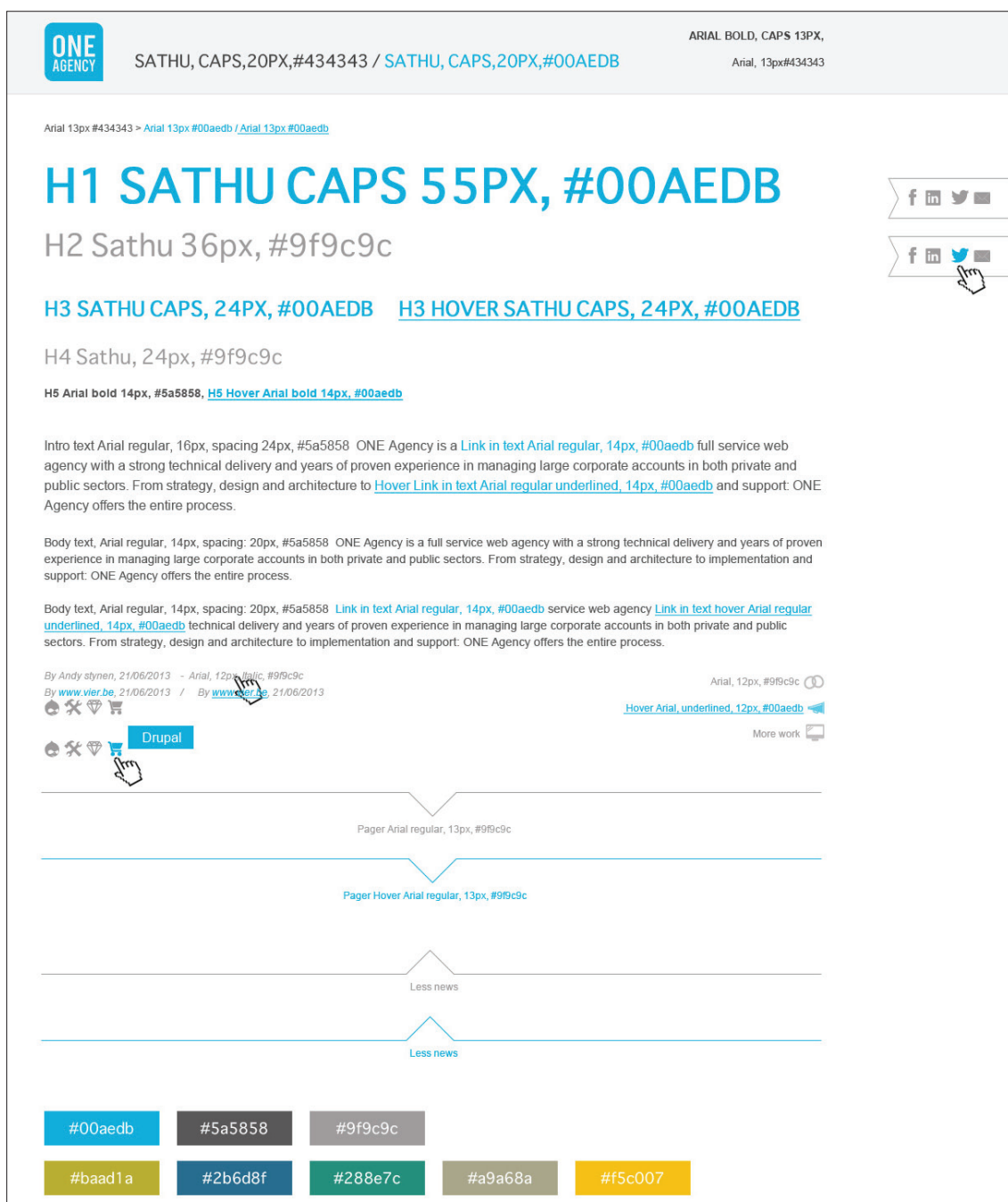
STYLEGUIDE

Make a styleguide

Designing every page is impossible unless you have a very wealthy client. A style guide that includes most elements found on most pages can make life so much easier. Include all font styles, colors, common icons, buttons,... Pretty much anything that could be present on more than 1 page on the site. Don't forget to add hover styling for links, buttons, icons,...

Try constructing your styleguide first and base your other pages on it, this way you will always be sure everything looks the same.

Add your colors as swatches in photoshop, this keeps you from using variations of the same color and makes it easy to copy them to code.



*** Recommended sites with icon fonts:**

<http://icomoon.io/>

**** Recommended sites with webfonts:**

www.google.com/fonts

www.fontsquirrel.com

www.edgewebfonts.adobe.com/fonts (javascript)

www.fontspring.com/ (1 time payment)

www.typekit.com/ (subscription payment)

***** Recommended sites with grid:**

<http://960.gs/>

<http://goldengridsystem.com/> <http://grids.heroku.com/> <http://www.3x4grid.com/>

Other references

www.photoshopetiquette.com



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