

Web design / publishing

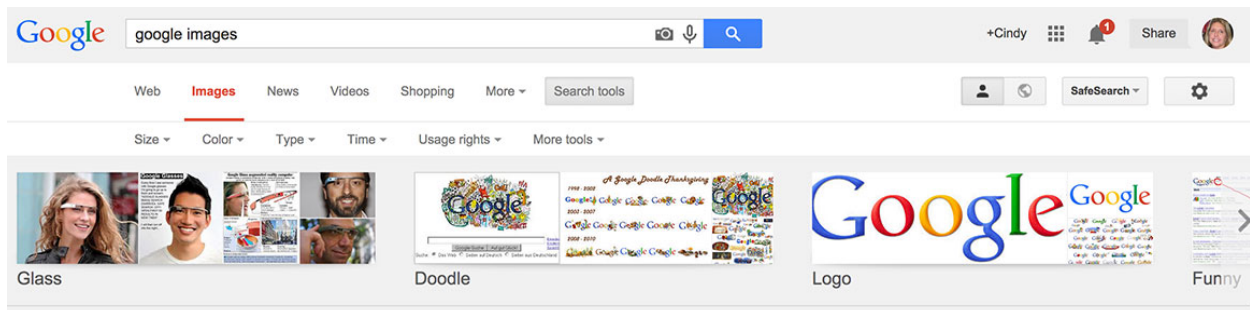
Using Adobe Photoshop

There are many options to learn in Photoshop, most come from practice and trial and error. While this class doesn't spend much time on the creation of images, it is important to have some basic skills in image creation and manipulation to make your Web pages more colorful and effective.

Scanning a Photo

Most photos come from a digital camera these days, making it much easier to get images for your website. But if you have a printed image you want to use, there are scanners in the 212 lab. Scan the photos to get them in digital format, then use the techniques below to size, crop and adjust.

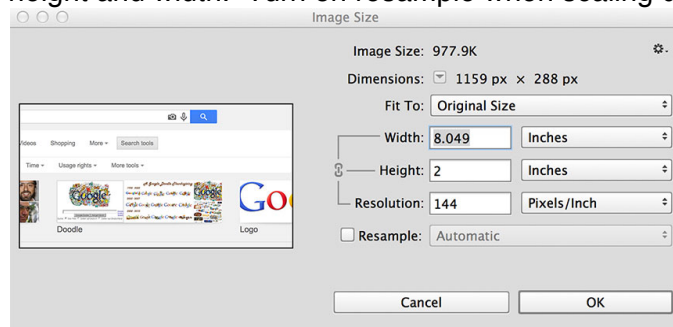
The Web is full of images. You should make every attempt to create your own images, photos and graphics. But if you wish to use an image from the Web, make sure they are copyright free and that you give credit to the source. You can use the Google Image search to find images of a certain size, color and usage rights. Images you find on the Web will be at Web resolution (72ppi), so you can't make them larger or use them effectively in print.



Resolution

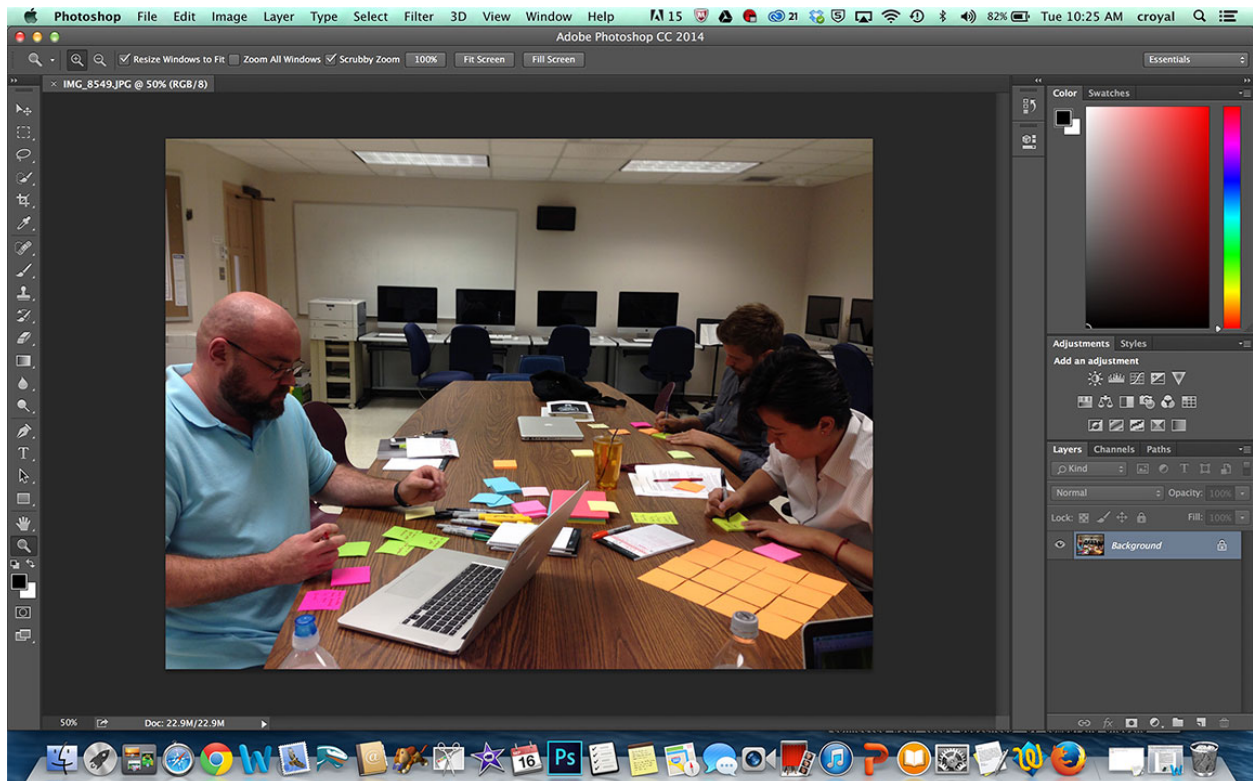
When a file comes from a digital camera or from the Web, in most cases the resolution shown will be 72 ppi, the monitor's resolution. You will optimize your images by sizing them at the screen resolution 72 ppi. If you are planning to print the image, you will need to save at 120dpi or above, but that is a function of the original image and the media to which you are printing.

Resolution can be held constant in a function with Height and Width. If an image has 2.1M pixels in it, and it is displaying at 10x14 on your screen, you can turn off the resampling features in Photoshop's Image, Image Size feature. This will retain the original quality of the image while you adjust resolution, height and width. Turn on resample when scaling down the image.



Making Adjustments

1. To change the size of the image, go to **Image, Image Size**. Here you can change the size of the image and the resolution. Make sure you are looking at the picture at 100% (see top of image) to make sure you are viewing at the actual size.
2. One simple thing to do is to go under **Image** and use the **Auto Tone, Color and Contrast** options. Check how these look before and after using them. If you don't like the results, simply click Undo under Edit.
3. If you need to make manual adjustments, you can use the other tools under Adjustments to change the **Brightness, Hue/Saturation**, etc. You will need to work with these to get the desired results.
4. The tools to the left give you several options for **selecting, cropping and coloring**. The marquee tool has several shapes for selecting sections. The crop tool allows you to trim the edges of the image. Just click on tool and draw around image. It will create a box in which you can move the sides. Press enter when you are ready. There are also options for setting the height, width and resolution of a crop.
5. To make a specific selection on a picture, use either the **freehand lasso, magnetic lasso, or the magic wand**. You can play around with the options on the options panel to make it more or less sensitive to contrast. Sometimes the tools select just the opposite of what you are trying to get, like the background instead of the foreground. In that case, use the **Select, Inverse** command.
6. The **Rubber Stamp and Healing Brush** tools let you select pieces of the image to use to mark out other parts of the image. Choose the tool. To pick up a pattern, use the Alt (PC) or Option (Mac) key and click on an area. Then let go of the key, and move to the place you want to write over and start painting. This is good for filling in patterns or textures.



Adding Text

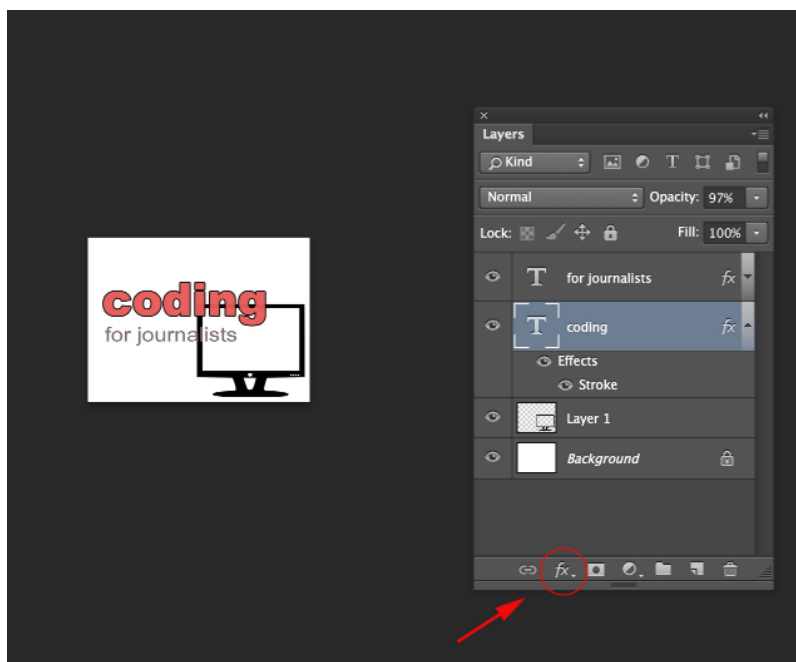
1. To add text to a photo, simply click on the **Text** tool (has an “T” on it). You can start typing right on the image. Select the text to highlight and use the tools on the top toolbar to change the color, size, and font. Photoshop automatically puts text in a separate layer. You can use the **Move** tool (top right tool with cross on it) to move the entire layer around.

Making Graphics – you can use Photoshop to make headings, logos, buttons and graphics for your site.

1. Open a new file, **File, New**. Select desired size (you can change this later) and background option (color or transparent)
2. Make a new layer for your first image. Go to **Layer** menu and click on **New Layer Tool**. Make sure you are in the Layer by seeing if it is highlighted. You can easily move within layers, click them off (with the eyeball button) or change the order in this menu.
3. Draw something in the layer. You can use the **Selection** tool to draw an area, like a circle or a box and then use the **Fill** (paint bucket) tool to fill it with color. Or you can use paint brushes to draw on your own. By having its own layer, it can be moved and modified independently of the background or other layers. Draw other images in new layers if necessary.
4. When drawing with the **Shape Tool**, be sure to adjust the option to Fill Pixels, unless you specifically want to manipulate shapes or paths.
5. Now put some text. Click on **Text** tool. Remember, Photoshop automatically creates a new layer for Text.

Adding Effects to a Layer

1. Now that you have some text, you want to make it stand out, maybe make it appear three dimensional. You can do this by applying layer effects. Make sure you are in the Text layer. Select the **Effects** button at the bottom of the Layer menu and select an effect. Photoshop will apply the effect and give you a dialogue box in which to try different effects. You can select or deselect by clicking the Apply boxes. You can see the changes and decide whether to keep them or not. Click OK when you are satisfied.



2. You can also apply a Filter to a Layer. Select the layer and choose **Filter**. There are several filters that offer different results. Play around with these options.
3. You can also Transform the size of a selection. Select something on a layer. Choose **Edit, Free Transform**. You can then use the handles to size and rotate the image.

Saving a File

1. When you are happy with your image, you can save it by using the **Save As** feature. If you have more than one layer in your image, you should always save a .psd version of the file. You will not use this on the Web, but you can refer to it later if you need to make modifications to the file.
2. To save for Web, choose the **Save For Web and Devices** feature. This brings up a box that allows you to select file type (jpg, gif, png) and to play around with size and resolution. Make proper adjustments and say OK. Then you can name the file and save it. It is ready to be inserted on a Web page.
3. For photos, make sure you retain the original file, so save with a new name when you are saving it for the Web. This way, you can always return to the original image with the original resolution.