

# Visual Design and Web Project module

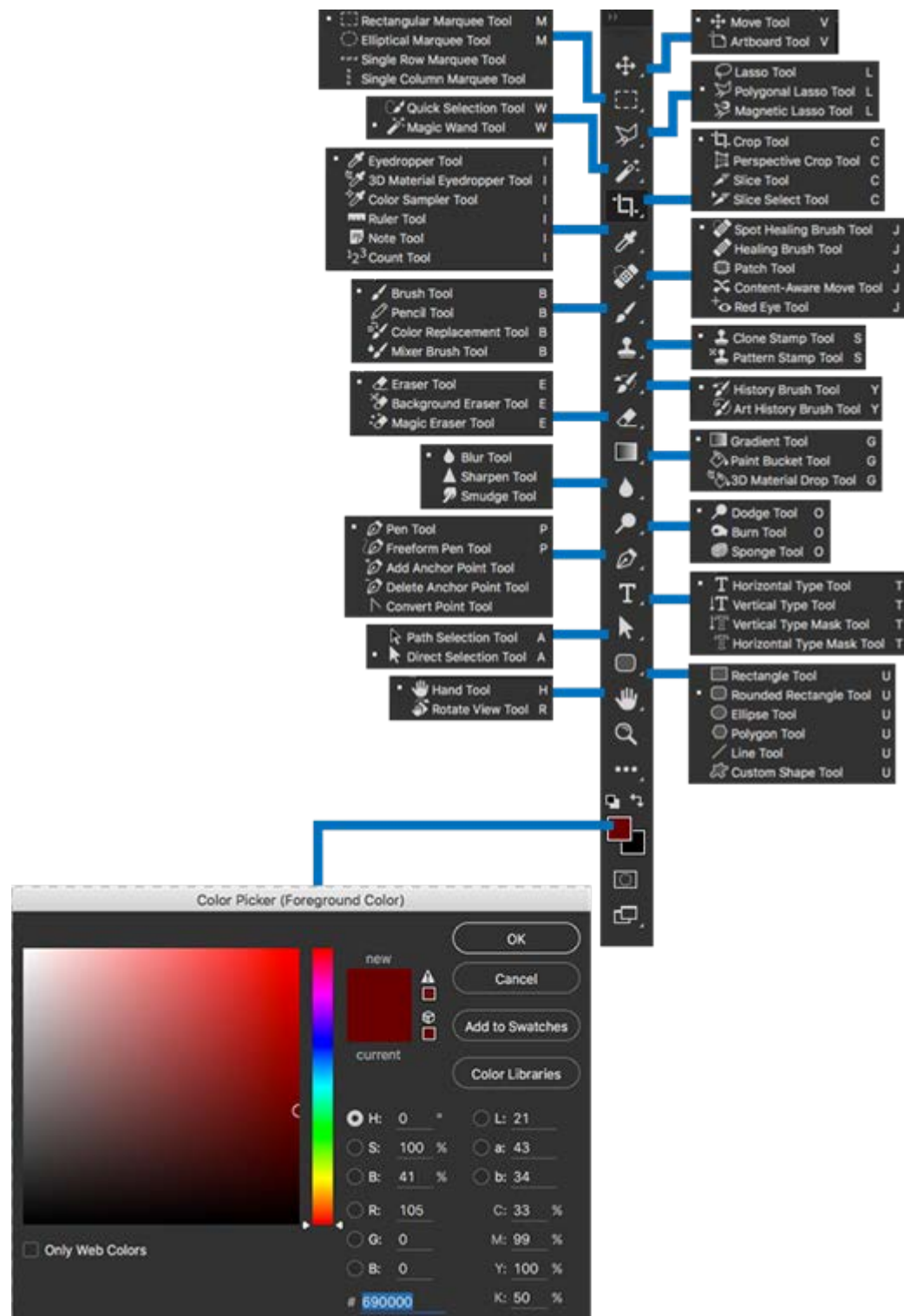
## VDWP05 Session Notes - Tuesday 30th January 2018

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## Using Photoshop CC for Web design

Clicking on a tool in the Photoshop tool palette allows you to use that tool on your image. Clicking and dragging on the tool button will give you access to hidden tools and double-clicking on the tool button will open a toolbar that will give you options for customising the tool.



## Foreground and background colours

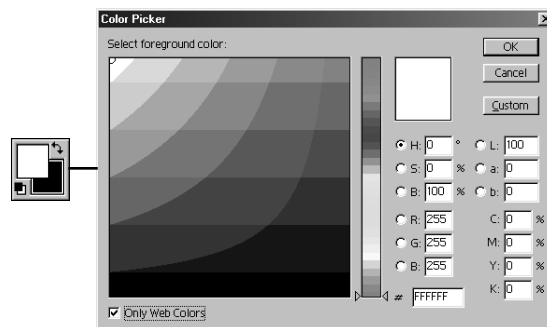
This section of the tool bar displays your current foreground and background colour. You can change the colour by double-clicking on it and selecting the new colour from 'The Color Picker'. Photoshop uses the foreground colour to paint, fill and stroke selections and the background colour to make gradient fills and fill in erased areas of an image.

## Setting up Photoshop CC and Web Design

Photoshop was originally developed for the print medium, but over recent years it has become an industry standard tool for Web designers. Because of its print background, not all of the default settings in Photoshop are optimised for Web design so it may be necessary to make a few changes in 'Preferences' before starting work.

### The Colour Picker

Change the colour palette to 'Only Web Colors' by double-clicking on the colours in the tools menu.



Then check the 'Only Web Colors' in the bottom left of the 'Color Picker'. The 'Web Only' palette makes it easier to pick Web-safe colours by limiting the palette to the 216 colours common to both PCs and Macs and available to those with monitors that display only 256 colours. It is also important when working with GIF images which only support 256 colours (see Notes).

### Units and Rulers

The most important unit of measurement in Web design is the pixel. You will need to know the size of any image or graphic appearing in your pages in pixels, you may also need pixel coordinates of 'hot-spots' in any image maps you make. So it's a good idea to change your Photoshop rulers and units of measurement to pixels. You can do this by going to the 'File' menu, choosing 'Preferences' and selecting 'Units and Rulers...' and choosing 'Pixels' in the selection menu.

## Creating a prototype Web page in Photoshop CC

Many designers nowadays use Photoshop to make mock-ups of proposed Web pages. The advantage of working this way is that it is faster and easier to use Photoshop than an HTML authoring tool.

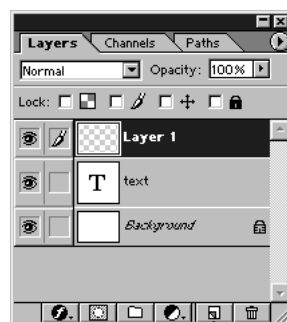
### Opening a new file

You can create a new file in Photoshop by going to 'File'>'New.' You will then see the 'New' file window. In this window it is possible to set the size, resolution, colour mode and background colour for your image. The image size depends on the size of monitor you are designing for (see 'Browser Window Dimensions' handout). Resolution can normally be restricted to 72dpi and colour mode to RGB as the image is intended for display on screen. Background colour is normally be set to white.

When your new image opens you can begin to insert images, text and areas of colour. As Photoshop is a bitmapped/raster image manipulation programme text and images are saved as a collection of pixels rather than as a shape that can be edited as it would in a vector based graphics programme like Illustrator or Freehand. Photoshop gets around this by allowing you to create layers for the image and put image elements on different layers. You can then select layers and edit their contents without effecting the rest of the image.

### Adding a layer

If you select 'Show Layers' in the 'Window' menu you will open the 'Layers' control panel. Using this panel you can add and delete layers you can choose layers that you want to edit, you can also link, align and arrange layers. To add a new layer click the 'Add New Layer' button on the 'Layers' control panel or go to Layer>New>Layer in the main menu.



Add New Layer

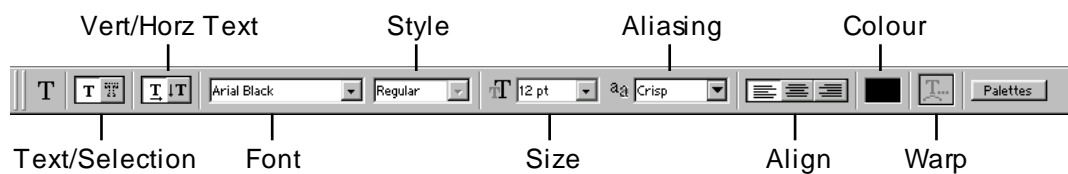
### Adding Colour

To add colour to your page you must first select an area to colour. You can do this by going to the 'Edit' menu and choosing 'Select All', if you want to colour the whole layer, or you can use the marquee tool to select an area of your layer to fill. Once you have made the selection you

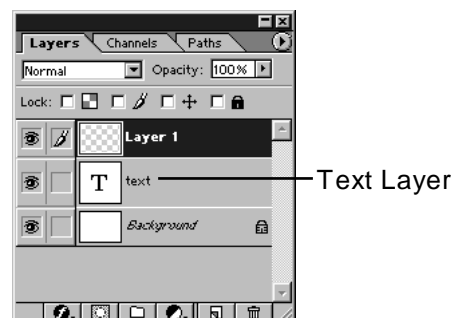
can use the paintbucket tool to fill it with the foreground colour. You can change the foreground colour by double-clicking on it in the tool bar and opening the colour palette.

## Adding Text

Clicking on the text tool will display the Type Toolbar. This toolbar allows you to edit text, i.e change the font, font size, colour and alignment and then introduce this text into the image. Using the hidden text tools you can also add vertical text and add text as a selection so that you can paste in a background or reverse it out over an image.



New text is automatically introduced in a new text layer. This layer is movable with the 'Move' tool and editable by double-clicking on the layer in the layer control panel (this will reopen the 'Type Toolbar'). You can then select the text you want to edit by clicking on the 'Type' tool and dragging the cursor across it. Text layers are identified by an upper case T.



To recreate HTML text use Times, Arial or Helvetica at 12 points and turn off anti-aliasing. This will stop Photoshop from smoothing out text. It may be easier to cut and paste text from a text editor if you have a large amount.

## Adding images

To add or paste in another image to your 'mock-up' you need to open the image in Photoshop alongside your screen design. If you want to add the image as a whole then you can 'Select All' using the 'Edit' menu or use the 'Marquee' tool to select all image. You can then copy and paste that image into your screen design. If you want to use part of the image you can use the 'Marquee' tool to select that part or you can make a more specific selection by using the 'Lasso' or 'Polygon Lasso' to draw around a part of the image or you can also use the 'Magic Wand' tool to select an area of similar tone or colour, this is a good way to isolate an object

from a background. Again when the selection is made, copy and paste into your screen design. The pasted image will appear in a new layer.

Once the image has been pasted in you can use the layer options to control how it will appear in the screen design. Firstly you may want to alter the opacity of the new layer. You can do this by using the opacity slider at the top of the layer control panel.

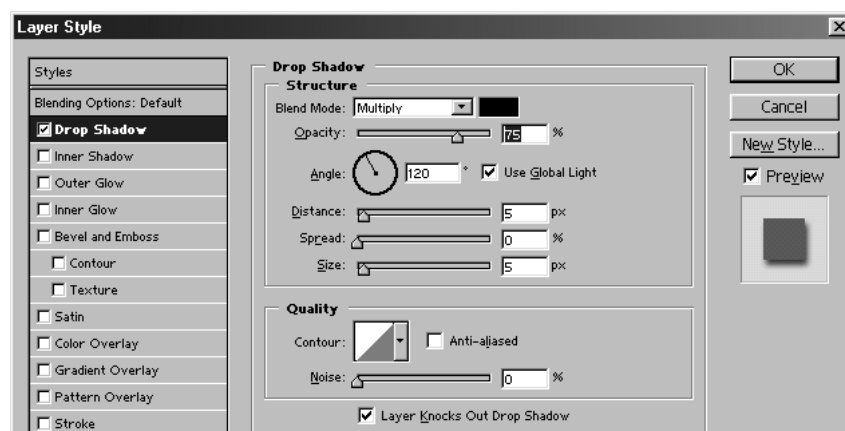


You can also use any of the options in the 'Image'>'Adjust' menu to alter brightness and contrast, colour balance, hue and saturation or posterise the image.

## Using Layer Styles

Photoshop has some built-in effects that can be applied to selected layers. To add an effect select the layer you want to use in the layer control panel and then go to 'Layers'>'Style' and choose the effect that you want to apply.

The options for effects are fairly self explanatory and all allow you to preview the effect before you apply it. Once the effect has been selected a pop-up window will give the opportunity to customise the effect. The drop shadow effect, for example, gives you control over the opacity, angle, blur and intensity of the shadow.

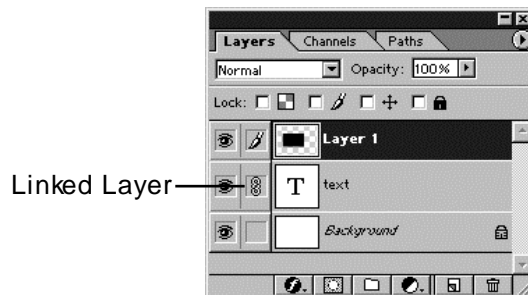


The 'Drop Shadow' and 'Bevel and Emboss' options can be used to make 3d buttons. To do this you need to create a new layer, 'draw' a shape for your button, go to 'Layer'>'Effects' and use 'Bevel and Emboss' or 'Drop Shadow' on the layer that contains the shape, then using the text tool add some text to the button and apply any effects to the text in the same way.



### Aligning and arranging layers

Once you have added multiple layers to your screen design you may want to group some of them, align them or move them to the back or front of other layers. To link layers you select the first layer you want linked and then click in the column immediately to the left of the layer name. The link icon will then appear in the column.



Once layers are linked you can align them by going to 'Layer' menu and choosing 'Align Linked'. You can then make a choice about how you want the layers aligned. To move layers backwards or forwards through the layer 'stack' go to 'Layer'>'Arrange' and choose the direction that the layer should be moved.