

How to proceed with coding

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Target for this textbook

- Lv.1 (Person who know about HTML and CSS.)
- Person who want to know point of coding.

Content of textbook

We suppose Lv.2 is level that if it is simple LP, you can code it under the supervision of coach.
We explain basic coding flow and caution point as necessary knowledge for smoothly coding.

Example of HTML in this textbook is HTML 4.01.

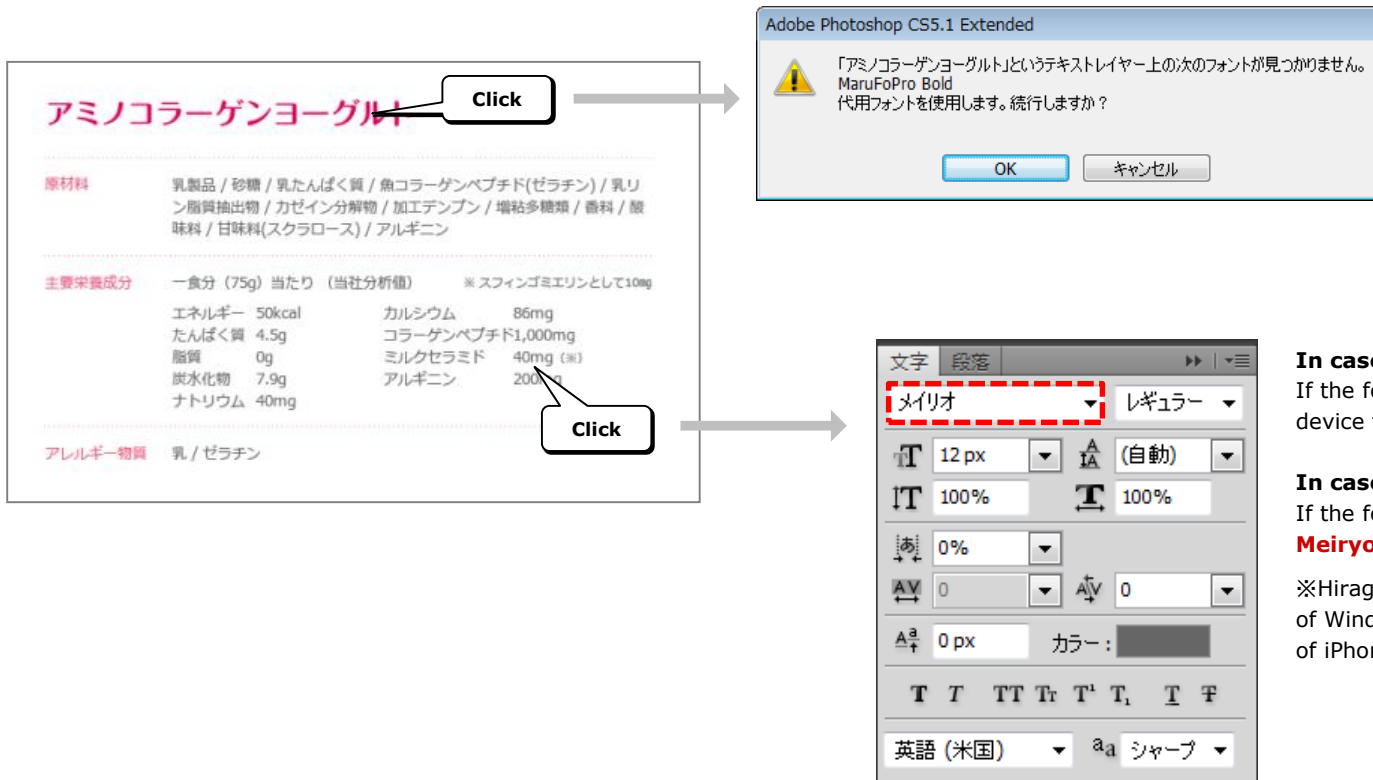
We explain based on general thinking in this textbook. So, give priority to rules of real job.

Slice image

Confirm target for slice

Open PSD file by Photoshop and confirm text information.

If the font is not default font of OS, you should slice it as image.



The screenshot shows a Japanese website for 'アミノコラーゲンヨーグルト' (Amino Collagen Yogurt). Two arrows labeled 'Click' point to specific text elements. The first arrow points to the product name, which triggers a Photoshop warning dialog box: '「アミノコラーゲンヨーグルト」というテキストレイヤー上の次のフォントが見つかりません。 MaruFoPro Bold 代用フォントを使用します。続行しますか？' (The following font on the text layer 'Amino Collagen Yogurt' cannot be found. MaruFoPro Bold. Use a substitute font. Do you want to continue?). The second arrow points to a table of ingredients and nutritional information, which triggers the Photoshop Character panel. In the Character panel, the font 'メイリオ' (Meiryo) is highlighted with a red dashed box.

Adobe Photoshop CS5.1 Extended

「アミノコラーゲンヨーグルト」というテキストレイヤー上の次のフォントが見つかりません。
MaruFoPro Bold
代用フォントを使用します。続行しますか？

OK キャンセル

文字 段落

メイリオ レギュラー

12 px (自動)

100% 100%

0% 0

0 px カラー :

英語 (米国) a シャープ

This text is image.
So, Slice it.

After you display the substitute font, Don't save it because font will be replaced.

In case of PC site

If the font is **Meiryo** or **MS P Gothic**, it is device font.

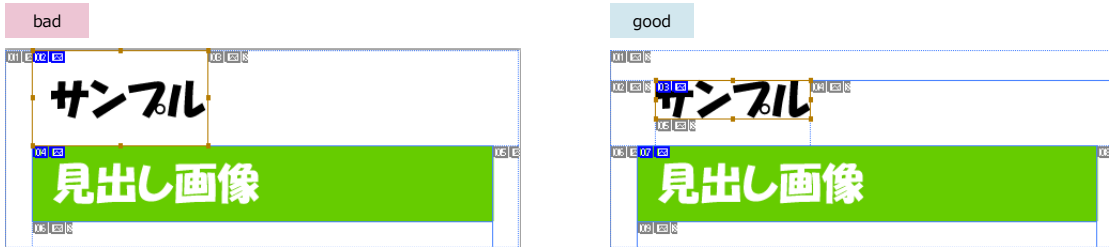
In case of SP site

If the font is **Hiragino Kaku Gothic** or **Meiryo**, it is device font.

※Hiragino Kaku Gothic is not standard font of Windows, but it is used as standard font of iPhone.

Range to slicing

Without creating extra margin, it will slice so width and height is minimized.



Complementary
If the logo image, it may be need specified margin.
If there is specfic rule, follow it.

Image Format

Compress image format which file size is optimized for good looking.

looking: without image rough file saize: make it small ⇒ Choose suitable format.

Photograph system



- bad** GIF: the part where there is a gradation quality image is rough
PNG: file size is large (※ depend on compression tool)
- good** JPEG: Image quality 80% (※ image quality is different depending on the operation of the site)

One color button



- bad** JPEG: File is too large
- good** GIF: For target is including old browser.
PNG: For target is only modern browser.
※GIF image will be not rough if color is one color gradation, but it depend on color.
If it become rough image, you should make it by JPEG.

Transparent image



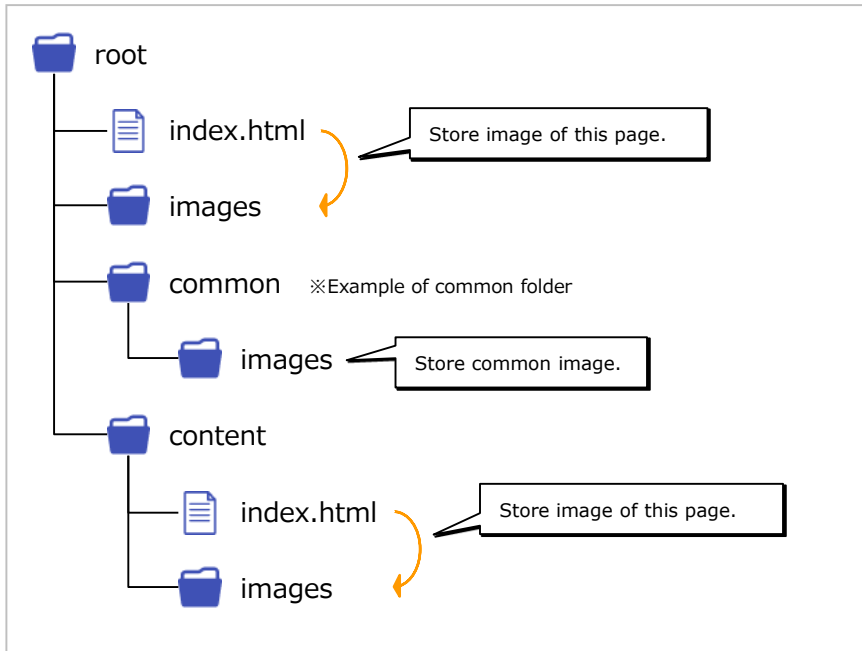
- Transparent PNG:**
The transparent part is semitransparent and it is necessary to visible through the background color and other elements
- Transparent GIF:**
in the old IE could not use transparent PNG.
※If it doesn't become translucent, it is OK.

Store place

In general, if the image is used in common in site, the image will be stored in common image folder.

And also, if the image is used in only the page (content), the image will be stored in the page (content) image folder.

Example



File name

Named that everyone can understand image content, use and place for put image.

Example

gnav_btn_001.gif

Complementary

If It is independent page, for example LP, "easy understanding name" is enough.

If there are some conten and image, it is better to name by rule for working efficiency.

If you have guideline, make the file name by rule.