

deselect Create Sub-folders in the Export For Screens dialog box when exporting.

---

The Lesson15 folder should open, and you should see a folder named “1x” and, in that folder, an image named “Artboard 1-80.jpg.” The “-80” suffix refers to the quality you set when exporting.

7. Close the folder, and return to Illustrator.

## Exporting assets

---

● **Note:** There are several methods for exporting artwork in a variety of formats. You can select artwork in your Illustrator document and choose File > Export Selection. This adds the selected artwork to the Asset Export panel and opens the Export For Screens dialog box. You can choose from the same formats you saw in the previous section.

---

You can also quickly and easily export individual assets in file formats such as JPG, PNG, and SVG using the Asset Export panel. The Asset Export panel lets you collect assets that you might export frequently and can be a great tool for web and mobile workflows because it allows for the export of multiple assets with a single click. In this section, you’ll open the Asset Export panel and see how to both collect artwork in the panel and use it to export that collected artwork.

1. With the Selection tool (☛) selected, click to select the white “Pluralist” logo at the top of the artboard.
2. Press Command++ (macOS) or Ctrl++ (Windows) several times to zoom in closely to the logo.
3. With the logo selected, choose Window > Asset Export to open the Asset Export panel.

The Asset Export panel is where you can save content for export now or later. It can work in conjunction with the Export For Screens dialog box to set export options for the selected assets, as you’ll see.

---

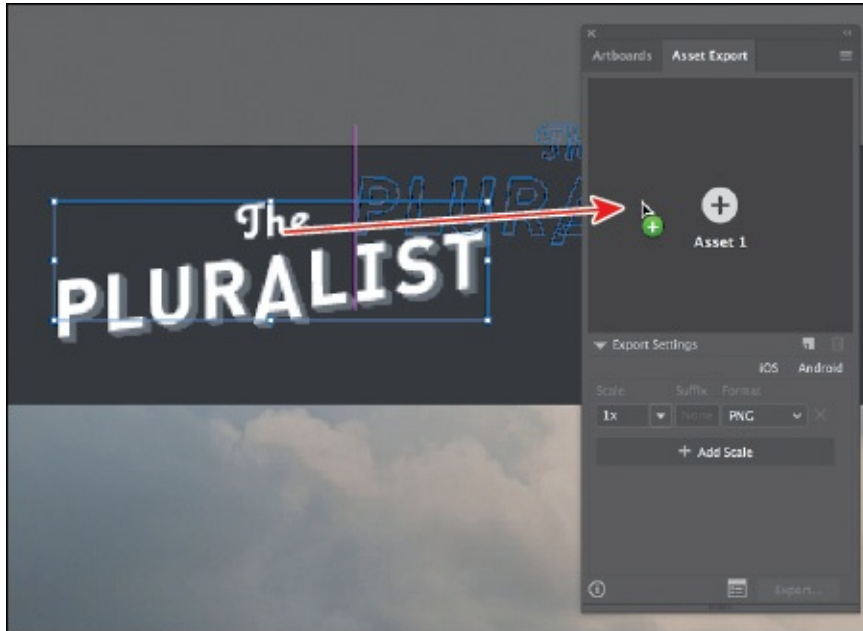
▶ **Tip:** To add artwork to the Asset Export panel, you can also right-click the artwork in the Document window and choose Collect For Export > either As Single Asset or As Multiple Assets.

---

4. Drag the selected Pluralist logo into the top part of the Asset Export panel. When you see a plus sign (+) appear, release the mouse button to add the artwork to the Asset Export panel.
-

► **Tip:** To delete an asset from the Asset Export panel, you can either delete the original artwork in the document or select the asset thumbnail in the Asset Export panel and click the Remove Selected Assets From This Panel button.

---



The artwork you added to the panel is now called “pluralist” or something similar. The asset is tied to the original artwork in the document. In other words, if you update the artwork in the document, the asset is updated in the Asset Export panel. Every asset you add to the Asset Export panel is saved with the panel and will be in there until you delete it from either the document or the Asset panel. You can also drag multiple objects into the Asset Export panel, and each will be saved as a separate asset.

---

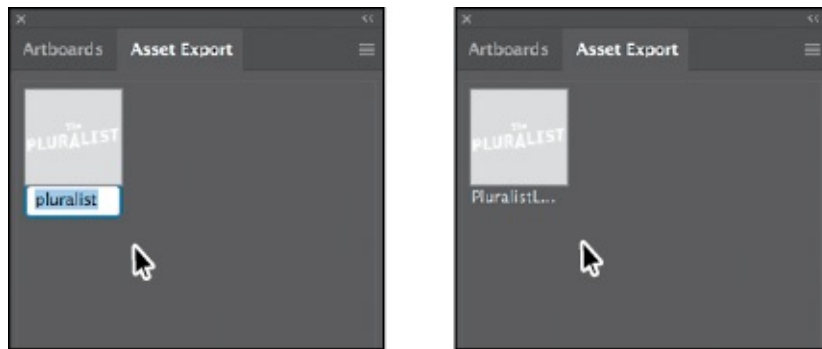
► **Tip:** If you Option-drag (macOS) or Alt-drag (Windows) multiple objects into the Asset Export panel, the selected content will become a single asset in the Asset Export panel.

---

5. Click the name of the asset in the Asset Export panel, and rename it **PluralistLogo**.
- 

● **Note:** You may need to double-click to edit the name.

---



The asset name that appears is based on what the artwork is named in the Layers panel. Also, how you name assets in the Asset Export panel is up to you. I name them so later I can more easily keep track of what each asset is used for.

6. Click the Pluralist logo asset thumbnail to select it in the Asset Export panel.

As you add more and more assets to the panel using various methods, you will need to first select the assets you'd like to export.

7. In the Export Settings area of the Asset Export panel, choose SVG from the Format menu, if necessary.

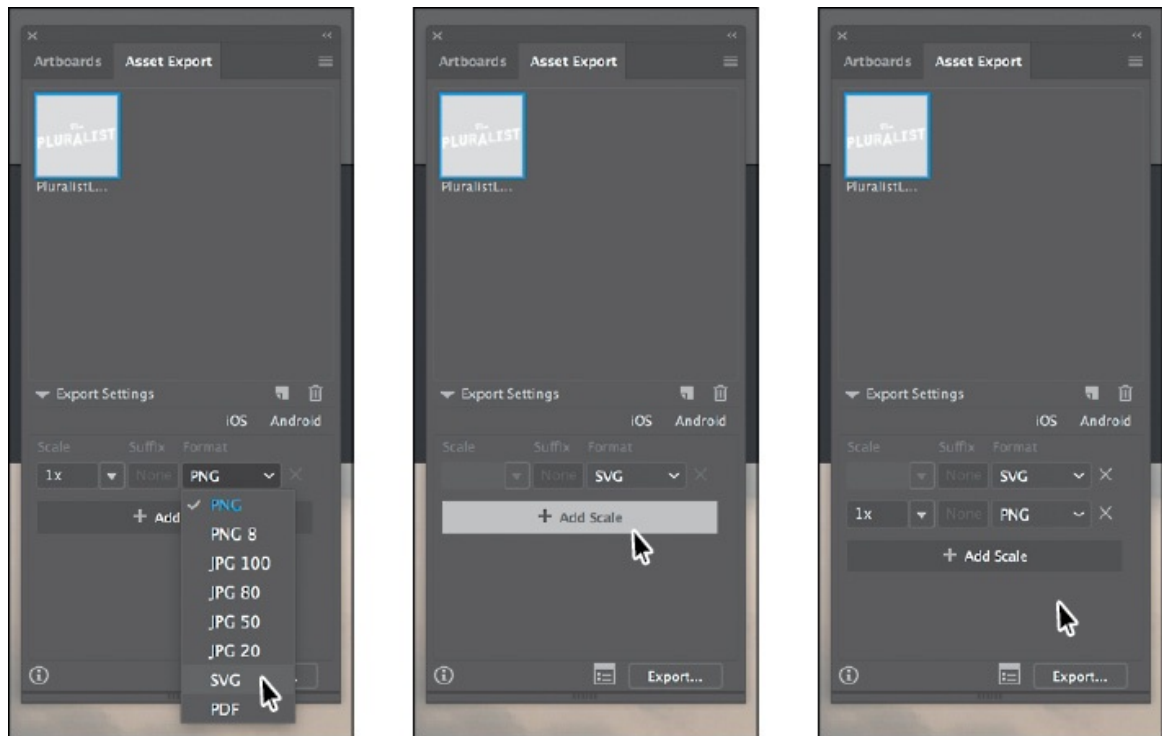
The SVG is perfect for the website, but in this case, a co-worker has asked for a PNG version of the same logo as well.

---

● **Note:** If you are creating assets for use on iOS or Android, you could also click the iOS or Android options to create a series of scaled export options, by default.

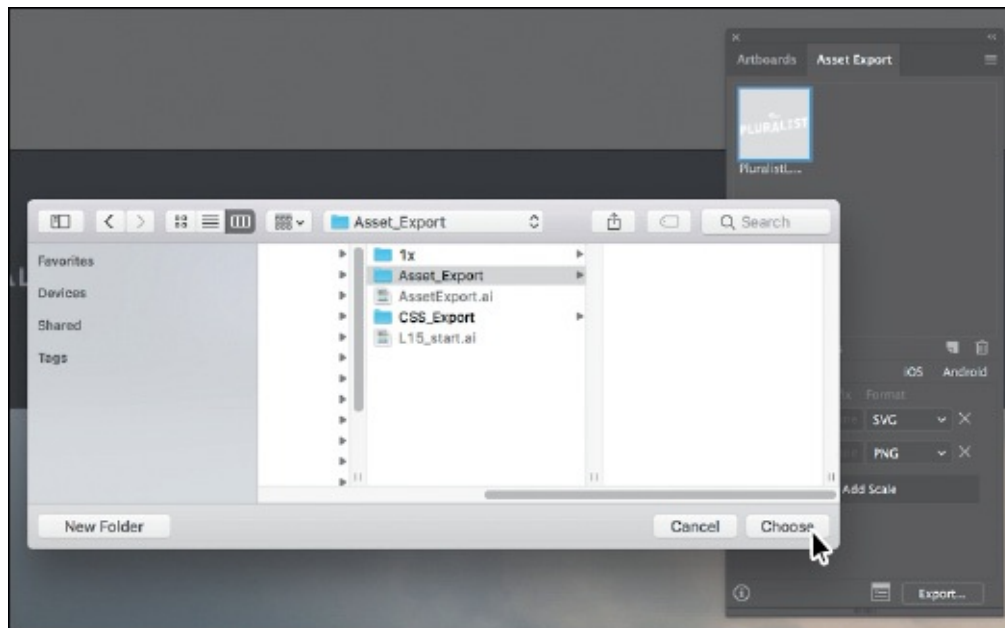
---

8. Click the + Add Scale button below the SVG option in the panel to export the artwork in another format (in this case). Change Scale to 1x and ensure that Format is PNG.



This sets the format for all of the selected assets in the Asset Export panel. You can also set a scale (1x, 2x, etc.) if you need multiple scaled versions of the selected assets—perhaps for Retina and non-Retina displays when it comes to formats like JPEG or PNG. You can also add a suffix to the exported file name. A suffix could be something like “@1x” to indicate the 100% scaled version of an exported asset.

9. With the PluralistLogo thumbnail selected at the top of the Asset Export panel, click the Export button at the bottom of the Asset Export panel to export the selected asset. In the dialog box that appears, navigate to the Lessons > Lesson15 > Asset\_Export folder, and click Choose (macOS) or Select Folder (Windows) to export the assets.



Both the SVG file (PluralistLogo.svg) and the PNG file (PluralistLogo.png) will be exported to the Asset\_Export folder in separate folders.

You can also click the Launch The Export For Screens Dialog button (🖨️) at the bottom of the Asset Export panel. This will open the Export For Screens dialog box where you can set all of the same settings, including a few more.

## Creating CSS from your design

---

● **Note:** Exporting or copying CSS from Illustrator CC *does not* create HTML for a web page. It is intended to create CSS that is applied to HTML you create elsewhere, such as in Adobe Dreamweaver.

---

If you are building a website or want to hand off content to a developer, you can transform the visual designs you create in Illustrator to Cascading Style Sheets styles using the CSS Properties panel (Window > CSS Properties) or File > Export > Export As command. *Cascading Style Sheets* is a specification for formatting rules, much like paragraph and character styles in Illustrator, that control the appearance of content in a web page. Unlike paragraph and character styles in Illustrator, CSS can control not only the look and feel of text but also the formatting and positioning of page elements found in HTML.

```
1  html {
2      font-family: sans-serif;
3      -webkit-text-size-adjust: 100%;
4      -ms-text-size-adjust: 100%;
5  }
6  body {
7      margin: 0;
8  }
9  a:focus {
10     outline: thin dotted;
11 }
12 a:active, a:hover {
13     outline: 0;
14 }
15 h1 {
16     font-size: 2em;
17     margin: 0 0 0.2em 0;
18 }
```

An example of CSS code.

The great thing about generating CSS from your Illustrator artwork is that it allows for flexible web workflows. You can export all of the styling from a document, or you can just copy the styling code for a single object or a series of objects and paste it into an external web editor, like Adobe Dreamweaver. This can be a great way to move the styling from your web design in Illustrator straight to your HTML editor or to hand it off to a web developer. But creating CSS styling and using it effectively requires a bit of setup in your Illustrator CC document, and that's what you'll learn about next.

---

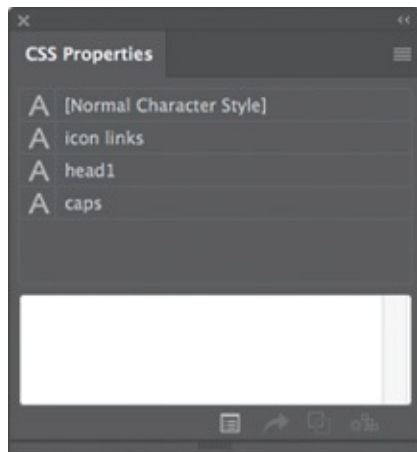
● **Note:** To learn more about CSS, visit the “Understand Cascading Style Sheets” section of Adobe Dreamweaver Help (<https://helpx.adobe.com/dreamweaver/using/cascading-style-sheets.html>).

---

## Setting up your design for generating CSS

If you intend to export or copy and paste CSS from Illustrator CC, setting up the Illustrator CC file properly before creating CSS allows you to name the CSS styles that are generated. In this section, you'll look at the CSS Properties panel and see how you can set up the content for style export using *named* or *unnamed* content.

1. Choose Window > Workspace > Reset Essentials.
2. Choose Select > Deselect, if available.
3. Choose View > Fit Artboard In Window and then press Command+– (macOS) or Ctrl+– (Windows) to zoom out.



4. Choose Window > CSS Properties to open the CSS Properties panel. Using the CSS Properties panel, you can do the following:
  - Preview CSS code for selected objects.
  - Copy CSS code for selected objects.
  - Export generated styling for selected objects to a CSS file (along with any images used).
  - Change options for the CSS code exported.
  - Export the CSS for all objects to a CSS file.
5. With the Selection tool (☛) selected, click to select the blue rectangle behind the navigation and logo at the top of the artboard (see the following figure).

In the CSS Properties panel you'll see a message in the preview area. Instead of CSS code (which is what the preview area typically shows), the message states that the object needs to be named in the Layers panel or you need to allow Illustrator to create styling from “unnamed objects.”



6. Open the Layers panel (Window > Layers), and click the Locate Object button (🔍) at the bottom of the panel to easily find the selected object in the panel.

7. Double-click directly on the name of the selected <Rectangle> object in the Layers panel, and change the name to **navbar** (lowercase). Press Return or Enter to make the change.

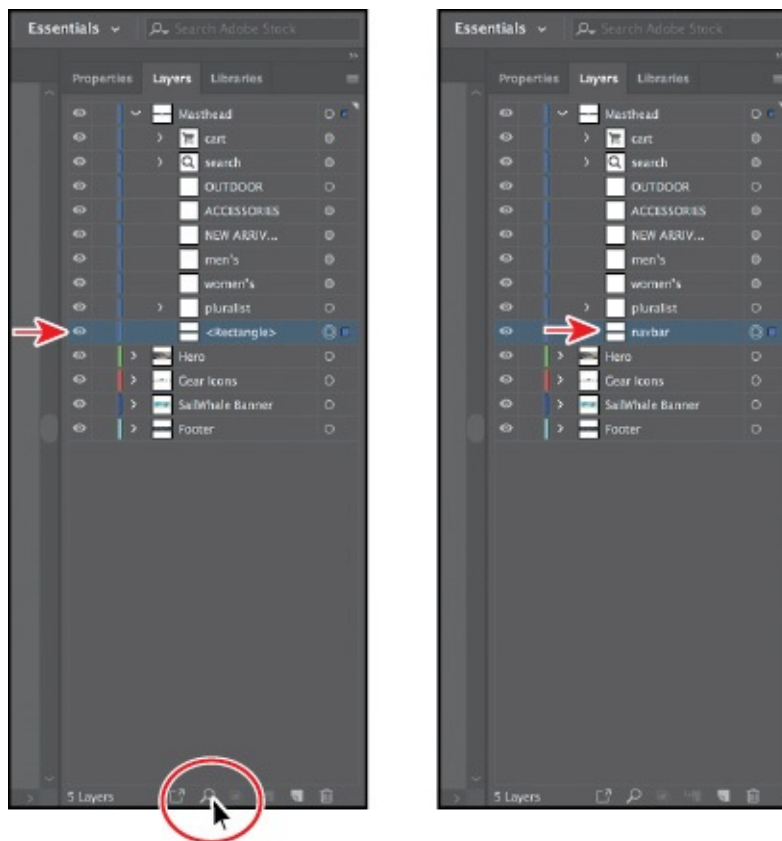
---

● **Note:** You may need to drag the left edge of the Layers panel to the left to see the entire name of the object.

---

● **Note:** The content for the sublayer named “pluralist” may be showing in your Layers panel and that’s okay.

---



8. Look in the CSS Properties panel again, and you should see a style named .navbar in the preview area. Drag the bottom of the panel down to show more.



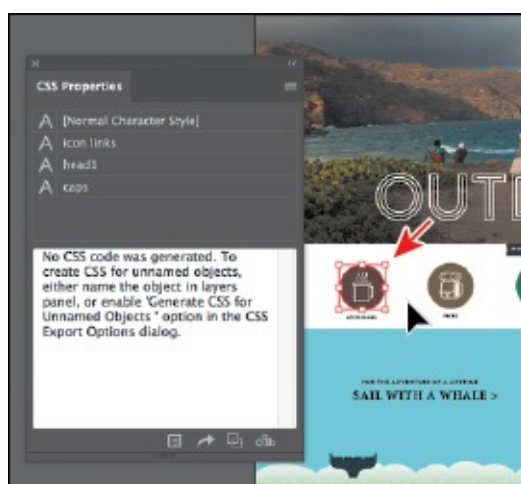


● **Note:** If you see a style named “.navbar\_1\_,” it’s usually because there is an extra space after the name “navbar” in the Layers panel.

▶ **Tip:** You can tell a style is a *class* in CSS because the name has a period (.) before it.

When content is unnamed in the Layers panel (it has the default naming), a CSS style is not created for it, by default. If you name the object in the Layers panel, the CSS is generated, and the name of the style created matches the object name in the Layers panel. Illustrator creates styles called *classes* for most content.

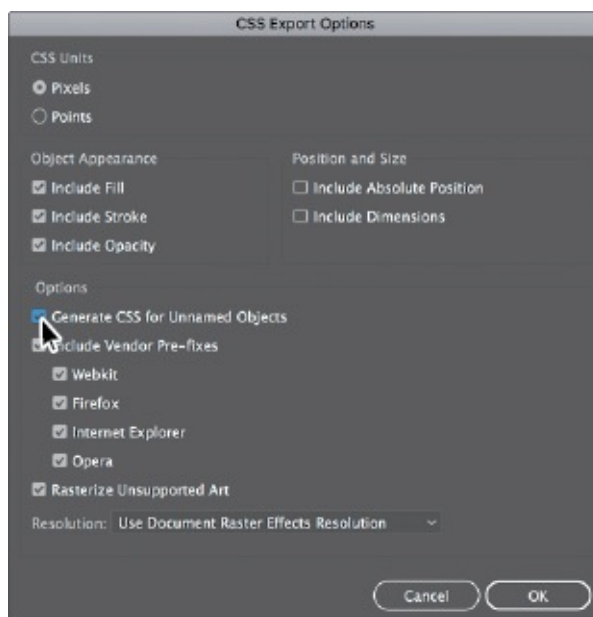
For objects in the design (not including text objects, as you will see), the name you give them in the Layers panel should match the class name in the HTML that is created in a separate HTML editor, like Dreamweaver. But, you can also forgo naming the objects in the Layers panel and simply create generic styles that you can then export or paste into an HTML editor and name there. You will see how to do that next.



9. With the Selection tool, click to select the brown circle behind the cup you worked with earlier. In the CSS Properties panel, a style will not appear since the object is unnamed in the Layers panel (it just has the generic <Path> name).
0. Click the Export Options button (⌘) at the bottom of the CSS Properties panel.

The CSS Export Options dialog box that appears contains export options that you can set, such as which units to use, which properties to include in the styles, and other options, such as which Vendor prefixes to include.

1. Select Generate CSS For Unnamed Objects, and click OK.



2. With the brown circle still selected, a style named “.st0” appears in the preview area of the CSS Properties panel.



.st0 is short for “style 0” and is a generic name for the formatting that is generated. Every object that you don’t name in the Layers panel will now

be named .st1, .st2, and so on, after turning on Generate CSS For Unnamed Objects. This type of style naming can be useful if, for instance, you are creating the web page yourself and you are going to paste or export the CSS from Illustrator and name it in your HTML editor or if you simply needed some of the CSS formatting for a style you already have in your HTML editor.

3. Choose Select > Deselect and then choose File > Save.

## Working with character styles and CSS code

Illustrator will create CSS styles based on text formatting, as well. Formatting, such as font family, font size, leading (called *line-height* in CSS), color, kerning and tracking (collectively called *letter-spacing* in CSS), and more, can be captured in the CSS code. Any character styles that are applied to text in your design are listed in the CSS Properties panel as a CSS style and have the same name as the character style. Text that has formatting applied, without a character style applied, will have a generic CSS style name when Illustrator generates the style.

---

● **Note:** Currently, paragraph styles are not taken into account when naming styles in the CSS code that is generated.

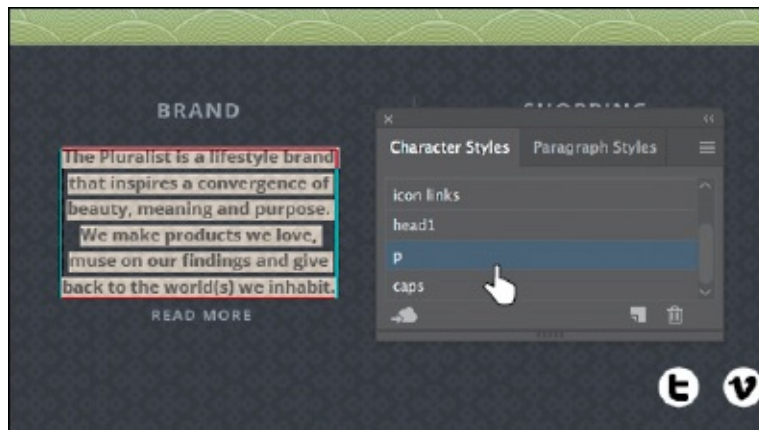
---

Next, you'll create and then apply a character style to text.

1. In the CSS Properties panel, notice the style named [Normal Character Style], toward the top of the panel.

In the CSS Properties panel, only character styles that are applied to text appear. The Normal Character Style is applied to text by default, so it appears in the CSS Properties panel. If you create character styles but don't apply them to text, they will not appear in the CSS Properties panel.

2. Choose Window > Type > Character Styles to open the Character Styles panel.
3. With the Selection tool (▢) selected, click to select the paragraph of text *below* the heading "BRAND," on the left end of the footer.
4. Press Command++ (macOS) or Ctrl++ (Windows) several times to zoom in to the text.
5. Select the Type tool (T) in the Tools panel. Select the entire paragraph that begins with "The Pluralist is a lifestyle brand...."
6. Click the style named "p" in the Character Styles panel to apply it to the selected text.

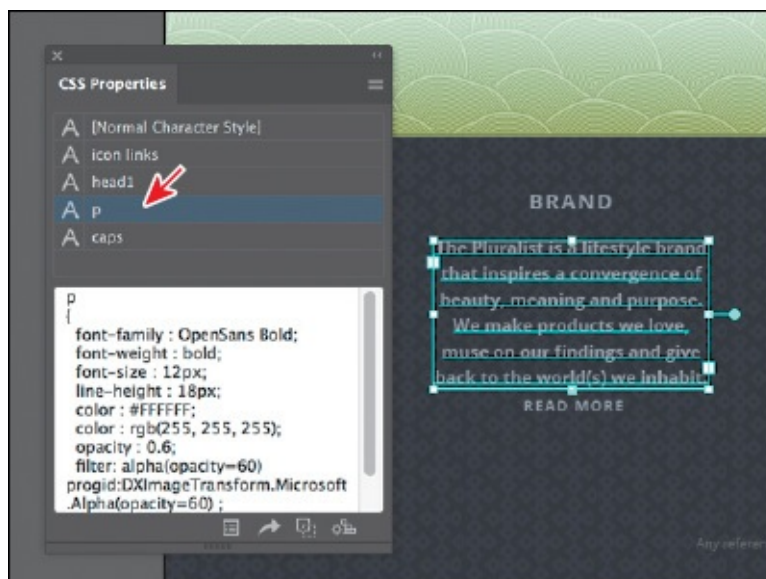


7. Select the Selection tool (►), and with the text object still selected, you will see the character style named “p” in the CSS Properties panel list. This indicates that it is applied to text in the design. You will also see CSS code in the preview area of the panel.

---

► **Tip:** You can also use the character styles listed in the CSS Properties panel as a way to apply the styles to text.

---

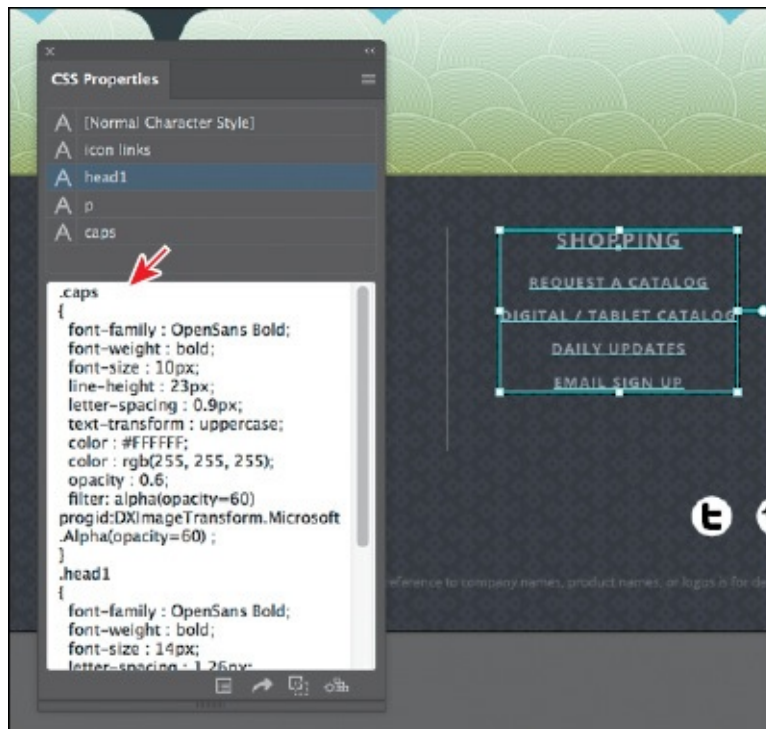


Selecting a text object (not the text) will show all the generated CSS code for the styling used in the entire text area. With the text selected, the CSS is not shown in the CSS Properties panel.

8. With the Selection tool, click the type object in the footer that contains the “Shopping” heading. Look in the CSS Properties panel, and you will see a series of CSS styles listed. These are the styles applied to *all* the text in the type area. You may want to drag the bottom of the CSS Properties panel down to see more of the styling.

Selecting a type area gives you the ability to see all the CSS code generated from the styling. It is also a great way to be able to copy or

export all the text formatting from a selected type area.



● **Note:** The ordering of the styles you see in the CSS Properties panel may not match the figure and that's okay.

## Working with graphic styles and CSS code

CSS code can also be copied or exported for any graphic styles that are applied to content. Next, you'll apply a graphic style and see the generated CSS code.

1. Choose View > Fit Artboard In Window. With the Selection tool (▢), click to select the blue rectangle behind the ship. You may want to zoom out a bit.
2. Choose Window > Graphic Styles. In the Graphic Styles panel, click the graphic style named "GradientBox." You can close the Graphic Styles panel group.

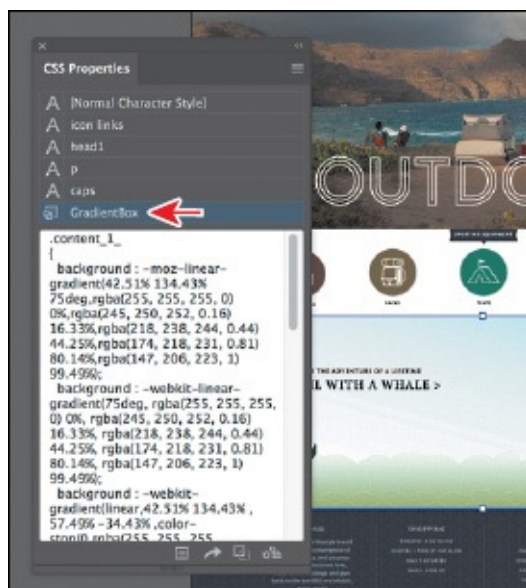




► **Tip:** Like selecting a character style in the CSS Properties panel to apply the formatting, you can also select content and select a graphic style listed in the CSS Properties panel to apply it.

Looking in the CSS Properties panel, you will see the graphic style named “GradientBox” now listed, because it is applied to content in your document.

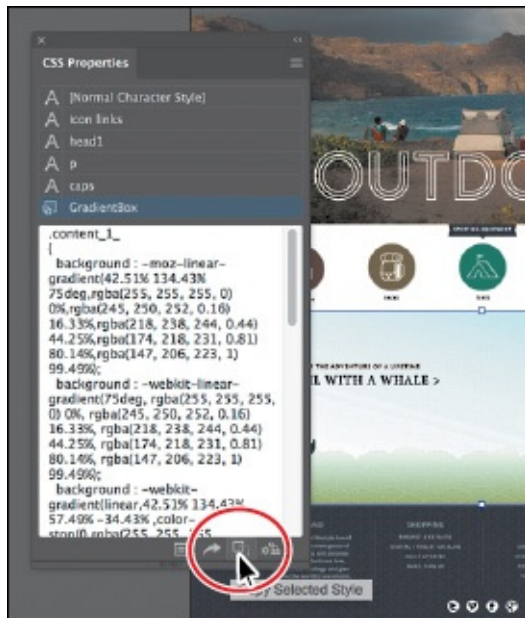
You will also see CSS code for a style. Mine is named “.content\_1\_,” but yours may be different. The CSS code is generated from the GradientBox graphic style you just saw since that graphic style is applied. But it’s not naming the style with the “GradientBox” name since the graphic style is just a way to apply formatting. Remember, this is an unnamed CSS style because you didn’t rename the selected object (the rectangle) in the Layers panel.



**3.** Leave the rectangle selected and then choose File > Save.

## Copying CSS

At times, you may need to capture only a bit of CSS code from part of your design to paste into your HTML editor or to send to a web developer. Illustrator lets you copy and paste CSS code easily. Next, you'll copy the CSS for a few objects and learn about how grouping can change the way CSS code is generated.



1. With the rectangle still selected, click the Copy Selected Style button (📋) at the bottom of the CSS Properties panel. This copies the CSS code currently showing in the panel.

Next, you will select multiple objects and copy the generated CSS code at the same time.

---

● **Note:** You may see a yield sign icon (⚠) at the bottom of the panel when certain content is selected. It indicates that not all of the Illustrator appearance attributes (such as the multiple strokes applied to the shape) can be written in the CSS code for the selected content.

---

2. With the Selection tool (🖱) selected and the rectangle still selected, Shift-click the brown circle to select both objects.

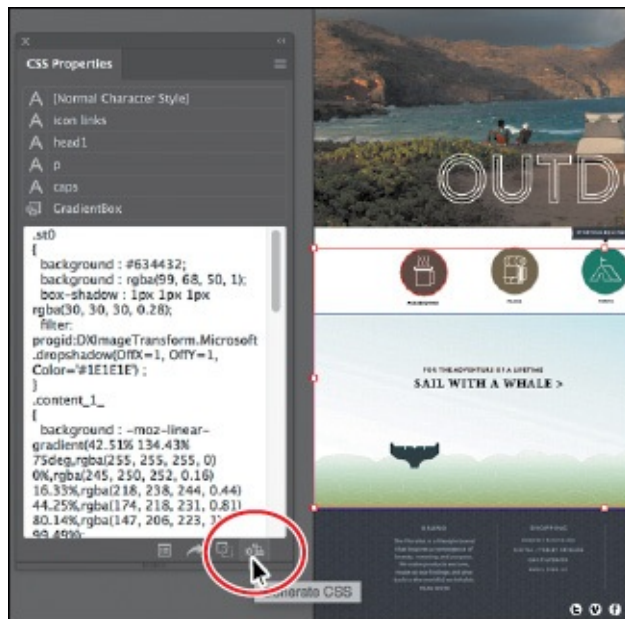
In the CSS Properties panel, you will not see any CSS code since you need to tell Illustrator to generate CSS code for more than one selected object.

---

▶ **Tip:** When CSS code appears in the CSS Properties panel for selected content, you can also select part of the code, right-click the selected code, and then choose Copy to copy just that selection.

---

3. Click the Generate CSS button (🔧) at the bottom of the panel.

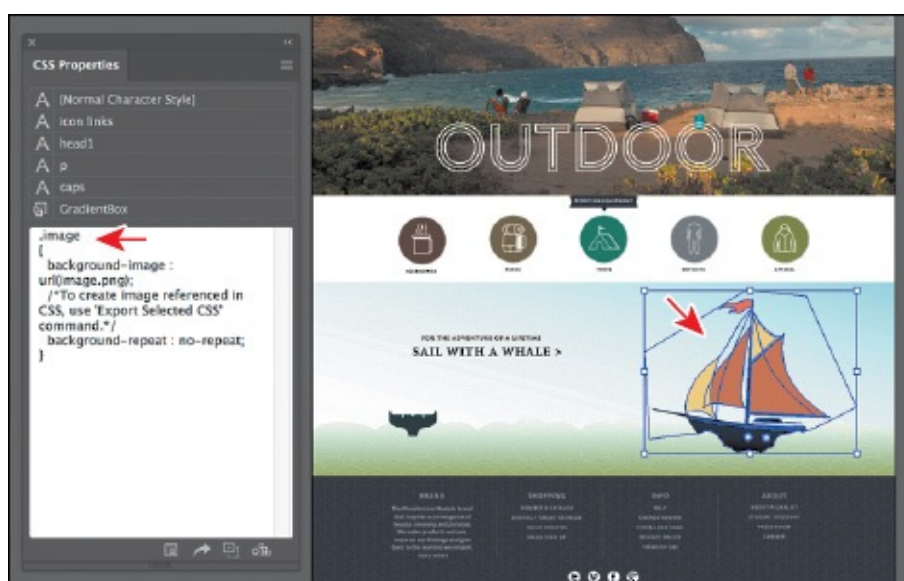


The code for two CSS styles, .st0 and .content\_1\_, now appears in the preview area of the CSS Properties panel. Your style names may be different, and that's okay. To see both styles, you may need to scroll down in the panel. Yours may also be in a different order, and that's okay.

**Note:** The styling or naming you see may be different, and that's okay.

With both styles showing in the CSS Properties panel, you could copy the styles and paste them into your HTML editor code or paste them into an email to send to a web developer, for instance.

4. With the Selection tool, click to select the ship.



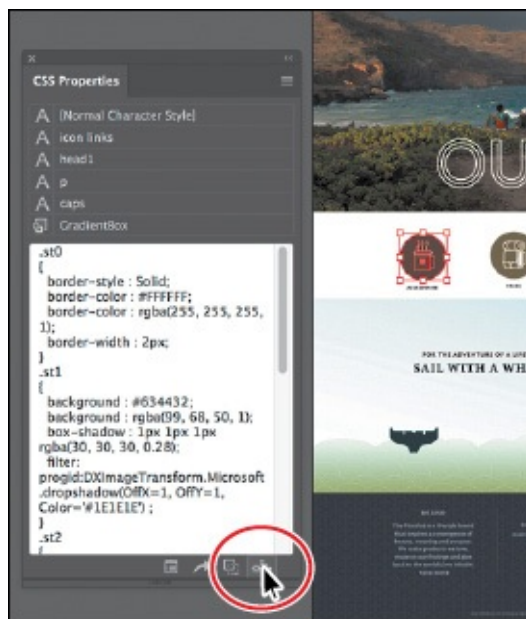
In the CSS Properties panel, you will see CSS code for an .image style.



That code contains a background-image property. When Illustrator encounters artwork (or raster images) that it can't make CSS code from or a group of objects, it rasterizes the exported content (*not* the artwork on the artboard) when you export the CSS code. The CSS code that is generated can be applied to an HTML object, like a div, and the PNG image will be applied as a background image in the HTML object.



5. Drag a marquee selection across the brown circle and cup shapes to select them.
6. Click the Generate CSS button (🏠) at the bottom of the CSS Properties panel to generate the CSS code for the selected artwork.



You will see the CSS code for all the selected objects in the panel. If you were to copy the CSS code now, the images would not be created, only the code referring to them. To generate the images, you need to export the code, which you will do in the next section.

---

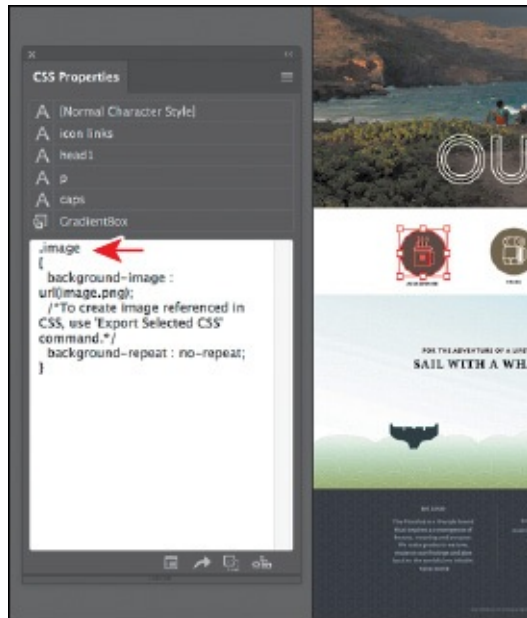
● **Note:** The styling you see may be different, and that's okay.

---

7. Choose Object > Group to group the objects together. Leave the group

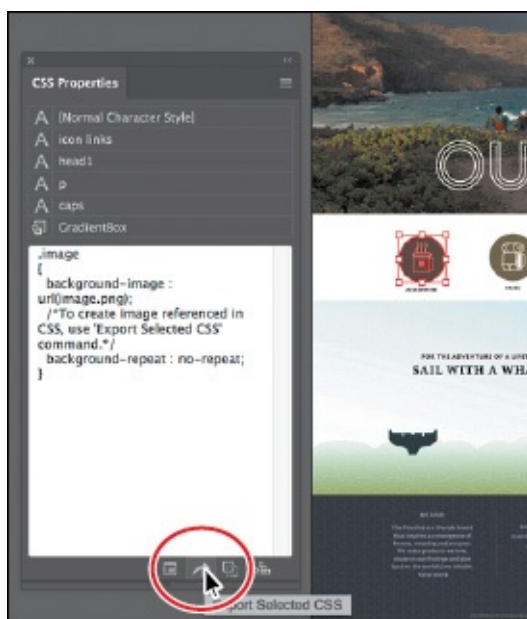
selected for the next section.

Notice that, in the CSS Properties panel, a single CSS style is now showing (.image). Grouping content tells Illustrator to create a single image (in this case) from the grouped content. Having a single web image would most likely be better if you intend on placing it on a web page.



## Exporting CSS

You can also export part or all of the CSS code for your page design. Exporting CSS code has the distinct advantages of creating a CSS file (.css) and exporting PNG files for content that is considered unsupported. In this section, you will see both methods.



1. With the group still selected, click the Export Selected CSS button (📄➡) at

the bottom of the CSS Properties panel.

2. In the Export CSS dialog box, make sure that the filename is AssetExport. Navigate to the Lessons > Lesson15 > CSS\_Export folder, and click Save to save a CSS file named AssetExport.css and a PNG image file.

---

▶ **Tip:** You can choose a resolution for rasterized artwork in the CSS Export Options dialog box. By default, it uses the Document Raster Effects resolution (Effect > Document Raster Effects Settings).

---

3. In the CSS Export Options dialog box, leave all settings at default, and click OK.

---

● **Note:** You can also export all of the CSS from your design by choosing Export All from the CSS Properties panel menu. If you want to change the export options first, you can set them by clicking the Export Options button (■) at the bottom of the CSS Properties dialog box.

---

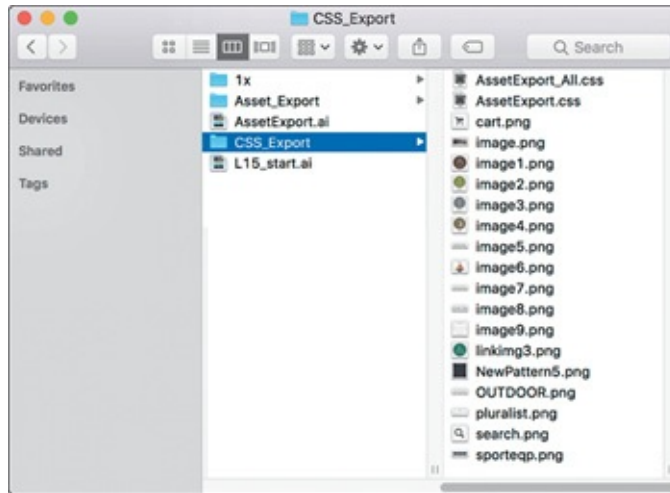
4. Go to the Lessons > Lesson15 > CSS\_Export folder on your hard drive. In that folder, you should now see the AssetExport.css file and an image named image.png.

As stated earlier, the CSS code that was generated assumes that you are going to apply the CSS styling to an object in your HTML editor and that the image will become a background image for the object. With the image generated, you can use it for other parts of your web page as well. Next, you'll export all the CSS from the design.

5. Back in Illustrator, choose File > Export > Export As. In the Export dialog box, set the Format option to CSS (css) (macOS) or the Save As Type option to CSS (\*.CSS) (Windows). Change the filename to **AssetExport\_all**, and make sure that you navigate to the Lessons > Lesson15 > CSS\_Export folder. Click Export.
6. In the CSS Export Options dialog box, leave all the options at their default settings, and click OK. You most likely will see a dialog box telling you that images will be overwritten. Click OK.

Position and size properties are not added to the CSS code by default. In certain situations, you will need to export CSS with those options selected. The Include Vendor Pre-fixes option is selected by default. *Vendor prefixes* are a way for certain browser makers (each is listed in the dialog box) to add support for new CSS features. You can choose to exclude these prefixes by deselecting them.

7. Go to the Lessons > Lesson15 > CSS\_Export folder, and you will see the new CSS file named AssetExport\_all.css and a series of images created because the Rasterize Unsupported Art option was selected in the CSS Export Options dialog box.



● **Note:** Your file sorting and icons may look different in the CSS\_Export folder, and that's okay.

8. Return to Illustrator, and choose Select > Deselect.
9. Choose File > Close to close the file. Save the file if asked.

## Review questions

1. Why do you align content to the pixel grid?
2. Name three image file types that can be chosen in the Export For Screens dialog box and Asset Export panel.
3. Describe the generic process for exporting assets with the Asset Export panel.
4. What is CSS?
5. Describe the difference between *named* and *unnamed* content when it comes to generating CSS.

## Review answers

1. Aligning content to the pixel grid is useful for providing a crisp appearance to the edges of artwork. When Snap To Pixel is enabled for supported artwork, all the horizontal and vertical segments in the object are aligned to the pixel grid.

2. The image file types that can be chosen in the Export For Screens dialog box and the Asset Export panel are PNG, JPEG, SVG, and PDF.
3. In order to export assets using the Asset Export panel, the artwork to be exported needs to be collected in the Asset Export panel. Once in the panel, you can select the asset(s) to be exported, set the export settings, and then export.
4. If you are building a website or want to hand off content to a developer, you can transform the visual designs you create in Illustrator to CSS styles using the CSS Properties panel (Window > CSS Properties) or File > Export > Export As command. Cascading Style Sheets is a specification of formatting rules, much like paragraph and character styles in Illustrator, that control the appearance of content in a web page. Unlike paragraph and character styles in Illustrator, CSS can control not only the look and feel of text but also the formatting and positioning of page elements found in HTML.
5. Named content is content whose layer name in the Layers panel has been changed. When content is unnamed in the Layers panel (the default layer name is used), a CSS style is not created for the content by default. If you name the object in the Layers panel, the CSS is generated, and the name of the style created matches the object name in the Layers panel. To generate CSS styles for unnamed content, you need to enable this in the CSS Export Options dialog box by clicking the Export Options button (🔧) in the CSS Properties panel.