

Project 5 - Graphical Content Using Photoshop

Project 5 Objectives:

- Learn basic graphical skills for cropping, selection, use of layers, text manipulation and effects.
- Learn how to create graphical content with specified dimensions and formats for a Web site.
- Learn how to use patterns, brushes and effects to add interest, texture, and dimensional aspects to a graphic.
- Incorporate a site color palette into a logo, banner and imagemap graphic.
- Plan and execute creation of a logo that is an abstracted representation of a business.
- Plan and execute creation of a banner that contains graphical and textual elements that represent a business.

Background:

The Web Graphics slideshow covers some art design concepts that you should use when designing and creating your banner, background and logo. Using Photoshop or another graphics program, you will create a banner, an imagemap graphic and a logo image for your fictional business. Web Developers often use text graphics when they want to guarantee a certain font or look for their text.

The size of your graphic files should be kept as small as possible. Set the resolution your images to be 72 ppi (pixels per inch) and compress the files as much as possible. To achieve the greatest compression for a GIF file, use large areas of flat color. Always crop as tightly as possible around your image to decrease the file size. You should also take measures to prevent haloing around your logo and banner components.

Some examples of banners, imagemap graphics and logos are provided in the Examples.zip in the Project 5 Instructions ASSIGNMENT area in Canvas. Your web-ready exported image formats should be GIF, JPEG, or PNG. If you want transparency in an image, you should export the image as a GIF. You should also save your image files in their native PHOTOSHOP PSD format for future modification (you must not upload your PSD files in your projects on Yoda).

The three graphical elements you create for this assignment must portray the business theme and make use of your chosen color palette. While each of these graphics should stand on its merit, they must work well together to enhance your business. As you see, this requirement is part of the grading criteria, so spend time planning on how you will tie these three graphics together, with common font-families, colors, graphical elements, etc. You may want to ask a friend for an opinion about how well your graphics work together.

Note: Do not use any copyrighted images in this project. Your instructor has provided some royalty-free stock images purchased for this class that you may choose to use for your business graphics. So use these or be ready to prove an image used is not copyrighted.

Instructions:

Step 1. Setting Up Your Project:

Create a Project5 folder using a start file. There is a start file in the Class Resources in Canvas. In this project, we will not be using any other web pages from previous projects.

Do not link to any previous pages.

Add an Images folder inside the Project5 folder.

Create a **graphics.html** page by beginning with the start.html file and renaming it Graphics.html.

Change the title of your Graphics.html page to reflect the name of your chosen business: i.e.

Extreme Honeymoons – Graphics.

Create an **index.html** page by beginning with the start.html file and renaming it index.html.

This page will become the opening page or “splash” page for your final business Web site in Project 7.

Change the title of your index.html page to reflect the name of your fictional business: i.e. Extreme Honeymoons. This page will hold the imagemap graphic for this project.

Copy your **SiteDesign.html** color palette web page from Project3 into this Project5 folder. If you did not make this page for Project3, make it for this project. Contact your instructor for help if needed.

Step 2. Banner Image Specifications:

You will create a banner image for your business that contains the **full name** of the chosen business and also at least one image as provided by your instructor for Project3 or make use of PHOTOSHOP adobe brush images. Please do not use copyrighted images in your banner.

Your banner image size should use the following dimensions: width (500px-600px) and height (150px-175px).

Your banner cannot be just plain text with a background color. Your banner text should have some special effect like drop shadow, glowing or proportion manipulation. Experiment with use of texture, patterns, gradients, lighting effects, and adobe brushes in the background area of the banner. You can also distort, decrease opacity, colorize or make some other modifications to images you use in your banner. Make use of colors you have defined in your color palette. The banner will need to fit well with other graphics you will be creating.

This banner image will eventually be placed at the top of your Web site pages in Project 7 in an area usually called the masthead. This masthead area on which your banner will sit will probably have a solid background color. You can choose to use the masthead background color in your banner background or provide a border or a transparent background.

Export your banner image as a GIF, PNG or a JPEG and save it in your Project 5 Images folder. You should also save your banner file as a PHOTOSHOP PSD file for future modification, but do not include this file in your Project5. Place your banner graphic on the **graphics.html** page using the **** tag. Do not worry about the exact placement of the banner at this time. Remember to add the **alt** attribute to the **** tag for accessibility and validation purposes.

Step 3. Logo Image Specifications:

A logo is usually a small graphic that is used to represent a business. In this project, you will create a logo that reflects the nature or theme of your chosen business.

Your logo dimensions should be: width (110px-150px) and height (150px-175px). You may want the logo to be the same height as your banner. Some additional business logo examples can be found at: <http://www.biz-logo.com/logo-examples.html>

Logos usually include large text characters, words, geometric shapes, and some graphical effects. To differentiate your logo from the banner, do NOT use the entire name of the business in the logo. You could use an abstraction of the business name. Your logo must also not just be letters of text. If your logo has letters of text, you should have some graphical effect like drop shadow, glowing or proportion manipulation. You may use simple line art, free hand drawings, or adobe brush images as part of your logo. Also do NOT use a photographic image as part of your logo. Please do not use copyrighted clipart or images in your logo.

Make use of colors you have defined in your color palette in your logo. The logo will need to fit well with other graphics you will be creating. Your logo image will eventually be placed at the top of your Web site pages in a future project. This masthead area on which your logo will sit will probably have a solid background color. You can choose to use the masthead background color in your logo background or provide a border or a transparent background. If using a transparent background, make sure there is no haloing around the edges of your logo.

Export this logo image as a GIF, PNG or JPEG file and save it in your Project5 Images folder. You should also save your logo file as a PHOTOSHOP PSD file for future modification, but do not include this file in your Project5. You will also place your logo image on the **graphics.html** page using the `` tag. Do not worry about the exact placement of the logo at this time. Here is an example of what the graphics.html page might look like:

Step 4. ImageMap Graphic Instructions:

An imagemap graphic for this project should be a *composite* or *collage-like* graphic with **five well defined areas** and a **textual label** for each area. This single image will be used to create an imagemap with hotspots in Project 7. Do not link hotspots for this project. See the imagemap graphic examples provided in the Examples.zip file.

Use as many images given to you by your instructor in Project3 as you would like to create this graphic. The final dimensions of your imagemap graphic should be 700px width by (500px-700px) in height. Remember to create five well-defined areas of interest that can later be used as hotspots. These five areas will correspond to the pages in your business' web site.

Use all the drawing and layering bag of tricks you have learned for this image. You may use any of the images from Project3, adobe brushes, textures, free-hand drawings, drop shadows, borders, lighting effects, knockout text, etc. Please do not use copyrighted clipart or images in your logo.

The text labels you need to add to this graphic will be used to identify your hotspot areas must include these five labels:

Home, About Us, Tributes, Customer Survey, and Favorite Links.

Make sure the text is readable on whatever background it appears in the imagemap. You can add drop shadows, glowing or offset another color text layer to help the text stand out better. Place the text labels near or on each associated image in your imagemap graphic so they can be included together when you create the hotspot links in a future project.

Save your imagemap graphic as a PHOTOSHOP PSD file in your Images folder for future modification but do not include this file in your Project 5. Save your imagemap as **mymap.jpg** and save it in your Project5 Images folder. Add the mymap.jpg graphic to the **index.html** page using the **** tag. This index.html page will become the “splash” or opening page for your business in a future project. Here is an example of what the composite image on the index.html page might look like:



Step 5. Validate both the **Graphics.html** and **index.html** pages using HTML 5.

You should NOT validate your SiteDesign.htm page. This is just a resource your instructor needs to see to judge your color usage in these Project 5 graphics.

Procedure for Submission:

Step 1. Log into your account on the Yoda web server and upload your entire Project5 folder in the Projects folder on Yoda by the due date and time.

Step 2. View your pages from the Internet using a path similar to:

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project5/Graphics.html>

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project5/index.html>

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project5/SiteDesign.html>

Make sure all your images display correctly from HTTP Internet path.

Revalidate your Graphics.html and index.html pages from the Internet.

Step 3. Please go to the **ASSIGNMENTS** area of Canvas and Project5. In the **Add Comment** box, please enter the URLs to your Project5 files and then click the Submit button:

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project5/Graphics.html>

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project5/index.html>

<https://yoda.tc.uvu.edu/lastnamefirstname/Projects/Project5/SiteDesign.html>

Step 4. Your instructor will grade your project from this Yoda web server after the due date has passed using the grading criteria below. You can see your grade form and feedback under the **ASSIGNMENTS**, Graded tab or from the course menu in **Grades**.

POINTS BREAKDOWN:

The project will be graded (roughly) on the following criteria:

ImageMap graphic size and content were correct. ImageMap graphic had 5 well-defined areas and with correct text for links and placed on the index.htm page.	10	points
ImageMap graphic fit business theme, used your colors from your site color palette and followed artistic design principles.	10	points
The banner graphic met size and content requirements	10	points
The banner graphic fit business theme,	10	points
used your colors from your site color palette and followed artistic design principles.		
Logo image met size and content requirements	10	points
The logo graphic fit business theme, used your colors from your site color palette and followed artistic design principles.	10	points
The three graphics complemented each other and when used together would enhance the business site theme.	10	points
Proper HTML 5 validation of Graphics.html and index.html pages and included link and graphic	5	points
TOTAL	75	points