Photoshop for Web Design

Set Up Your Project
- You can save workspaces and customize them to the way you like them
- You can double click an artboard name to rename it
- Artboards are useful to duplicate designs over multiple screens in one document
- Always use sRGB color settings for web design
- You can import files and add them to 'your library'
- Libraries can store colors, fonts, images, layered files, and more
- Quick hand tool → space bar + drag
- You can share libraries with other people using a link

Design Responsively
- Make sure your design is focused on the end-user experience
- Three basic ingredients to responsive design:
  - Fluid grids
  - Flexible images
  - Media queries
- **Guides** and grids help ensure everything is aligned properly
  - View → New Guide Layout
- Hold and drag the eyedropper outside of photoshop to sample a color
- The best anti-alias setting to use for web design is 'crisp'
- **Layer comps** let's you create and manage multiple versions of your files
- To create a layer comp, make edits, then select new layer comp
- The note tool is a way to add messages for things you can't show easily through photoshop, such as animated components
- **To create a seamless pattern**: filter → other → offset
  - Plug in a horizontal that is 1/2 the width of the image and 1/2 the width of the vertical
  - Undefined areas to wrap around
  - Being able to see where the image overlaps helps you fix it.
  - Use the clone stamp to sample and 'remake' the pattern by removing the obvious seam
  - Re-run the offset filter to check your work
- Shift + click: show / hide mask
- **Smart Objects** let you perform non-destructive transformations without losing data. It allows you to access the vector data, and lets you update all its linked instances when editing the original object.
- To create an embedded smart object:
  - Collapse layers on the image and do a simple copy and paste
  - Go to the smart object start file and drag it underneath all the layers you need it to be under
  - File → place embedded → select file you saved with all the layers
  - Drag it under the layers you need it to go under
  - Double click on the smart object to open the file, make edits, and save
- **Saved styles** give you easy access to apply them to multiple elements in your project
- To save a style:
  - Window → Styles
  - Select layer with styles and then select 'New Style' in Styles panel
- You can also save styles to your library to make them accessible to anyone

Process

- **Mood boards** help everyone get on the same page for the vision of the project
- It's great to translate obscure terms into visual that everyone can agree with
- Make sure these are not designs, but rather for discussion
- Look for images that support the words that are being used to describe the project
- Make primary images larger, secondary images smaller
- **Wireframes** should be made without color or real graphics, and lorem ipsum texts
- They should not define the final look of the page, but how the site will work (not how it will look like)
- Keep your wireframes organized so they are easier to edit later
- **Reusable UI** are atoms and molecules in the design process for web
- Reusable UI elements are things that are reused for other projects
- Keep a reusable UI library
- **Web Comps** serve as a sign-off for the client

Collaboration

- **Style guides** helps to ensure brand guidelines are being followed
- Setting the color palette is important, so the right colors are being used
- Spacing, and do's and don't's are important to detail in your style guide

Image Considerations

- **Retina displays** are high resolution displays
- PPI → Pixels Per Inch (higher PPI, higher resolution, higher quality)
- The smaller and closer the pixels, the sharper the image
- Accommodate for retina images to display in the best possible manner
- **Image types for the web**
  - JPG → photographs and images with gradients, lossy compression (some data is lost)
  - GIF → small fixed numbers of colors, logos, simple animation, lossless compression,
  - PNG → transparency, line art images, large image sizes, deflate compression (used in zip)
  - SVG → vector graphics, scalable without losing clarity, small image size
- Images should always be optimized for the web so they don't take forever to load

Legacy Save for the Web

- You can do a quick export from the layer panel in addition to the file menu
- You can select more than one art board and sizing with the export as window
- **Adobe Generator** creates optimized transparent graphics straight from the program
- Layer names have to include ".jpg" + a number (e.g. 5 = 50% compression) at the end.