

Art Direction



Paul Cheney

SPARTAN DESIGN UNIVERSITY

spartandesignuniversity.com



Agenda



Build Horizontal Hero

Build Combination Hero

Test Our Work



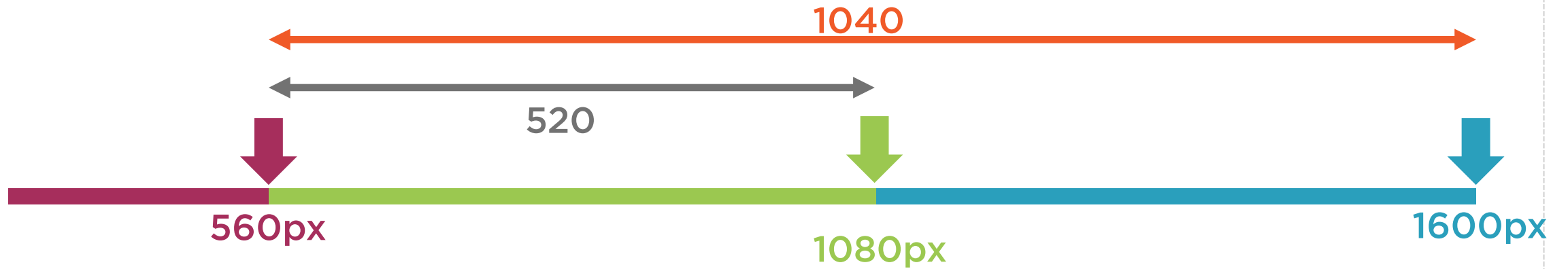
Images in Demos Folder



Art Direction



Determining Image Sizes



	Width	Height
Original Size		
Small Size	560px	?
Medium Size	1080px	?
Large Size	1600px	?



Images



560 Photoshop Pixels

1080 Photoshop Pixels

1600 Photoshop Pixels



From the demos for this unit get a copy of Synagogue and open it in Photoshop.

Duplicate the background layer.

Choose the rectangle marquee tool and change the style to fixed ratio.

Set the width to 2 and the height to 1

Drag a rectangle marquee around the part of the image that you want for the large screen.

Choose Select > Inverse and press the delete key. Choose Select > Deselect

Change the layer name to 1600x800 synagogue1600.jpg. Since we are using a 2:1 ration, I know that the height in this case is half of the width.

Duplicate the background layer again.

Drag a rectangle marquee around the part of the image that you want for the medium screen.

Choose Select > Inverse and press the delete key. Choose Select > Deselect

Change the layer name to 1080x540 synagogue1080.jpg.

Duplicate the background layer a third time.

Drag a rectangle marquee around the part of the image that you want for the small screen.

Choose Select > Inverse and press the delete key. Choose Select > Deselect

Change the layer name to 560x280 synagogue560.jpg.

Turn on File > Generate > Image Assets and save your file.

Duplicate the smallest one and rename it synagogue,

Open it on photoshop and change it to greyscale and save it.

Remember to compress these images and drag them into your images folder.



Open the start folder in Brackets

Lets add a heading 2 for Synagogue at Capernaum

Add a figure with a fig caption of Synagogue at Capernaum and a class of

Add an image tag with a source pointing to the greyscale image

Add an alt tag

Add an sizes attribute. Since this is a hero image and full width on all screens, set it to 100vw

Now were ready for the srcset.

The smallest image is synagogue560.jpg with 560 as the width.

The second image is synagogue1080.jpg with 1080 as the width.

and finally synagogue1600.jpg with 1600 as the width.

In the small scss file, add a figure.hero with the width set to 96% and a left margin set to 2% which is the value of our gutter variable.

Remember to set the image to 100% of the figure.

In the large scss we will limit the width of the <main> element to 100em and set the margin to zero and auto on the sides.

Make sure you have your css preprocessor running and launch you page in a browser.

As we move from small to large we can see the three different cropping's of the image.

In chrome when you move from large to small you do not see the changes. This is because Chrome and Opera do not load a smaller image once a large one has been uploaded. This can cause problems when testing your work.

Firefox provides a much better testing tool for responsive images.



Now lets return to Photoshop for our second example

Open Temple Mount in Photoshop

Duplicate the background layer.

Select the marquee tool and change the style to Normal

Drag a rectangle marquee around the part of the image that you want for the large screen.

Choose Window > Info and write down the width and height of the selection.

Choose Select > Inverse and press the delete key. Choose Select > Deselect

Select the layer tab.

Using the cross multiply box, enter the width and height of the selection

Enter 1600 for the target width.

Now multiply the selection height by the target width and divide by the selection width to get the target height.

Enter the width and height followed by temple1600.jpg in the layer name.

Duplicate the background layer again.

Drag a rectangle marquee around the part of the image that you want for the medium screen.

Choose Window > Info and write down the width and height of the selection.

Choose Select > Inverse and press the delete key. Choose Select > Deselect

Select the layer tab.

Using the cross multiply box, enter the width and height of the selection

Enter 1080 for the target width.

Now multiply the selection height by the target width and divide by the selection width to get the target height.

Enter the width and height followed by temple1080.jpg in the layer name.

Duplicate the background layer a third time.

Drag a rectangle marquee around the part of the image that you want for the small screen remember that this time you want a taller image for small phone screens.

Choose Window > Info and write down the width and height of the selection.

Choose Select > Inverse and press the delete key. Choose Select > Deselect

Select the layer tab.

Using the cross multiply box, enter the width and height of the selection

Enter 560 for the target width.

Now multiply the selection height by the target width and divide by the selection width to get the target height.

Enter the width and height followed by temple560.jpg in the layer name.

Turn on File > Generate > Image Assets and save your file.

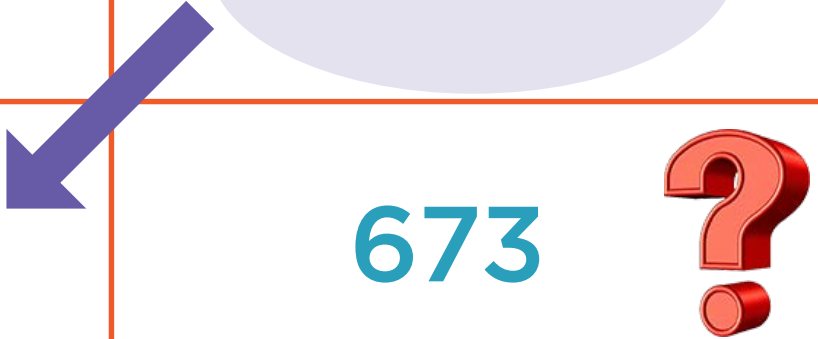
Create a black and white version for dumb browsers and name it temple.jpg

Optimize the images and move them to the start folder.




Cross Multiply Box

	Width	Height
Selection Size	3427	1442
Target Size	1600	673 ?



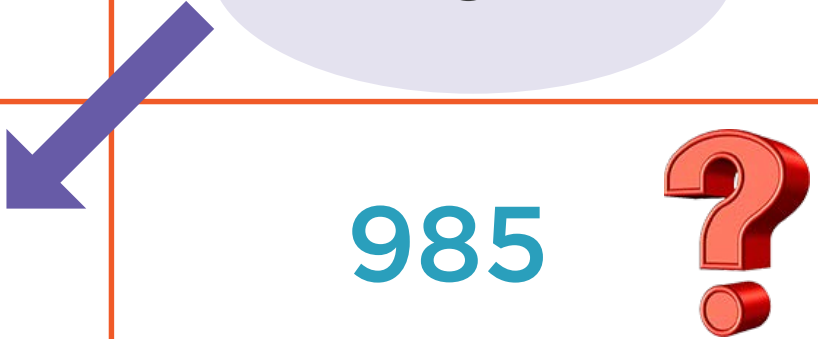
Cross Multiply Box

	Width	Height
Selection Size	2008	1464
Target Size	1080	787 ?



Cross Multiply Box

	Width	Height
Selection Size	798	1404
Target Size	560	985 ?



The code is almost identical to the synagogue image so we will start by duplicating what we have and making changes.

Copy from the heading 2 down to the end of the figure tag.

Paste it below.

Change the h2, alt tag and fig caption to Temple Mount

Now change all references of synagogue to temple.

Save your page

Lets open our page in a browser and see what we have.



iPhone 4

CSS Dimensions

width 320px

height 480px

Dots of Light

width 640

height 960

Pixel Ratio

2



iPad 1

CSS Dimensions

width 768px

height 1024px

Dots of Light

width 768

height 1024

Pixel Ratio

1



Internet Explorer

CSS Dimensions

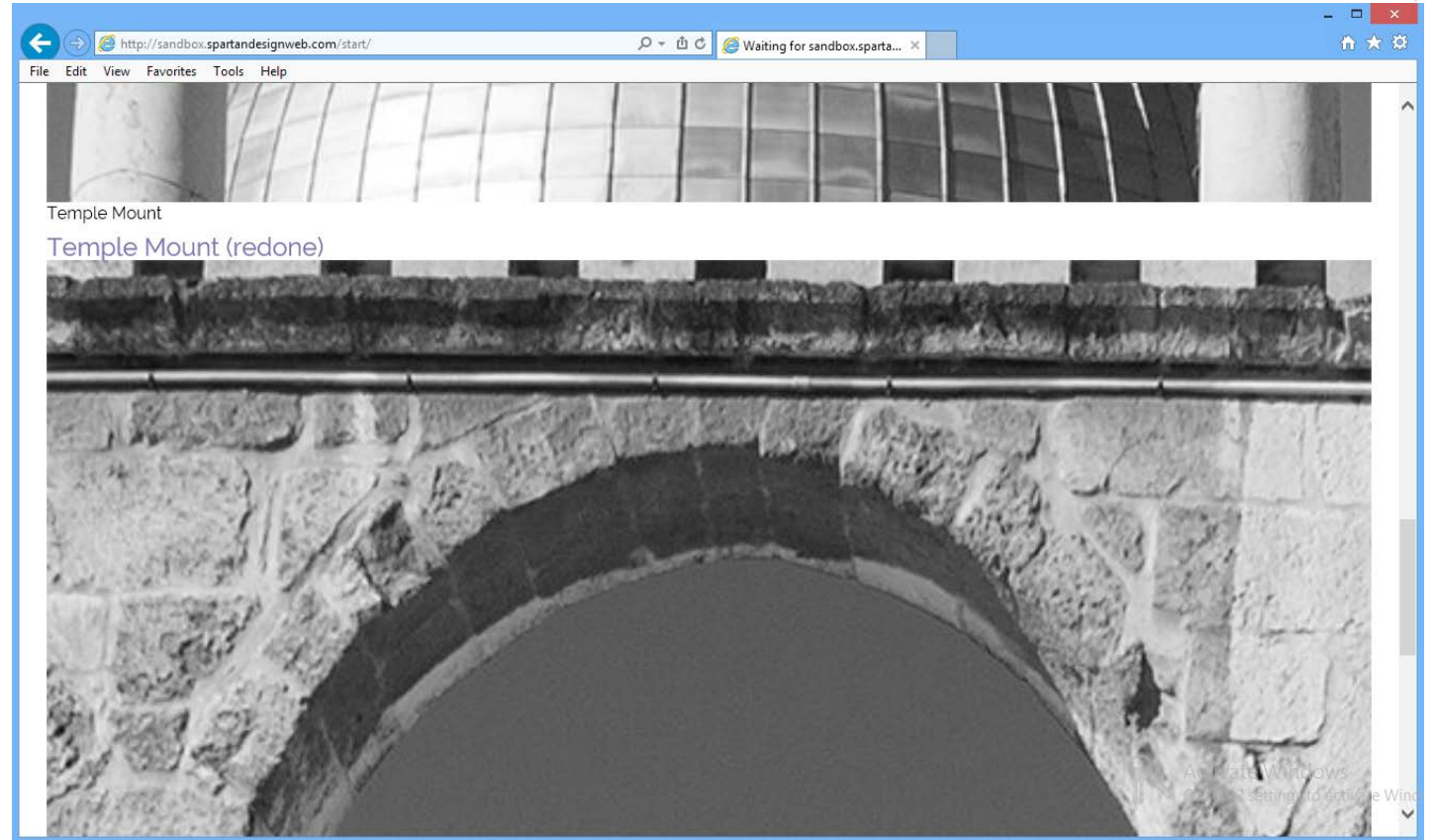
width variable
height variable

Dots of Light

width variable
height variable

Pixel Ratio

1



IE10



Desktop

CSS Dimensions

width variable
height variable

Dots of Light
width variable
height variable

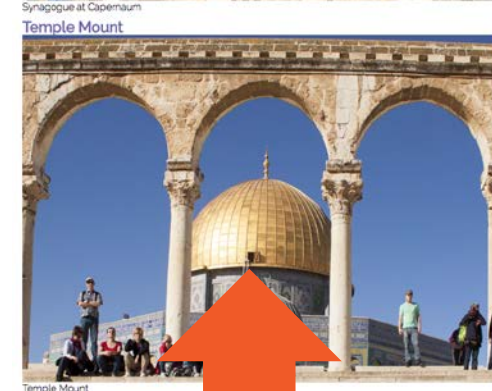
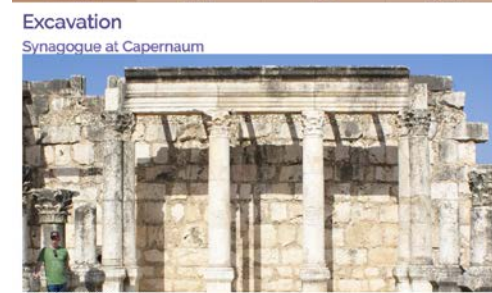
Pixel Ratio

1

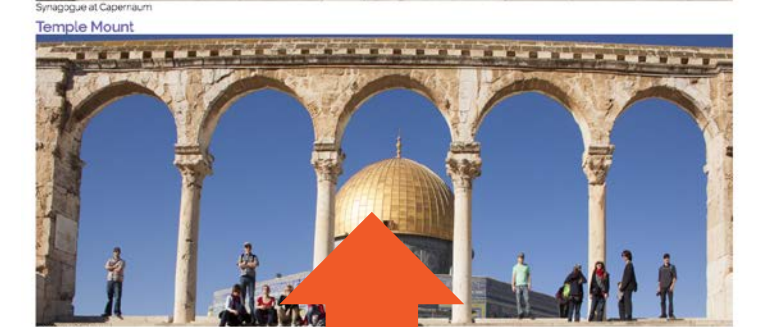
400 wide



800 wide



1200 wide



Laptop

CSS Dimensions

width variable
height variable

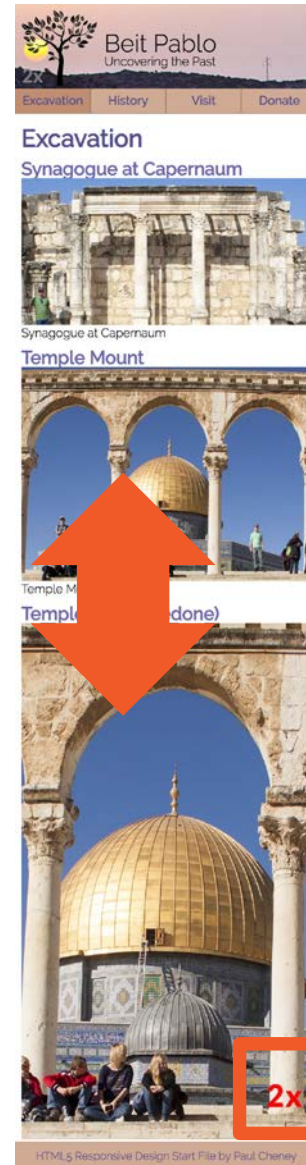
Dots of Light

width variable
height variable

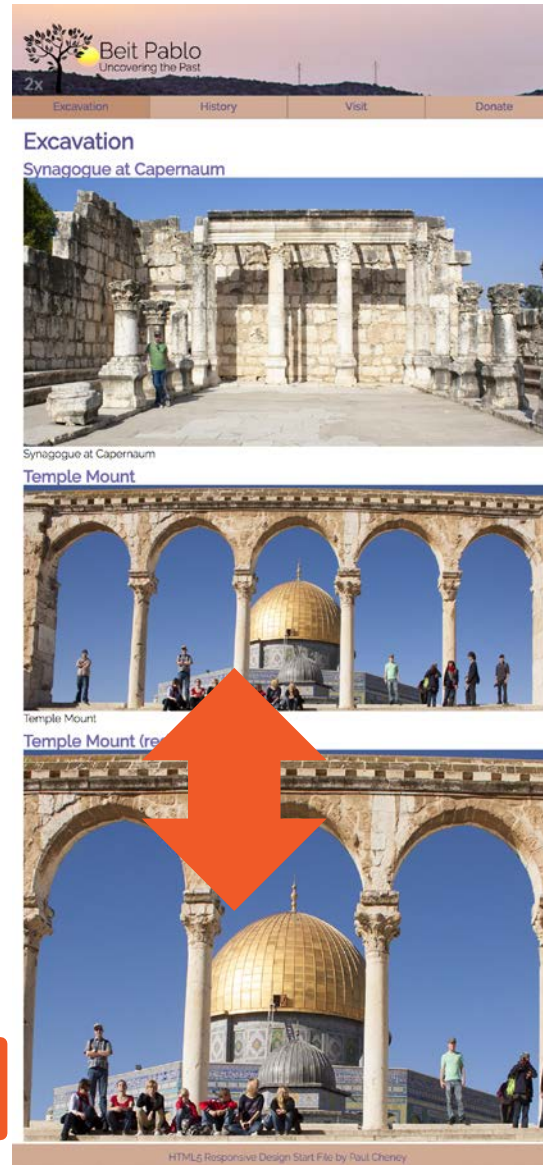
Pixel Ratio

2

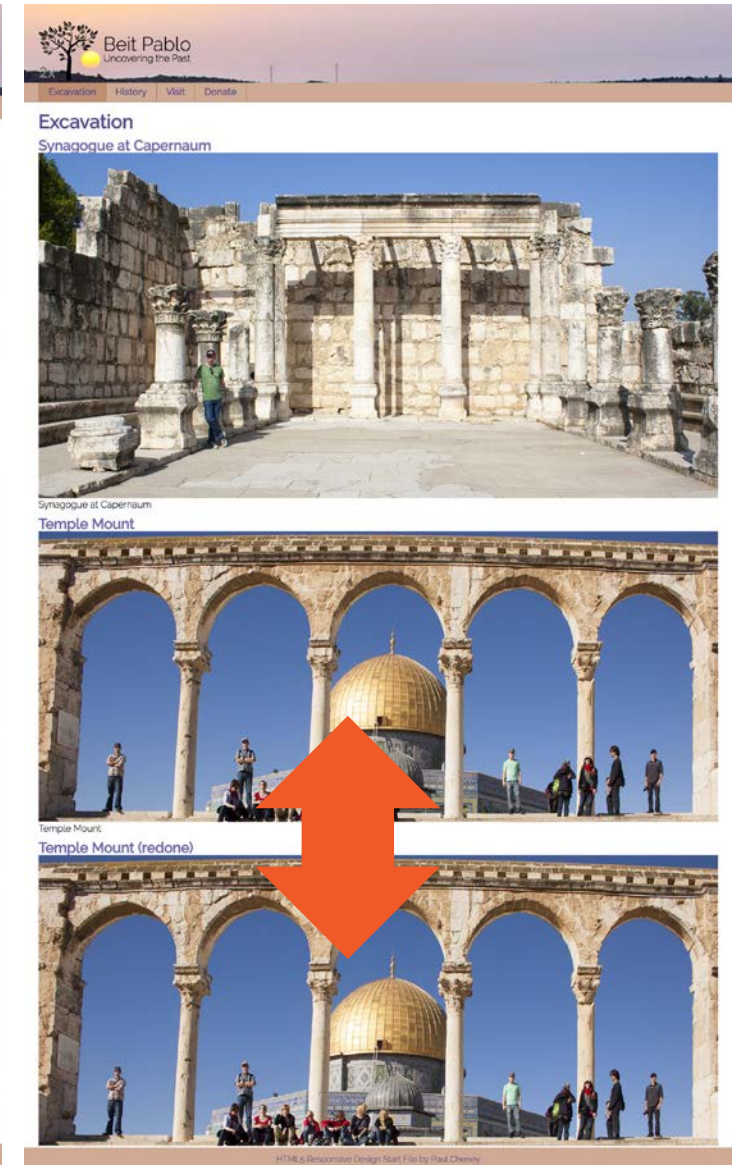
400 wide



800 wide



1200 wide



iPhone 6

CSS Dimensions

width 375px

height 667px

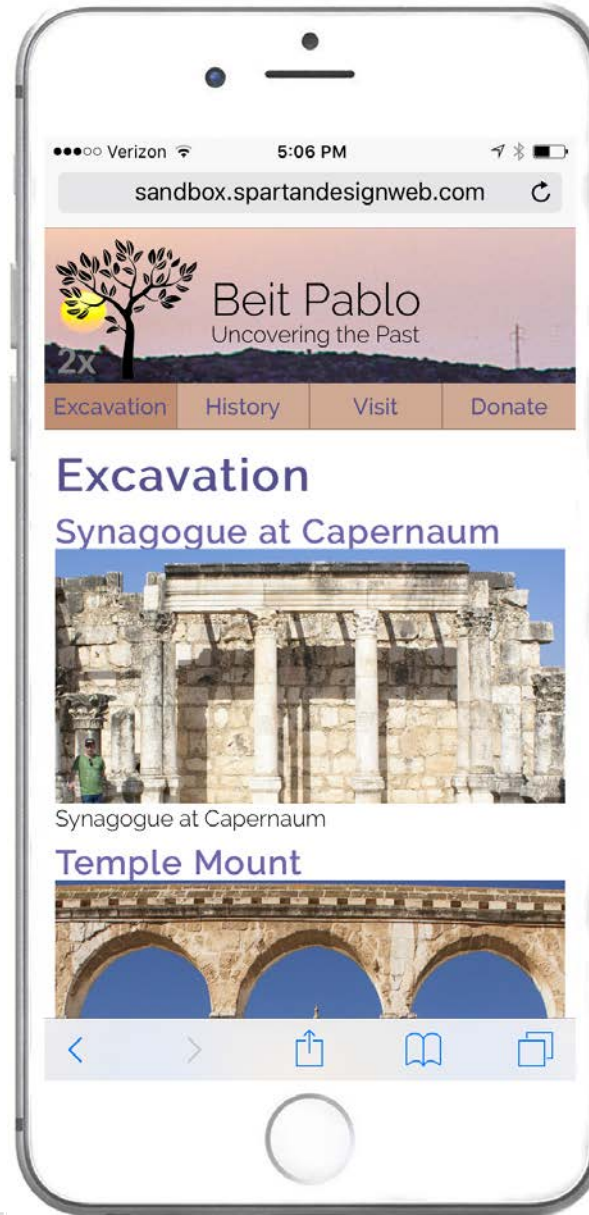
Dots of Light

width 750

height 1334

Pixel Ratio

2



iPad 4

CSS Dimensions

width 768px

height 1024px

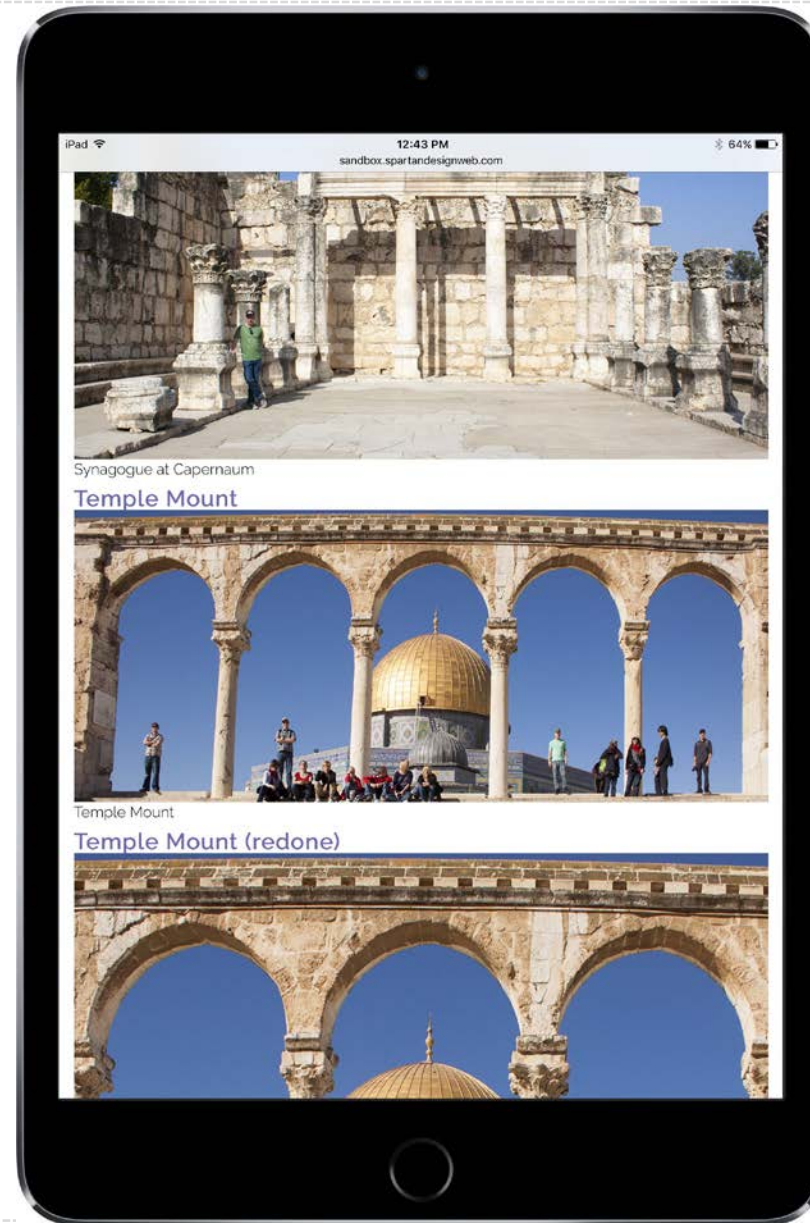
Dots of Light

width 1536


height 2048

Pixel Ratio

2



YSlow



YSlow

offered by yslow.org

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Grade A Overall performance score 94

ALL (23) FILTER BY: CONTENT CSS COOKIES

F Make fewer HTTP requests

A Use a Content Delivery Network (CDN)

A Avoid empty src or href

B Add Expires headers

A Compress components with gzip

A Put CSS at top

A Put JavaScript at bottom

A Avoid CSS expressions

n/a Make JavaScript and CSS external

A Reduce DNS lookups

C Minify JavaScript and CSS

A Avoid URL redirects

A Remove duplicate JavaScript and CSS

A Configure entity tags (ETags)

A Make AJAX cacheable

A Use GET for AJAX requests


Sign in to Twitter

Facebook

Share this Link

Share: On your own Wall Friends

My site scored a YSlow A!



YSlow Scoremeter
<http://developer.yahoo.com/yslow/scoreme...>
YSlow Scoremeter allows you to view and adjust all rules scores from page performance analysis

1 of 1 Choose a Thumbnail

☐ No Thumbnail

Share Link Cancel

Compatible with your device

Make your pages faster with Yahoo!'s page performance tool

YSlow analyzes web pages and suggests ways to improve their performance based on a set of rules for high performance web pages. YSlow grades web page based on one of three predefined ruleset or a user-defined ruleset. It offers suggestions for improving the page's performance, summarizes the page's components, displays statistics about the page.

See the complete changelog at <https://github.com/marcelduran/yslow/blob/master/CHANGELOG>

[Website](#) | [Report Abuse](#)

Additional Information
Version: 3.1.2
Updated: February 20, 2013
Size: 106KiB
Language: English



Summary



Performance grade [?]

B 88

Page size
561.5 kB

Summary



Performance grade [?]

B 88

Page size
466.2 kB



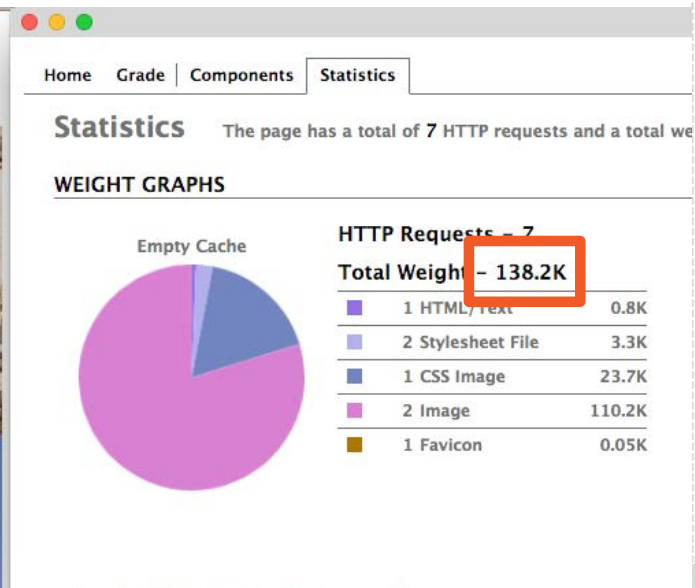
Excavation Synagogue at Capernaum



Synagogue at Capernaum



Excavation Temple Mount (redone)



Maximum Page Width

Summary



Performance grade [?]

B 88

Page size

561.5 kB

Reduce Page Width

Lower Quality

Reduce Height

Change the Goal



Cost/Benefit Analysis

Benefits

Looks Nice

Art Direction

Data Savings

Costs

Photoshop

```

```

```
<picture class="hero">
  <source media="(min-width: 67.5em)" srcset="images/temple1600.jpg">
  <source media="(min-width: 35em)" srcset="images/temple1080.jpg">
  <source srcset="images/temple560.jpg 1x, images/temple560B.jpg 2x">
  
</picture>
```



Real Code

```
<picture class="hero">  
  <source media="(min-width: 67.5em)" srcset="images/temple1600.jpg">  
  <source media="(min-width: 35em)" srcset="images/temple1080.jpg">  
  <source srcset="images/temple560.jpg 1x, images/temple560B.jpg 2x">  
    
</picture>
```



Summary



Build Horizontal Hero

Build Combination Hero

Test Our Work





Introduction

Background and Scaling Image

Pixel Density Logo

Similar Sized Responsive Images

Different Sized Images

Art Direction

Lazy Load Images

Image Slider

