Photoshop for Web Design
Photoshop CS4
ABOUT WEB GRAPHICS

- The Photoshop web tools make it easy to build component pieces for your web pages or to output complete web pages in preset or customized formats.
  - Wireframes
  - Prototypes
  - Banners
  - Buttons
  - Rollovers
  - Animations, etc…
ABOUT WEB GRAPHICS

- Use layers and slices to design web pages and web page interface elements.
- Use layer comps to experiment with different page compositions or to export variations of a page.
- Create rollover text or button graphics to import into Dreamweaver or Flash.
- Create web animations with the Animation palette, then export them as animated GIF images or QuickTime files.
- Use the Web Photo Gallery feature to quickly turn a set of images into an interactive web site, using a wide variety of professional looking site templates.
PHOTOSHOP FOR WEB

- BITMAP Basics*
  - Dimensions
  - Bit Depth
  - Color Model
Dimensions*

- The height and width of the bitmap grid, measured in pixels
- Image resolution
  - The pixels displayed per unit of measurement
  - USA uses PPI – Pixels per inch
Dimensions*

- OUTPUT DETERMINES QUALITY****

  - What you are going to do with the image is going to determine the needed dimensions and resolution
    - Photo printing
    - Offset printing
    - Internet output
PHOTOSHOP FOR WEB

- **Photo output**
  - Photo printing (inkjet, dye sublimation)
    - Minimum - 212 ppi
    - Average - 300 ppi
    - Optimum - 366 ppi
  - Film/Slide printing
    - Very high resolution needed
    - 2,800 – 3,000 ppi for 35mm slide
Offset printing*

- Dependent on paper quality
- Dot gain - printed dots growing bigger when printed due to ink spread on paper
  - Newsprint - 129 – 159ppi
  - Magazine – 266-288 ppi
  - Art/Photo book – 400 ppi
Internet/Screen Output*

- Based on monitor display resolution: the number of pixels displayed in width and height on the monitor

- Standard monitor screen sizes, :
  - 800 x 600 - 6% of internet users
  - 1024 x 768 - 54%
  - 1280 x 1024 or higher - 40%

- Note- use 72 or 96 ppi for image resolution
Internet/Screen Output*

- Mobile Devices screen size
- Standard screen sizes:
  - 176 x 208 (Nokia phones)
  - 176 x 220 (Motorola RAZR, Sony Ericsson)
  - 208 x 320
  - 240 x 320* - Safe standard
  - 352 x 416
  - 320 x 480 (iPhone)

- Use Adobe Device Central to preview designs for mobile devices
PHOTOSHOP FOR WEB

- **Video***
  - NTSC – 740 x 480 px
  - PAL – 720 x 576 px
  - HDTV – 1280 x 720px
  - HDTV 1080i – 1920 x 1080
PHOTOSHOP FOR WEB

- Interpolation*
  - Process of increasing or decreasing information (pixels) from an image
  - Also called resampling
  - It is OK to resample \textit{down} an image
  - Be careful when resampling \textit{up} an image
PHOTOSHOP FOR WEB

- **Bit Depth**
  - Number of colors available for display. Samples below are based on exponents of two.
    - 1 bit – Black or white*
    - 2 bit – Black, white, two shades of gray
    - 8 bit – 256 shades of gray, black & white*
    - 24 bit (8 bits/channel) – 16 million colors*
    - 48 bit (16 bits/channel) – 281 trillion colors
    - 96 bit (32 bits/channel) – you get the idea

*Suitable for web use
PHOTOSHOP FOR WEB

- **Color Model**
  - The color interpreter, describes the way colors can be represented
    - Bitmap*
    - Grayscale*
    - Duotone
    - RGB*
    - CMYK
    - Lab
    - Indexed color*

*Suitable for web use
PHOTOSHOP FOR WEB

- **File Formats**
  - Data format used to encode the image data. Includes data sequencing, compression, bit depths, and metadata.

  - JPEG*
  - GIF*
  - PNG*
  - TIFF
  - Photoshop
  - EPS
  - PDF
  - RAW

*Suitable for web use
PHOTOSHOP FOR WEB

- **File Formats***
  - **JPEG**
    - Joint Photographers Experts Group- lossy compression format created for the digital transmission of photographs. Supports
  - **GIF**
    - Graphics Interchange Format- Widely supported format for web, limited to 256 colors. Can support animation.
  - **PNG**
    - Developed as a patent-free alternative to GIF, Portable Network Graphics (PNG) format is used for lossless compression and for display of images on the web.
  - **Photoshop**
    - Native file format for Photoshop, supports layers
Web Design Concepts for Non-Web Designers

- [http://choppingblock.com/presentations/201006_HOW_WebDesign/#slide1](http://choppingblock.com/presentations/201006_HOW_WebDesign/#slide1)