

WEEK

04

Designing with Photoshop



ARTICLE ONE

Basics of Photoshop: Designing a Website

<http://lifehacker.com/5753625/basics-of-photoshop-designing-a-website>

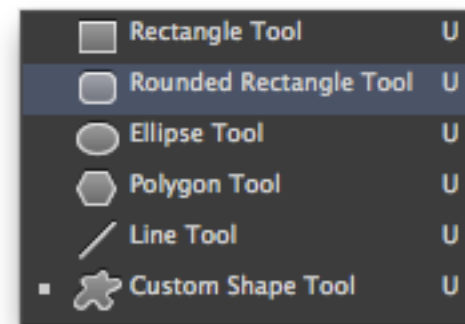


Using Guides

- Create both simple and complex grid systems using **GuideGuide**
- Guides can easily be toggled on and off by using ⌘ (cmd) + ;
- Make sure Snap and Snap to Guides are both to ensure precise pixels

Creating Shapes

- Whenever possible, create vector shapes using the shape tool



- Photoshop CC includes the ability to modify rounded corner radius

Organization

- Take the time to name and order layers and folders
- Makes it easy to understand and navigate a document
 - Benefits yourself, developers and other designers working with your files
- Using bullets in your folder structure creates an easy to read list when you right-click on your canvas

- Header
 - Utility Nav
 - Twitter Button
 - Facebook Button
 - Sign Up to Be an Organ Donor Button
 - Main Navigation
- Slideshow
 - Slideshow Info
 - 4.4 million people in Pennsylvania have signed up to be organ a
 - Sign Up to Be an Organ Donor Button
 - Info BF
- Active Image

File › Save for Web

- JPEG
 - Photography
 - Elements without a transparent background
- PNG
 - Logos
 - Elements with a transparent background
- GIF
 - Animation
- Try to keep images under 200-300kb for larger images, 50-100k for smaller images

ARTICLE TWO

Photoshop Etiquette



<http://photoshopetiquette.com/>



File Naming

- Make it clear what the file was created for and when
 - Client-Project-PageType-version#_date.psd
 - Ex. *IntroToWeb-Portfolio-Homepage_20130925.psd*

Layer Naming

- Be as descriptive as possible
 - Folder structure
 - Header, Navigation, Content, Footer, etc.
 - Layer structure
 - Logo, Twitter Button, Header Background, etc.
- Use layer colors to indicate button on/off states
 -  Button [Default],  Button [Hover]
- Delete old layers you no longer need
- Always use smart objects for objects that may change in the future (logos, icons, etc.)
 - Changing them once will update all instances
- In the Layers Panel Options, make sure “Add ‘copy’ to Copied Layers and Groups’ is deselected

Typography

- Never use free-transform on type (18pt vs 18.1845pt)
 - Use shortcuts ⌘ + ↑ + < or > for increments of 2pt
 - Use character palette to enter exact numbers
- Never stretch type
 - Find a condensed or extended typeface instead
- Use text-boxes for paragraphs (multi-line) and text-fields for headers/links (single-line)
 - Click and drag to create a text box
 - Click and begin typing to create a text-field

ARTICLE THREE

Don't Fear the Internet: HTML

<http://www.dontfeartheinternet.com/html/html>



Tags

- Open tags (`<tag>`) always need a closing tag(`</tag>`)
- Some tags (*img* and *br*) are self-closing (`<tag />`)
- In HTML you can hit enter or space as many times as you want without affecting your published content
 - To force line breaks you must use the (`
`) tag
 - After your first space, you must then use an HTML symbol entity to add additional spaces (` `)
- Many other characters also need HTML symbol entities to be properly published
 - Trademark TM (`™`)
 - Copyright © (`©`)
 - CopyPasteCharacter.com makes finding these extremely easy

Common HTML Tags

a - "anchor" used for hyperlinks

blockquote - for large quotes

body - visible part of your site

br - line break

cite - a citation

div - content divider

DOCTYPE - document type

h1 - most important header

h2 - 2nd most important

h3-h6 - 3-6th most important

head - invisible part of your site

html - "what follows is HTML"

img - image

li - list item

link - to attach CSS stylesheets

ol - ordered list

p - paragraph

span - inline content divider

strong - strong text emphasis

style - for inline CSS styling

title - title of the page

ul - unordered list