

WEEK

04

# Designing with Photoshop



**ARTICLE ONE**

# Basics of Photoshop: Designing a Website

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

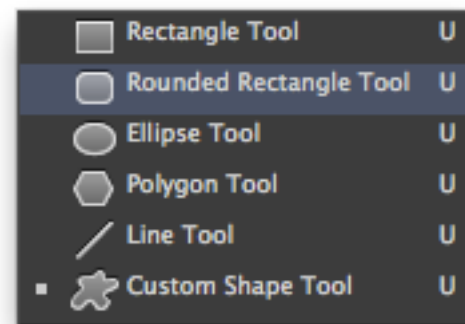


## Using Guides

- 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 (`<br />`) tag
  - After your first space, you must then use an HTML symbol entity to add additional spaces (`&nbsp;`)
- Many other characters also need HTML symbol entities to be properly published
  - Trademark <sup>TM</sup> (`&trade;`)
  - Copyright © (`&copy;`)
  - [CopyPasteCharacter.com](http://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