

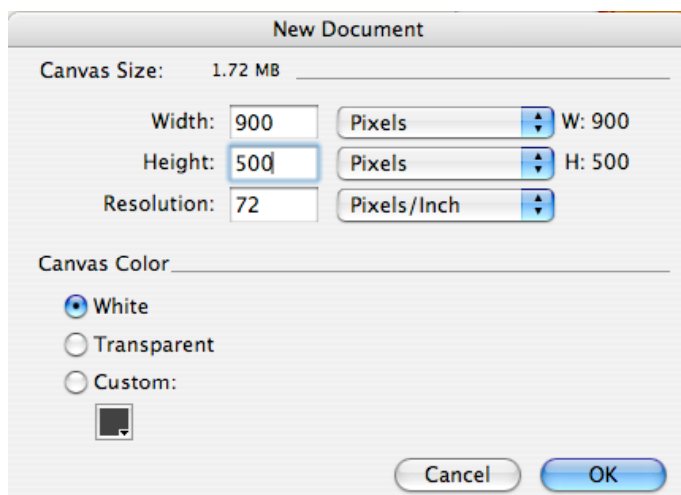
Case Study – Images from Iceland – Week 10

Once you have selected a layout based on your sketching and brainstorming, you'll want to create the composition in Fireworks or Photoshop. Fireworks provides some useful integration with Dreamweaver so that's what we are going to use in this tutorial. However if you are more comfortable in Photoshop, the principal for most elements is the same regardless of the software tool.

We've decided to go with a simple design, that differentiates between the images and text. It places the navigation horizontally, maximizing the on-screen area for the photographs.



Open a new document in your image editor. In fireworks, File>New and since this is going to be a fixed width website, set your canvas size to 900X500. Our layout will ultimately fit in the browser space at 740 pixels wide. Set your resolution to 72 pixels, white background and make sure the Mode is RGB.



Save your document in your development folder, Layout, with a file name iceland-comp.png (the extension will be .psd if you are using Photoshop).

Next we will add guides to center of our 740 pixel fixed width layout. If the ruler along the side and top is not visible, turn Rulers on, View>Rulers. Then from the left side ruler drag out a guide and place it at the 80 pixel mark on the left side and the 820 pixel mark on the right side.

Fill the document background with medium gray, #929194. Fireworks: Modify>Canvas>Canvas Color and type in the hexadecimal code preceded by the hash sign.

Using the Rectangle tool, outline the space in between the guides checking in the properties panel that you have selected 740 pixels. This will create a new bitmap in the layers panel. Fill with white. You can later edit this rectangle to change the width or color as you finalize your design.

Be sure to name your layers as you go along. Call this white page background. Also be sure to save frequently. As you get close to your final design and want to test some alterations, you may want to save the multiple versions, or at least add new layers that you can turn on or off to see the effect without losing your last version.

Next we are adding an image for the masthead that communicates Iceland, but will not compete with the featured photo. From the File menu on the Toolbar, choose Import and in your Development folder, locate the Layout folder and inside open masthead.jpg. Using the place icon, click on the top left corner of our fixed width page box. This will create a new layer. Call it masthead. We only need the top 60 pixels of the photo, so we will mask out the rest.

Drag a guide from the top ruler to the 60 pixel mark.

Using the marquee tool, select from the top left corner of the image down and across to outline the full width (740 pixels) and 60 pixels high. Check in the properties panel to make sure you have the proper dimensions.

With the top of the photo is selected with the marquee tool, click on the mask tool in the layers panel.

Drag another guide down from the top ruler to mark the navigation area, at 80 pixels. Drag guides from the left ruler to set margins 20 pixels in on both sides of the white page background.

Within the white navigation band, create the page title and navigation text. Choose Century Gothic, 14 pixels, font color #666666. Type IMAGES FROM ICELEND and position it at the 20 pixel left margin. Type the navigation link text in lower case with four spaces between each. (news about gallery contact) Position at the right 20 pixel margin. You might want to rename this layer nav in the layer panel.

Set vertical guides to mark the gutter of the two columns, at 374 and 394 pixels. And one more horizontal guide 20 pixels below the navigation.

Use the rectangle tool to create a gray background (#D5D6D5) from the bottom of the navigation bar to the end of the canvas, filling the white page background area. Call this gray background

Create another slightly darker gray (#C1C1C1) rectangle inside the left column area. Call this layer copy area. Then one more rectangle at the top of this area, 20 pixels high. Call this page title.

Set another guides in 10 pixels from the left and right edge of the copy area. Type the page title news in lower case 12 pixel font, still #666666 color and set at the 10 pixel left margin. Copy this page title layer 3 times, and change the text to the other page names, contact, about, and gallery.

Using the Text tool, create a text box inside the gray copy area rectangle, 10 pixel margins, and fill with placeholder Lorem Ipsum text.

In the Development folder, Layout, find the glacier_10.jpg and open it. Place the photo in the right column photo area. Rename the layer photo.

Select the photo and using the Properties Panel, add a filter. Choose Shadow and Glow > Glow. Settings should be 3 for width, 100% and zero for feather and offset. This will put a border on the image, which you can change later if you need to experiment.

Using the Rectangle tool again, add one more box for the caption, color white and 55 pixels high, just below the photo. Rename the layer white caption area.

Use the Text tool to type in Verdana, font size 11 pixels, color #666666:

“Images from the Beach”

View more images in the [gallery](#).

Now we have completed the composition layout. You could save this as a jpeg and send off to your client for review and approval. We will also use it to create the image content we need to create our web page.

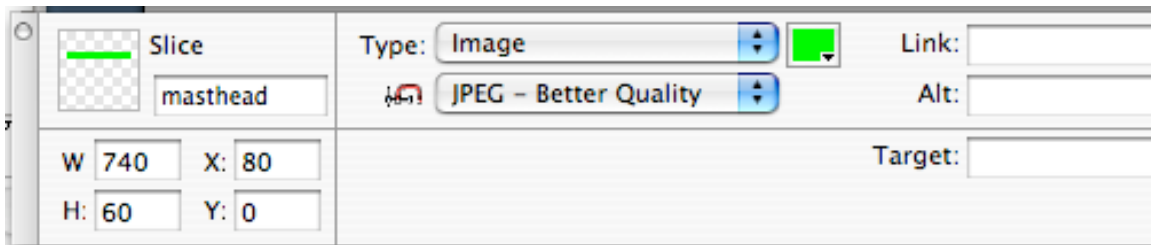
For our layout we need the masthead image, the page title text and the navigation text. It is not necessary to use the text images if you are choosing a safe machine font or are not too concerned with the exact font being used. In this case study, the designer wants the text to be displayed in Century Gothic and it does not appear in any of the safe or default font lists. So we will need to create the images for all the page titles (news, about,

gallery and contact) and the navigation. The navigation will be implemented with 3 options, single image with an underline on hover, with rollover effects in CSS and a single image, in a similar manner as outlined in *Web Design with Dreamweaver*, Chapter 7, pg. 181 and as simple HTML text. For the comp we will export the navigation text as individual images.

Fireworks and Photoshop both let you indicate what parts of your layout you want to use to export “slices” for your HTML graphics.

Select the masthead image. From the Edit menu on the toolbar, choose Insert > Rectangular Slice. The selected slice will turn green. You can drag the bounding borders to adjust the slice if necessary.

In the properties panel, name the slice masthead and select Image and JPG Better Quality.



Some of the slices we need to select do not have a simple image or shape to select, so we will use the slice tool to draw the slice. Make sure that under View, you have checked snap to guides. Using the slice tool, select the IMAGES FROM ICELAND using the guides to bound the slice. In the properties panel name it site-title, and choose Image and GIF Adaptive 256.

One more time, use the slice tool to select each navigation button, and choose Image and GIF Adaptive 256. In the web layer, name each slice as you want the image to be named on export of the sliced images.

The final slice will be the page title image. Select the entire white background box of the "news" page title. From the Edit menu in the toolbar choose Insert> Rectangular Slice. The dimensions should show 274 by 20 pixels. In the properties panel choose GIF Adaptive 256.

The final sliced comp ready for exporting the necessary image should look like this:



From the toolbar, select File>Export. Set the dropdown to export Images Only and uncheck "include areas without slices". Make sure you are saving to your images folder in your defined site folder on your local machine.

Now you are ready to make the web page in html and css.