

# Photoshop Basics II: Practical Applications

## CREATING FLYERS, POSTERS, BOOKLETS & NEWSLETTERS WITH PHOTOSHOP

There are numerous applications to help you to create promotional, instructional and other library materials, such as PowerPoint, Publisher, and just simple MS Word. However, Photoshop allows create documents of better design, looking more professional, and allowing higher quality of print, if needed.

### CREATING LIBRARY FLYER

1. Think about layout first. Making a sketch is helpful. Template vs. original design.
2. Open a new file in Photoshop. Select a size you need (e.g. a standard 8.5x11). A resolution depends on whether you are going to print your flyer or post it on web. For web, 72 dpi is enough; for print it should be 300 dpi at least.
3. Select an image or photo. Copy it and paste onto your flyer (as a new layer). Adjust size and color.
4. Add other image(s) or photo(s) if needed. You may create a collage with a few photos if desired.  
(Tutorial: <http://www.entheosweb.com/photoshop/collage.asp>)
5. Work on background if needed. You may create gradient background using Gradient Tool or select any patterns from the Filter Gallery.
6. Add the text. A library/organizational logo can be used for a header. When you start a new part of your text, such as header, paragraphs, etc., and click the "T" on the Tool bar, a new layer is created. You may move these parts of the text later on around the flyer. Use Warp Text tool if desired.
7. Move and align layers as needed to make flyer look like you want to.
8. Save the file as a Photoshop (.psd) document so you can retain the layers later on.
9. Go to the *Layer* menu and choose *Flatten Image*. This will remove the layers and make one file. Save this as a JPG (for printing). You may also save a file in PDF or Save for Web, if want to post on a website.

Tutorial: [http://www.ehow.com/how\\_4811210\\_flyer-photoshop.html](http://www.ehow.com/how_4811210_flyer-photoshop.html)

## PHOTOSHOP to DREAMWEAVER

### What is Dreamweaver?

Web design software for creating a Web page or a complex Web site.

There are a number of different ways to create websites. One of the popular methods is starting to create a website in Photoshop. Photoshop can and should be used not only for creating individual images for using them later in Dreamweaver; the entire website (templates) can be also created in Photoshop.

Some advantages of creating a website in Photoshop are:

- reducing the time required to develop a website
- producing better quality of design
- producing a better layout for a website
- allowing a website to load faster (because of optimizing images saved for web).

The basic steps are:

1. Using Photoshop, create an image that mimics the general layout you'd like to use for your site.
2. When the image is ready, it should be "sliced" up for use in the website template.
3. The website template is used to create all the pages of your website on Dreamweaver.
4. Additional elements (text, etc.) may be added to the website using Dreamweaver tools.

## LAYOUT

### Interface design

The design of your interface is very important for usability. The visitors of your website should be able to navigate easily and not be confused by your layout.

### Planning ahead

Your layout should allow make any changes quickly and easily. For example, navigation of your site should easily allow add another section to your website without a complete redesign.

### The size of an image for your future website

Though today most monitors use resolution at least 1024x768, many professional web designers consider 800x600 to be the standard web site size. 800x600 pixel resolution is the "lowest common denominator" screen setting.

### What should be included?

Generally, the header, navigation bar (one or a few) and content area(s). Menu buttons may be created separately.



## SLICING

When the image is created, all the page components—title bars, buttons, navigation menus, and so on— should be cut out using Photoshop's **Slice tool**.

Slices are especially useful for Web designers who mock up entire Web pages in Photoshop during the design process, and then want to export the graphics and the HTML code needed to reproduce the mock-up as a Web page. For example, this Web site was mocked up in Photoshop, tweaked and re-tweaked, and finally sliced up to produce the individual images that make up the site.

Slicing is also very handy for creating a graphical navigation bar, since it's easier to keep your graphics and buttons in a single Photoshop file.

To export the separate images, choose **File > Save for Web and devices** from the Photoshop menu. When you save the file you will have the option to save the images and/or a new HTML.

When you save everything out, Photoshop saves each slice as an individual graphic, and all the necessary code will automatically be written as well.

Tutorial: <http://www.layersmagazine.com/image-slicing-in-photoshop-cs3.html>

## MOVING SITE TO DREAMWEAVER

1. Launch Dreamweaver, choose Site > New Site. Click the Advanced tab in the Site Definition window, name your site (e.g. index); then click the folder icon to the right of the Local Root Folder field and select the folder you downloaded. Click OK to finish defining the new site.

**Attention: All images have to be in the same folder!**

2. Center image  
Create page background if desired.
3. Create navigation bars
  - o Plain menu bar (with text links)  
Select color and style → use *Page Properties* tab from the Properties pane
  - o Menu bar with buttons  
Insert appropriate button pictures created in Photoshop
4. Add text to the content area.  
If you plan to add text over pictures, use **Insert background image** option
5. Create external links if needed.
  - a. Select a text that will be a link.
  - b. Go to the *Properties* pane at the bottom of the screen. To assign a URL to the text you selected, in the *Link* text box type the correct link information or just copy and paste the URL address of the appropriate website.
  - c. To specify the color of the link, click the *Page Properties* tab in the *Properties* pane; select *Link*. It is recommended to keep the same color for all links but Rollover links.
  - d. If you want to open the linked page in a new browser window, (recommended for external links), select *Blank* in a *Target* window (under *Links*)

If you prefer, you may use **hotspots** to create links from pictures.

### Hotspots

An image map is an image that contains one or more clickable sections. These are referred to as hotspots and they function as hyperlinks. In Dreamweaver, you can create oval, rectangular, or polygonal hotspots. You can also edit hotspots by selecting, moving, and deleting them, or by changing a hyperlink.

#### Creating Oval or Rectangular Hotspots

If a portion of an image contains an oval, such as a basketball, an oval hotspot would be the best choice. A rectangular hotspot can be used for portions of images that resemble a rectangle or square.

- a. Click on the image you selected; the *Image Properties* pane will appear at the bottom of the screen.
- b. Click *Oval Hotspot Tool* or *Rectangular Hotspot Tool*.
- c. Click and drag the pointer to create the desired shape and size of the hotspot. An Adobe Dreamweaver CS3 dialog box appears, reminding you to enter an *Alt* description for your image map.
- d. Click OK; the *Hotspot Properties* pane appears.
- e. To assign a URL to the hotspot, in the *Link* text box, type the correct link information OR to browse for a file on your computer, click on the icon *Browse for File* and select the file you need.

The hotspot is created.

6. Preview your work in a browser each time when you completed the next step.
7. Save the page as a Template File (DVT file) - for additional pages. You can delete text and other elements not needed for other pages first.
8. Save a file as a web page (HTML file).
9. Go to the next page. Open your template and make all changes needed (repeat all steps). Save a new page. Create additional templates if needed.
10. Create links between pages to make your menu functional. Use the same method as for external links; just select the file you need using *Browse for File* icon in front of the *Link* text box.
11. Open your home page (index) in a web browser to see your work. Check that all links work properly.

### Using Layout View

Traditionally, designing tables for page layout has been a complicated task. Making changes or creating the perfect number of cells required Web developers to merge, split, and span various rows and columns to get pages to look the way they wanted them to. Dreamweaver MX includes a Layout view, enabling you to easily draw, move, and edit table cells. This is one of the reasons so many people like working with Dreamweaver is that its layout mode is so handy. The combination of relatively clear code and easy-to-use layout techniques make snappy pages simple.

### Adding a Layout Table and Layout Cells

Dreamweaver's Layout view enables you to draw your design in table cells directly onto the Document window. Create areas for content, menus, and other elements of a Web page by selecting the Draw Layout Cell command and drawing cells for each page element.

### Draw tables

Dreamweaver's Layout view allows users to draw tables and adjust table data cells simply by selecting the cells with the mouse and adjusting their sizes with the re-size handles.

### Adjust Cell (and Table) Properties

Each cell has its own properties, which by default match the table properties. To adjust the properties, select the table (by clicking on its tab or border) or cell (by clicking on its border) and then manipulate the options at the bottom of the screen. *You can also manipulate the HTML code directly by switching to code view or by clicking the tag icon at the right side of the properties window.*

### Toggle between Layout and Standard views

To switch between Layout and Standard views, simply click the corresponding Icon at the bottom of the Objects toolbar. (See our [Interface help](#) for more information about the objects toolbar.)

### Using CSS in Dreamweaver

**CSS** stands for **Cascading Style Sheets**

Styles sheets define HOW HTML elements are to be displayed.

Styles are normally saved in external .css files. External style sheets enable you to change the appearance and layout of all the pages in a Web site, just by editing one single CSS document!

Tutorial: <http://www.entheosweb.com/photoshop/website.asp>  
<http://www.youtube.com/watch?v=IEjLciNRC8s&feature=related>

**Contact Info:** Boris Rabinovich, Senior Graphic Artist, The Harrington Group, Inc.  
973-292-5024, [BRabitt@mac.com](mailto:BRabitt@mac.com)