

ITD520

Introduction to Web Page Design Tools

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Photoshop for Web

- Raster-based editor
 - Used for web graphics
 - Image editing and design

Web Image Formats

- JPEG for photos
 - PNG for transparency
 - GIF for simple graphics

Layers

- Organize design elements
 - Visibility and order
 - Non-destructive editing

Selection Tools

- Marquee
 - Lasso
 - Magic Wand

Text Tool

- Add text layers
 - Font selection
 - Alignment

ImageReady Overview

- Web optimization tool
 - Integrated with Photoshop

Slices

- Divide images
 - Navigation elements
 - Export web graphics

Image Maps

- Clickable regions
 - Multiple links in one image

Animations

- Frame-based animation
 - GIF animations

Optimization

- Reduce file size
 - Improve loading speed

Save for Web

- Preview formats
 - Choose best quality-size balance

Photoshop for Web - Detailed

- Adobe Photoshop is a raster-based editor used for creating and editing web graphics.
- - Used for UI design, banners, mockups
- - Supports layers, filters, effects
- - Common in web and digital media industries

Web Image Formats - Detailed

- JPEG: Best for photos, lossy compression
- PNG: Supports transparency, high quality
- GIF: Limited colors, supports animation
- SVG: Vector format for scalable graphics

Layers - Detailed Explanation

- Layers allow stacking of elements
- - Non-destructive editing
- - Control visibility
- - Arrange order (z-index concept)
- - Essential for complex designs

Selection Tools - Detailed

- Marquee: Select rectangular areas
- Lasso: Freehand selection
- Magic Wand: Select by color similarity
- Quick Selection: Smart detection tool

Text Tool - Detailed

- Add and edit text layers
 - - Font family, size, color
 - - Alignment and spacing
 - - Typography is key in web design
 - - Combine with effects for UI elements

ImageReady Overview - Detailed

- Adobe ImageReady used for web optimization
 - - Works with Photoshop
 - - Preview browser output
 - - Export optimized graphics

Slices - Detailed

- Divide design into sections
 - - Used for navigation bars
 - - Export parts separately
 - - Helps in responsive and modular design

Image Maps - Detailed

- Clickable areas in an image
 - - Define hotspots
 - - Each area links to different URL
 - - Useful for interactive graphics

Animations - Detailed

- Frame-based animation
 - - Create GIF animations
 - - Used in banners and UI
 - - Control timing and transitions

Optimization - Detailed

- Reduce file size for faster loading
 - - Balance quality vs size
 - - Important for SEO and UX
 - - Use compression tools

Save for Web - Detailed

- Preview output formats
- - Choose optimal settings
- - Compare quality
- - Export ready-to-use web assets