

## Peninsula College Continuing Education

### Website Design Basics

**Term: Winter 2009**

**Day: Thurs**

**Dates: 02/19/09 to 02/26/09**

**Time: 10:00 a.m. to 4:00 p.m.**

**Location: Port Hadlock Lab**

**Instructor: Renne Brock-Richmond**

**Contact: [renne@uniqueasyou.com](mailto:renne@uniqueasyou.com) or 360.460.3023**

#### **Handouts:**

[http://www.uniqueasyou.com/courses\\_website\\_design\\_basics.htm](http://www.uniqueasyou.com/courses_website_design_basics.htm)

Then click on the smile face icon to reveal the PDF and links page.

**Session One - Development, Define, Design, and Details of Websites**

**Session Two - Creating Web Graphics, Content, Change, and Connect**

#### **■ Creating Web Graphics**

Take photos, scan photos and objects, create drawings, stick to your color scheme, and learn to enhance them! Your images are your voice.

## Photoshop Elements Work Environment

Welcome to Photoshop Elements' Work Environment and Tools. Enjoy a friendly tour through Photoshop's work area including the Menu Bar, Options Bar, Toolbox, Active Image Area, and Palettes. Open your digital toolbox and explore the power tools at your disposal. Study shortcuts, saving, and navigation in Photoshop to make your time on the computer inspired not confusing. The Photoshop Work Environment has these components:

■ **Menu Bar** contains menus organized by tasks.

■ **Toolbox** contains tools for creating and editing images.

■ **Options Bar** provides options for using a tool.

■ **Active Image Area** displays the active open file. The window containing an open file is also called the document window. You can have several files open, but only one is active at a time.

■ **Palette Well** helps you organize the palettes in your work area.

■ **Palettes** help you monitor and modify images. You can access the Palettes under Window in the Menu Bar.

#### **■ Menu Bar**

Just like any computer program, you have several dropdown menus to work with. Explore them all! But, most importantly remember to SAVE!

#### **■ Photoshop Elements Toolbox (with keyboard shortcut)**





## Navigation and measuring tools

-  Move (V)
-  Zoom (Z)
-  Hand (H)
-  Eyedropper (I)

## Selection tools

-  Rectangular Marquee (M)
-  Elliptical Marquee (M)
-  Lasso (L)
-  Magnetic Lasso (L)
-  Polygonal Lasso (L)
-  Magic Wand (W)
-  Quick Selection (A)
-  Selection Brush (A)

## Type tools

-  Horizontal Type (T)
-  Vertical Type (T)
-  Horizontal Type Mask (T)
-  Vertical Type Mask (T)







## Crop tools

-  Crop (C)
-  Cookie Cutter (Q)
-  Straighten (P)








## Retouching tools

-  Red Eye Removal (Y)
-  Spot Healing Brush (J)
-  Healing Brush (J)
-  Clone Stamp (S)
-  Pattern Stamp (S)
-  Eraser (E)
-  Background Eraser (E)
-  Magic Eraser (E)
-  Blur (R)
-  Sharpen (R)
-  Smudge (R)
-  Sponge (O)
-  Dodge (O)
-  Burn (O)

## Painting and drawing tools

-  **Brush (B)**
-  **Pencil (N)**
-  **Impressionist Brush (B)**
-  **Color Replacement (B)**
-  **Paint Bucket (K)**
-  **Gradient (G)**

## Shape tools

-  **Rectangle (U)**
-  **Rounded Rectangle (U)**
-  **Ellipse (U)**
-  **Polygon (U)**
-  **Line (U)**
-  **Custom Shape (U)**
-  **Shape Selection (U)**

### ■ Options Bar

The Options Bar appears below the menu bar at the top of the work area. The options bar changes as you select different tools. Some tools don't have settings you can play with, while others have a large range of settings. Some settings are brush size, feather, painting modes, opacity, and tolerance.

### ■ Active Image Area and Viewing and Navigation

Showing your Rulers is very helpful. Go to View > Rulers. You can change your measurement units under Preferences. Image size can be changed by cropping, resizing the dimensions of an image, or altering the resolution.

The canvas size can be changed without changing the size of the image on it. It can become smaller, larger, or rotate.

Changing your View, zooming in (+) or out (-), does not alter your actual image size. Your view of the image is either closer, farther, fit on screen (0), print size, or actual pixels. Use your shortcuts.

■ **Palettes** - You will most likely use these Palettes: Layers, Color, Navigation, and Character.

■ **Layers** are useful because they let you add components to the image and work on them one at a time, without permanently changing your original image. For each layer, you can adjust color and brightness, apply special effects, reposition layer content, specify opacity and blending values, and so on. You can also rearrange the stacking order and link layers to work on them simultaneously. The bottommost layer is at the bottom of the Layers Palette and is usually locked until you convert it to a regular layer.

Layers are like stacked, transparent sheets of glass on which you can paint or have images on. You can see through the transparent areas of a layer to the layers below. You can work on each layer independently if selecting the layer highlights it. **Important!** Look for the visual clue that you have a layer selected before attempting an edit. Each layer remains independent until you combine or merge the layers.

■ **Color Palette** shows what color you are working with either in the foreground or background. You can select a color several ways, but you need to be sure the color section box is outlined in black to show it is active. Just click on which box you want then do one of the following:

- Drag the color sliders. By default, the slider colors change as you drag. Depending

on what Mode you are working, your slider will be different.

- Enter number values next to the color sliders.
- Click on the color box and the Color Picker will come up. Choose a color and click OK.

■ **Navigation Palette** – you have to see it to believe it.

■ **Character Palette** provides options for formatting characters / fonts. Some formatting options are also available in the options bar.



## Optimization and Save For Web

Optimization for the web compresses images for best possible use on the Internet. For the Internet, smaller is better. Using Save For Web, allows you to achieve excellent results while creating a file that is small and easy for download. Remember, your resolution should be 72 dpi for any files for the web.

Open an image that is sized by you ready for the web. File > Save For Web. The saving dialog box shows you different views of Optimization so that you can see the

original and the optimized one. Choose a format from the file format menu - GIF, JPEG, PNG-8, or PNG-24. When you save for web, you are not saving over the original file - you are creating a new file. Think about creating a folder with just your web files.

## Web Formats

**JPEG** In most cases, this is the best format in which to save photographs.

**PNG-24** Like JPEG, this is a good format for photographs. Choose PNG-24 rather than JPEG only when your image contains transparency. (JPEG does not support transparency; you must fill it with a matte color.) PNG-24 files are often much larger than JPEG files of the same image.

**GIF** GIF is the format to use for line art, illustrations with large areas of solid color and crisp detail, and text. Also, if you want to export an animated image, you must use GIF.

**PNG-8** PNG-8 is a lesser-known alternative to GIF. Use it for the same purposes (except animation).

## Understanding file compression

Many image file formats compress image data to reduce file size. **Lossless** compression preserves all image data without removing detail; **lossy** compression removes image data and loses some detail.

**CompuServe GIF (Graphics Interchange Format)** Commonly used to display graphics and small animations in web pages. GIF is a compressed format designed to minimize file size and transfer time. GIF supports only 8-bit color images (256 or fewer colors). You can also save an image as a GIF file using the Save For Web command.

**JPEG (Joint Photographic Experts Group)** Used to save photographs, JPEG format retains all color information in an image but compresses file size by selectively discarding data. You can choose the level of compression. Higher compression results in lower image quality and a smaller file size; lower compression results in better image quality and a larger file size. JPEG is a standard format for displaying images over the web.

**PNG (Portable Network Graphics)** Used for lossless compression and for displaying images on the web. Unlike GIF, PNG supports 24-bit images and produces background transparency without jagged edges; however, some web browsers do not support PNG images. PNG preserves transparency in grayscale and RGB images.

**Photoshop PDF (Portable Document Format)** A cross-platform and cross-application file format. PDF files accurately display and preserve fonts, page layouts, and both vector and bitmap graphics.

## ■ Build content

Go for it! Have someone review it – friends and family are great copy editors and beta testers.

## ■ Cultivate audience connectivity

- Add a blog feature to your site or have a link to your blog. <- This is BIG right now!
- Create a Photostream on Flickr or another photo album site.
- Post your events on your MySpace page.
- Join or create a network on Facebook or LinkedIn.

- Post customer comments.
- Invite feedback.
- Respond positively to that feedback.
- Cross pollinate with other websites.
- Add photos of events that might capture your audience in action.
- Make yourself accessible.
- Invite your audience to play along.
- This is the Pacific Northwest. Be smart and use humor.

## ■ Listen

What Baby wants, Baby gets.

## ■ Maintain your site and keep learning.

Knowledge is power.

Learn a little bit of code to make little changes. Make changes, try it. Just remember to save your unchanged code to put it back. There are tons of online resources and tutorials about HTML code.

Don't be afraid to try something new.

You are not wasting many resources when altering or adding to your website. Time, maybe.

This medium of communication is changing fast and for the better. Always for the better.

**These are suggested resources, please do your own research as to what best suits your needs and costs.**

## **You pay for what you get for Website Design Applications –**

Dreamweaver

Golive

Contribute

Adobe.com

## **Shareware Website Content Management Systems –**

There are a lot out there... Some are free some are not. Figure out your needs and go with a CMS that fits those needs.

Wordpress.org <http://wordpress.org>

Joomla! <http://www.joomla.org>

Drupal <http://drupal.org>

## **Electronic commerce / e-commerce -**

Paypal.com

Zen-cart.com

Ebay.com

Etsy.com

## **Website Hosting –**

Find a host / server that works with your content management systems.

Olypen.com

Insideout.com

Bluehost.com

Hostmonster.com

Dreamhost.com

## **Glossary for Website Design**

**API (Application Program Interface)** - set of tools for programmers. On the Web, an API provides a simple way for you to interact within websites. Flickr is a good example of this.

**ASP (Active Server Pages)** - the Microsoft's CGI and is used for database and interactive functions.

**AdSense** - a means of generating income by posting ads or text links on your blog owned by Google.

**AdWords** - a means through target works in searches for companies and people to promote their site and products using the cost per click (CPC) model owned by Google.

**Avatar** - a creative representation of yourself in the form of a three-dimensional model or visual icon used for online communities, social networks, blogs, and virtual worlds.

**Archives** – a list on a blog where existing (older) posts are displayed.

**Backlinks** - links in blogs or websites that go to either to the homepage or to internal pages. Search engines love them.

**Blog (web log)** – a site where the author posts their images, ideas, and thoughts. Most have a specific topic and the information is in chronological order.

**Blogger** - the author of a blog.

**Bloggng** - writing or posting images on a blog.

**Blogroll** – links to other blogs or sites.

**Blogosphere** – blogs as a social network.

**Categories** - sub-topics on a blog.

**Cold Fusion** –an application server and software language used for Internet application development for dynamic sites. Adobe owns it now.

**Comments** - this is what make blogs part of the Web 2.0. Readers can use this comments system to post a comment or give feedback on posts in the blog.

**CGI (Common Gateway Interface)** - a server end program that receives and processes data sent to the server from a form on a website. Getting added to a mailing list like Constant Contact is an example of the form and the need for the program to use it.

**CSS (Cascading Style Sheets)** - let you to define how web page elements are displayed like colors, fonts, and sizes.

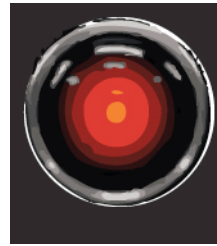
**Dashboard** – this is the administration area on your blog's software where you post pages, maintain design, upload files, edit your account info, and manage comments.

**Dead-tree media** – any media printed on paper like newspapers and magazines.

**Deep Thought** – a powerful computer in the book *Hitchhiker's Guide to the Galaxy* created to answer the ultimate question to Life, the Universe, and Everything. The answer indeed is 42. Deep Thought then designed Earth to calculate the ultimate question.

**dHTML (Dynamic HTML)** - a markup language created to amplify the interactive browsing experience.

**GNU (GNU's Not Unix)** - computer OS composed utterly of free software.



**HAL 9000 (Heuristically programmed ALgorithmic computer)** - a fictional villain in Arthur C. Clarke's *Space Odyssey* saga.

**HTML (Hypertext Markup Language)** - The computer-based language used to create and read pages using hypertext to organize and link words, images, ideas, and locations, for general use on the World Wide Web.

**HTTP (Hypertext Transfer Protocol)** - The system used by the World Wide Web to transfer HTML files. "http" constitutes the initial characters of a URL on the World Wide Web.

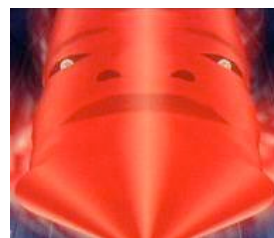
**ISP (Internet Service Provider)** - a business that provides your ability to connect to the Internet.

**JSP (JavaServer Pages)** – Java technology that allows programmers to dynamically make documents in HTML or other languages that react to the users input or request.

**Java** – a programming language.

**Keywords** - terms bloggers and webmasters use to identify their site for search engine queries.

**Mashup** - a web application that combines data from more than one source. Or, the artful media of mixing several things together – a group of bloggers might do a mashup site that contains feeds from their own sites to create collaborative one with different perspectives.



**MCP (Master Control Program)** – the artificial intelligence (AI) villain of *Tron* that desired world domination.

**MicroBlogging** - blogging that is made up of brief text updates. Twitter is an example of that.

**MySQL** – is a relational database management system to store data and the corresponding connections or relationship between other data, Facebook uses MySQL.

**Ping (Packet INternet Grouper)** – jargon as to send a message from your computer to a server to test it or to post a network wide message.

**Permalink** - a link to a particular post in the archives of a blog that will remain valid even after the post is not on the main page.

**Plug-in** (also called an extension) – a little program that runs inside of a main host program.

**Perl (Practical Extraction and Reporting Language)** – used by server end scripter, often called programming duct tape.

**PHP (*Hypertext Preprocessor*)** - a scripting language for dynamic web pages that can be imbedded into HTML.

**Podcast** – a post of audio and video material on a blog for digital players like the iPod.

**Post** – a produced entry that is published on a blog.

**Reciprocal Link** – the idea if you list a link to someone else's site, they will in turn post your link.

**RSS (Really Simple Syndication)** – it is a feed format to deliver information about sites or blogs that gets updated every time there is a change. It is a brief summary most of the time and people subscribe to a RSS to receive notices from their favorite sites and blogs.

**SSI (Server-Side Includes)** – a scripting language that has the server include data in to a page before sending it out to the browser. A rotating images or quotes are a good example of this.

**Sidebar** – one or more columns next to the blog's main content area that contains extra information. The sidebar is customizable and uses widgets.

**Tags** - like categories, but tags can be single work or subjects in your site or blog.

**Thread** - a series of comments that are posted by people in the comment section of a blog that appears as a conversation on a single subject.

**Themes** - are templates to create the layout of your blog or site. If you change your theme, your content is not affected most of the time. You can use free themes or pay to have one created for you.

**VIKI (Virtual Interactive Kinetic Intelligence)** – the computer in the movie I, Robot that believed humans must be taken care of due to their destructive nature by breaking the Three Laws of Robotics and using robots in a benevolent dictatorship.

**WOPR (War Operation Plan Response)** – a military computer in the movie *WarGames* that concludes that nuclear war is an unwinnable scenario.

**Widget** - is a portable bit of code that can be installed (embedded) on a site or blog that is executed within a separate HTML web page or third party code.



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