



The techniques within this Acrobat™ PDF file are from the upcoming Adobe Press book Adobe Seminars: Web Page Design.

Adobe Seminars: Web Page Design

by Lisa Lopuck and Sheryl Hampton

Adobe Seminars: Web Page Design is a portable seminar on web page design taught by experienced professionals that documents Adobe software such as Adobe Photoshop 4, Adobe Illustrator 7, and Adobe PageMill 2, as well as the latest HTML language protocols.

This October 1997 Adobe Press book will bring all the essential information of a two-day seminar into a compact and reusable format, complete with CD and step-by-step techniques. Two noted Web seminar instructors, Lisa Lopuck and Sheryl Hampton of ElectraVision, have distilled their training sessions into over a hundred two-page techniques using popular Adobe applications to simulate how Web pages are actually created. The result is a reference book of clear, simple explanations and designs that are reusable page after Web page.

Adobe Seminars: Web Page Design

Publication Date: Oct. 1, 1997

US \$40

ISBN: 1-56830-426-9

4-color, 264 pages, includes ImageClub CD



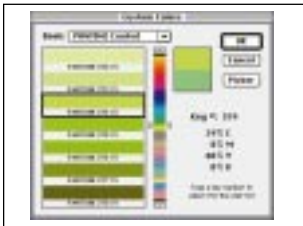
ADOBE
PRESS



The logo for Ejobs, Inc., an online job finding agency.

When a company wants to create a Web site, one of the first considerations is ensuring its brand is properly extended onto the Web. This includes proper representation of the company's logo, font usage, and company colors. Typically, a company's colors are described as PMS colors (Pantone Matching System). These colors are specified inks designed for the printing process, and not for display on a computer screen. Therefore, you may need to find Web-safe colors that closely match.

ADOBE PHOTOSHOP 4.0

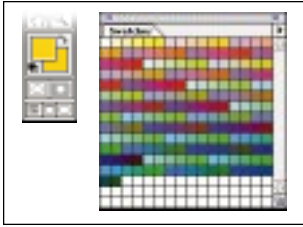


STEP 1: FINDING THE PANTONE COLOR IN PHOTOSHOP

You can use Photoshop to find a Pantone color using the Color Picker. Click on the foreground color swatch in the Tool palette to open the Color Picker dialog box. From there, click the Custom button. This displays a listing of custom color books to choose from, including a variety of Pantone color guides.

If you know the number of the Pantone ink color, you can type it in to quickly jump to it. Once you have selected a color, click OK.

NOTE: Often times, the color appears different on screen from the printed version—depending on your individual monitor's display. These standardized computer color books tend to have the closest possible representation. You can always choose your own representation if you prefer.



STEP 2: FINDING A SIMILAR WEB-SAFE COLOR

Switch the foreground and background color positions in the toolbar so that the selected Pantone color is the background color. (To do this, click on the bent double-headed arrow to the right of the color swatches in the Tool palette.)

Load the Web-safe color table into the Swatches palette following the directions in Session **B 11**. With the Pantone color as the background color, choose a similar color from the Swatches palette. This color becomes the foreground color allowing you to compare it against the background Pantone color. Continue sampling colors from the Swatches menu until you find a close match.



STEP 3: CHANGING THE COLOR OF AN IMAGE

If the image, logo, or text element is on a transparent layer, changing its color to the new Web-safe color is simple. First make sure that the layer is selected in the Layers palette, then check the Preserve Transparency checkbox. Without any selection, choose Fill from the Edit menu, or use the keyboard combination Option + Delete (Mac), or Alt + Delete (Windows). This action fills the image with a solid Web-safe color.

NOTE: *If the image has multiple colors and exists on a single layer, you must first select the color region to be replaced. Use the Magic Wand tool or the Color Range command in the Select menu.*