



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

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ADOBE
PRESS

E2 Creating Cross-Navigation Icons



To quickly allow users to jump around from one important section of your Web site to another, you may want to consider designing a cross-navigational system to use throughout your site. This system can be as simple as a row of labeled icons consistently placed on each page throughout the site. For added usability, you may want to design a highlighting system for your icons. This helps create a “sense of place” for your users, letting them know where they are in your site.

ADOBE PHOTOSHOP 4.0

Object Gear: Culturals: Conch Shell
 Object Gear: Antiquities: Fishing Lure
 Object Gear: Amusements: Snorkel, Starfish 2
 Font: Image Club Smile



STEP 1: SIZING ICONS

In this exercise, you will create a row of icons that represent the four major sections of a Web site. Open four graphics that you want to use as your icons and shrink them all until they are about 70 x 70 pixels each. You can use either the Free Transform function, located under the Layer menu, or the Image Size function located under the Image menu.

It is a good idea to float the graphics onto a transparent background before you shrink them. This helps reduce the amount of fringing around the edges.

TIP: Once you float a graphic onto a transparent background, it may still retain some colored fringing around the edges. To quickly get rid of the “artifacts” choose *Matting > Defringe* with a one pixel radius from the Layer menu.



STEP 2: ASSEMBLING ICONS INTO A BANNER

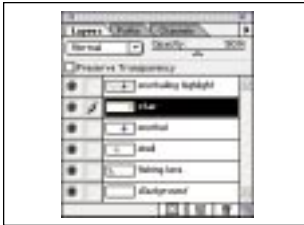
Once you have shrunk all graphics to an icon size, create a new Photoshop document that is large enough to arrange all of the icons into a banner. You can always crop later, so don't feel compelled to accurately anticipate the size of your banner. It is a good idea, however, to start with a new Photoshop file that is 600 x 350 pixels—the smallest common screen real estate. This way, you can judge how large your cross-navigational banner should be relative to the rest of your page.



STEP 3: ADDING TEXT LABELS

Even if the graphics you choose for your icons seem self-evident in terms of what they represent, it is a good idea to label them. Add text labels for each of the four icons. After you have created each text label, merge it with its icon.

Rather than relying on Photoshop's limited text capabilities, you can use Illustrator to create curved text, or text that wraps to the shape of each icon (see Session **B3**).



STEP 4: HIGHLIGHTING AND DE-HIGHLIGHTING ICONS

As long as each icon, with its label, is in a separate layer, you can easily create a series of navigational banners that each feature a different icon highlighted.

In the Layers palette, change each icon's opacity to 50%, except for the one you want to highlight. Option-Merge (see Session **C1**), all four icons with the background into a new layer ready to be cut out.

Change the opacities of each of the four icon layers again to highlight a different icon. Continue to change the opacities and then Option-Merge them to create a total of four new, merged layers—each with a different icon highlighted—ready to be cut out.



STEP 5: COPY EACH BANNER INTO A NEW FILE

Once you have created a series of merged layers, each with a different icon highlighted, create the smallest possible selection around the banner. Make sure that you do not accidentally clip any of the icons. (See Session **D4** for instructions on how to determine the smallest size cut out that you can make.)

If you like, you can crop the file to the size of your selection by choosing Crop from the Image menu. Otherwise, save the selection as a channel to archive it. Use the selection to copy each of the four merged layers into their own files ready for final processing (see Sessions **F1** and **F3**).