



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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PRESS

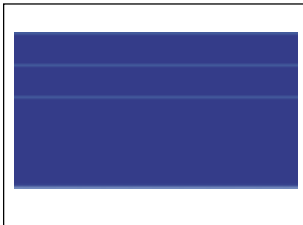
Making a Seamless, Three-Part Navigation Banner



Because downloading graphics can take so much time (potentially driving away users), it makes sense to reuse graphics whenever possible—especially navigation graphics that should be on each Web page anyway. Once a graphic downloads, it is “cached” into memory. Therefore, when the graphic is reused on a different Web page, it does not need to download again; it is simply redrawn from the memory cache. Reusing the same graphic over and over, however, can be monotonous. To avoid the monotony, you can create a seamless multiple-part navigational system. By simply changing one of the parts, you can take advantage of caching, yet create the illusion that the entire banner has changed.

ADOBE PHOTOSHOP 4.0

Festive Occasions: Easter basket
 Festive Occasions: Fall Harvest
 Festive Occasions: Three Wisemen
 Font: Myriad Semi-Bold Condensed



STEP 1: USE GUIDES TO DEFINE AREAS

Create a new Photoshop document that is 600 x 350 pixels and set the background color or pattern to match your Web page (see Session [E1](#)).

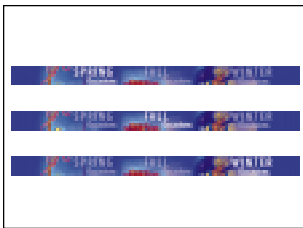
One of the best ways to approach designing a three-part navigational system that you will chop into three separate pieces, is to set up a grid. Photoshop’s guides provide an excellent way to define three areas. As you work, you can visually see where you can make your cut marks. Drag out guides from the rulers to mark off three sections.



STEP 2: DESIGN A THREE-PART NAVIGATIONAL SYSTEM

Design a cross-navigational banner that consists of three labeled icons that, when selected, display a secondary navigational system below. For instance, in this example, three sub-choices are displayed when one of the main choices is selected.

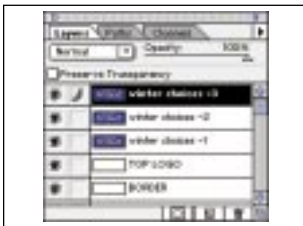
The three sections of this example are the top section with the title, the mid-section with the three main choices, and the bottom section that features the sub-choices. Notice that each section is independent from the other. For example, the line connecting the bottom section choices does not extend into the mid-section. The illustrations, however, remain constant and therefore can be shared among all three sections.



STEP 3: HIGHLIGHTING THE ICONS

There are three editions of the mid-section depending upon which icon is selected. In this case, the text of the chosen icon highlights, while the text of the unchosen icons dim to 50% opacity. Because the icon illustrations are shared among all three sections, it is better to change only the text to indicate a highlight—leaving the illustration unchanged.

Adjust the opacity of the labels so that the unchosen labels are set to 50% while the selected label remains at 100%. Option-Merge (see Session 1) the labels with the background and icon illustrations so that you create a series of layers ready to be cut out along the guide marks you set up in Step 2.



STEP 4: HIGHLIGHTING THE SUB-CATEGORIES

The sub-categories for each of the three main choices are similarly highlighted and de-highlighted. Prepare all the sub-choices in their highlighted and de-highlighted states in the same way as in Step 3. Option-Merge them together with the icon illustration and background color so that you have a series of layers ready to cut out.



STEP 5: SELECT AND CUT OUT EACH SECTION

Following the guides you set up in Step 2, create a cut-out selection for each of the three sections. You may want to save each selection as a channel for archival purposes.

Use the selection to cut out all the permutations of each section. In the case of the top section, there is only one graphic that will not change. The mid-section has three variations, and the bottom section has nine variations.

After removing the graphics prepare them for the Web following the steps in Sessions 1 and 3.