Prototyping Web Designs

with

Adobe® Photoshop®

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▶ Start with paper

- Determine content
- Establish structure
- Create design/layout

▶ Photoshop overview

- Toolbars & menus
- Color mode
- Image resolution

▶ Determine size requirements

- Accommodate browser chrome
- Provide padding for optical relief
- Use guides

▶ Using layers & layer sets

- Organize similar content/elements
- Naming
- Nesting

► Type

- Common web fonts
  - Serif fonts
    - Times, **Georgia**, `Palatino`
  - Sans-serif fonts
    - Arial, Helvetica, Verdana
  - Monospace fonts
    - `Courier, Monaco, Andale Mono`
- Anti-aliasing methods

▶ Images

- Importing
- Creating
- Editing
- Sharpening
- Blending modes
- Filters & effects

▶ Separate designs for web pages with different content styles

- Basic text
- Text with image(s)
- Forms
- Tables
- Lists

▶ Saving files

- ● File formats
  - ■ .PSD
  - ■ .JPG
  - ■ .GIF
  - ■ .PNG
- ● ImageReady vs. manual slice

▶ **Questions?**

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