



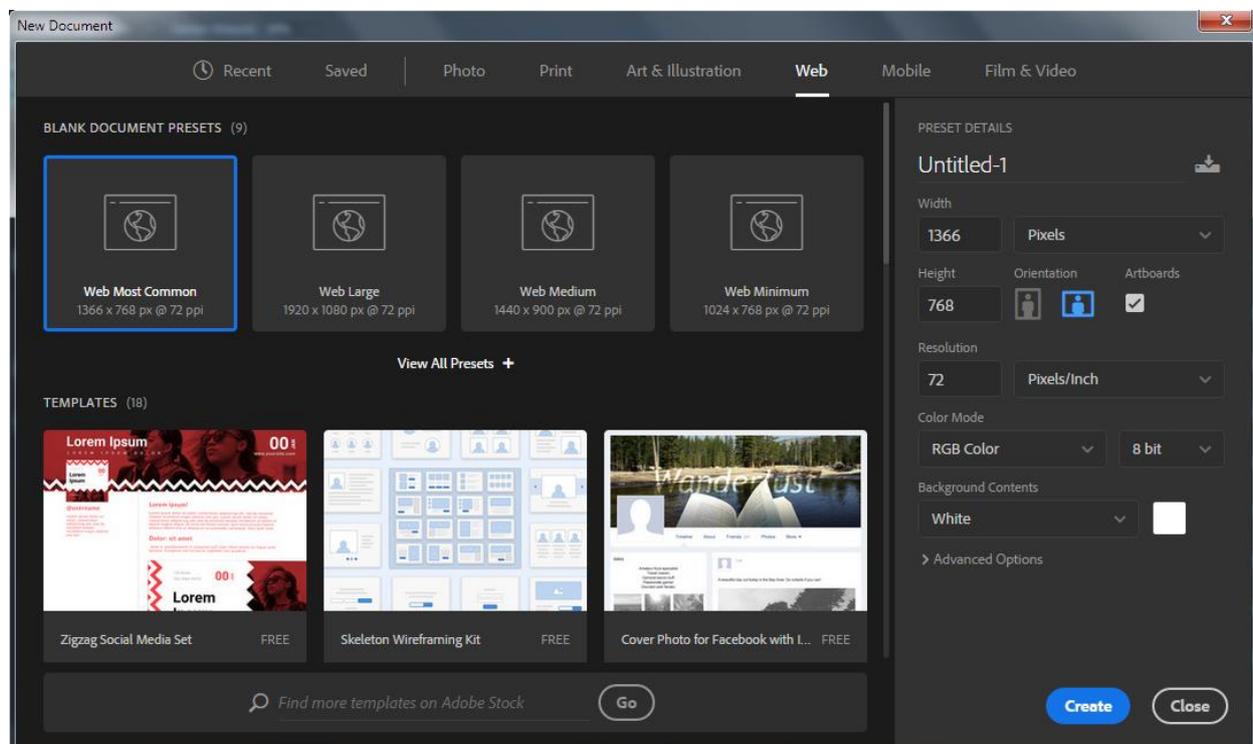
Using Adobe Photoshop

9 – Text, Guides and Effects

In the exercises that follow, we will use a combination of type layer editing, guidelines, effects and other techniques to create a basic graphical layout for a website. Photoshop is considered by many web designers to be an essential tool and is well suited for the work, though these techniques can all be used for other work as well.

Exercise 1 – Creating the Canvas

- 1) Make sure Photoshop is open.
- 2) Create a new image **[Ctrl] [N]**.
- 3) From the selection of presets, select **Web** and then **Web Most Common (1366 x 768)**. People browsing the web have their screen resolution on a variety of settings, but this is a common setting used, so many web designers make this the standard size for their designs.

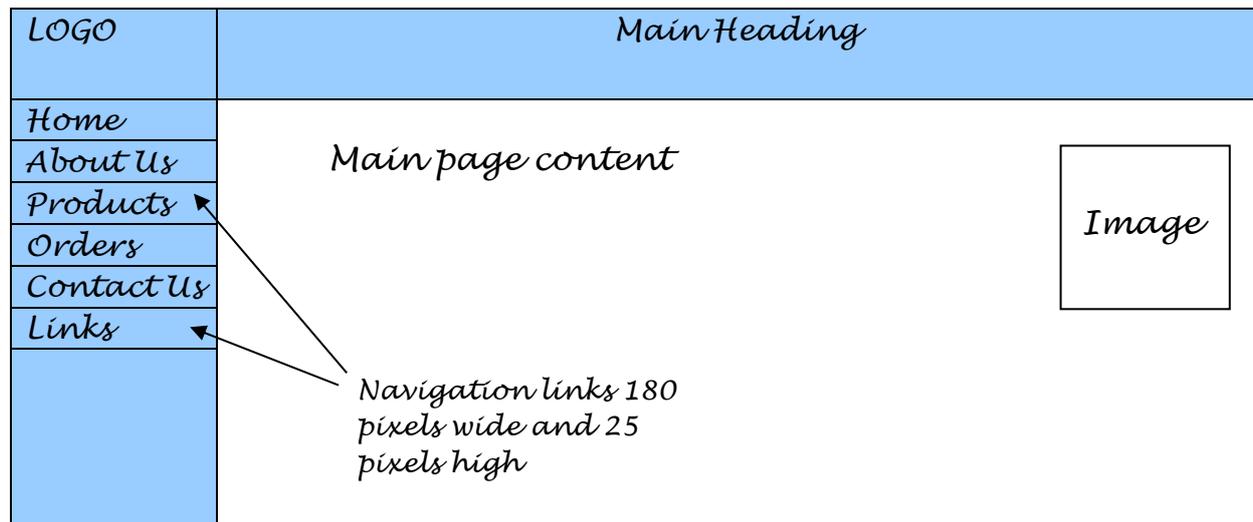


- 4) Enter *Main Page Template* as the **Name** of the new document.
- 5) Make sure the other settings are as shown above and click **OK**.

Planning

A good web designer knows the importance of planning. Often this will take the form of storyboards, notes and draft designs of page layouts on paper. For the purposes of these exercises, we will assume that there has been plenty of planning since it's not a good idea to try and make it up as you go along.

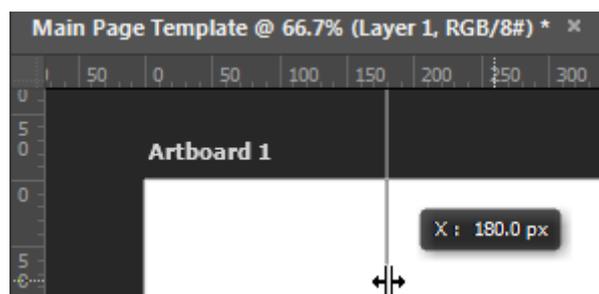
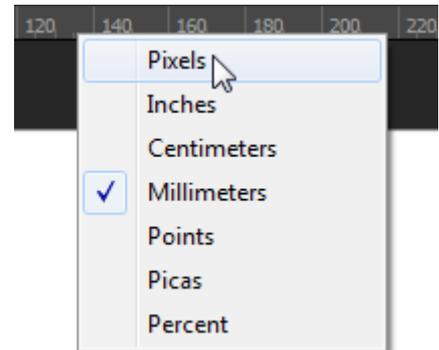
Our web page will be designed so that there is a bar down the side with the main navigation links as well as a bar along the top with the main heading. The illustration below shows a sample draft design for the page.



When you are setting up an image in Photoshop, you can use ruler guides as a convenient way of helping you plan the layout and make sure things are evenly lined up.

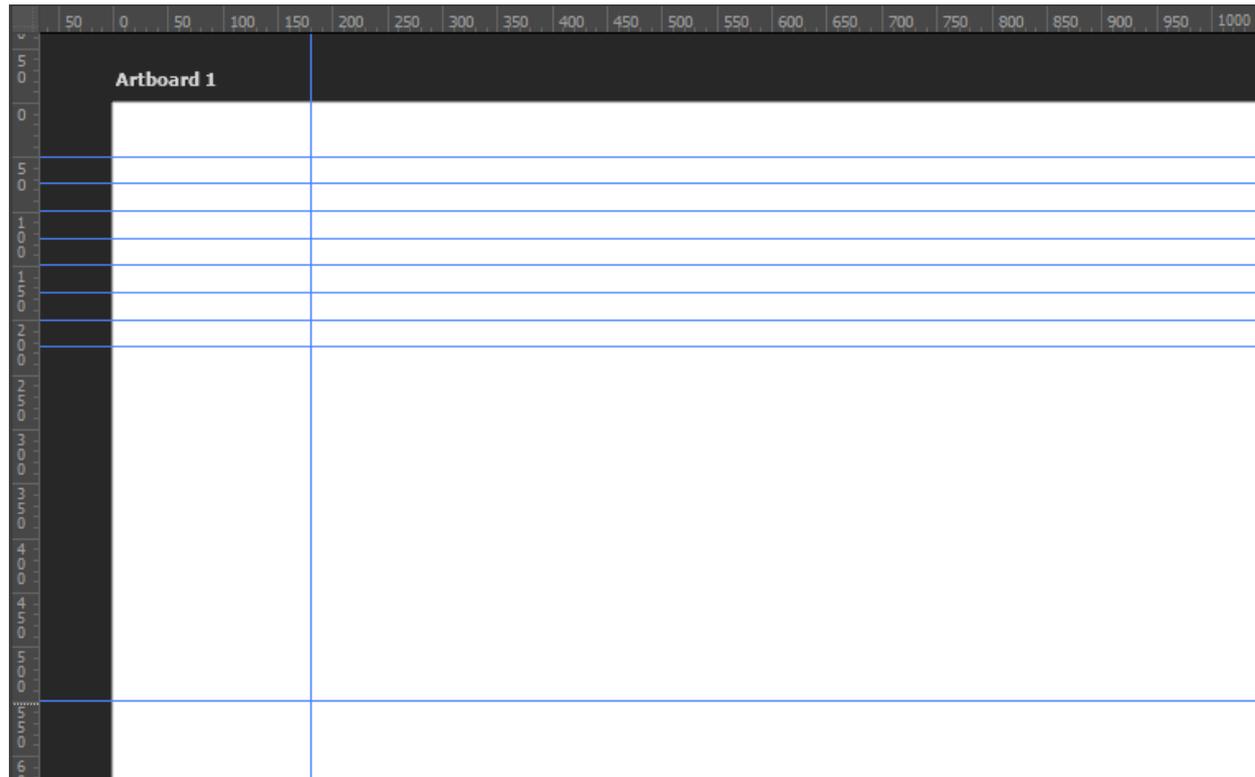
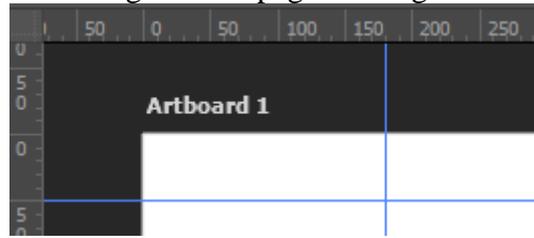
Exercise 2 – Adding Ruler Guides

- 1) Show rulers on your image by selecting **Rulers** from the **View** menu or pressing **[Ctrl] [R]**.
- 2) If the rulers are set to a measurement other than pixels (such as centimetres) you can change it by right clicking on a ruler. Right click on a ruler and make sure **Pixels** is set for the measurements.
- 3) Create a vertical ruler guide by moving your mouse over the vertical ruler and then dragging on to the image. Keep on dragging until the guide lines up with the 180 pixel mark on the top ruler. This will mark the width of the page navigation.



Note You can hold down **[Shift]** as you drag the guide line to make it line up to even amounts of pixels such as increments of 10 pixels. If you want to move a ruler guide that you have already placed, hold down **[Ctrl]** as you drag it.

- 4) Create a horizontal ruler guide by dragging from the horizontal ruler at the top. Line it up with the 50 pixel mark on the vertical ruler. This will mark the height of the page heading.
- 5) Create additional horizontal guidelines at 25 pixel intervals until you get down to the 225 pixel mark. Each of these will mark the borders between each navigation button. If you have trouble placing a grid line exactly where you want it, it might help to zoom in a bit.
- 6) Create a final guideline to mark the bottom of the navigation bar. This will be at the 550 pixel mark. The final array of guides should look like the example below.

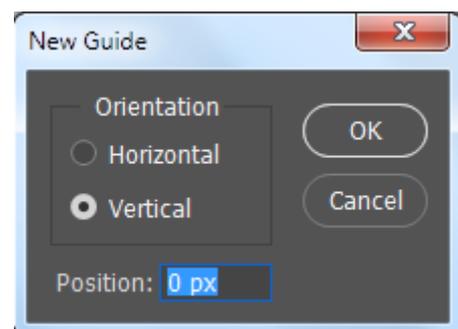
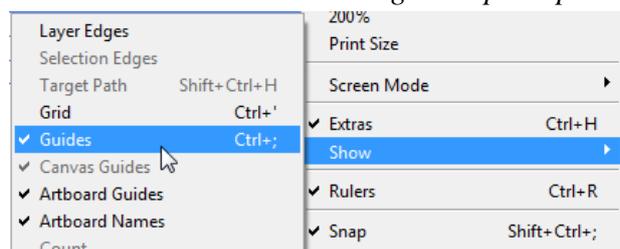


- 7) Save the image as a **Photoshop (PSD)** file. The document name of *Main Page Template.psd* should be used as the filename.

You can hide and unhide guides whenever you need. One way is to turn the option on and off from the View menu. A quicker way is to use the keyboard shortcut shown in the menu.

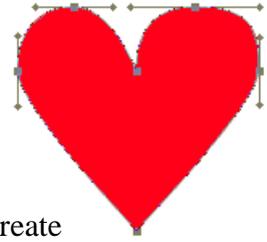
- 8) Press **[Ctrl] [;]** (semicolon) to hide the guides.
- 9) Press **[Ctrl] [;]** again to unhide them.

Tip If you want to create guides that divide the image in to even sections, it might help to use the **New Guide** or **New Guide Layout** options from the **View** menu.



Using Vector Shape Tools

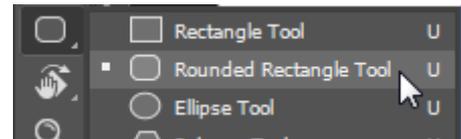
Photoshop is primarily a tool for editing raster graphics while other tools such as Illustrator are aimed more at editing vector graphics. Photoshop does have some basic vector tools that can be used for editing vector shapes. These can be used to quickly create a variety of shapes and selections in a document.



A vector shape can be created using the **Pen** tools , which allow you to create freehand vector shapes. If you want more even shapes, you can select from the shape tools. These will create shapes such as rectangles and circles which can be modified afterwards. This is the method we will use.

Exercise 3 – Creating Shapes with Shape Tools

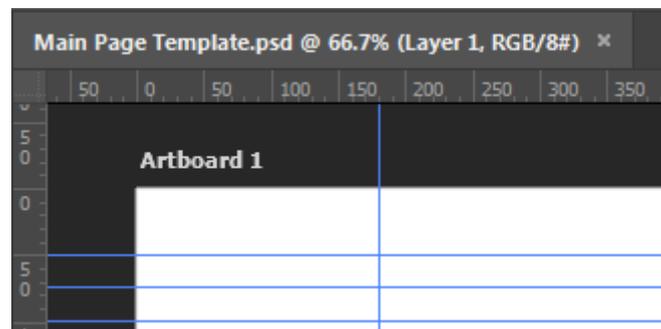
- 1) We want the bottom of our navigation bar to have a rounded corner so we will start by selecting the **Rounded Rectangle** tool [U] or [Shift] [U] to cycle between shape tools.



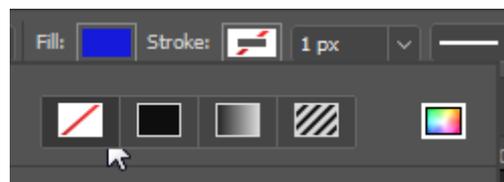
- 2) The **Radius** option determines the size of the curve on the corners. Set the **Radius** option to 25 px (you may need to type px after the number).



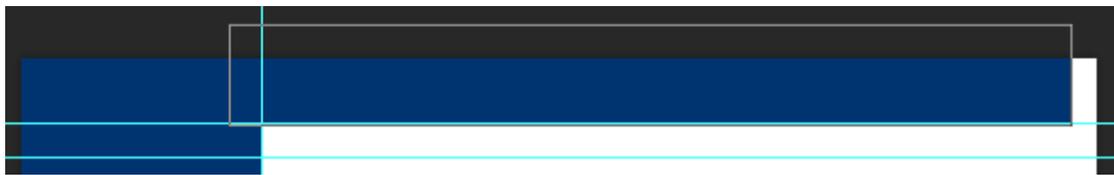
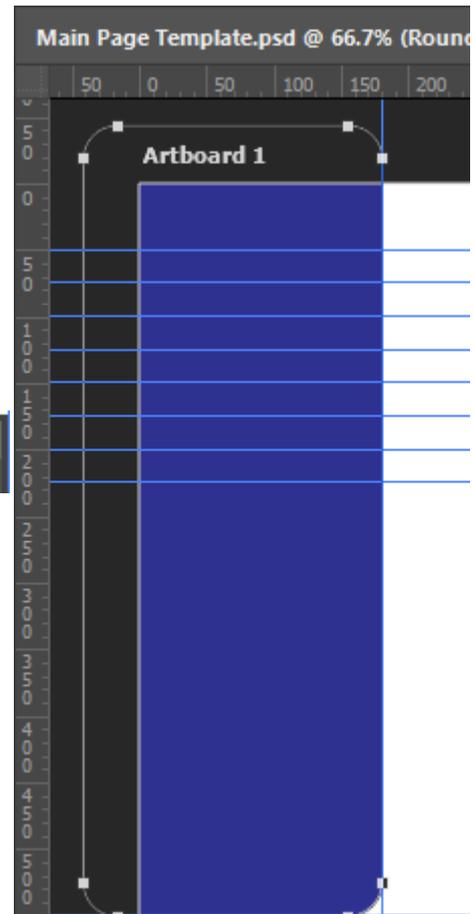
- 3) If you are in tiled view you should be able to see some blank space around the image. If you are in a floating window you may need to resize the border of the image window to make sure you can see plenty of blank space around the drawing canvas.



- 4) Select a dark blue foreground colour before drawing. This will be used as the shape's **Fill Colour** (interior colour). The selected colour will appear in the options bar along the top.
- 5) We can also set a **Stroke Colour** (outline colour) for the shape. In this case we will leave out the stroke colour. Click the **Stroke Colour** icon on the options bar and select the **No Colour** option as shown below.

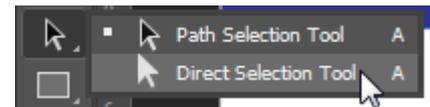


- 6) Draw a rounded rectangle that starts well outside the edge of the drawing canvas and extends to the bottom right corner of the navigation bar as marked by our guides. As you are drawing, your mouse should lock on to the any guides it comes close to. If it doesn't, you will need to enable the **Snap To Guides** option from the **View** menu. If it is positioned correctly then only the bottom right corner should have any of the curve visible.
- 7) If it's not in quite the right spot as shown to the right, undo and try again.
- 8) Select the **Rectangle Tool**. The options bar should show the same colour options we selected before.
- 9) Draw a rectangle across the top of the image that stops just short of the right edge and overlaps the first shape. The bottom should come down to the first horizontal guide.



Now we'll edit the shape that has just been added.

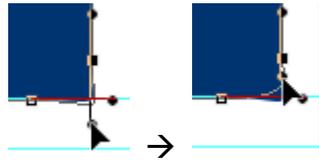
- 10) Select the **Direct Selection Tool [A]**. This is used to edit the points in a vector shape to change its shape.
- 11) Click on the edge of the shape you have just drawn. Small squares on each corner will mark the anchor points. Anchor points can be added or removed. We'll be doing both.
- 12) Move your mouse to the right edge of the shape and position it about 20 pixels from the bottom corner (remember you can use the info panel to guide you – it should be about 30 pixels from the top of the image).
- 13) Right click on the edge and select **Add Anchor Point**.
- 14) Create another anchor point positioned 20 pixels to the left of that same corner.
- 15) Right click on the corner and select **Delete Anchor Point**. You should now have two anchor points positioned a short distance from the corner.



The corner will still look straight but that is because each anchor point has direction points which determine the direction the line takes from there onward. The longer a direction point, the longer a line will go before curving towards the next point.

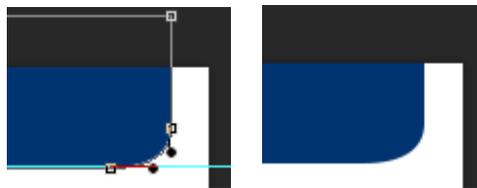


- 16) Position your mouse over the direction point for the first anchor point you added.
 17) Drag it back towards the anchor point to shorten it. A shorter direction point will mean a tighter curve.



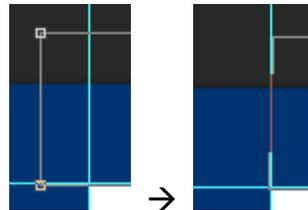
- 18) Do the same to the direction point for the other anchor point. Take care to keep the direction point straight, otherwise the curve may follow an unusual angle (you can hold shift when you drag to keep it straight).

The result should be a smooth curve on the corner of the shape as shown both with and without guides in the example below.

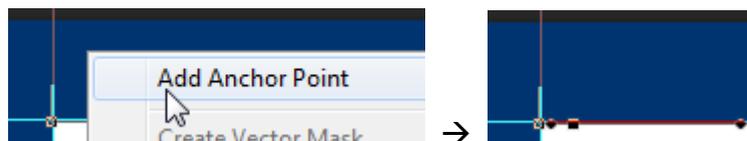


Now we'll create a different kind of curve. Currently there is a 90% angle where the two curves meet. We want to create a smooth inner curve.

- 19) Start by dragging the two left anchor points so they line up with the vertical ruler guide.



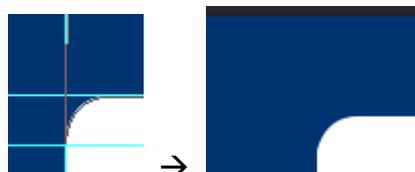
- 20) Create a new anchor point about 20 pixels to the right of the corner.



- 21) Drag the corner anchor point downward until it meets the next ruler guide.

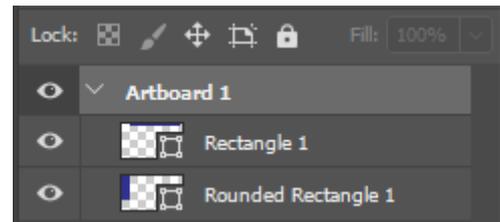


- 22) Adjust the anchor points and direction points until you get a nice even curve shape. You can temporarily hide all visual aids with **[Ctrl] [H]** to check it.



23) In the layers panel, you should see a *Rectangle 1* layer and a *Rounded Rectangle 1* layer grouped under an artboard. Click on one of the shapes layer and then hold down **[Ctrl]** and click on the other layer until both are selected.

24) From the **Layer** menu select **Merge Shapes** or **[Ctrl] [E]** to combine both shapes.

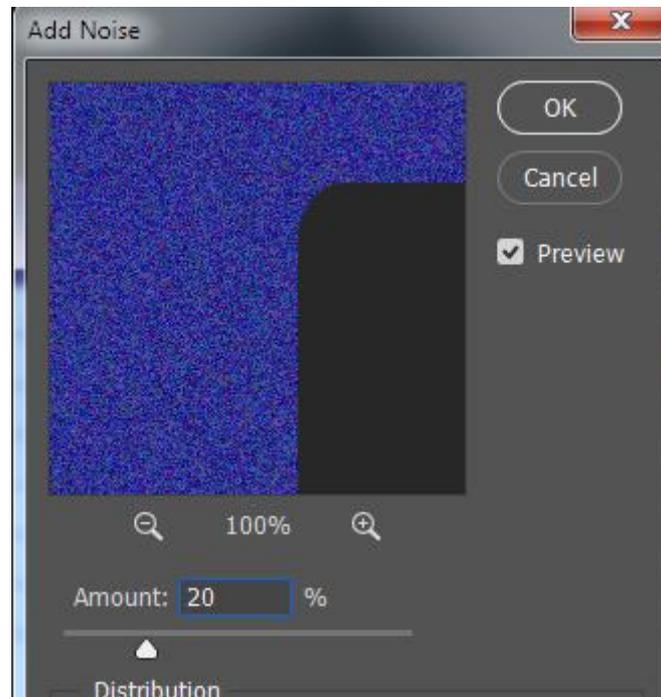


You should now have the general shape needed for our site design.

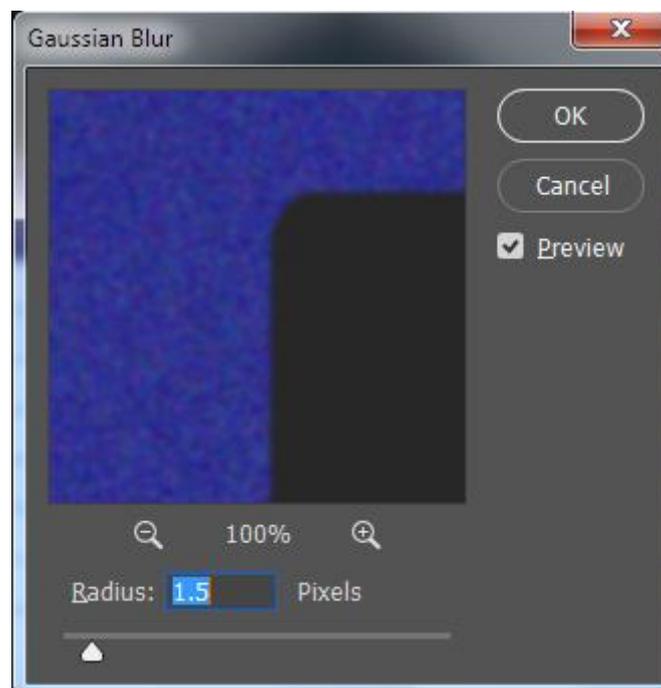


Exercise 4 – Adding Some Filter Effects

- 1) Save your image and make sure the *Rectangle 1* layer is still selected (you might want to rename the layer to something more suitable such as *Navigation Shape*).
- 2) From the **Filter** menu select **Noise** and then **Add Noise**. If you get a message telling you the layer must be **rasterised** (converted from a vector shape in to pixels), click **Rasterize**.
- 3) Use the hand tool in the preview area of the filter options so that you can see part of your shape.



- 4) Choose an **Amount** of about 20% and click **OK**.
- 5) From the **Filter** menu select **Blur** and then **Gaussian Blur**.

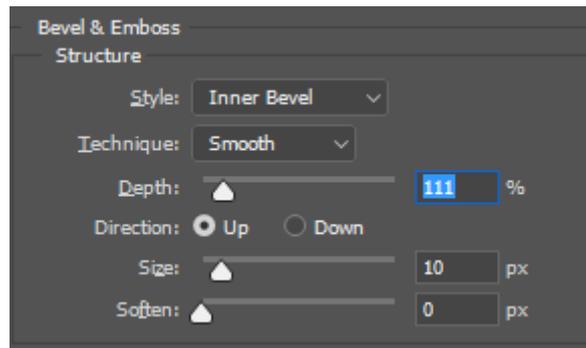


- 6) Choose a **Blur** amount of about 1 to 1.5 pixels and click **OK**. A textured pattern in the shape should be the result.

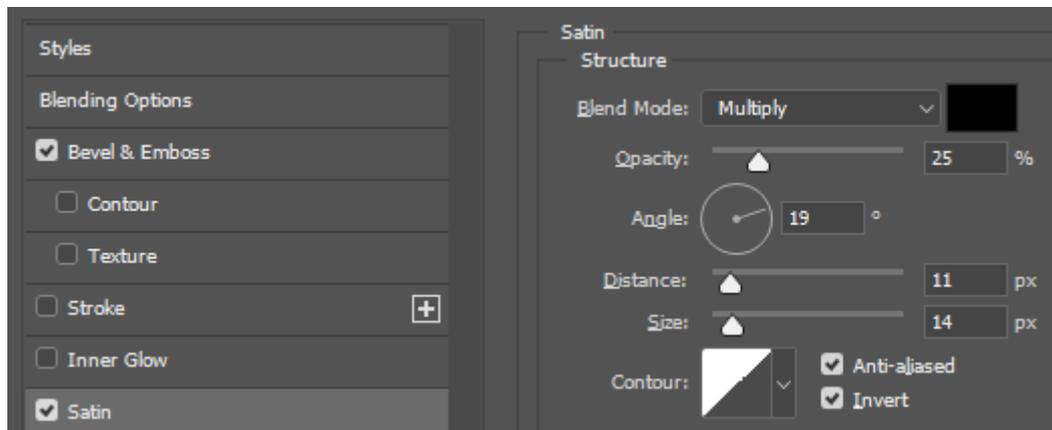


Exercise 5 – Adding Some Layer Effects

- 1) With the *Shape* layer still selected click the Effects icon at the bottom of the **Layers Panel** and select **Bevel and Emboss**.
- 2) Set the Bevel **Structure** options so they are similar to the options shown below.



- 3) From the list of **Styles** to the left, tick **Satin**.
- 4) Click on **Satin** to show the options for the Satin style.
- 5) Adjust the Satin **Opacity** to around 25% and click **OK**.



Exercise 6 – Adding a Heading

- 1) Click on the **Type [T]** tool . You can format type after you have already typed it in the image, but you can also set your type options before you begin typing. When you have the type tool selected or you are editing type, the type options will appear at the top in the options panel.
- 2) Set the type options as shown below.

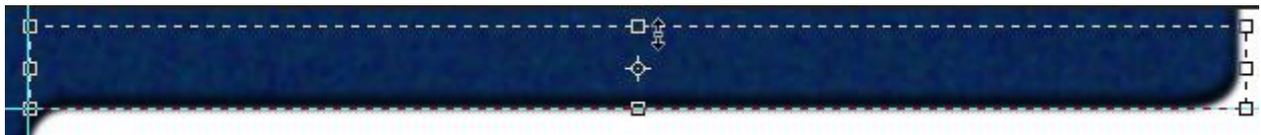


Font Arial, Bold, 24pt font size and centre aligned

- 3) Select White as your foreground colour. Any text you enter will use the foreground colour. You can always change the colour of selected text when you are editing it, but it's often easier to set the colour before you enter the text.
- 4) Drag a rectangle shape that covers the top area of our shape as shown below. By dragging we have created **Paragraph Type**.



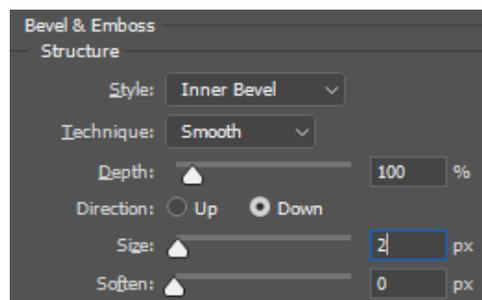
- 5) We want a bit of space between the text and the top of the image. Move your mouse to the selection handle in the middle of the top border. Drag it down slightly as shown below.



- 6) Type *ACME Website* in the text box.

When you are done don't press **[Enter]** as this will only add another line to your text. To commit changes to a type layer (in other words, finish editing the text), you can do one of the following.

- Click the **Commit** button  on the options panel or the **Cancel** button  to abandon changes
 - Press **[Ctrl] [Enter]** to commit the changes or press **[Esc]** to cancel.
 - Press the **[Enter]** key on the numeric keypad.
 - Click on another tool or select a menu option.
- 7) Use one of the methods just described to commit the changes to the Type Layer.
 - 8) Click on the **Effects** icon  in the **Layers Panel** and select **Bevel and Emboss**.
 - 9) Make sure *Inner Bevel* is selected. Select *Down* for the **Direction** and *2px* for the **Size**.



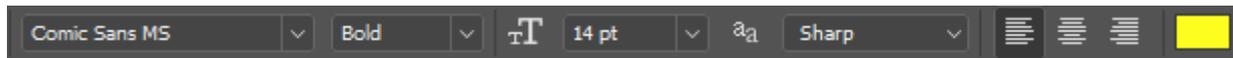
You should now have a heading as shown below.



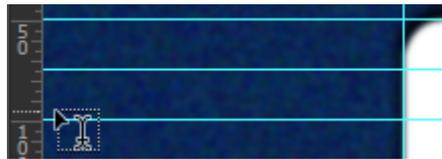
Exercise 7 – Adding the text for the links

For the text links on the side we'll create some Point type layers. Before we do, we'll create a layer group to organise them in. This will keep the layers panel a little more organised.

- 1) On the **Layers Panel**, click the **Create a new Group** icon at the bottom . 
- 2) Double click the group name and rename it *Links*.
- 3) Select the **Type Tool [T]**. 
- 4) Set the type options to Comic Sans MS, Bold, 14pt left aligned, with the foreground colour being set to yellow (or another light colour of your choosing).

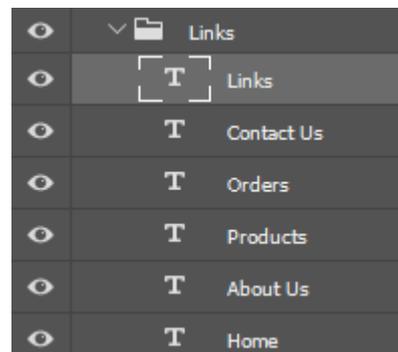


- 5) Click between the second and third horizontal rule, to the left of the navigation bar area.



- 6) Type the word *Home* and then press **[Ctrl] [Enter]** to commit the type change. If your Links Layer group was still selected, the new type layer will be added as part of the group. This is indicated by the layer name being indented.
- 7) Add additional type layers so that they appear as below. For the time being don't worry about getting them lined up, but try to position the top and bottom one so that they are more or less halfway between horizontal guides. Remember that if you want to move a layer with the move tool **[V]**, you will need to select the layer in the **Layers Panel** first.

Tip If you want to make small moves to a layer you have just typed or still have selected, Hold down **[Ctrl]** and press an arrow key to move small steps at a time.



- 8) In the **Layers Panel**, click on the first of the link layers and then hold **[Shift]** while clicking on the last link layer. Each of the layers should now be linked together.
- 9) Select the **Move Tool [V]** .

When the move tool is selected, a number of alignment options will appear in the **Options Panel** along the top. Note that these options can also be found under the Layer menu.



- 10) Click on the **Align Left Edges**  icon so that all of the links will have their left edges lined up.
- 11) Click the **Distribute Vertical Centres**  icon so that each of the Link layers will have their centres evenly spaced between the top and bottom one.

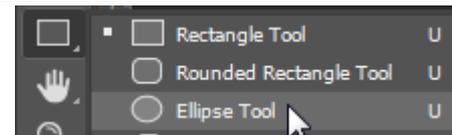
Now that things are lined up, we'll add some layer effects.

- 12) Select any one of the link layers and click the **Effects** icon at the bottom of the **Layers Panel**.
- 13) Add some layer effects of your choosing. In the example below, a raised inner bevel with a faint satin overlay and a faint drop shadow were used.
- 14) Right click on the layer you applied the effects to and select **Copy Layer Style**.
- 15) Select the other link layers.
- 16) Right click on one of the selected layers and choose **Paste Layer Style**.

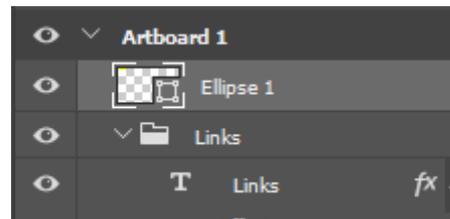
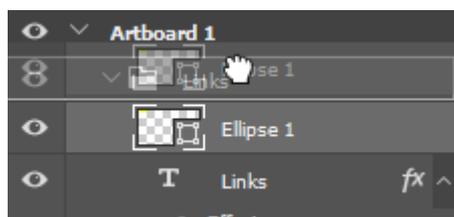


Exercise 8 – Creating a Logo

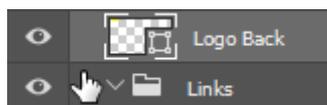
- 1) Select the **Ellipse Tool**.
- 2) Select *yellow* as your foreground colour.
- 3) Draw an Oval shape in the top left corner of the page as shown below.



- 4) Your new shape layer has probably been added to the *Links* layer group. Drag it up the list of layers in the **Layers Panel** until it is above the *Links* layer group.



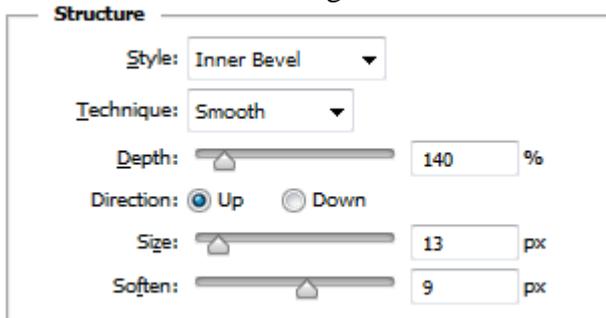
- 5) Rename the new layers as *Logo Back*.
- 6) Click the arrow next to the *Links* layer group to collapse the layer group so that it takes up less space in the Layers Panel.



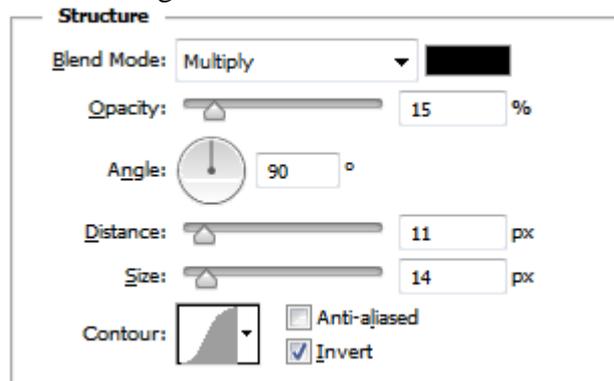
- 7) Apply some layer effects to give the oval a rounded 3d look as shown below. In this example it was done using the settings shown the next page.



Bevel and Emboss Settings



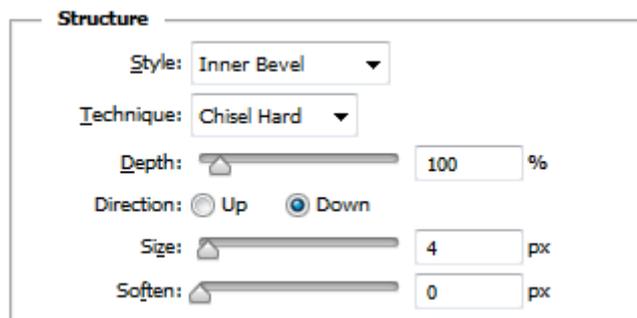
Satin Settings



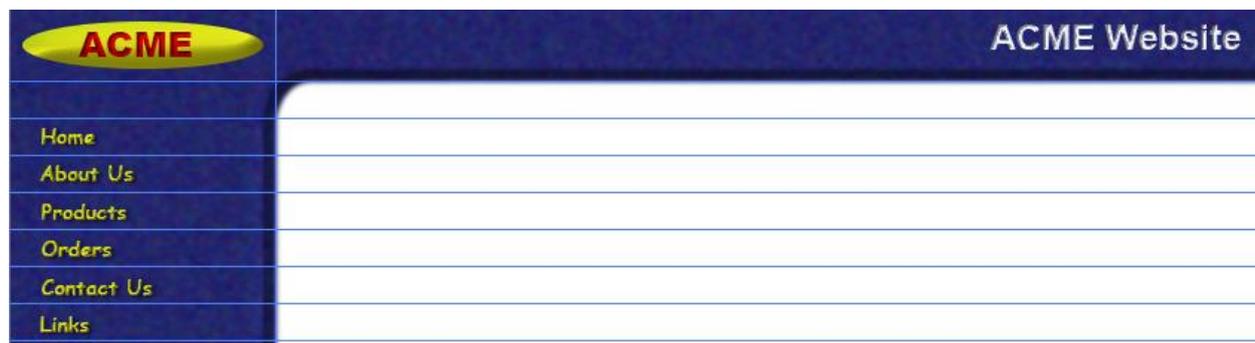
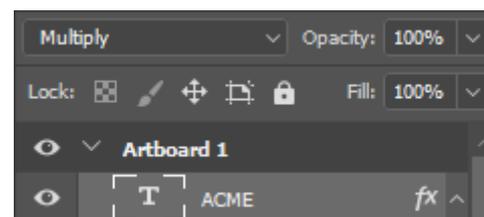
- 8) Select the **Type Tool**.
- 9) Select *red* as your foreground colour.
- 10) From the **Options Panel**, select *Arial Black* with *24pt* font size.
- 11) Click on your picture and enter the text *ACME*. You might need to click away from the shape so that the text doesn't get fitted on to the shape.
- 12) Hold down **[Ctrl]** to temporarily enable your **Move** tool and position the txt layer over the yellow oval as shown.



- 13) Press **[Ctrl] [Enter]** to commit the changes to the type layer if you haven't already done so.
- 14) Apply a **Bevel and Emboss** to the new layer with the following settings.



- 15) In the **Layers Panel**, change the blending mode to **Multiply**.

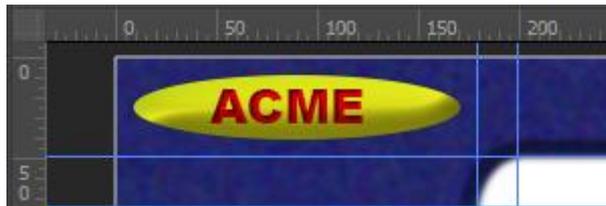


Using Slices

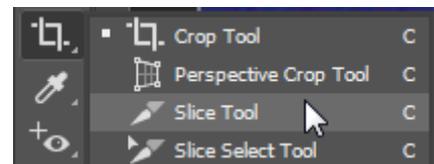
We've got the design for your web page now. We aren't just going to dump one big image in to the page though. It will need to be split up and saved as different images to be placed in to the web page. An easy way to do this is to use Photoshop's **Slices** feature. Slices allow you to divide the image up in to different sections. When you use the export options, each section (slice) can be saved as an individual image, with its own filename and save settings.

Exercise 9 – Slicing it Up

- 1) Create a new Vertical ruler guide approximately 200 pixels from the left of the image.

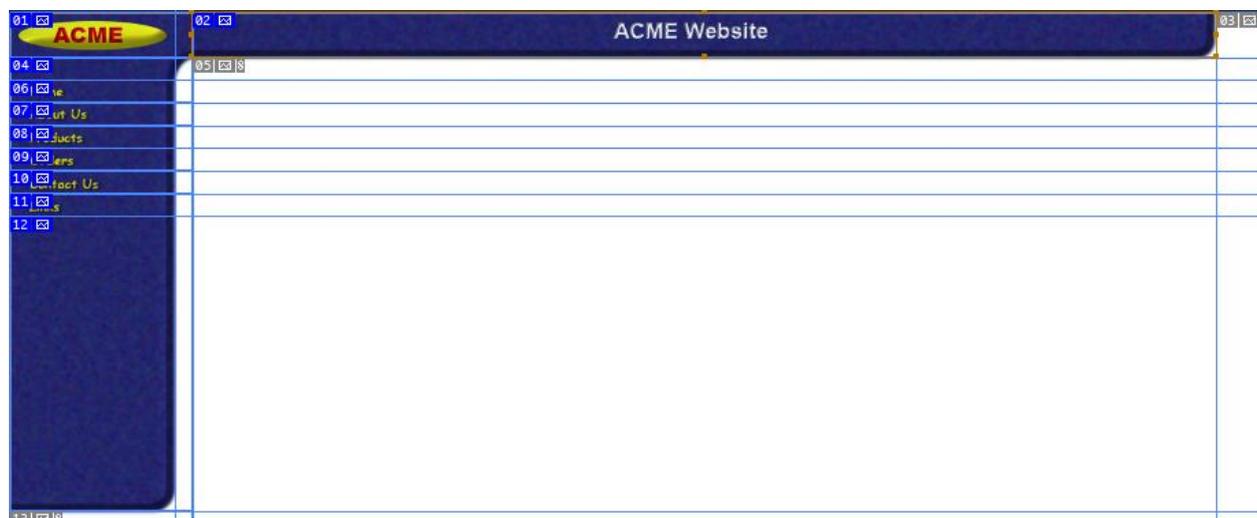


- 2) Select the **Slice Tool** from the **Tool Panel**. It is grouped with the Crop tool.
- 3) Drag a rectangle shaped area around your web design's logo as shown below. Use the ruler guides to help position the slice. It should extend as far as the guide you just added. You can drag to resize the borders of the slice area if needed.



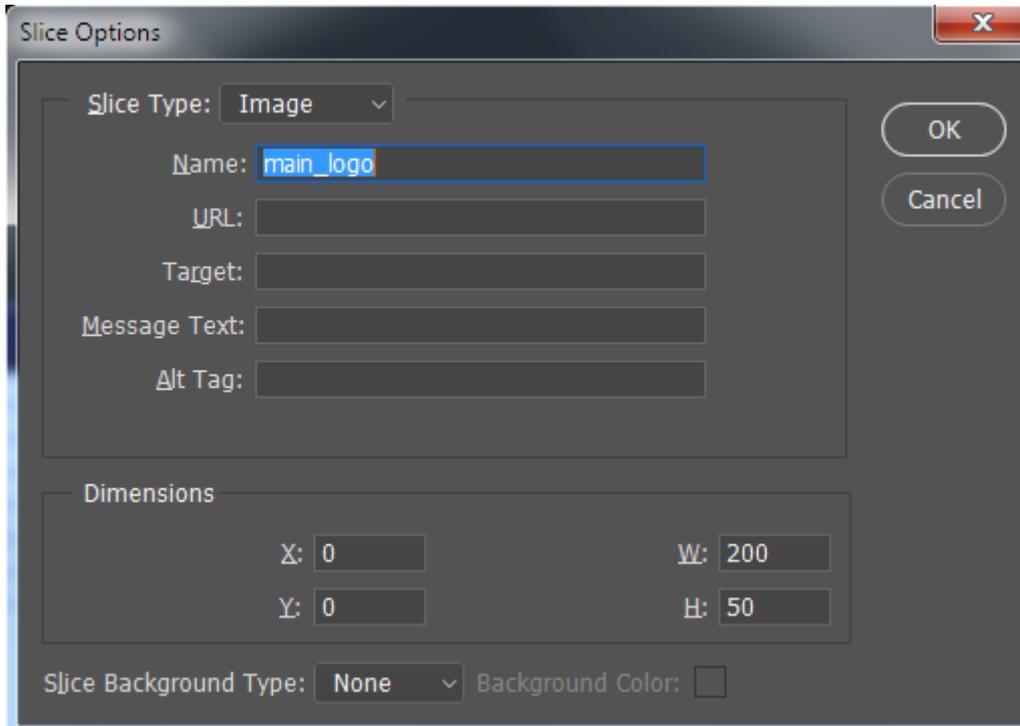
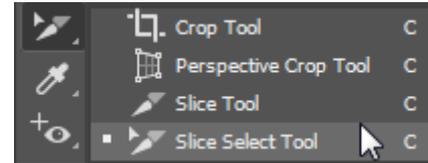
Normally, slices are not visible (they can be turned on from the **View** menu) but now that you have created a slice, it has become visible and the remainder of the image has been divided in to two auto slices.

- 4) Create another slice to cover the blank area under the logo and then create a slice for each of the navigation buttons. Create a slice for the blank bottom section of the navigation bar. Finally, create a slice for the heading. Remember to use the ruler guides. Once each of the slices has been created, your image layout should look like the example below.



The remainder of the image will be divided in to a small auto slice below the navigation bar and another large one to the right of the navigation bar. The auto slices will have a grey number on them instead of the blue number shown in the ones we have crated. We won't use the auto slices since the bottom one will be blank and the other one will be taken up with the main area of our website. We'll adjust some setting for our slices.

- 5) Select the **Slice Select Tool**.
- 6) Double click on the top left slice with the logo. The slice options will appear.



- 7) Enter main_logo as the name. Make sure you use an underscore instead of a space, since it is best to avoid spaces in image names for websites.

Note Photoshop allows you to export images complete with HTML code that can be placed directly in to a web page. The other options are used for this purpose.

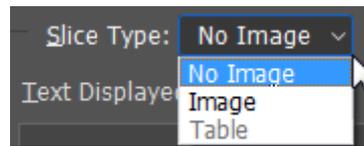
- 8) Click **OK** to confirm the slice settings change.
- 9) Rename the other slices as shown below.

main_logo	main_heading
main_top	
main_home	
main_about	
main_products	
main_orders	
main_contact	
main_links	
main_bottom	

We don't want the remaining slices to be exported as images.

10) With the **Slice Select Tool** still active, double click on the bottom auto slice.

11) Change **Slice Type** to *No Image*.

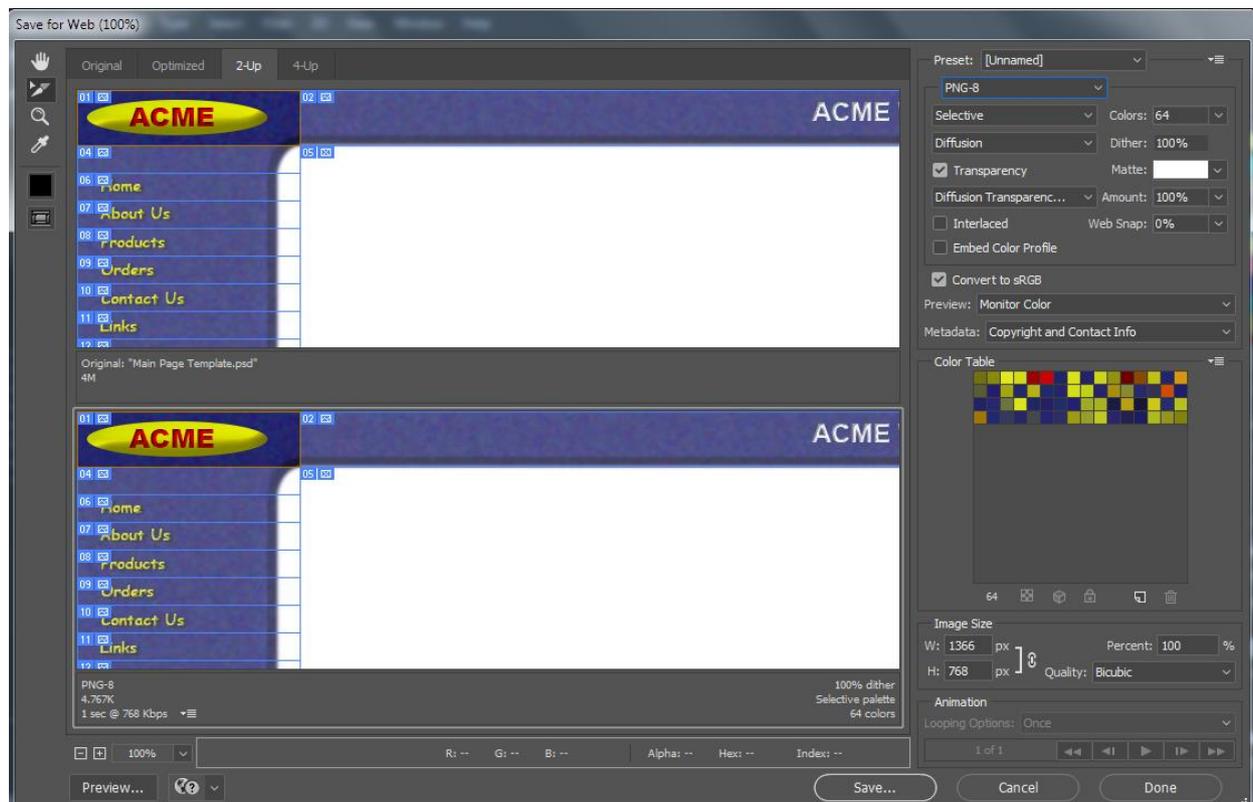


12) Repeat this to change the other auto slice to no image.

Now everything is ready for us to export the images.

13) From the **File** menu select **Export** and **Save for Web [Alt] [Shift] [Ctrl] [S]**.

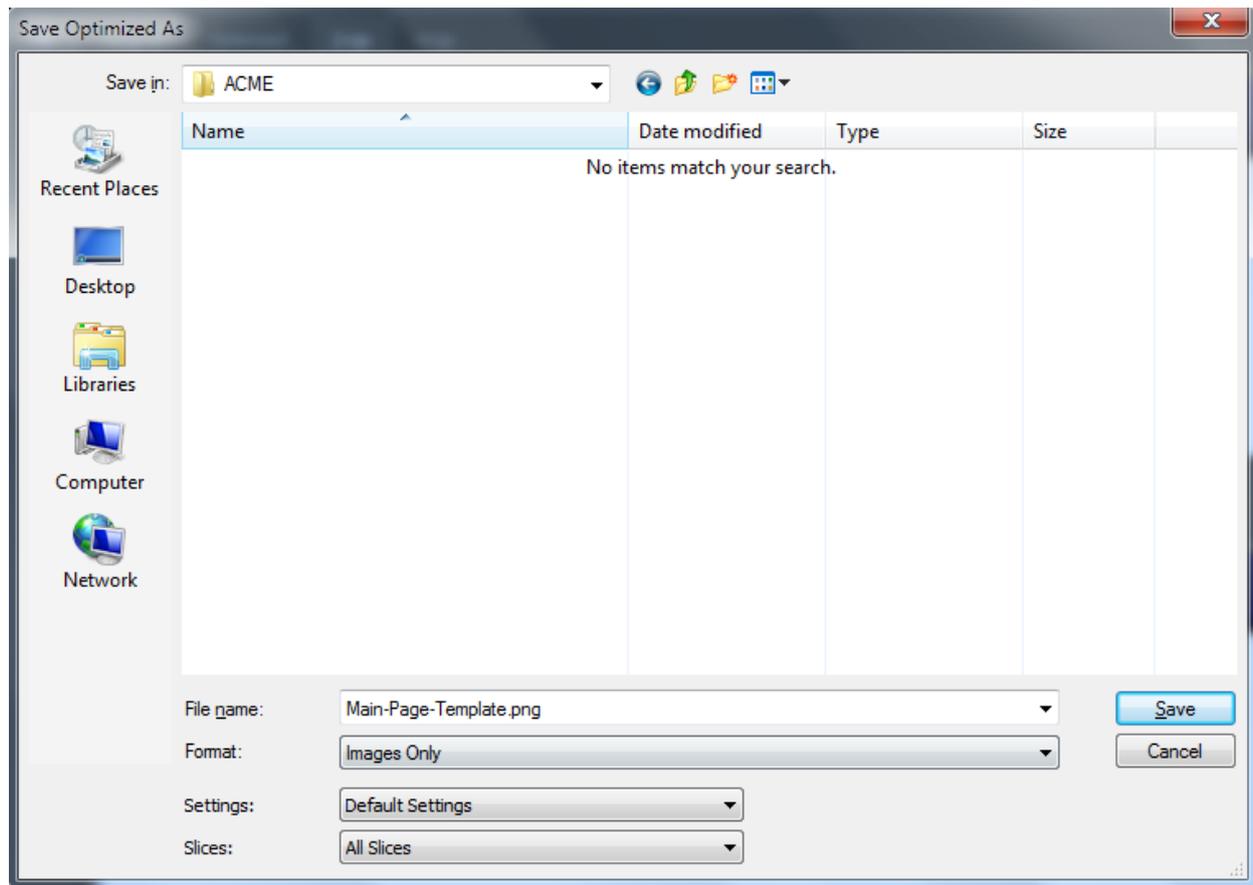
14) Select the first slice from the image with the **Slice Select Tool**.  If you have the 2Up tab selected like in the example below, make sure you click the preview slice in the second section.



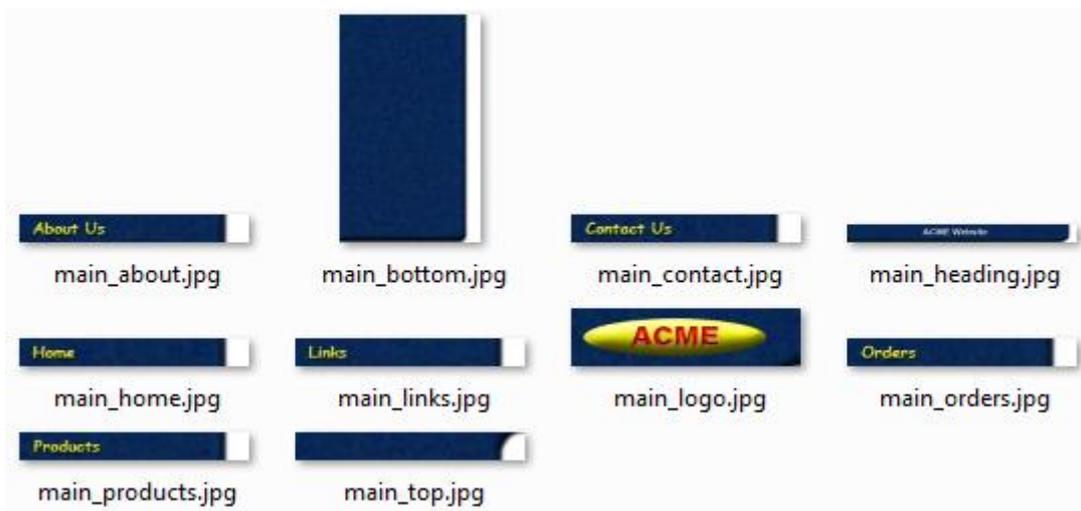
15) Adjust the options on the right to optimise that section of the image. Watch the preview as well as the file size estimate below it and use your own judgement to find a good balance between file size and quality.

16) Adjust the optimisation settings for each of the other slices (except the no image slices which you shouldn't be able to select anyway).

17) Click **Save**.



- 18) Browse for a suitable location to save to.
- 19) Change **Format** to *Images Only* and make sure **All Slices** is selected as shown above. Ignore the filename. Instead of saving one file, Save for Web will save a separate file for each of your slices, using the names of the slices as file names.
- 20) Click **Save**. Check in the location you saved them to and there should now be an image for each of your slices.



- 21) Each of these images could now be placed in to a web page. Save and close your image.

Shortcuts Learned

[Ctrl] [R]	Show / hide rulers
[Ctrl] [;]	Show / hide ruler guides
[U] 	Select a shape tool ([Shift] [U] to cycle between the shape tools)
[A] 	Direct selection tool
[Ctrl] [H]	Show / Hide all visual guides such as ruler guides, slices and selections
[Ctrl] [E]	Merge selected layers
[T] 	Type tool
[C] 	Slice tool ([Shift] [C] to swap with Slice Select Tool)
[Alt] [Shift] [Ctrl] [S]	Save for Web