

Photoshop Web Graphics

Learning Objectives

- Teach students to master the wealth of Photoshop features specifically designed for creating web graphics.
- Teach attendees to achieve the best quality web images while not sacrificing efficiency.
- Teach students to set Photoshop preferences for the requirements of screen graphics and the difference between screen and print graphics.
- Teach how to create graphics that transmit the trade-off between efficiency and image quality.
- Show how to prepare photographs and drawn images for the web .
- Teach students how to draw web page elements such menu bars, typographic headlines, and tiled backgrounds.
- Teach students Photoshop features and tools designed to simplify creating specialized web page elements such as buttons and labels.
- Teach students to use Photoshop for creating web page mockups and how to slice larger graphics to selectively optimize them and to create web pages from graphic tiles.

Major Topics

- Understanding screen graphics
- Setting-up and calibration for web graphics
- Selecting the best web file format
- Exporting and optimizing web file formats
- Using layers and guides
- Drawing web graphics
- Creating web page mock-ups
- Working with type
- Time savers

Students Will Learn

- How to achieve the best quality images for the web.
- How to prepare photographs and drawn images for the web.
- Photoshop features designed to simplify creating specialized web page elements such as buttons and labels.
- How to draw web page elements such as buttons, menu bars, typographic headlines, and tiled backgrounds.
- How to use Photoshop to quickly mock-up web site designs.
- How to optimize GIFs, PNGs and JPEGs.
- How to create simple animations with GIFs
- The pros and cons of the various graphics formats and compression methods.
- How to assure that the colors you want, are the colors you get, and how to manage color swatches.
- The pros and cons of dithering colors and methods for creating transparent backgrounds.
- How to manage transparency, layered graphics, and to create seamless patterns.
- To set type and enhance type appearance with various anti-aliasing settings.