

# PIXEL PERFECT: WEB SITE DESIGN & THE CREATIVE SUITE

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We know that GoLive is for web stuff and that Acrobat, Photoshop, Illustrator and InDesign are for print. Right? Of course not. The tools and features for web designers, developers and programmers is suprisingly rich through out every program in the Creative Suite. Save for Web is only the beginning of the story.

Print, schmint — learn what the Creative Suite offers web designers!

## Contents

### Features in More than one Program

Save for Web . . . . .	3
Create Table-based Layouts (slicing) . . . . .	4
Dynamic Slices . . . . .	5
Linked Slices . . . . .	5
Spit Out a Pile of JPEGs. . . . .	5
Smart Objects . . . . .	6
Data-driven Graphics . . . . .	6
Rollovers . . . . .	6
GIF Animations. . . . .	6
Flash Animations . . . . .	6
Image Maps . . . . .	6
Web-Optimized PDFs. . . . .	7
Web Forms. . . . .	7
Export Text as HTML . . . . .	7
Convert Web Pages to PDFs . . . . .	7
Unique Features per Program . . . . .	9

Illustrator, Photoshop, ImageReady, InDesign, GoLive



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### About Anne-Marie

Anne-Marie “HerGeekness” Concepción, principal of Seneca Design & Training, is an accomplished cross-media graphic designer and publishing consultant, as well as a certified trainer for Adobe™ and Quark™. Her clients include BBDO, Loyola Press, McDougal Littell, Playboy,

the Chicago Tribune, the Chicago Cubs, McGraw-Hill, Adobe, McDonalds Corp., RR Donnelley and Banta Digital Group.

A prolific author, Anne-Marie’s feature articles have appeared in *HOW*, *X-Ray*, *Digital Chicago*, *Step-by-Step*, and *InDesign Magazines*. Her books include *InDesign CS/*

**GET GEEKIFIED.** Subscribe to AM’s free tips e-zine, *DesignGeek*, in the DesignGeek Central area of Seneca’s web site (below).

*CS2 Breakthroughs* with co-author David Blatner (Peachpit, 2005) and *Professional Web Site Design from Start to Finish* (F&W, 2001). She is also an in-demand speaker at industry gatherings such as the Mac Design Expo and various Adobe events.



CERTIFIED INSTRUCTOR



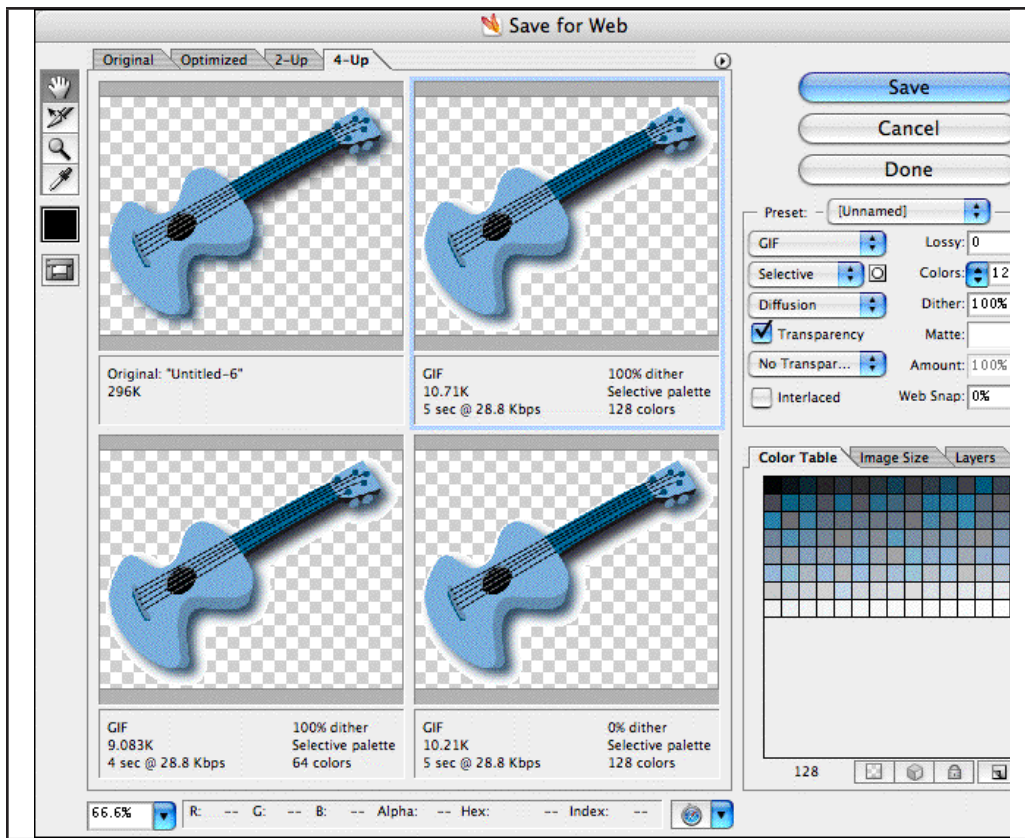
## Web Features in Creative Suite 2

### Features available in more than one Creative Suite program:

#### Save for Web

Convert a copy of everything/a selection in an image file to JPEG, GIF, PNG, SWF, or WBMP via a preview window that lets you choose among different quality/file size options. Can optionally write HTML code as well (see Table or CSS-based Layouts).

**In:** Photoshop, Illustrator, ImageReady (integrated into main window), GoLive (when placing Smart Objects — see below).



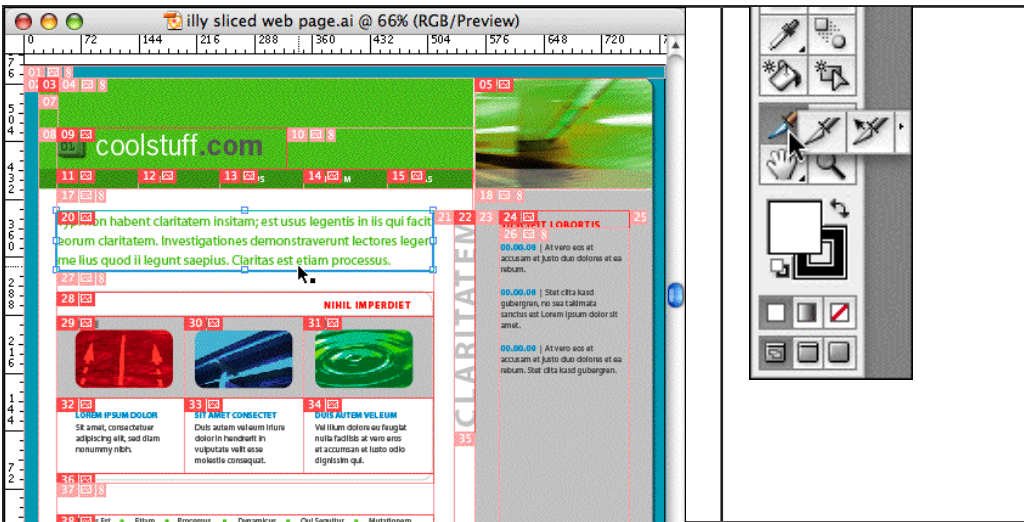
**Tip:** If you just want to export just one element of an image to JPEG or GIF, drag a slice around what you want to export, then choose Save for Web. Select the slice with the Slice Select tool in the Save for Web dialog box and after you click Save, make sure you choose "Selected Slice Only" for the output. That's it — you're returned to your regular image, already in progress, and you have a solitary, stand-alone GIF or JPEG of your selection on your hard drive.

### Create Table-based Layouts (slicing)

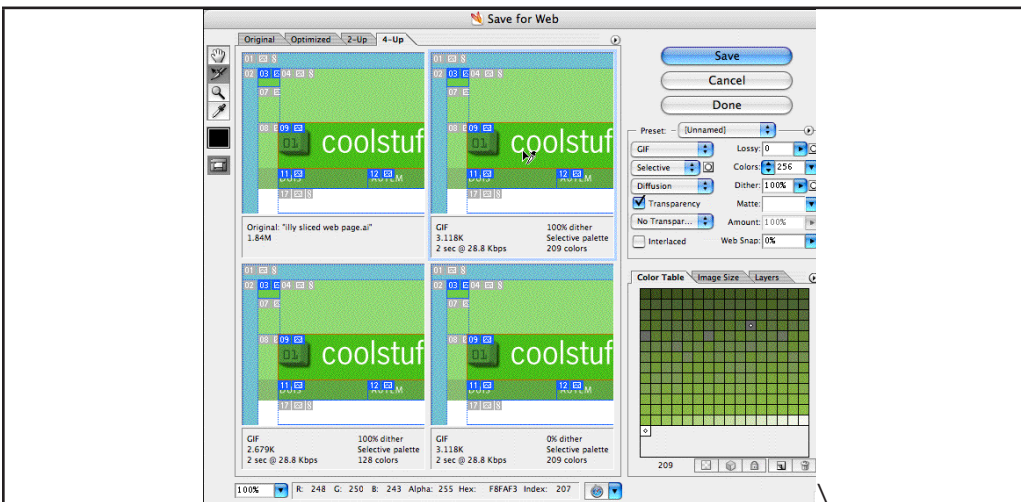
Convert a large image or web page design into an HTML table made up of rectangular cells (slices), each containing a “piece” of the image. The table has no row or column lines so it looks like one seamless layout in a web browser. Slices can be generated automatically, defined by the user with the Slice tool, or a combination of both. Slice content can be an image, nothing (just a background), live text, or HTML code. Each image in the table cells can be independently optimized to any of the formats listed in Save for Web (above). The HTML table can be placed into an existing web page design and edited in any web authoring program.

**In:** Photoshop, ImageReady, Illustrator

Start with dragging rectangular areas around sections of your Illustrator or Photoshop image with the slice tool. You just have to drag slices around important stuff; the program will automatically create slices for every else:



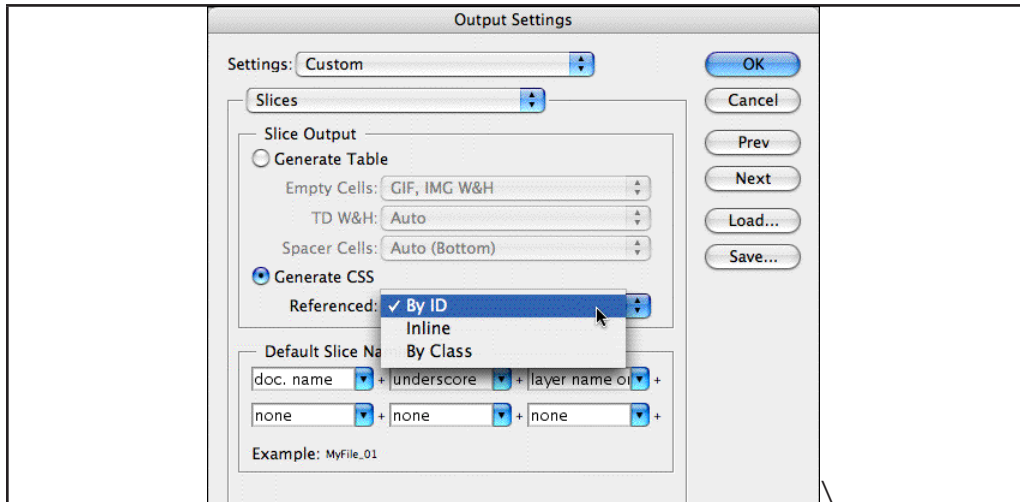
Then choose Save for Web and export the images to GIF and/or JPEG all at once.



## Create CSS-based Layouts (slicing)

Same as Table-based slices but the HTML output option is set to CSS instead of Table. Each slice is assigned an absolutely-positioned CSS <div> aka a "Layer."

**In:** Photoshop, ImageReady, Illustrator



## Dynamic Slices

Base a slice's boundaries on artwork; when the artwork is edited and its bounding box is changed, the slice redraws to match.

**In:** ImageReady (Layer-based slice), Illustrator (Object > Slice > Make)

## Linked Slices

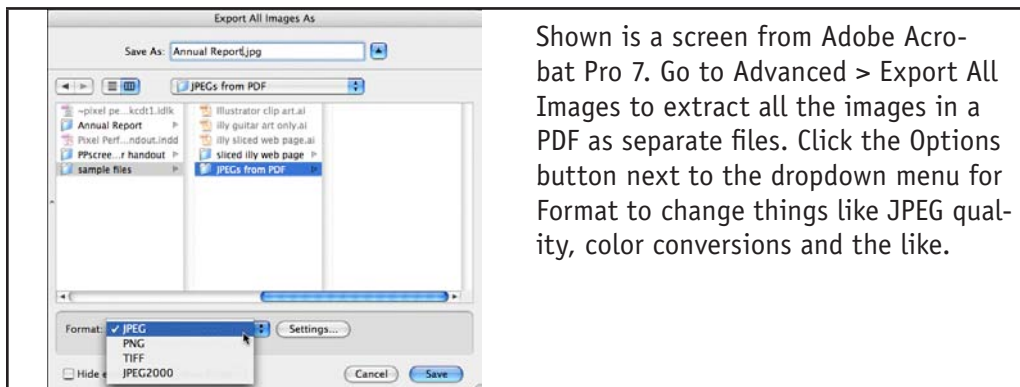
Group a contiguous selection of slices so when their contents are optimized, they all share the same color palette, dither and compression settings.

**In:** Photoshop, ImageReady, Illustrator

## Spit Out a Pile of JPEGs

Exports a copy of entire page/s (InDesign), all images in document (Acrobat); or all artwork on page (Illustrator) in JPEG format.

**In:** InDesign, Acrobat, Illustrator (and of course Photoshop and ImageReady)



Shown is a screen from Adobe Acrobat Pro 7. Go to Advanced > Export All Images to extract all the images in a PDF as separate files. Click the Options button next to the dropdown menu for Format to change things like JPEG quality, color conversions and the like.

## Smart Objects

Lets you place working, native format files into GoLive web pages (which it will convert to GIF, JPEG or PNG) set by default to maintain link to original file for automatic updating of converted web site image on the local drive.

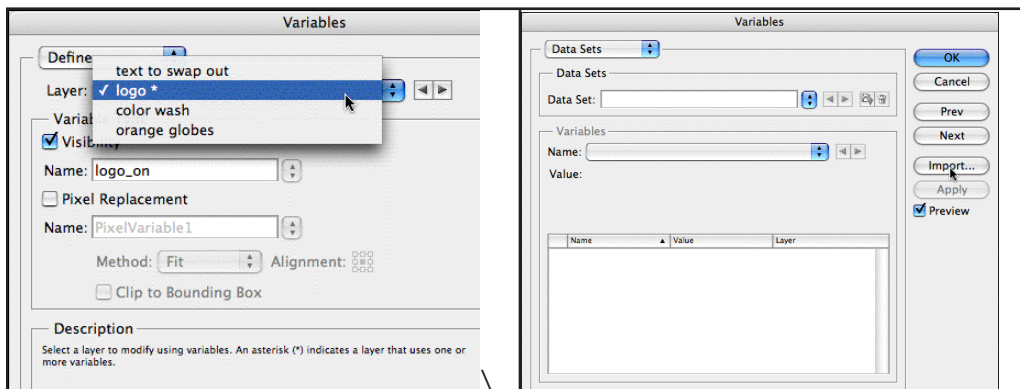
**In:** GoLive supports native files as Smart Objects from InDesign, Illustrator, Photoshop, Acrobat; as well as “generic” formats: BMP, PCX, Pixar, Amiga IFF, TIFF, TARGA, EPS, JPEG, JPEG 2000, PNG, and PICT.

## Data-driven Graphics

Export a pile of different JPEGs, GIFs or PNGs using one image file template and a spreadsheet or XML file (or just enter record data on the fly in the program). You can automate which layers are shown and replaced for each image as well.

**In:** Photoshop, ImageReady. Also, GoLive can create image variations from a single Photoshop file with a live text layer and/or pre-set variables

In Photoshop, go to Image > Variables to set this all up. Note the Import button at right, ready for your database or XML information.



## Rollovers

Create a JPEG or GIF and the requisite HTML and Javascript so that the image changes when a web visitor hovers their mouse over it; possibly a another change when the mouse button is pressed.

**In:** Photoshop, ImageReady, Illustrator, GoLive, InDesign (for interactive PDFs only)

## GIF Animations

Create a single GIF animated image file from a series of vector and/or raster image layers.

**In:** Photoshop, ImageReady

## Flash Animations

Create a single animated .swf file as well as the surrounding HTML code for plug-in detection from layers or blends.

**In:** Illustrator, ImageReady

## Image Maps

After defining “hot spots” on a single image, convert the image to JPEG or GIF and generate the HTML code that lets web visitors link to different pages based on where

they click on the image. Code and image can be integrated into web authoring program for further editing.

**In:** Photoshop, ImageReady, Illustrator, QuarkXPress (oops how did that get in here) and of course GoLive

### Web-Optimized PDFs

Convert a page or document to a fast-downloading PDF which you will upload to your web server and link to on your web page.

**In:** InDesign, Photoshop, Acrobat (PDF Optimizer), Illustrator

### Web Forms

Create a form that web visitors can fill out in their browser window and when they click the Submit button, their data is sent to you by e-mail or processed by a web server script.

**In:** Acrobat, InDesign (need to add fields in Acrobat afterwards), GoLive

### Export Text as HTML

Convert text in a given format to HTML-formatted text for integration into a web site.

**In:** Acrobat (Save As), InDesign (Package for GoLive, then in GL export to HTML), and *Illustrator* (yes you heard me — via Object > Slice > Make with a selected text frame, then Object > Slice > Slice Options : HTML text, then Save for Web)

### Convert Web Pages to PDFs

Useful for archiving, documenting, sharing on a CD

**In:** Acrobat, GoLive

Shown is Acrobat's dialog box for setting up a web site capture (converting live web sites to a multi-page PDF). The command to start the ball rolling in Acrobat Pro 7 is File > Create PDF > From Web Page.

