

Photoshop design techniques for the Web

1 Day

This Photoshop course is aimed at users with some experience of Photoshop who want to take their skills further, specifically in the direction of the web. You will learn a range of powerful techniques which will let you create sophisticated and eye-catching online content - from single images to complete page layouts.

Getting started

- Setting Photoshop up for screen-based production - color settings, tools settings and units of measurement.
- Targeting the screen - resolution, screen size and colour depth.

Colour

- Colour models - RGB, HSB, and Hex.
- Matching colours across images and webpages.
- Understanding web safe colours and when to use them.

File formats and optimisation

- About GIF, JPEG and PNG files - their respective advantages and disadvantages and when to use them.
- Optimisation - balancing quality vs. file size.
- Transparency - dealing with solid and complex backgrounds, matting and anti-aliasing - when to use Alpha transparency.
- Working with gif colour tables - reduction, dithering.
- Editing downloaded images - understanding the limitations, changing colour modes.

Page layout techniques

- Creating a column layout grid.
- Setting up layers and guides for Slicing.
- Naming and setting other options for Slices.
- Exporting multiple images with different optimisation settings.
- Creating HTML pages for testing and prototyping.

Type design for the screen

- Selecting fonts for the screen.
- Typography: Kerning, Tracking, etc.
- Specifying anti-aliasing methods.
- About downloadable web fonts.

Masking and layer techniques

- Layer masks and Clipping masks.
- Layer styles - working with the Styles palette, creating various special effects, saving custom styles.
- Using Vector shape layers.
- Using Adjustment and Fill layers.

Recommended Further training

- Getting started with HTML
- Introduction to Dreamweaver