

This lecture will cover the creation and design of backgrounds and other web graphic elements for a website. The HOT book has many examples to practice from. This is where the fun begins!

BACKGROUND IMAGES FOR THE WEB

All web pages have background layers. A background image appears in this layer. You can simply assign the background layer to be a color or you can assign an image to the background. The size of this image is very important because it will repeat to fill up the background layer. This repetition is called tiling and the background image you create is the tile. You can probably already guess that the size is not easy to determine since monitor resolutions and browser sizes can vary. A good artist creates an image that will look good in all possibilities.

The next task for the artist is to use a background image to its potential. The background image will only be downloaded once to the user's computer and stored in cache. This means if the tile image is small the background will load very quickly.

All images get to the web page using HTML code. The background image has its own special code inside the BODY tag (see below). The background image is also the only kind of image you can place another image on in standard HTML. This gives the designer or artist a way to get more design for the money. It also means the designer should take note of color scheme so that two dark colors are not on top of each other.

HTML code for assigning an image or graphic to the background:

```
<HTML>
<BODY BACKGROUND="image.jpg">
</BODY>
</HTML>
```

or the code for assigning a background color:

```
<HTML>
<BGCOLOR="#FFFFFF">
</BODY>
</HTML>
```

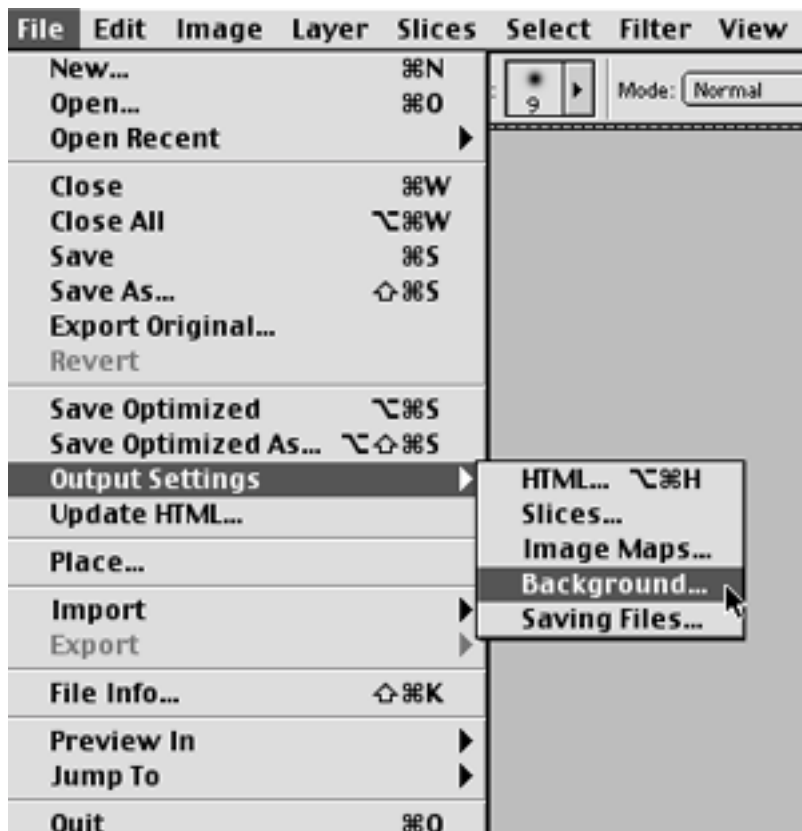
BACKGROUND IMAGE SIZES

The background image or graphic can be full screen size or a small repeated element called a tile, like when you make a pattern. Let's start with a tile background and compare a small, medium and large tile of the same image in the browser. You will see that the larger the tile, the less it has to repeat. For example a tile 100 x 100 pixels must repeat 48 times (8 times across and 6 times down) in a 800 x 600 browser window. Whereas an image 400 x 300 pixels only repeats four times (2 times across and 2 times down). Use the examples of the spider to try this comparison. In order to see a background image in a browser to test this, you need to either save the tile as a jpg or gif, or use ImageReady's Output Settings on the original image. The next section details this.

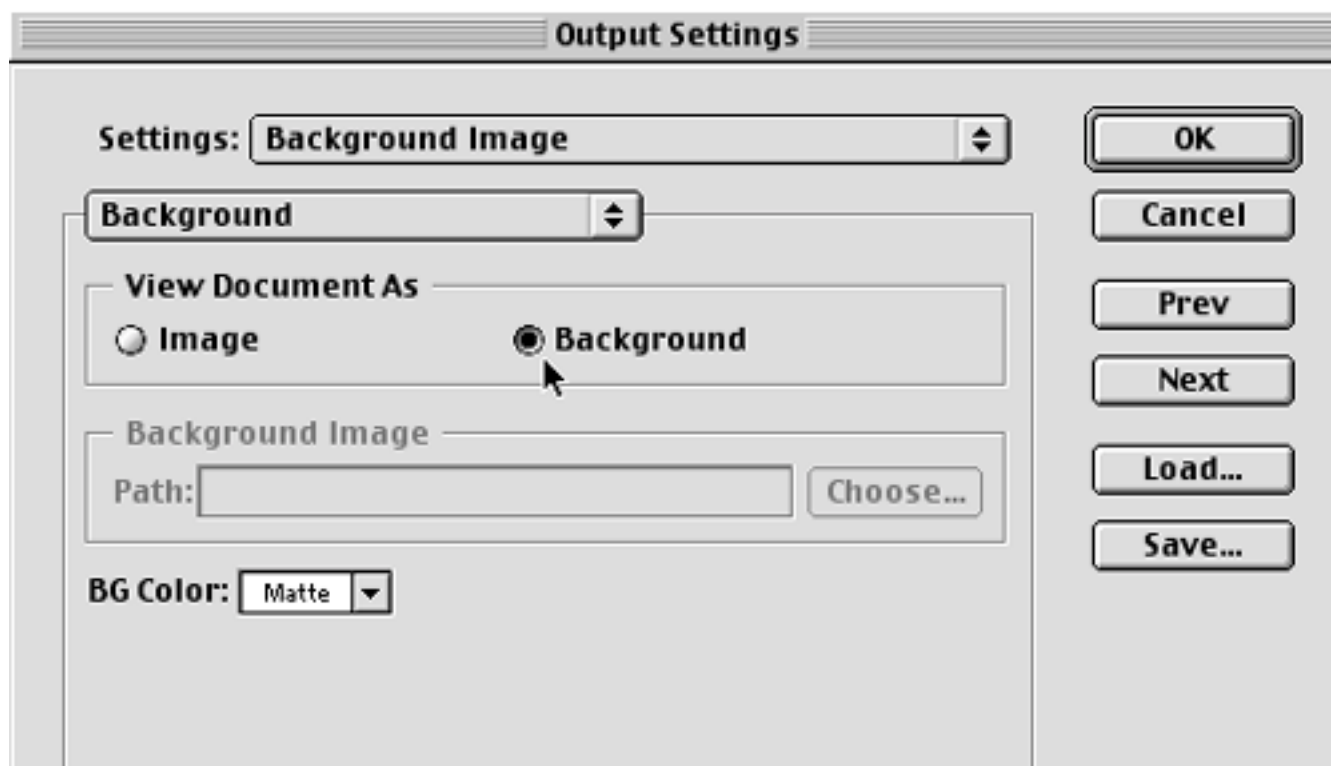
DEFINING AND PREVIEWING A BACKGROUND IMAGE IN IMAGE READY

Using the Output Settings you can view what your background image will look like in a browser. Do this for your uncompressed images. It is just a viewing system. You would then have to compress, optimize and save the image with its HTML file.

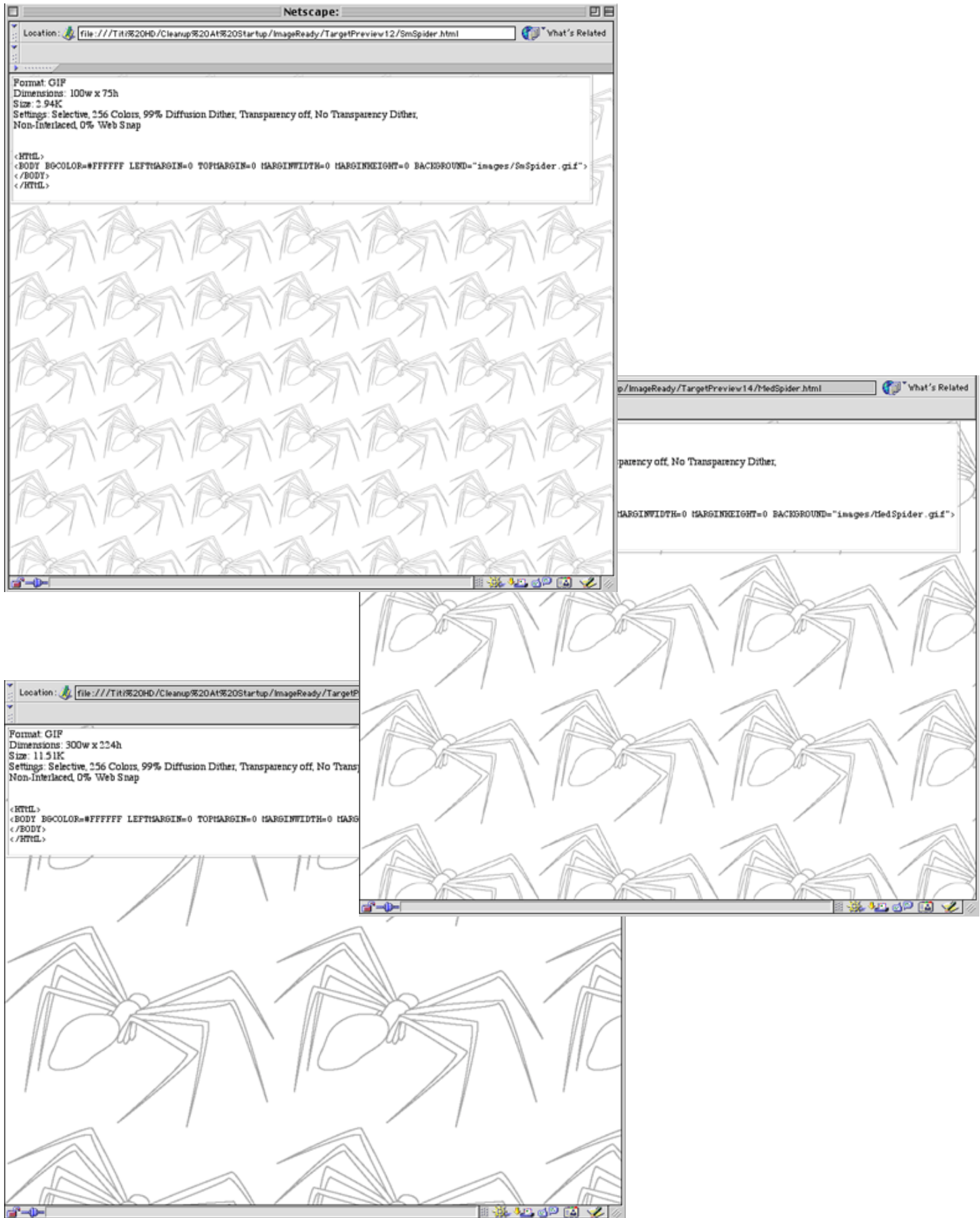
Open your psd image in Image Ready. You do not have to do anything to the image. Just follow these steps.
 Go to FILE > OUTPUT SETTINGS > BACKGROUND
 Choose Settings: Background Image, Background, View As: Background then click OK.
 Click the Preview in Default Browser button in the Toolbox. (see picture of toolbox)
 You will see in the browser the background image with a white box that has HTML code in it.
 If you want to see it without the white box, optimize your image as a jpg or gif and save it with the HTML file, then open the HTML file in the browser.



Highlighted in red is the Preview in Default Browser button. If you do not have a browser open this may not work. Open the browser you use and then try this button again.



Here is a comparison of the small(100 pixels wide), medium (200 pixels wide) and large (300 pixels wide) tile sizes for the spider image. Notice the white box over part of the image that holds HTML code for this page. You can try this with the files provided.



SEAMLESS PHOTOGRAPHIC BACKGROUND IMAGES IN IMAGE READY

Try opening and viewing a photo image tile in a browser. Do you see the sharp edges?

With the Tile Maker filter in Image Ready, you can make seamless backgrounds. The filter overlaps and blends edges of the image tile creating a seamless pattern. This is a way to keep file sizes down and still use photographic images. This works best for abstract images or part of an image.

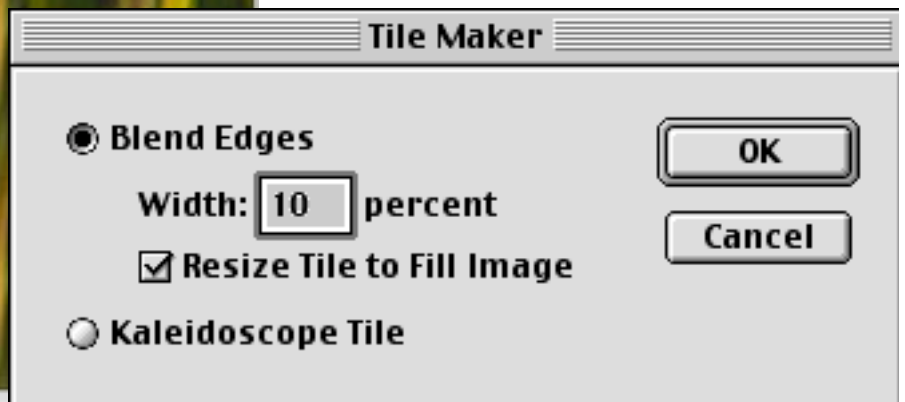
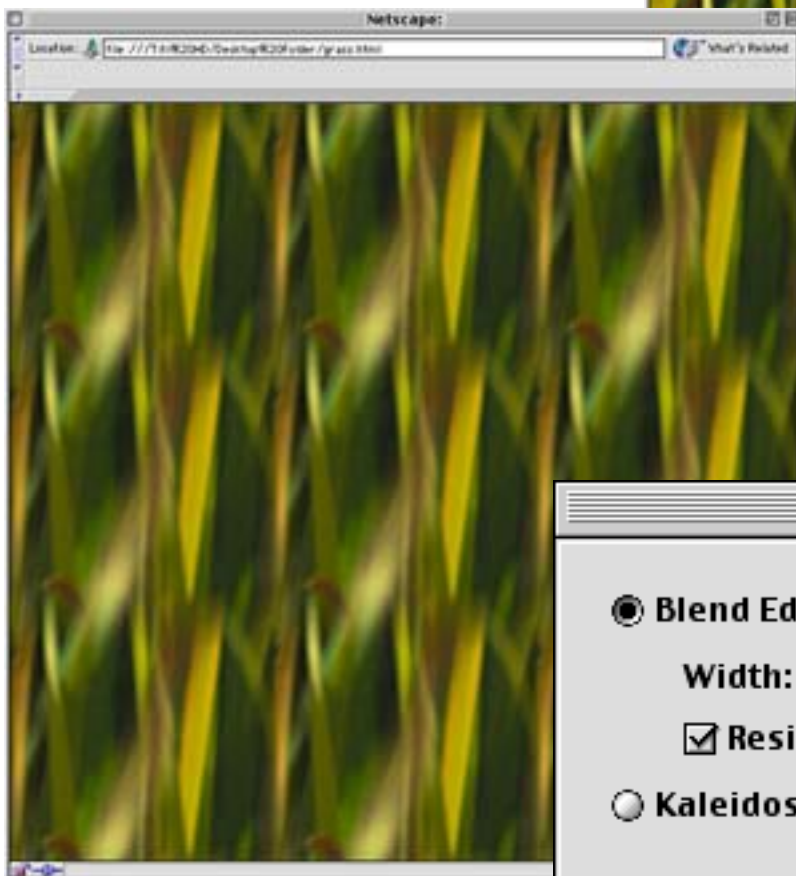
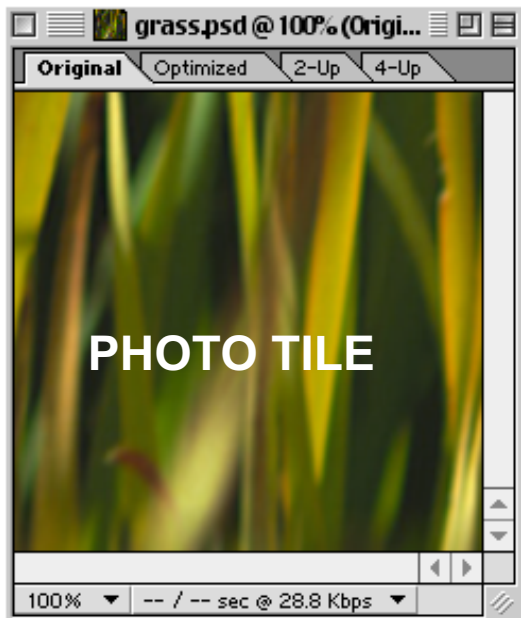
Open your psd image in Image Ready.

Go to **FILTER > OTHER > TILE MAKER...**

Click **Blend Edges**, Choose a Width: 10 for example and check **Resize Tile to Fill Image**

Preview in **Default Browser** button in the Toolbox.

You will see the edges go away and the images becomes softer.



To further enhance your background photo so it is not so bold you can apply Hue and Saturation adjustments to it. Go to IMAGE > ADJUST > HUE/SATURATION... Lower the Saturation and increase the Lightness. This can create a beautiful textural background and all from your photo.

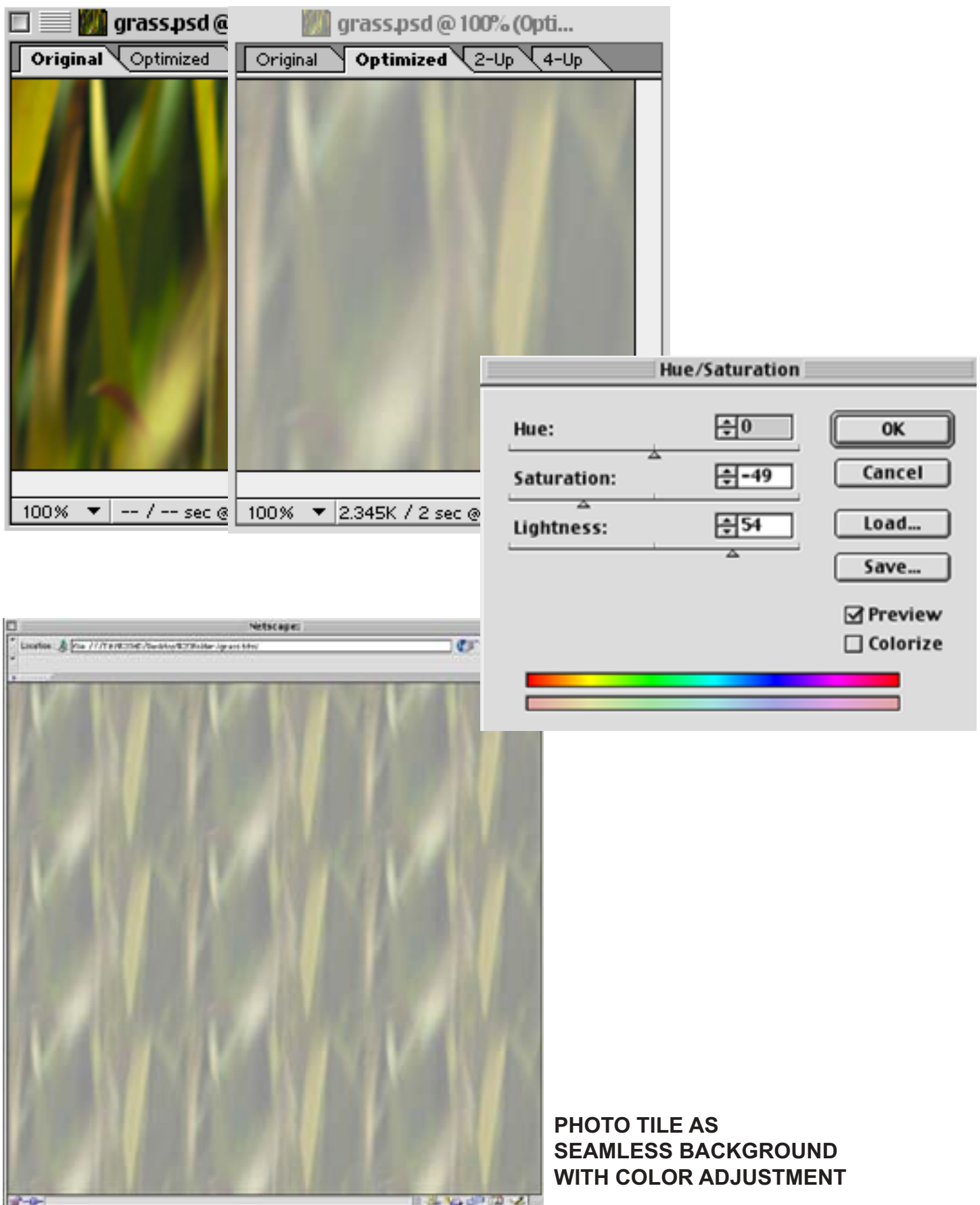
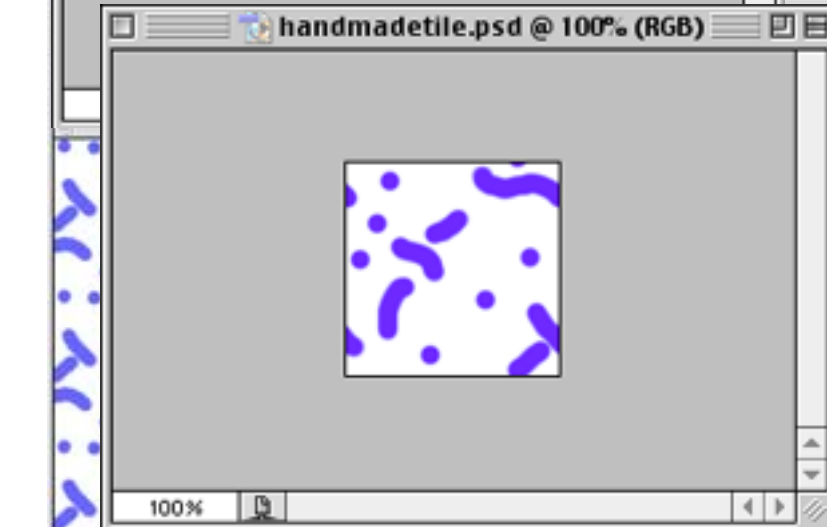
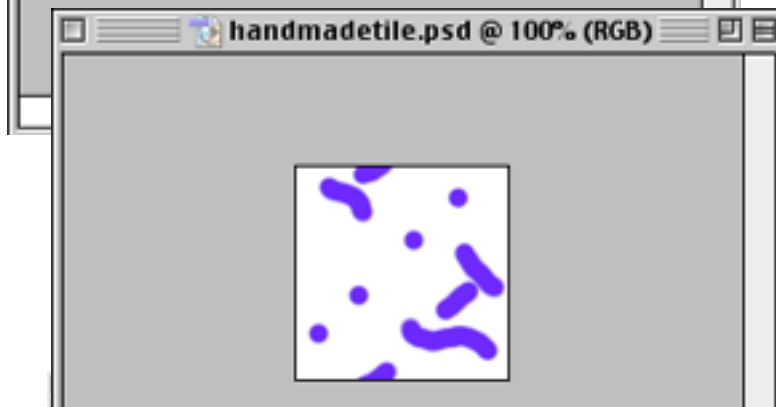


PHOTO TILE AS
SEAMLESS BACKGROUND
WITH COLOR ADJUSTMENT

SEAMLESS GRAPHIC BACKGROUND IMAGES IN IMAGE READY

The same process can be done with a graphic image. But what if you want to make your own seamless graphic background? There are unlimited amounts of combinations and designs that can be made for a background tile or any tile for that matter. A logo can also be used as a tile. Here are some examples.



Create a file any size you like. This one is 100x100 pixels. Using the paint brush make some strokes.

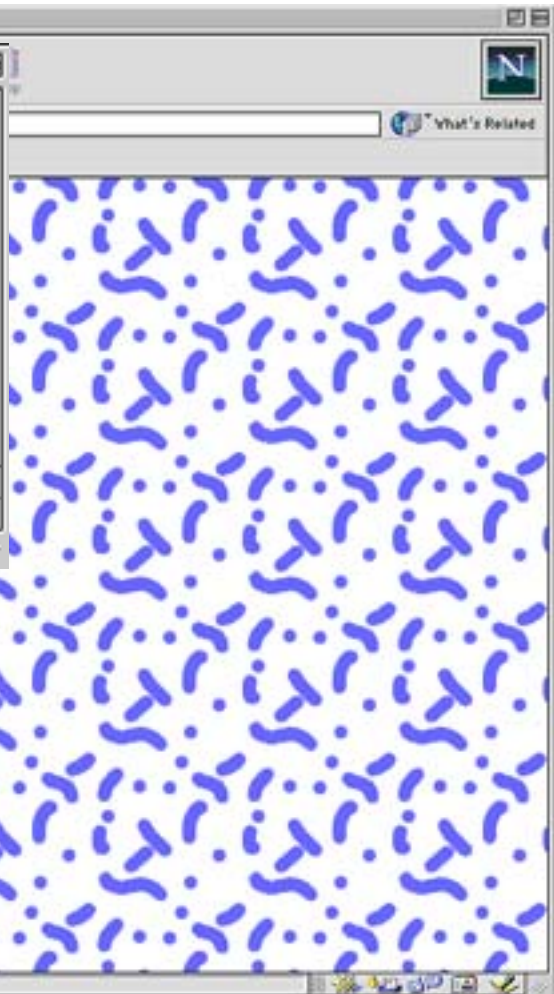
Apply the offset filter to the file.

FILTER > OTHER > OFFSET

This can be done in both Photoshop and ImageReady but the Offset dialog boxes will look different. Choose different number for the Horizontal and Vertical if you want a more random look or the same values for an organized pattern. Click OK.

After applying the offset filter, paint more strokes in the empty spaces. Then reapply the offset filter. You can repeat this process as many times as you like until the white spaces or empty spaces are filled.

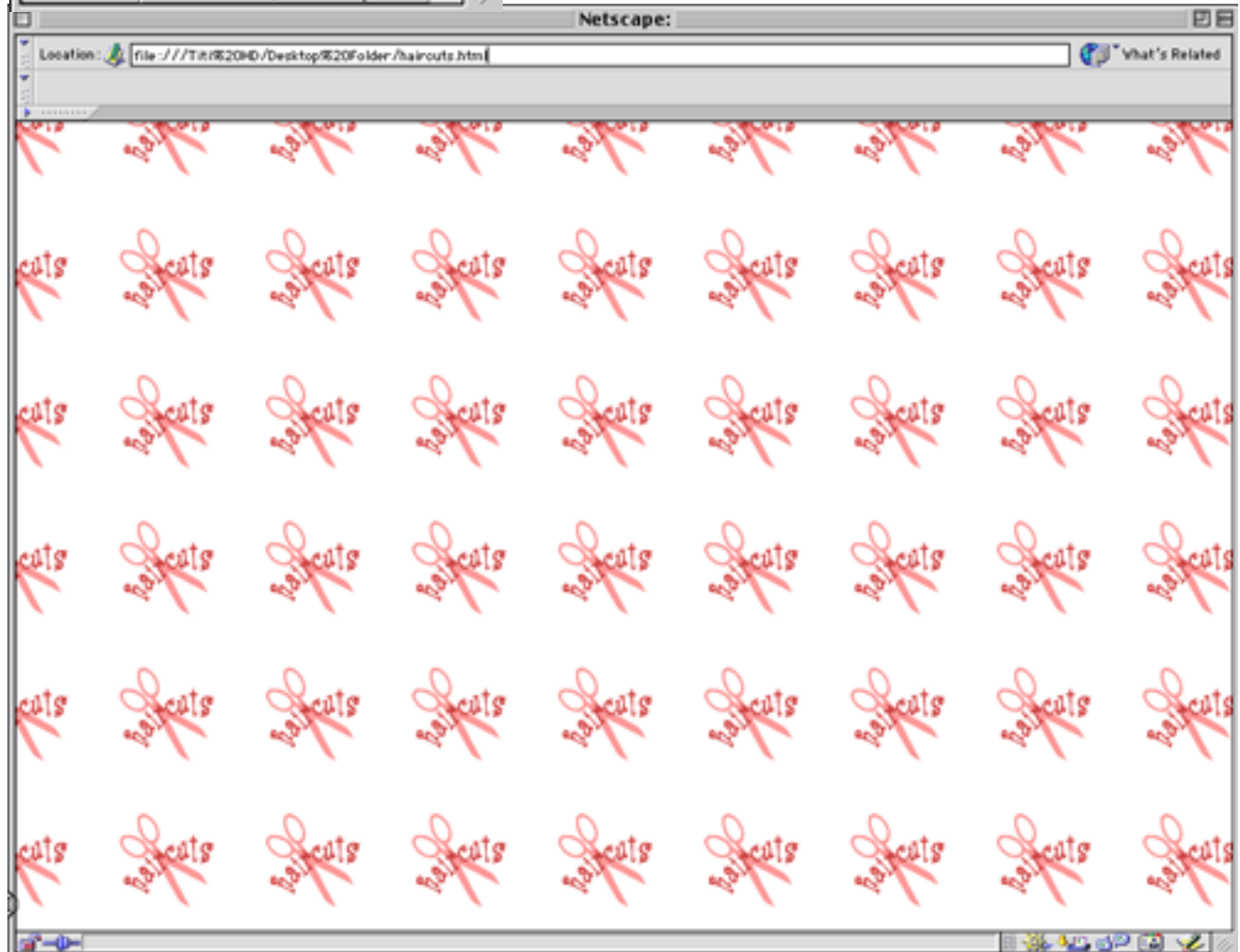
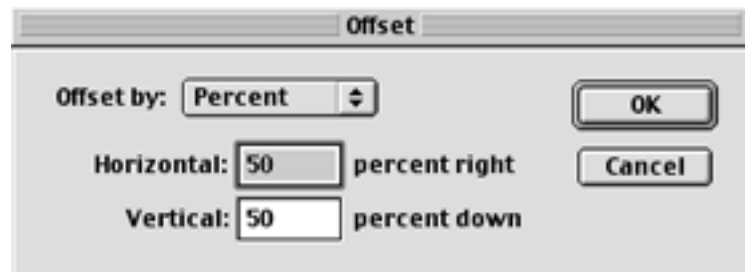
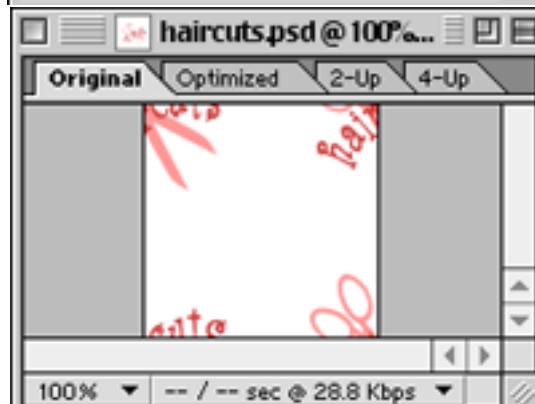
To see how the background will look use ImageReady's Output Settings or save the tile optimized with HTML and Images. Then open the HTML file in the browser.



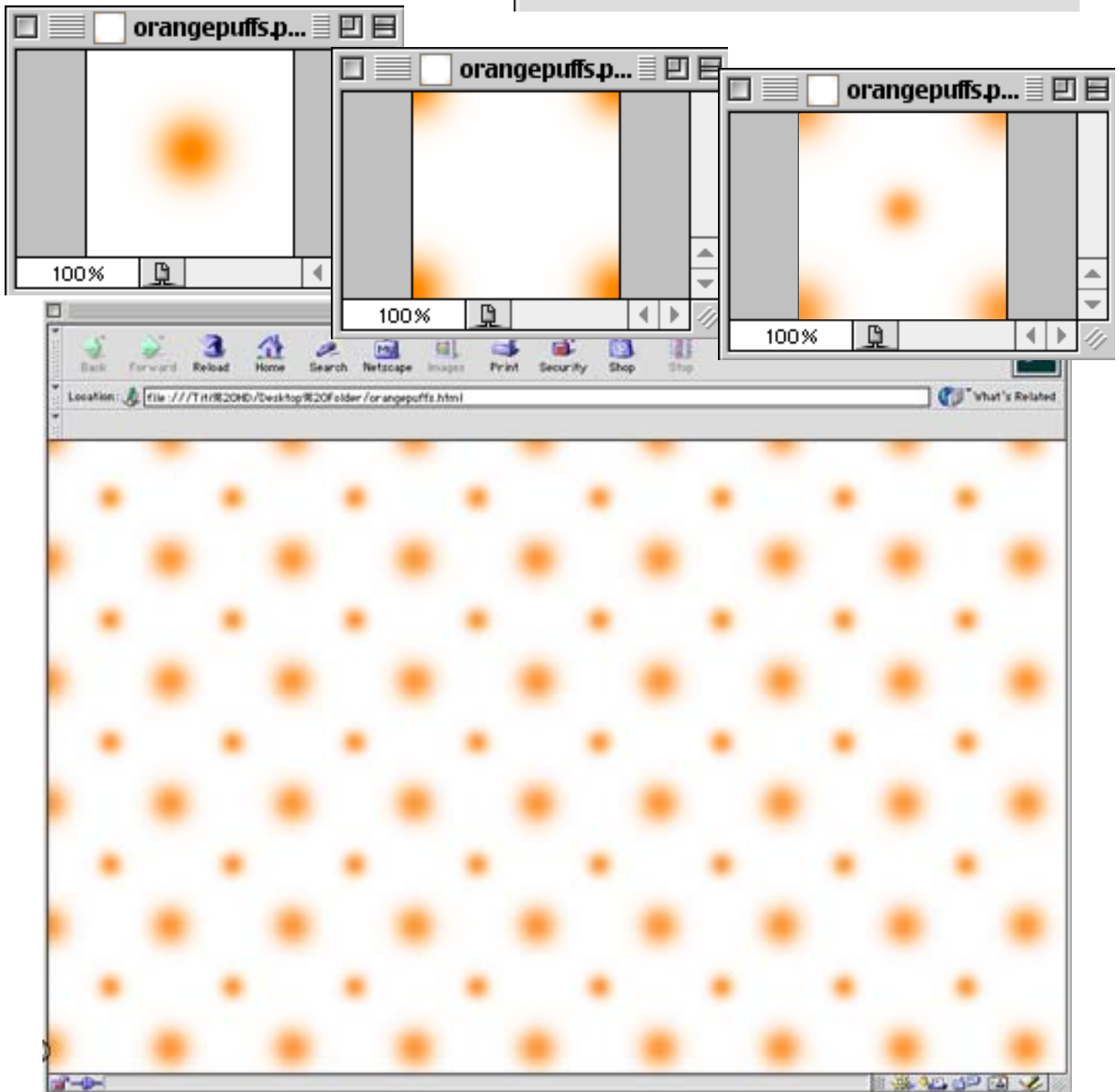
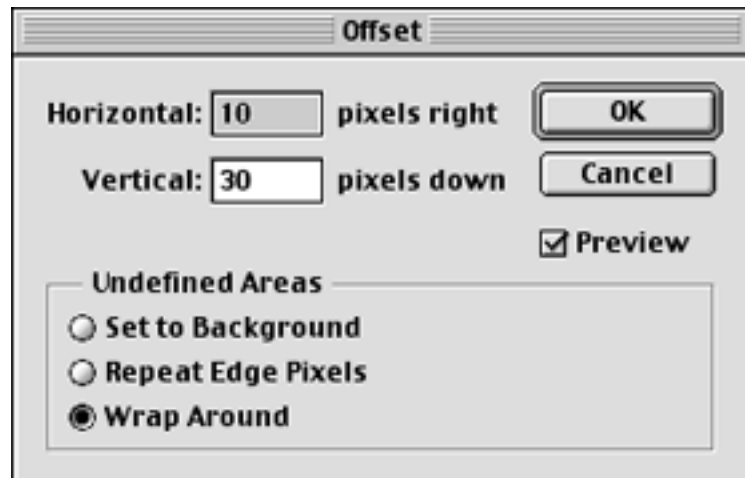


Here is another example with a logo type graphic. First the graphic was created in Photoshop using the text tool and the Custom Vector Shape tool. It was then opened in ImageReady and the Offset filter applied (dialog box pictured below). Note the settings are the same for Horizontal and Vertical to create this regular repetition.

Tip: You can also add another logo in the middle of the offset tile version by copying and pasting it into the middle.



Here is another example with the offset filter applied once using Photoshop and then an element added, the smaller fuzzy spot in the third image of the tile. (Photoshop Offset filter dialog box pictured)



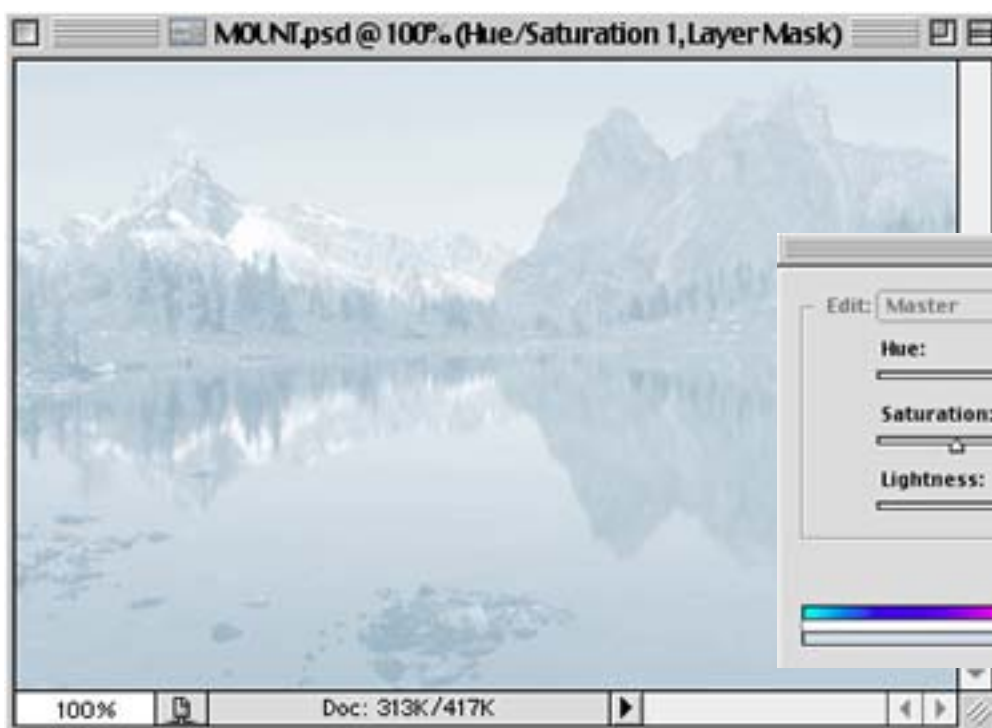
FULL SCREEN PHOTOGRAPHIC BACKGROUND IMAGES

A large photograph can be used as a background image but there are certain things you should consider. First you need to optimize it so that it is small enough to download at a reasonable speed. JPEG will be the best compression method. You must also make it big enough that it doesn't repeat. For example if you make the image to fit a 800 x 600 browser size and someone views it in 1024 x 768, they will see the image repeat to the right and bottom.

I would also recommend to reduce the brightness and saturation so that text can be placed on top of it and still be readable. Making it a duotone, two color image, is also a great effect that will reduce the size of the image as well. You can make an image have a duotone effect in the Hue and Saturation adjustment by clicking on the Colorize button (pictured below). Try this on one of your photos and record the jpg compression sizes to compare.



Before color adjustments.

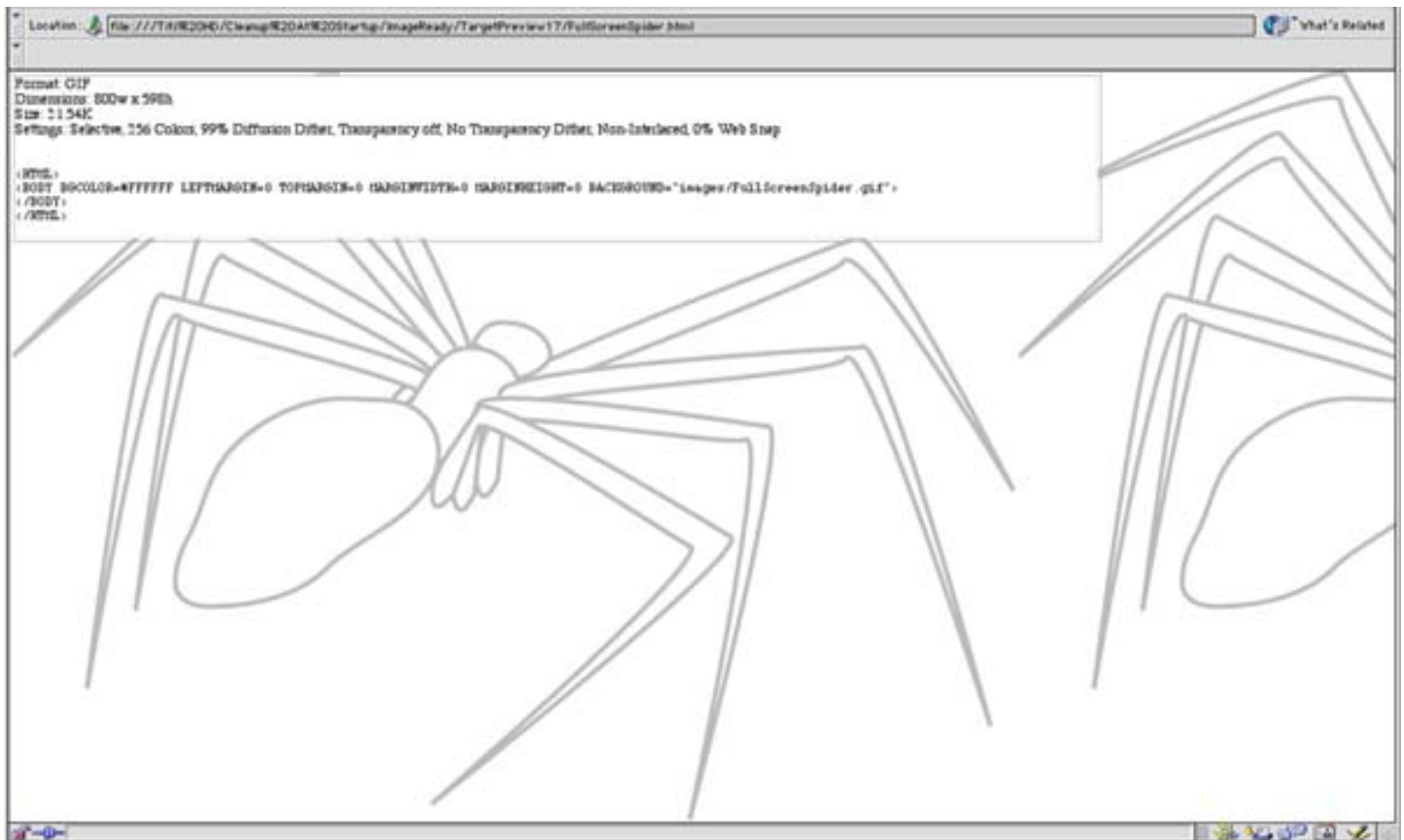


After Hue and Saturation color adjustments in Photoshop.

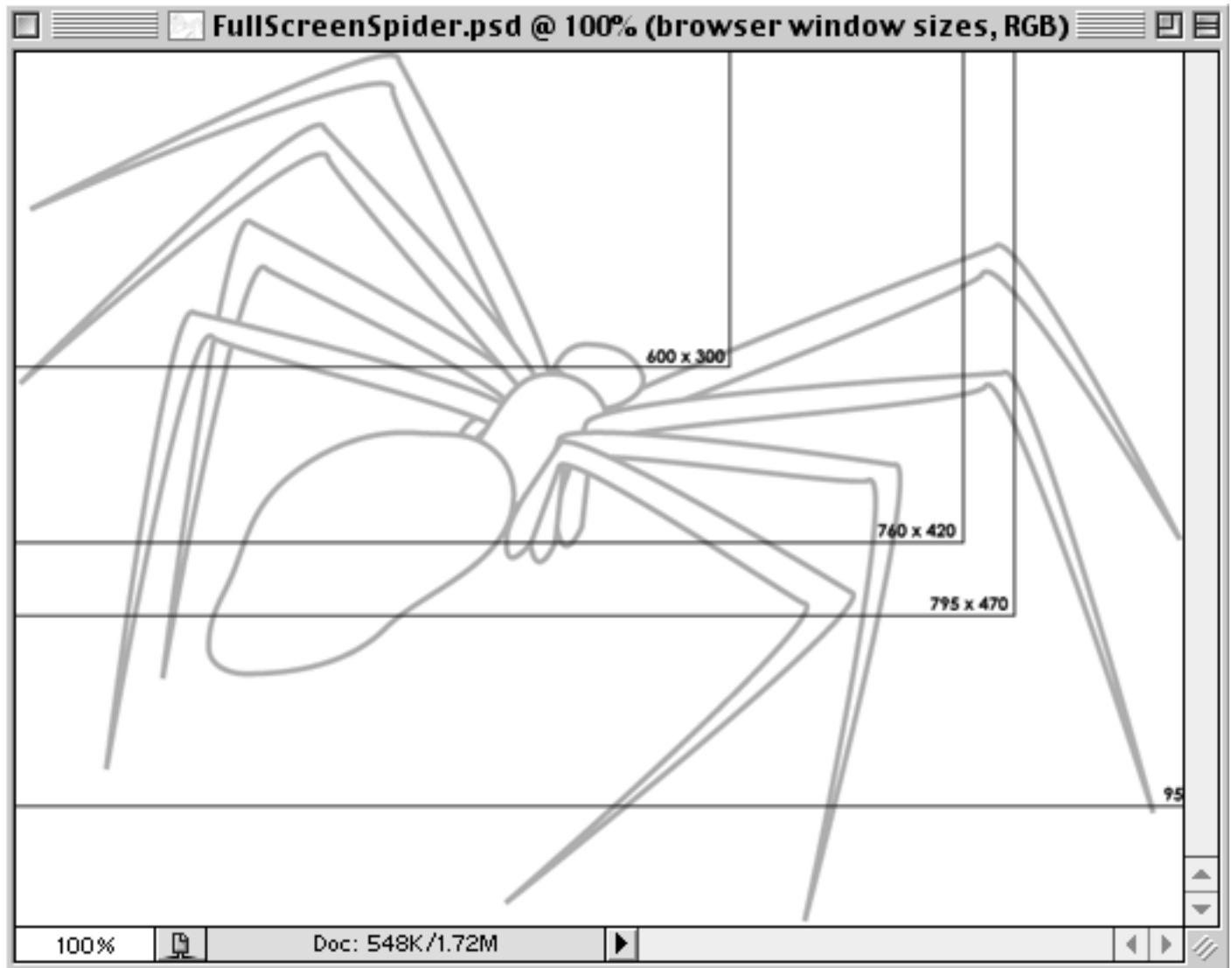


FULL SCREEN GRAPHIC BACKGROUND IMAGES

A large graphic image can also be used as a background image. The same size concerns for photographs will apply for a graphic image but it may be smaller as a GIF depending on the image. Here is what the spider.psd looks like when it is a full screen image. Notice it is repeating on the right side since it was not made big enough.

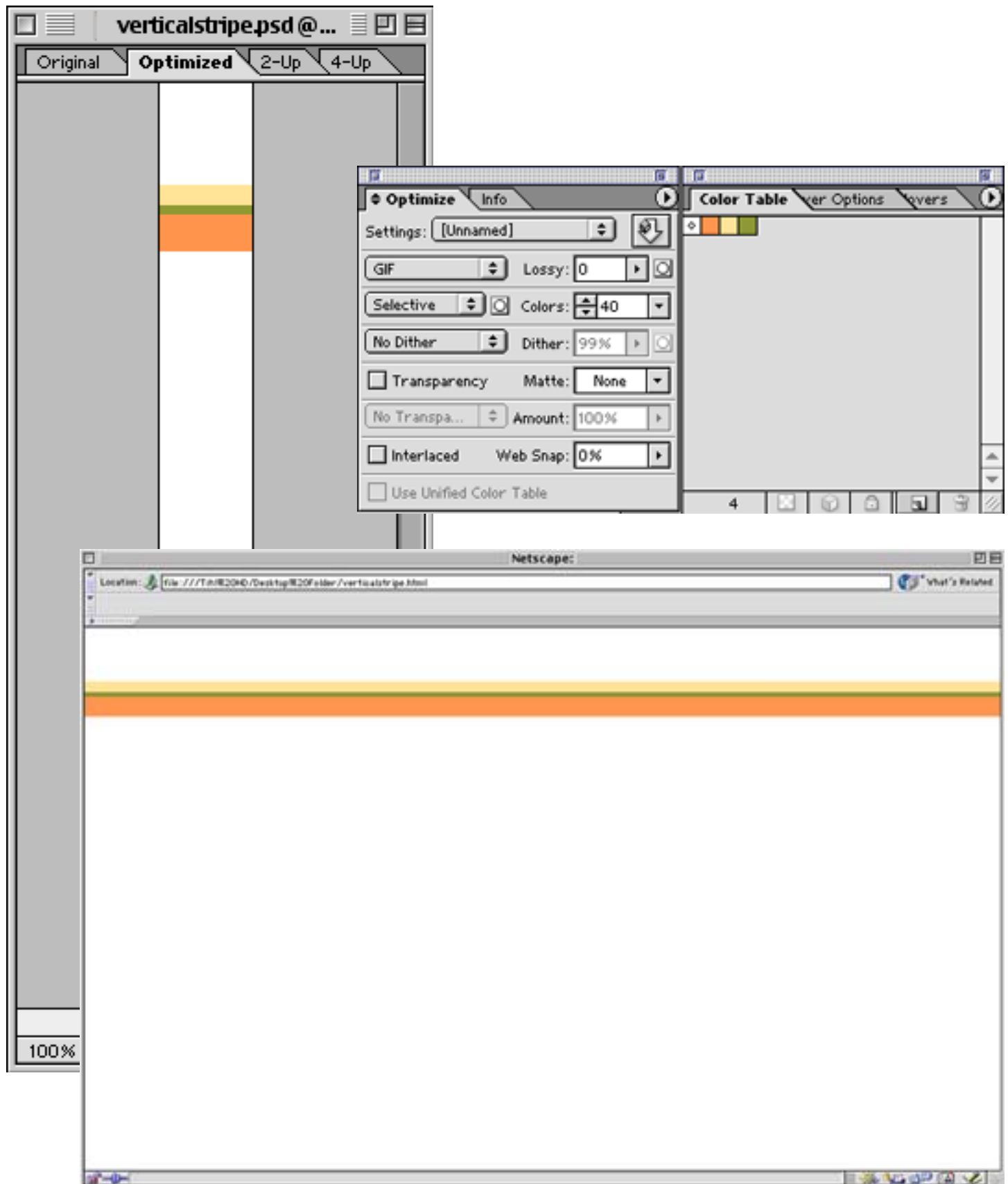


But there is another concern in addition to repeating. What happens when the image is designed big enough but the viewer has a low resolution browser setting such as 640 x 480? They won't see all of the image. Provided on the CD with the HOT book, you will find a file named browser window sizes.psd. This is a fabulous tool to drag and drop over your image to see which parts of your image will appear at different sizes. A good designer will make all sizes work.

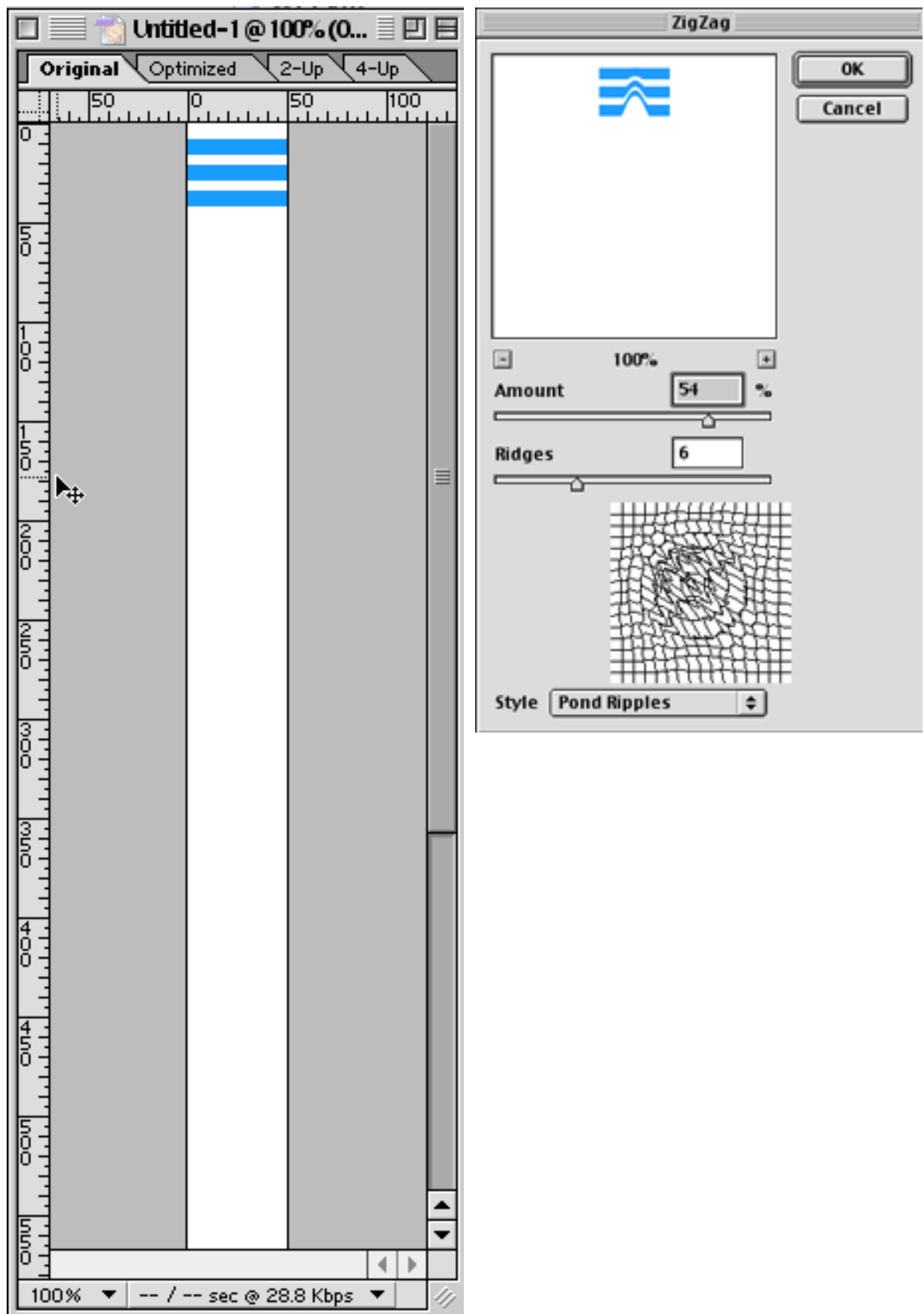


DIRECTIONAL TILES

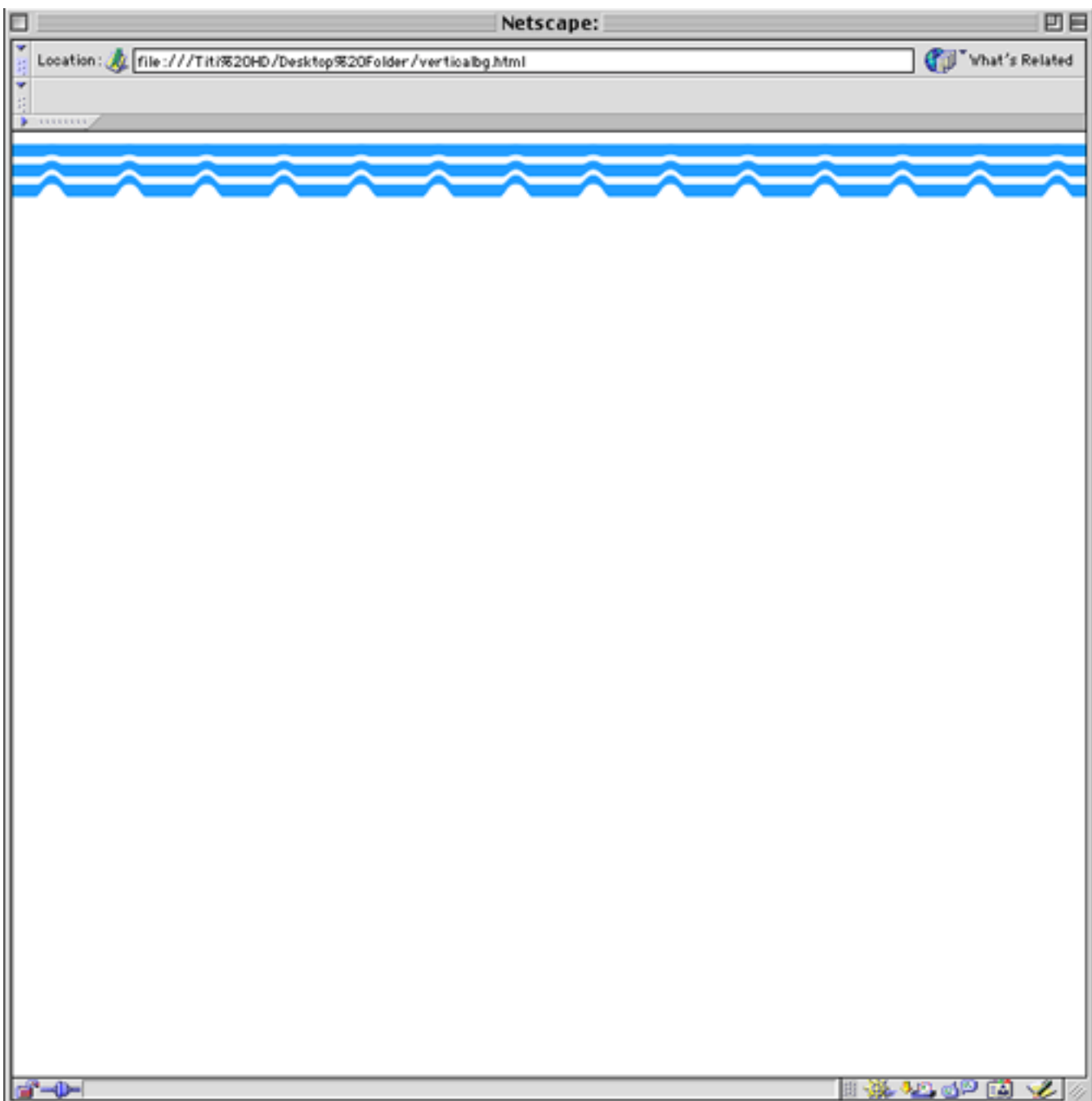
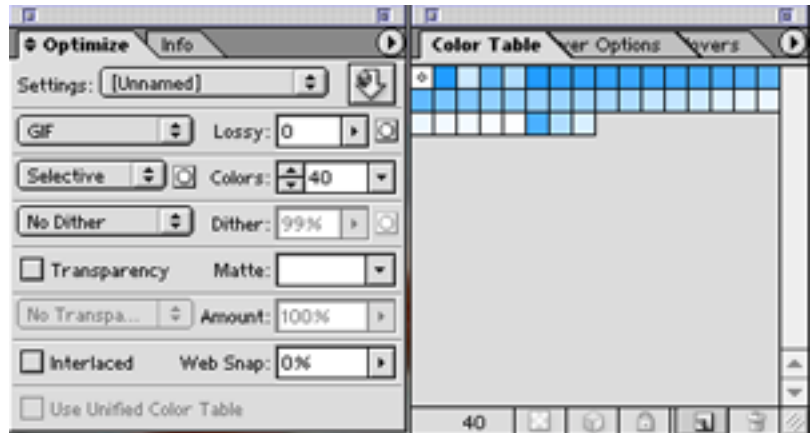
There is a great trick for creating backgrounds from very small tiles that display directional graphics. The tile can be very narrow and long or very wide and short. If you make a tile that is narrow with stripes in it, they will repeat out making stripes across your web page. Below is pictured the optimization settings and color table for the verticalstripe.psd file and what it looks like in the browser window.

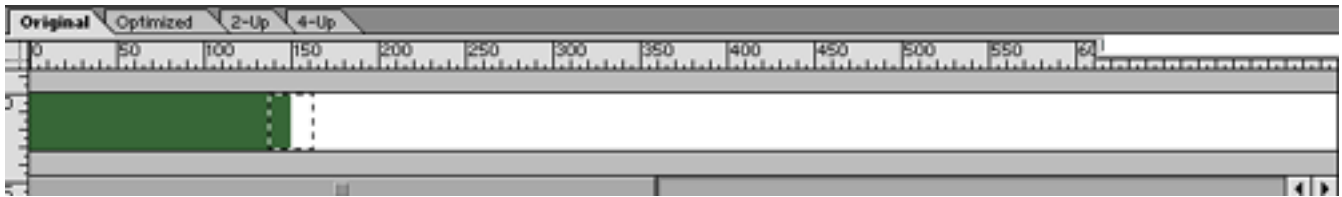


Here is an example of a vertical tile with stripes and then a filter applied to it to give it a wave effect across the top of the browser page. First a vertical file was created. The size depends on whether you want the effect to repeat on other pages. For instance a file 50 x 800 will show a repetition vertically every 800 pixels. After creating the file, horizontal lines were made at the top of the file. Then the Filter > Distort > ZigZag was applied.

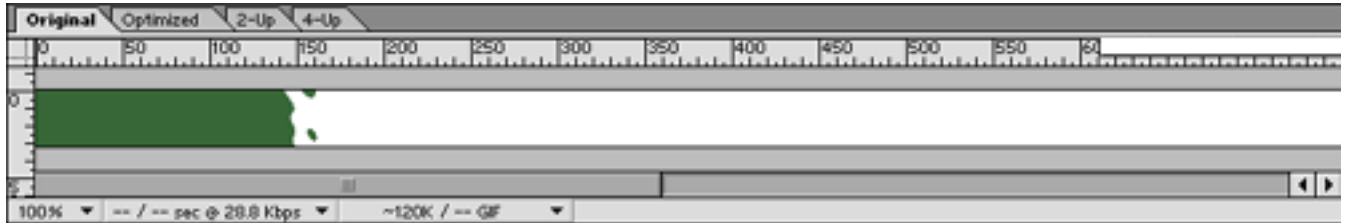


The next step is to optimize the file and save it with HTML and Images. Open the HTML file in a browser to see what the background looks like. Pictured here are the optimization settings, color table, and image viewed in the browser.

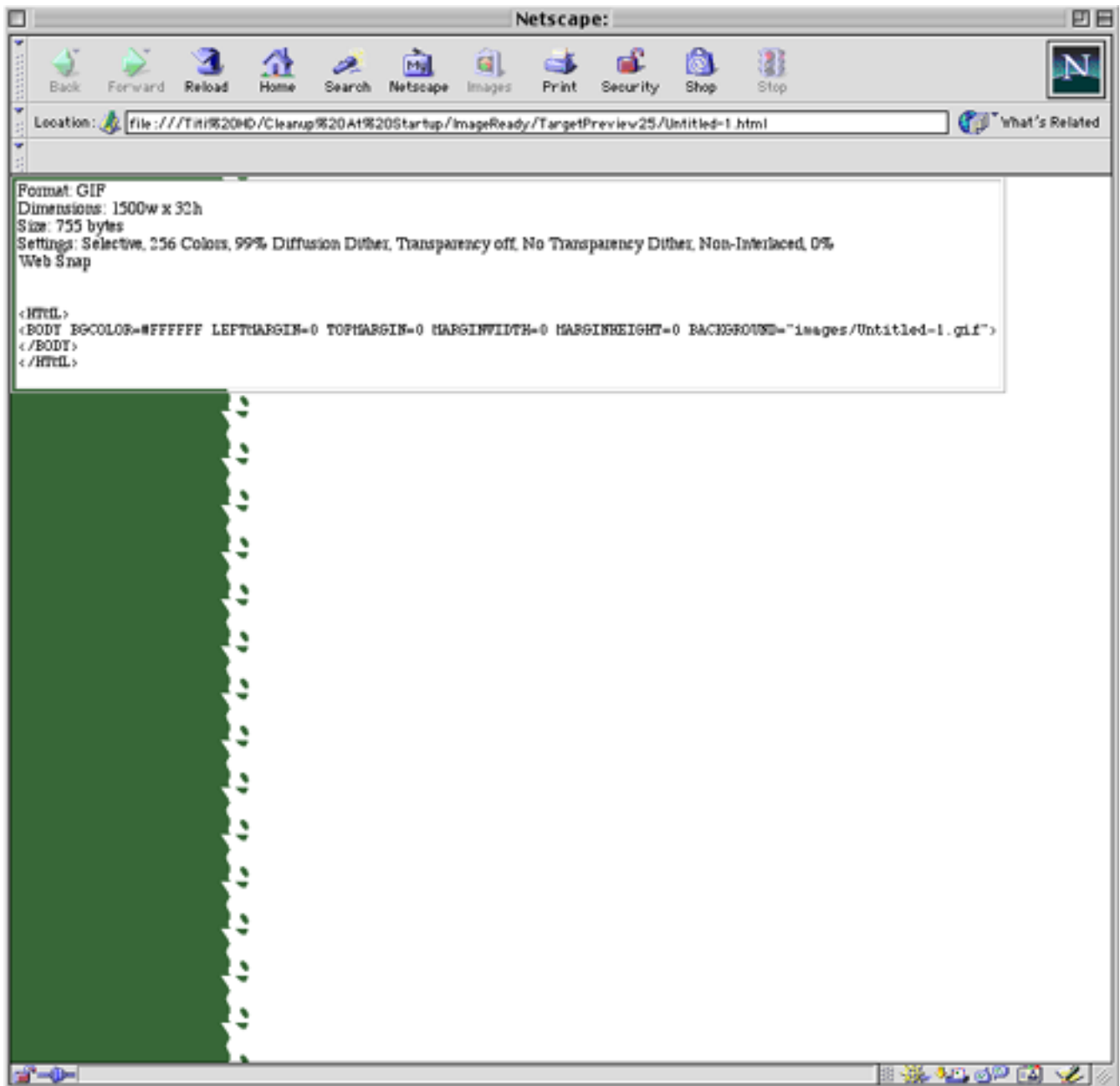




Here is an example of a horizontal tile 1500 x 30 pixels. On the left side 150 pixels wide was filled with green. Then the area between the green and white was selected as pictured above.

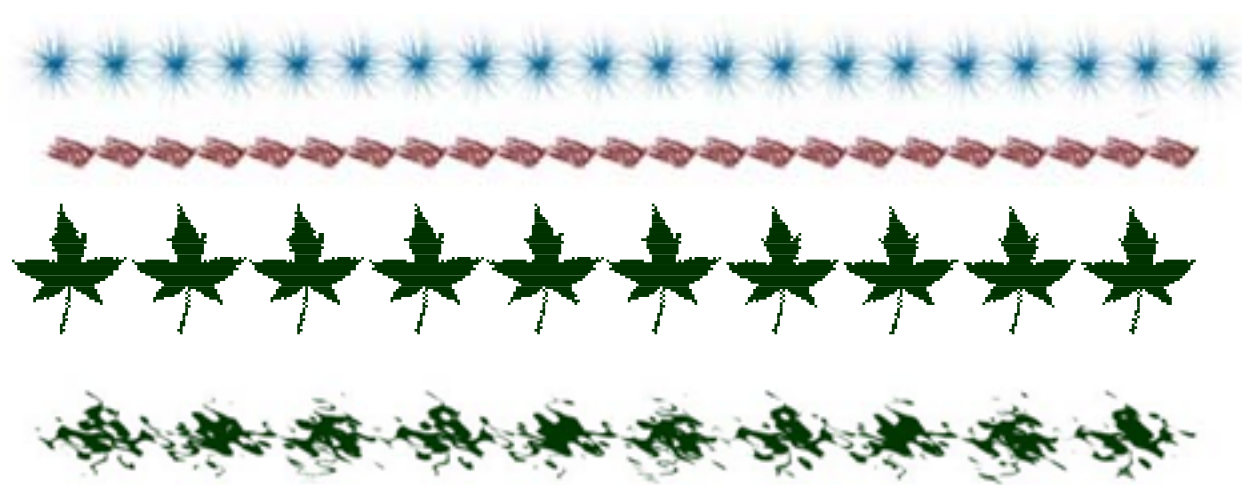


The Ripple filter was applied to the selected area resulting in the above tile image. Below is the browser version. Horizontal tiles are a good way to make it look like a frame exists on the left side.



DECORATIVE LINES OR DIVIDERS AS WEB GRAPHICS

Sometimes you may just want to have an interesting graphic line to divide information on your page. In Photoshop it is easy to do this and fun. And you do it all with the Brush tool. Following are some examples of lines and how they were made.

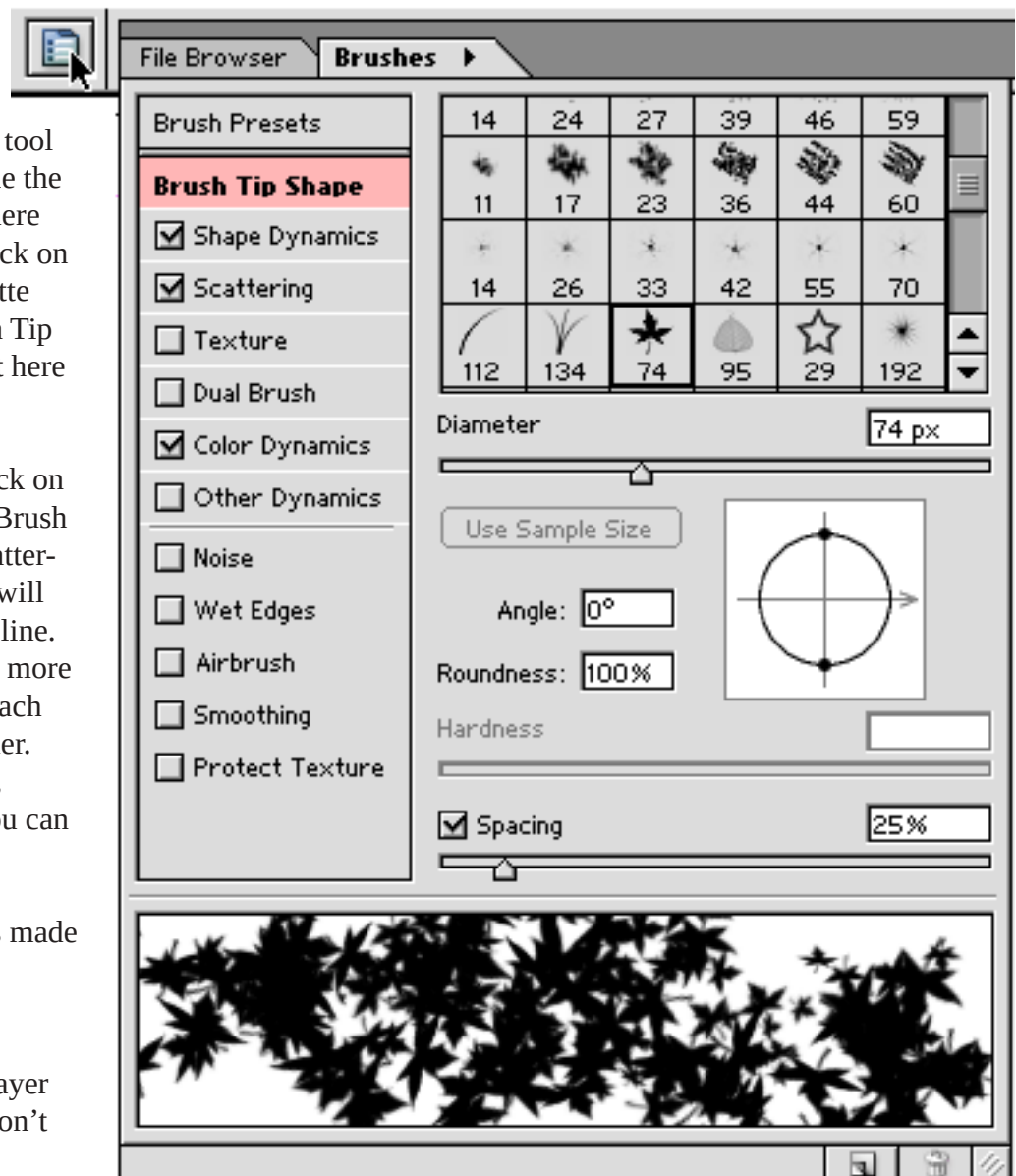


In the Options bar for the brush tool on the far right side is the Toggle the Brushes Palette icon (pictured here with the arrow cursor on it). Click on this icon to open the Brush palette seen here. Then click on “Brush Tip Shape” pictured in red highlight here to get additional brush settings.

To make the leaf line above, click on the leaf brush. Uncheck all the Brush Presets of Shape Dynamics, Scattering, and Color Dynamics. This will allow you to make a single leaf line. Change the Spacing to 100% or more to get the leaf to space next to each other and not on top of each other. If you would like a smaller leaf, change the Diameter setting. You can also change the angle of it.

The line below the leaf line was made by duplicating the leaf line and applying the Ripple filter.

Tip: Make your lines in a new layer so you can discard them if you don't like them.



CREATING YOUR OWN BRUSHES

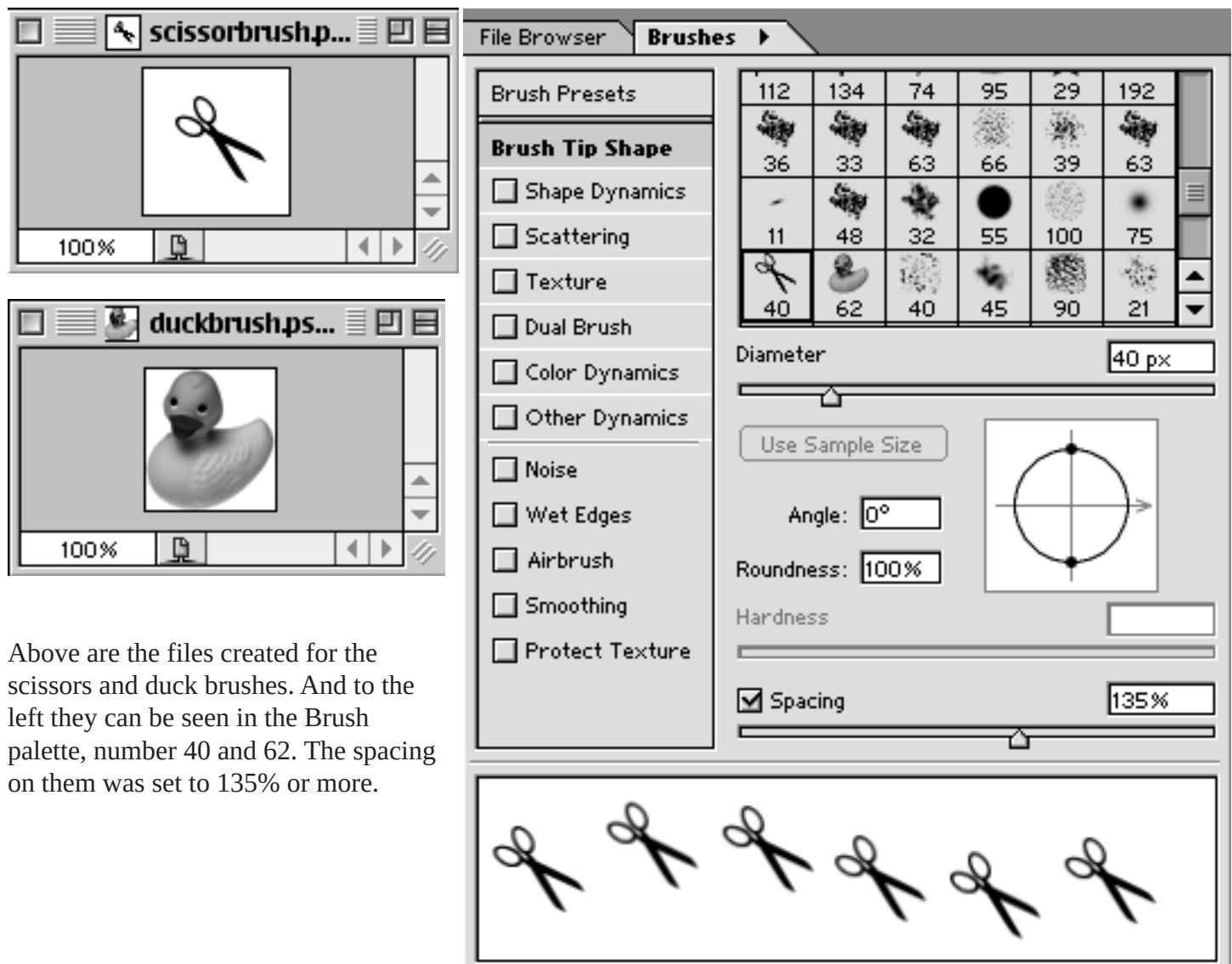
You can create your own brushes. It can be from a graphic image or photograph. It will be reduced to grayscale giving a brush that has tones of one color (see duck brush).

To make one is quite simple:

Open up an image or make one in photoshop. Save it in Grayscale mode.

To turn it into a brush go to **EDIT > DEFINE BRUSH**.

It will automatically show up in the Brush palette.



Above are the files created for the scissors and duck brushes. And to the left they can be seen in the Brush palette, number 40 and 62. The spacing on them was set to 135% or more.

LINES MADE WITH THE GRADIENT TOOL

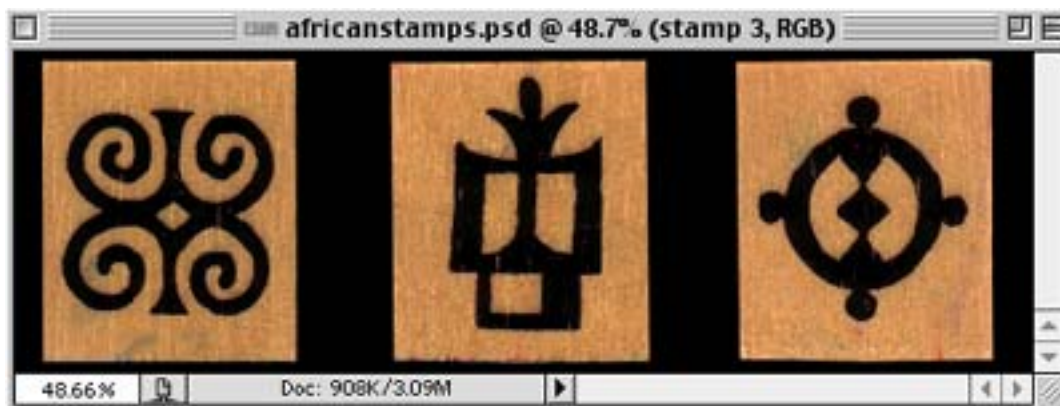
Try experimenting with the gradient tool to make lines. The Reflected Gradient tool is especially good for a 3D effect. It is found in the Options bar for the Gradient tool. Make a Rectangular selection and then apply the gradient.



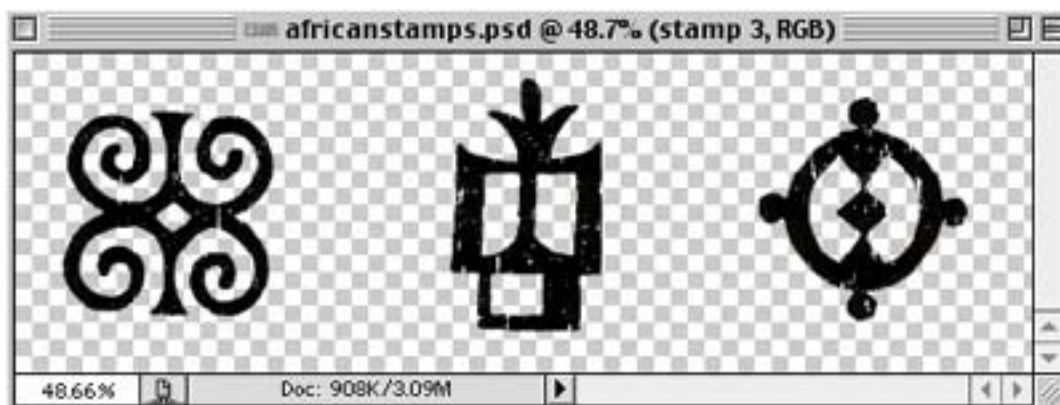
BUTTONS AND LAYER STYLES

Buttons are a navigational device and don't necessarily need to be a graphic element. They can simply be text that changes color when you rollover it or click on it. An entire image could also act like a button or link to another page. They can be 3D looking like on a game, or just simple glows or drop shadows. Whatever the design, they should be functional within the design. Presented here will be a few ideas in designing buttons and how to use the Layer Styles efficiently.

First think about what your website is about and how the navigation can be part of the communication. Here is an example using African Stamps which could be used for a site dealing with travel to Africa, or the Occult of Africa, or African Art. There are three of the stamp patterns used. Let's look at the construction of the file and layers.



Scan of three stamps.

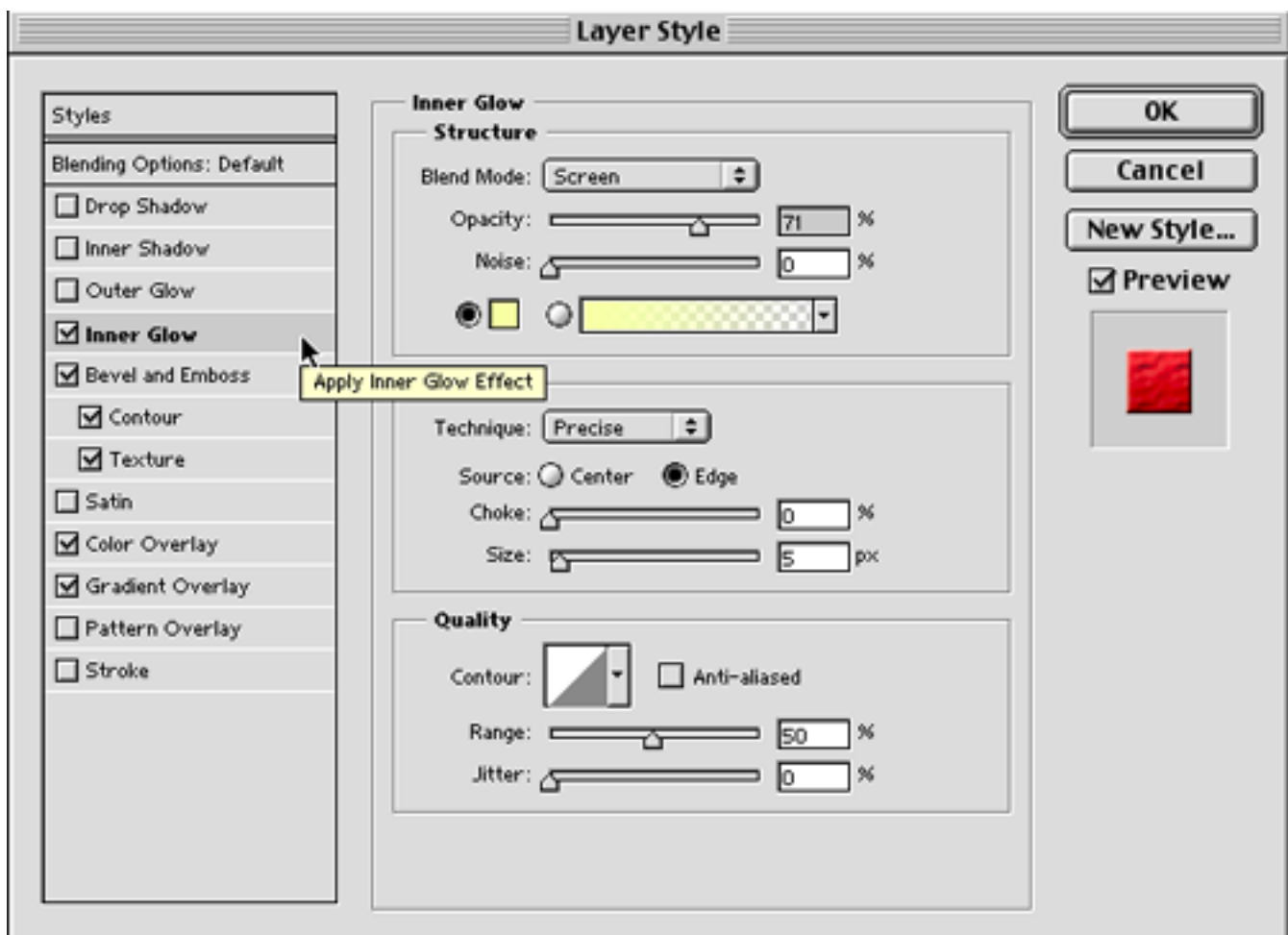


The stamp element isolated using the magic wand tool and put onto its own layer using Layer > New > Via Copy.

Then Layer Styles were used on each stamp to give it a stamp looking quality. Layer Styles are accessed from the bottom of the Layers palette, the first icon with an *f* in it. Highlight the layer you want to apply the layer style to and then go to the bottom of the layer palette to apply it. In Photoshop you can apply multiple styles at once by checking them in the left side of the dialog box. The right side of the box will correspond to whichever style is highlighted on the left. Four styles were used for the stamps: Inner Glow to give the mottled feeling of the stamp, Bevel and Emboss with Contour and Texture to give the dimension and pattern to the stamp, Color Overlay to give it the red color, and Gradient Overlay to give it an uneven ink quality.



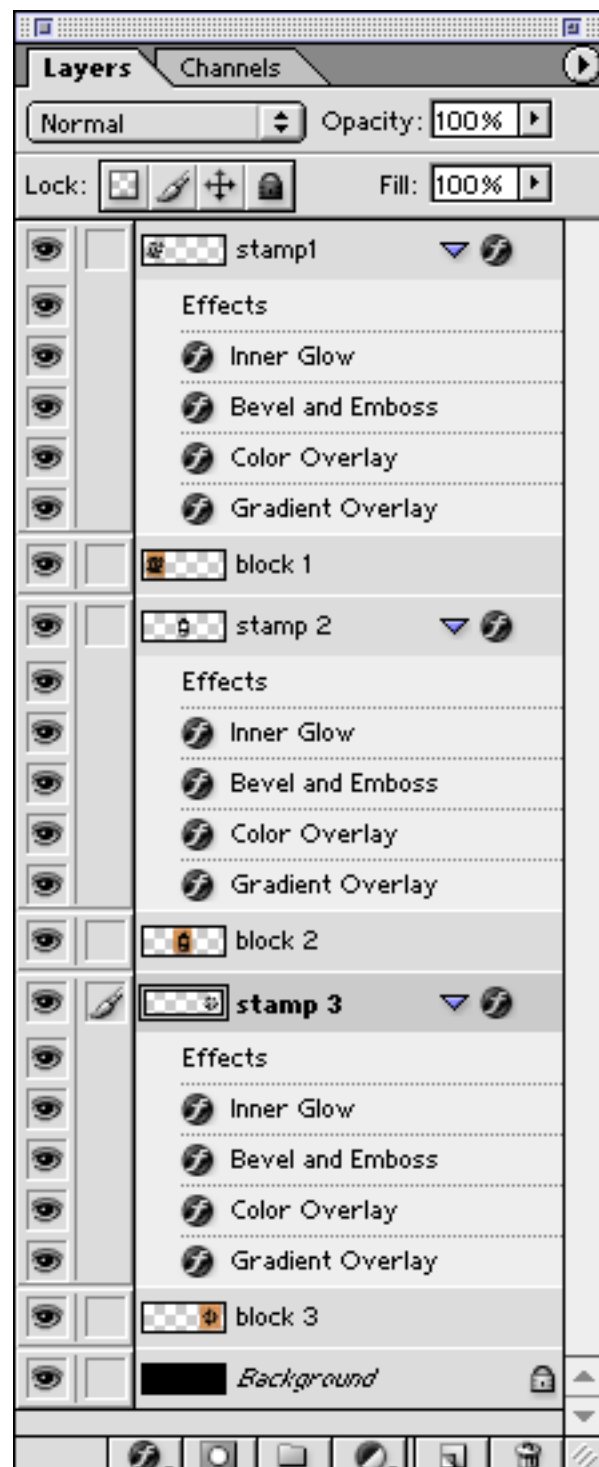
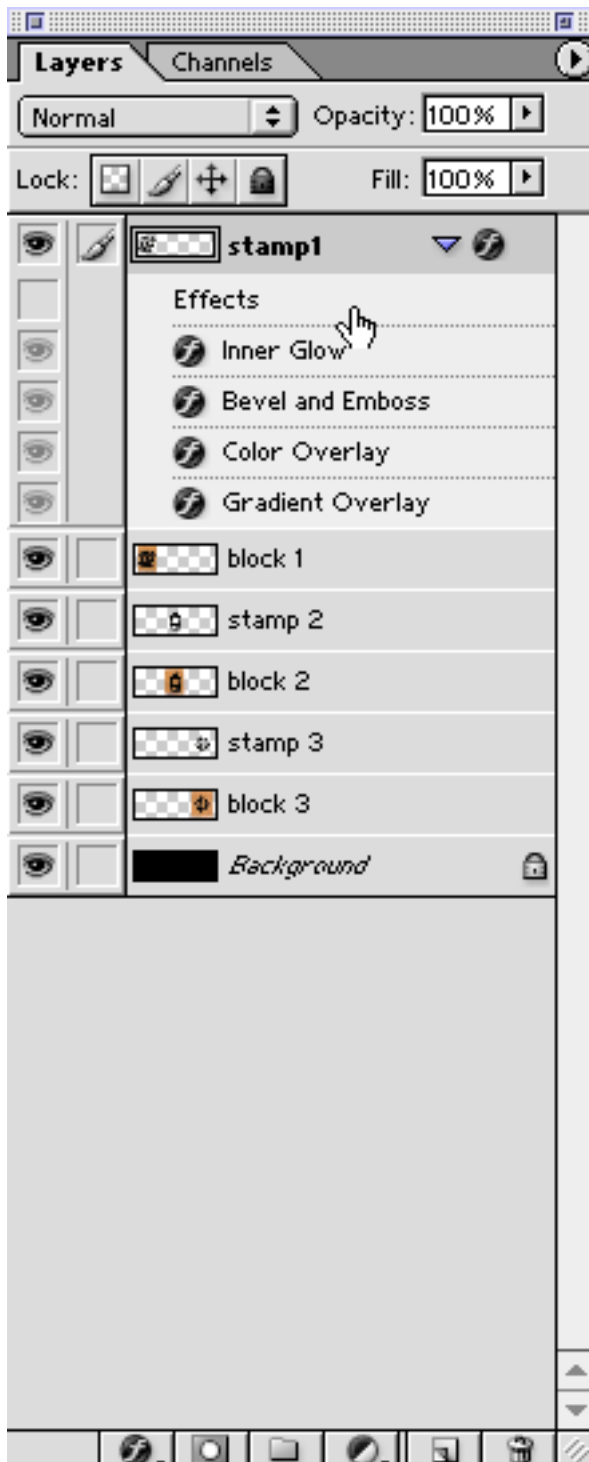
Stamp 1 showing the Layer Style effects applied to this document.



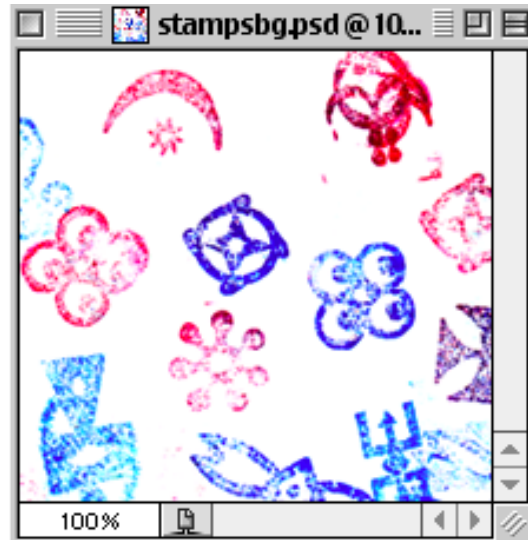
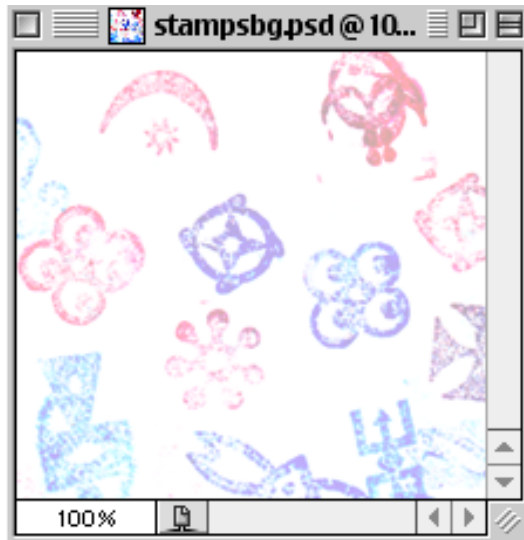
The Layer Styles dialog box in Photoshop. There are many different settings that can be made to get the effect desired. Try playing with these to see how wide the range is.

There is a great technique to apply the same layer styles to multiple images. Since there are three stamps in this example, the Effects of Stamp1 could be applied to Stamp 2 and Stamp 3 by clicking where it says Effects in the Layer palette and dragging it to Stamp 2 layer and then releasing. Below is pictured the Effects for Stamp1 on the left and on the right the Layer palette after the Effects of Stamp1 were dragged and dropped onto Stamp2 and Stamp3.

Also notice the construction of these layers. Block1, Block 2, and Block 3 are the scanned in stamps. Stamp1, Stamp2 and Stamp3 are the black part of the stamp that was selected out and put into a new layer.



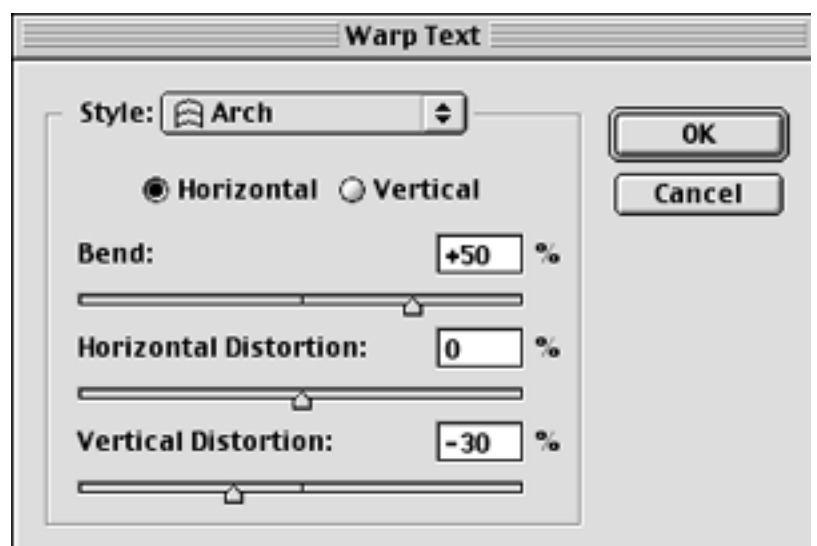
The stamp motif could be used further in the background or as lines. Here are two background tiles of the actual stamps on paper and then scanned in to make the tile.



CREATING WARPED TEXT THAT CAN BE USED IN BUTTON OR LOGO

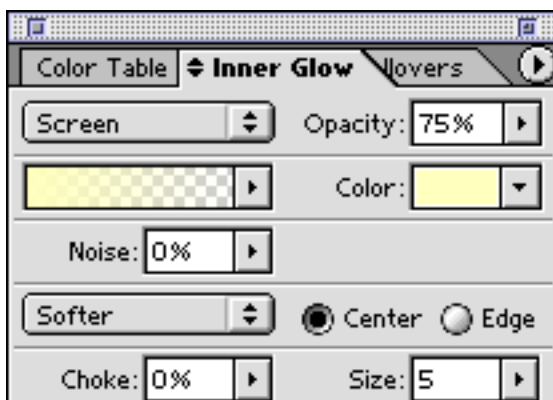
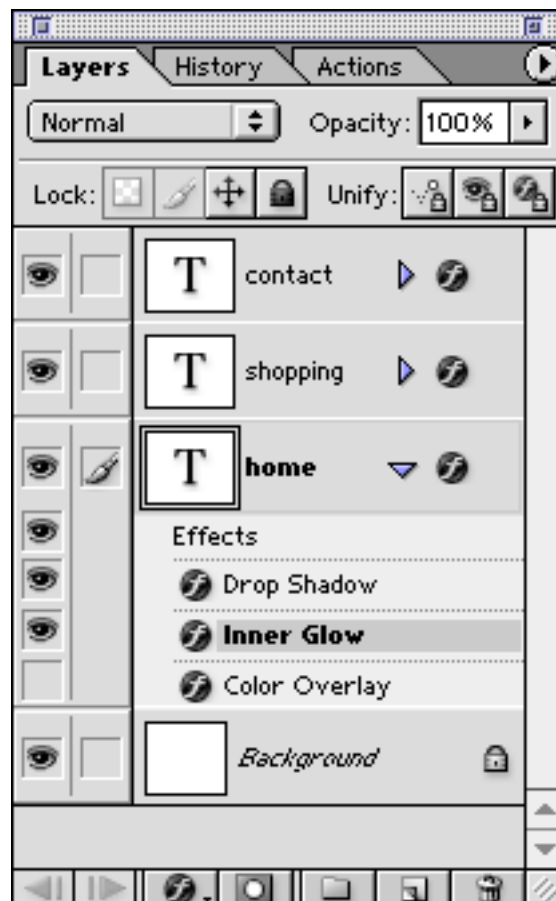
This is the example from the logo for the background. But this could also be used as a button. Here is how this was created. With the Custom Shape tool create the scissor icon. Then add text, pick a font, and create a warped effect in the Options bar of the text tool. In this example Arch was the style used. After the text was warped it was then rotated using Transform. This is a great way to do it because you can always change the text color, size, and warped settings in the original file. Of course after you optimize the file you can not make changes unless you have saved this original file.

Notice that the Custom Shape layer is not an adjustment layer. I used this tool in the path mode from the Options palette (second icon) and turned the path into a selection then filling it with the pink color.



USING LAYER STYLES ON TEXT FOR ROLLOVER EFFECTS

This example shows how you can set up your file so that you can simply turn on and off a Layer Style when creating a text rollover effect. In this example the words turn from red to green. They also have a Drop Shadow and Inner Glow. The Color Overlay effect is creating the green color. When you turn the eye off for Color Overlay the word is red again. We will use this effect again when we discuss rollovers and actually make them.



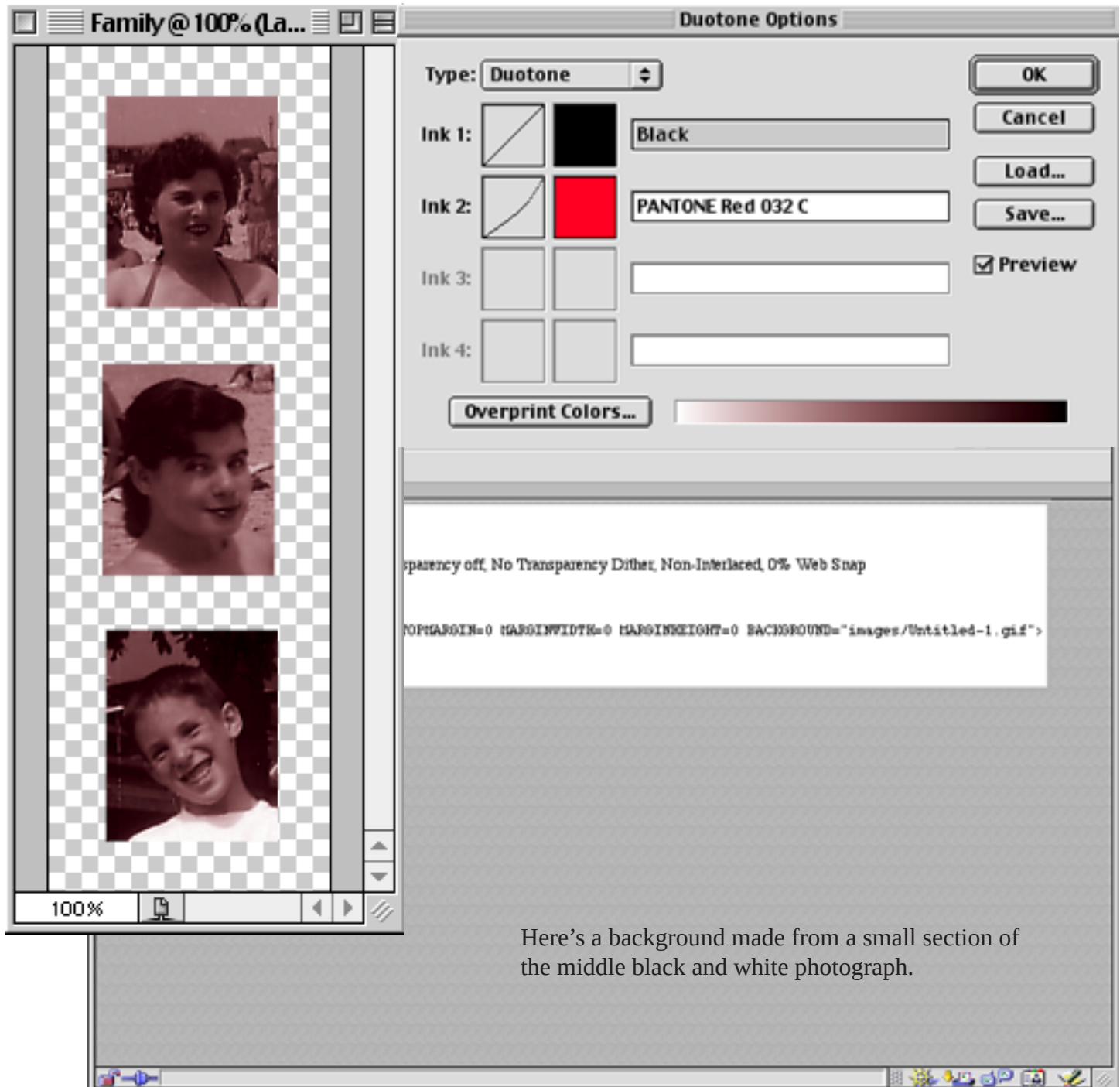
Show is the Inner Glow dialog box in ImageReady with settings for the glow of centered and Softer. The Layer palette shows the Effects used and the Color Overlay turned off.

USING DUOTONES OR HUE AND SATURATION TO COLOR PHOTOGRAPHS AS BUTTONS

Here is an example of using photographs as buttons or links. It shows part of a family album, mother and children. The images have been toned from grayscale images. Toning images can reduce the size of them too. Change the image to grayscale by going to Image > Mode > Grayscale. Then to use a Duotone, go to Image > Mode > Duotone. An image must be in grayscale mode before you can make it a duotone. Click on the right square of ink color to choose a color for your duotone. A duotone is two colors used to make up the image. You can apply more than two but the file will increase in size. Although traditional duotones use black as one color you can experiment with other colors.

Another way of doing the same thing is a Hue and Saturation Adjustment Layer as we discussed in the beginning of this course. Remember to check Colorize to create this effect.

For another example of photos used as buttons go to <http://www.tedczuk.com>



Here's a background made from a small section of the middle black and white photograph.

This is the end of Lecture07. Have some fun creating web elements. Don't forget that these can be the start of your Final Assignment if you have started the layout.