

## **Website Development: Week 2**

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Multimedia Studies Certificate Program  
Kansas City Art Institute  
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## Photoshop Overview

Graphic File Formats - JPEG vs. GIF  
The Web Color Palette  
Optimizing Graphics  
RGB vs. Indexed Color  
Slicing Graphics  
Type as graphic  
Rollovers

## Exercise

Prepare graphics from a pre-defined layout (see next page)

## Homework Assignment

- Draft your project sitemap and gather content
- Read Chapter 6: Typography (pages 158 - 195) from Macromedia Dreamweaver MX 2004 - Hands-On Training book

## Photoshop Overview

### Graphics - JPEG vs. GIF

JPEG format is intended for continuous tone photographs and uses a "lossy" compression scheme

GIF format is intended for line art with large areas of solid colors and uses a "lossless" compression scheme



JPEG - photograph with shades of color



GIF - line art with solid colors


## Creating a Design Comp of your web site

Photoshop can be used for traditional photography, but also for creating layouts in preparation for saving "slices" of graphics to be used in an actual web page.

website.com

- Home
- Products
- About Us

### Products Page Title



Surveying equipment for landscape architects

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### Standards and guidelines to remember

Default screen resolution - 800 x 600 pixels

8.5" x 11" paper = 612 x 792 pixels

Place critical information within printable area

Graphic typography can be any font

HTML typography can only be Arial, Verdana, Times

Older users have trouble with small fonts

Light colors may not appear on LCD displays

Modern monitors display thousands of colors

Older monitors display 256 colors

Use colors which will degrade gracefully