# imaging workshop Web weaving

The art of creating graphics to head up an online portfolio is a key skill that any digital imageer has to master. Our tutorial shows you how

Adobe Photoshop
Images used:
Tutorial files/
Imaging Workshop/
Advanced editing/
Flowers16.IPG







Being a digital photographer doesn't ju mean mastering a digital camera or imaging software – the Internet is ano vital part of every professional's arsen

It's becoming more and more important for all photographers to compile an online portfolio to sl off their work to possible clients. However, it's important that a Web site advertising your digital imaging talent looks as good as possible. Thankfu there are some very simple ways to make sure you home page looks its best by drafting in the help of Adobe Photoshop.

It's easy to make the mistake of thinking that Photosh just an image-editing suite. In fact, it contains a host of t designed to make images Web-ready, and can be used create stunning graphics and Web site page furniture. M of us have used layers in Photoshop to create composit images with separate text and graphics. Using these functions carefully means that all the elements can be blended together seamlessly to create a professional-loc Web site to die for.

Photoshop 7.0's dedicated Web design tools include features for creating advanced navigation buttons, image maps and URL links. They're surprisingly easy to use, an this tutorial is designed to give you the knowledge you'll need to master the art of creating first-rate digital image the World Wide Web.

## Find out more online

#### **Team Photoshop**

www.teamphotoshop.com

Looking for tips and advice? Head to liam Photoshop, a good-looking site that will inspire and educate at the same time. You'll find plenty of tutoials and resources and even an opportunity to pose questions to resident expert Mr Photoshop.

#### Planet Photoshop

www.planetphotoshop.com

Just when you thought you couldn't handle another Photoshop tutorial, along comes Planet Photoshop. The site covers every topic in detail and there's even a daily tutorial for those of you still hungry for knowledge.



# Technical tips to remember

#### Colour mode

While printing an image out requires using CMYK mode, leave the settings on RGB for the Web.

#### Defringe

Leaving a visible halo round your image tooks stoppy and unprofessional. Always defringe to get rid of it

#### Opacit

Varying degrees of opacity look very effective, but don't overdo it – keep things simple and visible.



#### Add some text

Dick on the Horizontal Type tool and use it to add lettering to the nameplate. We've cheated a bit by using the Shaded Red Sevel style from the Text Style palette. But, of course, there's nothing wrong with experimenting and coming up with a new last style to complement your image.



## 18 Image maps

Photoshop and ImageReady 70 automatically create masks for every element in the image. These masks can be used to reduce the file size of your graphic even further. Click the Modify Quality button on the Optimize palette to select which masks you want to use for the optimisation.



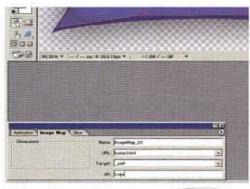
# 23 Web output

Once your creation is finished, save the graphic slices and HTML to your hard drive. Go back into ImageReady and select File, then click Save Optimized As. It's now possible to open up the HTML file and cut and paste the banner HTML code into existing Web code using a text-editing program.



# 14 Bend that text

We want our nameplate and text to look three-dimensional. The Render 3D Transform filter enables you to draw geometric shapes and bend images around them, giving a more realistic finish. In our example we've drawn a cylinder shape and wrapped the text around it.



## Leaving a note

ImageReady enables you to create an image map and generate HTML code so you can use the image as a navigation button on a Web site. Click Layer and select 'New Layer Image Map Area' and draw the map using the Image Map tools. When finished, enter the URL, target and ALT information.



# 24 The finished image

Although the example we've created here is very basic, it's possible to create much more sophisticated and visually striking effects. It's worthwhile experimenting with Photoshop's features to create banner styles and montages until you find one that you're happy with.



# Hiding and revealing layers

Switch between multiple layers and view separate components of an image by clicking on the "Layers" tab and checking or unchecking the eye icon next to the appropriate layer. This technique can also be used to hide and reveal any styles you've used.



# Opacity shortcut

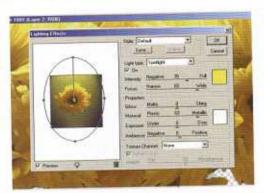
It's possible to change the opacity of the current tool or layer using the numeric pad on the keyboard. Hit 'I' for 10 per cent opacity right through to '0' for 100 per cent. Key combinations can be used to select values in between. For example, pressing '8' then '5' gives 85 per cent opacity.



# Rotate with confidence

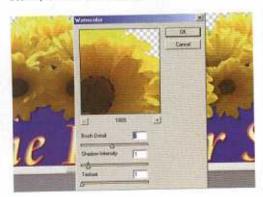
Press Shift+I to bring up the Measure tool – this can be used to draw an angled line on the image depending on how much you want to rotate it. Select the 'Rotate' option and the layer or image will be rotated to the exact angle that has been drawn.

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# 10 Let there be light

We've added a few more layers to the image and couple of flowers have been isolated and used to fill up the spaces. The Render Lighting Effects tool can be used to subtly adjust the illumination of the flowers to disguise the fact that they've all been copied from the same source.



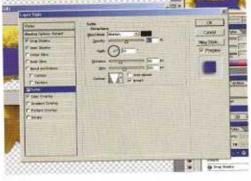
# 15 Watercolour challenge

With the text in place, we've decided to make the flowers look a little more stylised, and there are several special effect filters available for this. Clicking on Filters > Artistic > Watercolour brings up the Watercolour Filter menu. Tweaking the Brush Detail slider alters the intensity of the effect.



### 20 Slice it up

If the Web graphic is quite large and you want to cut download times, it's possible to slice it into little pieces. ImageReady 70 will generate the HTML code to put the patchwork of files back together again. Select the "Slice" tool from the toolbox and draw over the area you want to split.



# 11 Shaping up

To create a nameplate, go to Custom Shape in the toolbox and select a template — we've chosen 'Banner 3'. Use the Layer Style menu to add a drop shadow, inner shadows, satin effects and colour overlays. When you've finished, add the new style to the Style Palette by dicking the New Style button.



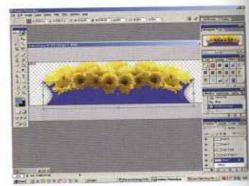
# 46 Going for optimisation

When you're satisfied with the image, prepare it for the Web using Adobe ImageReady 20, which is built into the latest edition of Photoshop. The program makes it possible to select Web graphic optimisation file types such as IPEG, GIF and PNG formats.



#### 21 Make a note

If you're creating intricate compositions or working on a project with other people, the Annotation function in Photoshop 70 is a godsend. Click the Annotation tool to add notes to your image. For those who don't take written instructions too well, there's also an audio annotation function.



# 12 Finishing touches

The Scale function can be used to make the nameplate a little larger and reorder the layers so that the flowers hang over the object. We've also rasterised the shape to smooth the edges All that's needed now is to clean up the artefacts created by the flower layers and add a drop shadow to the flowers.



# 17 Choosing a level

An unfortunate rule of Web graphics is that you have to sacrifice image quality in order to reduce file size. Preview the finished image by clicking the '4-Up' tab on the image-editing panel. This displays four separate panels showing a range of different optimisation levels.



#### 22 Batch conversion

Multiple images can be processed using Photoshop's Automat functions. You can use these to convert graphics into different formats, or apply the same style to many different files. In our example, we've used the 'Fit Image' automation to scale down our banner to fit on a frame that's 800 pixels wide.

# Find out more online

GFX

http://user.fundy.net/morris
This is a very well designed
and good-looking site,
containing an abundance of
information along with plenty
of links to Photoshop articles
on the Net, One of the best
Photoshop sites around.

#### Adobe online help www.adobe.com/products/tips/ photoshop.html

Adobe's official site offers tutorials and advice on getting the most from the program, while signing up to become a member of the Expert Center will entitle you to further help, tutorials and online resources.



# Personalising Photoshop

It's possible to customise Photoshop 20 using the Preferences menu, Here you can change the unit of measurement used, the available cursors and more You may also need to alter the memory and scratch memory settings — this will speed things up and prevent any exaggerated slowdowns when switching between Photoshop and other applications. Discover more about adjusting Photoshop's preferences in our tutorial on page 76.



#### 1 Correct that colour

When you've gathered photos to use in the composite picture, open each image in Photoshop and adjust the brightness, contrast and colour balance so the photographs look their best. Most of the necessary options can be found in the Image menu under Adjustments.



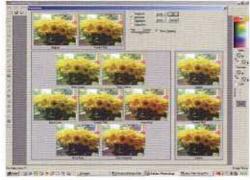
#### Use the eraser

Performing an extraction sometimes leaves parts of the original image behind. To remove them, select the Eraser tool and use it to rub out any unwanted pixels. Don't erase parts of the image by being lazy — zoom up close and then reduce the brush size to get into those troublesome nooks and crannies.



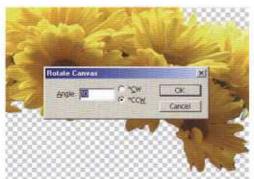
# 7 Faith healer

When using the Clone tool, there'll be areas that look unnatural. To fix this, select the Healing Brush, which is similar to the Clone Stamp but retains texture and shading. Hold down Alt and click to select an area to copy, then click again to get rid of unsightly joins,



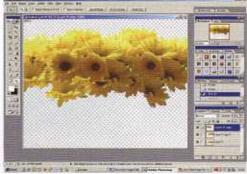
### 2 Variations on a theme

One of the more useful features of Photoshop 70 is the Variations function. To access this, click on Image > Adjustments and select the Variations option. The screen presents the image in a series of panels showing the effects of different levels of adjustment.



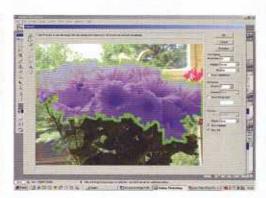
# 5 Straighten up

If you want a decent-looking banner, the image needs to be straight. Go to Rotate Canvas and tweak the image if it's slightly off. Entering a custom figure into the 'Angle' box is the best method in this situation. Use the guides or the grid to help you get the image aligned exactly where you want it.



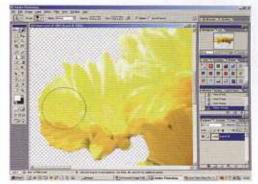
# 8 Duplicating layers

To make it look like there are more flowers than in the original image, we've created a number of duplicate layers. Click Layer and Duplicate to create a cloned layer. Now use the Move tool to reposition the image — you can flip or rotate the layers and position them individually.



# 3 Leave it out

Unwanted backgrounds can be eliminated using the Extraction tool (accessed via Filter > Extraction). Use the Pen tool to mark the outline of the area you want to keep and fill in the remaining image with the Flood Fill tool. Click OK to banish the superfluous areas. See p84 for more.



#### 6 Clone and correct

The edge of this image is a little ragged, so we'll use the Clone tool to duplicate the flowers and smooth things over. Select the Clone Stamp and pick an appropriate brush size. Hold down the Alt key and press the left mouse button to select a source point from which to clone.



### 9 History lessons

The History palette can be used to turn back the clock and undo mistakes – just select an action from the list and the image will revert to that state. There's also a History Brush on the toolbox that has the same effect. Use the brush to paint over the image and return it to its previous appearance.