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Adobe Photoshop, Flash & Dreamweaver CC

Web Design Portfolio

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The image on the cover shows the EMP Museum (Seattle, Wash.), designed by architect Frank Gehry.

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AGAINST THE CLOCK
mastering graphic technology

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Acknowledgements

ABOUT AGAINST THE CLOCK

Against The Clock, long recognized as one of the nation's leaders in courseware development, has been publishing high-quality educational materials for the graphic and computer arts industries since 1990. The company has developed a solid and widely-respected approach to teaching people how to effectively utilize graphics applications, while maintaining a disciplined approach to real-world problems.

Having developed the *Against The Clock* and the *Essentials for Design* series with Prentice Hall/Pearson Education, ATC drew from years of professional experience and instructor feedback to develop *The Professional Portfolio Series*, focusing on the Adobe Creative Suite. These books feature step-by-step explanations, detailed foundational information, and advice and tips from industry professionals that offer practical solutions to technical issues.

Against The Clock works closely with all major software developers to create learning solutions that fulfill both the requirements of instructors and the needs of students. Thousands of graphic arts professionals — designers, illustrators, imaging specialists, prepress experts, and production managers — began their educations with Against The Clock training books. These professionals studied at Baker College, Nossi College of Art, Virginia Tech, Appalachian State University, Keiser College, University of South Carolina, Gress Graphic Arts Institute, Hagerstown Community College, Kean University, Southern Polytechnic State University, and many other educational institutions.

ABOUT THE AUTHOR

Erika Kendra holds a BA in History and a BA in English Literature from the University of Pittsburgh. She began her career in the graphic communications industry as an editor at Graphic Arts Technical Foundation before moving to Los Angeles in 2000. Erika is the author or co-author of more than thirty books about Adobe graphic design software. She has also written several books about graphic design concepts such as color reproduction and preflighting, and dozens of articles for online and print journals in the graphics industry. Working with Against The Clock for more than thirteen years, Erika was a key partner in developing *The Professional Portfolio Series* of software training books.

CONTRIBUTING AUTHORS, ARTISTS, AND EDITORS

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Walk-Through

Composite Movie Ad

This project incorporates the following skills:

- Creating a background image that can accommodate multiple text sizes in a single file
- Incorporating vector graphics as flattened layers and Smart Objects
- Compositing multiple photographs and scans, using various techniques to silhouette the focal object in each image
- Scaling and aligning different objects in relation to the page and to each other
- Merging individual layout elements using layers and layer groups
- Working with multi-layer and flattened files
- Saving multiple versions of a file to meet different output requirements

Project Goals

Each project begins with a clear description of the overall concepts that are explained in the project; these goals closely match the different "stages" of the project workflow.

Project Meeting

client comments

Here's a basic synopsis of the movie:
Most American history books teach us that our "Founding" were virtuous, reasonable men who crafted the United States out of lofty and respected ideals. But there's an old saying that history is written by the winners... In other words, who were these men really, and exactly how honestly were they? The movie is about the events during and after the American Revolution — not the war itself, but the personal aspects that drove these individuals to do what they did. It's not a war movie, and it's not a political movie. It's not even a study of the human condition... It's a good and power can corrupt even the most idealistic of men.

and director comments

The client loved the initial concept sketch I submitted last week, so we're ready to start building the files. For each of the photographs prepare the images we need, and the client has provided the mids and crop logs files. They also sent me the primary magazine page.

Files should be submitted as flattened TIFF files, CMYK only

- Bleed size: 8.75" x 11.25"
- Trim size: 8.5" x 11"
- Live area: 8" x 10.5"

After you have created the final file for printing, I also need you to create a flattened JPEG file for use in digital media.

Project objectives

To complete this project, you will:

- Create a single file that can contain multiple page sizes
- Composite multiple images into a single background file
- Incorporate both raster and vector elements into the same design
- Use selection techniques to isolate images from their backgrounds
- Transform and arrange individual layers to create a cohesive design
- Create layer groups and nested groups to easily manage files
- Save two different types of TIFF files for different ad requirements

The Project Meeting

Each project includes the client's initial comments, which provide valuable information about the job. The Project Art Director, a vital part of any design workflow, also provides fundamental advice and production requirements.

Project Objectives

Each Project Meeting includes a summary of the specific skills required to complete the project.

Stage 4: Making Files Public

To complete the final stage of this project — making your files accessible to the viewing public — you need to have access to some type of server.

On the inside back cover of this book, you have a code that you need to enter into the required resource files. The same code also provides access to a document. For trial Web hosting requests contact: www.pitconcepts.com.

If you don't already have access to an online server, go to www.pitconcepts.com to sign up for your hosting account before you complete the final stage of this project. You must enter your account information and the website from the inside back cover of your book. You should define a user name in the last field; this will become part of the server name for your hosting account.

After you click Continue, you will receive an acknowledgment that your request is being processed. You will receive a confirmation email from the email you defined in the Signup Form. Once you have your account and password information. Once you receive the confirmation email, you are ready to complete the final stage of this project.

HIDE FILES FROM THE WEB SERVER

As you saw when you created the folders for the new site, not all of the same files are important to be uploaded to the Web server — specifically, the Photoshop files in the resources folder. You should, however, save each file locally as source files or documentation — called for the work you completed. The resource provides a very useful function — called **checkboxing** — that allows you to prevent certain files from uploading. You can check or uncheck the check-all files with the same extension (for example, all source Photoshop files with the PSD extension) or check a folder, which also checks all files in that folder.

1. Macintosh users: Double-click the folder icon at the top of the Directory window in the menu.
2. Windows users: Double-click the folder icon at the top of the Directory window. This opens the Site Setup dialog box for the selected site. You do not need to go through the Manage Sites dialog box to alter the settings for the server site.

Open the Directory window and click on the checkbox to the right of the file name in the Directory window to prevent the file from uploading to the site.

Double-click the file name in the Directory window.

Project 6: Site-to-Site Design

Real-World Workflow

Projects are broken into logical lessons or "stages" of the workflow. Brief introductions at the beginning of each stage provide vital foundational material required to complete the task.

DEFINE THE BACKGROUND

Now that the files have been created, the next step is to add a uniform background color. When you defined the file, you had three options — white, background color, or transparency. You could have defined the background color before opening the New dialog box, but it is more common to create the file first, and then set the background.

1. With **File > Layers > pad open**, choose **View > Fit On Screen**.
2. Click the **Default Background and Background Colors** button near the bottom of the Tools panel.

By clicking this button, you can always return to the basic black/white options.

Default Background and Background Colors | Switch Background and Background Colors | Set Background Color
3. Click the **Set Background Color** button to open the **Color Picker**.

You can use the same process to define the foreground color, except you click the foreground swatch in the Tools panel instead of the background swatch.

Click anywhere in the color field to select a color.
4. In the lower-right corner of the dialog box, define the following color values:
 - C (Cyan) = 0
 - M (Magenta) = 55
 - Y (Yellow) = 100
 - K (Black) = 100

Note: While working with a file in CMYK mode, it makes sense to define colors as percentages of CMYK.

This type of color — 100% black and some percent of another color — is called **rich black** or **speckled black**. It might seem like 100% black is just K, but when the file is printed, adding another ink to solid black enhances the richness of the solid black. Adding speckles typically creates a warmer black, while adding cyan typically creates a cooler black.

Click anywhere in the color field to select a color.
5. Click **OK** to close the **Color Picker** dialog box.
6. Look at the **Layers** panel.

Every file you create has at least one layer. If you use the Transparency option in the New dialog box, the default layer is called "Layer 1" and is unlinked.

If you define the fill with a color for new files in this project, you should color background, the default term named "Background." The Background layer cannot be moved; it is locked by the Lock icon. It can, however, be pinned.

Remember: Always use always be named in the Window menu.

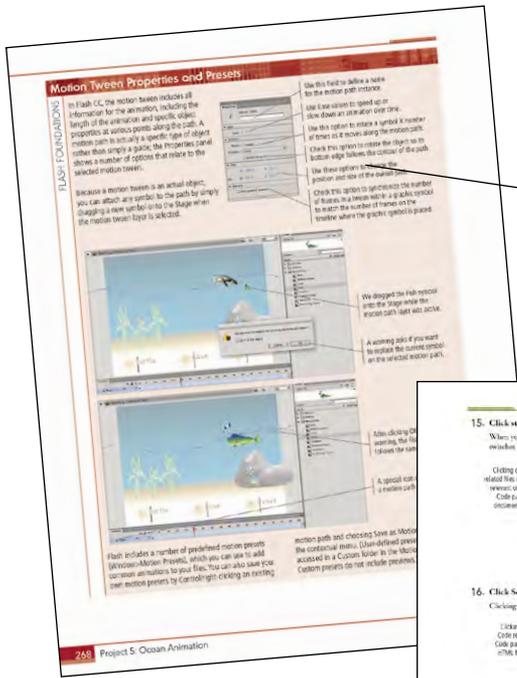
Project 1: Composite Movie Ad 27

Step-By-Step Exercises

Every stage of the workflow is broken into multiple hands-on, step-by-step exercises.

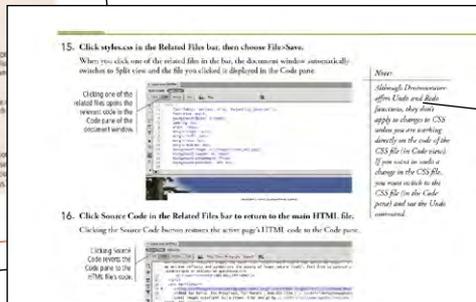
Visual Explanations

Wherever possible, screen shots are annotated so that you can quickly identify important information.



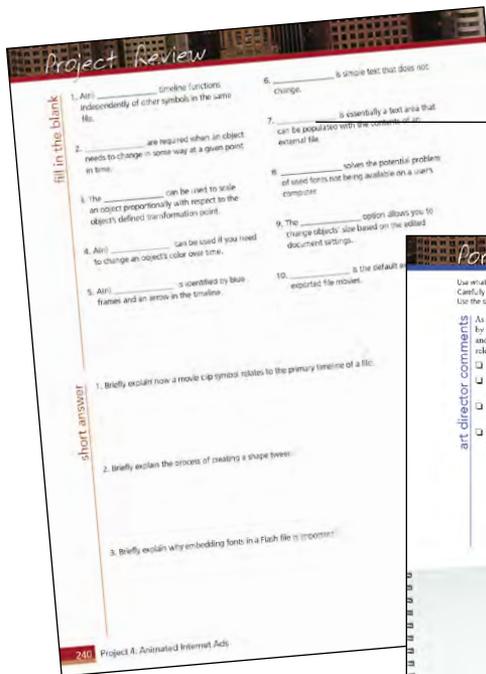
Design Foundations

Additional functionality, related tools, and underlying graphic design concepts are included throughout the book.



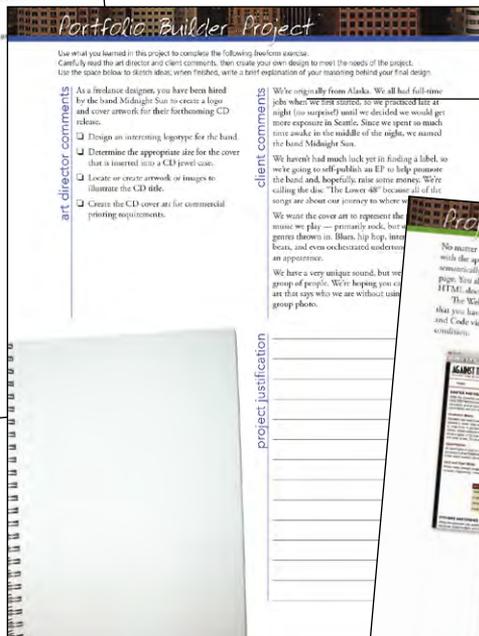
Advice and Warnings

Where appropriate, sidebars provide shortcuts, warnings, or tips about the topic at hand.



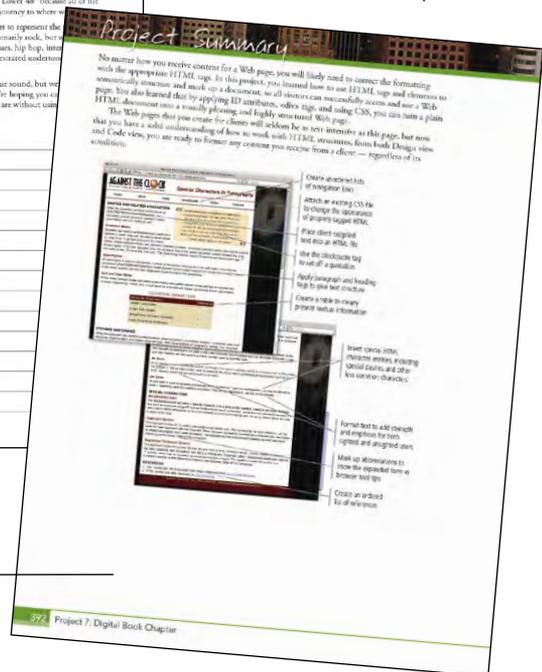
Project Review

After completing each project, you can complete these fill-in-the-blank and short-answer questions to test your understanding of the concepts in the project.



Portfolio Builder Projects

Each step-by-step project is accompanied by a freeform project, allowing you to practice skills and creativity, resulting in an extensive and diverse portfolio of work.



Visual Summary

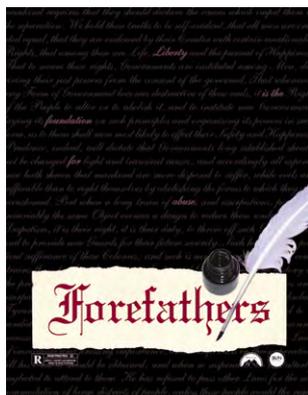
Using an annotated version of the finished project, you can quickly identify the skills used to complete different aspects of the job.

Projects at a Glance

project 1

Composite Movie Ad

- ❑ Setting Up the Workspace
- ❑ Compositing Images and Artwork
- ❑ Creating Silhouettes
- ❑ Managing Multiple Layers
- ❑ Saving Files for Multiple Media



project 3

Talking Kiosk Interface

- ❑ Working with Symbols
- ❑ Working with Sound
- ❑ Creating Frame Animations



project 2

City Promotion Cards

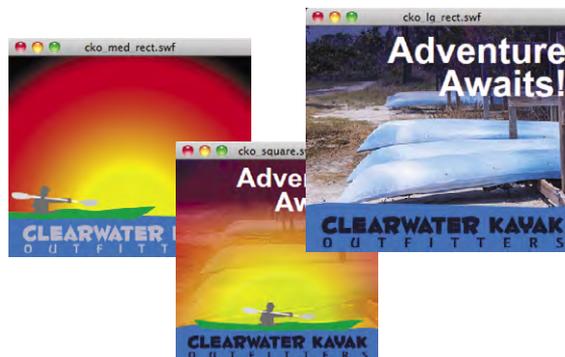
- ❑ Creating New Files
- ❑ Manipulating Pixels
- ❑ Working with Type
- ❑ Creating Style with Layers
- ❑ Working in 3D



project 4

Animated Internet Ads

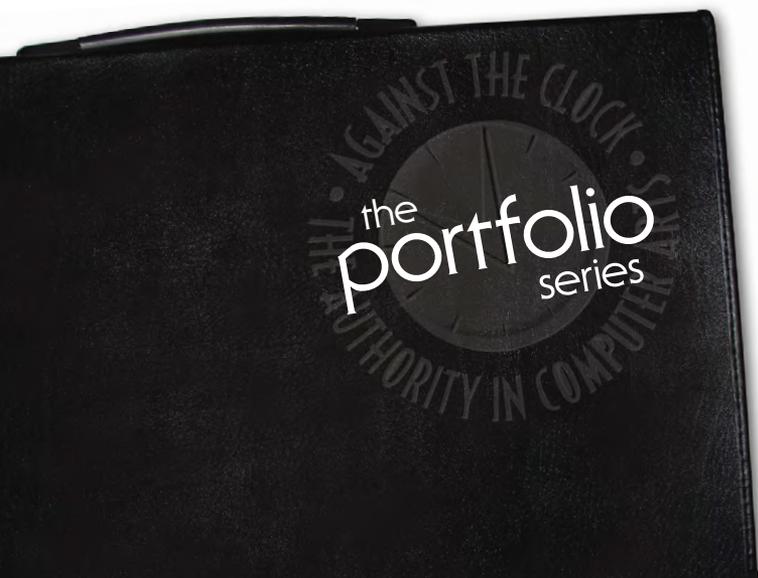
- ❑ Animating Symbols
- ❑ Working with Text
- ❑ Repurposing Flash Content



project 5

Ocean Animation

- ❑ Importing Bitmaps and Symbols
- ❑ Animating Symbols
- ❑ Programming Basic Timeline Control



Bistro Site Organization

- ❑ Exploring Site Structure
- ❑ Organizing the Site Navigation
- ❑ Naming and Titling Documents
- ❑ Making Files Public



Digital Book Chapter

- ❑ Preparing the Workspace
- ❑ Working with Semantic Markup
- ❑ Working with Special Characters
- ❑ Creating Lists
- ❑ Attaching an External CSS File



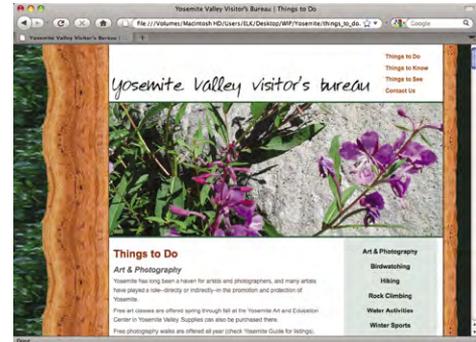
Photographer's Web Site

- ❑ Working with Static Images
- ❑ Controlling Backgrounds with CSS
- ❑ Working with Other Image Types



Yosemite CSS Layout

- ❑ Creating Layouts with Style Sheets
- ❑ Working with a Template
- ❑ Using CSS to Control Content



The *Against The Clock Portfolio Series* teaches graphic design software tools and techniques entirely within the framework of real-world projects; we introduce and explain skills where they would naturally fall into a real project workflow.

The project-based approach in *The Professional Portfolio Series* allows you to get in depth with the software beginning in Project 1 — you don't have to read several chapters of introductory material before you can start creating finished artwork.

Our approach also prevents “topic tedium” — in other words, we don't require you to read pages and pages of information about text (for example); instead, we explain text tools and options as part of a larger project (in this case, as part of a book cover).

Clear, easy-to-read, step-by-step instructions walk you through every phase of each job, from creating a new file to saving the finished piece. Wherever logical, we also offer practical advice and tips about underlying concepts and graphic design practices that will benefit students as they enter the job market.

The projects in this book reflect a range of different types of Web design jobs, from correcting menu images to building a complete Web page with CSS. When you finish the projects in this book (and the accompanying Portfolio Builder exercises), you will have a substantial body of work that should impress any potential employer.

The nine projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

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Getting Started

PREREQUISITES

The Professional Portfolio Series is based on the assumption that you have a basic understanding of how to use your computer. You should know how to use your mouse to point and click, as well as how to drag items around the screen. You should be able to resize and arrange windows on your desktop to maximize your available space. You should know how to access drop-down menus, and understand how check boxes and radio buttons work. It also doesn't hurt to have a good understanding of how your operating system organizes files and folders, and how to navigate your way around them. If you're familiar with these fundamental skills, then you know all that's necessary to use the Portfolio Series.

RESOURCE FILES

All the files you need to complete the projects in this book — except, of course, the Adobe application files — are on the Student Files Web page at againsttheclock.com. See the inside back cover of this book for access information.

Each archive (ZIP) file is named according to the related project (e.g., **Aquarium_Web14_RF.zip**). At the beginning of each project, you must download the archive file for that project and expand that archive to access the resource files that you need to complete the exercises. Detailed instructions for this process are included in the Interface chapter.

Files required for the related Portfolio Builder exercises at the end of each project are also available on the Student Files Web page; these archives are also named by project (e.g., **Airborne_Web14_PB.zip**).

SYSTEM REQUIREMENTS

The Professional Portfolio Series was designed to work on both Macintosh or Windows computers; where differences exist from one platform to another, we include specific instructions relative to each platform. One issue that remains different from Macintosh to Windows is the use of different modifier keys (Control, Shift, etc.) to accomplish the same task. When we present key commands, we always follow the same Macintosh/Windows format — Macintosh keys are listed first, then a slash, followed by the Windows key commands.

ATC FONTS

You must download and install the ATC fonts from the Student Files Web page to ensure that your exercises and projects will work as described in the book. Specific instructions for installing fonts are provided in the documentation that came with your computer. You should replace older (pre-2013) ATC fonts with the ones on the Student Files Web page.

SOFTWARE VERSIONS

This book was written and tested using the initial versions of the 2014 release of Adobe Creative Cloud (CC) software, as released in July 2014:

- Adobe Photoshop 2014.0
- Adobe Flash 14.0
- Adobe Dreamweaver 2014.0

(You can find the specific version of your applications in the Splash Screen that appears while an application is launching.)

Because Adobe now offers periodic updates rather than new full versions, features and functionality might have changed since publication. Please check the Errata section of the Against The Clock Web site for any issues that might arise from these periodic updates.

WEB HOSTING

To make Web files accessible to the browsing public, you need to have access to some type of server. On the inside back cover of this book, you have a code that you need to gain access to the required resource files. The same code also provides access to a six-month, free trial Web hosting account at Pair Networks (www.pair.com).

If you don't already have access to an online server, go to www.pair.com/atc/ to sign up for your hosting account. You must enter your contact information, and the code from the inside back cover of your book. You should then define a user name in the last field; this will become part of the server name for your hosting account.

After clicking Continue in this screen, the resulting message warns that the setup process can take up to one business day (although it is usually about an hour). When the setup process is complete, you will receive an acknowledgement that your request is being processed. You will receive a confirmation email (sent to the email you defined in the Signup Form) with your username and password information. Once you receive the confirmation email, you are ready to complete the final stage of this project.