

GRAPHIC TOOLS

Edited By

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Phagwara

SYLLABUS

Graphic Tools

Objectives: To impart the skills needed to develop graphic applications using Photoshop, CorelDraw. Student will also learn various technologies in development of web applications using Dreamweaver.

S.No.	Description
1.	***Computer as a Design Tool:*** Types of Graphic Applications: Web & Windows Based. ***Tools Available for Designing and Desktop Publishing:*** Photoshop, CorelDraw, Brief Explanation of all these Tools.
2.	***Working with Photoshop:*** Photoshop Program Window, Working with Images: Vector and Bitmap Images, Size, Resolution, Editing, Cropping, Colour Modes.
3.	***Working with Photoshop:*** Making Selections, Editing Selections, Painting, Drawing and Retouching Tools.
4.	***Working with Photoshop:*** Layers, Hiding, Showing, Deleting, Repositioning, Flattening, Filters.
5.	***Working with CorelDraw:*** CorelDraw Basics, Menus & Toolbar.
6.	***Working with CorelDraw:*** Drawing and Selecting, Working with Text, Working with Images, Page Layout and Background, Layers, Gradients, etc. Use of Different Tools Available in the Toolbox. Creating Logos and Business Cards with CorelDraw.
7.	***Web Designing:*** Document Overview, Head Elements, Block-oriented Elements, Lists, URLS, Hypertext Links, Images, Tables, Frames, Forms.
8.	***Dreamweaver:*** Designer Panels and Toolbars, HTML Tables, Table Properties, Named Anchor, Frameset.
9.	***Dreamweaver:*** Layers and Style Sheets: Single Layer, Layer Properties, Adding Elements into Layers, Style Sheets.
10.	***Dreamweaver:*** Forms and Media Elements: Inserting Form, Form Objects, Media Elements.

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Unit 1: Computer as a Design Tool

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Objectives

After studying this unit, you will be able to:

- Explain the growing importance of computer-based instructional design tools
- Describe a sample of computer-based ID tools
- Discuss the types of graphic applications
- Elaborate upon the web and window based graphics

Introduction

A computer is a crucial element in today's design world. It acts both as design tool and business tool. You can create illustrations; work with type, touch-up photos and complete layouts, all with the help of graphics software. Products like Photoshop and Illustrator, focus on the creative part of design. The business end of design is handled by other packages, such as project management or time tracking software, which also will help you stay organized.

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1.1 The Growing Importance of Computer-based ID Tools

The term "new learning" refers to an extensive collection of instructional approaches that are all characterized by their rivet on rich, multidisciplinary and cooperative learning tasks (called projects, problems, etc.) that are, in one way or another, account for authentic, real-life tasks. All the tasks must make sure that integrate multiple learning objectives and active learning happen in a significant way. Collaborative learning tasks take advantage of the fact that multiple perspectives on reality exist which enriches the learning experience and also provides the prospect for negotiation between students. From a task-analytical perspective, new learning asks for more potent techniques that can deal with authentic-life tasks and, especially, intricate sets of integrated learning objectives.

The design of practice is given precedence over the traditional design of to be presented information especially from a design perspective. The changes contribute to an incremented intricacy of the design process and the instructional systems. All the other changes, though may be of less consequence but are still very importance to the design process.

The context is elucidated by a comprehensive contextual analysis and all stakeholders are identified. To cope with personalized and individualized forms of injunctive authorization, (which are needed to develop authentically learner-centred instructional systems), traditional target group analysis are developed.

The increased use of Information and Communication Technology (ICT) in instructional systems has its own design challenges and problems. A balanced approach is required to find a best possible medium mix, rather than selecting just one primary medium.

1.2 Types of Graphic Applications

Now you will learn about different types of Graphic applications.

1.2.1 Understanding Graphic Types

The different graphic types are as follows:

Bitmap

In computer graphics, a bitmap or pixmap is a type of memory organization or image file format used to store digital images. The term bitmap comes from the computer programming terminology, meaning just a map of bits, a spatially mapped array of bits. Now, along with pixmap, it commonly refers to the similar concept of a spatially mapped array of pixels. Raster images in general may be referred to as bitmaps or pixmaps, whether synthetic or photographic, in files or in memory.



Caution In some contexts, the term bitmap implies one bit per pixel, while pixmap is used for images with multiple bits per pixel.

Many graphical user interfaces use bitmaps in their built-in graphics subsystems; for example, the Microsoft Windows and OS/2 platforms' GDI subsystem, where the specific format used is the Windows and OS/2 bitmap file format, usually named with the file extension of .BMP (or .DIB for device-independent bitmap). Besides BMP, other file formats that store literal bitmaps include InterLeaved Bitmap (ILBM), Portable Bitmap (PBM), X Bitmap (XBM), and Wireless Application Protocol Bitmap (WBMP). Similarly, most other image file formats, such as JPEG,

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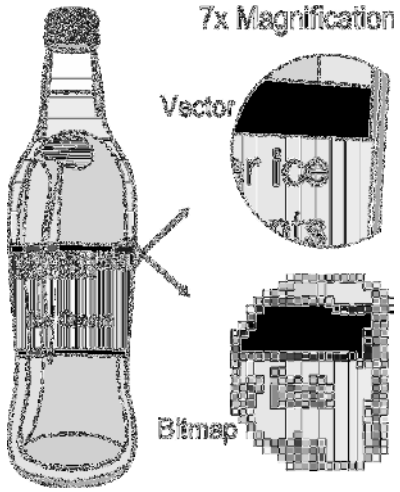
TIFF, PNG, and GIF, also store bitmap images (as opposed to vector graphics), but they are not usually referred to as bitmaps, since they use compressed formats internally.

Vector Graphics

Vector graphics is the use of geometrical primitives such as points, lines, curves, and shapes or polygon(s), which are all based on mathematical equations, to represent images in computer graphics.

Vector graphics formats are complementary to raster graphics, which is the representation of images as an array of pixels, as it is typically used for the representation of photographic images. There are instances when working with vector tools and formats is best practice, and instances when working with raster tools and formats is best practice. There are times when both formats come together. An understanding of the advantages and limitations of each technology and the relationship between them is most likely to result in efficient and effective use of tools.

Figure 1.1: Effect of Vector Graphics versus Raster Graphics



The original vector-based illustration is at the left. The upper-right image illustrates magnification of 7x as a vector image. The lower-right image illustrates the same magnification as a bitmap image. Raster images are based on pixels and thus scale with loss of clarity, while vector-based images can be scaled indefinitely without degrading.

Overview of Vector Graphic

Computer displays are made up from small dots called pixels. The picture is built up from these dots. The smaller and closer the dots are together, the better the quality of the image, but the bigger the file needed to store the data. If the number of pixels is kept constant, the size of each pixel will grow and the image becomes grainy when magnified, as the resolution of the eye enables it to pick out individual pixels.

Vector graphics files store the lines, shapes and colours that make up an image as mathematical formulae. A vector graphics program uses these mathematical formulae to construct the screen image, building the best quality image possible, given the screen resolution. The mathematical formulae determine where the dots that make up the image should be placed for the best results when displaying the image. Since these formulae can produce an image scalable to any size and

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detail, the quality of the image is only determined by the resolution of the display, and the file size of vector data generating the image stays the same. Printing the image to paper will usually give a sharper, higher resolution output than printing it to the screen but can use exactly the same vector data file.



Did u know? JPEG images don't support transparency.

Editing Vector Graphics

Vector graphic drawing software is used for creating and editing vector graphics. The image can be changed by editing screen objects which are then saved as modifications to the mathematical formulae. Mathematical operators in the software can be used to stretch, twist, and colour component objects in the picture or the whole picture, and these tools are presented to the user intuitively through the graphical user interface of the computer. It is possible to save the screen image produced as a bitmap/raster file or generate a bitmap of any resolution from the vector file for use on any device.

The size of the file generated will depend on the resolution required, but the size of the vector file generating the bitmap/raster file will always remain the same. Thus, it is easy to convert from a vector file to a range of bitmap/raster file formats but it is much more difficult to go in the opposite direction, especially if subsequent editing of the vector picture is required. It might be an advantage to save an image created from a vector source file as a bitmap/raster format, because different systems have different (and incompatible) vector formats, and some might not support vector graphics at all. However, once a file is converted from the vector format, it is likely to be bigger, and it loses the advantage of scalability without loss of resolution. It will also no longer be possible to edit individual parts of the image as discrete objects.

Vector formats are not always appropriate in graphics work. For example, digital devices such as cameras and scanners produce raster graphics that are impractical to convert into vectors, and so for this type of work, the editor will operate on the pixels rather than on drawing objects defined by mathematical formulae. Comprehensive graphics tools will combine images from vector and raster sources, and may provide editing tools for both, since some parts of an image could come from a camera source, and others could have been drawn using vector tools.

Standards

The W3C standard for vector graphics is SVG. The standard is complex and has been relatively slow to be established at least in part owing to commercial interests. Many web browsers now have some support for rendering SVG data but full implementations of the standard are still comparatively rare.

Applications

One of the first uses of vector graphic displays was the US SAGE air defense system. Vector graphics systems were only retired from U.S. en route air traffic control in 1999, and are likely still in use in military and specialized systems. Vector graphics were also used on the TX-2 at the MIT Lincoln Laboratory by computer graphics pioneer Ivan Sutherland to run his program Sketchpad in 1963.

Subsequent vector graphics systems, most of which iterated through dynamically modifiable stored lists of drawing instructions, include Digital's GT40. There was a home gaming system that used vector graphics called Vectrex as well as various arcade games like Asteroids and

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Space Wars. Storage scope displays, such as the Tektronix 4014, could display vector images but not modify them without first erasing the display.

Modern vector graphics displays can sometimes be found at laser light shows, where two fast-moving X-Y mirrors are used to rapidly draw shapes and text on a screen.

The term "vector graphics" is mainly used today in the context of two-dimensional computer graphics. It is one of several modes an artist can use to create an image on a raster display. Other modes include text, multimedia, and 3D rendering. Virtually all modern 3D rendering is done using extensions of 2D vector graphics techniques. Plotters used in technical drawing still draw vectors directly to paper.

Did u know? JPEGs lose quality every time they are opened, edited and saved.

Vector Operations

Vector graphics editors typically allow rotation, movement, mirroring, stretching, skewing, affine transformations, changing of z-order and combination of primitives into more complex objects.

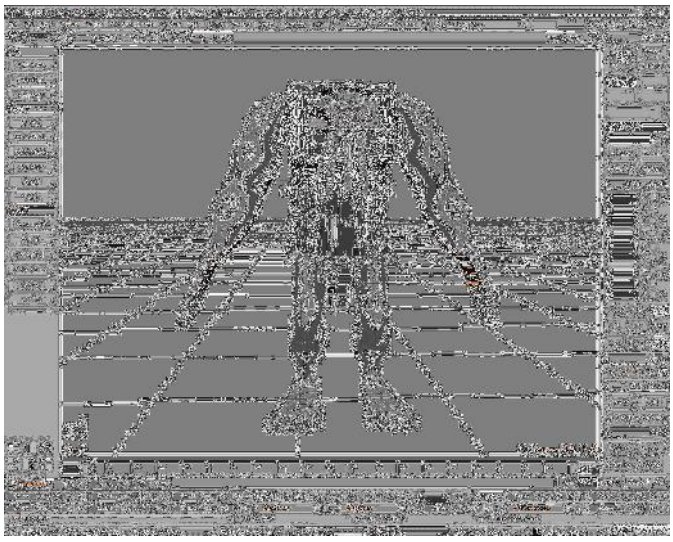
More sophisticated transformations include set not operations on closed shapes (union, difference, intersection, etc.).

Vector graphics are ideal for simple or composite drawings that need to be device-independent, or do not need to achieve photo-realism. For example, the PostScript and PDF page description languages use a vector graphics model.

3D Modeling

In 3D computer graphics, vectorized surface representations are most common (bitmaps can be used for special purposes such as surface texturing, height-field data and bump mapping). At the low-end, simple meshes of polygons are used to represent geometric detail in applications where interactive frame rates or simplicity are important.

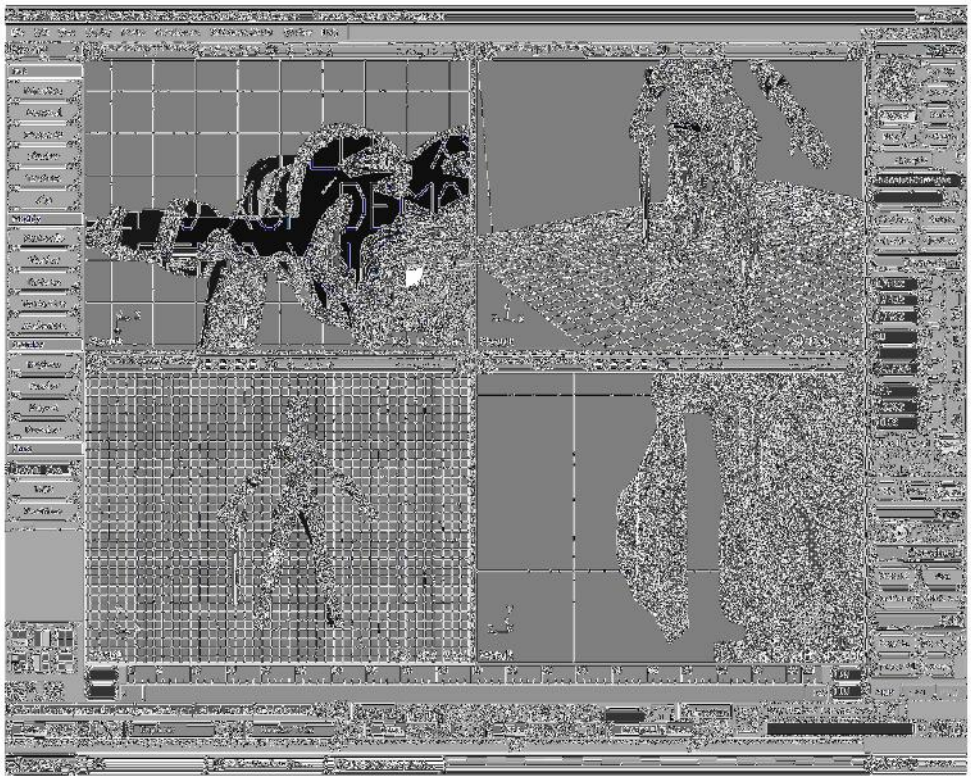
Figure 1.2: 3D Modelling



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At the high-end, where one is willing to trade-off higher rendering times for increased image quality and precision, smooth surface representations such as Bézier patches, NURBS or Subdivision surfaces are used. One can, however, achieve a smooth surface rendering from a polygonal mesh through the use of shading algorithms such as Phong and Gouraud.

Figure 1.3: Another Example of 3D Modeling



Source: Sastra/MCA/STMCA502/Graphics and Multimedia/Chapter13

1.2.2 Meaning of Graphic Design

Graphic Design is an interdisciplinary, problem-solving process which combines visual sensitivity with skill and knowledge in areas of communications, technology and business. Graphic designers specialize in the structuring and organizing of visual information to assist communication and orientation. The graphic design process is a crisis handling activity, one that requires substantial creativity, innovation and technical expertise. An understanding of a client's product or service and goals, their competitors and the target audience is translated into a visual solution created from the manipulation, combination and utilization of shape, space, typography, imagery and color.

1.2.3 Working of Graphic Designer

Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They help to make an organization recognizable by selecting color, images, or logo designs that represent a particular idea or identity to be used in advertising and promotions.

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A graphic designer is a professional within the graphic design and graphic arts industry who assembles together images, typography or motion graphics to create a piece of design. A graphic designer creates the graphics primarily for printed, published or electronic media, such as advertising and brochures. They are also sometimes responsible for illustration, typesetting, web design, user interfaces or take a teaching position. A core responsibility of the designer's job is to present information in a way that is both accessible and unforgettable.

1.2.4 Types of Graphic Design

Graphic designers use a wide variety of communication tools, mainly typography and image, in order to convey a message on behalf of client to particular viewers.

Image-based Design

Designers develop images to represent the ideas their clients want to communicate. Images can be extremely influential and convincing means of communication, conveying not only information but also moods and emotions. People react to images instinctively based on their personalities, associations, and previous experience. For example, you know that a green dot means vegetarian, and this knowledge in combination with the image creates a visual pun.

Figure 1.4: The Image based Graphic Design



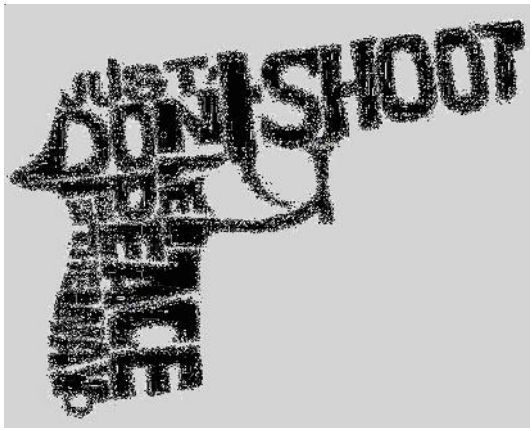
In the case of image-based design, the images must transmit the entire message; there are few if any words to help. These images may be photographic, painted, drawn, or graphically rendered in many different ways. Image-based design is used when the designer determines that a picture is indeed worth a thousand words.

Type-based Design

In some cases, designers rely on words to express a message, but they use words in a different way from what writers do. To designers, what the words look like is as important as their meaning. They can arrest your attention on a poster, identify the product name on a package or a truck, and present running text as the typography in a book does. Designers are experts at presenting information in a visual form in print or on film, packaging, or signs.

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Figure 1.5: Type based Graphic Design



When you look at an "ordinary" printed page of running text, what is involved in designing such a seemingly simple page? Think about what you would do if you were asked to redesign the page. Would you change the typeface or type size? Would you divide the text into two narrower columns? What about the margins and the spacing between the paragraphs and lines? Would you indent the paragraphs or begin them with decorative lettering? What other kinds of treatment might you give the page number? Would you change the boldface terms, perhaps using italic or underlining? What other changes might you consider, and how would they affect the way the reader reacts to the content? Designers evaluate the message and the audience for type-based design in order to make these kinds of decisions.

Image and Type Based

Designers often combine images and typography to correspond a client's message to an audience. They explore the creative possibilities presented by words (typography) and images (photography, illustration, and fine art). It is up to the designer not only to find or create appropriate letterforms and images but also to establish the best balance between them.

Figure 1.6: Image and Type based Graphic Design



Designers are the link between the client and the audience. On the one hand, a client is often too close to the message to understand various ways in which it can be presented. The audience, on the other hand, is often too large to have any direct impact on how a message is presented. What's more, it is usually difficult to make the audience a part of the creative process. Unlike

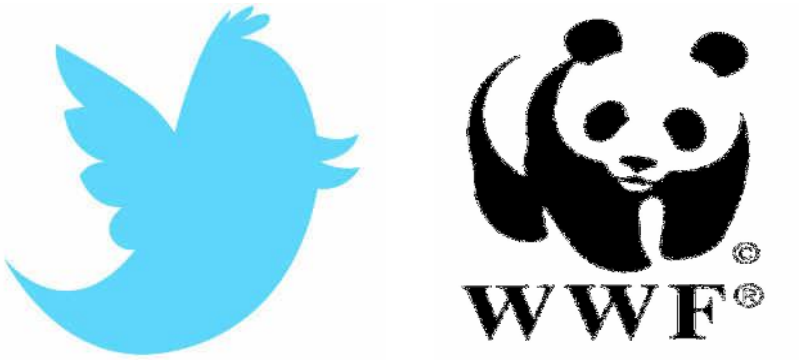
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client and audience, graphic designers learn how to construct a message and how to signify it successfully. They work with the client to understand the content and the purpose of the message. They often collaborate with market researchers and other specialists to understand the nature of the audience. Once a design concept is chosen, the designers work with illustrators and photographers as well as with typesetters and printers or other production specialists to create the final design product.

Symbols, Logos and Logotypes

Symbols and logos are special, highly condensed information forms or identifiers. Symbols are conceptual representation of a particular idea or identity. For example, The Twitter "bird" and the WWF "panda" are symbolic forms, which we learn to recognize as representing a particular concept or company. Logotypes are corporate identifications based on a special typographical word treatment. Some identifiers are hybrid, or combinations of symbol and logotype. In order to create these identifiers, the designer must have a clear vision of the corporation or idea to be represented and of the audience to which the message is aimed.

Figure 1.7: Twitter and WWF Logo



Source: http://www.aiga.org/guide-whatisgraphicdesign/

1.2.5 Graphic Design Process

A good graphic design process is planned around ensuring the client gets the highest quality solution and service appropriate to their business, marketing or communication problem. There are four main steps involved between client and designer.

Briefing

The briefing stage may consist of either or both of the following:

- Initial informal discussions between the client and the designer – covering project objectives, timing and budget.
- Formal meetings to discuss the project in detail and clarify any technical issues including budget, timetable and corporate identity guidelines.

Design

- The designer reviews the brief, background material and identity standards to ensure understanding of the project context and your corporate requirements.

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- The designer develops the draft concepts and preliminary designs and selects the most suitable options for further development.
- The designer presents visual solutions and explains design decisions.
- Together one will evaluate the visual presentation against the brief.



Notes Following your review and feedback, the designer amends the material as required and, if necessary, presents you with new design(s).

Artwork

- Your designer prepares the artwork files and provides a proof (email or hardcopy).
- You either approve the artwork by signing the proof, or mark-up changes you'd like to make.
- A further proof is provided if required.
- Any "author's corrections" (client requested changes to content already provided which may include additional charges: these should be detailed in any quote conditions provided with your initial quote).

Production

The designer forwards the artwork to a commercial printer.

- The designer views the printer's proof and passes the proof on to the client for approval.
- In some cases, the designer can conduct a "press check" of the printed sample while the job is running on the printing press.



Task Design any graphic logo for accompany of your choice in paint.

Self Assessment

State whether the following statements are true or false:

1. The term bitmap comes from the computer programming terminology, meaning bits of map.
2. Vector graphics is the use of geometrical primitives such as points, lines, curves, etc.
3. Computer displays are made up from small cubes called pixels.
4. The W3C standard for vector graphics is SVG.
5. To designers, in Type based design, what the words look like is as important as their meaning.

1.3 Multimedia Computer and IDS

As you now know different types of graphic design, you will understand the different means requires to create them

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1.3.1 Configuration of a Multimedia Computer

A good multimedia system should have a Dual Core Processor (or the one with similar capabilities) onwards processor, at least 1GB of RAM, 320 GB onwards hard disk drive, 15 inch onwards SVGA monitor 1Gb N-Vidia or ATI Radeon Graphics card, DVD drive, a 64-bits sound card, keyboard, optical mouse and a 56k fax data voice modem. The combination is dependent on the nature and contents of the multimedia project you are dealing with.



Caution There is no set rule to define the exact hardware combination of a good multimedia computer.

1.3.2 Integrated Design Software

Multimedia authoring tools provide the framework for organizing and editing the elements of a multimedia project. Authoring software provides an integrated environment for combining the content and functions of a project. It enables the developer to combine text, graphics, audio, video, and animation into an interactive presentation/project. Authoring systems include editing tools to create, edit, and convert multimedia elements such as animation and video clips. There are four basic type of authoring tools, viz. Page-based tools (like Tool book), Icon-based authoring tools (like Icon Author), and Time-based authoring tools (like Macromedia Director) and Object Oriented tools (like Media Forge).



Notes Designers or teachers are aided by computer-based tools for Instructional Design (ID) to perform one or more of the various activities that can be prepared according to the ADDIE model that is the Analysis, Design, Development or production, Implementation and Evaluation of instructional systems. The history of computer-based ID Tools is closely associated to the history of computer-based instruction. After it was decided to use the computer as the primary instructional medium, it was an apparent move to use the computer not only for the delivery but also for the production of the instruction. Consequently, authoring tools for the development or production of computer-based instruction still dominates the research and development work in the field of ID tools. Many of those softwares are commercially available (e.g. ToolBook, Macromedia Director, Authorware, etc.). Currently the most popular form of computer-based instruction is dedicated systems for authoring Web-based instruction.

Page-based tools provide a simple and easily understood metaphor for organizing multimedia elements. It contains media objects such as buttons, text fields and graphic objects. It provides a facility for linking objects to pages or cards. Icons or objects based authoring tool is the simplest and easiest authoring process. Icon-based, event-driven tools simplify the organization of your project and typically display flow diagrams of activities along branching paths. In complicate structures, this charting is particularly useful during development. In Time based authoring systems, elements and events are organized along a timeline, with resolutions as high or higher than 1/30 second. Time based tools are best to use when you have a message with a beginning and an end. Sequentially organized graphic frames are played back at a speed that you can set. Other elements are triggered back at a given time or location in the sequence of events. The more powerful time based tools let you program jumps to any location in a sequence, thereby adding navigation and interactive control. Object-oriented tools organize the elements in a

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hierarchical order as related Objects. These tools make these objects execute according to properties assigned to them.

Self Assessment

Fill in the blanks:

6. A good multimedia system should have a Dual Core .....
7. Multimedia authoring tools provide the ..... for organizing and editing the elements of a multimedia project.
8. ..... systems include editing tools to create, edit, and convert multimedia elements such as animation and video clips.
9. Page-based tools provides a facility for linking ..... to pages or cards.
10. Object-oriented ..... organize the elements in a hierarchical order as related Objects.

1.4 Web and Window based Graphics

The following are the concepts of the Web and Window based graphics.

1.4.1 Web based Graphics

In the early days of the Web, each individual web page was delivered to the client as a static document, but the sequence of pages now could provide an interactive experience, as user input is returned through web form elements embedded in the page markup. Practically, Web application projects cover everything from filing taxes to sharing photos.

Defining Web Application

A web application is an application that is accessed by users over a network such as the Internet or an intranet. The term may also mean a computer software application that is coded in a browser-supported programming language (such as JavaScript, combined with a browser-rendered markup language like HTML) and dependent on a common web browser to make the application executable. Web applications can provide the same functionality and gain the benefit of working across multiple platforms.



Example: A web application can act as a word processor, storing information and allowing you to 'download' the document onto your personal hard drive.

1.4.2 Windows based Graphics

Somewhere at the end of the 90's, Major companies began introducing a new technology on the market, namely the Liquid Display Technology (LCD). The new technology used a grid of liquid crystals, placing three transistors behind each crystal. Monitors featuring LCD panels came in a slimmer form factors and with lower radiation emissions. They were a step up in design compared to the bulky CRT monitors people were so used to.

The further evolution of LCDs solved the problem of slow response time and, contrast ratios and brightness improved with each new generation of displays. Together with the evolution of LCDs came a new video interface called DVI (Digital Video Interface). Compared to the analog VGA connection, this solution was no longer bound to the quality and length of the cable. DVI

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provided for a complete digital transfer of information between the graphics adapter and the monitor. Today's monitors range from 15 to 30-inch LCDs, with resolutions matching 2560 x 1600 pixels. They are outfitted with webcams, USB hubs and audio speakers. The biggest challenge of using such systems is picking the user interface metaphor. Although one might be tempted to use a traditional window and mouse based environment, it is not clear that it is the most appropriate design for this environment. Designing visualizations for large displays differs from designing for desktop monitors due to a variety of factors, including size, resolution, brightness, contrast and orientation. Designing the interface is equally cumbersome, since large displays are difficult to use with a tethered mouse or keyboard. Group applications and tasks are also very different from single-user applications.

Self Assessment

State whether the following statements are true or false:

11. Initially, each individual web page was delivered to the client as a static document.
12. A web application is an application that is accessed by users in a computer.
13. LCD means Laser Display Technology.
14. Digital Video Interface is a new kind of display device.
15. Designing visualizations for large displays differs from designing for desktop monitors.



Case Study

Dodds (Corporate Identity)

After many years of service, Dodds & Partners felt it was time to retire their existing Identity, which was to also coincide with a rebranding to 'Dodds Solictors LLP'. They were wanting a fresh rebrand – something modern but which carried on some similarities with the previous identity so as not to break the link with the previous branding.

Solution

Dodds have always used a deep blue as their corporate colour combined with a basic Serif font (Times). We kept the blue dark but picked a richer tone, and swapped out their existing serif font for one that isn't so common, but still carried a distinguished, 'trustful feel'. The logomark uses an organic 'stone shape' to catch the eye in conjunction with a looped line to convey the idea of unity whilst also forming a lower case 'd'.

Result

The new logo has positioned Dodds to take the next step in their growth. Without trying to look too youthful and avoiding looking part of the industry termed 'Ambulance Chasers', Dodds now have an identity which exudes tradition and security as well as modernity, which befits a company of their stature. The rebranding has been followed by an increase in new clients, as well as giving them an identity to continue to successfully compete in the marketplace.

Testimonial

As a firm of solicitors Dodds Solicitors LLP are used to helping people with their problems but had no idea of how to market ourselves. Thanks to the very friendly team at Adtrak we

Contd...

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now have a company we can trust with all of our advertising needs. We recently wanted to rebrand and were delighted with Adtrak's new and fresh ideas. We have had a lot of comments on our new logo and are confident that it will help us get noticed in such a busy industry.

Question:

How has new logo helped Dodds in their growth?

Source: http://www.adtrak.co.uk/case-studies-graphic-design.php

1.5 Summary

- In computer graphics, a bitmap or pixmap is a type of memory organization or image file format used to store digital images.
- Vector graphics is the use of geometrical primitives such as points, lines, curves, and shapes or polygon(s), which are all based on mathematical equations, to represent images in computer graphics.
- In 3D computer graphics, vectorized surface representations are most common.
- Graphic Design is an interdisciplinary, problem-solving process which combines visual sensitivity with skill and knowledge in areas of communications, technology and business.
- Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers.
- In image-based design, the images must transmit the entire message.
- In type-based design, what the words look like is as important as their meaning.
- Symbols and logos are special, highly condensed information forms or identifiers.
- A good graphic design process is planned around ensuring the client gets the highest quality solution and service appropriate to their business, marketing or communication problem.
- Multimedia authoring tools provide the framework for organizing and editing the elements of a multimedia project.

1.6 Keywords

***Authoring*:** This means creation of programs and databases for computer applications such as computer-assisted learning.

Bitmap: A bitmap is a map of dots, or bits that look like a picture as long you are sitting a reasonable distance away from the screen.

Guidelines: A statement or other indication of policy or procedure by which to determine a course of action.

Multimedia: An extension of hypertext allowing the provision of audio and video material cross-referenced to a computer text.

Pixels: A minute area of illumination on a display screen, one of many from which an image is composed.

Raster Graphics: It is a dot matrix data structure representing a generally rectangular grid of pixels, or points of color, viewable via a monitor, paper, or other display medium.

Notes

Typography: The art or process of setting and arranging types and printing from them.

W3C Standards: They define an Open Web Platform for application development that has the unprecedented potential to enable developers to build rich interactive experiences, powered by vast data stores that are available on any device.

1.7 Review Questions

1. What are the different Graphic types?
2. How is bitmap different from vector graphics?
3. Explain the process of editing vector graphics.
4. Write a short note on 3D Modeling.
5. What do you mean by Graphic Design?
6. Explain the profile of Graphic Designer.
7. Elaborate on different types of Graphic Designs.
8. Write a short note on Graphic Design Process.
9. What are Multimedia authoring tools? Explain its different types.
10. How are Web Based Graphics different from Window Based Graphics?

Answers: Self Assessment

1. False
2. True
3. False
4. True
5. True
6. Processor
7. Framework
8. Authoring
9. Objects
10. Tools
11. True
12. False
13. False
14. False
15. True

1.8 Further Readings



Books

Harrington S, Computer *Graphics: A Programming Approach*, McGraw Hill 1983.

Foley J D and Van Dam A, *Fundamentals of Interactive Computer Graphics*, Addison Wesley.

Hearn D and Baker PM, *Computer Graphics,* Prentice Hall.



Online links

http://psd.tutsplus.com/articles/web/50-totally-free-lessons-in-graphic-design-theory/

Notes

http://desktoppub.about.com/od/graphicdesign/Graphic_Design_Tutorials.htm

http://graphicdesign.about.com/od/graphicdesignbasics/tp/essential_tools.htm

http://www.tips-tricks.com/gph_tools2.asp

Unit 2: Designing and Desktop Publishing Tools

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Objectives

After studying this unit, you will be able to:

- Elaborate upon the meaning of Desktop publishing (DTP)
- List the tools for designing
- Explain the basics of Photoshop, CorelDraw, Illustrator, PageMaker, InDesign

Introduction

Desktop publishing started in 1983 with a program developed by James Bessen at a community newspaper in Philadelphia. That program, Type Processor One, ran on a PC using a graphics card for a WYSIWYG display and was offered commercially by Best info in 1984. (Desktop typesetting, with only limited page makeup facilities, had arrived in 1978–79 with the introduction of TeX, and was extended in the early 1980s by LaTeX). The DTP market exploded in 1985 with the introduction in January of the Apple LaserWriter printer, and later in July with the introduction of PageMaker software from Aldus which rapidly became the DTP industry standard software.

The term "desktop publishing" is accredited to Aldus Corporation founder Paul Brainerd, who wanted a marketing catch-phrase to describe the small size and relative affordability of this suite of products in contrast to the expensive commercial phototypesetting equipment of the day.

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By today's standards, early desktop publishing was a primitive affair. Users of the PageMaker-LaserWriter-Macintosh 512K system endured frequent software crashes, cramped display on the Mac's tiny 512 x 342 1-bit monochrome screen, the lack of ability to control letter spacing, kerning (the addition or removal of space between individual characters in a piece of typeset text to improve its appearance or alter its fit) and other typographic features, and discrepancies between the screen display and printed output. However, it was a revolutionary combination at the time, and was received with considerable acclaim.

During its early years, desktop publishing had a bad status as a result of untrained users who created poorly-organized ransom note effect layouts — similar criticism would be levied again against early Web publishers a decade later. However, some were able to realize truly professional results.

Once considered a primary skill, increased accessibility to more user-friendly DTP software has made DTP a secondary skill to art direction, graphic design, multimedia development, marketing communications, administrative careers and advanced high school literacy in thriving economies. DTP skill levels range from what may be learned in a few hours (e.g. learning how to put clip art in a word processor) to what requires a college education and years of experience (e.g. advertising agency positions). The discipline of DTP skills ranges from technical skills such as prepress production and programming to creative skills such as communication design and graphic image development.

2.1 Meaning of Desktop Publishing (DTP)

Desktop publishing (DTP) is the making of documents using page layout skills on a personal computer. When used capably, desktop publishing software can create text and images with attractive layouts and typographic quality comparable to traditional typography and printing. This technology allows individuals, businesses, and other organizations to self-publish a wide range of printed matter (from menus and local newsletters to books, magazines, and newspapers), sometimes without the prohibitive expense of commercial printing.

Desktop publishing combines a personal computer and WYSIWYG page layout software to create publication documents on a computer for both large scale publishing or small scale local multifunction peripheral output and distribution. Desktop publishing methods provide more power over design, layout, and typography than word processing does. However, word processing software has evolved to include some of the capabilities previously available only with professional printing or desktop publishing.

2.1.1 Text

Since the advent of desktop publishing, DTP is used to create a simple document. The first DTP software appeared in 1985. As it was created by Aldus Corporation, it also had the advantage of being WYSIWYG. The ease of use remained despite DTP programs becoming more sophisticated. There are numerous fonts to select from when creating DTP documents. The user is also helped by the uniformity of DTP programs when it comes to adjusting text size and margins.

2.1.2 Images

One major advantage of DTP is being able to import images into a document. This is of huge assistance to people who create any printed matter and has only a small print run. Before DTP, the cut-paste method was most commonly used, or a stencil was used through a duplicator. Through DTP, simplest graphic or a color photograph, that too, in fine detail can be imported into a document.

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2.1.3 Printing

Computer printers revolutionized publishing as a whole around the world. Users could print black and white as well as color photographs and artwork on their own computer at home. All one had to do to turn their computer into a small scale publishing house was to own a home computer, the DTP software and a printer. A printer prints a DTP document at a very high speed at which, for example, hundreds of leaflets can be printed in less than an hour.

2.1.4 Design

Other than for text, photographs and art, the DTP is also used for design purposes. Experienced users can utilize this area of DTP. Some easy designs can be created with shapes and fills, but more difficult effects take a higher degree of skill to use. With the combination of text, images and design, an impressive document can be created for notices and professional correspondence by a modest DTP program.

Self Assessment

State whether the following statements are true or false:

1. Desktop publishing (DTP) is the making of documents using printing techniques on a personal computer.
2. Desktop publishing methods provide more power over design, layout, and typography than word processing does.
3. One major advantage of DTP is being able to import images into a document.
4. Computer monitors revolutionized publishing as a whole around the world.
5. Other than for text, photographs and art, the DTP is also used for design purposes.

2.2 Tools for Designing

Now you will learn about different tools of designing.

2.2.1 Basics of Photoshop

Adobe Photoshop is one of the most powerful software applications for image editing, touch up, color correction, and painting and drawing. You can use it to work with images that have been digitized on flatbed or film/slide scanners, or to create original artwork. The image files you create in Photoshop can be printed to paper or optimized for use in multimedia presentations, web pages, or animation/video projects.

Work Area in Photoshop

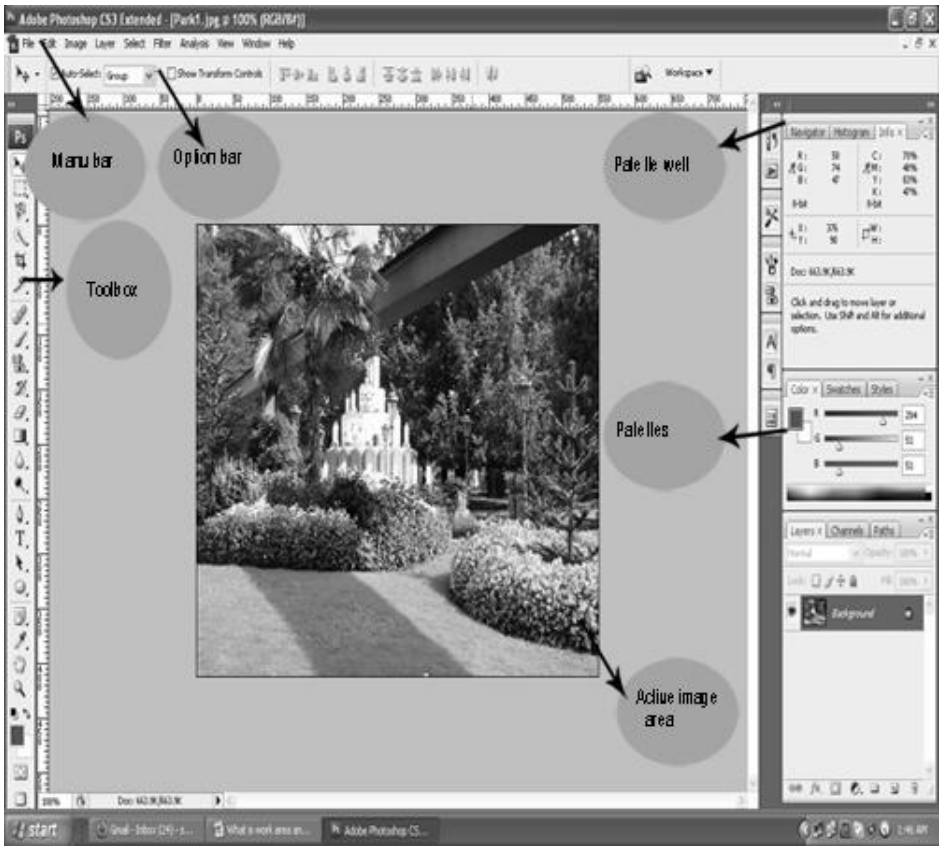
The work area can be intimidating to work with because of all the complex functionality but with a quick breakdown of the available features and their uses, you will be ready to comfortably navigate the work area with ease. The work area in Photoshop has the following basic functionality and features:

- ***Menu Bar*** – this is where you can access most of the commands and features in Photoshop
- ***Drawing Palette*** – where the image being worked on will appear

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- *Options bar*
  - Content sensitive display of tool options – changes as different tools are selected
  - Display using Window > Options or Click a tool in the toolbox. Lasso options bar
- ***Tool box*** - for creating an editing images (display or hide using Windows > Tools)
- ***Palettes*** - to monitor and modify images (there are 5 palettes by default)
- ***Palette Well*** - to organize palettes in work area
  - Drag a palette's tab into the palette well to store it in the palette well
  - Once in the palette well click on the palette tab to use it

Figure 2.1: Work Area in Photoshop



Source: http://www.cutehits.com/wp-content/uploads/2011/08/work_area1.jpg

Photoshop File Formats

.PSD

Of all the file formats that Photoshop supports, the PSD format is probably the most significant. PSD stands for "Photoshop Document", and as the name implies, it's Photoshop's native file format. PSD is one of the few file types that fully support all of the powerful features that Photoshop gives us, like layers, layer masks, adjustment layers, channels, paths, and so on. It

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also serves as your working file. When we open an image in Photoshop, regardless of which file type the image was originally using, Photoshop temporarily converts it into a PSD file behind the scenes so one can work on it with all of Photoshop's tools, commands and features at our disposal.

PSD files are your best choice to serve as your master files and for archiving to CD, DVD or an external hard drive for safe keeping. If you've done any sort of editing work on an image and there's even the least chance you'll need to come back to it again at some point in the future, save your work as a Photoshop PSD file. There's no loss in image quality no matter how many times you reopen and re-save a PSD, and all of your layers, layer masks, adjustment layers and so on will be saved as part of the file, allowing you to go back at any time and make changes to the image or continue working from where you left off.

You can easily print your pictures at home with Photoshop directly from the PSD file, and many commercial printers are now able to accept PSDs as well, although some may still require an EPS or TIFF version of the file instead, so it's always best to check with your printer to make sure you're giving them the format they need. One of the newer advantages with PSD files is that they can now be imported directly into Adobe InDesign, giving you complete access to the individual layers in the file as you're designing your page layouts. You can even reopen a PSD file in Photoshop directly from InDesign, make changes to the file, save it, and have the changes immediately update in your layout!

The only real disadvantage to PSD files is that the file size can get very large, especially if you're working on an image with hundreds or even thousands of layers. But with computer hard drives and memory being so cheap these days, it's a small price to pay for the creative freedom that Photoshop and its native PSD file format give us. Bottom line, your PSD file is the most important file you can have, so be sure to save yourself a master copy of your work as a PSD file so you can always return to it in Photoshop when you need it!

.JPEG

The JPEG (Joint Photographic Expert Group) format has been around for practically 20 years now and has come to be the most prevalent and widely utilized file format for review and offering computerized photographs. It upholds 24-bit color, which means it can reproduce roughly 16.7 million shades, and even the shabbiest digital cameras can catch pictures as JPEG documents. Most high end digital SLR cameras give you the choice of capturing pictures in either the JPEG or RAW form.

It's important, however, not to confuse "prevalent" and "widely " with "professional value". JPEG is what's called a lossy file format in light of the fact that it compresses the pictures, which basically means it takes some of your picture details and tosses it out the virtual window, never to be perceived again. It does this to lessen file size, the more compression you use; the more terrible your pictures look. You control the amount of compression being applied to the file using the Quality setting that appears in Photoshop when you go to save it. A sufficiently high Quality setting can even now produce awesome looking pictures yet your file size will be larger. Lower Quality settings can generate exceptionally modest file sizes, however set too low and you'll present appalling and obvious compression artifacts.

The most amazing quality of JPEG records is convenience. They're normally minor enough that they can effectively be transferred and displayed on web pages, or on photograph imparting destinations like Facebook and Flickr, and messaged to family and companions. Internet printing aids for the most part need your photographs to be transferred as JPEG records. The downside to JPEGs is that the reduced quality initiated by picture layering methods they're not a great decision for choice when picture value is your essential concern, and they're likewise not a good choice for archiving your originals. Depending on if you're capturing JPEG files in your camera,

Notes

verify you're capturing the largest, highest quality images possible. Check your camera's instruction manual to find out where the image quality option is in your camera's menu system. The highest quality setting is usually labeled "Large".

One thing you need to abstain from doing whenever plausible is re-saving JPEG files repeatedly.. Every time to open and re-save it, you'll add significantly more compression to the image, and it doesn't take long for things to get ugly. Once the picture part is gone, you can never get it back.

.GIF

The GIF file format, which stands for Graphics Interchange Format, has been around even longer than JPEG, and its the format of choice for web illustrations. Notice I stated web illustrations, not web photographs. GIF records can just show up to 256 shades, far less than the many colors would have been wise to convincingly duplicate a photographic picture (and far less still than the millions of shades backed by the JPEG organization).

In terms of web design, however, the GIF arrangement is basic. The files are decently suited for site page layouts, banners and buttons, especially if they contain large areas of solid color. All major web browsers support GIF files and their small file sizes load quickly on the screen. GIF also allows web designers to create simple animations. One major advantage GIF has over the JPEG arrangement, and an additional reason for why its so reason why it's so essential for web designers is that it upholds transparency, even though it upholds a single level of transparency, significance a pixel is either transparent or its definitely not. This can result in harsh edges around graphics if the edge color contrasts from the color of the background it's placed over. For higher quality transparency effects, a better choice is the PNG format.

.PNG

PNG (Portable Network Graphics) was originally meant to replace the GIF format (PNG also stands for "PNG not GIF"). That never happened and GIF files are still in wide use today, yet the PNG format improves upon the GIF format in nearly every way. It even improves on the JPEG format. While JPEG files support 24-bit color (16.7 million colors), PNG files support up to 48-bit color, giving us more than 1 billion possible colors! That may sound impressive, but even JPEG files support more colors than the human eye can see, so any real world differences between 24 and 48-bit color are minimal at best.

The biggest advantage over JPEG is that PNG is a lossless file format, meaning that even though it still compresses images to reduce file size, the compression method it uses does not result in a loss of image quality. You can even re-save the same PNG file multiple times without degrading its quality, whereas JPEG files look worse each time you re-save them. With over a billion possible colors and lossless compression, PNG is a great choice for saving digital photos as high quality originals. The downside, though, is that PNG is not as widely supported as the JPEG format, and PNG does not support CMYK color, which means commercial printers can't use them. For everyday viewing and sharing of your digital photos, the JPEG format is still more useful and convenient, even if the image quality isn't as good.

PNG's main advantage over GIF files, besides far exceeding GIF's 256 color limit, is that it can reproduces full 256 levels of transparency compared with GIF's single level, giving us smooth transitions around edges without having to worry about matching the edges with the background color. PNG files are also usually smaller than GIF files, so they'll load even faster in a web browser. Unfortunately, older web browsers may not support the PNG format, which means GIF is still the safest choice when browser compatibility is your main concern. Also, while GIF supports animations, PNG does not. PNG files are most often used in multimedia programs like Flash as well as Keynote and PowerPoint presentations.

Notes

TIFF

Like PSD files, TIFF (Tagged Image File Format) is one of the few file types that support all of Photoshop's features and is another great choice for archiving your images, with lossless compression that allows you to save photos with the highest possible image quality. The quality comes at a price though, as TIFF files can be very large, especially when compared with JPEG files. TIFF is the universally accepted standard for images destined for commercial printing and is compatible with virtually all page layout programs like QuarkXPress and InDesign.

Even though TIFF files are capable of storing all of the layers, adjustment layers and other elements you've added in Photoshop, it's generally recommended that you save all those elements in your master PSD file, then use the TIFF format to save a flattened version of the image for print. This makes it easy to tell just from looking at the file extension which version of your image is the master working file (.psd) and which is the flattened, print-ready version (.tif). Also, many commercial printers will ask for a flattened version of your TIFF file.

With InDesign now being able to import and work directly with layered Photoshop PSD files, and both the PSD and PDF formats gaining popularity in the print community, TIFF isn't quite as important as it once was, but it remains the print industry standard and enjoys widespread support.

EPS

EPS (Encapsulated PostScript) is another print industry standard format that's been around for quite a while, but its use has been in decline over the years. EPS files are not really image files in the traditional sense. Instead, they contain a series of instructions for how a printer should reproduce the image. They can be imported into most page layout programs, but the "encapsulated" part means the files are essentially locked and can no longer be modified unless they're reopened in Photoshop. A preview image must be embedded in the EPS file when you save it in Photoshop if you want it to be viewable onscreen when working in your page layout program, otherwise you won't be able to see it until the layout is printed. While EPS remains an industry standard format, you probably won't use it very often unless it's the format specifically requested by your commercial printer.

PDF

Finally, while most people are familiar with PDF files for viewing, sharing and printing electronic documents (hence the name Portable Document Format), PDF is also gaining in popularity as a great choice for saving images destined for print. Like the PSD and TIFF formats, PDF supports and preserves all of Photoshop's features, including the ability to use spot colors, something the EPS format does not support. PDF gives you the choice of either JPEG compression, complete with a Quality setting to balance image quality with file size, or lossless ZIP compression. And the PDF format benefits from the fact that anyone with the free Adobe Reader installed on their computer can view the image.

2.2.2 Basics of CorelDraw

The Corel Draw application is used to design advertisements, logos, cards, brochures, newsletters and so on, for print or for the Web. It is a part of CorelDraw Graphics Suite 12. Any artwork developed in CorelDraw is known as a drawing. Every component created in a drawing such as a line, curve, text, symbol or image is called an object. Each object in a drawing stores its own attributes, such as shape, size, position, and color. You can modify an object without affecting

Notes

the image quality. The CorelDraw is ideal for creating drawings, in which objects are created and modified again and again while designing.

The CorelDraw is a top supplier of graphics software, including the very popular CorelDraw program. Both creating and editing images can be done using the tools of CorelDraw. The type of project determines the type of desktop publishing tools that you will use. CorelDraw is one of the finest Desktop publishing software that allows users to create illustrations containing text, graphics and photographs. Corel has a wide range of tools which facilitate the user to edit any shape or character effortlessly with precision, create custom color separations and fit text to curves. It is developed and marketed by Corporation of Ottawa. All the files of Adobe PageMaker, Microsoft Publisher and Word can be opened using this tool and other programs can print documents to Adobe PDF using the Writer printer driver, which such software can then open and edit every part of the initial layout and designs.

The software contains a huge range of over 1,000 fonts, provided in both TrueType and PostScript Type 1 format. Corel is different from its opponent because of:

- It is more of a graphics suite, rather than just a vector graphics program.
- Users can adjust contrast, color balance, change the format from RGB to CMYK, add special effects such as vignettes and special borders to bitmaps using a wide range of editing tools.
- One can open the bitmap directly from Corel, expansively edit the same using Corel Photo Paint, and return to the program after saving.
- It also provides a laser to cut out any drawing.

It is believed by the experts that it was the first of the Windows-based drawing programs and had built on this early start to become far-and-away the dominant drawing package on the PC. Its biggest Advantage and its biggest potential disadvantage is its all-encompassing approach. In early times, this had led to accusations of unfocused bloating, but Corel has addressed the criticisms with a far tighter and better rationalized program with version 7.0. Even though, there's still a huge range of functionality to cover.

2.2.3 Basics of Illustrator

Adobe Illustrator is a vector graphics editor developed and marketed by Adobe Systems. It has varied applications, from creating print to web graphics and, for our purposes, posters. The program is complex and requires a considerable amount of time to master. But still it is quite easy to learn the basics and create professional quality work. To design a poster, one just requires have the patience to get familiar with the program. As it is recommended for most computer applications, using the trial-and-error methodology is the best way to figure out the ins and outs of this program.



Did u know? Adobe Illustrator was first developed for the Apple Macintosh in 1986 (shipping in January 1987) as a commercialization of Adobe's in-house font development software and PostScript file format.

Photoshop recognizes individual dots each with a color value and a location in space. The program makes images out of pixels. In contrast, Adobe Illustrator is a charting program which deals with objects such as squares, circles and irregular shapes. It saves these shapes in files as geometric equations with an associated size, color and location value. These objects can be recoloured, resized and moved in correlation to each other. This is called scalable vector graphics. When you select an object in Illustrator, you can move that object in front or behind other objects

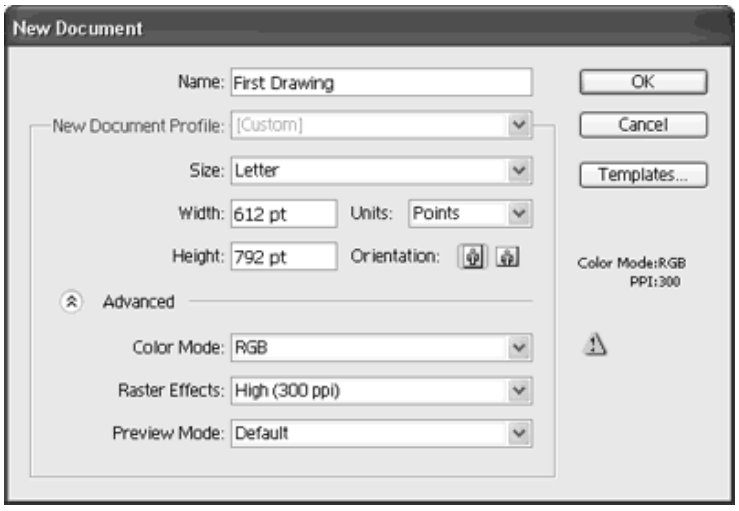
Notes

present in the image or change the size of the object with respect to the other objects in the image. Illustrator is an ideal program to use for drawing illustrations and charts or creating posters with drawings and a lot of different size lettering.

Create New Document

Go File>New Document to create your first document. Type in a Name for the document and click Advanced to select RGB for Color Mode as we will be working for the screen. Click Ok after that.

Figure 2.2: New Document Dialog Box

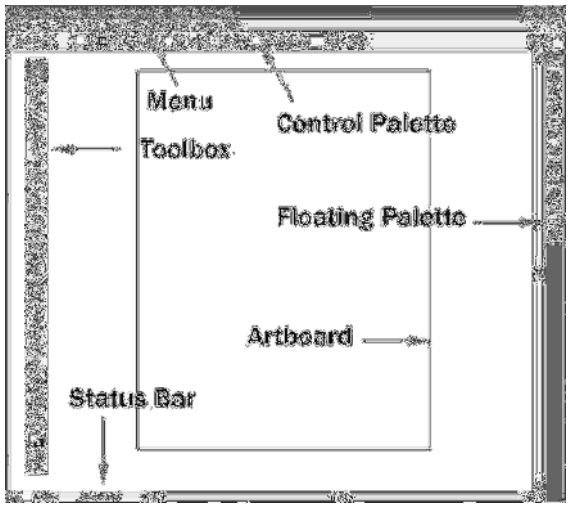


Source: http://www.vectordiary.com/isd_post/2008/day02/new-document.gif

Illustrator Workspace

Below is the workspace and some common terms for calling it. If you are using the latest Adobe Illustrator CS3, you will notice to new design for Floating Palette. The rest looks about the same.

Figure 2.3: Workspace in Illustrator



Source: http://www.vectordiary.com/isd_post/2008/day02/illustrator-interface.jpg

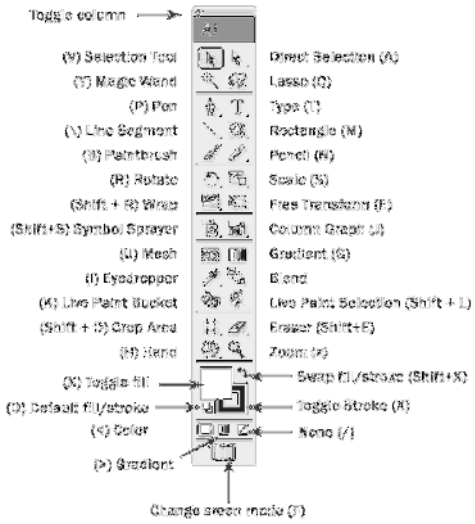
Notes

Toolbox

This is the handy toolbox which will be often used. By default, it comes in one single column as shown in the screenshot above. To switch it back to the old 2 columns toolbox, you can simply click the top left mini arrow to toggle it into 2 columns.

Notes Some of the tools like Rectangle have more tools hidden. To expand, just click and hold the icon to reveal all the similar tools under that group.

Figure 2.4: Illustrator Toolbox

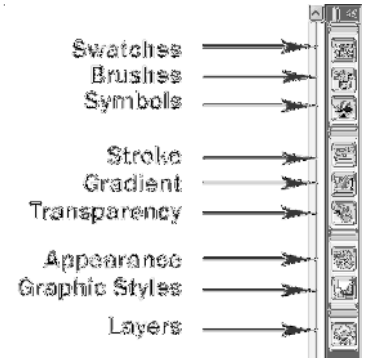


Source: http://www.vectordiary.com/isd_post/2008/day02/illustrator-toolbox.gif

Floating Palette

This is the floating palette which contains properties for our shapes. It is commonly used for changing colors and stroke width.

Figure 2.5: Floating Palette



Source: http://www.vectordiary.com/isd_post/2008/day02/floating-palette.gif

Notes

Saving AI Files

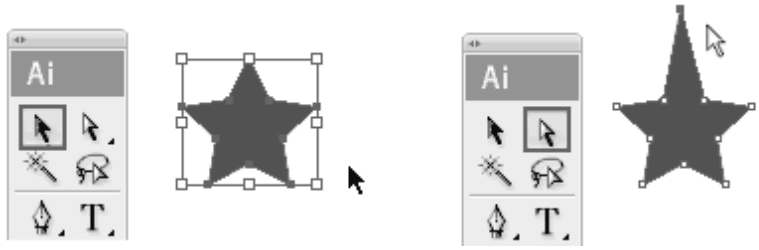
Let's select the type and click on the artboard and type some text. After that go to File>Save. Select Adobe Illustrator (*.AI) for file type and name it "First Drawing". Click Ok after that. Leave the rest of the settings at default. You have successfully saved your first file. To make any more changes you can simply open the Adobe Illustrator file.

Selection Tools

There are two types of selection tool in Illustrator used for selection objects.

- ***Selection Tool:*** Used for selecting and moving a shape. It can also be used to resize a shape.
- ***Direct Selection Tool:*** Selects a single anchor point instead of the whole shape. Used for editing anchor point of a shape. Click once on a point to select and hold Shift to select multiple anchor points.

Figure 2.6: Selection Tool vs. Direct Selection Tool



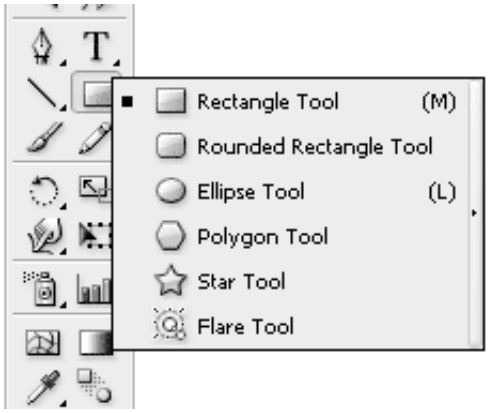
Selection Tool **Direct Selection Tool**

Source: http://www.vectordiary.com/isd_post/2008/day03/selection-tool.gif

Shape Tools

Now let's work on the Shape Tools. When you go to the Tool Palette and hold the Rectangle Tool, a list of shape tools will expand out for you to pick. We will start with the default Rectangle Tool.

Figure 2.7: Selecting Rectangle Tool



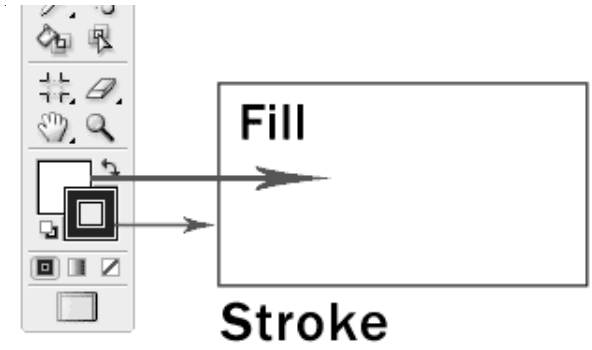
Source: http://www.vectordiary.com/isd_post/2008/day03/rectangle-tool.gif

Notes

Understanding Fill & Stroke

Click and drag out a Rectangle as shown. By default, it has a white fill and black stroke. (Stroke is the border of the shape)

Figure 2.8: Selecting Fill and Stroke

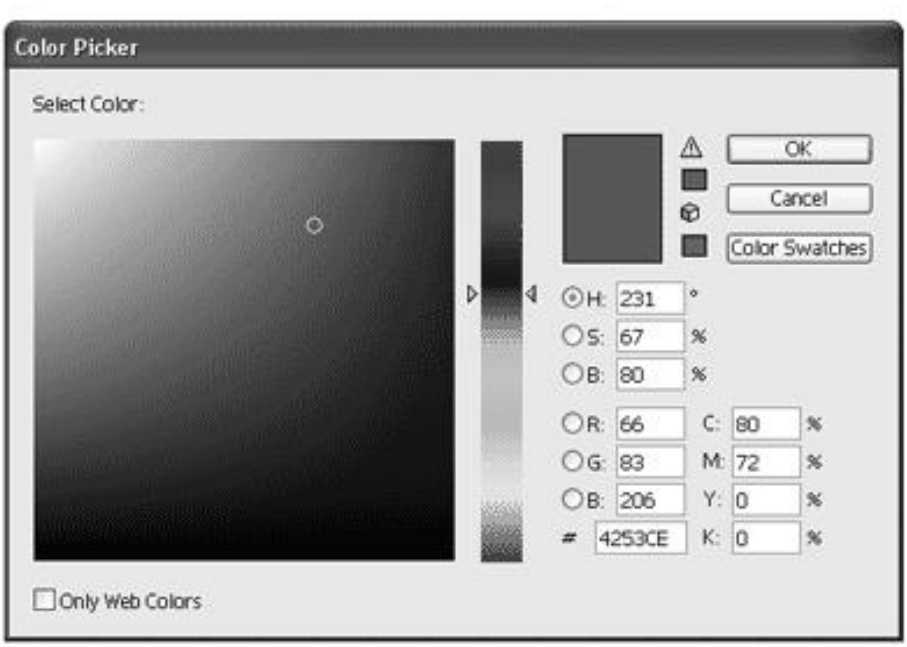


Source: http://www.vectordiary.com/isd_post/2008/day03/rectangle-fill.gif

Changing Fill Color

Let's start changing the fill color for the rectangle. Double click the Fill from the Tool Palette. It will pop up the Color Picker. Drag the slider to blue and select a deep blue color. Click Ok after that.

Figure 2.9: Changing Fill Color



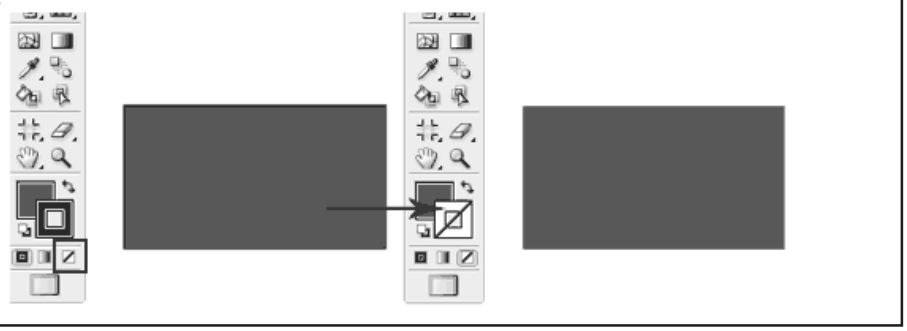
Source: http://www.vectordiary.com/isd_post/2008/day03/color-picker.gif

Notes

Removing Stroke

Click the Stroke in the Tool Palette once to swap it above Fill. Click the None icon boxed up in red to set the Stroke to None. The black stroke will disappear.

Figure 2.10: Removing Stroke

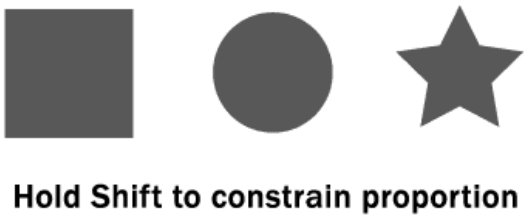


Source: http://www.vectordiary.com/isd_post/2008/day03/remove-stroke.gif

Constrain Proportions

To draw a perfect square, we will select the Rectangle Tool. Hold Shift and drag to draw a square. Same for the circle, we will select the Ellipse Tool and hold Shift to drag out a circle.

Figure 2.11: Using different Shape Tools

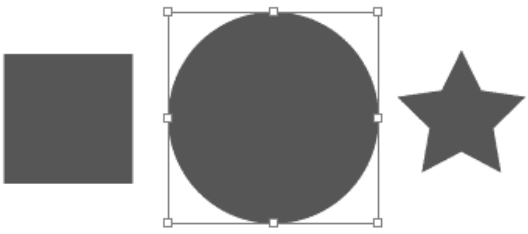


Source: http://www.vectordiary.com/isd_post/2008/day03/square.gif

Resizing Shapes

To resize shapes, select the shape using the Selection Tool and a bounding box will appear. Drag the corner anchor point to resize it. To constrain to proportion while resizing, hold Shift as you resize. Also hold Alt/Option if you want to resize from the same position.

Figure 2.12: Resizing Shapes



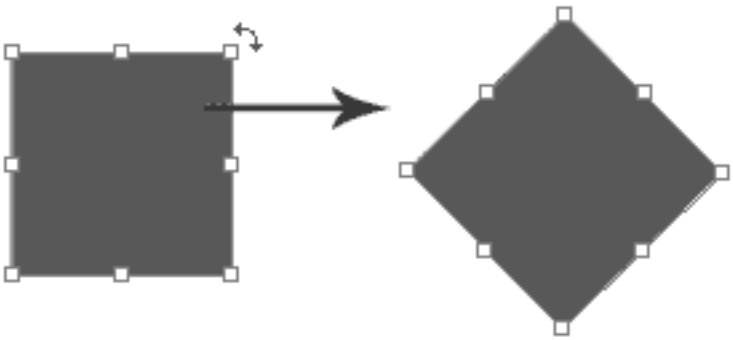
Source: http://www.vectordiary.com/isd_post/2008/day03/resize_shape.gif

Notes

Rotating Shapes

Select the shape with the Selection Tool and a bounding box will appear. Move your cursor near the anchor corner and a rotation icon will icon, click and turn it to rotate the square. To snap at 45 degrees increment, hold Shift and turn.

Figure 2.13: Rotating Shapes



Source: http://www.vectordiary.com/isd_post/2008/day03/rotate-square.gif

More Options for Shape Tools

Select the Star Tool. Click once on the artboard and an option will pop up. Enter the same values below and click Ok. It will draw a star burst shape. This method can be used to bring out more options for shape tools.

Figure 2.14: Different Options for Shape Tools



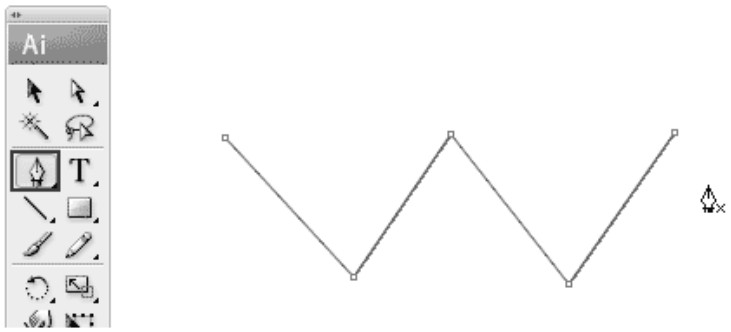
Source: http://www.vectordiary.com/isd_post/2008/day03/star-burst.gif

Drawing Straight Lines

Select the Pen Tool and click once to add the first anchor point. Move your mouse to the next position and click again to create the second point. The two anchor points will be connected together. Continue doing this to create a W shape as shown. To draw a new line, click the Selection Tool (The Black Arrow Icon) and click back the Pen Tool again.

Notes

Figure 2.15: Drawing Straight Lines

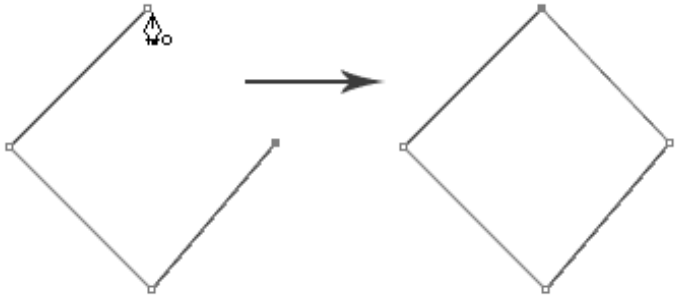


Source: http://www.vectordiary.com/isd_post/2008/day05/pen-straight-lines.gif

Closing a Path

To close a path, click back the starting point to close the shape.

Figure 2.16: Closing a Path

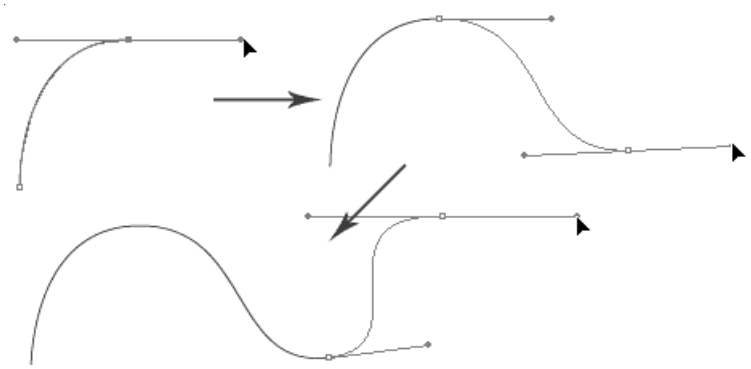


Source: http://www.vectordiary.com/isd_post/2008/day05/close-path.gif

Drawing a Curved Line

Click and drag to put out the handles to create a smooth anchor point.

Figure 2.17: Drawing a Curved Line



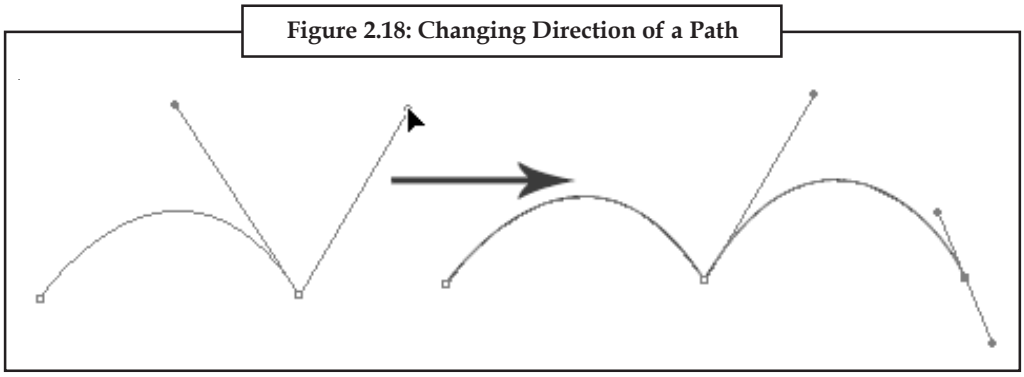
Source: http://www.vectordiary.com/isd_post/2008/day05/pen-curve.gif

Notes

Changing Path Directions

Click and drag to create a smooth anchor point. Without releasing your mouse, hold Alt/Option and drag the handle up to change the path direction.

Figure 2.18: Changing Direction of a Path

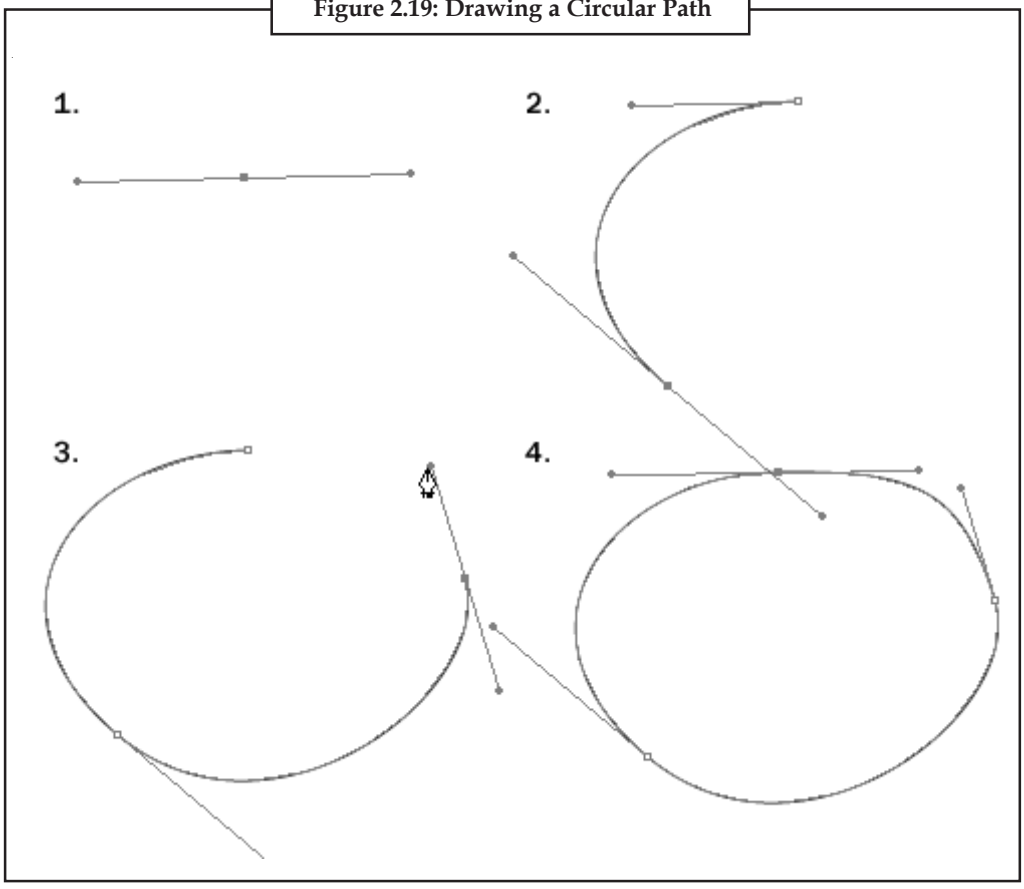


Source: http://www.vectordiary.com/isd_post/2008/day05/pen-curve2.gif

Drawing a Circular Path

Click and drag to create a smooth anchor point. Continue adding points and click back the starting point to close the path.

Figure 2.19: Drawing a Circular Path



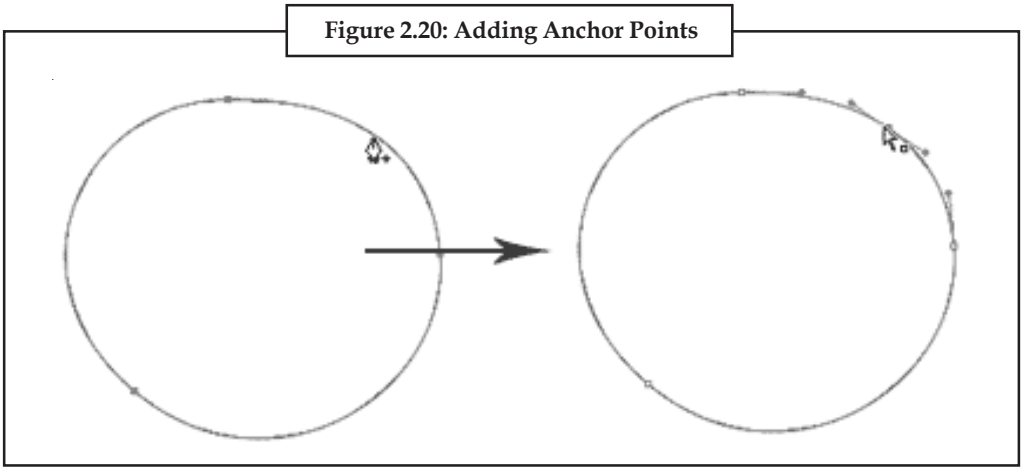
Source: http://www.vectordiary.com/isd_post/2008/day05/pen-circle.gif

Notes

Adding Anchor Points

With the Pen Tool selected, go near the path where you want to add a new anchor point. A plus sign will appear next to the pen, click on the path to create a new anchor point.

Figure 2.20: Adding Anchor Points

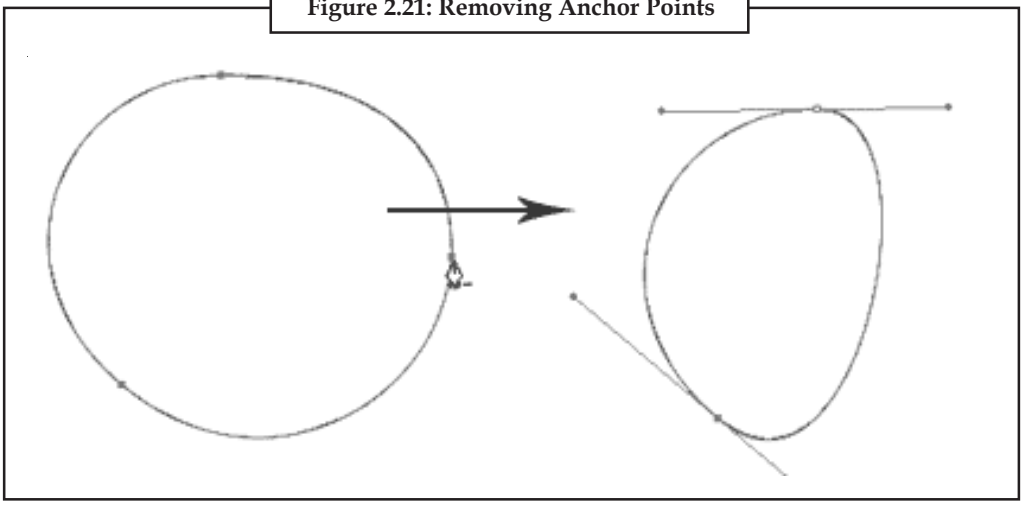


Source: http://www.vectordiary.com/isd_post/2008/day05/add-anchor-point.gif

Removing Anchor Points

To remove point, move your Pen Tool close to an anchor. A minus sign will appear next to the pen. Click on the anchor point to delete it.

Figure 2.21: Removing Anchor Points



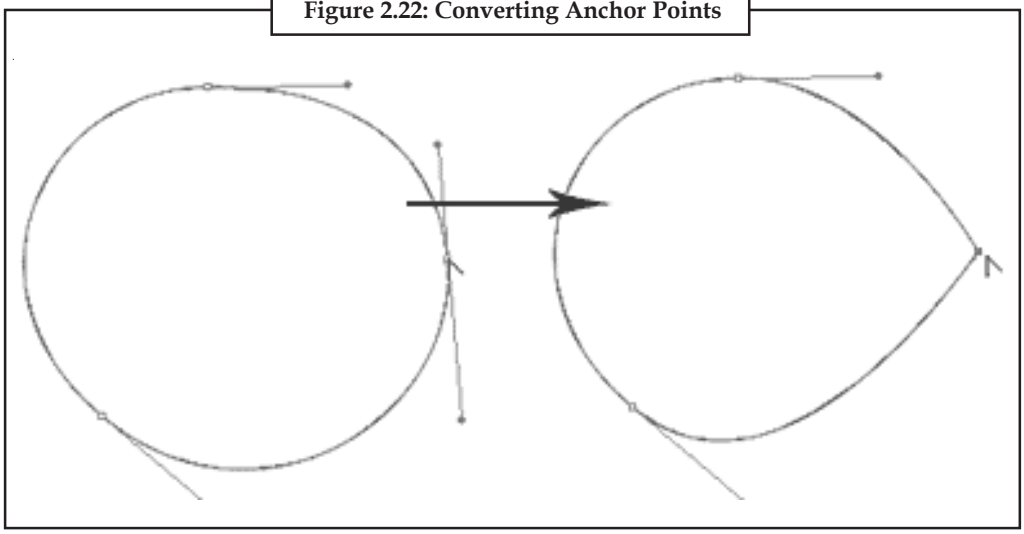
Source: http://www.vectordiary.com/isd_post/2008/day05/delete-anchor-point.gif

Converting Anchor Points

To convert a smooth anchor point to a sharp anchor point, move your Pen Tool near the anchor and hold Alt/Option and your Pen Tool will change to an arrow shape. Click on the smooth anchor to convert it to an anchor point. Click and drag on the anchor point again to change it back to a smooth anchor point.

Notes

Figure 2.22: Converting Anchor Points

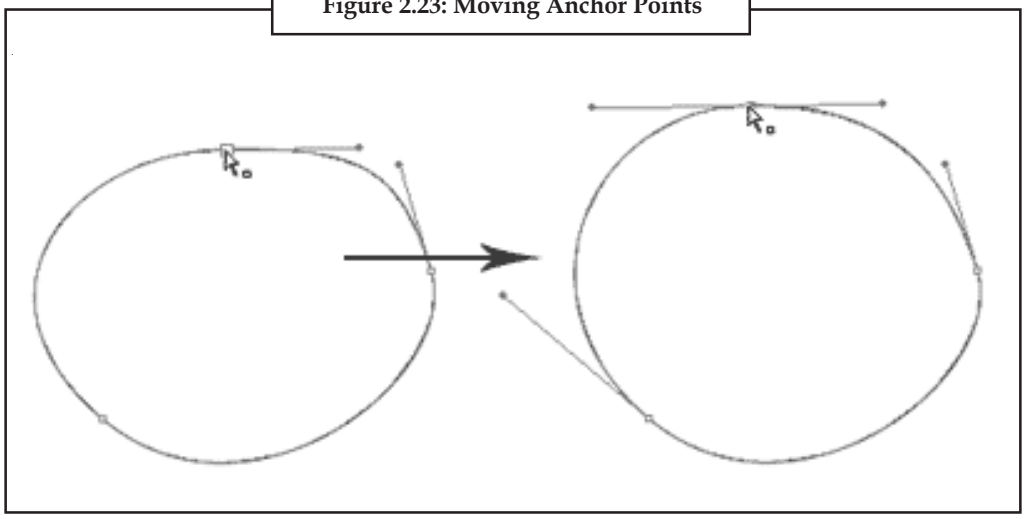


Source: http://www.vectordiary.com/isd_post/2008/day05/convert-anchor-point.gif

Moving Anchor Points

Select the Direct Selection Tool and click and on anchor you want to move. Click and drag to change positions.

Figure 2.23: Moving Anchor Points



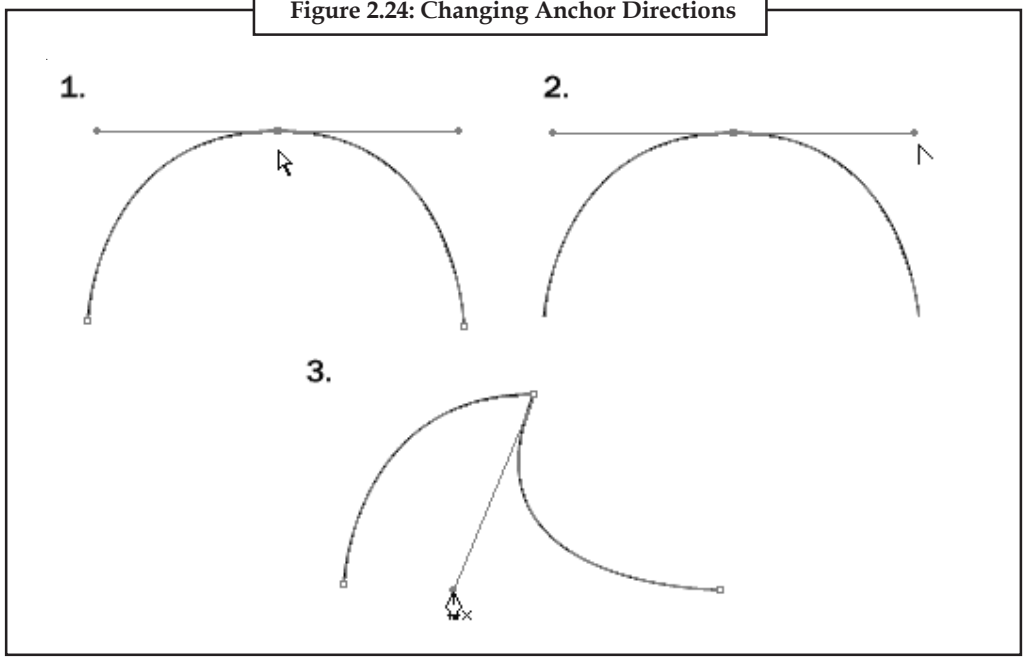
Source: http://www.vectordiary.com/isd_post/2008/day05/move-anchor-point.gif

Changing Anchor Directions

With the Pen Tool, you can quickly change the anchor directions. Hold Ctrl/Command to quickly change the Pen Tool to Direction Selection Tool. Select the anchor point you want to edit. The anchor handle will appear. Now release Ctrl/Command and hold Alt/Option to change it to Convert Anchor Tool. Click and drag the handles to change the direction.

Notes

Figure 2.24: Changing Anchor Directions



Source: http://www.vectordiary.com/isd_post/2008/day05/change-anchor-handle.gif

Tips for Using Pen Tool

- Use as little anchor points your need to create your shape
- Add anchor points where there is a change in direction of the line/curve
- Use shortcuts like Alt/Option or Ctrl/Command to quickly swap to other tools to edit your path
- Hold shift to lock your path while adding new anchor point for 45-degree increments.

2.2.4 Basics of PageMaker

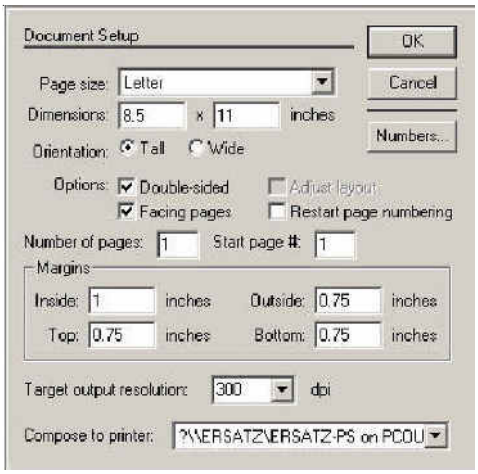
PageMaker was one of the first desktop publishing programs, introduced in 1985 by Aldus Corporation, initially for the then-new Apple Macintosh and in 1987 for PCs running Windows 1.0.

How to Create a New Document?

- Upon starting PageMaker you will see a screen offering you a variety of initial choices of templates upon which to base your publication. In our case, we will start with a blank presentation. After becoming familiar with PageMaker we can always choose one of the templates to create our publication. Close the templates-options screen by clicking on the **Close** button located on the top right corner of the screen.
- Go to: **File** 4 **New**. A dialogue box showing the **Document Setup** similar to Figure 2.25 will appear. Here we can specify the page dimensions, orientation, margins, number of the pages, etc. Set the inside margin to "1", all other margins to ".75" and the page size to "Letter".

Notes

Figure 2.25: Document Setup Dialog Box



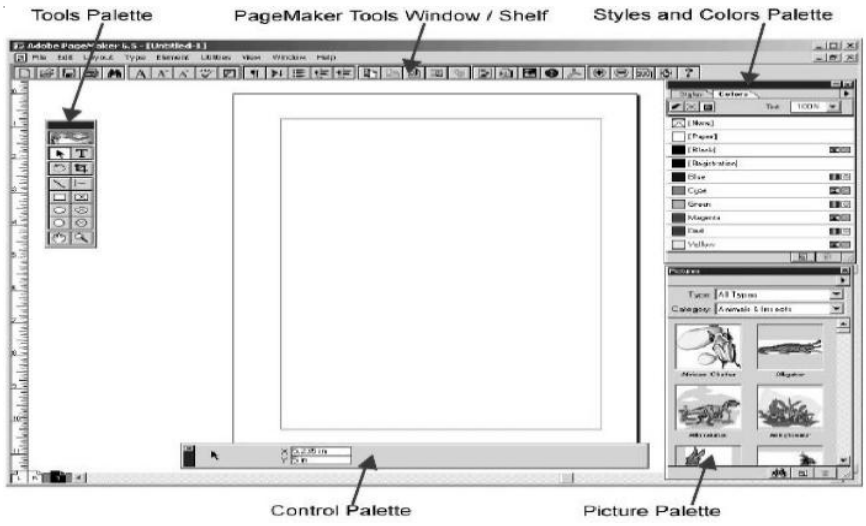
Source: http://handouts.tamu.edu

When done, click OK. We can return to this window by clicking on: File4Document Setup, and change or modify any of the settings at a later stage. We now have a new document open in PageMaker. The top and bottom boundaries of the page are indicated by pink lines and the left and right boundaries of the page are indicated by blue lines. We must be careful to remain within these boundaries at all times, i.e. we must place our graphics and text within these margins.

The Different Windows in PageMaker

A number of windows are open in the default PageMaker window. Figure 2.26 shows them with their names. We will touch upon them briefly as all these windows provide us with important tools.

Figure 2.26: Pagemaker Windows



Source: http://handouts.tamu.edu

Notes

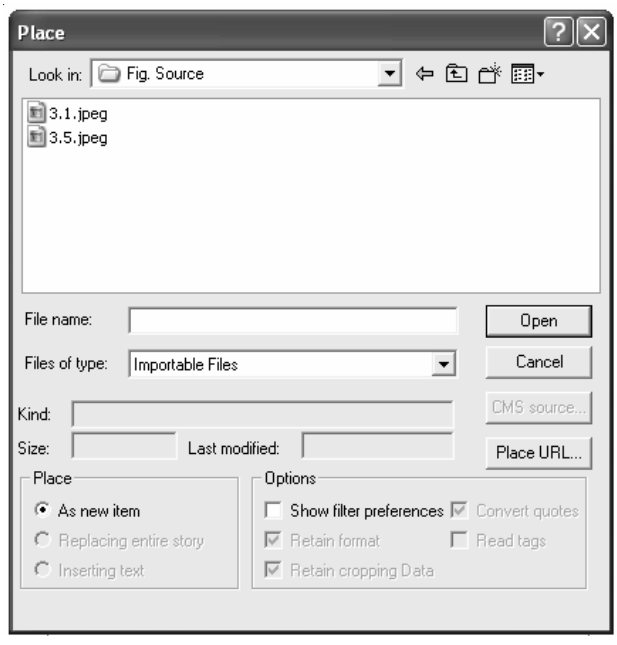
1. ***Tools Palette:*** This window displays tools that are used for drawing, entering and editing text, selecting and dragging objects on the page and zooming in and out of the page. We have to click on a particular tool icon to select that tool.
2. ***PageMaker Tools Window:*** This window can also appear as a shelf on the top of the main PageMaker window as shown in Figure 2.25. It displays additional PageMaker tools as convenient icons.
3. ***Control Palette:*** This window is used for making precise changes to text and graphics.
4. ***Styles and Colors Palette:*** This window displays the predefined paragraph styles and colors.
5. ***Plug-in Palettes, e.g. Picture Palette:*** This window contains the links to readymade graphic images that can be inserted into the document.

We can minimize these windows at any time if the screen gets too cluttered. They can be maximized selectively for a less cluttered screen and more efficient work.

How to Insert an Image into a PageMaker Document?

Now that we have a new document open and are familiar with the different windows we will start by making a cover page for the report, consisting of the title and a small logo. The logo can be drawn using graphic elements like squares, circles and lines or can be an existing image. To insert any image in a PageMaker document we have to "place" it in the document. For this, go to **File** 4 **Place**. A dialogue box prompting you for the location of the image file to be inserted appears (Figure 2.27).

Figure 2.27: Place Dialog Box



Source: http://handouts.tamu.edu

1. ***Placing the image:*** Locate and open the image file you want to place in the document. The pointer changes to a loaded graphic icon. Position the graphic icon where you want the upper left corner of the graphic to appear and click on the page to place the image. There

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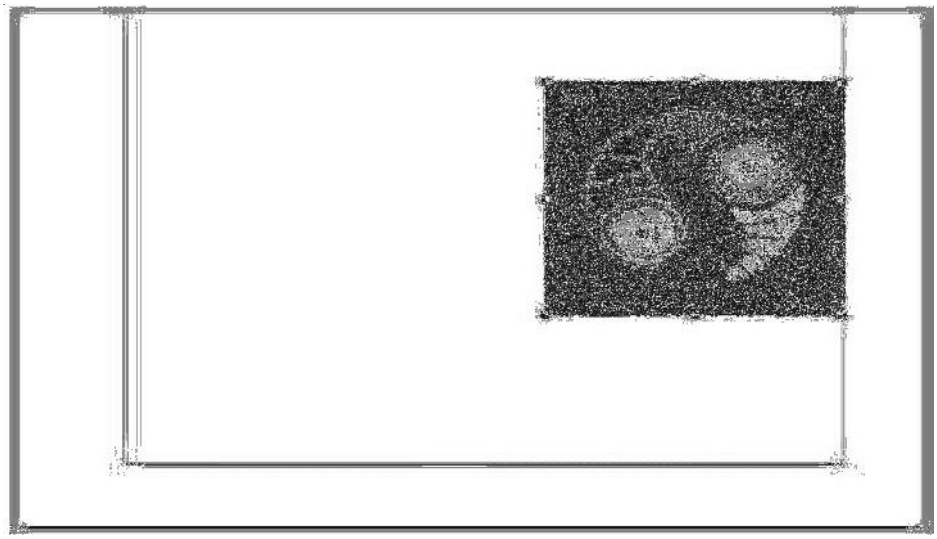
are eight square graphic handles displayed at the corners and edges of the image indicating the image is selected.

2. ***Resizing the image:*** The graphic handles at the corners and edges of the image make it possible to resize the image horizontally, vertically or both. To resize the image select the image, then select the pointer tool in the Tools Palette. Click on one of the corner handles and drag towards the center of the image to reduce its size. We can drag the corner handle anywhere on the page and the graphic will get resized accordingly. To scale the image proportionately, hold down the **Shift** key and then drag the handle.

3. ***Moving the image:*** To move the image, with the pointer tool selected in the Tools Palette, Click in the center of the image until the pointer changes to an arrowhead. With the mouse button still held down, drag the image to any location on the page. For our report we will place this logo near the bottom-right corner of the page. To move the image horizontally or vertically in a straight line hold down the **Shift** key and then drag.

Now that we have an image placed on the cover page of our report (Figure 2.28) we will add some text and graphic elements (squares, circles etc.) and complete the cover.

Figure 2.28: Image on the Cover Picture



Source: http://handouts.tamu.edu

How to Draw Graphic Elements?

The logo can be completed by drawing graphic elements like squares, circles and lines. We will make a circle and place it behind the image already on the cover.

1. To draw the circle go to the Tools Palette and click on the circle tool (or the ellipse tool). The pointer changes to a crosshair icon.

2. We can make the circle by clicking on the page and holding down the **Shift** key as we drag. Clicking on the circle displays the graphic handles around it, indicating it is selected.

3. To scale the circle up or down drag the graphic handles on the page.

4. To move the circle around the page, select the circle, click anywhere within the boundaries of its eight handles and drag it around the page.

Notes

5. To change the color of the circle, go to the Colors Palette and choose the desired color. Here we have chosen yellow as the circle's color.

6. To bring to circle on top of the image already placed on the page, drag it on top of the image with the left mouse button.

7. To make the circle go behind the image go to **Element** 4 **Arrange** 4 **Send to back**. Now the circle lies behind the image (Figure 2.29).

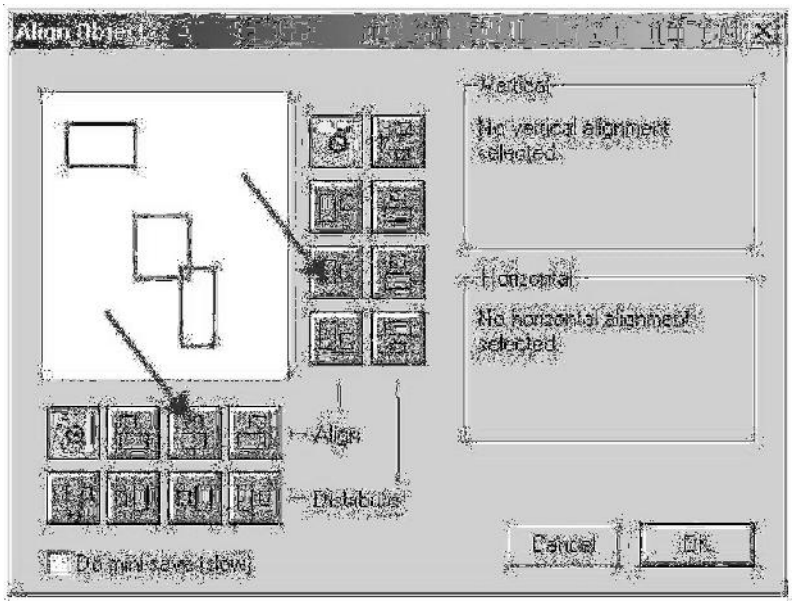
Figure 2.29: Drawing Graphic Elements



Source: http://handouts.tamu.edu

8. To align the image and the circle in a certain manner with respect to each other select both the circle and the image and go to **Element** 4 **Align Objects.** A window similar to Figure 2.30 will appear. The red, green and blue rectangles shown in the white box in this window shows a preview of how the chosen objects are currently placed with respect to each other. We can choose from the various **Align** and **Distribute** buttons to get the result you want.

Figure 2.30: Aligning Objects

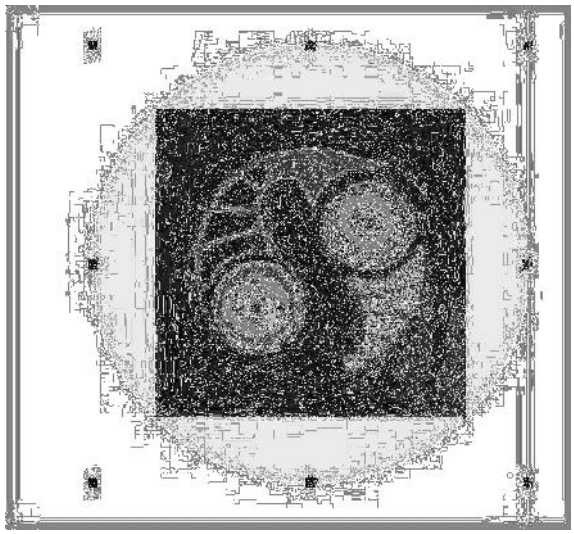


Source: http://handouts.tamu.edu

Notes

9. After getting the right alignment click **OK**. We now have the circle perfectly centered behind the image as shown in Figure 2.31. This was done using the horizontal and vertical alignment

Figure 2.31: Adjusted Cover Picture



Source: http://handouts.tamu.edu

Similarly we can draw the other basic geometric shapes given as options in the Tools Palette. By default the shapes drawn are filled. If we want the shapes to be simple outlines we can go to **Element** 4 **Fill** 4 **Paper**. Going to **Element** 4 **Fill** 4 **Solid** creates a filled solid once again. Select the shape and try out the other options listed under **Element** 4 **Fill** and **Element** 4 **Stroke** for interesting effects.

How to Work with Text?

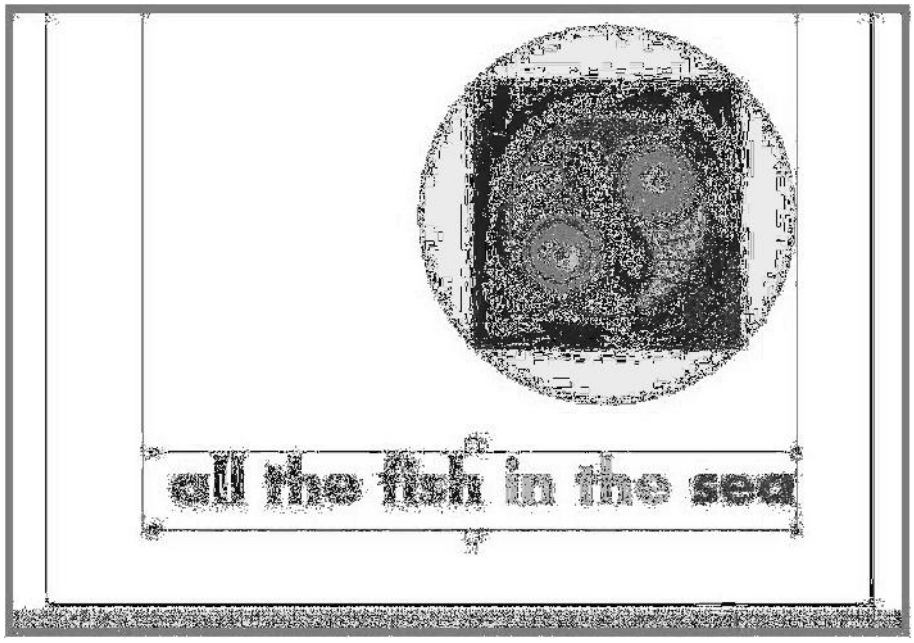
Text can be inserted into PageMaker documents in numerous ways. One way is typing it directly in the document. Other ways include inserting text created in other word-processing applications such as Word, Word-Perfect, etc. or copying and pasting text from other sources on the computer. For creating the caption of our report we will type it directly in PageMaker instead of importing it from elsewhere.

1. Select the Text tool from the Tools Palette and click it anywhere on the page to establish an insertion point. A blinking cursor appears and we can now type in the caption. The typed text may appear too big or too small for the cover page depending on the text settings. We can change the size, face, spacing, style, etc. of the font by changing the options in the Control Palette.
2. We can also change the font by going to **Type** 4 **Font**.
3. We can change the font size by going to **Type** 4 **Size**.
4. We can change the font style by going to **Type** 4 **Type Style**. Check out all the other options available under **Type** for playing around with the look of the text and getting the desired look.
5. To change the color of the text, select the text and click on the color of your choice in the Colors Window. We can have the text in different tints of the chosen color, too. To do this,

Notes

select the part of the text you want in a different tint and go to the drop-down box that says **Tint** in the Colors Palette. Choose a tint of, say, 40% of the original color. We will notice the tint of the chosen text lightens considerably. In Figure 2.32, the text has two different colors and two different tints for the blue color.

Figure 2.32: Final Image



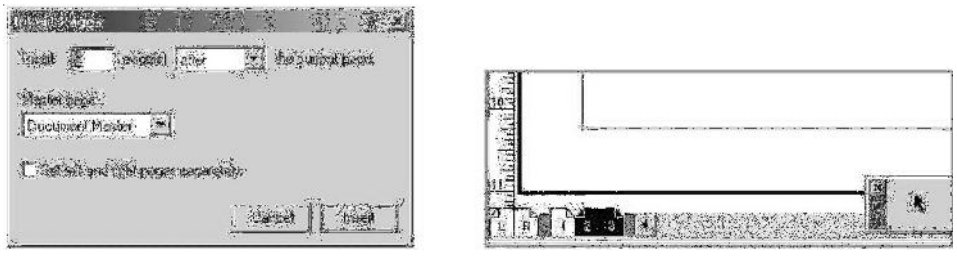
Source: http://handouts.tamu.edu

How to Insert more Pages in the Report

Now that we are done with the cover page of the report we will add more pages and content to it.

1. To add more pages go to **Layout** 4 **Insert Pages.** A dialogue box similar to Figure 2.33 will appear. Here we can specify the number of pages we want to add to the report. If we are not sure of the final number of pages we will have in the report we can always repeat this process to add more pages. We will add 2 more pages to the report after the current page. We have the option of adding pages before or after the current page, as shown in Figure 2.33

Figure 2.33: Inserting More Pages



Source: http://handouts.tamu.edu

Notes

Now the number of pages has increased to 3 and this is indicated at the bottom bar in the PageMaker window (Figure 2.32).

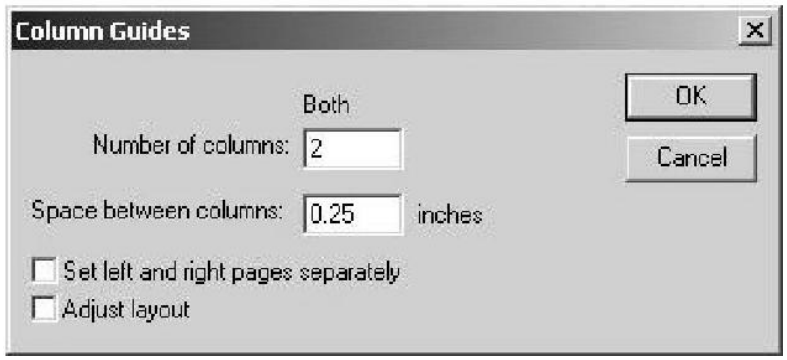
2. By right clicking on any page selected in this bar and clicking on "Remove Pages" we can remove the page. The remaining pages get renumbered automatically.

How to Work with Columns?

Now that the cover page is done, we will make two columns in the following page and insert text and graphics into it.

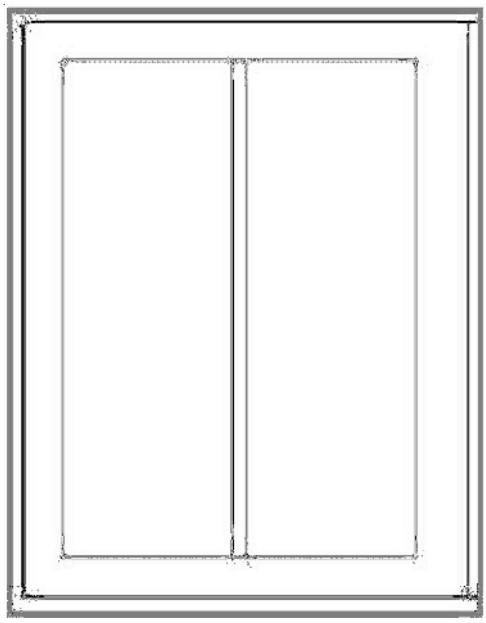
1. Go to **Layout** 4 **Column Guides.** A window similar to Figure 2.34 will pop up. Here we can specify the number of columns and the spacing we want between the columns.

Figure 2.34: Column Guides Dialog Box



Source: http://handouts.tamu.edu

Figure 2.35: Page Layout



Source: http://handouts.tamu.edu

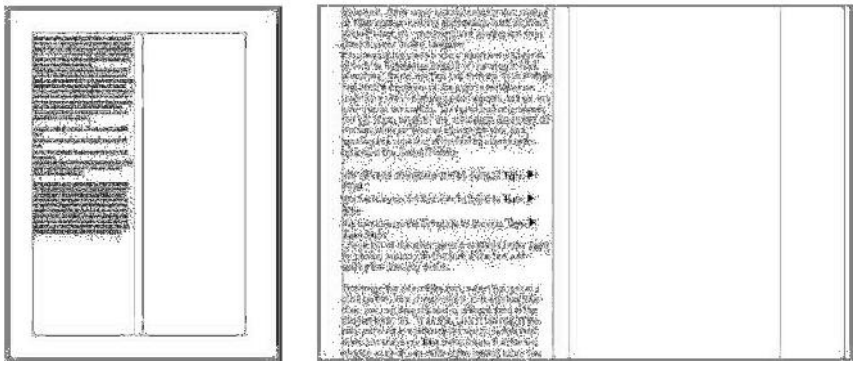
Notes

Specify the number of columns as 2 and the spacing between the columns as .25 inches. The page layout changes and now looks like Figure 2.35. PageMaker will place text only within the specified columns.

2. We can also place text into a PageMaker document from any other word processing application. For instance, create a document in Microsoft Word and copy the text you want in the report by selecting the text and pressing **Ctrl + C**. Now click anywhere within the column bounds in the PageMaker document, and paste the text there by going to **Edit** 4 **Paste** or by pressing **Ctrl + V.** The selected text gets pasted into the column and now our page looks like Figure 2.35.

3. The text is not easily readable at small fonts, but what we are seeing on the PageMaker screen is not the actual size of the text. To see how the text will actually look go to **View** 4 **Actual Size.** Now the text looks like Figure 2.36. This is the actual text size and if we want to change it we can do so by selecting the text tool in the Tools Palette, selecting the text we want to resize and changing its size in the Control Palette.

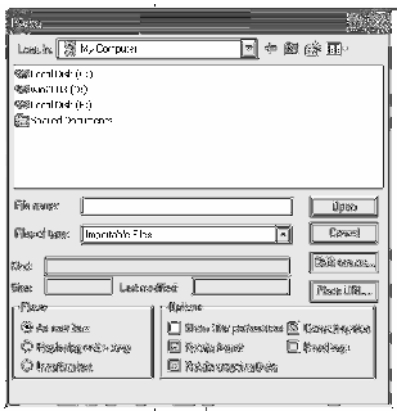
Figure 2.36: Actual Display



Source: http://handouts.tamu.edu

4. Another way of inserting text into a PageMaker document is to "place" a text file in it. Go to **File** 4 **Place.** A dialogue box that looks like Figure 2.37 will appear. We choose the text file we want to put into the document and click **Open**.

Figure 2.37: Place Dialog Box



Source: http://handouts.tamu.edu

Notes

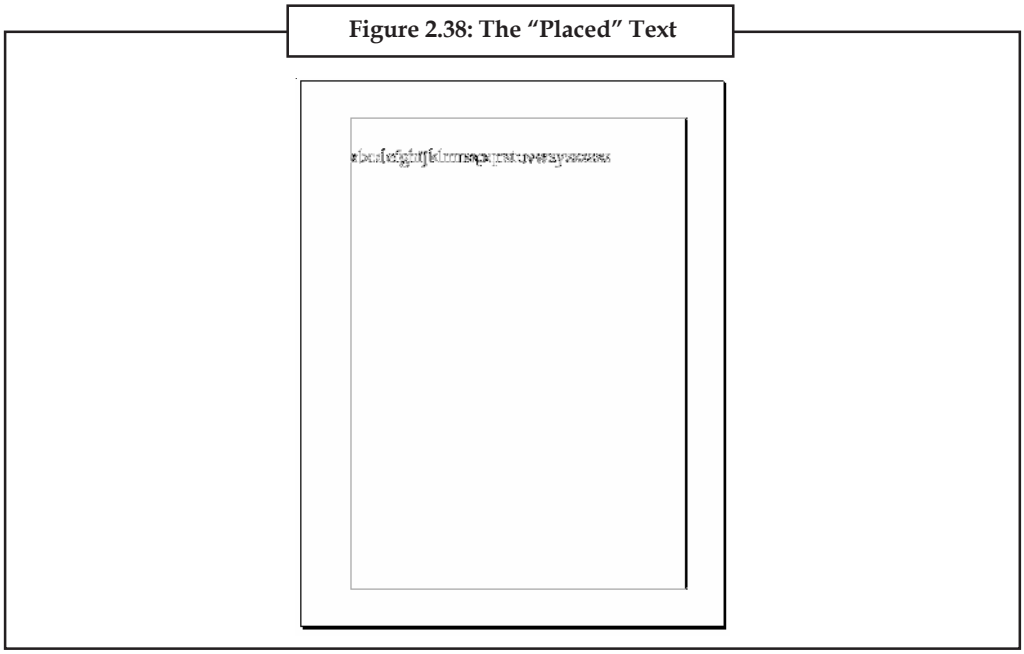
The pointer changes to a loaded graphic icon. We position the graphic icon within the bounds of the column where we want the text to begin and click on the page to place the image. The "placed" text shows up as in Figure 2.38.

5. We will notice a small red triangle where the text box's bottom window handle should be. This indicates that there is more text in the block that has not been placed on the page or pasteboard. To see this extra text we need to click on the red arrow and drag it downwards (or upwards if the red triangle is out of the column bounds). The extra text will immediately appear in the column.

6. If we pull the red triangle to the bottom boundary of the column and it still remains red, it indicates that there is still some more text to be placed. To place this text we click once on the red triangle. The pointer changes to a loaded graphic icon again. Now we can position this graphic icon at the top left corner of the next column. On clicking, the remaining text gets placed there.

7. To place larger amounts of text in the PageMaker document, or to have text flow automatically into the next column, we can activate the **Autoflow** option. For this go to **Layout** 4 **Autoflow**. To turn Autoflow off go to **Layout** 4 **Autoflow** again.

Figure 2.38: The "Placed" Text



Source: http://handouts.tamu.edu

How to Wrap Text around an Image?

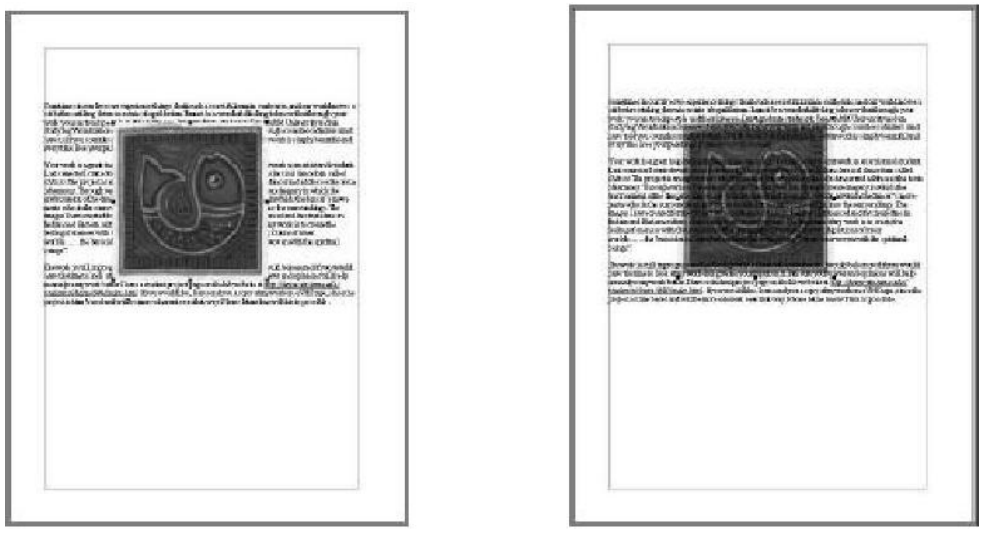
One of the most useful features of PageMaker is wrapping text around graphics in various ways.

Example:

1. Insert a new page with one column in the PageMaker document (by default the number of columns in an inserted page is 1). Paste some text on the top of the image and then place any image on the page on top of the text. The image lies on top of the text, and hides the text below it. We can send the image behind the text by going to **Element** 4 **Arrange** 4 **Send to back.** Now the image is behind the text as shown in Figure 2.39.

Notes

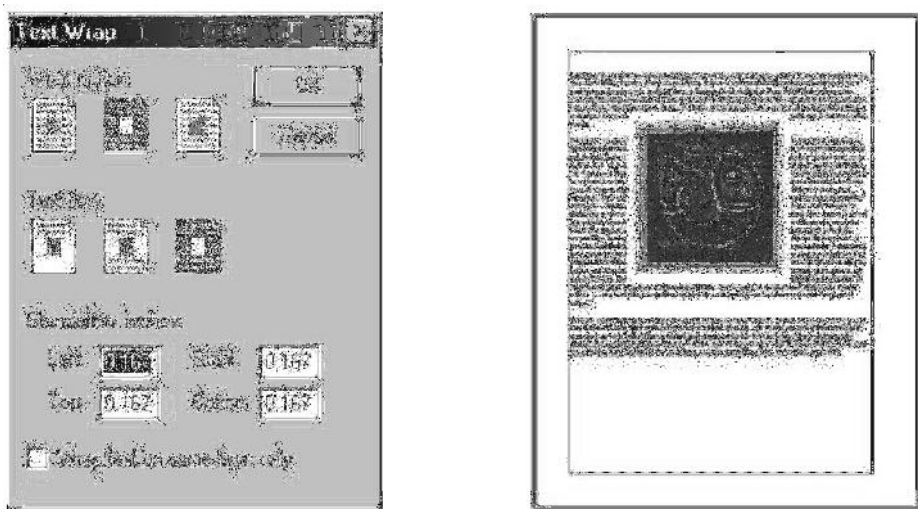
Figure 2.39: Wrapping Text Around Image



Source: http://handouts.tamu.edu

2. To get both the text and the image to show up and have the text wrap around the image, click on the selection tool in the Tools Palette. Select the image and go to **Element** 4 **Text Wrap.** A dialogue box similar to Figure 2.39 comes up. This Text Wrap dialogue box lets us specify how we want the text to flow around the graphic boundary of the selected object. It also gives us options for the Standoff, i.e. the distance between the text and the image after wrapping.

Figure 2.40: Text Wrap Options



If we click on the second icon in this dialogue box (rectangular wrap) and click **OK** the text flows around the image as shown in Figure 2.40. We can similarly wrap text around any image or drawn graphic element.

Notes

2.2.5 Basics of InDesign

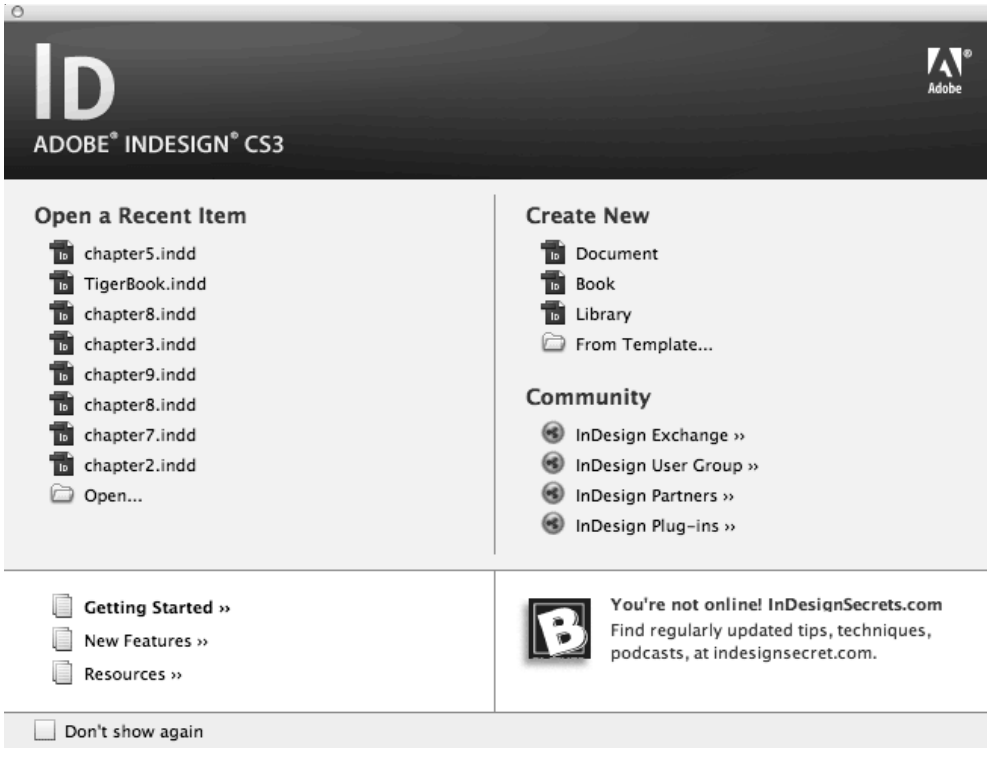
Adobe InDesign is a desktop publishing software application produced by Adobe Systems. It could be utilized to make works for example notices, flyers, leaflets, magazines, daily papers and books. InDesign can likewise distribute content suitable for tablet units in conjunction with Adobe Digital Publishing Suite. Graphic designers and production artists are the chief clients, making and laying out periodical circulations, publications, and print media. It also supports export to EPUB and SWF formats to create digital publications, and content suitable for utilization on tablet machines.

Caution The Adobe InCopy word processor utilizes the same formatting engine as InDesign.

Starting an InDesign Document

Load Adobe InDesign and you should receive the InDesign Start Screen, which has the four labelled segments indicated.

Figure 2.41: InDesign Startup Screen

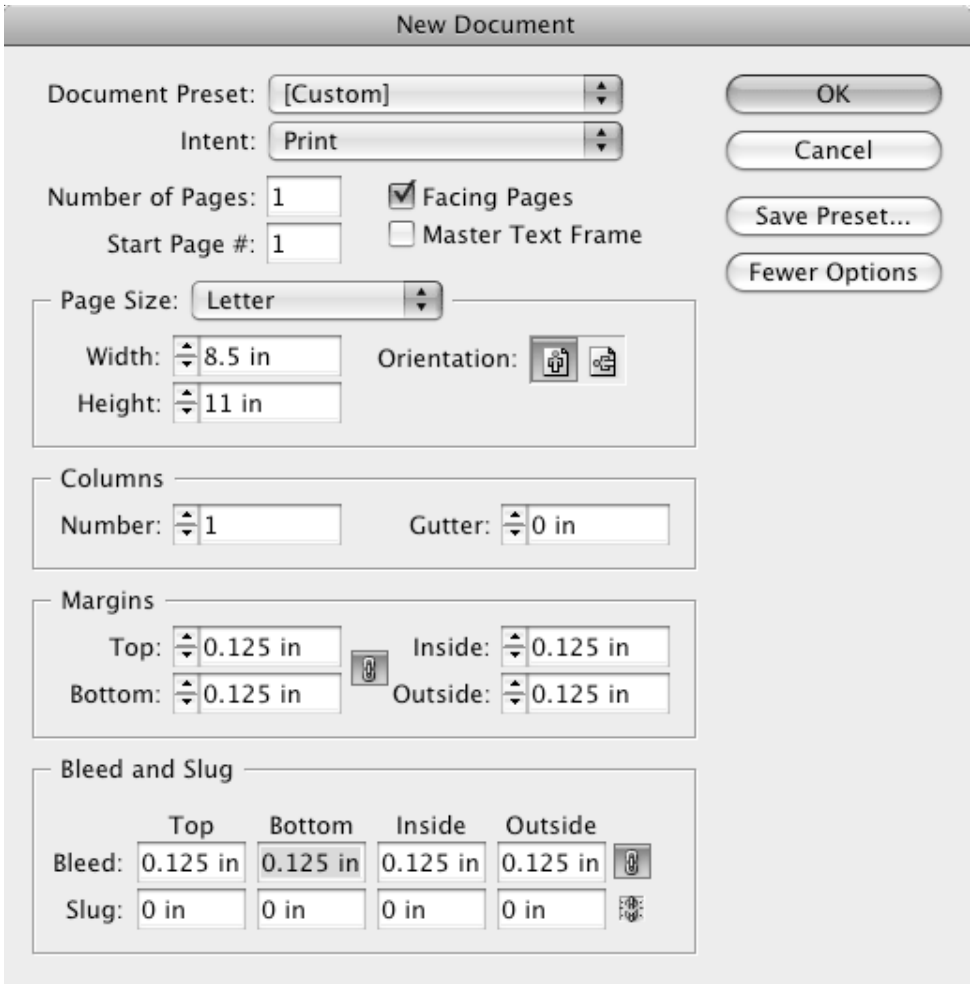


Source: http://indesignsecrets.com/wp-content/uploads/2007/06/offlinetipb.png

When you start a new InDesign document the program ought to know the needed page estimations.

Notes

Figure 2.42: New Document Dialog Box



Source: http://arrowprintinginc.com/system/2011/help-center/layout-templates/guidelines/screenshots/Indesign_New_File_Dialog_02.gif

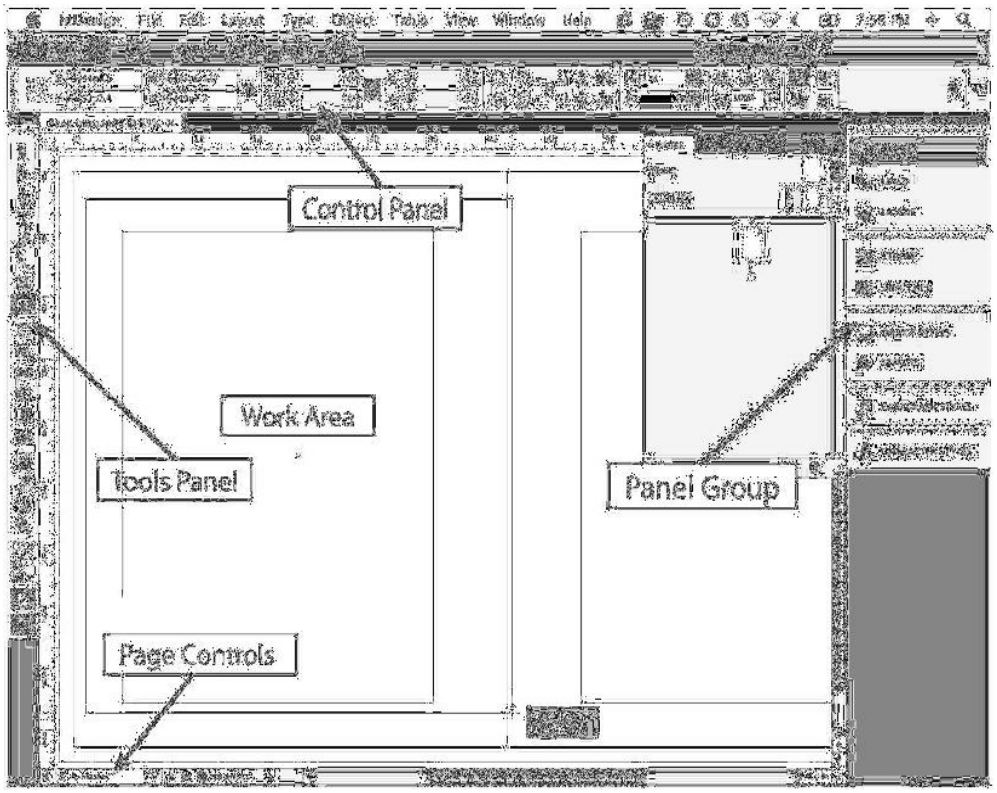
Looking at the InDesign Screen

1. Check out the labelled chart at the highest point of the following page and refer to regularly until you are acquainted with the different segments of the InDesign screen.
2. At the moment you are looking at the FIT PAGE IN WINDOW screen. That is, the page has been reduced to fit the size of the screen.

Task Create a flyer for your college/school using InDesign.

Notes

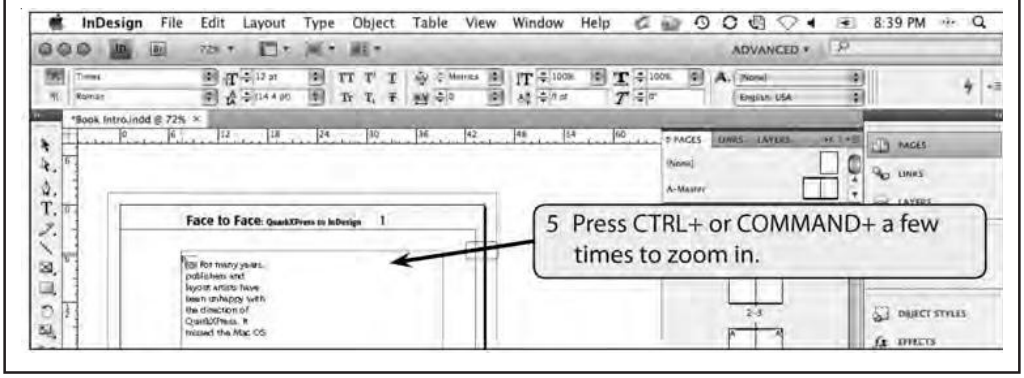
Figure 2.43: InDesign Workspace



Source: http://www.gct.com.au/Sample%20Files/InDesignCS4/IDcs4_ch2.pdf

InDesign has various screen sizes which might be chosen from the View menu or by holding down the Ctrl key on the Windows framework, or the Command key on the Macintosh framework, and pressing a number.

Figure 2.44: Zooming in InDesign



Source: http://www.gct.com.au/Sample%20Files/InDesignCS4/IDcs4_ch2.pdf

Press Ctrl or Command a couple of times to zoom out. Hold down the Ctrl or Command key and press 1. The screen view will be changed to show the page in Actual (or 100%) size.

Notes

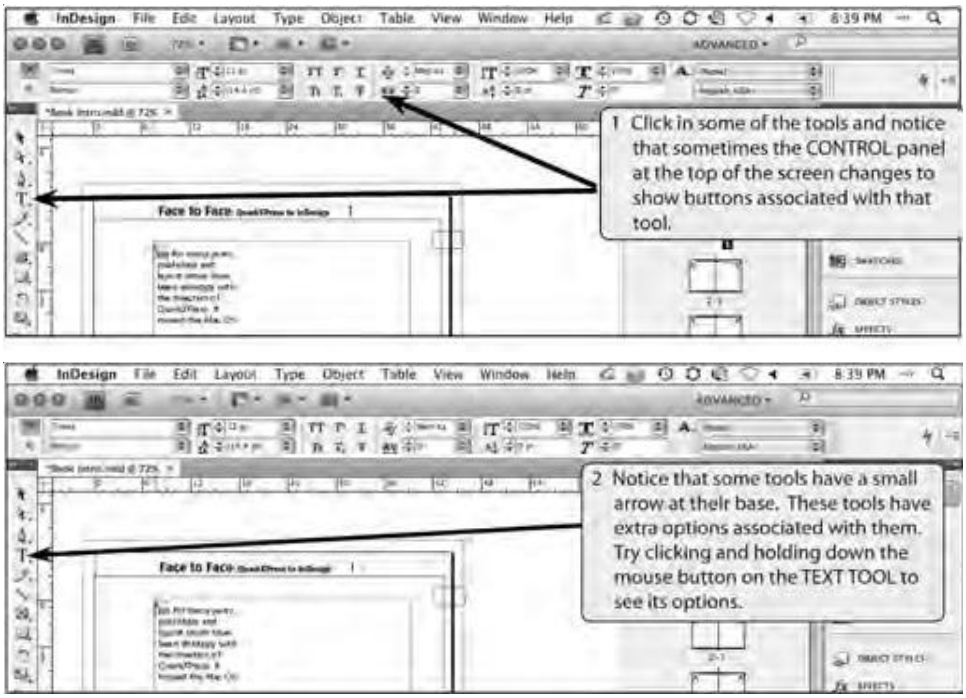
Notes Use the Ctrl or Command key to try the following screen sizes:

Ctrl+5 or Command+5	50% view
Ctrl+1 or Command+1	100% view
Ctrl+2 or Command+2	200% view
Ctrl+4 or Command+4	400% view
Ctrl+0 or Command+0	Fit page in window

The Tools Panel

Look at the Tools panel at the left of the screen. These tools allow you to create and control how objects are placed in a document.

Figure 2.45: Control Panel and Tools Description



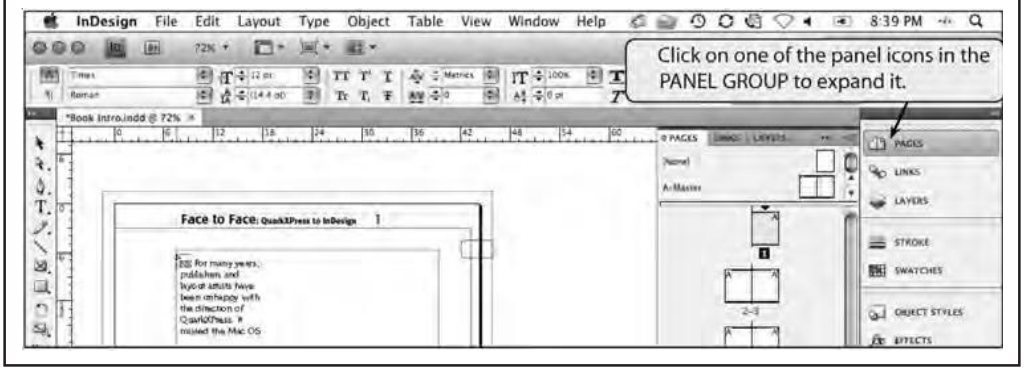
Source: http://www.gct.com.au/Sample%20Files/InDesignCS4/IDcs4_ch2.pdf

InDesign incorporates many of its functions in collapsed panels at the right of the screen. You can add or remove panels from the Panel group.

Did u know? Adobe InDesign is the direct competitor to QuarkXPress.

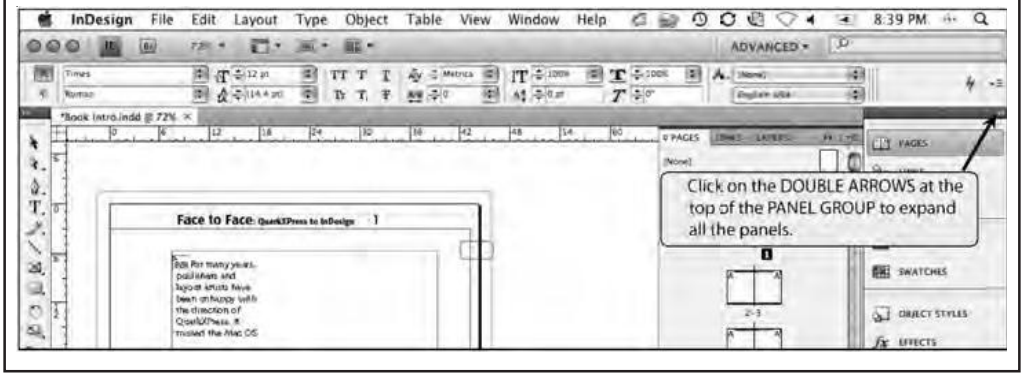
Notes

Figure 2.46: Displaying Panels



Source: http://www.gct.com.au/Sample%20Files/InDesignCS4/IDcs4_ch2.pdf

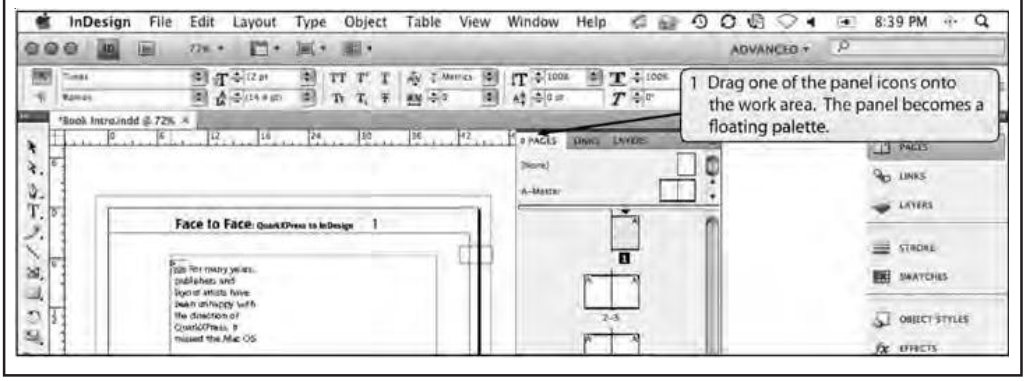
Figure 2.47: Click on the Panel Tab or Panel Label to Collapse it



Source: http://www.gct.com.au/Sample%20Files/InDesignCS4/IDcs4_ch2.pdf

Click on the Double arrows again to collapse all the panels in the Panel Group.

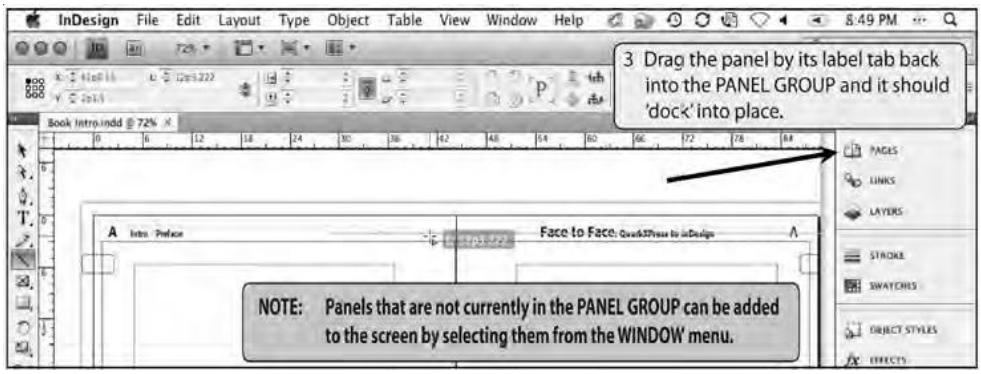
Figure 2.48: Adding or Removing Panels



Source: http://www.gct.com.au/Sample%20Files/InDesignCS4/IDcs4_ch2.pdf

Notes

Figure 2.49: The Panel can then be Closed Using its CLOSE BOX



Source: http://www.gct.com.au/Sample%20Files/InDesignCS4/IDcs4_ch2.pdf

Caution In the event that you click a frame that holds text or graphics while importing text, the text swaps the existing text or graphics.

Self Assessment

Fill in the blanks:

6. Adobe Photoshop is one of the most powerful software applications for image ……

7. PSD stands for "Photoshop ……".

8. JPEG It supports 24-bit ……, which means it can reproduce roughly 16.7 million shades.

9. JPEG is what's called a …… file format in light of the fact that it compresses the pictures.

10. The GIF file format is the format of choice for web ……

11. The …… application is used to design advertisements, logos, cards, brochures, etc.

12. Adobe Illustrator is a …… program which deals with objects such as squares, circles and irregular shapes.

13. …… Tool is used for selecting and moving a shape and can also be used to resize a shape.

14. PageMaker was one of the first desktop …… programs, introduced in 1985 by Aldus Corporation.

15. …… can likewise distribute content suitable for tablet units in conjunction with Adobe Digital Publishing Suite.

Notes



Case Study

Incisive Media Ltd. Delivers Design-rich Content for Print, Web, and Mobile in real-time with a Cost-effective Editorial System Based on QuarkXPress

Incisive Media is a leading global provider of specialty business news and information, inprint, in person, and online. The company's principal markets include financial services, legal and accounting services, marketing services, technology, and risk management. With a dynamic publishing solution based on QuarkXPress and Quark Publishing System, Incisive Media is now able to improve collaboration among its authors and publishers to different platforms seamlessly. Thanks to the versatility of Quark Publishing System, IncisiveMedia can decide which desktop publishing software best suits the needs of each publication and still have a single unified workflow system.

Cost-savings and Intelligent Content

With Quark Publishing System, Incisive Media is able to produce intelligent content so that it can be easily reproduced and reused. This means that all the manual, error-prone work is a thing of the past and the company can fully reap the benefits of dynamic publishing publish more with less.

Ron Doobay, Head of Business Systems at Incisive Media, confirms: "We definitely require significantly fewer resources now to create more. Back in 2004 we were just creating print, now we are ready to deliver content in print, Web, produce e-Books and publish to the iPad. I can categorically say that QPS enables a company to deliver the 21st century requirements with a minimum cost base. With QPS Quark is delivering excellent value for money."

"As a global provider of information we need to deliver accurate content for print, web and mobile almost in real time to always be competitive in an increasingly tough market. We have also had a long-standing aim to be neutral in terms of desktop publishing solutions, to be able to use the programme most appropriate to the needs of our very varied product portfolio, but to do this within a top class workflow system. Quark offered us the opportunity to achieve this, reducing our costs, improving productivity and maximising revenues through syndication with Quark's dynamic publishing solutions" said David Worsfold, Group Editorial Services Director at Incisive Media.

Challenge

- Content-reuse based on labour-intensive and error-prone practices
- Need for immediate, real-time updates to content across all platforms
- Working with different formats for different publications

Quark Solutions

- Dynamic publishing solution based on QuarkXPress and Quark Publishing System-enabling a status-based work flow.

Results

- Improved collaboration among authors

Contd...

Notes

- Easy content sharing and repurposing
- Agile content syndication and solid DRM functionality for increased revenues
- Flexibility to meet changing market dynamics
- Multi-channel publishing and effortless XML extraction
- Desktop Publishing Software neutrality for a varied portfolio of publications.

Questions:

1. Give details of the Incisive Media Company's principal markets.
2. State the use of QuarkXPress in publishing sector.

2.3 Summary

- Desktop distributing (DTP) implies the practice of producing high quality printed output.
- The simplest graphic or a color photograph that is in fine detail can be imported into a document through DTP.
- Some straightforward yet impressive designs can be created with shapes and fills, but the more complex design effects require a greater degree of ability.
- Photoshop is a graphics based program made with pictures regarded as raster graphics.
- Raster graphics contains a raster (a framework) of tiny squares called pixels.
- CorelDraw application is utilized to outline ads, logos, cards, handouts, updates, etc. for print or for the Web.
- A full collection of altering tools permit the client to adjust contrast, color offset, change the format from RGB to CMYK, include enhanced effects for example vignettes and unique outlines to bitmaps.
- Designing a poster does not need any unique imaginative talent or abilities; it just it just requires having the patience to get familiar with the illustrator.

2.4 Keywords

AutoCAD: It is a modifying requisition for workstation-helped configuration (CAD) and drafting.

CorelDraw: It is Desktop publishing software that enables clients to make illustrations holding design, message and photos.

Desktop Publishing: It is a term authored after the infrastructure of a particular sort of programming. It is about utilizing that software to join together and adjust content and pictures and making advanced documents.

Illustrator: It archives the aforementioned shapes in indexes as geometric size, location and colour value. This is called scalable vector graphics.

Photoshop: Image altering software developed by Adobe Systems Inc.

Printing: The symbolization, methodology, or business of preparing printed material by method of inked sort and a printing press or by comparative means.

Notes

2.5 Review Questions

1. What is DTP and explain its significance in today's world.
2. What are the different tools of designing?
3. Explain the different formats used in Photoshop.
4. Write a short note on Photoshop DCS 1.0 and 2.0.
5. What is CorelDraw and what are its advantages?
6. Elaborate on Basic Illustrator Functions.
7. Why was Pagemaker created?
8. What is InDesign and where is it used?
9. Explain the different elements of the InDesign screen.
10. How is Indesign different from Pagemaker?

Answers: Self Assessment

1. False
2. True
3. True
4. False
5. True
6. Editing
7. Document
8. Color
9. Lossy
10. Illustrations
11. Corel Draw
12. Charting
13. Selection
14. Publishing
15. InDesign

2.6 Further Readings



Books

K.S.V. Menon , *Desktop Publishing for Everyone*, Film City Productions.

Sandee Adobe Creative Team, *Adobe InDesign CS6 Classroom in a Book*, Adobe Press Publications.



Online links

http://www.tips-tricks.com/gph_tools2.asp

http://www.photoshopessentials.com/basics/

http://lifehacker.com/5758404/learn-the-basics-of-photoshop-the-complete-guide

http://www.umass.edu/art/prospective_students/application_guide/indesign_basics.pdf

Unit 3: Introduction to Photoshop

Notes

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3.3 Cropping in Photoshop

3.4 Color Mode in Photoshop

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Objectives

After studying this unit, you will be able to:

- Explain the photoshop workspace
- Describe working with images
- Discuss cropping and color mode in photoshop

Introduction

Adobe Photoshop is an industry standard for raster graphic manipulation, creation and altering. As a professional image editing software bundle, it accompanies various tools for modifying photographs. It could be utilized by specialists and beginners alike. It offers a huge number of filters and plugins which enable you to add cool effects to your pictures. Likewise, it has a premium set of image transformation tools. In addition to all else things, the most cutting edge Photoshop version accompanies enhanced vector graphics and 3D altering capabilities. You can effectively make vector-based 2D pictures, for instance website logos, and then apply them to a 3D object with brilliant results.

Photoshop was released as a commercial graphic editing program in 1990. Since its first release, it has become more and more complex. Each new version accompanies new effective features. The current version of Photoshop - CS4, is significantly more than an altering program for your computerized pictures. It backs a tremendous number of tools for creating graphics for your site. With Photoshop, web designers can effortlessly make an online site's layout utilizing a set of vector based tools – distinctive shapes, styles, gradients and masks are available. Once the site outline is completed, Photoshop allows you to "slice" up your image for use in your website.

Notes

Additionally, you can 'Save for web' all your .PSD projects in various web optimized formats including the popular .JPG and .GIF.

In this unit, you will be learning some basic tips on using the tools available in Photoshop

3.1 Photoshop Workspace

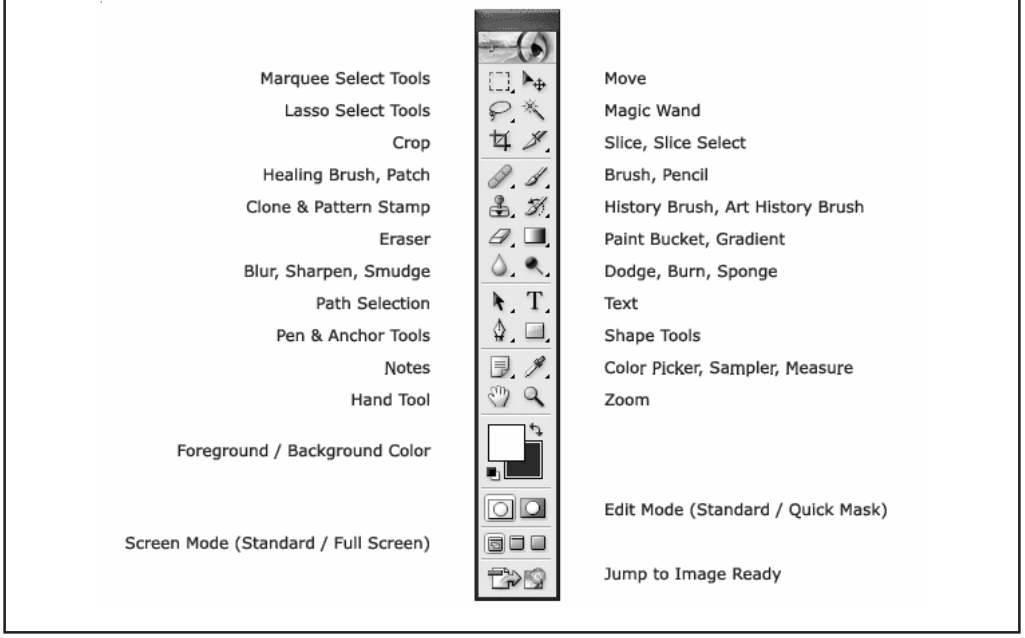
The work region of Photoshop can be intimidating to work with because of all the complex functionality yet with a brisk breakdown of the accessible features and their utilization; you will be ready to comfortably navigate the work area with ease.

The Photoshop workspace comprises of five primary components: Toolbox, Palettes, the Application Bar, the Options Bar and the Document Window. An excellent aspect regarding utilizing Photoshop is that its workspace interface is exceptionally comparative to that of different features in the Adobe Creative Suite, for instance Indesign and Illustrator.

Toolbox

This contains selection tools, painting and editing tools, foreground and background color selection boxes, and viewing tools. To select, simply click on the icon on the toolbox (the name of each tool will appear by positioning the pointer over the icon). A small triangle at the bottom corner of the icon indicates the presence of additional hidden tools.

Figure 3.1: The Toolbox



Source: http://www.mediacollege.com/adobe/photoshop/tool/images/toolbox.gif

Palettes

It controls the behavior of its tools. Windows menu displays a list of available palettes. When selected, the palette will appear as a floating window on the opened workspace. To activate a palette click on its tab.

Notes

The following are the common palettes:

- ***Color:*** Displays the color values for the currently selected foreground and background colors
- ***Swatches:*** Displays a generic set of colors, but the true value of the Swatches palette is in its ability to load custom swatch collections
- ***Layers:*** Displays all the layers in an image
- ***History:*** Records and displays individual changes made to an image and allows for changes to be undone.

Figure 3.2: The Palette Tabs

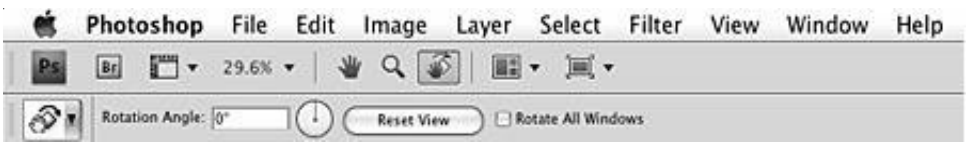


Source: http://www.adorama.com/alc/files/

The Application Bar

The Application Bar, new to Photoshop CS4, is located across the top of the screen. It contains the old menu bar, along with a number of other controls, for example a dropdown zoom menu, a button for launching Adobe Bridge, and a button for viewing extras. The menu bar contains controls for managing and editing files, manipulating images, managing layers, and more.

Figure 3.3: The Application Bar



Source: http://www.adorama.com/alc/files/e502011150c1379a0e3700e09a2674d8.jpg

Notes

Options Bar

The Options Bar is located below the Application Bar. The options change depending on the tool you have selected. For example, when you select the Type tool, options pertaining to text editing will appear across the bar.

Figure 3.4: The Options Bar



Source: http://www.adorama.com/alc/files/

Document Window

The Document Window displays the file you're working on.

Self Assessment

State whether the following statements are true or false:

1. Windows menu displays a grid of available palettes.
2. The Application Bar is located across the bottom of the screen. It contains the old menu bar, along with a number of other controls.
3. The Options Bar is located below the Application Bar.

3.2 Working with Images

To create a new image, follow these steps:

Click File from the Application Bar.

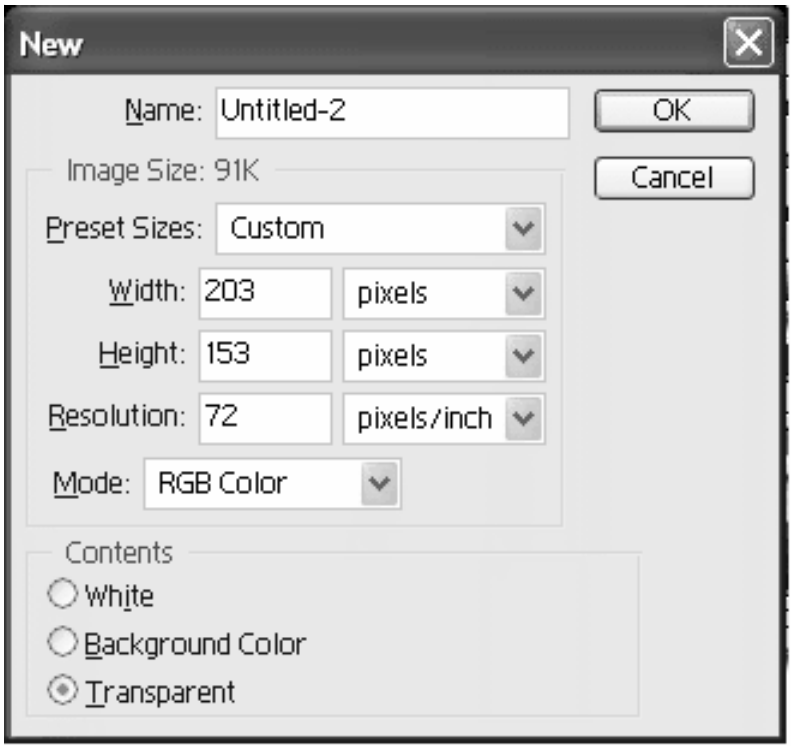
Click New. A dialog box will open, allowing you to define the following elements of your image:

- ***Name*** - allows you to name your picture.
- ***Size*** - permits you to decide ahead of time the width and height of your picture. Photoshop offers preset extents for measuring your picture, or you can modify your particular size utilizing numerous sorts of estimations incorporating pixels, centimeters, inches, and millimeters.
- ***Resolution*** - permits you to set the picture resolution. A resolution of 72 ppi (pixels for every inch) is for the most part utilized for Internet pictures. Depending on if you wish to utilize your pictures for print or film, they will be a higher resolution.
- ***Color Mode*** - permits you to control the color mode of your picture. The standard color mode is RGB (Red Green Blue). You can likewise decide to make your picture in grayscale, bitmap, and then some. Certain modes will restrict your color range.
- ***Background Content*** - you to pick the initial background color of your picture.

When you are done with your selections, click OK.

Notes

Figure 3.5: New Image Dialog Box



Source: http://whatis.techtarget.com/WhatIs/images/

To open an existing image, follow these steps:

1. Click **File** from the **Application Bar**.
2. Click **Open**.
3. Navigate to your saved file.
4. Click **Open**.

To save an image, click **File** and then click **Save.**

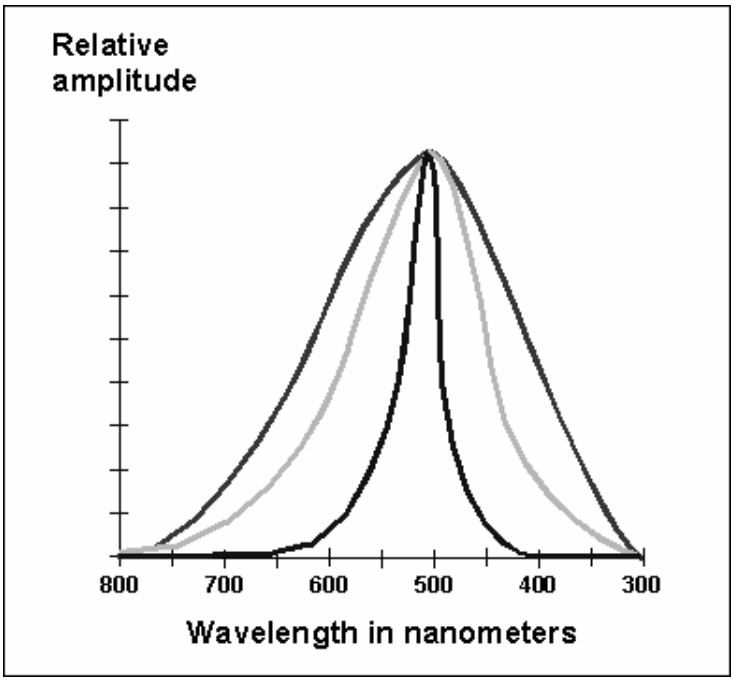
3.2.1 Hue, Saturation and Brightness

Hue, saturation, and brightness are parts of color in the red, green, and blue (RGB) plan. The aforementioned terms are most frequently utilized as a part of reference to the color of every pixel in cathode ray tube (CRT) monitors. All conceivable colors could be specified as hue, saturation, and brightness (also called brilliance), all in all as colors could be represented as the R, G, and B components.

Most sources of visible light contain energy over a band of wavelengths. Hue is the wavelength within the visible-light spectrum at which the energy output from a source is greatest. This is shown as the peak of the curves in the accompanying graph of intensity versus wavelength. In this example, all three colors have the same hue, with a wavelength slightly longer than 500 nanometers, in the yellow-green portion of the spectrum.

Notes

Figure 3.6: The RGB Graph



Source: http://whatis.techtarget.com/WhatIs/images/hsb.gif

Saturation is the concentration of the color, measured in percent from the center of the cone (0) to the surface (100). At 0% saturation, hue is meaningless. Here, the red curve represents a color having low saturation, the green curve represents a color having greater saturation, and the blue curve represents a color with fairly high saturation. As saturation increases, colors appear more "pure." As saturation decreases, colors appear more "washed-out."

Brightness is a relative expression of the intensity of the energy output of a visible light source. It can be expressed as a total energy value (different for each of the curves in the diagram), or as the amplitude at the wavelength where the intensity is greatest (identical for all three curves). In the RGB color model, the amplitudes of red, green, and blue for a particular color can each range from 0 to 100 percent of full brilliance. These levels are represented by the range of decimal numbers from 0 to 255, or hexadecimal numbers from 00 to FF.

3.2.2 Types and Characteristics of Digital Images

Different digital image types and characteristics are:

- ***Bitmap (raster) and Vector*:**A bitmap graphic is composed of many tiny parts, called pixels. They are often of many different colours and it is possible to edit each individual pixel. Vector graphics are created in graphics packages and consist of shapes called objects. It is possible to edit each object separately, for example, change the shape, colour, size and position.
- ***Bit Depth:*** It is determined by the number of bits used to define each pixel.
- ***Colour Mode:*** The colour mode of a picture indicates which fundamental set of colours is utilized to make up a picture. Some regular fundamental sets of colours used to make up full colour pictures are Red, Green, and Blue (RGB mode) and Cyan, Magenta, Yellow, and

Notes

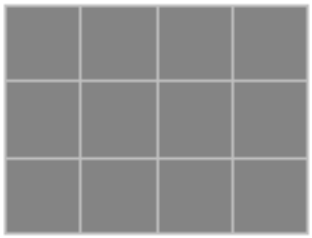
Black (CMYK mode; Black is stood for by the letter K). Colours inside colour modes are saved in their particular colour channels. You can see the channels in the Channels palette.

- ***File Format*:** A file format defines the structure and type of data stored in a file. It is a standard way that digital image is encoded for storage in a computer file. Commonly used file formats are JPEG, GIF, TiFF, etc.

3.2.3 Bitmap (Raster) and Vector Images

Bitmaps

A bitmap image is a computer file used to store a picture. It consists of tiny blocks called pixels:



a 4 x 3 pixel image = 12 pixels total



Example: The picture above comprises of only 12 pixels so in all actuality might show up as no more than a modest grey dot. The gaps you see between the pixels don't truly exist – they are only indicated for clarity.

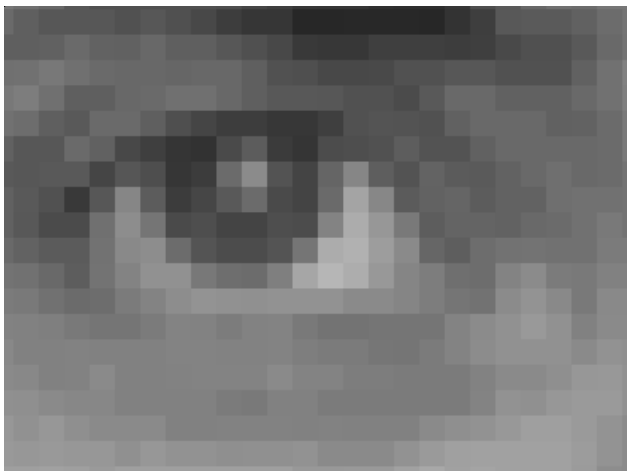
Imagine each pixel to be like a tiny square light bulb. Each pixel can be any colour you want and any brightness.

You can't illuminate part of a pixel. Real images are of course a lot more complex and consist of many more pixels.



Example: The example below is still rather blocky and crude, but you can begin to see how a picture can be made up from pixel building blocks:

Figure 3.7: A Magnified Bitmap Image



Notes

Squint at the image, or step back from your monitor and you will see it is a close up image of an eye. In real bitmap images, the pixels are tiny dots so the illusion of a smooth and realistic image is created:

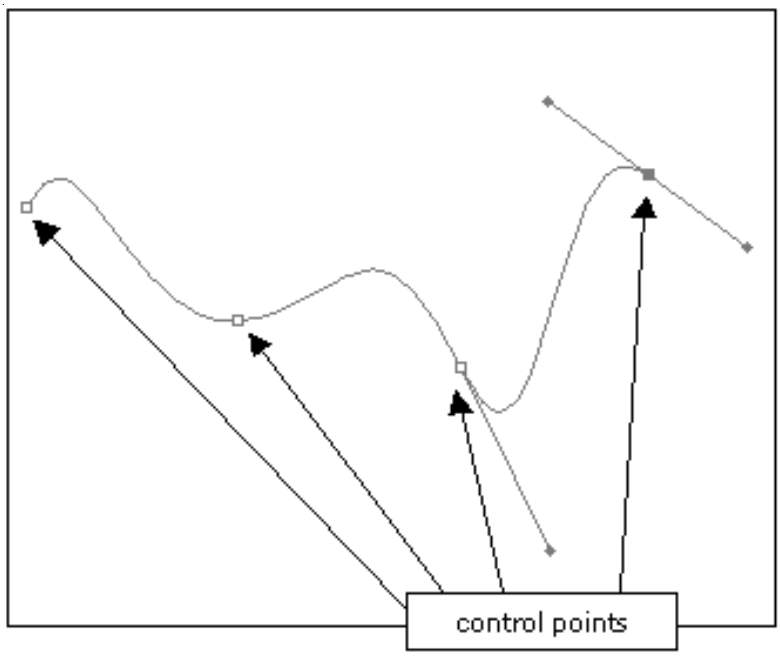
Figure 3.8: The Squint Image of the above



Vectors

Programs like Flash draw using vectors. A very simple vector drawing might look like this:

Figure 3.9: A Simple Vector Image



In a vector drawing, you create control points. The lines in a vector drawing are created by the software and join up the control points that the user has drawn. There are 4 control points in the drawing above (3 are little white squares, the last one is dark to indicate that it is being worked on). There is far more to be explained about vector graphics, but hopefully the illustration above will be enough for you to see immediately how vector graphics differ from bitmap graphics.

That concludes our brief look at the difference between bitmap and vector graphics. Be aware that although almost every graphics program you encounter will be primarily a vector ("drawing") or bitmap ("painting") program, it will probably offer both types of graphic and the chance to mix them together.

3.2.4 Resolution and Size

Resolution, or DPI refers to the number of dots, or pixels, on a linear inch of an image. The web displays graphics at 72 DPI, yet sometimes your client will hand you a 450 dpi image. PhotoShop can help you make the transition from a clunky, slow downloading file to speedy 72 DPI.

Notes

PhotoShop can also help you resize an image. Lets face it, things arent always the way we want them. You can shrink or stretch an image to fit your liking, or you can cut out a small part of an image and make it larger.

Resolution

As previously mentioned, all web images should be set at 72 dots per inch. This can be achieved through scanning, or by manually changing DPI settings in PhotoShop.

Adding or subtracting pixels is easy. Deciding what color to make the new pixels is another story.

Notes PhotoShop is just a computer program, so it doesn't even know if a new pixel is part of a line, or if its part of someone's face. PhotoShop doesn't even know what a face is!

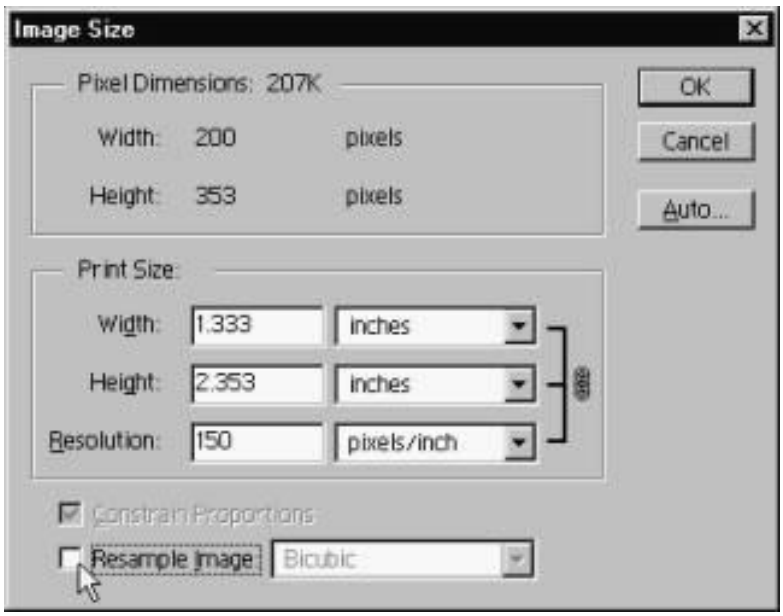
When changing resolution, PhotoShop runs complicated algorithms on an image to decide exactly how to change it. PhotoShop does an amazing job of adding and subtracting pixels, but it isn't magic. Usually you can only move up or down in resolution by about 1/3 before the image really suffers.

Changing Resolution (but not size) for Web Images

Sometimes you'll have an image that was scanned at a higher or lower resolution than you need. Its size is fine, you'll only need to change the resolution.

1. Click Image-> Image Size

Figure 3.10: Image Size Dialog Box



Source: http://www.awdsf.com/courseware/photoshop/ps2_ImageSize_Resolution_files/image002.jpg

Notes

2. Uncheck Resample Image
3. Change the Resolution to 72

Image Size

When you instruct PhotoShop to change the size of an image, it merely spreads out or scrunches the image pixels. Pixels spread outimage gets bigger.

On the other hand, if you're trying to make an image larger, and still keep your current dpi, well then PhotoShops got its work cut out for it. To make an image larger, PhotoShop must spread pixels apart. To keep resolution the same while stretching, PhotoShop must add new pixels to the image and decide what color they should be. When shrinking an image, PhotoShop must decide which pixels to remove.

PhotoShop is really good at adding and removing pixels, but you can generally only increase or decrease size by about 1/3 before images start looking yucky.

Work on a Copy when Changing Sizes

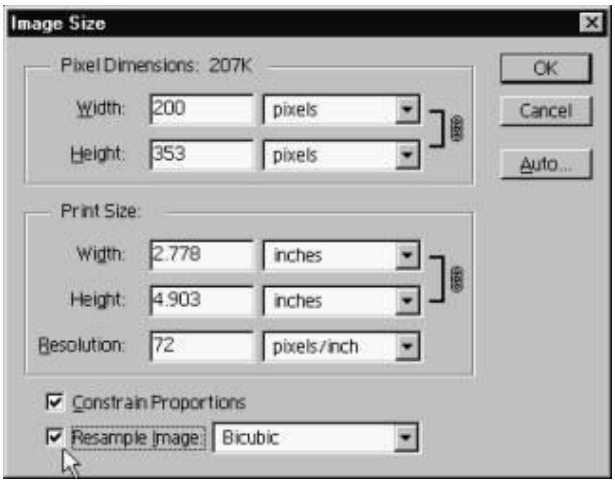
Changing image size actually changes the color information in the image, so you might want to save a copy before resizing an image forty times to decide how you like it. Every time PhotoShop changes the image, it removes or adds pixels, slightly lowering image quality.

Changing Size, but not Resolution for Web Images

1. Click Image -> Image Size
2. Make sure there is a check in **Resample Image** "

   Resample Image" instructs PhotoShop to keep the resolution the same, no matter what you do to the size. If you make an image bigger, PhotoShop will have to add pixels. If you shrink the image, PhotoShop will have to remove pixels. There are three resample image choices. Use "Bicubic" its the best.

Figure 3.11: Image Size Dialog Box



Source: http://www.awdsf.com/courseware/photoshop/ps2_ImageSize_Resolution_files/image004.jpg

Notes

3. Change the Pixel Dimensions of the image, not the print size.
4. Click **OK**

Caution PhotoShop was designed for both print and web work. Thus, the program gives you the option to change print dimensions or pixel dimensions. As a web designer taking a web design course, you don't care about print size; your only concern is pixel Dimensions. Don't bother changing the print dimensions.

Self Assessment

Fill in the blanks:

4. Color Mode permits you to control the …… mode of your picture.
5. Most sources of visible light contain energy over a band of ……
6. Saturation is the …… of the color, measured in percent from the center of the cone to the surface.
7. …… is a relative expression of the intensity of the energy output of a visible light source.
8. Real images are of course a lot more …… and consist of many more pixels.
9. When changing resolution, PhotoShop runs complicated …… on an image to decide exactly how to change it.

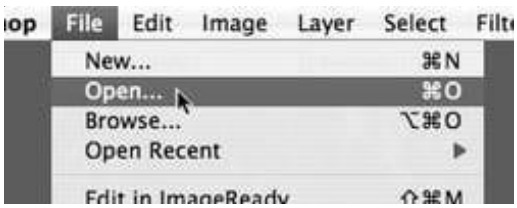
3.3 Cropping and Color Mode in Photoshop

Cropping is the process of removing portions of an image to create focus or strengthen the composition. You can use the *Crop* tool to select an area of an image and discard everything outside this area. The tool is located third from the top in the Photoshop Toolbox, on the left side. Although cropping reduces the dimensions of an image, it is not the same as resizing. Whereas resizing reduces or enlarges the entire image and everything in it, cropping does not alter the size of the image content at all. The following steps will demonstrate how to crop an image in Photoshop.

Open an Image

To practice with the crop tool, open an image in Photoshop; click "File>Open," browse for the image on your computer, and click "Open." For the purposes of this tutorial, a photo will work well, though any type of image will do.

Figure 3.12: Open an Image



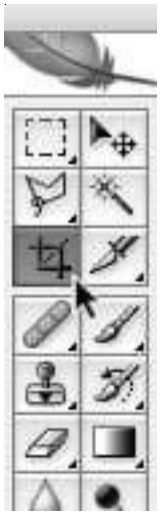
Source: http://graphicdesign.about.com/od/howto/ss/photoshop_crop_all.htm

Notes

Choose the Crop Tool

Click on the crop tool icon on the Photoshop toolbar (pictured). You can also use the keyboard shortcut "c." When you roll over your photo, the cursor will resemble the crop tool icon, unless you have your cursors set to "precise" in the Photoshop preferences.

Figure 3.13: Choose the Crop Tool

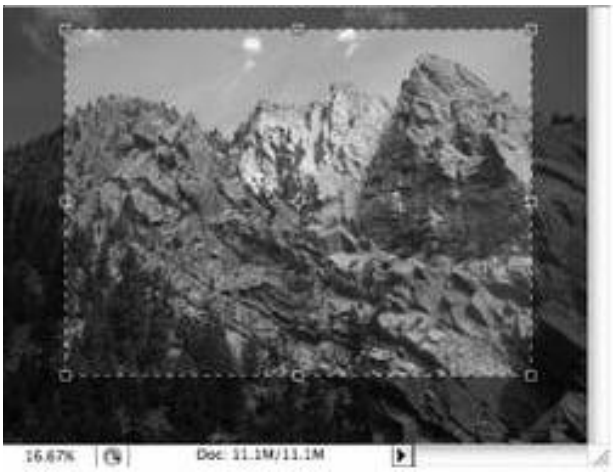


Source: http://graphicdesign.about.com/od/howto/ss/photoshop_crop_all.htm

Select the Crop Area

Position your cursor where you want to start your crop, which will depend on what you want to cut out of your photo. Left-click and drag to select the area that you want to remain in your photo. If you want to adjust the starting point of your crop, you can hold down the spacebar to move the selected area, then release it to continue drawing your crop square.

Figure 3.14: Select the Crop Area



Source: http://graphicdesign.about.com/od/howto/ss/photoshop_crop_all.htm

Notes

Remember the area you are selecting is the part of the photo that will be kept…the rest will be removed. Release the mouse button to finish selecting your crop area. You can now click and drag your crop square to move it, and drag the corners to adjust it. To cancel the crop, hit the "Esc" key on your keyboard.

Crop the Photo

Notice that the area outside of your crop is darker. This will be "cut out" when you crop your photo. To complete the crop, double-click inside of your crop area or hit the "enter" key on your keyboard. You are left with your newly cropped photo.

Figure 3.15: The Cropped Photo



Source: http://graphicdesign.about.com/od/howto/ss/photoshop_crop_all.htm

Resizing Images with the Crop Tool

The crop tool is also handy for resizing images, without using the "Image>Image Size…" command. With the crop tool still selected, notice the toolbar at the top of your screen has blank fields for width, height and resolution (pictured). You can fill these fields in with dimensions of your choice, then crop the image to immediately resize it to those dimensions. For example, enter a width of "300 px" and a height of "200 px" with a resolution of "72." Try to crop your photo and notice the aspect ratio is stuck to fit your dimensions. Finish the crop and you have a 72 dpi 300x200 photo. Here you are achieving both a crop and a resize in one step. You can also fill in only one or two of these fields, allowing you to crop photos to a specific width or height and let the other dimension work out for itself.

Figure 3.16: Enter Your Dimensions



Source: http://graphicdesign.about.com/od/howto/ss/photoshop_crop_all.htm

Notes

Notes You can also enter inches by using the abbreviation "in" instead of "px." This is helpful for cropping a photo to a common size for printing, such as 4x6 inches at 300 dpi. Remember you don't actually have to crop anything out of your photo to use this resize function, simply enter your dimensions and select the entire image with your crop tool, and it will still be resized. Be careful about selecting dimensions that are larger than your actual photo, which would result in a loss of image quality.

Source: http://graphicdesign.about.com/od/howto/ss/photoshop_crop_all.htm

Task Crop a HD Image to the resolution of 420X340.

3.4 Color Modes in Photoshop

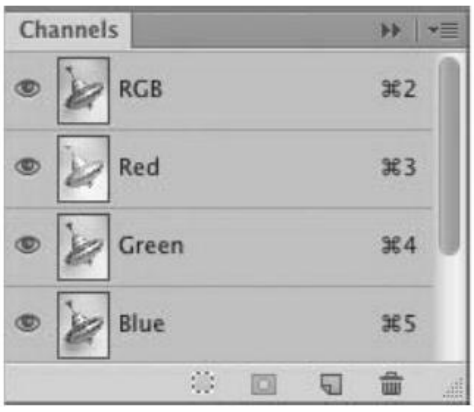
There are numerous modes used to measure and depict color. The RGB color model is dependent upon the hypothesis that every visible color could be made utilizing the primary additive colors red, green and blue. The aforementioned colors are regarded as primary additives since when joined in equivalent measures they generate white. The point when two or three of them are joined in distinctive measures, different colors are produced. For instance, joining red and green in equivalent measures makes yellow, green and blue makes cyan, and red and blue makes fuchsia.

You can specify the colour mode in the Image ->Mode menu. Colours within most colour modes are stored in colour channels.

The colour modes available in Photoshop are:

- ***RGB Colour Mode:*** There are various types of color modes through which one can work in Photoshop. One of the most prominent color modes in Photoshop and the other graphic softwares is the RGB color mode. RGB refers to Red, Blue and Green which are the primary colors.

Figure 3.17: The Mode of this Document is RGB Color, so it Contains three Channels



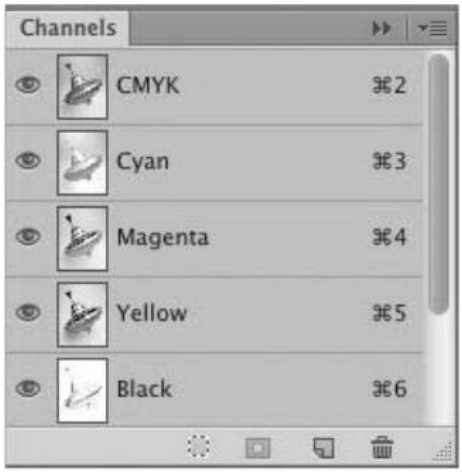
Source: http://www.graphics.com/sections/peachpit/2012/colormodels/2.jpg

Notes

Combining these 3 colors in different colors can create a total of 16.8 million colors. RGB mode is used when the images are published for the internet and have to be displayed on the computer screen. All the colors have a value of 255 each and hence changing the value from 0 to 255 for each color produces 16.8 million colors. If all the 3 values are equal then a neutral gray is produced. If the value of a color is higher than the other colors then a color created has more tones or tints of the color having the highest value

- ***CMYK Colour Mode:*** The CYMK color scheme or mode is another very popular color scheme in Photoshop. The CYMK color scheme is generally used when the image or the graphic created is to be printed on paper. This scheme is based on the light absorbing quality on paper. CYMK images comprises of colors produced from the combination of 4 colors of cyan, magenta, yellow and black. Like the RGB mode, the user has to enter values for each color to get the desired color.

Figure 3.18: We Converted the Document to CMYK Color Mode, which Upped the Number of Channels to Four



Source: http://www.graphics.com/sections/peachpit/2012/colormodels/3.jpg

- ***Lab Color Mode*:** It is a three-channel mode, was developed for the purpose of achieving consistency among various devices, such as between printers and displays. Lab Color files are device-independent, meaning their color definitions stay the same regardless of how each output device defines color. The channels represent lightness (the image details), the colors green to red, and the colors blue to yellow. The lightness and color values can be edited independently of one another. Although Photoshop uses Lab Color to produce conversions between RGB and CMYK Color modes internally, Photoshop users like us rarely, if ever, need to convert files to this mode.
- ***Multichannel images*:** It contain multiple 256-level grayscale channels. If you convert an image from RGB Color to Multichannel mode, its Red, Green, and Blue channels are converted to Cyan, Magenta, and Yellow (as a result, the image may become lighter and the contrast reduced). Some Photoshop pros assemble individual channels from several images into a single composite image by using this mode.
- Apart from Grayscale mode there are the monotone, duotone, Tritone and the Quadtone modes. The Monotone mode refer to the use of only one color, the Duotone mode refers to the use of only two colors, the Tritone mode refers to use of only 3 colors and the Quadtone mode refers to the use of four colors.

Notes

Self Assessment

State whether the following statements are true or false:

10. Cropping is the process of adding portions of an image to create focus or strengthen the composition.
11. The crop tool is also handy for resizing images.
12. Combining red, yellow and blue in different colors can create a total of 16.8 million colors.
13. Lab Color Mode is a three-channel mode, was developed for the purpose of achieving consistency among various devices, such as between printers and displays.
14. Multichannel images contains multiple 16-level grayscale channels.
15. The Tritone mode refers to use of only 3 colors.



Case Study

The History of Adobe Photoshop

Adobe Photoshop has become the standard for graphic editing applications and is one of the bestselling graphic editing software programs to date. Since its release in 1991, Photoshop has enjoyed enormous popularity in both the professional and consumer markets; so much in fact, that the word photoshopping has become a verb. Learn about the history of Photoshop and how the software went from being a college student's personal program to an industry leader in little over a decade.

History of Adobe

Founded in 1982 by two former Xerox employees, Charles Geschke and John Warnock, Adobe was an early pioneer in the software field. Adobe was located in Northern California in what is now known as Silicon Valley. The company's first venture was into desktop publishing with the development of PostScript, a programming language for printing and font applications. Soon after selling PostSricpt to Microsoft, Adobe, in conjunction with Apple, began working on its first graphic application, Illustrator. Originally designed for use on Macintosh systems, Illustrator is a vector-based drawing application that features pinpoint accuracy.

Notes Development of Photoshop

Thomas Knoll, a college student in Michigan, designed a graphics application that could be used on his computer in 1987. He named the program Photoshop and his brother John brought the program to California the following year, where he demonstrated it for executives from Adobe and Apple. Adobe bought the program and hired the brothers to continue working on it, developing add-ins and fine tuning the programming language.

Photoshop Versions

The first version of Photoshop was only compatible with Apple's Macintosh computer line. Compared with later versions, the first Photoshop was rather limited in its abilities. Users could alter a photograph or graphic on the pixel level and use the edited image in media-based forums such as computers, television and film. In 1992, Adobe released a version that was compatible with computers running the Windows system. The following

Contd...

Notes

year, they released a version that could be used on IRIX and Solaris, operating systems used mainly by programmers. Adobe eventually released 10 versions of the program using the Photoshop name, ending with version 7.0.1, which was released in 2002. Subsequent versions of the program were renamed Photoshop CS and were bundled with other products in Adobe's Creative Suite.

Photoshop CS

The first version of Photoshop CS was released in 2003 and came bundled with Bridge, Illustrator, InDesign and Version Cue; the premium edition also included Acrobat, Dreamweaver and GoLive. Photoshop CS2 was released in 2005 and CS3 came out in 2007. CS3 included the addition of three Macromedia programs, Dreamweaver, Flash and Fireworks.CS4 was released in 2008 and contained several more media programs. All of the programs in the CS bundle are designed to be used as cross platforms. For example, a document created in Photoshop can be exported to Flash for animation and imported into a webpage using Dreamweaver.

Photoshop Elements

Photoshop Elements is a budget version of Photoshop; it can perform many of the same functions as the original version but at a much lower cost. Elements was designed primarily for photograph editing, but it does not have all of the exportation functions found in the CS line of products. Photoshop Elements was first introduced in 2001 and the application is regularly upgraded with new features.

Questions:

1. Who was the designer of Photoshop? And in which year it was used for first time.
2. Explain the Photoshop product and its features.

3.5 Summary

- When you instruct PhotoShop to change the size of an image, it merely spreads out or scrunches the image pixels.
- To keep resolution the same while stretching, PhotoShop must add new pixels to the image and decide what color they should be.
- Changing image size actually changes the color information in the image, so you might want to save a copy before resizing an image forty times to decide how you like it.
- Every time PhotoShop changes the image, it removes or adds pixels, slightly lowering image quality.
- Whereas resizing reduces or enlarges the entire image and everything in it, cropping does not alter the size of the image content at all. The following steps will demonstrate how to crop an image in Photoshop
- To practice with the crop tool, open an image in Photoshop; click "File>Open," browse for the image on your computer, and click "Open." The RGB color model is dependent upon the hypothesis that every visible color could be made utilizing the primary additive colors red, green and blue.
- One of the most prominent color modes in Photoshop and the other graphic softwares is the RGB color mode.
- All the colors have a value of 255 each and hence changing the value from 0 to 255 for each color produces 16.8 million colors.

Notes

- If the value of a color is higher than the other colors then a color created has more tones or tints of the color having the highest value CMYK Colour Mode: The CYMK color scheme or mode is another very popular color scheme in Photoshop.
- Although Photoshop uses Lab Color to produce conversions between RGB and CMYK Color modes internally, Photoshop users like us rarely, if ever, need to convert files to this mode.
- If you convert an image from RGB Color to Multichannel mode, its Red, Green, and Blue channels are converted to Cyan, Magenta, and Yellow (as a result, the image may become lighter and the contrast reduced).
- Some Photoshop pros assemble individual channels from several images into a single composite image by using this mode The Monotone mode refer to the use of only one color, the Duotone mode refers to the use of only two colors, the Tritone mode refers to use of only 3 colors and the Quadtone mode refers to the use of four colors.

3.6 Keywords

Brightness: It is a relative expression of the intensity of the energy output of a visible light source.

CYMK: It is a subtractive color model, used in color printing, and is also used to describe the printing process itself.

DPI: It is a measure of spatial printing or video dot density, in particular the number of individual dots that can be placed in a line within the span of 1 inch.

Hue: The property of colors by which they can be perceived as ranging from red through yellow, green, and blue, as determined by the dominant wavelength of the light.

Palettes: A panel or palette is a box (usually located on the right hand side of the screen, but moveable) that allows you to change options associated with a Photoshop feature.

Quadtone: It is a mode of working in image manipulation software that permits printing of image with four inks, each with its own reproduction curves.

Resolution: It is the term used to describe the number of dots, or pixels, used to display an image.

RGB: It is an additive color model in which red, green, and blue light are added together in various ways to reproduce a broad array of colors.

Saturation: It refers to the actual amount or strength of color that is apparent in a photograph.

3.7 Review Questions

1. Explain the different components of the Photoshop workspace.
2. What is the importance of Palettes in Photoshop?
3. What are the different attributes required in opening a new image in Photoshop?
4. Write a short note on Hue, Saturation, and Brightness.
5. What are the different characteristics of Digital Images?
6. Differentiate between bitmap and vector images.
7. Explain the concept of Resolution in Photoshop.

8. What do you mean by Image Size?
9. Elaborate on the process of cropping in Photoshop.
10. Write a short note on Color Modes.

Notes

Answers: Self Assessment

1.	False	2.	False
3.	True	4.	Color
5.	Wavelengths	6.	Concentration
7.	Brightness	8.	Complex
9.	Algorithms	10.	False
11.	True	12.	False
13.	True	14.	False
15.	True		

3.8 Further Readings



Books

Peter Bauer, *Photoshop CS6 for Dummies*, Wiley Publishing Inc.

Barbara Obermeier, Ted Padova, *Photoshop Elements 10 for Dummies*, Wiley Publishing Inc.

Steve Johnson, *Adobe Photoshop CS6 on Demand*, Perspection Inc.



Online links

http://www.photoshop.com/tutorials

http://www.smashingmagazine.com/2008/12/07/50-excellent-digital-photography-photoshop-tutorials/

http://www.good-tutorials.com/tutorials/photoshop

http://psd.tutsplus.com/

Notes

Unit 4: Selecting Tools in Photoshop

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4.6 Review Questions

4.7 Further Readings

Objectives

After studying this unit, you will be able to:

- Explain how to make selections
- Discuss how to edit selections
- Discuss the painting tools

Introduction

Learning about Photoshop is also a good way to learn imaging concepts. Whether you are working on a webpage, Powerpoint presentation, or a document to be printed, Photoshop can be used to enhance your images. Participants will learn about image file types, cropping images, compositing (putting several images together), ghosting images (for use as webpage backgrounds), using layers, creating masks, applying filters, and formatting text with bevels and other effects.

4.1 Making Selections

The selection tools are used to facilitate the process of making selections of shapes, colors, and objects inside of Photoshop, and positioning them in the working image area. With tools like the magnetic lasso and magic wand, Photoshop packs a powerful array of selection gadgets.

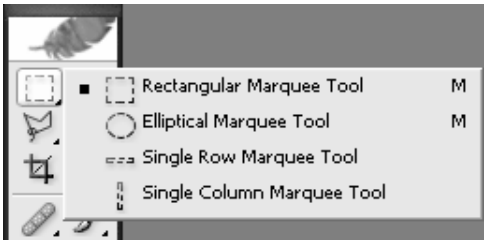
Notes

In Photoshop, selections are used to work in a specified area, while not altering any of the area around it. In many regards, a selection is a lot like a stencil. You basically are enabling yourself to only paint in one area while the rest of your canvas is left unaffected.

4.1.1 The Marquee Tools

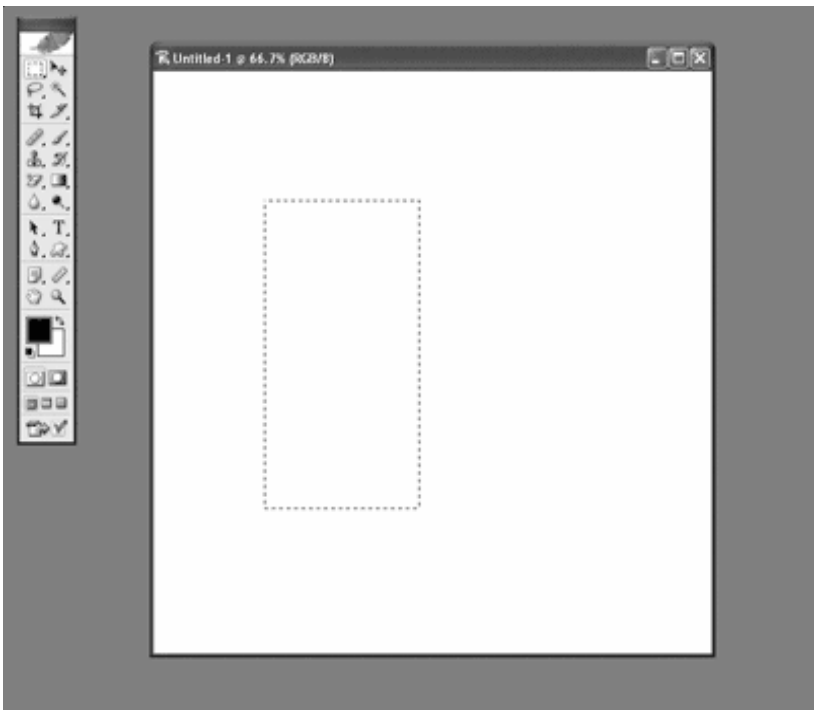
The Marquee tool creates geometric, selection shapes like squares, rectangles and circles. Select either the elliptical marquee tool or the rectangular marquee tool, then click and drag to create rectangles and ellipses. Use the keyboard shortcut "M" or Shift M to select the marquee tool.

Figure 4.1: The Marquee Tool



Fill a selection with any foreground color by quickly pressing Alt+Backspace or Option+Backspace for the Mac.

Figure 4.2: A Selection



Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueetoolselection.png

Alternating white and black dashes indicated what has been selected. Click away from a selection to immediately start another selection.

Notes

Marquee Options Bar

Located at the top of the stage are the options available for this tool. The first four icons seen here allow one to add or subtract additional selections from a prior selection. Move the mouse over each icon to see which does what.

Marquee Tool Options

Figure 4.3: Marquee Tool Options



Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueetooloptions.png

The basic options available in the Marquee Tool are:

- Create a New Selection
- Add to a Selection
- Subtract from Selection
- Intersect with Selection

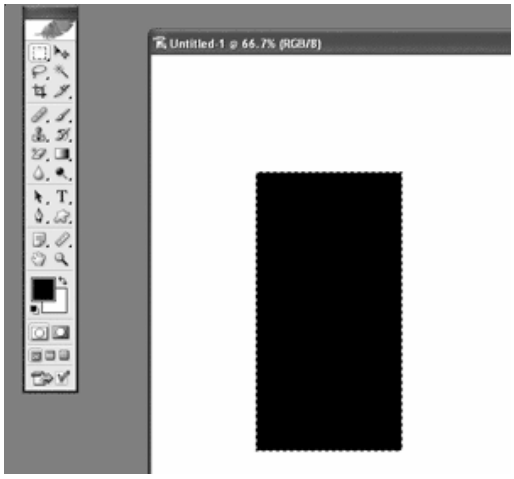
Now we will learn about each option in detail.

Selection Options

The first option is the selection option which is used to create a new selection. The steps to follow are given below:

- ***Create any selection:*** Alternating white and black dashes indicated what has been selected. Click away from a selection to immediately start another selection.

Figure 4.4: First Step to Create a Selection

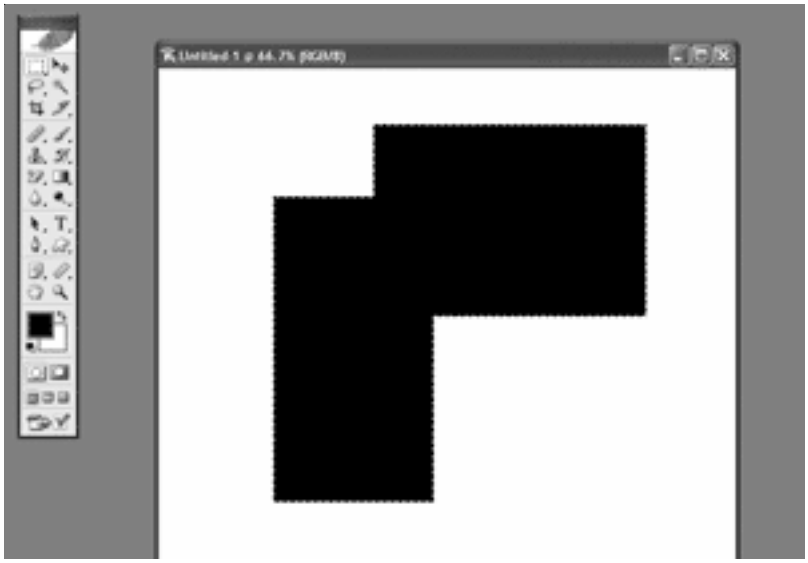


Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueecreatenewselection.png

Notes

- ***Add another selection to an existing selection:*** This is used to add a new selection to an existing one. Figure 4.5 shows the addition of a new selection to the one in figure 4.4.

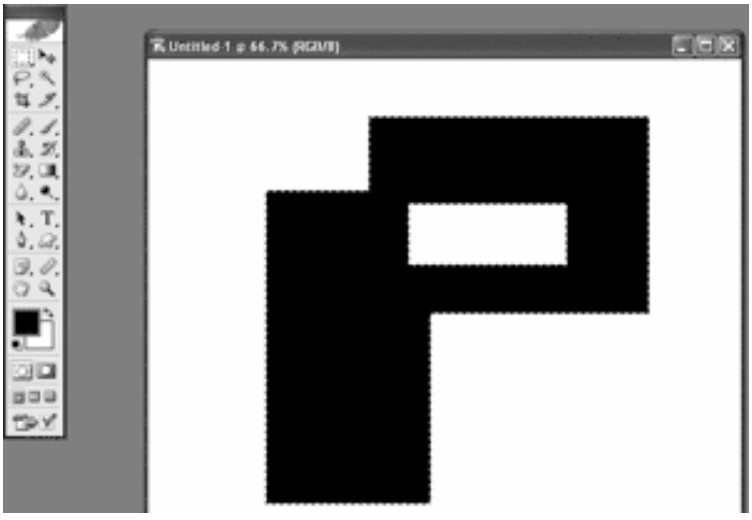
Figure 4.5: Adding a Selection



Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueeaddtoselection.png

- ***Subtract a selection:*** We can also remove or subtract a selection from a given image. Figure 4.6 shows the deletion of a rectangular selection from the selection in figure 4.5.

Figure 4.6: Subtracting a Selection



Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueesubtractselection.png

Notes

- ***Select the Intersecting Pixels:*** This option is used to select the intersecting pixels of an image.

Figure 4.7: Selecting the Intersecting Pixels

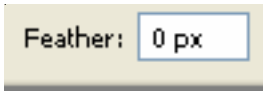


Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marqueemarqueeselectintersecting.png

Feathering Box

A "feathered" option exists and an anti-aliased checkbox. Feathering nicely blends the edges of a selection with pixels of the background, which in turn softens the transition.

Figure 4.8: Feathering Box



Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueefeatheredbox.png

Anti-Alias Box

Anti-aliasing prevents your round selections from having rough, square-like edges. Think back to the graphics that existed in the 1980s. Drawings and computer graphics had pixilated, edges especially curves and circular edges.

Figure 4.9: Anti-Alias Box



Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueeantialiasbox.png

Notes

Marquee Style Box

The style box is a drop-down list with three options. Normal allows you to create selections as you please. A fixed-ratio selection forces every selection to match that ratio. Ratios of 1:1 make squares and perfect circles. The fixed height allows you to specify a height and width (in pixels) for each new selection made.

Figure 4.10: Marquee Style Box

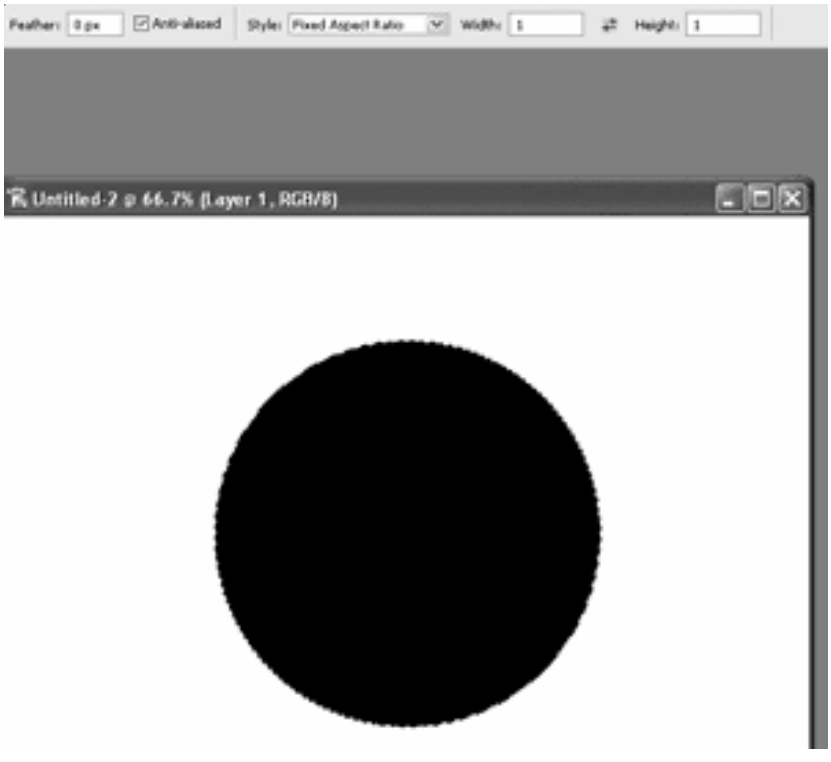


Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueestylebox.png

Elliptical Marquee Tool

As the name states, this tool can create selections in the form of ellipses and circles. While dragging with the elliptical marquee tool, pressing down the shift key creates a perfect circle.

Figure 4.11: A Perfect Circle



Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueeperfectcircle.png

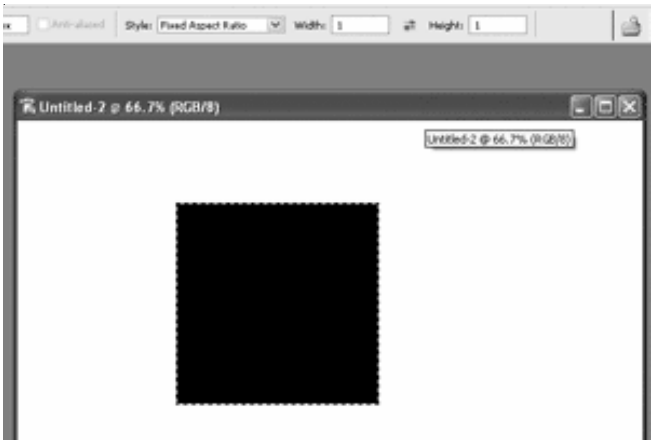
Use the space bar to drag the selection into place while still holding down the mouse button.

Notes

Rectangular Marquee Tool

Use this tool to create selections in the form of rectangles or squares. While dragging a new selection you may also press shift or option to create a perfect square. Also pressing the space bar, will stop resizing the selection and instead allow you to move the whole selection about the canvas. Use this technique to reposition and select geometric shapes.

Figure 4.12: Create a Perfect Square



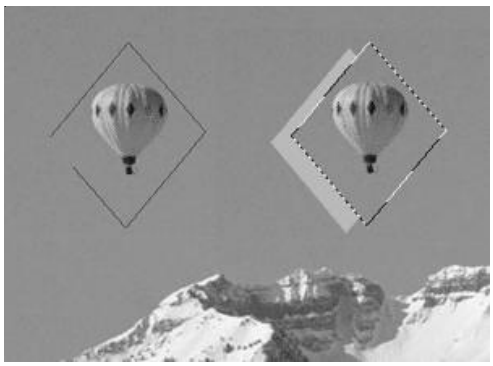
Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/marquee/marqueeperfectsquare.png

4.1.2 Lasso Tools

The Lasso Selection Tools allow you to make selections of irregular shapes. Using the ordinary lasso tool, simply click and drag a freehand selection with your mouse.

The polygonal lasso tool exists as a secondary tool to the original lasso tool. With the Polygonal Lasso Tool, click to make various points which will define a selection, and finish your selection by clicking the starting point. Press shift+L to alternate through the lasso tools until you have the polygonal lasso tool selected. This tool is great for extracting pieces of photos that have straight edges or a semi polygonal shape to them

Figure 4.13: Lasso Tool

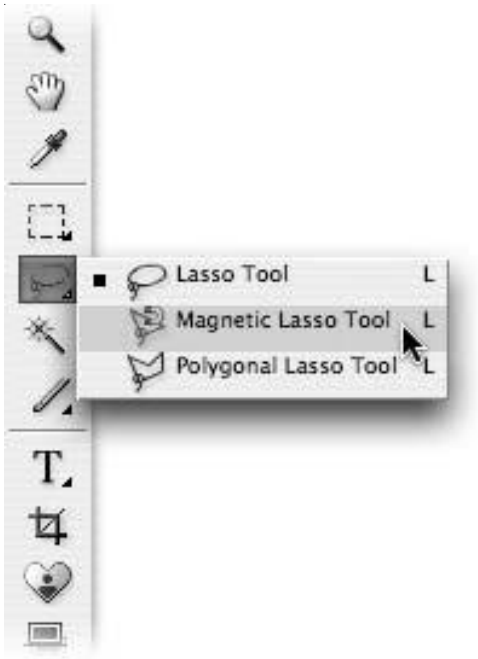


Source: http://artist.tizag.com/screencaptures/photoshop/toolcaptures/lassotool/polygonalextraction.png

Notes

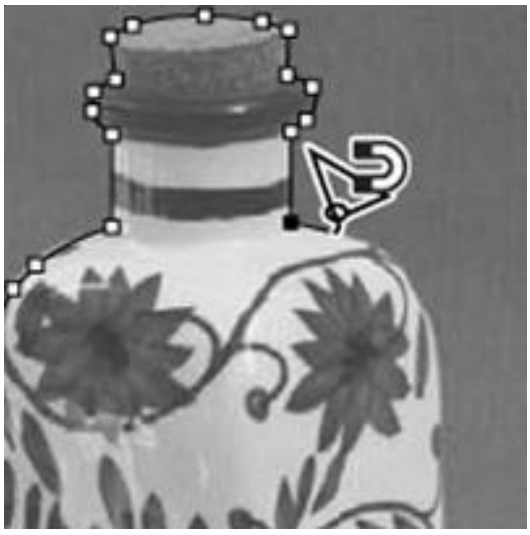
The Magnetic Lasso Tool sort of combines the first two tools mentioned here. You click once, and begin to drag a freehand selection around the object you wish to select. The magnetic lasso tool tries to automatically create points itself while you follow the edge of your object (you can define points by clicking if needed). The end result is a much smoother selection than the polygonal lasso tool will make.

Figure 4.14: Magnetic Lasso Tool



http://photolesa.com/sites/default/files/2012/teeth_1.jpeg

Figure 4.15: Figure Edited Using Magnetic Lasso Tool



Source: http://mediamilitia.com/wp-content/uploads/2009/12/extract/ml_1.jpg

Notes

Now we have a general idea of how to make selections of various shapes in Photoshop. There is also a way to select objects and areas based on color.

Magic Wand Tool

The Magic Wand Tool is unlike the rest of the selection tools, in that is selects areas based on color. To use the Magic Wand Tool, you simply point and click the color you want to select in the active image area.

Take the diagram below for example. Using the Magic Wand Tool, it simply takes one click in the white area to make a selection of that space.

Figure 4.16: Magic Wand Tool



Source: http://tutorial9.s3.amazonaws.com/uploads/2008/04/magic-wand-tool.gif

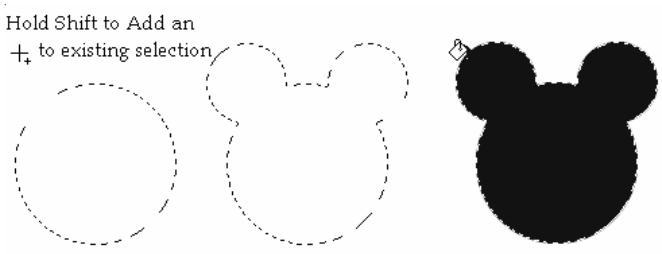
Notes While using the Magic Wand Tool, it's possible to select a wider (or more narrow) range of colors when making your selection by adjusting the Tolerance value in the options bar. The higher the value, the more similar colors will be selected.

Combining Selections

Sometimes, it's necessary to combine multiple selections in order to select the ENTIRE area you want to work with. In times like these, it's possible to combine multiple selections using an easy keyboard shortcut.

Working from an existing selection, simply hold shift and create a new selection. This will add your new selection to the existing selection.

Figure 4.17: Combining Selections



Source: http://tutorial9.s3.amazonaws.com/uploads/2008/04/combine-selections.gif

Notes

Subtracting and Intersecting Selections

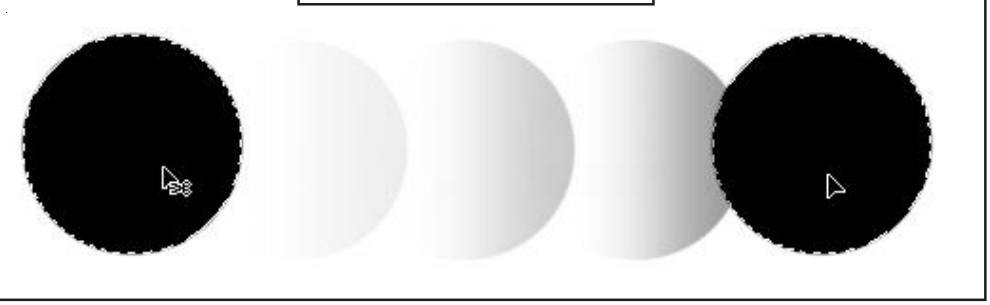
Just like it is possible to add to an existing selection, you can also subtract from a selection (Hold Alt when drawing a new selection) and intersect selections (Hold Shift and Alt while drawing a new selection).

Move Tool

The Move Tool is used for moving selected areas of an image, layers, shapes, and other objects.

To move a selected part of an image, simply select the move tool, and then click and drag your selection as you please. This will Cut the selection out from its current location, and reposition it to wherever you release the mouse button.

Figure 4.18: Move Tool



Source: http://tutorial9.s3.amazonaws.com/uploads/2008/04/move-tool.gif

Caution The right tool is very essential in order to create the perfect picture.

Self Assessment

State whether the following statements are true or false:

1. The Marquee tool creates geometric, selection shapes like squares, rectangles, and circles.
2. Use the keyboard shortcut Alt+M is used to select the marquee tool.
3. Fill a selection with any foreground color by quickly pressing Alt+Backspace.
4. Feathering nicely blends the edges of a selection with pixels of the background, which in turn softens the transition.

4.2 Editing Selections

After getting the general outline of your selection or mask down pat, Photoshop provides the help in order to perfect your selections at the single pixel level.

Basically all selections are actually gray scale masks underneath, you need to use the right tools that can control the boundaries of a mask in order to make your selections more precise.

4.2.1 Refine Edge

Refine Edge is a very useful tool for all kinds of users like photographers and home users. It easily helps you replace tricky backgrounds and fine details (soft edges and hair) from a photo.

Notes

The Refine Edge dialog box can be accessed from multiple locations in the Photoshop user interface, some of them new to CS4.

1. Use Quick Selection Tool (W) to select the subject from your photograph. Make use of the Add for Selection and Subtract from Selection buttons in order to select your subject nicely. Less selection is advised when dealing with soft areas like hair.

Figure 4.19: Subject with Selection

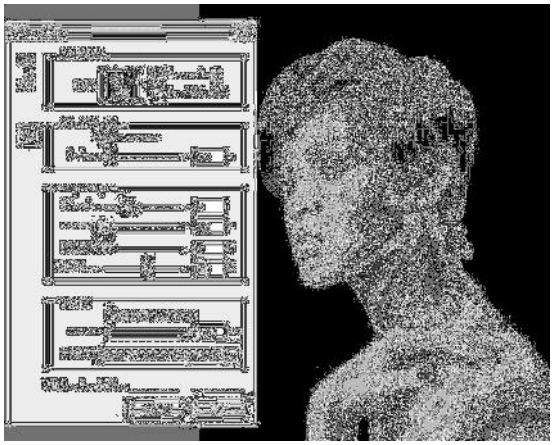


Source: http://www.twin-pixels.com/wp-content/uploads/crop1.jpg

Your image should resemble the image above.

2. Next open the Refine Edge dialog box. Some of the settings here includes – the View Mode which includes the background selected based on the photograph chosen, Edge Detection where you need a small radius number which should not be too high, Adjust Edge to experiment with the edges and finally how we save the photo we worked on (Output to), and you'll have a list to choose from. The box "Decontaminate colors" should be ticked at all times, and the amount at 100%. The color "spill" from background to your subject is extremely useful.

Figure 4.20: Refine Edge Dialog



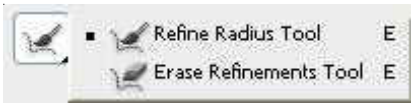
Source: http://www.twin-pixels.com/wp-content/uploads/crop2.jpg

Notes

Notes The Remember Settings box is good if ticked.

3. There are a number of tricks you can do in Photoshop. For instance to draw over tricky edges we can select the three objects on the left of the settings box: a magnifier (zooming), a hand (moving if you zoom in a bit), and a brush. Click right on the brush and you have a list there.

Figure 4.21: Refine Edge Tool



Source: http://www.twin-pixels.com/wp-content/uploads/crop3.jpg

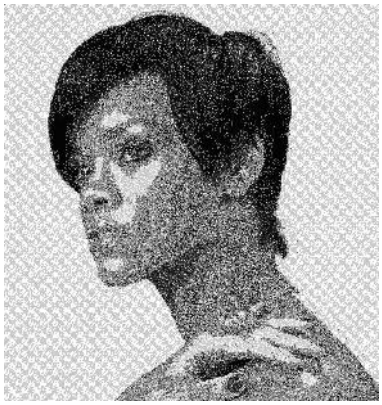
The brush size should be small to prevent too much selection. This will be treated as "transition" area between the inside and outside selection and will do help to figure out what to keep and what not.

Figure 4.22: Area that Needs Refinement



Source: http://www.twin-pixels.com/wp-content/uploads/crop4.jpg

Figure 4.23: Final Result



Source: http://www.twin-pixels.com/wp-content/uploads/crop5.jpg

Notes

There are three options inside Rene Edge that are explained below-

- ***Smooth:*** To smoothen out jagged edges of a selection. It is very useful in selection made using the Magic Wand as it leads to weird bumps along the edge of a selection.
- ***Feather:*** Using a specific pixel number it can be used to feather out a selection. This proves very helpful when creating a vignette. It also allows you to visualize the amount of feathering which is better than guessing the pixel radius.
- ***Contract/Expand:*** Can be used to move your selection inward (contract) or outward (expand).

Self Assessment

Fill in the blanks:

5. The keyboard shortcut …… is used to select the marquee tool.
6. The four options of the marquee tool are ……, ……, …… and ……
7. The Magic Wand Tool selects areas based on ……
8. There are three options inside Rene Edge are ……, …… and ……

4.3 The Painting Tools

Photoshop provides several tools for painting images. We can draw and color using the Brush tool and the Pencil tool. Tools like the Eraser tool, Blur tool, and Smudge tool can be used to modify the existing colors in the image. You can set how color is applied to an image and choose from preset brush tips from the options bar in each of these painting tools.

4.3.1 Paint and Edit Tool Options

Presets available for the tool are present in the Options bar. Some of them include:

Mode: To blend the color you paint with the underlying existing pixels. Available modes change with the currently selected tool. Paint modes are similar to layer blending modes.

Opacity: To Set the transparency of color you apply. As you paint over an area, the opacity does not exceed the set level no matter how many times you move the pointer over the area, until you release the mouse button. If you stroke over the area again, you apply additional color, equivalent to the set opacity. Opacity of 100 percent is opaque.

Flow: Sets the rate at which color is applied as you move the pointer over an area. As you paint over an area, keeping the mouse button down, the amount of color builds up based on the flow rate, up to the opacity setting.



Example: If you set the opacity to 33% and the flow to 33%, each time you move over an area, its color moves 33% toward the brush color. The total will not exceed 33% opacity unless you release the mouse button and stroke over the area again.

Notes



Notes Press a single number key to set a tool's opacity in multiples of 10% (pressing 1 sets it to 10%; pressing 0 sets it to 100%). Press two number keys to set a specific opacity. To set Flow, press Shift and number keys.

Some options of the Paint and Edit Tools are described below –

Airbrush

As you move the pointer over an area, paint builds up as you hold down the mouse button. Brush hardness, opacity, and flow options control how fast and how much the paint is applied. Click the button to turn on or off this option.

Auto Erase

Paints the background color over areas containing the foreground color.

Tablet Pressure Buttons

Use stylus pressure to override opacity and size settings in the Brush panel.

Brush Tool or Pencil Tool

To paint the current foreground color on an image we can use the Brush tool and the Pencil tool. The Brush tool creates soft strokes of color and the Pencil tool creates hard-edged lines.



Notes Rotation tool rotates the canvas, which can facilitate easier painting.

The steps to be followed to create and paint an image are given below-

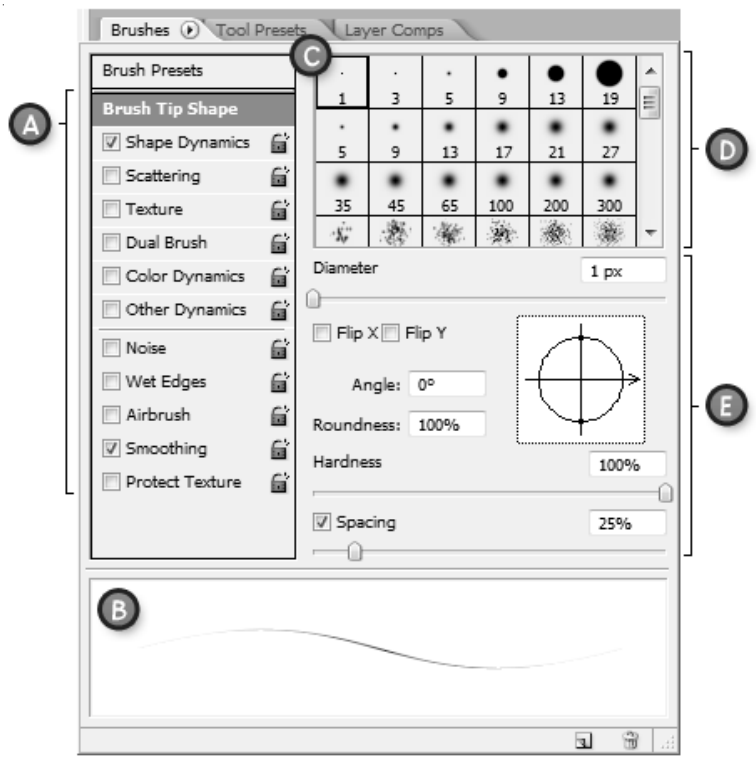
1. Choose a foreground color.
2. Select the Brush tool or Pencil tool .
3. Choose a brush from the Brush Presets panel.
4. Set tool options for mode, opacity, and so on, in the options bar.
5. Do one or more of the following:
   - Click and drag in the image to paint.
   - To draw a straight line, click a starting point in the image. Then hold down Shift, and click an ending point.
   - When using the Brush tool as an airbrush, hold down the mouse button without dragging to build up color.

The Brushes Palette

The Brushes Palette allows us to select an appropriate brush size for the Painting and Editing tools.

Notes

Figure 4.24: Brush Palette



A: Brush Settings - Various settings for the selected brush tip, B: Brush Stroke Preview - A preview of the current brush stroke will look when used, C: Selected Brush Tip - The currently selected brush tip, D: Brush Tip Shapes - A list of all brush tip shapes available, E: Brush Options - Options for modifying the currently selected brush tip. Changes will not be permanent unless a new brush preset is saved.

Source: http://3.bp.blogspot.com/-XnXfyW-_5Qc/UGGtOwFHjII/AAAAAAAAA9Y/gY-cnoUPnNg/s640/brush-palette.gif

To display the Brushes palette, Choose Window > Brushes, or click the palette button on the right side of the options bar for the painting tools, erasing tools, toning tools, and focus tools.

The options in the Brushes palette can be shown by first selecting an item name on the left side of the palette and then choosing from the available options for the selected item which appear on the right side of the palette.

Notes Click the checkbox to the left of the item name to enable or disable the item without viewing its options.

4.3.2 Drawing

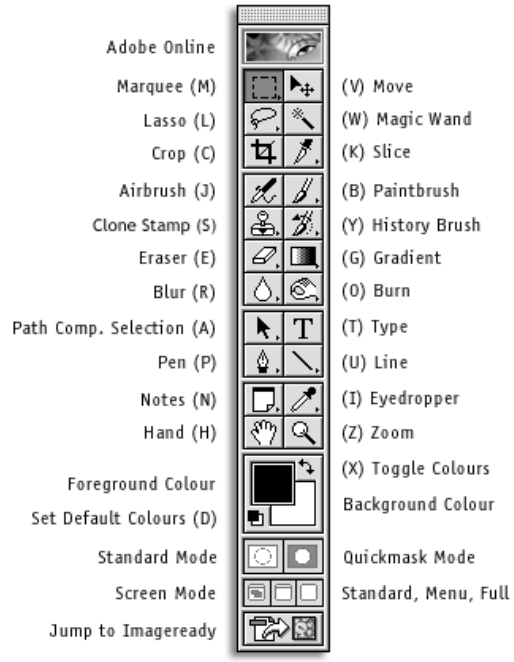
Photoshop's drawing tools are very powerful in their own way, but if you want to create and draw an image from scratch. Photoshop uses raster graphics Raster graphics store picture data as a matrix of pixels (dots). When you zoom in on the picture, the pixels become enlarged, resulting in a fuzzy, jagged picture with visible pixels.

Drawing Tools

Notes

The main drawing tools are located on the Tools Palette: the Pen Tool, Shapes Tool and the Path Selection tool.

Figure 4.25: Tools Palette



Source: https://wiki.brown.edu/confluence/download/attachments/4438/Photoshop_tools.gif?version=1&modificationDate=1152823763000

To expand the options for a tool, hold the mouse down on the tool icon.

Figure 4.26: Options of the Tools Palette

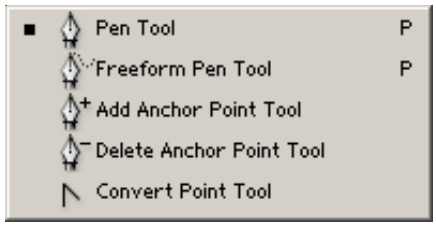


Source: http://www.surrealpsd.com/wp-content/uploads/2012/04/photoshop_selections_tutorial_1.png

Notes

- ***Pen Tool:*** Use the Pen tool to create drawing paths. You can create custom shapes and complicated curves that can be scaled easily. By accessing the expanded Pen tool, you can add, delete and covert points on your drawing path.

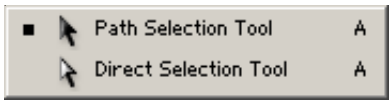
Figure 4.27: Pen Tool in Tools Palette



Source: http://www.washington.edu/lst/help/graphics/photoshop/drawing

- ***Path Selection Tool:*** Use the Path Selection tool to select an existing drawing path. You can also use it to move, resize, copy, or delete paths. Use the Direct Selection tool to reshape a path, or to delete a component of a path.

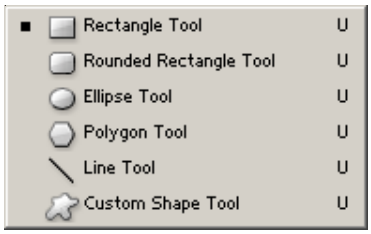
Figure 4.28: Path Selection Tool in Tools Palette



Source: http://www.washington.edu/lst/help/graphics/photoshop/drawing

- ***Shape Tool:*** Use the Shape tool to create paths with a certain shape. It creates the same path points that the Pen tool does. Each shape can be modified with the Path Selection tool.

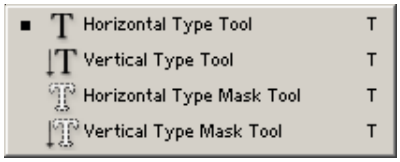
Figure 4.29: Shape Tool in Tools Palette



Source: http://www.washington.edu/lst/help/graphics/photoshop/drawing

- ***Type Tool:*** Use the Type tool to add text to your image. For more information on using the Type tool, visit the Type page.

Figure 4.30: Type Tool in Tools Palette



Source: http://www.washington.edu/lst/help/graphics/photoshop/drawing

Notes

4.3.3 Retouching Tools

Photoshop offers a large selection of tools and features for retouching photographs and images. Further in this book you'll learn how to use the common touch-up tools.

Core Retouching Tools

Retouching in this context means making changes to the content of the image beyond global changes to tone or color of the image.

Pixels are modified, moved, scrunched, and smoothed in various ways to create a slightly new variation of your image.

Caution Use the retouching tools in a way that does not produce out-of-place or unrealistic-looking images.

After a retouch the images will differ as per the effects we apply. The pictures below show the difference.

Figure 4.31: The Image Before and After Retouching



Source: http://www.republicofcode.com/tutorials/photoshop/retouch/

Let us discuss in detail about the various retouching tools available.

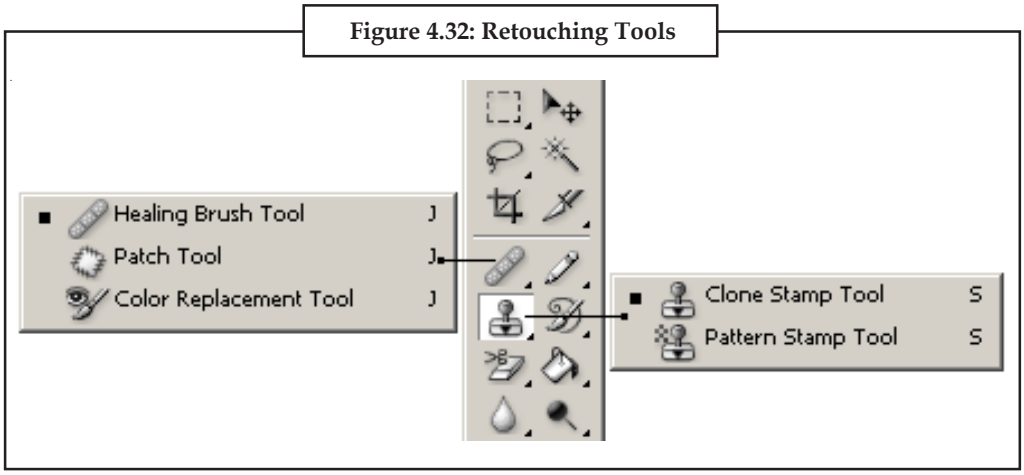
The retouching tools in **Adobe Photoshop** are: **Clone Stamp**, **Pattern Stamp**, **Healing Brush**, **Patch** and **Color Replacement**.

These tools repair damaged images, apply repeated patterns, or replace colors in an image.

Notes

The following illustration shows the arrangement of these tools in the toolbar.

Figure 4.32: Retouching Tools



Source: http://akvis.com/en/photoshop-tips/retouch-tools.php

If two or more tools occupy the same cell (the icon for the tool last used is always shown), in order to choose another tool, right-click the mouse on the arrow next to the icon and choose another tool from the menu that appears. This menu will also appear if you click on the icon and press it for some time.

Clone Stamp

The **Clone Stamp** tool and **Healing Brush** clone (copy) pixels from one part of an image to another, to another layer or even to another image. The difference between the **Healing Brush** and the **Clone Stamp** tool is, the **Healing Brush** in Photoshop takes into account the texture, illumination and shadows of the processed image. As a result, the fragment processed by the **Healing Brush** blends more easily into the rest of the image.

To clone an area with the **Clone Stamp** or **Healing Brush**, follow these steps:

- ***Step 1.*** Choose the tool from the Toolbar.
- ***Step 2.*** Set the parameters for the tool in the Options panel: size, blending mode, the amount of opacity and others.
- ***Step 3.*** Check Use All Layers, if you need to work with several layers at once.
- ***Step 4.*** Check Aligned to create one clone selected from the area around a starting point. The mouse button can be released and new fragments selected. Also, the mode and size of the tool can be changed. If Align is unchecked, then each application of the tool will create a clone from the same starting point.
- ***Step 5.*** Set a starting point. Do this by holding ALT, and then left-clicking on the point from which the clone will be taken.
- ***Step 6.*** Move the cursor to the location where you want to copy the fragment.
- ***Step 7.*** Press the left mouse button and the clone will be applied. If the **Healing Brush** is used, then the cloned fragments, texture, luminance, and shadows, will be processed in relation to the pixels of the background image.

Notes

Figure 4.33: A Copy Created using the clone Stamp Tool



Source: http://www.filebuzz.com/fileinfo/120063/Free_Clone_Stamp_Tool.html

Patch Tool

The **Patch** tool repairs an area with pixels copied from another area or image. Like the **Healing Brush**, the **Patch** takes into account the texture, luminance, and shadows of the background image.

This tool can be used in one of two ways:

Define the place where the clone will be applied, then drag the tool to the source point.

Follow these steps:

- ***Step 1.*** Choose the Patch tool from the Toolbar.
- ***Step 2.*** Choose the shape and size of the tool in the Options panel, and select Source in Patch's options.
- ***Step 3.*** Draw a line with the Patch tool around the part of the image that needs to be restored.
- ***Step 4.*** Drag the selected area to a new spot, from which the clone will be created.

Define the source, then drag the tool to the damaged area.

Follow these steps:

- ***Step 1.*** Choose the Patch tool from the Toolbar.
- ***Step 2.*** Choose the tool's size and shape in the Options panel, and in Patch's options select Destination.
- ***Step 3.*** Draw a line with the Patch tool around the part of the image that will be cloned.
- ***Step 4.*** Drag this area over the part of the image that needs repair.

Notes

Figure 4.34: Patch Tool use on an Image



Source: http://photo.net/photodb/photo?photo_id=7286548

Pattern Stamp

The **Pattern Stamp** tool works by drawing with a repeating pattern. This tool can be used to create a frame or design for wallpaper or for retouching the texture of part of an image. A pattern is selected from the Pattern Palette in the Options Panel.

To use this tool, follow these steps:

- ***Step 1.*** Choose the tool from the Toolbar.
- ***Step 2.*** Set a pattern, by choosing it from the Pattern Palette in the Options Panel.
- ***Step 3.*** Choose the size and shape, blending mode, amount of pattern opacity and other parameters for the tool in the Options Panel.
- ***Step 4.*** Press the left mouse button and drag the tool into the image.

Healing Brush

A repeating pattern can also be used with the **Healing Brush** and **Patch** tool. To do this with the **Healing Brush**, in the tool's options select Pattern for the Source and choose a pattern from the Pattern Palette. To do this with the **Patch** tool – begin by using the tool to draw a line around an area (or use a previously selected area), then choose a pattern from the Pattern Palette and press the Use Pattern button.

Notes

Figure 4.35: Showing the Use of Healing Brush Tool



Source: http://www.tutorial9.net/tutorials/photoshop-tutorials/retouch-and-healing-tools/#

Color Replacement

The **Color Replacement** tool replaces one color in an image with another. This tool can be used, for example, to repair the "red eye" effect.

Follow these steps to use the tool:

- ***Step 1.*** Choose the tool from the Toolbar.
- ***Step 2.*** Set the color which will be used to replace the intended color in the image.
- ***Step 3.*** Set the parameters for the tool in the Options Panel, such as: size and shape of the brush, the color's blend mode, color choice mode, opacity, etc.
- ***Step 4.*** Click on the color in the image to be replaced.

Figure 4.36: Showing the use of the Color Replacement Tool to Change Shade of the Elements in the Picture



Source: http://sixrevisions.com/graphics-design/35-basic-tutorials-to-get-you-started-with-photoshop/

Self Assessment

Fill in the blanks:

9. Presets available for the tool present in the Options bar are ……, …… and ……

Notes

10. To display the Brushes palette, Choose Window > .....
11. The main drawing tools are located on the Tools Palette: ....., ..., ... and .....
12. The ..... tool is used to create drawing paths.

Task

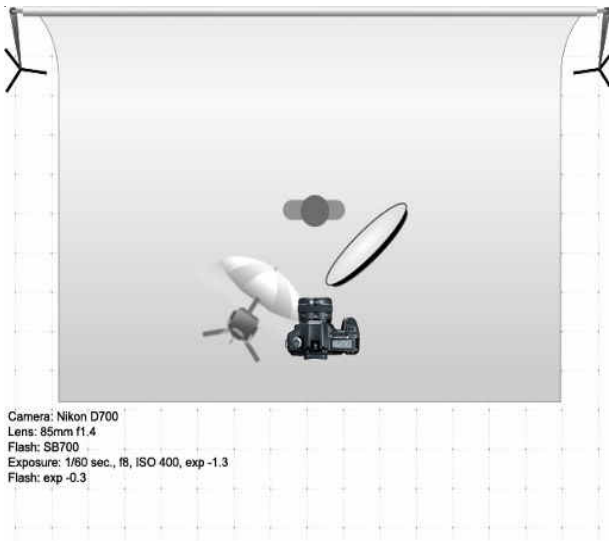
1. Show the steps to paint a frame inside using Brush Tools.
2. Select an image make its clone image using Healing Brush.

Case Study

Portrait Photoshop Retouching from Lighting to Finished Product

We all have searched the web for ways to accomplish better portrait retouching. There are more methods and programs that people use, all of which have a different look and not one is technically better than another. I use different methods depending on the portrait and look I am going for. Sometimes I use a portrait retouching program, but most of the time I just use Photoshop.

This is what I am going to explain here. I took a simple self portrait using a single flash setup in my studio. The set-up can be seen below, a single SB700 flash camera left shot through a shoot through 423 umbrella. Camera right slightly underneath the model I had a white reflector disc to push some of the light back up into the model and reduce fall-off. I wanted a shadow on the side of the face, but not too deep of one.



You can see the camera settings and flash setting in the corner. I had the camera in close to just shoot a head shot. This is the resulting shot (I am not angry, just my smile pictures just do not look genuine when I am doing this):

Contd...

Notes

You can see that my skin does look smoother, but not porcelain. The next step for me is usually whitening the whites of the eyes and the teeth. This example doesn't have teeth but you can do the same practice on them as well. Some duplicate the new layer and zoom into the eyes. Grab the dodge tool and choose an exposure around 15%. Use a small soft brush and lighten the whites of the eyes a little bit. While doing this, also using the same tool, lighten up the color portion of the eye. Next, grab the burn tool and a small brush and just darken the outside of the iris since it may have been lightened during the dodge process and to really add some contrast in the eyes. This can really draw out a model's eyes. The second step I take on the eyes is to draw out the color. Create a New Layer and grab the Eyedropper Tool. Select the color section of the eye. Now grab a soft brush at 100% opacity. The size should be the size of the color portion of the eye. Go to the layer, set it from Normal to Color and change the opacity to around 55%, depending on how much you want the eyes to stand out. Even though I did light the image with the shadow in mind, I wanted to lighten a little bit of the right of my face. This can come in handy when you want to add highlight to a models skin on the cheeks or above the brow. Add a **New Layer** and grab a soft **white** brush. Set the opacity around **20%** and paint the areas you want lightened. Now in my work flow depending on if I am going to do a color or a black and white portrait I do two different things. If I am doing a color portrait I adjust the **levels** next. But I wanted this portrait in Black and White, so first I add an adjustment layer **Black and White** and adjust the color channels how I see fit. Then I go and add a **levels** adjustment layer.

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://www.lightstalking.com/case-study-portrait-photoshop-retouching-from-lighting-to-finished-product

4.4 Summary

- Photoshop is also a good way to learn imaging concepts. It can be used to enhance your images.
- The selection tools are used to facilitate the process of making selections of shapes, colors, and objects inside of Photoshop, and positioning them in the working image area. With tools like the magnetic lasso and magic wand, Photoshop packs a powerful array of selection gadgets.
- The Marquee tool creates geometric, selection shapes like squares, rectangles, and circles.
- The basic options available in the Marquee Tool are: creating a new selection, adding to a selection, subtracting from selection and intersecting with a selection.
- The Lasso Selection Tools allow you to make selections of irregular shapes. Using the ordinary lasso tool, simply click and drag a freehand selection with your mouse. Some of them are – Magnetic, Polygonal, Magic Wand etc.
- After getting the general outline of your selection or mask down pat, Photoshop provides the help in order to perfect your selections at the single pixel level.
- Refine Edge tool easily helps you replace tricky backgrounds and fine details of a photo.

Notes

- Photoshop provides several tools for painting images. We can draw and color using the Brush tool and the Pencil tool. Tools like the Eraser tool, Blur tool, and Smudge tool can be used to modify the existing colors in the image.
- Photoshop offers a large selection of tools and features for retouching photographs and images. The retouching tools in Adobe Photoshop are: Clone Stamp, Pattern Stamp, Healing Brush, Patch and Color Replacement.

4.5 Keywords

Aliasing: The visual stair-stepping of edges that occurs in an image when the resolution is too low.

***Brush Tool*:** The Brush tool is a basic painting tool. It works like a traditional drawing tool by applying the color using strokes. It's located in the standard Tool Bar and its default shortcut is the letter B.

Gray Scale Image: A black and white image.

Lasso Selection Tools: They allow you to make selections of irregular shapes.

Marquee Tool: It creates geometric, selection shapes like squares, rectangles, and circles of painting with water colour.

Opacity: The Opacity value determines the extent of stroke applied with the Brush or Pencil Tool.

Raster Image: It is made up of pixels (little squares) with a numerical value for their color.

Refine Edge Tool: It helps you replace tricky backgrounds and fine details of a photo.

***Wet Edges*:** This option is available on the left side of the Brushes palette. It provides the effect.

4.6 Review Questions

1. Discuss the various selection tools available in Photoshop.
2. Give the steps to draw an image in Photoshop.
3. What are the retouching in Photoshop?.
4. Explain the various Marquee Tool Options available in Photoshop.
5. Elaborate on the lasso tools concept.
6. Discuss the steps to be followed to paint an image.
7. What are the options of the Paint and Edit Tools?
8. Explain drawing tools with examples.
9. Explain the various tools available for retouching.
10. What are raster graphics?

Answers: Self Assessment

1. True
2. False
3. True
4. True
5. "M"
6. Create, Add, Subtract, Intersect

7.	Color	8.	Smooth, Feather, Contract/Expand	**Notes**
9.	Mode, Opacity and Flow	10.	Brushes	
11.	Pen, Shapes and Path Selection tool.	12.	Pen	

4.7 Further Readings



Books

Barbara Obermeier, *Photoshop CS5 All-in-One for Dummies*

Matt Kloskowski, *Layers: The Complete Guide to Photoshop's Most Powerful Feature (2nd Edition)*

Richard Lynch, *The Adobe Photoshop Layers Book*

Mike Wooldridge, *Teach Yourself Visually: Adobe Photoshop CS5*



Online links

http://lifehacker.com/5758404/learn-the-basics-of-photoshop-the-complete-guide

http://helpx.adobe.com/photoshop/using/painting-tools.html

http://help.adobe.com/en_US/photoshopelements/using/WS287f927bd30d4b1f71abaa0b12e28aec742-7fff.html

http://www.tutorial9.net/tutorials/photoshop-tutorials/the-selection-tools

Notes

Unit 5: Working with Layers in Photoshop

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Objectives

After studying this unit, you will be able to:

- Explain basic concepts of layers
- Understand of working of layers
- Discuss filters of layers

Introduction

You can separate and work independently on different parts of the same image by using layers even though it still appears to be one whole image. Layers allow us to edit images without destroying them as we can undo the changes made. One of the most common tasks in Photoshop includes improving the quality of images.

The basic steps towards better image quality:

1. Adjust contrast and brightness levels
2. Variate the color
3. Crop and trim Image Size and Canvas Size

Notes

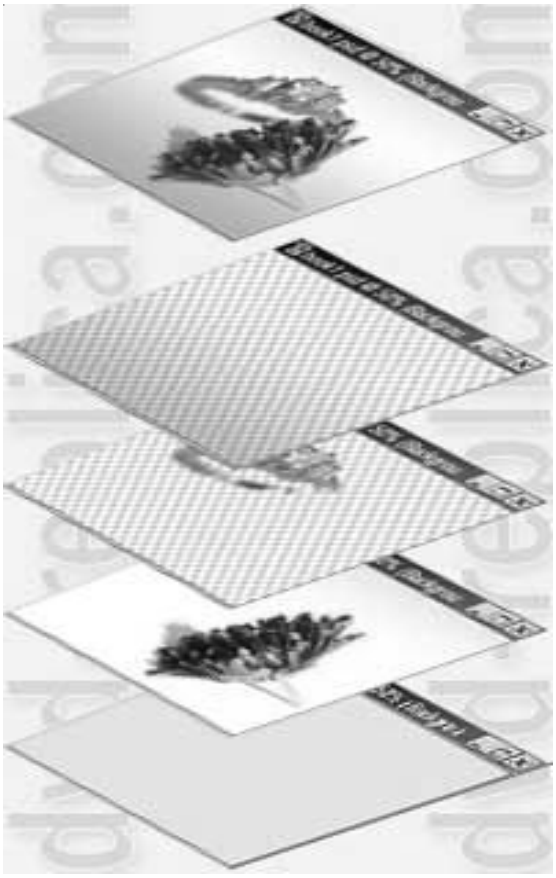
4. Orient using Rotate.
5. Repair the image using painting tools and Clone Stamp.
6. Sharpen the image with Unsharp Mask.

5.1 Basic Concepts of Layers

Layer is the term used to describe the different levels at which you can place an object or image file. In the program you can stack, merge or define layers when creating a digital image. Layers can be partially obscured allowing portions of images within a layer to be hidden or shown in a translucent manner within another image, or you can use layers to combine two or more images into a single digital image. For the purpose of editing, working with layers allows you to go back and make changes within a layer as you work.

Use of layers is one of the most powerful and important features of Photoshop which makes it a superior photo composition and retouching product. Layers concept is easy to explain once you visualize how layers work. You can consider a layer as an image placed on transparent sheet which you can lay on another transparent one. Each layer is a separate image which can be modified independently without affecting images from other layers. The final image (which we see) is a view of the layer stack from the top down.

Figure 5.1: Layers Representation



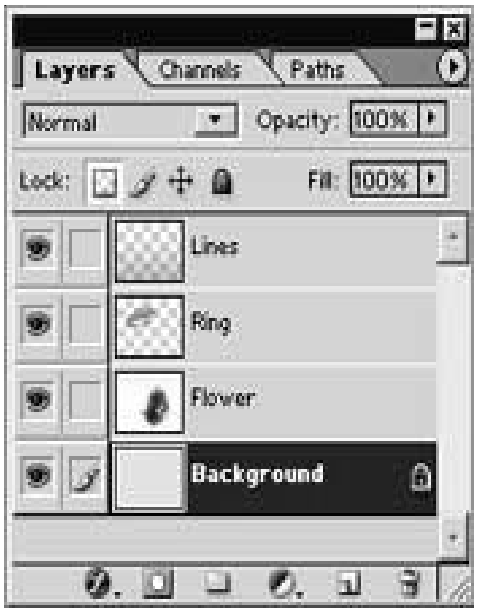
Source: http://www.dvd-replica.com/photoshop/102.1.php

Notes

The picture shown below is composed by combining four separate layers. The topmost layer contains a set of horizontal lines toward the bottom of the image. The next two layers have the image of a ring and a red flower. And finally, a coloured background layer at the bottom of the layer stack.

The Layers palette in the figure 5.2 shows four layers labelled Lines: Ring, Flower, and Background corresponding to each layer in the layer stack as displayed above in figure 5.2. The layer "Lines" is at the top of the stack while the layer "Background" is at the bottom. The current or selected layer is highlighted (Background). All commands and editing tools apply only to the current layer without modifying any other layers in the document. Only one layer can be selected as the current layer by clicking on its label or icon.

Figure 5.2: Layers Palette



Source: http://www.dvd-replica.com/photoshop/102.1.php

Photoshop provides the Layers palette to manage each layer present in a Photoshop document. The final image can have a completely different appearance simply by displaying or hiding one or more layers, or by rearranging the layer order of the layer stack.

Did u know? ImagePro was the original name of Photoshop but could not be used as it was already taken.

Each layer is displayed with a small thumbnail and a label to help identify the layer quickly. We can show or hide a layer by turning the corresponding layer visibility on or off. The eye icon to the left of each layer controls its visibility. Depending upon the contents of each layer and its position on the layer stack, changing its visibility can completely alter the appearance of the final image.

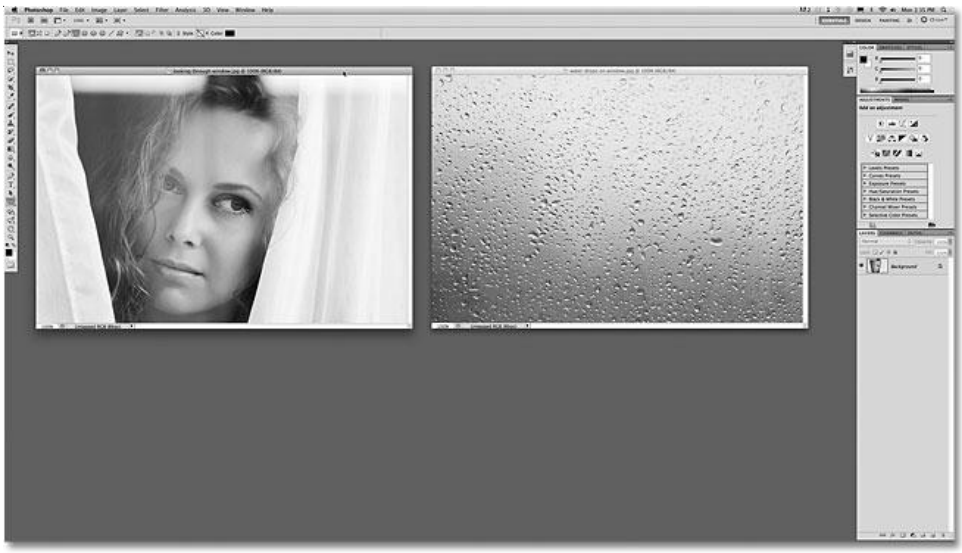
5.1.1 Getting Images and Image Parts onto Separate Layers

We will now discuss how to get images and parts of the images in different distinct layers.

In the figure given below we have two pictures:

Notes

Figure 5.3: Layers Representation



Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

Notes If your pictures are opening in tabbed documents rather than in floating document windows follow the steps as given below:

1. Go up to the **Window** menu at the top of the screen
2. Choose **Arrange**
3. Chose **Float All in Windows**

Figure 5.4: Layers Representation



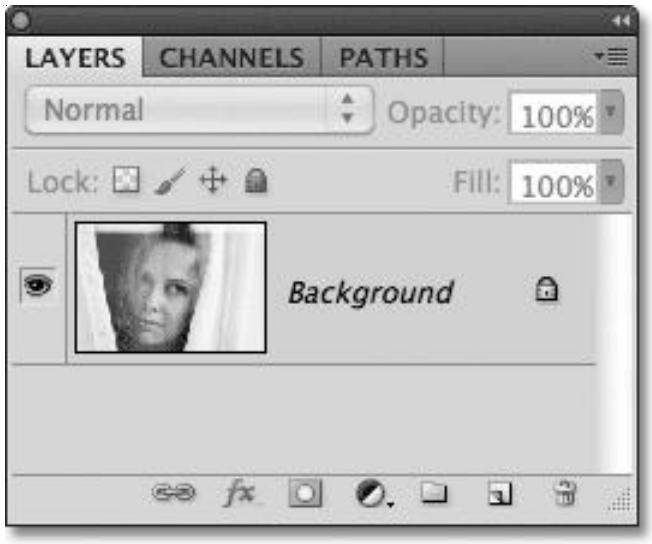
Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

Even though we're seeing two document windows on the screen, Photoshop works with one document at a time. The one we're working on is known as the "active" document. The currently active document can be found by looking in the **Layers panel**.

Example: If we look in my Layers panel right now, we can see that the Background layer's **preview thumbnail** is displaying the photo of the woman looking through the curtains, which means it's the active document:

Notes

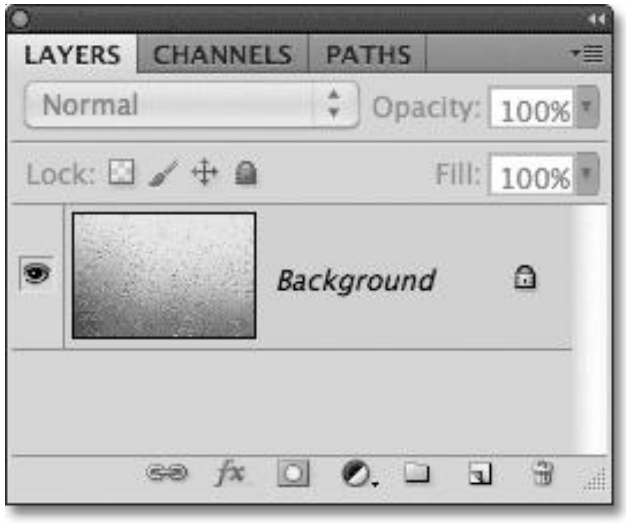
Figure 5.5: The Preview Thumbnail Shows us what's on the Layer



Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

To switch between documents and make a different one active, all we need to do is click anywhere inside of it.

Figure 5.6: With a Different Document Now Active, the Layers Panel shows a Different Image



Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

Notes Only one photo at a time was appearing in the Layers panel, not both, and that's because each photo is open in a completely separate document.

Notes

You can see them both on the screen, but that's the end of it as far as Photoshop is concerned. For Photoshop there are two totally independent documents that have nothing to do with each other.

To blend these two photos together, you have few methods that can be used.

Method 1: Drag and Drop

The easiest and most common way to move an image between documents is to simply drag it. To do that, we need Photoshop's **Move Tool**, which you can access by clicking on its icon at the top of the Tools panel.

Figure 5.7: Move Tool



Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

With the Move Tool active, click inside the photo you want to move. Then, with your mouse button still held down, drag it into the other photo's document window.

Figure 5.8: Drag and Drop Images



Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

Notes

When you release your mouse button, Photoshop drops the photo into the other document:

Figure 5.9: A Copy of the Photo Appears Inside the Other Photo's Document



Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

Tip: Photoshop simply dropped the photo at the spot where mouse button was released. A better way to move a photo is to hold down your **Shift** key as you're dragging from one document to another.

Figure 5.10: The Photo Now Appears in the Center using the Shift Key

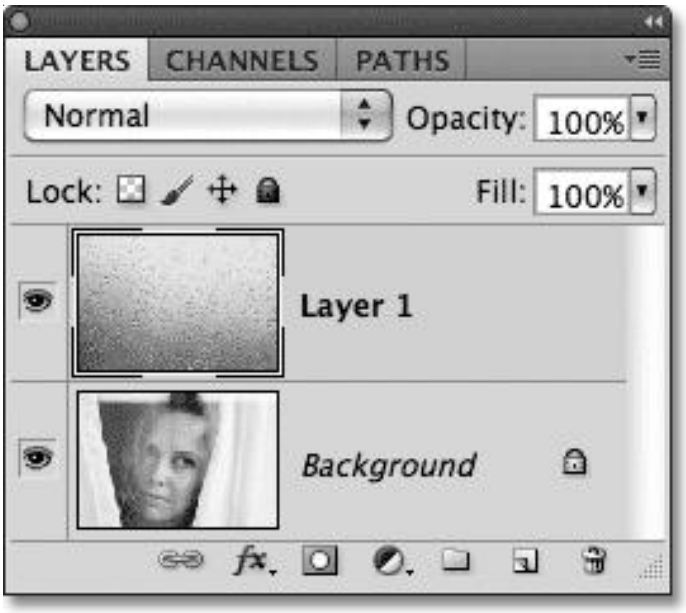


Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

Notes

If we look in the Layers panel, we see that we've successfully copied the photo into the other photo's document, as both photos are now showing, one on top of the other. The original photo is sitting on the Background layer, and Photoshop placed the water drops photo on its own new layer above it:

Figure 5.11: When You move a Photo from one Document to Another, Photoshop Automatically Adds a new Layer for the Photo



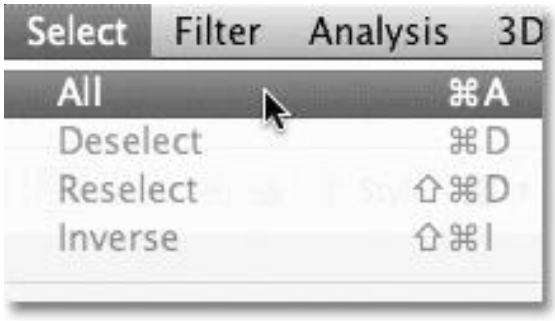
Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

The next way that can be used to move photos is the copy and paste method.

Method 2: Copy and Paste

For this first click inside the document that contains the photo you want to move. Then, go up to the **Select** menu at the top of the screen and choose **All** as shown in the image below:

Figure 5.12: Go to Select > All



Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

Notes

This selects the entire photo. A selection outline will appear around its edges in the document window:

Figure 5.13: Select the Photo You Want to Move



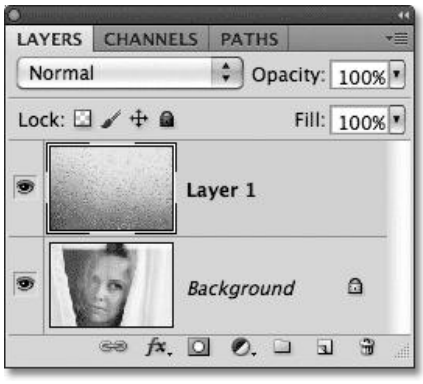
Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

With the photo selected, go up to the **Edit** menu and choose **Copy** which copies the photo to the clipboard.

Click inside the document you want to copy the photo into to make it the active document, then go back up to the **Edit** menu and choose **Paste.**

Photoshop pastes the photo into the new document, and once again in the Layers panel, we see that the photo has been placed on its own layer above the original image on the Background layer:

Figure 5.14: One Photo has been Copied and Pasted into the other Photo's Document



Source: http://www.photoshopessentials.com/basics/moving-photos-between-documents/

Resizing Images on Layers

Notes

Now we'll learn how to resize images in order to get the perfect dimensions that are needed.

Figure 5.15: The Original Photo

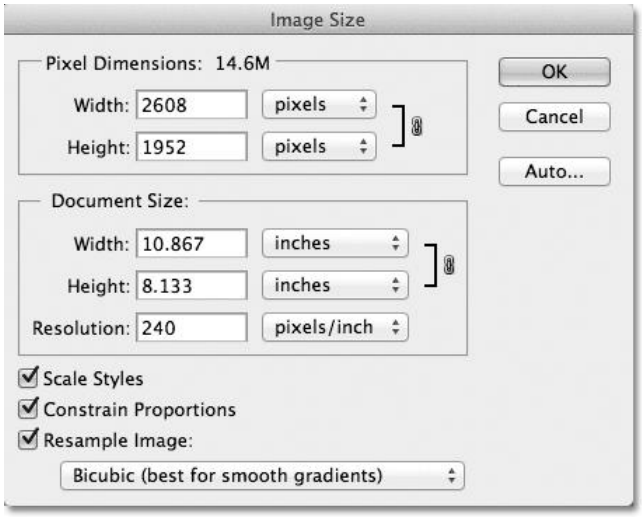


Source: http://www.photoshopessentials.com/essentials/image-resizing/

To resize an image in Photoshop, we use the **Image Size** command which we can get to by going up to the **Image** menu in the Menu Bar along the top of the screen and choosing **Image Size**.

This will bring up the Image Size dialog box, as shown below:

Figure 5.16: The Image Size Dialog Box



Source: http://www.photoshopessentials.com/essentials/image-resizing/

Notes

The dialog box is divided into two main sections – **Pixel Dimensions** and **Document Size**, each showing different measurements. We will discuss the Pixel Dimensions section, since it's the one that controls the actual, physical dimensions (in pixels) of the photo.

The current **file size** of the image below is **14.6 M** (the "M" stands for megabytes, or "millions of bytes"):

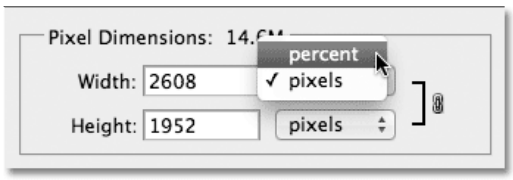
Figure 5.17: The Current File Size is Displayed to the Right of the Words "Pixel Dimensions"



Source: http://www.photoshopessentials.com/essentials/image-resizing/

If you click on either the word "pixels" or the arrow to the right of the word, a drop-down menu will appear which lets you change the measurement type to **percent.**

Figure 5.18: Changing the Measurement Type from Pixels to Percent



Source: http://www.photoshopessentials.com/essentials/image-resizing/

Caution 50 percent does not equal to 50 pixels. Be cautious while giving values while resizing a picture.

After resizing the height and width by 50 percent, our final image is as follows:

Figure 5.19: The Image after Resizing the Width and Height by 50 Percent



Source: http://www.photoshopessentials.com/essentials/image-resizing/

Notes

Self Assessment

State whether the following statements are true or false:

1. Layer is the term used to describe the different levels at which you can place an object or image file.
2. The currently active document can be found by looking in the Layers panel.
3. Move Tool can be accessed by clicking on its icon at the top of the Tools panel.
4. To resize an image in Photoshop, we use the Size command.

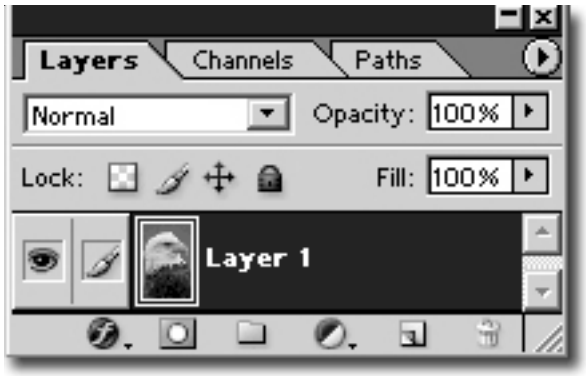
5.2 Working of Layers

Let us now discuss how to work with the various layers in Photoshop.

5.2.1 Showing and Hiding of Layers

Hiding a layer is helpful when we need to work on the layers underneath it, or hide all other layers so you can concentrate on the current layer. You can do all this using the little "eye" icons next to each layer in the Layers palette:

Figure 5.20: The Eye Icon in the Layers Palette



Source: http://www.washington.edu/lst/help/graphics/photoshop/working-with-layers

The steps to hide/show a layer are given below:

- To hide a layer, click once on the **eye** icon. The eye will disappear and the layer will become invisible.
- To show the layer again, click again on the eye icon. The layer will reappear.
- To hide all layers except one, Alt+click on the eye icon for the layer you want to keep. Alt+click on the eye again to reveal all the layers.

5.2.2 Deleting of Layer

If you want to delete a layer, find the layer in the Layers palette and drag it down to the little **trash can icon**. Or select **Delete Layer** from the **Layer** menu.

Notes

To Delete Linked Layers do one of the following:

- To delete the linked layers with confirmation, choose Delete Linked Layers from the Layers menu or the Layers palette menu. Alternately, Ctrl-click the Trash button.
- To delete the linked layers without confirmation, Ctrl-Alt-click the Trash button.

To Delete Hidden Layers, choose Delete Hidden Layers from the Layers menu or the Layers palette menu.

5.2.3 Repositioning of Layers

You can reposition the contents of layers and layer sets using the move tool. You can also align and distribute the contents of layers using commands in the Layers menu.

To align the contents of layers do one of the following:

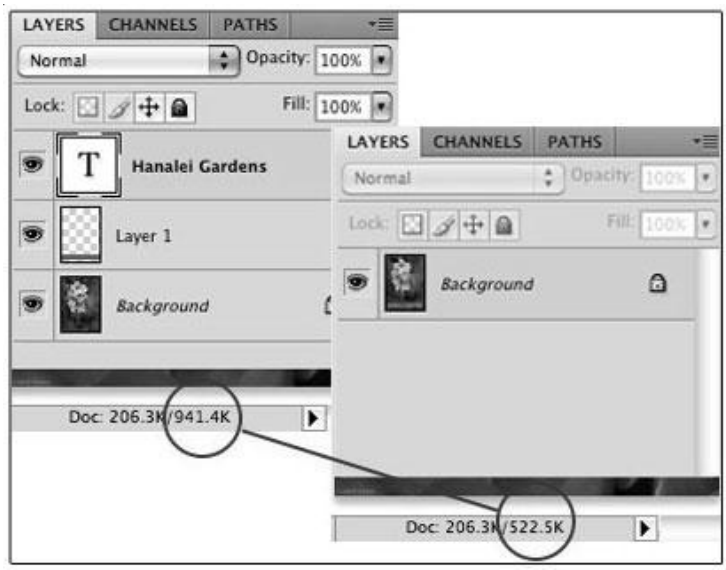
- To align the content of a layer to a selection border, make a selection in the image. Then select a layer in the Layers palette.
- To align the contents of multiple layers to a selection border, make a selection in the image. Then link together the layers you want to align in the Layers palette. To align the contents of layers to the content of the active layer, link the layers you want to align to the active layer.
- Choose Layer > Align Linked or Layer > Align To Selection, and choose a command from the submenu:
  - ***Top Edges*** to align the top pixel on the linked layers to the top pixel on the active layer or the top edge of the selection border.
  - ***Vertical Centre*** to align the vertical centre pixel on the linked layers to the vertical centre pixel on the active layer or the vertical centre of the selection border.
  - ***Bottom Edges*** to align the bottom pixel on the linked layers to the bottom pixel on the active layer or the bottom edge of the selection border.
  - ***Left Edges*** to align the left pixel on the linked layers to the left pixel on the active layer or the left edge of the selection border.
  - ***Horizontal Centre*** to align the horizontal centre pixel on the linked layers to the horizontal centre pixel on the active layer or the horizontal centre of the selection border.
  - ***Right Edges*** to align the right pixel on the linked layers to the right pixel on the active layer or the right edge of the selection border.

5.2.4 Flattening of Layer

Merging all visible layers into the background layer to reduce file size is called flattening of layers.

Notes

Figure 5.21: The image on the left shows the layers palette and file size before flattening. The unflattened file size is 16.6 MB, and the file has three layers. The image on the right shows the Layers palette after flattening. The flattened file size is 10.9 MB and has only one layer



Source: http://www.adobe.com/designcenterarchive/keyconcepts/articles/concept_flattening.html

Self Assessment

State whether the following statements are true or false:

5. To hide all layers except one, Ctrl+click on the eye icon for the layer you want to keep.
6. Select Delete Layer from the Layer menu to delete a layer.
7. You can reposition the contents of layers and layer sets using the position tool.
8. Merging all visible layers into the background layer to reduce file size is called flattening of layers.

5.3 Filters of Layers

Filters are the ready-made effects that you can apply to the image that you are working with. Photoshop offers a wide variety of filters. They can be accessed from the Filters menu in the Photoshop Menu Bar. When you use any of the filter options available, a dialog box will open through which you can see a preview of the effect that you are going to apply on the image. This gives you information on how the image result will look after application.

Here are the many filter options on Photoshop:

Artistic - This filter enables you to achieve artistic effects. You can get some of the most distinct effects through this option.

Blur - This filter enables you to soften the look of an image. It can be used to soften the look of an entire image part of an image. You can use it to reduce the hard edges of an image.

Brush Strokes - This filter enables you to create artistic effects using brush strokes.

Notes

Distort - This filter enables you distort the image so that you can get a unique effect on the original image. This is one of the most interesting Photoshop effects to try out.

Noise - This filter is used for creating textures. Many texture effects can be added using the options available here.

Pixelate - It creates small cells in the image that you are working with, based on color similarity.

Render - This bring about cloud and light effects in the image that you are selecting.

Sharpen - This sharpens the soft edges in the image by increasing pixel contrast.

Sketch - This works much like the artistic filter, excepting here you get a hand draw effect on the image.

Stylize - This option enables you to create special stylish effects on the image.

Texture - This option enables you to create various types of texture effects that can really enhance the way your image looks.

Video - When you have image captured through video, you can use this command to smoothen them out.

Digimark - You have to use this option when you want to add a digital watermark to the image.

Each of the filters enables you to create unique and stylistic effects on your image document. You can carry out so many variations in the image that you are working with and bring out some of the best results.



Task Check out the results of each filter and carefully experiment with as many variations as possible.

5.3.1 Previewing Filter Effects

To preview the effect of the filters applied to a photo**, c**lick and drag within this window to pan and scroll to different parts of your image. Or, if you move your mouse outside of the dialog box, you can click anywhere in your main image window to focus the Preview window around that part of your image.

You can also change zoom levels within the Preview window by clicking on the + and – buttons, although leaving the zoom at least at 100%, so you can see an accurate representation of the effect on your image.

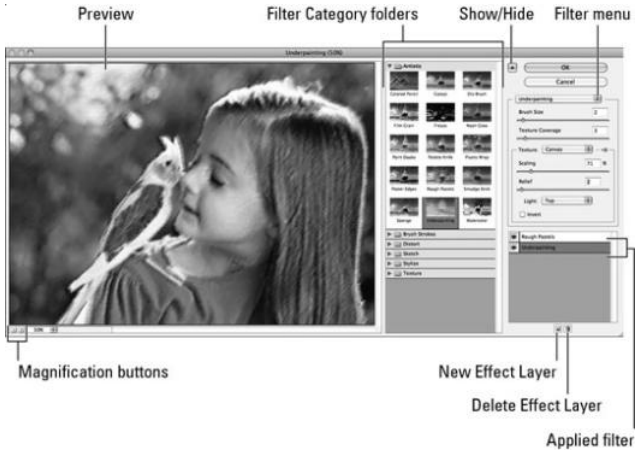
Most of the filters' dialog boxes offer the option to preview the filter in the main image window by enabling the Preview check box. As you adjust the filter's options, the main image display updates continually, giving you a big-picture view of your changes.



Notes That some filters take longer than others to update; in these cases you will notice a progress indicator blinking underneath the Zoom value in the dialog box. If you are working on a slow computer, you can disable the Preview check box to speed things along.

Notes

Figure 5.22: Previewing the Window Effects



Source: http://www.dummies.com/how-to/content/how-to-work-in-photoshop-cs6s-filter-gallery.html

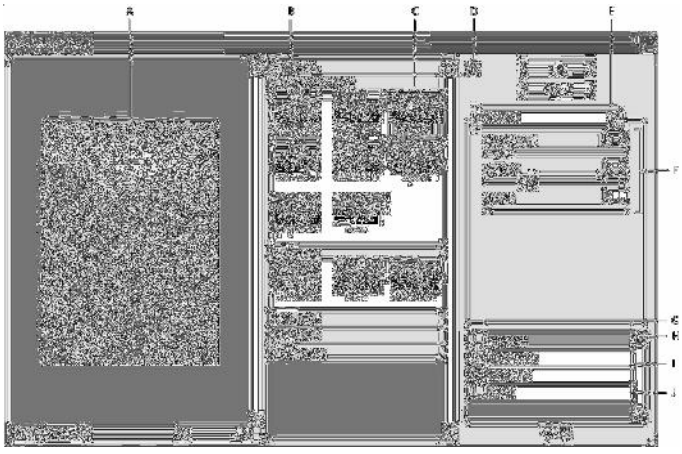
5.3.2 Repeatedly Applying Filters

To reapply the most recently used filter, either in the same document or in a different document, press Ctrl+F or select the first menu item from the Filters menu. This reapplies the filter with the most recently used settings. Press Ctrl+Alt+F to display the dialog box for the most recently used filter, so you can apply it again, but with different options.

5.3.3 Using the Filter Gallery

The Filter Gallery provides a preview of many of the special effects filters. You can apply multiple filters, turn on or off the effect of a filter, reset options for a filter, and change the order in which filters are applied. When you are satisfied with the preview, you can then apply it to your image. Not all filters in the Filter menu are available in the Filter Gallery.

Figure 5.23: The Filter Gallery Dialog Box



Source: http://help.adobe.com/en_US/photoshop/cs/using/WSfd1234e1c4b69f30ea53e41001031ab64-7986a.html

Notes

Filter Gallery dialog box includes the following options:

A. Preview

B. Filter category

C. Thumbnail of selected filter

D. Show/Hide filter thumbnails

E. Filters pop up menu

F. Options for selected filter

G. List of filter effects to apply or arrange

H. Filter effect selected but not applied

I. Filter effects applied cumulatively but not selected

J. Hidden filter effect



Task Try all the options of the Filter Gallery dialog box and notice the changes on your photo.

5.3.4 Fading and Blending Filters

The Fade command changes the opacity and blending mode of any filter, painting tool, erasing tool, or color adjustment. The Fade command blending modes are a subset of those in the painting and editing tools options (excluding the Behind and Clear modes). Applying the Fade command is similar to applying the filter effect on a separate layer and then using the layer opacity and blending mode controls.



Notes The Fade command can also modify the effects of using the Liquify command and Brush Strokes filters.

To apply the fade filter follow the steps below,

1. Apply a filter, painting tool, or color adjustment to an image or selection.
2. Choose Edit > Fade. Select the Preview option to preview the effect.
3. Drag the slider to adjust the opacity, from 0% (transparent) to 100%.
4. Choose a blending mode from the Mode menu.
5. Click OK.



Notes The Color Dodge, Color Burn, Lighten, Darken, Difference, and Exclusion blending modes do not work on Lab images.

Self Assessment

Notes

Fill in the blanks:

9. Photoshop provides the …… palette to manage each layer present in a Photoshop document.
10. Each layer is displayed with a small …… and a label to help identify the layer quickly.
11. To blend these two photos together we can either use …… or …… method.
12. The two sections of the image dialog box are …… and ……



Case Study

PES 2013 Photoshop and Cinema 4D

We are accustomed to seeing the final result of a design and then judging whether it's good or bad. Most of the time we forget to think about the back and forth of ideas and countless iterations from the brief to the final product. That is what differentiates design from art and that is what we here at Abduzeedo always try to illustrate in our posts. Enter this amazing case study from Diego L. Rodríguez.

Graphic created for the promotion event in Madrid of Konami's PES 2013 video game. The initial brief indicated to create a digital image of Cristiano Ronaldo emerging to the video game from a glass wall.

Project process was absolutely crazy, with several changes of brief and a very limited time. The image was used in the main event for banners, flags, deluxe edtion boxes, promotions and web. Unfortunately the agency didn't provide me any of those products.

Asset

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Project process was absolutely crazy, with several changes of brief and a very limited time. The image was used in the main event for banners, flags, delluxe edtion boxes, promotions and web. Unfortunately the agency didn't provide me any of those products...

Effects

These renders were created for dynamic cupping masks and to emphasize the destruction of the player's body parts. In the beginning the brief indicated more destruction, glass effects and broken parts, but it was changed several times during the process. Steps can be choosing between headings and backgrounds.

Contd...

Notes

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://abduzeedo.com/pes-2013-photoshop-and-cinema-4d-case-study

5.4 Summary

- Layers allow us to edit images without destroying them as we can undo the changes made.
- Photoshop provides the Layers palette to manage each layer present in a Photoshop document.
- To blend these two photos together we can Drag and Drop or Copy and Paste images.
- The image dialog box is divided into two main sections – Pixel Dimensions and Document Size.
- We can resize images via pixels or percent parameters.
- We can delete linked layers and hidden layers and also flatten them.
- Photoshop allows us to reapply the filters used, fade and blend them too using various options in the Filter Gallery Dialog Box.

5.5 Keywords

Artistic: This filter enables you to achieve artistic effects. You can get some of the most distinct effects through this option.

Blur: This filter enables you to soften the look of an image. It can be used to soften the look of an entire image part of an image. You can use it to reduce the hard edges of an image.

Brush Strokes: This filter enables you to create artistic effects using brush strokes.

Clipboard: The clipboard is a software facility that can be used for short-term data storage and/or data transfer between documents or applications, via copy and paste operations.

Digimark: You have to use this option when you want to add a digital watermark to the image.

Fade Command: It changes the opacity and blending mode of any filter, painting tool, erasing tool, or color adjustment.

Flattening: Merging all visible layers into the background layer to reduce file size.

Layers: They allow us to edit images without destroying them as we can undo the changes made.

Pixel: The smallest addressable element in a picture.

Pixelate: It creates small cells in the image that you are working with, based on color similarity.

Unsharp Mask: Used to create an image that is less blurry than the original one.

5.6 Review Questions

1. Give the basic steps towards achieving a better image quality.

Notes

2. Discuss the steps to be followed to open pictures in floating document window and not in tabbed documents.
3. Explain the two methods used to blend images together.
4. What are filters? Why do we need them?
5. Give the steps to get images and image parts onto Separate Layers.
6. How do you resize Images on Layers?
7. Discuss the steps to Show and Hide of Layers.
8. How do you delete a layer?
9. What are the ways to reposition a layer?
10. Explain Fading and Blending Filters.

Answers: Self Assessment

1.	True	2.	True
3.	True	4.	False
5.	False	6.	True
7.	False	8.	True
9.	Layers	10.	Thumbnail
11.	Drag-drop, copy-paste	12.	Pixel Dimensions, Document Size

5.7 Further Readings



Books

Barbara Obermeier, *Photoshop CS5 All-in-One For Dummies.*

Matt Kloskowski, *Layers: The Complete Guide to Photoshop's Most Powerful Feature (2nd Edition).*

Richard Lynch, The Adobe Photoshop Layers Book,

Mike Wooldridge, *Teach Yourself Visually: Adobe Photoshop CS5.*



Online links

http://www.photoshopessentials.com/basics/moving-photos-between-documents/

http://wegraphics.net/blog/tutorials/photoshop/photoshop-for-beginners-understanding-layer-mask/

http://www.photoshopessentials.com/essentials/image-resizing/

http://www.adobe.com/designcenter-archive/keyconcepts/articles/concept_flattening.html

Notes

Unit 6: Introduction to CorelDraw

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Objectives

After studying this unit, you will be able to:

- Explain the basics of CorelDraw
- Discuss the toolbar of CorelDraw
- Understand menus in CorelDraw

Introduction

Corel Draw is a PC-based graphic suit and not just a vector graphics program. You can use Corel Draw to create anything from simple graphics and headlines to sophisticated artwork and technical drawings**.** It can be used to tackle a wide variety of projects - from Illustration and logo creation to Web graphics or multi page marketing brochures, or eye-catching signs. You can also Draw shapes, work with text, add color and effects. Corel Draw is a very flexible vector and graphic package and is a part of CorelDraw Graphics Suite 12.

6.1 Basics of CorelDraw

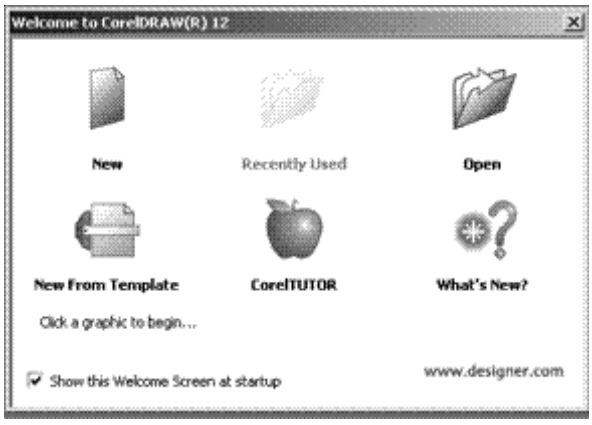
The end product of CorelDraw is referred to as a drawing. A drawing may consist of a line, text, curve, symbol or image which are called object. Each object in a drawing stores its own properties to describe them like shape, size, position, and color. These attributes can be modified to create the required drawing.

6.1.1 To Open a Drawing

You need to install CorelDraw on your system and then follow the steps given below:

1. When CorelDraw is loaded, a new section is created on the Start Menu. To open DRAW, click the Start button from the Taskbar**.** This opens the Windows Start menu.
2. Select Programs from the list
3. This opens up the program with the CorelDraw welcome screen. If you have used the program before, you may have turned off this screen.

Figure 6.1: CorelDraw Welcome Screen



Source: http://www.sulfurcreek.com/classes/CDclass/dr12Bch1.htm

Notes

4. Choose Open Graphic or use the Open command on the File menu.

   New Graphic creates a new, one page document. *Open Last Edited* opens the last document you had open. The splash screen will show the names of the files over the icon. The *Template* icon allows you to access many professionally created templates you can then modify for your own projects.



Did u know? The *CorelTutor* gives you a brief overview of how to use the program and *What's New?* shows you all the improvements from Version 11.

5. Direct the **Explorer** to your hard drive and the folder where you saved the class files.

6. Choose the file **Open 1st.cdr** .

   If the Panose Screen appears listing fonts that are not loaded, click the OK button. This utility allows you to load fonts for a document when you open the document.

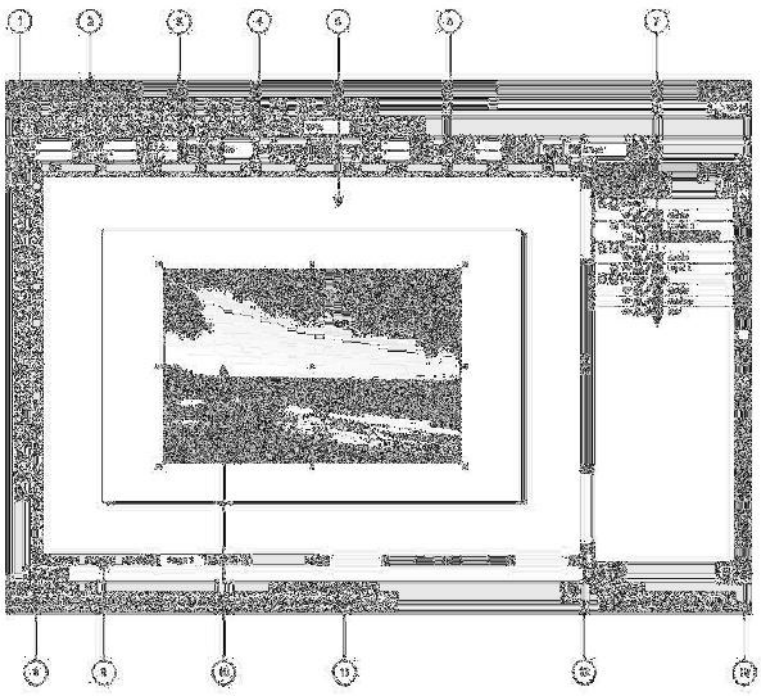


Caution You must have the Font Navigator utility loaded and active for the fonts to install automatically.

6.1.2 CorelDraw Interface

The basic screen where the user works upon with CorelDraw is the interface screen as shown below:

Figure 6.2: The CorelDraw Interface



Source: http://www.acp.com/support_coreldraw_interface.htm

6.1.3 Component Description

Notes

The figure above consists of the following options:

Tool Box: Consists of tools for modifying objects

Title Bar: The area indicating the title of the currently open drawing along with the minimize, maximize and close options.

Menu Bar: The area containing menu commands like File, Text, etc.

Standard Tool Bar: It contains shortcuts to Windows commands.

Drawing Window: The area outside the drawing page.

Property Bar: Contains commands that relate to the currently selected tool or object.

Docker: Window that contains available commands for the current object.

Ruler: Show the current mouse cursor location as you move in the work area.

Document Navigator: The area that contains controls for moving between pages and editing pages

Drawing Page: The printable area in which you create a drawing.

Status Bar: Used to give you information about cursor movements or symbol properties such as the fill or size.

Navigator Button: A button that opens a smaller display to help you locate an object or area of your drawing.

Color Palette: The Color Palette by default is located to the right of the work window. Like the Toolbars, it can also be relocated. You can choose from a preset palette of colors, or use a specific color system such as Pantone Spot Colors.

Self Assessment

Fill in the blanks:

1. A drawing may consist of a line, text, curve, symbol or image which are called .....
2. The ..... icon allows you to access many professionally created templates you can then modify for your own projects.
3. ..... consists of tools for modifying objects.
4. A button that opens a smaller display to help you locate an object or area of your drawing is called .....
5. ..... is the area that contains controls for moving between pages and editing pages.

6.2 Toolbox

The Toolbox is located in the left hand side of the window. It consists of drawing and editing tools necessary to create objects for an illustration. Tools containing a small triangle in the corner produce a Flyout.

Notes



Did u know? Flyouts contain additional tools, or tool options.

The tools in the toolbox are discussed below:

Pick Tool: Selects objects or groups of objects. Once selected, you can use the Pick Tool of move, stretch, scale, rotate and skew objects.

Shape Tool: Used to reshape objects by moving nodes, lines and control points.

Zoom Tool: Changes the current view of the drawing. You can also select magnification options from the Property Bar in the Zoom mode.

Freehand Tool: Draws lines and curves. You can also use this tool to trace bitmaps.

Smart Drawing Tool: Converts the freehand strokes you draw to basic shapes and smoothed curves.

Rectangle Tool: Draws rectangles and squares. Squares are created by using the Control key while drawing.

Ellipse Tool: Draws ellipses and circles. Circles are created by holding down the Control key as you draw.

Graph Paper Tool: Draws a collection of boxes that simulates a sheet of graph paper.

Perfect Shapes Tool: A collection of objects which you can add to your drawing. They include such things as arrows, stars, talk bubbles, and flow chart symbols.

Text Tool: Adds either Artistic or Paragraph text to your drawing.

Interactive Blend Tool: The Blend Tool allows you to merger objects together through a series of steps. The flyout gives access to several more interactive tools that are described on the following pages.

Eyedropper Tool: The Eyedropper Tool allows you to select a color within an object, especially a bitmap, and allows you to apply that color to another object. You can also capture the color for a customized palette. The flyout gives access to the paint bucket that applies the color.

Outline Tool: Sets the outline style of an object or a line. This includes the line type, ends, color, and weight. The flyout gives quick access to some changes.

Fill Tool: Assigns the fill style of any object. Fills are only visible on closed objects. The flyout gives access to control dialogs for each type of fill.

Interactive Fill Tool: Allows you to apply Fountain fills (gradients) using the mouse. The flyout gives access to the Mesh fill Tool.



Task Compare and contrast Freehand Tool and Smart Drawing Tool.

6.2.1 Property Bar

The Property Bar is located just under the Standard Toolbar. It is an interactive command center. The options on the Property Bar change depending on the current task or command.

Notes

To select the Property Bar follow the steps below-

1. Select the Pick Tool.
2. Place the cursor indicator on top of the purple rectangle and click. Small black handles appear designating a selection.
3. Select the text. Again, new options display for working with text.

Figure 6.3: Property Bar

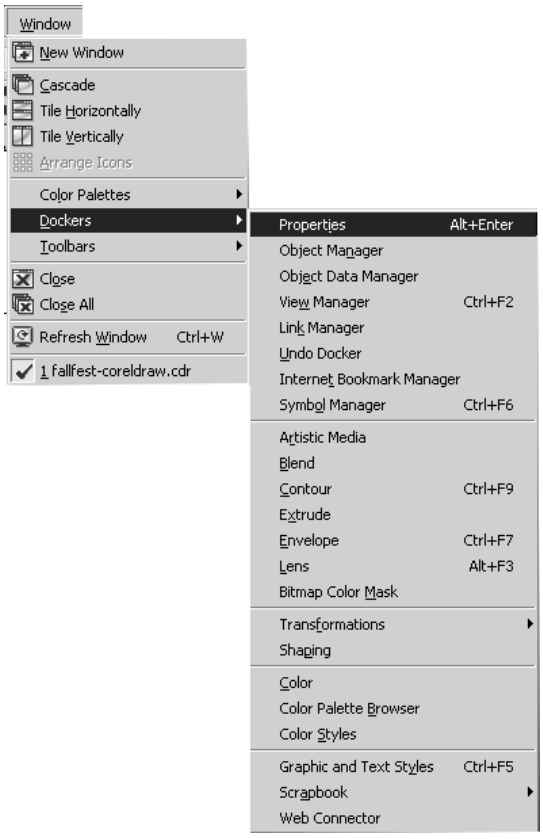


Source: http://www.unleash.com/retlab/cd8lev1/chap03/

6.2.2 Dockers

Twenty-four functions of CorelDraw12 display in a dialog window called a Docker. Dockers are placed into the interface or "docked" as are Tool Bars or the Property Bar. They are accessed by clicking on the tabs at the right of the working window. Dockers can also float or be closed so only the tabs show. Dockers replaced Roll-Ups from earlier version of DRAW. To access the Dockers, go to the Windows menu ->Dockers.

Figure 6.4: Docker



Source: http://www.flyertutor.com/corel-draw-tutorials/flyer-tutor/fall-fest1.asp

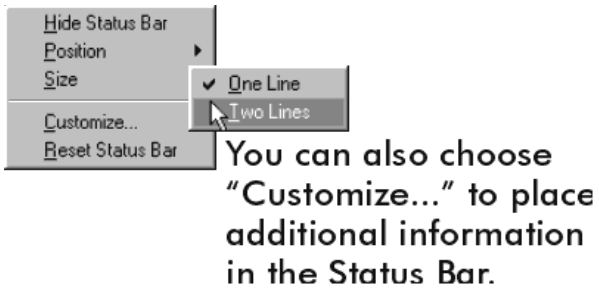
Notes

6.2.3 Status Bar

It shows the fill pattern, outline, location, movement and absolute coordinates of a selected object. The Status Bar changes dynamically depending on the action.

Caution You can customize the Status Bar to show different kinds of information.

Figure 6.5: Customizing a Status bar



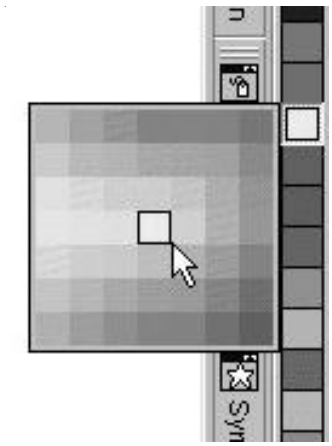
Source: http://www.unleash.com/retlab/cd8lev1/chap03/

6.2.4 Colour Palette

CorelDraw comes with 18 color systems and gives you the ability to create your own palette too. The palette can be floated or parked. The type of palette can be changed with the Windows menu, or the Color Palette Browser Docker. You may have several palettes open at once.

The main color palettes include HKS Colors, Trumatch Colors, Uniform Colors, Web Safe Colors, and the complete Pantone Matching System including the system that was shipped with CorelDraw. In addition, the Color Palette Browser Docker includes some specific color systems such as human skin colors and natural color systems. Here is also where any custom palettes you build will be stored.

Figure 6.6: Color Palette



Source: http://www.sulfurcreek.com/classes/CDclass/dr12Bch1.htm

Notes



Notes When you hold down a chip on the color palette, a box with shades of that color displays. By dragging to one of the shades of the first color, you can choose a shade of a color quickly and apply it to a line or fill an object.

The following describes how to choose a colour from the default colour palette:

1. To choose a fill colour for a selected object clicks a colour swatch.
2. To choose an outline colour for a selected object right-click a colour swatch.
3. To choose from different shades of a colour click and hold a colour swatch to display a pop-up colour picker, and click a colour.
4. To view more colours in the default colour palette click the scroll arrows at the top and bottom of the colour palette.

6.2.5 Customizing the Workspace

You can create a custom workspace as per your requirements like customized color palettes or toolbars.

6.2.6 Using Multiple Workspaces

A workspace specifies the arrangement of buttons and command bars when you open the application. You can customize them as per need and also reset the current workspace to the default settings.

6.2.7 To Reset the Current Workspace

Hold down **F8**, and start the application. A dialog box appears asking if you want to overwrite the current workspace with the factory default. Click **Yes**. The application will start using the default settings for the currently selected workspace. You will lose any workspace customisation that you have done.

6.2.8 Customizing Toolbars

Options dialog helps us customize our toolbars,. All it takes is a click-drag action while holding these keys:

- Move a button/command Hold Alt while dragging to a new toolbar or menu.
- Delete a button/command Hold Alt while dragging away from the toolbar or menu.
- Copy a button/command Hold Ctrl+Alt while dragging to a different toolbar or menu.
- Create a new toolbar Hold Ctrl+Alt while dragging from a toolbar or menu.

It's important to press and hold the modifiers before you begin your mouse action.

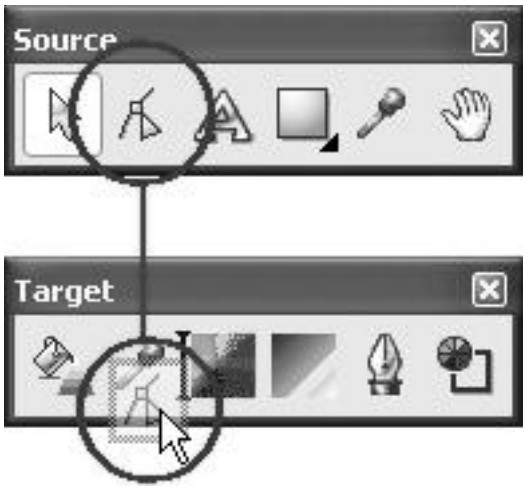
6.2.9 To Add or Remove an Item on a Toolbar

Let us illustrate adding an item to a toolbar with an example:

Notes

1. In the workspace, use the custom Source and Target toolbars. Press and hold your Alt key and click-drag any toolbar button from the Source toolbar to the Target toolbar as shown in the figure 6.7 below.

Figure 6.7: Toolbar Customisation

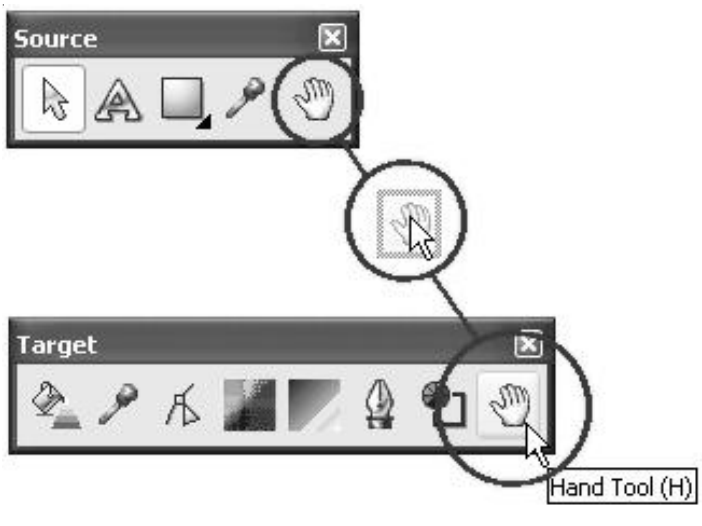


Source: http://citysoftech.blogspot.in/2012/12/customize-coreldraw-graphics-suite-to.html

2. Notice as you dragged the toolbar button an I-beam indicating the new button position appeared on the Target toolbar and the button migrated from the Source toolbar.

   Try the same operation using a different tool but press and hold Ctrl+Alt as the modifier keys. Notice this time the button is copied to the Target toolbar.

Figure 6.8: Toolbar Customisation



Source: http://citysoftech.blogspot.in/2012/12/customize-coreldraw-graphics-suite-to.html

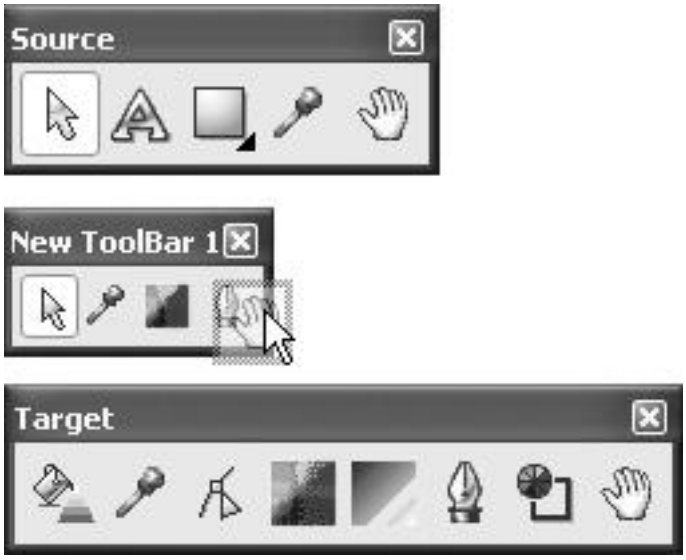
3. Hold Ctrl+Alt, click to reveal the contents of the File menu, and click-drag the New command to the Target toolbar. Notice the command is copied to the Target toolbar as a button instead of text.

Notes

4. Hold Ctrl+Alt and drag the Pick Tool button from the Source toolbar to an open space in your document window (as shown below). Notice a new toolbar is instantly created.

Notes For more practice, copy other tools to your new toolbar. Notice the new toolbar is automatically named New Toolbar 1 by default.

Figure 6.9: Toolbar Customisation



Source: http://citysoftech.blogspot.in/2012/12/customize-coreldraw-graphics-suite-to.html

5. To change your new toolbar's name, open the Options dialog (Ctrl+J), click Customisation > Command Bars to view the Command Bars list, locate your new toolbar, click slowly two times on the toolbar name, and type a new name (as shown below).

Figure 6.10: Toolbar Customisation

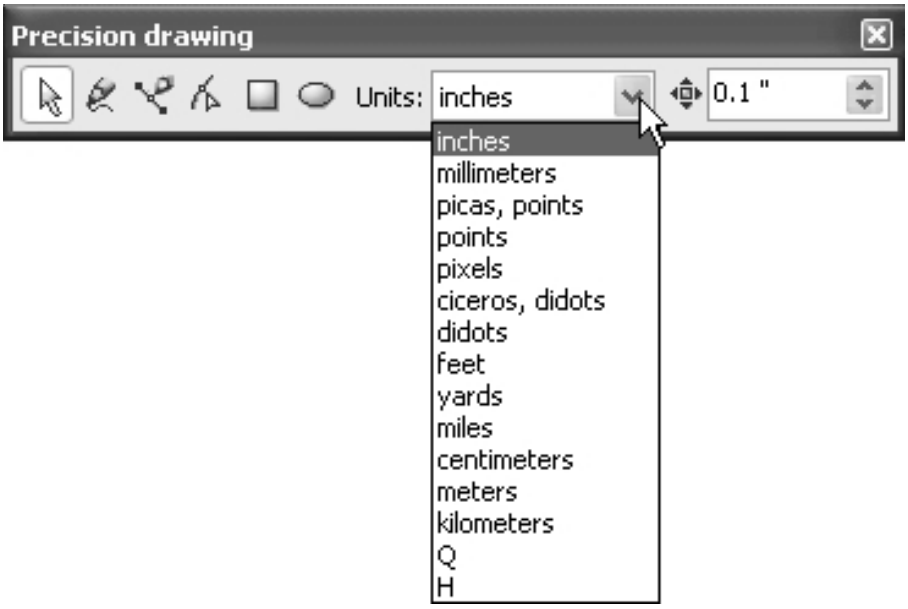


Source: http://citysoftech.blogspot.in/2012/12/customize-coreldraw-graphics-suite-to.html

6. The workspace you're using includes a third new toolbar. Place a check mark next to the Precision Drawing toolbar and click OK to close the dialog. Notice this toolbar include elements from various command bars demonstrating that you can mix and match elements from any existing toolbar or menu.

Notes

Figure 6.11: Toolbar Customisation



Source: http://citysoftech.blogspot.in/2012/12/customize-coreldraw-graphics-suite-to.html

6.2.10 Toolbar Items Arrangement

To arrange items on the toolbar follow the steps given below:

1. Click on Tools menu ! Customisation.
2. Click Commands.
3. On the toolbar in the application window, drag the toolbar item to a new position. If you want to move a toolbar item to another toolbar, drag the toolbar item from one toolbar to the other.

6.2.11 Creating Custom Color Palettes

To create a custom color palette, follow the steps given below:

1. Click on Window menu ! Color palettes ! Palette editor.
2. Click on New palette.
3. Give a filename.
4. Click Save.

6.2.12 To Edit a Custom Color Palette

In order to edit the customized color palette, follow the steps given below:

1. Click Window menu ! Color palettes ! Palette editor.
2. Choose a palette from the list box.
3. Modify the required colors.

Self Assessment

Notes

Fill in the blanks:

6. Tools containing a small triangle in the corner produce a ……

7. …… Tool converts the freehand strokes you draw to basic shapes and smoothed curves.

8. The …… Tool allows you to merger objects together through a series of steps.

9. …… shows the fill pattern, outline, location, movement and absolute coordinates of a selected object.

10. …… dialog helps us customize our toolbars.

6.3 Menus in CorelDraw

It is similar to any of the standard menu bars you usually see in CorelDraw. It consists of file, edit, view, layout, arrange, effects, bitmaps, text, table, tool, windows and help menu. Each of these menus have further sub menus that defines its use and effect on your graphics.



Example: File menu may contain sub menus to open a new file, close a file, save a file, etc.

6.3.1 File

This menu contains options related to a file. It can be accessed via the keyboard shortcut Alt+F. The submenus of the file command includes-

New: Creates a new drawing, represented by a blank Drawing page. If you already have a drawing open, the new drawing opens over top current drawing. The new drawing uses the same program settings that were in effect for the previous drawing.

New from Template: Open a New File Graphic Document with readymade designs.

Open: Opens the Open Drawing dialog box, which allows you to select a file which has been created earlier. If you already have a drawing open, the drawing opens over to of the current drawing.

Close: Closes the current drawing. If you've made any changes since you last saved your file, CorelDraw prompts you to save the file before closing.

Save: Saves your drawing under the name displayed in the Title Bar. If you have not saved the drawing yet, the Save Drawing dialog box appears, prompting you to enter a name.

Revert: Removes all changes to the active Graphic Document since you last saved it. Use this command when you want to undo all changes you have made since you last saved the drawing including turning, deleting or inserting pages, printing and or pasting object to the Clipboard.

Export: To copy the picture in the new format.

Steps to Export a Corel Draw drawing

1. Select the drawing

2. Click on file to Export

Notes

3. Type the name; select the format in which you want to save the file

4. Select the drive or directory in which you want to save then click on Export

Print Preview: Opens the Print Preview Setup dialog box, which allows you to see how your drawing will look before it is printed.

Print Setup: Opens the Print Setup dialog box which allows you to change the printer and printer properties such as paper size.

Document Info: It is used to display the information of opened Graphic Document.



Example: File name, type, location, size, etc.

You can print and save this information for future reference.

Exit: Ends the current CorelDraw session. If you've made any changes since you last saved your file, CorelDraw prompts you to save the file before exiting.



Task Discuss the use of Revert command.

6.3.2 Edit

Undo: Reverses the action you just performed. The name of the command depends on the action you performed most recently.

Redo: Restore changes reversed by the Undo command. Redo becomes available immediately after you click the Undo command.

Repeat: Repeats your last command or action, if possible. The name of the command depends on the action you performed most recently.

Delete: Removes selected text, objects or nodes.

Duplicate: Adds a copy of the current selection to your drawing.

Clone: When we clone (duplicate) any object or text, the changes made on original (parent) object like changing line thickness, filling color it effects on other (clone) object.

Select all: To select all the objects or text or Guidelines displayed on the current page.

Copy properties from: Opens the Copy Properties dialog box, which allows you to copy properties from one object to another.

6.3.3 View

Simple Wireframe: Shows only outline of objects.

Wire frame: Hides fills and display monochrome bitmaps, extrusions, contours and intermediate blend shapes, i.e. Objects display in skeleton form without fills or outlines.

Normal: Shows all fills, except Postscript, all objects, and high resolution bitmaps.

Full screen preview: To display your drawing in full size of the screen. You can also switch to the preview screen by pressing F9.

Preview selected only: This command is similar to the full screen preview command but here you have to select a drawing which you want to view in full size.

Notes

Color palette: The color palette is the quickest way to add colors to an selected object. The color palette is a tool bar that display a series of color.

Scrapbook: The scrap book is a small window which allows you to browse through the folder that notes the collection of clipart, photos, 3D-models, and preset fills and outline as well as any File Transfer Protocol (FTP)

Favourite fill and outlines: You can apply these fills and outlines to objects just by selecting the object and double click on the fill or outline which you want to apply.

Roll-ups: Roll-up is a floating dialog box that contains a set of related CorelDraw controls. Unlike the dialog Boxes, The Roll-ups remain on the screen after you apply the commands contained by that roll-up.

Dockers: A Docker window is a dialog box that contains similar operations as most of the dialog boxes for e.g. Checkboxes, list, etc.

Toolbars: A Toolbar is a group of buttons that provides quick access to a series of related commands.

Property Bar: The property bar will contain the overall drawing options such as the page size, orientation if no object is currently selected and if Pick tool is in use.

Status bar: Status Bar is an on-screen display area that display various information about your working environment, such as the colors used for fills and outlines, the position of your cursor, and the type of object that appears in the drawing window.

Rulers: Ruler is a measuring tool which is displayed on the left side and along the top of the Corel Draw application window. This ruler are very useful in changing the size and position of the objects in your drawing .

6.3.4 Layout

Insert pages: open the insert page dialog box, which allows you to add blank pages. Pages can be added either before or after the current page.

Delete pages: This command allows you to delete pages. When a page is deleted, all the object on that page is also deleted.

Rename page: Opens the rename page dialog box, which allows you to change name of the current page.

Go to page: Opens the Go to page dialog box, which allows you to move from one page to another in the same document.

Page setup: Opens the options dialog box, which lets you set the page size, layout, orientation, and more.

6.3.5 Arrange

The object can be rotated, moved, tilted, transformed and combined using this submenu.

6.3.6 Effects

Effects, contours and perspectives can be applied on objects via this option.

6.3.7 Bitmaps

Bitmaps menu set the effects of colour and texture bitmap object.

Notes

6.3.8 Text

Text menus and set the display format of the text .

6.3.9 Tools

The Tools menu is used to display various menus and options associated with the object and setting the document.

6.3.10 Window

This menu is useful when we open more than one document at once. Some of the menu under the Window pull-down menu function set the display documents that, whether stratified (Cascade), on the bottom row (Tile Horizontally), or adjacent (Tile Vertically).

6.3.11 Help

Last row this true pulldown menu that is most important is the menu is the Help menu. This menu is used for find out how or understanding of a term in the program application.

Self Assessment

Fill in the blanks:

11. A …… is a group of buttons that provides quick access to a series of related commands.
12. …… menu set the effects of colour and texture bitmap object.
13. The …… menu is used to display various menus and options associated with the object and setting the document.
14. The object can be rotated, moved, tilted, transformed and combined using '……' submenu.
15. …… opens the options dialog box, which lets you set the page size, layout, orientation, and more.



Case Study

Corel WebMaster

It is increasingly possible to produce professional websites with the minimum of staff. One South African company is using Corel products to advertise its expertise Shakari Creations was founded in Sandton, near Johannesburg, in 1995. The company was initially established to create multimedia presentations for local corporations including staff training, corporate profiles and catalogue demonstrations.



Contd...

Notes

During the past few years, Shakari has established a service designing web pages. The company has recently built sites for organisations such as Stratford Engineering, Measuretronic and Saftronics, as well as hosting the finished products on their own server.

A number of Corel products are used in the creation of clients' web pages including CorelDRAW 8 and the WebMaster suite of applications. As a small business, Shakari Creations competes against organisations with more staff and resources. Company founder, Ludi Harmsen, explains the appeal of Corel products: "As a small business, I find that Corel products give me the edge. Their ease of use, excellent documentation and professional output ensures increased productivity."

WebMaster contains a number of different applications, many of them scaled down versions of current Corel products. These include art packages such as WEB.DRAW and WEB.PhotoPaint, animation applications WEB.MOVE and WEB.WORLD, database program, WEB.DATA, and a web page editor, WEB.DESIGNER.

Instead of using WebMaster's built-in art packages, Ludi Harmsen creates the components for client web pages with the more familiar CorelDraw 8. This standalone package offers a number of Internet features including the ability to compose pages and export them as HTML files.

First, images are created or manipulated within the program and then combined with text and corporate logos. These images are then imported into other Corel packages to add picture frames and transparencies. HTML pages containing these images and text are generated using CorelDRAW's "Publish to Internet" feature, a tool that also exports images as GIF files for use on the Internet.

Next, material contained within the web pages that is not supported by standard web browsers can be removed using the CorelDraw's "Make HTML Compatible" feature. Once the basic pages have been created they are imported into WEB.DESIGNER, a module of the WebMaster suite, consisting of a WYSIWYG web page editor. This program allows Shakari Creations to edit the web pages in the same format that would appear in a browser window. In WEB.DESIGNER, hyperlinks to other parts of the site are produced and embedded in the page. Metatags describing the content of each page are also created in WEB.DESIGNER.

Finally, WEB.DESIGNER is used to upload the finished website onto Shakari's server where the site is hosted.

Harmsen has recently used this system to create Shakari Creations' own website, which he claims to have produced alone and within five hours. "It is simply astonishing at what can be created for the Internet using CorelDraw and Web.Designer, and then just clicking a couple of buttons," says Harmsen.

By using a series of compatible applications, Shakari Creations have achieved their goal of professional website design with only a small number of staff. Ludi Harmsen has noted some obvious benefits. "Products created using these applications have ensured long-term relationships with our clients and many referrals."

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://www.computerweekly.com/feature/Case-Study-Corel-WebMaster

Notes

6.4 Summary

- The end product of CorelDraw is referred to as a drawing. A drawing may consist of a line, text, curve, symbol or image which are called object.
- The basic screen where the user works upon with CorelDraw is the interface screen. The Toolbox is located in the left hand side of the window. It consists of drawing and editing tools necessary to create objects for an illustration.
- Tools containing a small triangle in the corner produce a Flyout.
- The Property Bar is located just under the Standard Toolbar. It is an interactive command center.
- Twenty-four functions of CorelDraw12 display in a dialog window called a Docker.
- Status Bar shows the fill pattern, outline, location, movement and absolute coordinates of a selected object.
- Menus in coreldraw consists of file, edit, view, layout, arrange, effects, bitmaps, text, table, tool, windows and help menu.

6.5 Keywords

Artistic Text: The text on which special effects such as shadows can be applied is called artistic text.

Bitmap: Bitmap is the Image created from a grid of dots (popularly known as pixels in computer terminology).

Docker Window/Palette: It is the window which contains available commands and settings relevant to a specific tool or task.

Drawing: It refers to the work created with Corel Draw application like artwork, logo, banner, poster, newsletter, etc.

Flyout: It is a button that opens a group of related tools or menu items.

Object: Any single element used in a drawing like line, curve, shape, symbol, etc. is known as an object.

Paragraph Text: It is a type of text to which formatting options can be applied and also can be edited in large blocks.

Vector Graphic: It refers to image which is generated from some mathematical information like position, length, direction, etc.

6.6 Review Questions

1. What is CorelDraw? Discuss the steps used to install CorelDraw on your system.
2. Explain the various components of CorelDraw Interface.
3. Describe the use of various tools in the toolbox.
4. What are dockers? Illustrate how to access dockers.
5. Make distinction between status bar and property bar.
6. Illustrate with example the steps used in adding or removing an Item on a Toolbar

Notes

7. What are menus? Discuss various submenus of the file command.
8. Discuss the concept of customizing toolbars.
9. Illustrate the use of Interactive Blend Tool with example.
10. Describe how to choose a colour from the default colour palette.

Answers: Self Assessment

1.	Objects	2.	*Template*
3.	Tool Box	4.	navigator button
5.	Document Navigator	6.	Flyout
7.	Smart Drawing	8.	Blend
9.	Status bar	10.	Options
11.	Toolbar	12.	Bitmaps
13.	Tools	14.	Arrange
15.	Page setup		

6.7 Further Readings



Books

Linnea Dayton, Shane Hunt and Sharon Steuer, *The CorelDraw Wow!*

Steve Bain, Coreldraw 12: The Official Guide



Online links

http://www.sulfurcreek.com/classes/CDclass/dr12Bch1.htm http://knowledgeoverflow.com/corel-draw-tutorial-for-beginners/

http://tools.devshed.com/c/a/Web-Development/CorelDraw-introduction/

http://www.indg.in/primary-education/coraldraw-1/Introduction%20CorelDRAW%20-%20its%20tools.pdf/

Notes

Unit 7: Working with CorelDraw

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Notes

Objectives

After studying this unit, you will be able to:

- Understand drawing and selecting in CorelDraw
- Explain working with text and images in CorelDraw
- Work with the page layout and background
- Discuss the concepts like layers and gradient in CorelDraw

Introduction

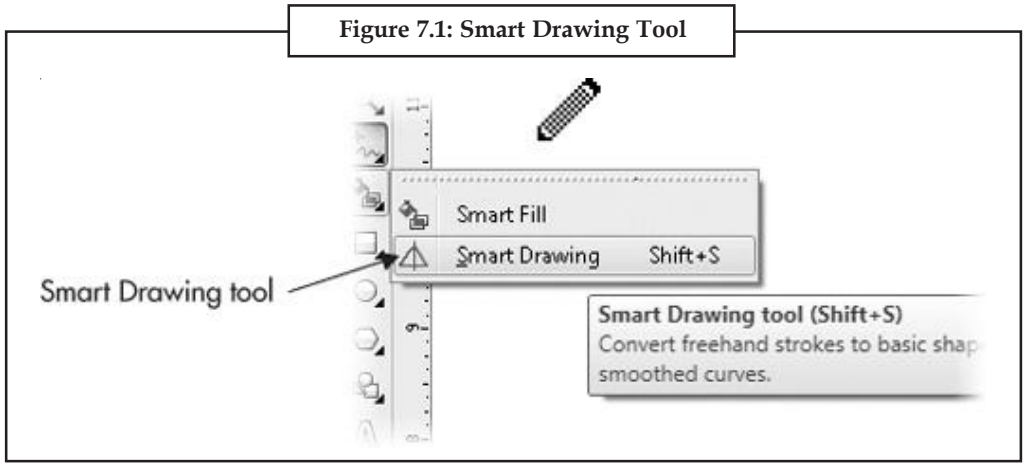
CorelDraw Graphics Suite is a software package of design tools designed to run on Windows operating systems. The main application in this large package of tools is CorelDraw, which is used for vector designs and layouts. Its versatile and helps you creatively and professionally express ideas for any media. Corel's mantra is, "If you can dream it, you can design it"

7.1 Drawing and Selection

Even if you use a graphics tablet and stylus, you're still drawing freehand, and using a mouse introduces even less precision when it comes to vector drawing. Fortunately, the Smart Drawing tool takes the guesswork out of drawing polygonal and rounded objects—in a nutshell, you sketch an approximation of what you intend, tune the options for the Smart Drawing tool a little, and in a jiffy you have a precise object of the proportions you need.

Pictured here on the toolbox, the Smart Drawing tool instantly translates rough drawings into shapes you'd usually consider drawing with the Rectangle tool or Ellipse tool—or with other tools that require more effort and skill.

Figure 7.1: Smart Drawing Tool



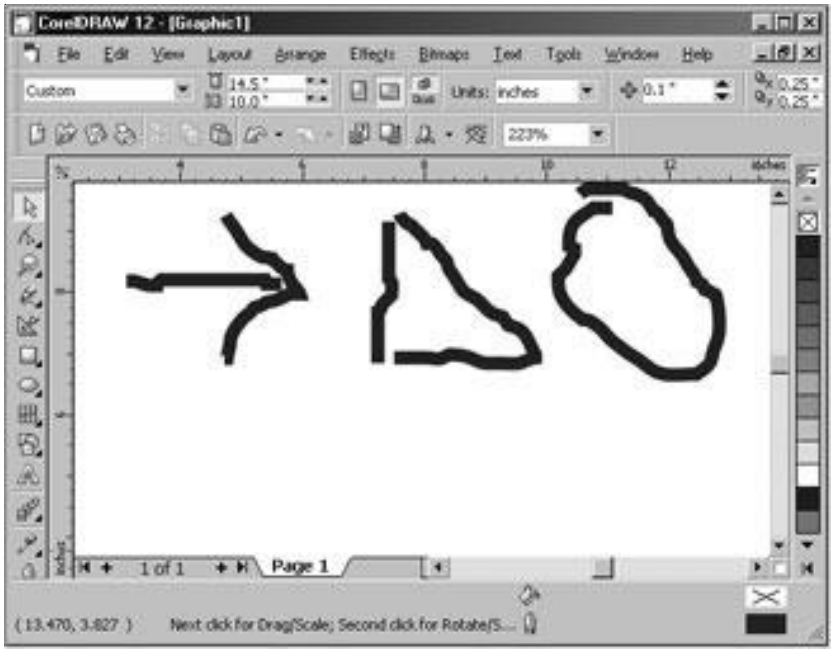
Source: http://my.safaribooksonline.com/book/-/9780071745178/creating-basic-shapes-applying-transformations/ch08lev1sec1

Its located in the toolbox between the curve tools and the rectangle tools or you can press the S hotkey for speedy selection.

Notes

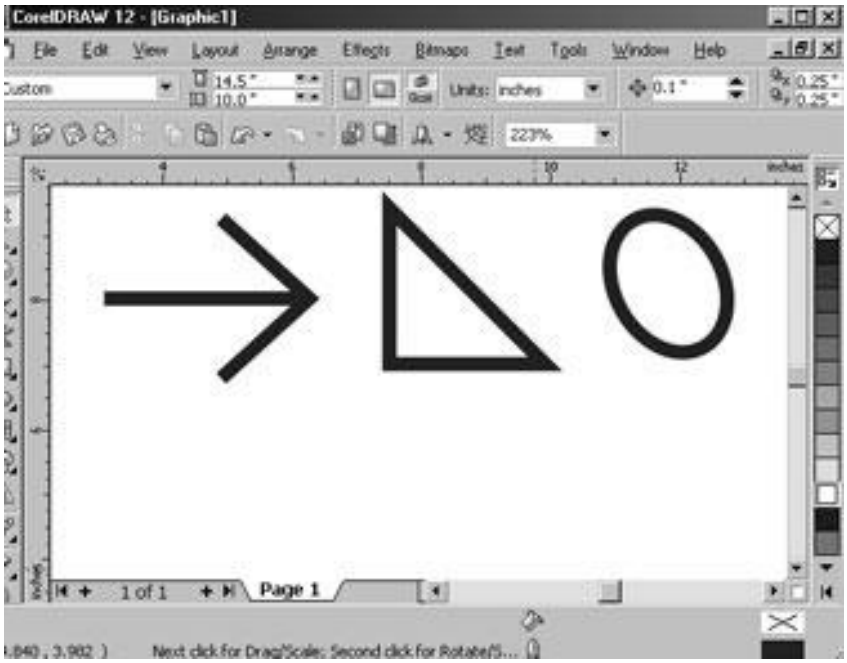
As shown below we can convert a free hand drawing to a perfectly shaped one using this tool.

Figure 7.2: Free Hand Drawing



Source: http://www.epiloglaser.com/tl_smartdrawing.htm

Figure 7.3: Final Image after the Use of Smart Drawing Tool

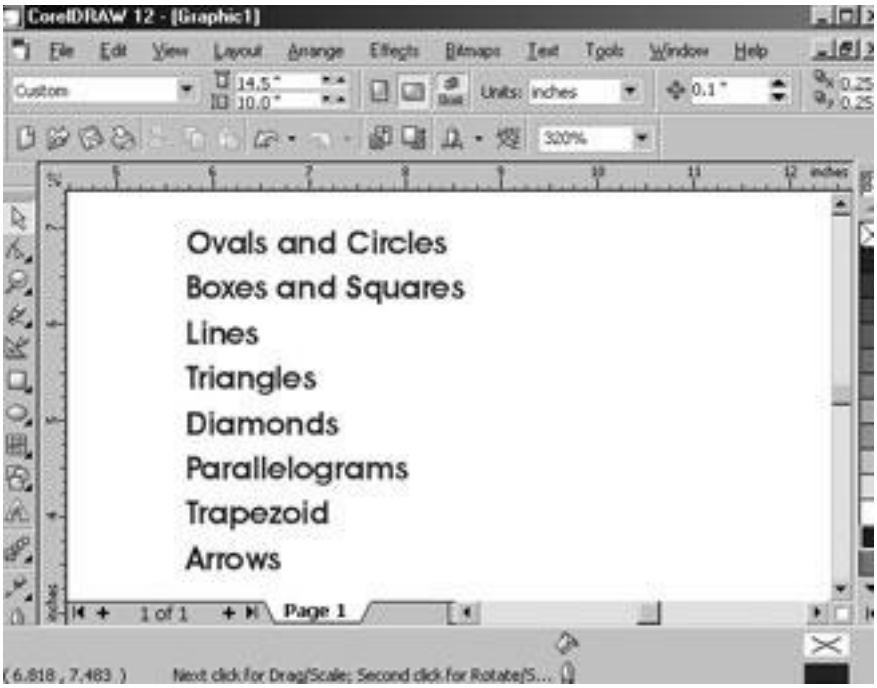


Source: http://www.epiloglaser.com/tl_smartdrawing.htm

Notes

The Smart Drawing tool will recognize a variety of different shapes, including all of the ones listed in the figure below. If your drawing appears to be close to any of these shapes, they will be adjusted to be perfect images.

Figure 7.4: List of Shapes Recognized by the Smart Drawing Tool



Source: http://www.epiloglaser.com/tl_smartdrawing.htm

7.1.1 Drawing Tools

Shape Recognition

You can use the Smart drawing tool to draw freehand strokes that can be recognized and converted to basic shapes. Rectangles and ellipses are translated to native CorelDraw objects; trapezoids and parallelograms are translated to Perfect Shapes objects; lines, triangles, squares, diamonds, circles, and arrows are translated to curve objects. If an object is not converted to a shape, it is smoothed. Objects and curves drawn with shape recognition are editable. You can set the level at which CorelDraw recognizes shapes and converts them to objects. You can also specify the amount of smoothing applied to curves.

Smart Smoothing

Convert freehand strokes to basic shapes or smoothed curves. The shortcut key for the same is Shift + S. The values are set from Lowest

(less smoothing applied) to Highest (more smoothing applied), with Medium as the default.

Some of the shapes recognized by the Smart drawing tool are:

Ovals and Circles: Translate as native ellipse objects.

Notes

Boxes and Squares: Translate as native rectangle objects.

Lines: Translate as curve objects (either straight or curved depending on how they are sketched).

Triangles: Translate as curved objects or as perfect triangle shapes (either isosceles or equilateral).

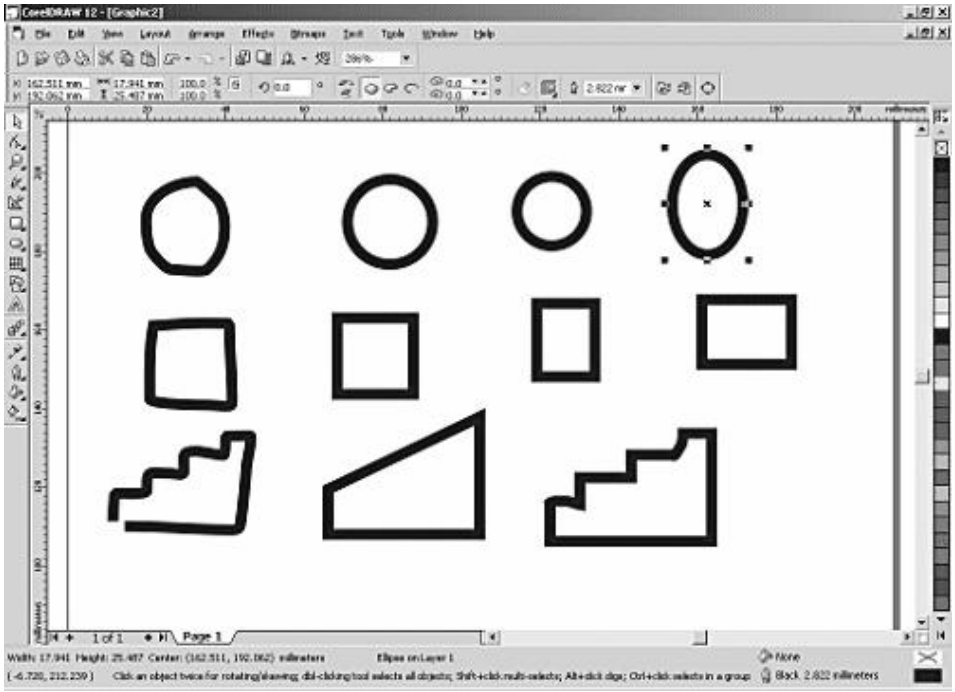
Diamond: A sketched shape resembling a skewed square will translate into a perfect diamond shape.

Parallelogram: A roughly sketched four-sided shape whose opposite sides are parallel and equal will translate into a perfect parallelogram shape.

Trapezoid: A roughly sketched four-sided shape that has two parallel sides and two non-parallel sides will translate into a perfect trapezoid shape.

Arrows: Two roughly sketched open paths that resemble an arrow pointing will translate into a Perfect Shape arrow.

Figure 7.5: The Various Shaped Converted by the Smart Drawing Tool



Source: http://www.orchardoo.com/rev/rev103.htm

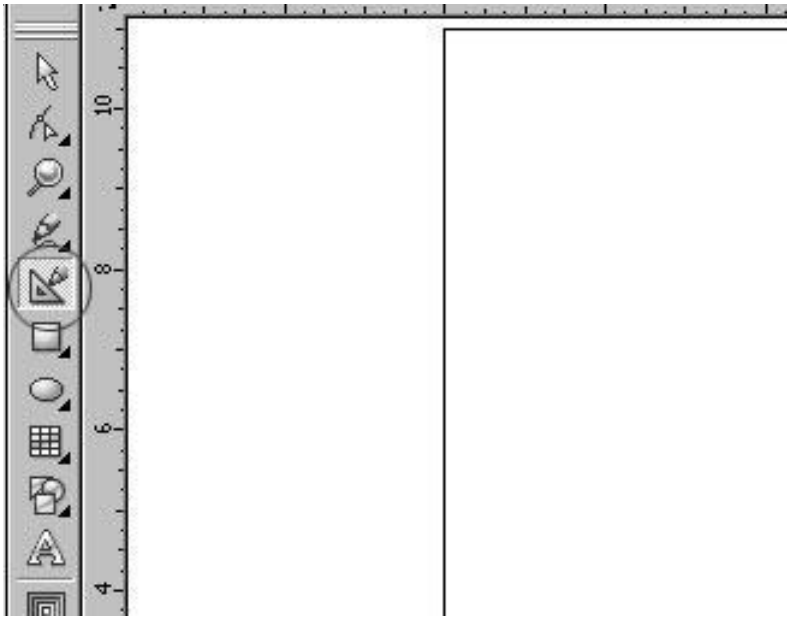
7.1.2 Drawing Power of the New Smart Drawing Tool

The steps to be followed to create a perfect drawing from a free hand sketch are as follows:

1. To use the Smart Drawing tool, click on the tool in the menu bar on the left side of your screen (circled in red at the right).

Notes

Figure 7.6: Step 1

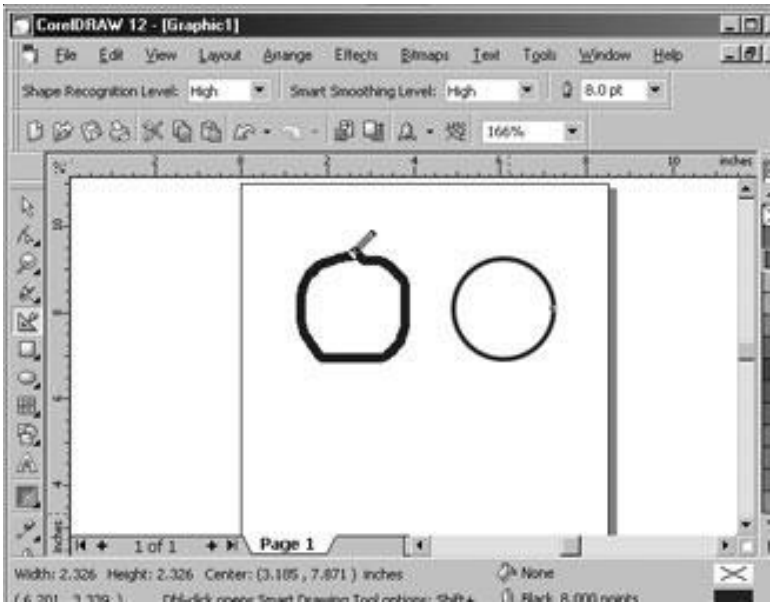


Source: http://www.orchardoo.com/rev/rev103.htm

2. With the Smart Drawing tool selected, you can draw any shape you want. The tool will change the shape to one of the objects it recognizes.

   In the image to the right you can see that when we drew a circle, the tool smoothed the edges into a perfect circle.

Figure 7.7: Step 2



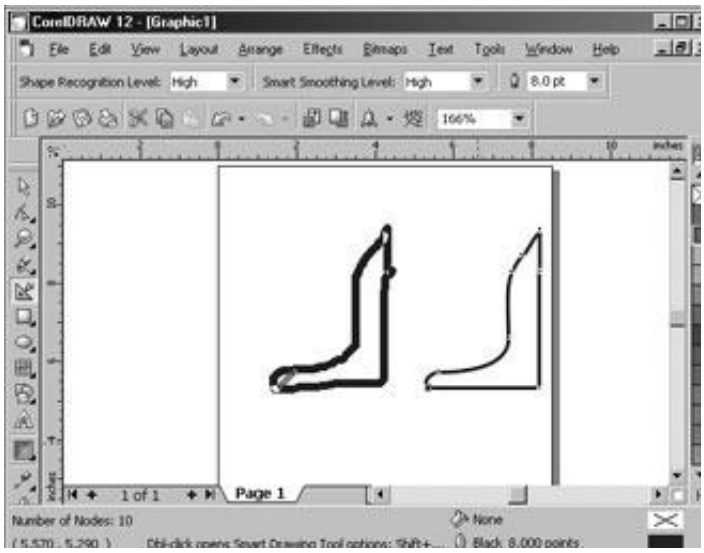
Source: http://www.orchardoo.com/rev/rev103.htm

Notes

3. If you draw an object that the tool does not recognize, it will create a series of lines and curves from your drawing.

   The new drawing will be a smoothly drawn form of your image.

Figure 7.8: Step 3

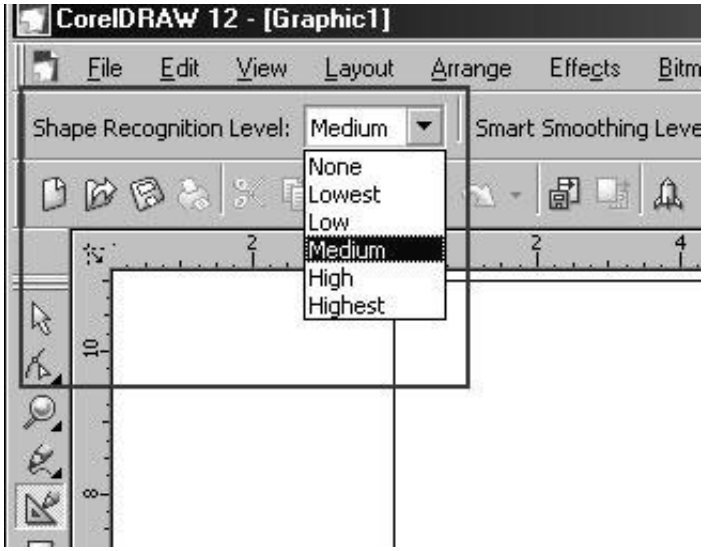


Source: http://www.orchardoo.com/rev/rev103.htm

4. One of the tools you can use to adjust the Smart Drawing tool is the Shape Recognition Level.

   Using this tool, you can adjust how strictly the Smart Drawing tool will associate shapes to your drawing.

Figure 7.9: Step 4



Source: http://www.orchardoo.com/rev/rev103.htm

Notes

5. In the image below, you will see three different drawings.

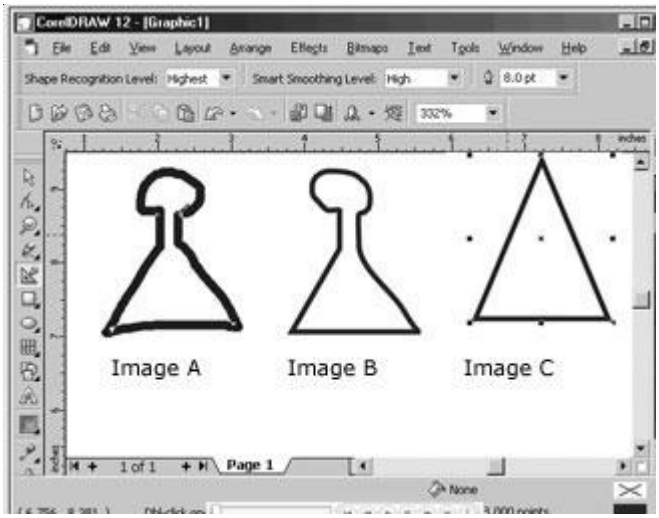
   Image A is the original drawing.

   Image B shows how the Smart Drawing tool changes the image using the lowest level of shape recognition. The resulting shape is very similar to the object we drew.

   In Image C, you can see how the highest level of shape recognition changed the same image into a perfect triangle.

   You'll have to play with these settings and see which level works best for your drawing.

Figure 7.10: Step 5



Source: http://www.orchardoo.com/rev/rev103.htm

7.1.3 Perfect Shapes and Glyph Nodes

Using the Perfect Shapes collection, you can draw predefined shapes. Certain shapes, specifically basic shapes, arrow shapes, banner shapes, and call-out shapes contain glyphs. You can drag a glyph to modify the appearance of a shape.

Using the **Shape** tool, you can drag a glyph to alter a shape and you can add text to the inside or outside of the shape.

Example: You might want to put a label inside a flowchart symbol or a call-out.

To Draw a Predefined Shape

1. In the toolbox, click one of the following tools:
   - Basic shapes
   - Arrows shapes
   - Flowchart shapes
   - Banner shapes
   - Call-out shapes

Notes

2. Open the Perfect Shapes picker on the property bar, and click a shape.
3. Drag in the drawing window until the shape is the size you want.

To Modify a Predefined Shape

1. Select a shape that contains a glyph
2. Drag a glyph until you achieve the shape you want.

Did u know? The right-angle, heart, lightning bolt, explosion, and flowchart shapes do not contain glyphs.

To Add Text to a Predefined Shape

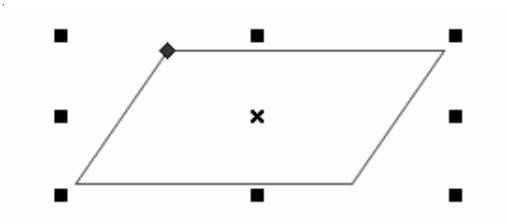
1. Click the Text tool .
2. Position the cursor inside the shape's outline until it changes to a text cursor .
3. Type inside the shape, choose a font, and format the text.

7.1.4 Perfect Shape with the Smart Drawing Tool

By using the Basic Shapes tool, users have the ability to draw basic shapes.

1. In order to do so, choose a shape from the Perfect Shapes picker on the property bar.
2. Then, drag in the drawing window until the shape is the desired size.

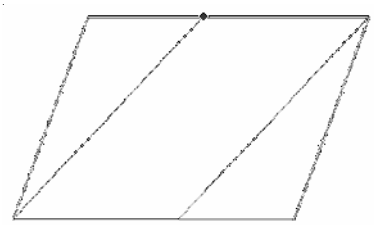
Figure 7.11: Step 1 to draw Perfect Shape with the Smart Drawing Tool



Source: http://grok.lsu.edu/article.aspx?articleid=10464

3. In order to adjust the basic shape, drag its glyph.

Figure 7.12: Step 2 to draw Perfect Shape with the Smart Drawing Tool



Source: http://grok.lsu.edu/article.aspx?articleid=10464

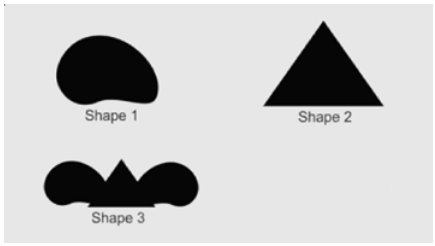
Notes

7.1.5 Smarter Drawing Tool Functions

Smart Drawing tool has a very important feature – delay time interval. It is the time between the moment you finishing sketching a shape and the moment CorelDraw determines a recognizable shape. You can reduce this delay time to sketch several separate lines or shapes in succession and allowing CorelDraw to recognize them as a single compound path.

Example: If you finish sketching a complete shape, then begin sketching a second shape within the time delay interval, the two shapes will be recognized as a single object.

Figure 7.13: Shape 3 Created by Time Delay from Shape 1 and 2



Source: http://logonose.blogspot.in/2011/05/create-aqua-logo-in-coreldraw.html

Double-click the Smart Drawing tool button in the toolbox to open the Options dialog box in order to access the option that controls time delay. The Drawing Assistance Delay slider can be set between 0 and 2 seconds. The higher you set the delay time, the more time you'll have to keep drawing and so a lower delay time will make your sketching sessions more productive.

To correct your sketched shapes on the fly to improve the accuracy of your drawing hold Shift as the modifier key to interactively erase your drawing path in reverse. As you hold the Shift key, the Smart Drawing tool cursor will invert interactively to erase your sketched lines. Releasing the Shift key enables you to resume your sketching operation.

7.1.6 Pick Tool

Pick Tool is one of the most important tools used in Corel Draw for selection and editing of the graphic. It lets you select and size, skew, and rotate objects.

1. Open Corel DRAW. Select Rectangle Tool from the toolbox (marked with dark circle).

Figure 7.14: Selecting Rectangle Tool

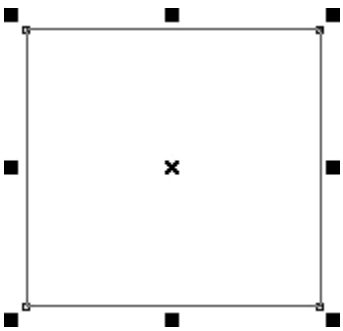


Source: http://www.insidegraphics.com/corel_basics/corel_pick_tool.asp

Notes

2. Draw rectangle. Once you draw it, it is selected by default.

Figure 7.15: Drawing Rectangle Tool



Source: http://www.insidegraphics.com/corel_basics/corel_pick_tool.asp

3. Now select Pick Tool (marked with dark circle).

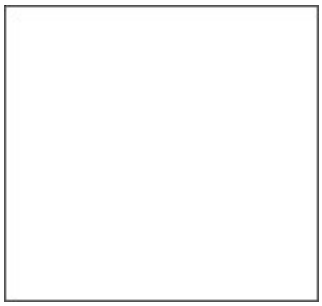
Figure 7.16: Pick Tool



Source: http://www.insidegraphics.com/corel_basics/corel_pick_tool.asp

4. Click anywhere outside the rectangle. It will get deselected.

Figure 7.17: Rectangle Deselected

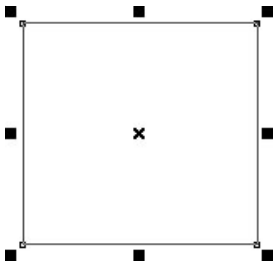


Source: http://www.insidegraphics.com/corel_basics/corel_pick_tool.asp

Notes

5. Click on the like of the rectangle. It will get selected.

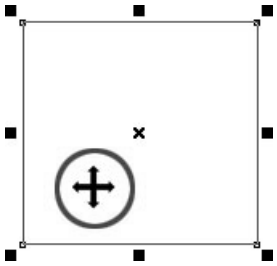
Figure 7.18: Rectangle Selected



Source: http://www.insidegraphics.com/corel_basics/corel_pick_tool.asp

6. Keep the pick tool within rectangle it will change the cursor into move icon (marked with green circle).

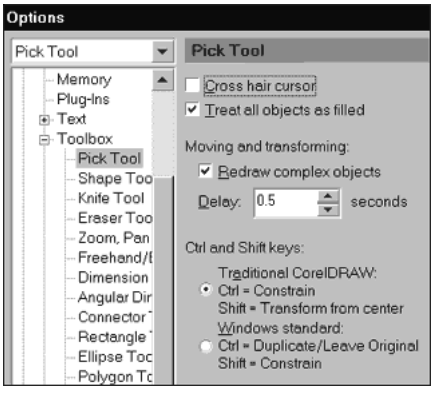
Figure 7.19: Move Icon



Source: http://www.insidegraphics.com/corel_basics/corel_pick_tool.asp

7. ***Press and drag the mouse button to move the rectangle:*** Pick tool has various properties. To view them, right click on the Pick Tool to open a pop-up menu. Choose Properties. You can control personal choices for the Pick Tool from this screen. Choose Treat All Objects as Filled for easy selection of objects with no fill. If you are just learning CorelDraw, it is advised to leave the other features as they are. Tutorials and the manuals assume the default settings are in place.

Figure 7.20: Pick Tool Properties



Source: http://www.webreference.com/graphics/corel101/4/2.html

Notes

Self Assessment

Fill in the blanks:

1. Using the …… tool, you can drag a glyph to alter a shape and you can add text to the inside or outside of the shape.
2. …… is the time between the moment you finishing sketching a shape and the moment CorelDraw determines a recognizable shape.
3. …… Tool lets you select and size, skew, and rotate objects.

7.2 Working with Text

Working with text in Corel Draw is really interesting experience because you can create and edit the text in so many ways. Steps to start working with text are given below:

1. Open Corel DRAW. Select Text Tool (marked with green circle). The icon is A (Capital A).

Figure 7.21: Text Tool



Source: http://www.insidegraphics.com/corel_basics/corel_text_tool.asp

2. Click the cursor on the page and type the text. It may be very small so stretch it by pulling its corner point using Pick Tool.

Figure 7.22: Writing the Text with Text Tool

Corel DRAW

Source: http://www.insidegraphics.com/corel_basics/corel_text_tool.asp

3. Move it anywhere using Pick Tool again.
4. Pull other points using pick Tool, to stretch the text horizontally and vertically

Figure 7.23: Horizontal Stretch

Corel DRAW

Source: http://www.insidegraphics.com/corel_basics/corel_text_tool.asp

Notes

Figure 7.24: Vertical Stretch



Source: http://www.insidegraphics.com/corel_basics/corel_text_tool.asp

5. Filling text with color is just a click away. Keep the text selected. Click on any color from the color palette at right hand side. The text is filled with the selected color.

Figure 7.25: Add Color to Text



Source: http://www.insidegraphics.com/corel_basics/corel_text_tool.asp

6. If you click on the cross icon in the color palette, there will be no color in the text.

7. You can apply outline to the text in Corel DRAW. Different types of effects can be created using outline. Click the cursor on the page and type the text. Stretch it to bigger size by pulling corner point. Keep it selected. We have removed the color from the text.

Figure 7.26: Outline Text



Source: http://www.insidegraphics.com/corel_basics/corel_text_tool.asp

8. Now right click on any color in the color palette.

Figure 7.27: Adding Color to Outline of the Text



Source: http://www.insidegraphics.com/corel_basics/corel_text_tool.asp

9. This will apply the outline to the text of the same color you have right clicked.

10. If you Right click on the cross icon in the color palette, there will be no outline to the text.

11. Let us try to change outline thickness of the text. It creates astonishing effects. Keep the text selected.

Notes

12. Press Outline Tool. In the fly out menu click on 2 point outline (Thin). The outline is thicker than the default. Try different types of available thickness.

Figure 7.28: Change Thickness of the Text



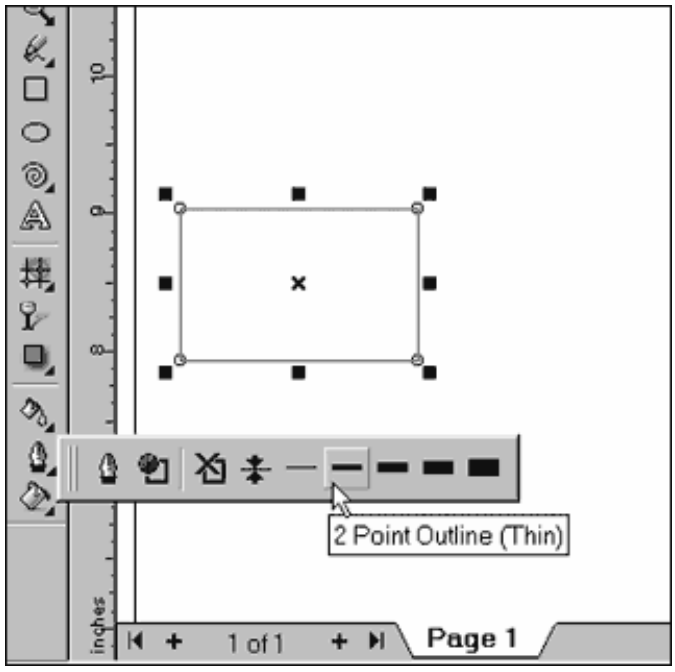
Source: http://www.insidegraphics.com/corel_basics/corel_text_tool.asp

Task Make distinction between pick tool and text tool.

7.2.1 Etching and Cutting Text

Keep text solid black if you want to etch it. If you want to cut out the outline of the text (cut out a letter) turn off the fill (black) and turn on a Red Hairline outline.

Figure 7.29: Outline Tool



Source: http://www.webreference.com/graphics/corel101/6/2.html

To outline in red for cutting: select text, click on Outline Tool (on the left side third from bottom), click on Outline Tool that pops up, a box pops up inside the box select outline width of Hairline and make the outline coloured.

Now you need to remove the black fill so it doesn't etch to do that, make sure text is selected, then click on the Fill tool a bar will pop up with an X click the X to remove the fill.

Self Assessment

Notes

Fill in the blanks:

4. Keep …… solid black if you want to etch it.
5. If you want to cut out the …… of the text turn off the fill (black) and turn on a Red Hairline outline.

7.3 Working with Images

With CorelDraw we can create, select, edit and fill effects to our pictures with ease.

Let us first understand bitmaps. Bitmaps are images that store a location and description of pixels. Pixels are nothing but dots. So rather than defining images in terms of curves and lines, bitmap images are defined as dots.

Example: The steps to follow to convert a picture into gray scale are given below:

- Open CorelDraw and open the image you wish to convert.
- Click "Bitmap" followed by "Convert to Bitmap." A menu will pop up. Select "96 dpi" for the resolution and "Gray scale" for the color. Check that "Transparent Background" is on. Click "OK."
- Click "Effects," then "Adjust." Adjust the contrast of the image to between 30 and 45. Click "Brightness/Contrast/Intensity."
- Click "Bitmap," "Color Transform," then "Halftone." You will see two versions of the image, the original and the halftone.
- Click "Preview." Use the "Max Dot Radius" slider to adjust the halftone effect as desired. Click "Preview" every time you adjust the slider.
- Click "Bitmap" and "Convert to Bitmap" again. Change the color of the image to 24 bit. You can now add color to the image.
- Click "Save" when you are done editing the image.

Figure 7.30: Original Image



Source: http://www.gimp.org/tutorials/Color2BW/

Notes

Figure 7.31: Gray Scale Image



Source: http://www.gimp.org/tutorials/Color2BW/

Notes Bitmap images can also have different numbers of colors. Those include black and white images, 8-bit grayscale (256 shades of gray), and 8-bit paletted (256 colors). Other color modes exist as well, but these are sufficient to use with most bitmap images that you will work within CorelDRAW.

Self Assessment

Fill in the blanks:

6. Bitmaps are images that store a location and description of .....

7. ..... images can also have different numbers of colors.

7.4 Page Layout and Background

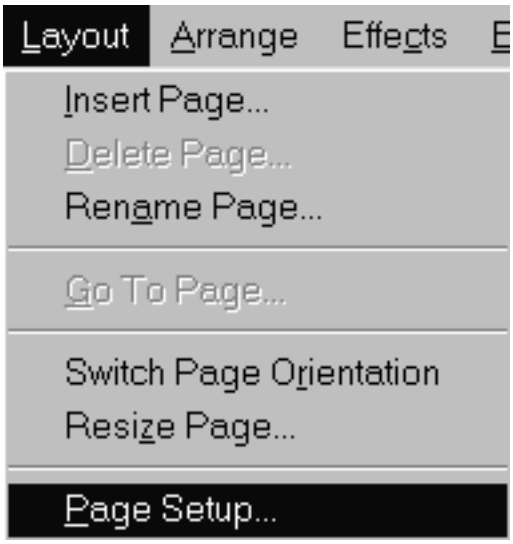
You can specify settings for the size, orientation, and layout style of the page. The options you choose when specifying the page layout can be used as a default for all new drawings you create. You can also adjust the page size and orientation settings to match the standard paper settings for printing.

7.4.1 Changing the Page Size

There are two options for specifying a page size: choosing a preset page size and creating your own.

Notes

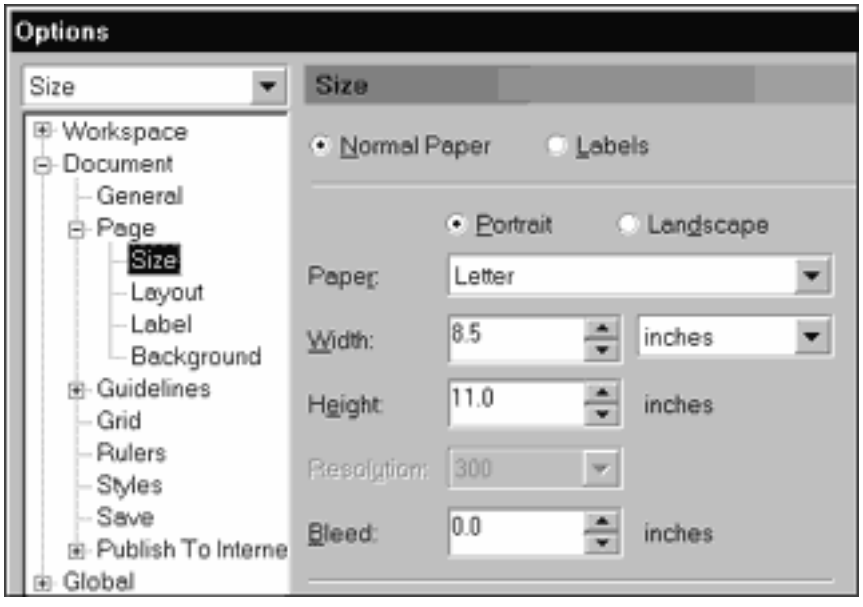
Figure 7.32: Page Layout



Source: http://www.webreference.com/graphics/corel101/2/index.html

You can choose from many preset page sizes, ranging from legal-size paper and envelopes to posters and Web pages. If a preset page size does not meet your needs, you can create a custom page size by specifying a drawing's dimensions.

Figure 7.33: Page Size



Source: http://www.webreference.com/graphics/corel101/2/index.html

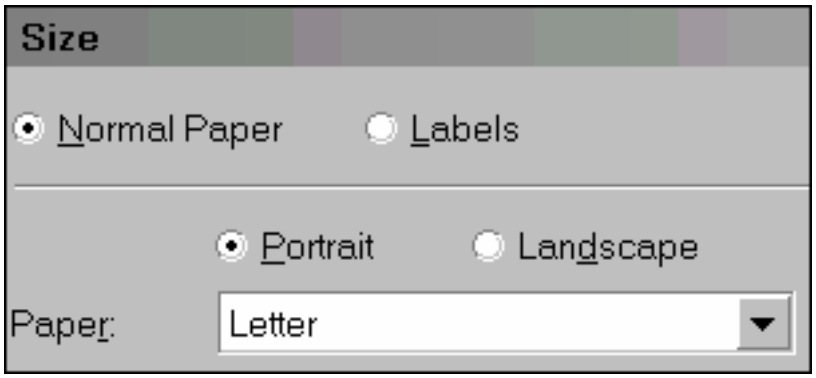
You can save custom page sizes as presets for later use, and you can delete any custom preset page sizes that you no longer need.

Notes

7.4.2 Changing Page Orientation

The orientation of the page can be landscape or portrait. In landscape orientation, the drawing's width is greater than its height, and in portrait orientation, the drawing's height is greater than its width. Any pages you add to a drawing project will have the current orientation; however, you can give a different orientation to single pages in a drawing project.

Figure 7.34: Page Orientation



Source: http://www.webreference.com/graphics/corel101/2/index.html

7.4.3 Working with Layout

When you use the default layout style (Full Page), each page in a document is considered a single page and prints on one sheet. You can choose layout styles for multipage publications, such as booklets and brochures. The multipage layout styles — Book, Booklet, Tent Card, Side-fold Card, Top-fold Card, and Tri-fold Brochure split the page size into two or more equal parts. Each part is considered a separate page. The advantage of working with separate parts is that you can edit each page in upright orientation, and in sequential order in the drawing window, regardless of the layout required to print your document. When you are ready to print, the application automatically arranges the pages in the order required for printing and binding.

7.4.4 Creating the Background

Let us show how to create a background for a CorelDraw based poster:

1. Create a new document and set the page size, **Portrait** and primary color mode and resolution
2. Double click the **Rectangle** tool to add a page frame and give it a **Black** fill.
3. Select the **Interactive fill** tool and click and drag it on the page.
4. Next, from the **Interactive Property** bar, select **Radial**.
5. Select the **Last Fill Color** on the **Interactive Property** bar (it will be white) and change it to **Grass Green**.

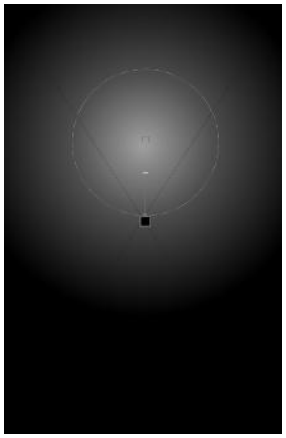


Did u know? If you hold down the **SHIFT** key, while selecting a color in the color palette, you will see the color name.

Notes

6. Position the **Last Fill Color** control handle, centered in the top 1/3 of the page and the **Black** control handle in the center of the page.

Figure 7.35: The Background Created



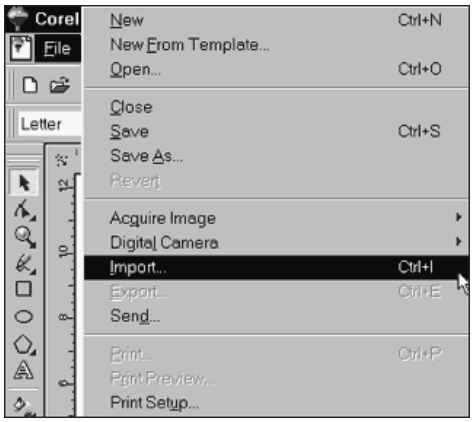
Source: http://corel.force.com/pinnacle/articles/en_US/Master_Article/Poster-Design-inCorelDRAW?retURL=%2Fpinnacle%2Fapex%2FpselectProduct%3Flang%3Dit&popup=true

7.4.5 Importing Images

We can easily import images into our CorelDraw document by following the simple steps below:

1. Launch CorelDraw
2. Click on the "New Document" icon. A "Create a New Document" window appears.
3. Click the "OK" button on the bottom of window. A transparent canvas will appear on the background of the application.
4. Click on the "File" menu item.
5. Click "Import ..." to open up an Explorer window.

Figure 7.36: Import Option

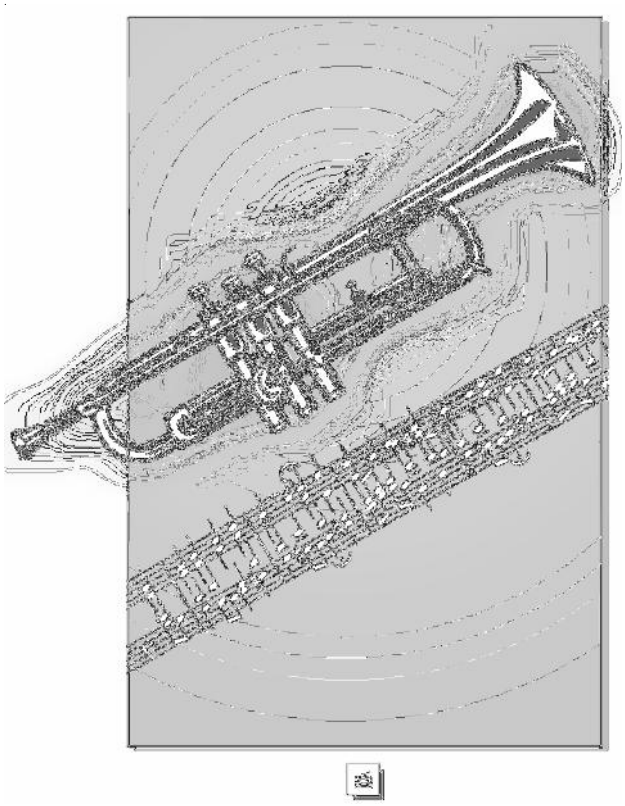


Source: http://www.webreference.com/graphics/corel101/9/index.html

Notes

6. Navigate to the directory containing the photo you want to import
7. Click on the desired photo file. The name of the file will appear in the "Filename" text box.
8. Click on the "Import" button.
9. Size the photo on the document by dragging with your left mouse button. The photo is now imported on the canvas.

Figure 7.37: The Figure Added to the Background



Source: http://corel.force.com/pinnacle/articles/en_US/Master_Article/Poster-Design-inCorelDRAW?retURL=%2Fpinnacle%2Fapex%2FpselectProduct%3Flang%3Dit&popup=true



Did u know? Not all importing options are available for all file formats.

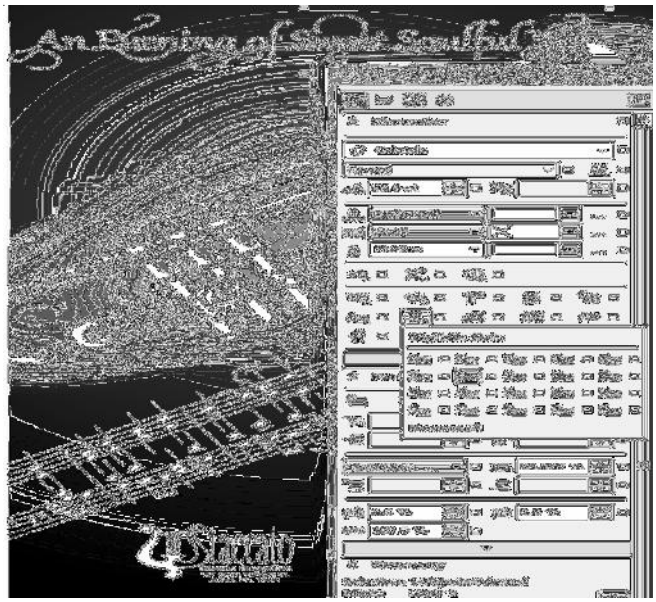
7.4.6 Creating Text

What is a poster without some text to explain it. We now add text to our poster through the steps below:

1. Select the Text tool and click the upper left corner and type the text.
2. Right click on the text and select **Object Properties.**
3. In the **Object Properties** docker set the **Font,** color, **Point** size, Center Justified and select **Stylistic Set 7.**
4. On the **Interactive Property** bar, rotate the text **30** degrees counter clockwise.

Notes

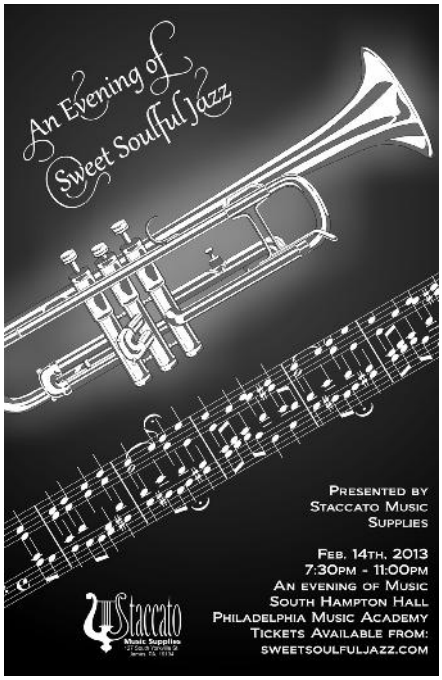
Figure 7.38: Text Added to the Background



Source: http://corel.force.com/pinnacle/articles/en_US/Master_Article/Poster-Design-inCorelDRAW?retURL=%2Fpinnacle%2Fapex%2FpselectProduct%3Flang%3Dit&popup=true

The final image created looks as in the picture below:

Figure 7.39: The Final Poster



Source: http://corel.force.com/pinnacle/articles/en_US/Master_Article/Poster-Design-inCorelDRAW?retURL=%2Fpinnacle%2Fapex%2FpselectProduct%3Flang%3Dit&popup=true

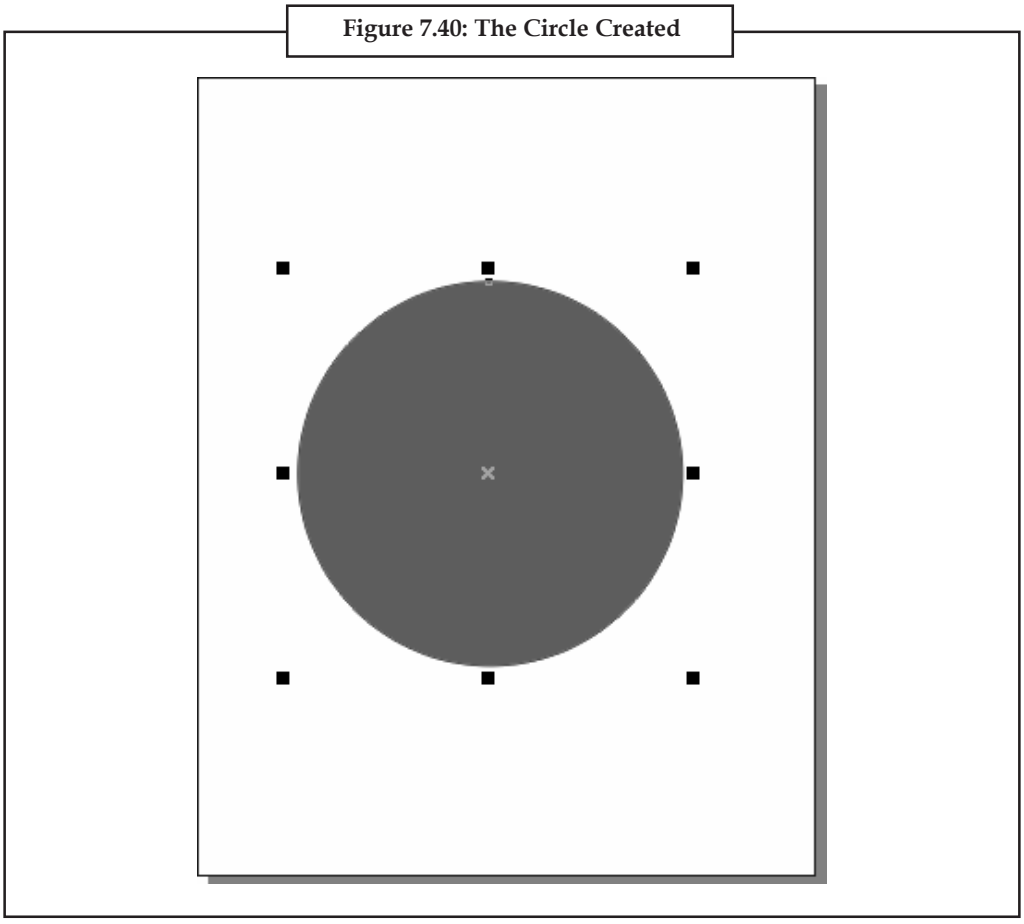
Notes

7.4.7 Creating the Circles

Like other shapes we can create circles in our CorelDraw document. To do this, we follow the steps below:

1. Open a blank drawing space in CorelDraw and select the "Ellipse Tool" (circle shape) from the toolbox toolbar.
2. Hold down the "Ctrl" key while left-clicking and dragging to create a circle shape. When you have created the desired size of your shape, release the mouse key. This draws a perfect circle. If you would rather draw an offset sphere, such as the shape of Planet Earth, then drag the shape without holding down the "Ctrl" key.
3. Select the "Fill Tool" from the Toolbox and click "Fountain Fill."
4. In the pop-up box that appears for "Fountain Fill," click the "Type" drop-down menu and select "Radial."
5. In the "Horizontal" percentage box, type "-14" and in the "Vertical" percentage box type "14."
6. In the "Color blend" section of the "Fountain Fill" pop-up, select the color red in the "From:" drop-down palette, and leave the color white in the "To:" drop-down palette.
7. Click "OK." This creates your colorful sphere with depth.

Figure 7.40: The Circle Created



Source: http://www.insidegraphics.com/corel_basics/corel_draw_window.asp

Notes

7.4.8 Importing Text

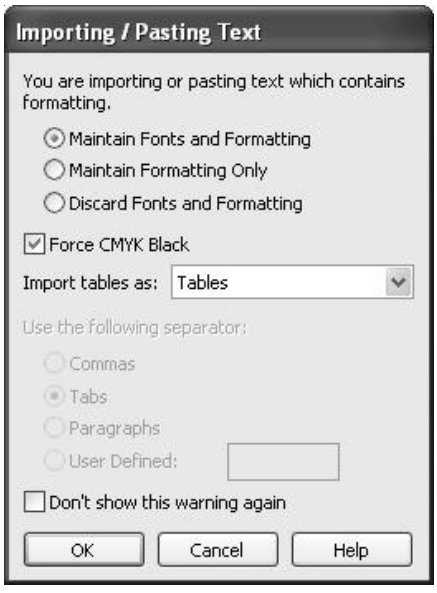
In case we need to import text from an external source, we can do that easily using the steps below:

1. Using the Text tool, position the cursor in the text frame where you want to import the text.

Caution If you do not have a text frame in the document, skip step 1 and proceed to step 2.

2. Click **File Import**.
3. Choose the drive and folder where the file is stored.
4. Click the filename.
5. Click Import.
6. In the **Importing/Pasting text** dialog box, choose one of the following options:
   - Maintain fonts and formatting
   - Maintain formatting only
   - Discard fonts and formatting
7. Do one of the following:
   - Position the import cursor in the drawing page, and click.
   - Click and drag on the drawing page to define the size of the text frame.
   - Press the Spacebar to place the imported text in the default location.

Figure 7.41: Importing Text



Source: http://coreldraw.com/forums/t/15212.aspx

Notes

If you want to apply CMYK black to the imported black text, enable the **Force CMYK black** check box. This check box is available when you choose an option that maintains text formatting.

Self Assessment

Fill in the blanks:

8. If a preset page size does not meet your needs, you can create a …… page size by specifying a drawing's dimensions.
9. In …… orientation, the drawing's width is greater than its height, and in portrait orientation, the drawing's height is greater than its width.

7.5 Layers

Layers provide a very effective way to organize the objects you create with CorelDraw. You can reduce your work time using them and make it easier to handle the job at hand, and increase the accuracy level of your designs.

7.5.1 Working with Layers in CorelDraw

We have multiple options while working with layers. Some of them are discussed below:

Create a Layer

To create a layer:

1. Click Tools % Object manager.
2. Click the flyout button, and click New layer.

To create a master layer:

1. Click Tools % Object manager.
2. Click the flyout button, and click New master layer

To use a layer in the drawing, you must first make the layer active. In the Object manager docker, the active layer is highlighted in red. When you start a drawing, the default layer (Layer 1) is the active layer. When you create a master layer, it moves to the master page.

Delete a Layer

To delete a layer:

1. Click **Tools % Object manager.**
2. Click the name of a layer.
3. Click the flyout button, and click Delete layer.



Caution When you delete a layer, you also delete all the objects on it. To keep an object on the layer you're deleting, move it to a different layer first. You can delete any unlocked layer except the three default layers of the master page (Grid, Guides and Desktop).

Self Assessment

Notes

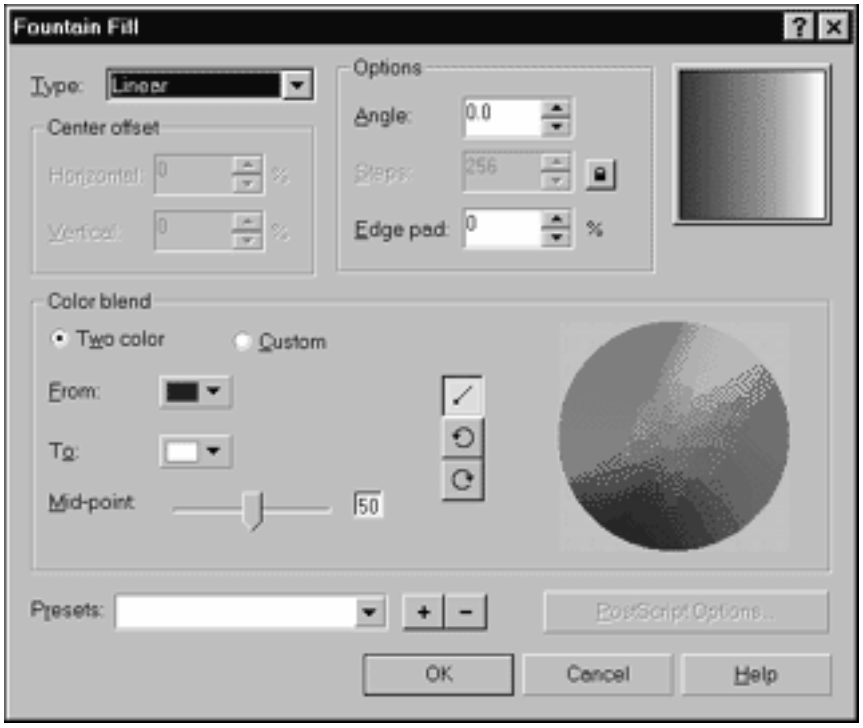
Fill in the blanks:

10. ..... provide a very effective way to organize the objects you create with CorelDraw.
11. When you delete a layer, you also delete all the ..... on it.
12. When you create a master layer, it moves to the ..... page.

7.6 Gradients

Gradients are also called fountain fills in CorelDraw. They can fill objects with a smooth transition between two (or more) colors, and they come in various styles. Many commercial pieces of artwork are created today that imitate the traditional airbrush (popular in the mid–20th century) by using fountain fills.

Figure 7.42: Fountain Fill



Source: http://www.webreference.com/graphics/corel101/7/3.html

7.6.1 Choose Fill Type

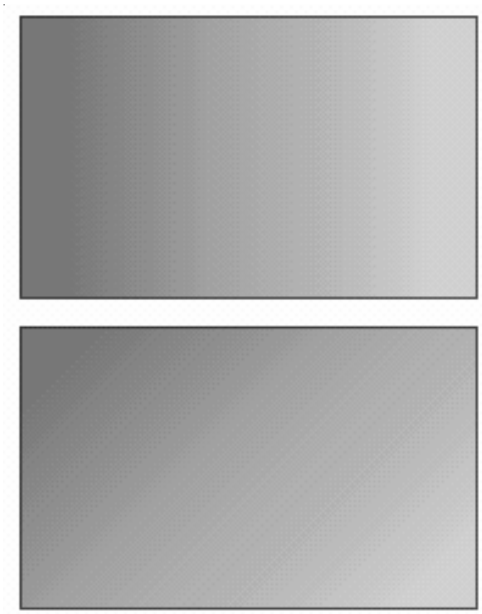
We can chose different fill types depending upon the requirement. They are illustrated below:

Linear Fountain Fills

Linear fountain fills blend color from edge to edge. The samples to the left show a linear fill from medium green to a light green. The lower sample shows a 45 degree rotation of the fill.

Notes

Figure 7.43: Linear Fountain Fill

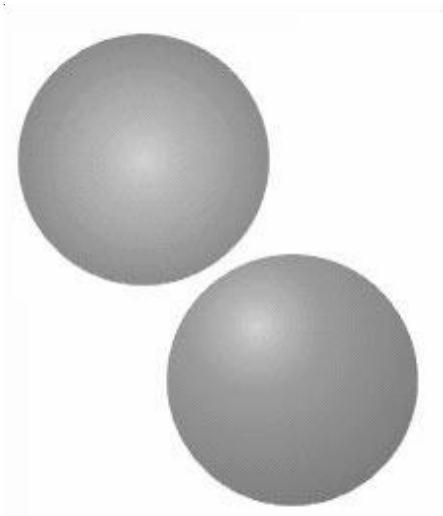


Source: http://www.webreference.com/graphics/corel101/7/3.html

Radial Fountain Fills

Radial fountain fills blend color in a circular pattern. You can create instant 3D spheres with a couple of steps with radial fills. In the illustration to the left, the upper circle is filled with default settings. The lower circle has the center point adjusted, the fill blend moved towards the lighter color and a pad of solid edge color added to it.

Figure 7.44: Radial Fountain Fill



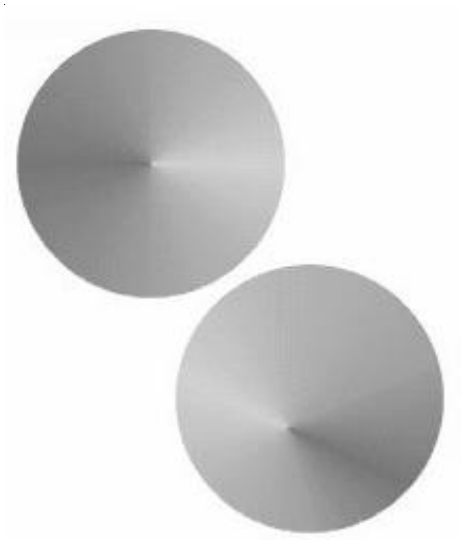
Source: http://www.webreference.com/graphics/corel101/7/3.html

Notes

Conical Fountain Fills

Conical fountain fills create a cone like appearance with the conical point appearing higher than the edges. In the illustration to the left, the top sample is filled with default conical fill settings. The bottom sample has had the color midpoint, the center offset and the fountain angle adjusted.

Figure 7.45: Conical Fountain Fill

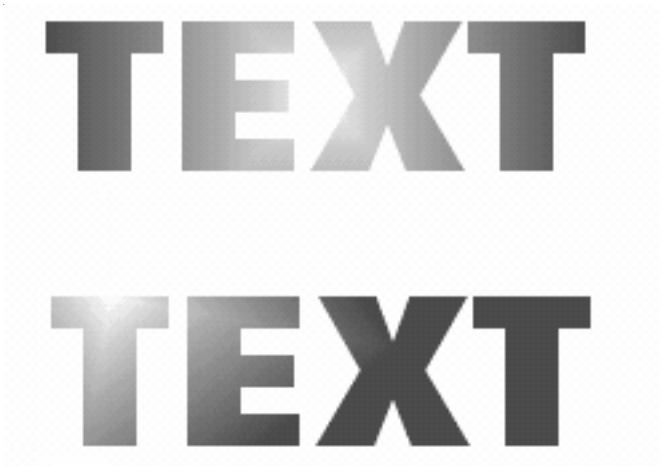


Source: http://www.webreference.com/graphics/corel101/7/3.html

Square Fountain Fills

Square fountain fills apply color blends in a square pattern. In the sample to the left, the top text is set with default values. The lower sample fill has adjusted center point, color midpoint, angle and color edge padding.

Figure 7.46: Square Fountain Fill



Source: http://www.webreference.com/graphics/corel101/7/3.html

Notes

7.6.2 Choose Your Color

Fountain fills really start to get exciting when you add more colors to the blending mix. In the sample to the left, a simple linear fill comes to life with the addition of two complementary colors. The lower sample has been further enhanced by changing the angle of the fill and creating a solid color edge padding.

Figure 7.47: Adding Color



Source: http://www.webreference.com/graphics/corel101/7/3.html

You can have as many colors as you want in your picture.

Example: To apply a two-color fountain fill follow the steps given below:

1. Select an object.
2. In the toolbox, click the Interactive fill tool.
3. Choose a fountain fill from the Fill type list box on the property bar.
4. Open the Fill dropdown picker on the property bar, and click a color.
5. Open the Last fill picker on the property bar, and click a color.
6. Specify the settings you want.

Task Fill a pentagon with various color blends using fountain fill**.**

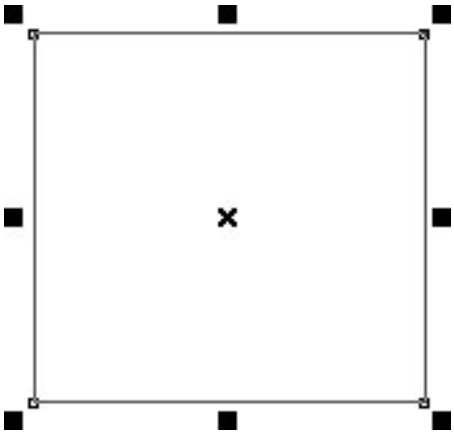
7.6.3 Set Fill Angle, Centre Point and Edge Pad

Angle option affects the direction of the fill but it's not available for Radial. Edge Pad affects the smooth mixing of two color and continuous gradation. Let us explain this through an example:

1. Open Corel DRAW. Draw rectangle. Keep it selected.

Notes

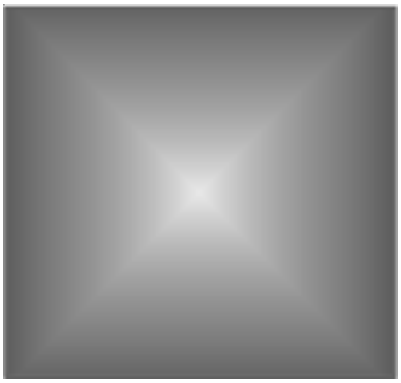
Figure 7.48: Drawing a Rectangle



Source: http://www.insidegraphics.com/corel_basics/corel_fountain_angle.asp

2. Click "Fountain Fill Dialog" from Fill Tool. Select "Square" fill type and also select Red color for "From" and Yellow for "To" under color blend. Keep midpoint value 50.

Figure 7.49: Coloring the Rectangle



Source: http://www.insidegraphics.com/corel_basics/corel_fountain_angle.asp

3. In the option, change angle to 45.

Figure 7.50: Change Angle Option

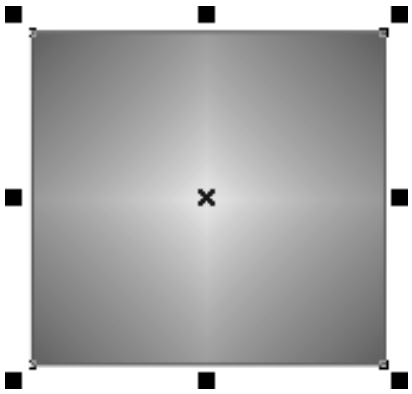


Source: http://www.insidegraphics.com/corel_basics/corel_fountain_angle.asp

Notes

4. You can observe change in the fill. It rotates.

Figure 7.51: Rectangle Rotates

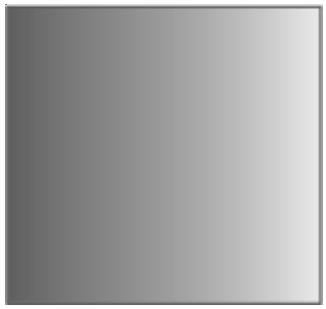


Source: http://www.insidegraphics.com/corel_basics/corel_fountain_angle.asp

5. Try Linear and Conical types with different angle values.

6. Go back to the first step where we have plain rectangle. Select "Linear" fill type and also select Red color for "From" and Yellow for "To" under color blend. Keep midpoint value 50. Keep default angle value 0.

Figure 7.52: Rectangle with Midpoint Value 50



Source: http://www.insidegraphics.com/corel_basics/corel_fountain_angle.asp

7. In the option, change Edge Pad to 49 which is the maximum value.

Figure 7.53: Rectangle with Edge Pad Value 49

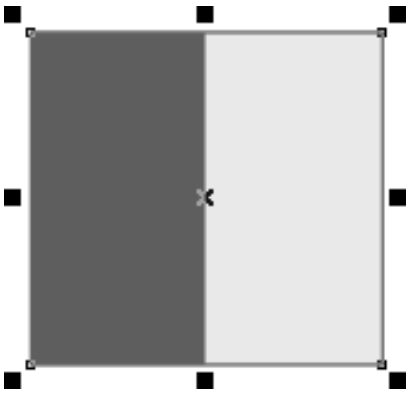


Source: http://www.insidegraphics.com/corel_basics/corel_fountain_angle.asp

8. You get two distinct colors, Red and Yellow in the fill.

Notes

Figure 7.54: Final Image



Source: http://www.insidegraphics.com/corel_basics/corel_fountain_angle.asp

Notes As you go on decreasing the value, you get smooth gradation. At 0, you get the uniform fill of the two properly blend colors. Please do not change any other settings.

Self Assessment

Fill in the blanks:

13. ..... are also called fountain fills in CorelDraw.

14. ..... fountain fills blend color in a circular pattern.

15. ..... fountain fills apply color blends in a square pattern.

Case Study

CorelDRAW makes Quilting Easy

A CorelDRAW not only saves me a lot of time, Barbara Webster lives on a 30-acre mountain farm in the Blue Ridge Mountains in western North Carolina with her husband and two dogs. For many years she worked as a graphic designer in an office, creating brochures and other publications using AdobePageMaker.

After she moved to the mountains from Charlotte, NC in 1994, she decided to start making quilts. She obviously had a talent for it – her first quilt won Best First Quilt in the Asheville Quilt Show. This event launched her new career as founder and principal owner of quilt designing company Starforest Quilts. "In the early days you could only use photographic images on your quilts by using heat-transfer methods. It wasn't a very rewarding process – you couldn't really print the images on natural fabrics, the image had a rubbery texture and the quilts were not washable. I also found out I was allergic to the fumes," says Barbara with a sigh.

Contd...

Notes

The combination of new wide-format, specialized printers from companies like Mimaki and the rapid advancement of computer processing power made it possible for quilt designers like Barbara Webster to print high-resolution photographic images in vivid color on 100% cotton fabric.

"I remember casually watching somebody over the shoulder as they were playing with CorelDRAW a few years ago," says Barbara. "They inserted photos into different shapes, like squares and triangles, and flipped them around and manipulated them with such remarkable ease. I stopped dead in my tracks and I knew that this would enable me to create exactly the quilts I could see inside my head."

Barbara bought a copy of CorelDRAW Graphics Suite the next day and started to create her own quilt designs immediately. She typically starts by taking photos of nature scenes with her 5 mega-pixel digital camera Nikon Coolpix 5700. After importing the image files into CorelDRAW, she starts to place the images in different patterns to see if she can come up with an interesting composition."

DRAW has some amazing features I use every day. They save me hours, she explains over the phone. The first one is PowerClip, I just love how easy it is to insert an image into a shape and position it exactly where I want. Another feature is Snap To Object. I could try to line up all the hundreds of shapes in my quilt designs by hand, but it would take forever and it wouldn't be nearly as accurate.

Some quilt designers use special quilt-making software like Electric Quilter and Quilt Pro, but according to Barbara Webster, many professional quilt designers use CorelDRAW.

"There's no comparison in my mind," says Barbara."You can't really use photos in those other applications. The preview window is tiny, making it very hard to get an idea of what the final quilt will look like. They're just not very user-friendly if you want to use photos. The only advantage is that they calculate yardage automatically, but I don't really need that feature anyway. CorelDRAW not only saves me a lot of time, it actually helps me come up with the designs. It's like having a design partner."

Once she has created her design in CorelDRAW, she exports her files as 300 dpi TIFFs and burns them on a CD. The CD is then sent to a friend who owns a large format Mimaki ink-jet printer. This specialty printer is designed to handle thicker fabrics in wide formats –she can print images up to 55" wide and 3 yards long! Says Barbara: "You can actually print longer than 3 yards. We have discovered, however, that 3 yards is all that will fit reasonably well into the steamer; so we limit the runs to 3 yards."

"I prefer to use images I've taken myself, because I really need high-quality, high resolution images in order to get a good result," says Barbara. "Every single shape in my quilts contains a 300 dpi TIFF image. My quilt 'Spring in the Smokies' for instance, consists of over 500 triangles. The final DRAW file was over 1.8 GB in size – I had to buy a new DVD-burner to back it up!"

Barbara Webster fits the profile of a dedicated quilter pretty well. (According to a 2003 study, 99% of quilters in the US are women.) A typical quilter seems to be a well-educated woman in her fifties who has more than 12 years quilting experience and a higher than-average household income.

Barbara was recently commissioned to create a quilt for the Holy Cross Hospital in Silver Spring, Maryland. Her 69"x54" quilt "Approaching Summer" is based on photos she took at the nearby Brookside Gardensand machine quilted by her friend and colleague Heather Rogers.

Contd...

Notes

"It hangs on a concave wall in the lobby of the Oncology Unit at the hospital," Barbara says. "The Brookside Gardens is such a beautiful and inspirational park and the center of the quilt includes a large image of a pond that I think captures the tranquility of the place. It has been very well received by staff and patients alike. It makes me happy to think that something I have created, can comfort other people."

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://www.corel.com/content/pdf/profiles/CGS12_Barbara_Webster.pdf

7.7 Summary

- CorelDraw Graphics Suite is a software package of design tools designed to run on Windows operating systems.
- The Smart Drawing tool instantly translates rough drawings into proper shapes and recognizes a variety of different shapes.
- The Smart Drawing tool uses Shape Recognition and Smart Smoothing to convert images.
- Using the Shape tool, you can drag a glyph to alter a shape and you can add text to the inside or outside of the shape.
- Smart Drawing tool has a very important feature – delay time interval. It is the time between the moment you finishing sketching a shape and the moment CorelDraw determines a recognizable shape.
- Pick Tool is one of the most important tools used in Corel Draw for selection and editing of the graphic. It lets you select and size, skew and rotate objects.
- You can specify settings for the size, orientation, and layout style of the page.
- Layers provide a very effective way to organize the objects you create with CorelDraw. When you delete a layer, you also delete all the objects on it.
- Gradients are also called fountain fills in CorelDraw. They can fill objects with a smooth transition between two (or more) colors, and they come in various styles.
- Angle option affects the direction of the fill but it's not available for Radial. Edge Pad affects the smooth mixing of two color and continuous gradation.

7.8 Keywords

Angle Option: Angle option affects the direction of the fill but it's not available for Radial.

Edge Pad: Affects the smooth mixing of two color and continuous gradation.

Glyph Nodes: *Affect* certain aspect of the shape.

Gradients: Fill objects with a smooth transition between two or more colors.

Layers: Provide a very effective way to organize the objects you create with CorelDraw.

Pick Tool: It lets you select and size, skew and rotate objects.

Notes

Shape Tool: With Shape tool, you can drag a glyph to alter a shape and you can add text to the inside or outside of the shape.

Smart Drawing Tool: The Smart Drawing tool instantly translates rough drawings into shapes you'd usually consider drawing with the Rectangle tool or Ellipse tool—or with other tools that require more effort and skill.

7.9 Review Questions

1. Explain the steps to be followed to create a perfect drawing from a free hand sketch with Smart Draw Tool.
2. Describe the shapes recognized by the Smart drawing tool.
3. Discuss the steps used to draw a predefined shape.
4. What are the functions of Smarter Drawing Tool? Discuss.
5. Illustrate the steps used for working with text.
6. How can we convert a picture into gray scale?
7. Elaborate the use of Pick tools in CorelDraw.
8. Describe how to create a background for a CorelDraw.
9. Angle option affects the direction of the fill but it's not available for Radial. Comment.
10. What are the different types of fill types available in Fountain Fill? Discuss.

Answers: Self Assessment

1. Shape
2. Delay time interval
3. Pick
4. Text
5. outline
6. Pixels
7. Bitmap
8. Custom
9. landscape
10. Layers
11. objects
12. Master
13. Gradients
14. Radial
15. Square

7.10 Further Readings



Books

CorelDRAW 12: Basic Instructor's Edition - Axzo Press.

CorelDRAW 12 Unleashed by Foster D. Coburn III.



Online links

http://coreldraw.helpmax.net

http://www.photoshop-flash-coreldraw-seo-help.com/coreldraw-help-tutorials

http://www.webreference.com/graphics/corel101/2/index.html

Unit 8: Tools Working with CorelDraw

Notes

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8.1.2 Compatibility and Integration Features
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8.4 Summary
8.5 Keywords
8.6 Review Questions
8.7 Further Readings

Objectives

After studying this unit, you will be able to:

- Explain the creation tool and its features
- Discuss the logo making process of CorelDraw
- Explain the business card making steps in CorelDraw

Introduction

Corel Corporation, from the abbreviation "**Co**wpland **Re**search **L**aboratory" is a software company specializing in graphics processing. It is known for producing software titles such as CorelDraw which is an enormously powerful graphic design package used to create newsletters, brochures, logos and web graphics. All characters on the "South Park" TV show are originally created using CorelDraw and then exported to other graphics programs for animation.

8.1 Creation Tools

We will now discuss about the various types of tools used in CorelDraw to help create a vector based graphic.

- ***Artistic Media Tool:*** The Artistic media tool treats a path as though it's a skeleton to which you can apply any number of CorelDraw preset skins. There are five different types of artistic media brushes, some with preset variations (the Preset, Brush, and Sprayer artistic media types) and some without presets (Calligraphic and Pressure artistic media types). It helps to think of a paintbrush metaphor; by dragging strokes, you'll wind up with anything from complex filigree strokes to elegant calligraphic handwriting. The underlying path to

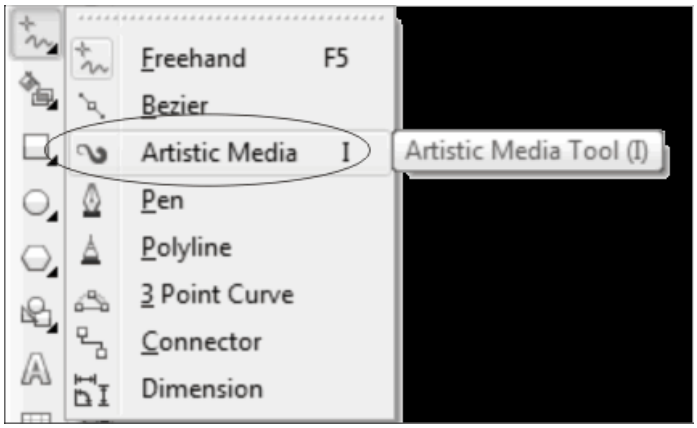
Notes

artistic media strokes can be changed at any time, which changes the corresponding look of the media—and you can see the dynamic changes for accurate visual feedback as you work. You can draw while an artistic media effect is enabled, and you can also apply these painterly strokes to existing lines. The Artistic media tool is located in the toolbox with other line-drawing tools.

With the Artistic media tool selected, the property bar offers five different line-drawing modes to choose from each of which has its own options.

Notes You have additional options on the property bar, directly to the right of your choice of artistic media, and the options change, depending on the media type you choose.

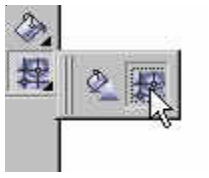
Figure 8.1: Artistic Media Tool



Source: http://kreasilugie.blogspot.in/2012/05/tutorial-coreldraw-x6-how-to-create.html

- ***Live Smoothing:*** The Tools Property Bar has a slider to allow users to determine the smoothness that can be applied with lines drawn with the freehand and artistic media tools. The next line drawn will be smoothed according to the last setting.
- ***Mesh Fills:*** The Mesh Fill Tool allows users to add color to a certain section of an image or photograph by using a grid-like pattern. It offers you the power to solve many types of realistic illustrative challenges with a minimum of objects.

Figure 8.2: Mesh Fill Tool

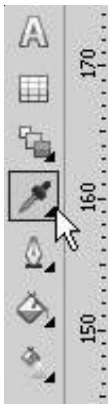


Source: http://clubweb.interbaun.com/~mward/a_plus/mesh_fills.pdf

- ***Eyedropper:*** Eyedropper Tool is the tool with which you can easily do a variety of things: from simply copying solid colours to copying gradients, shapes and other properties from one object into another one.

Notes

Figure 8.3: Eyedropper Tool



Source: http://anastasiia-ku.com/2011/02/17/eyedropper-tool-in-coreldraw/

- ***New Eraser Nib Shape:*** The Eraser tool in CorelDraw contains a square nib to allow users edit work in a limited space. This feature lets users create knock outs from an object.
- ***Enhanced Line Segment Functionality:*** A segment is a line of two nodes. There are two types of segment: Line which is a straight segment and Curve in which the nodes have control handles for adjustment. Users can join or add to selected line segments with cursor feedback. Selecting a line segment and then the freehand tool lets the user select the start or end node of the fine segment and extend it by drawing with the freehand tool.
- ***Perspective Drop Shadow:*** Drop shadows simulate light falling on an object from one of five particular perspectives: flat, right, left, bottom and top. You can add drop shadows to most objects or groups of objects, including artistic text, paragraph text, and bitmaps. Drop shadows created in CorelDraw are ideal for printed outputs, but are not appropriate for output to devices such as vinyl cutters and plotters.

Figure 8.4: Drop Shadow Applied to an Object

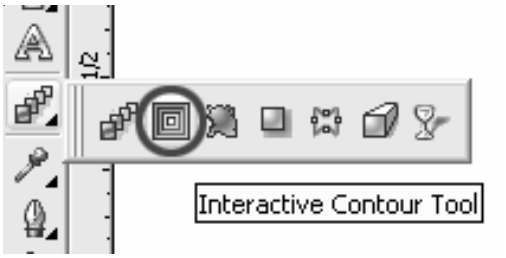


Source: http://product.corel.com/help/CorelDRAW/540240626/Main/en/Doc/wwhelp/wwhimpl/common/html/wwhelp.htm?context=CorelDRAW_Help&file=CorelDRAW-Creating-drop-shadows.html

Notes

- ***Interactive Contour Tool:*** Contour effects add evenly spaced shape inside or outside the border of the main object. You can also specify the numbers and the distance between outlines.

Figure 8.5: Interactive Contour Tool



Source: http://www.insidegraphics.com/corel_draw/corel_contour_tool.asp

Task Compare and contrast Artistic Media Tool and Eyedropper Tool.

8.1.1 Internet Features

Map Text to HTML Style

Cascading Style Sheets (CSS) are very helpful as it helps the users to convert the CorelDraw text styles to HTML when used as a layout. The HTML files produced are more accurate and editable and allow the export of Web documents.

Enhanced HTML Export

Export of Web documents is enhanced by reducing the size of the Web site by allowing the files with duplicated bitmap images to contain only one copy of the bitmap image. All references to the bitmap image point to one file.

Automatic Web Link Update

The Help menu gives users the latest list of internet links from Corel through the update command option. These links includes program update information, news, special offers and opportunities from Corel.

Live Hyperlinks

To preview the target of hyperlink, the users can right-click an object with an associated hyperlink. To ensure that hyperlinks point to the correct location the users can choose jump to hyperlink in browser option.

Web Statistics Page

Users can automatically generate a statistics page by enabling the create statistics page check box in the Publish to internet dialog box.

Notes

Example: You can check text statistics to count text elements, including the number of lines, words, characters, and the names of the fonts and styles used. You can display statistics either for selected text objects or for the entire drawing. If no text is selected, all text elements in the drawing, including tab and space characters, are counted.

Menu Links

Users can access useful information and download it via online links available in menus of CorelDraw.

8.1.2 Compatibility and Integration Features

CorelDraw is compatible with numerous features that include the following:

Support for Corel PHOTO-PAINT and Adobe Photoshop File Formats

CorelDraw also external linking of CPT (Corel photo-paint) and PSD(Adobe Photoshop) files preventing users to convert them to another file format.

Ixla Digital Camera Interface

IXLA's Digital Camera Interface enables Corel software developers to implement direct camera support for over 120 digital cameras via the plug-and-play interface of CorelDraw. Images can be acquired directly from digital cameras thus eliminating the need for a third-party interface to move images from camera to computer before editing.

Caution It makes the edited image files easy to be sent back to digital cameras for storage, sharing, and review.

8.1.3 Bitmap Features

Bitmap is a mapping from some domain (for example, a range of integers) to bits (values zero or one). It is also called a bit array or bitmap index.

Increased Rasterization Limit

For users creating who create large media, CorelDraw allows them to convert to a bitmap image with a resolution value as high as 10,000 dots per inch (dpi).

Enhanced Convert to Bitmap Dialog Box

CorelDraw has logical and consistent bitmap image conversion resolutions, enhancing the application's consistency with Corel photo-paint.

Corel TRACE Integration

To convert bitmap image to vector graphics users can send images to Corel trace. For this right-click on a new context menu item, or click a button on the Bitmap toolbar.

Notes

Bitmap Crop

To crop a bitmap image in CorelDraw the Bitmap Crop feature comes in handy. It prevents the users to crop bitmap images in Corel photo-paint.

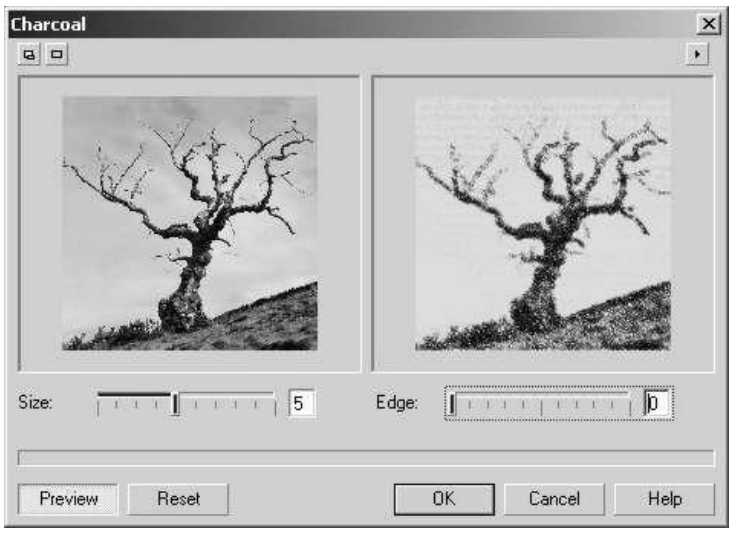
8.1.4 Bitmap Effects

Many of the bitmap effects features used in Corel photo-paint are now available in CorelDraw. Some of them are:

Art Strokes

Charcoal: It makes an image look like a black-and-white charcoal drawing. It not only de saturates all colours from an image, it produces soft outlines in high contrast areas and also adds a slightly rough canvas bump map appearance under the entire image.

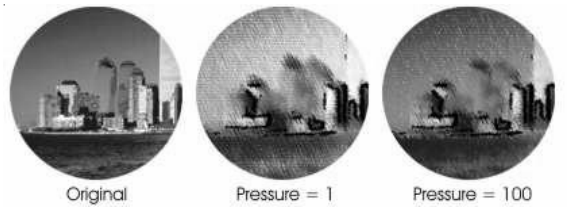
Figure 8.6: The Charcoal Art Stroke



Source: http://www.visionary-voyager.com.au/corel/photopaint/Photofun/artstrokes/1-charcoal.htm

Conte Crayon: *It* can create a wide range of painted effects, from full colour impressionist style images, black and white drawing style images, even painted duotone and limited tone style images.

Figure 8.7: The Conte Crayon Art Stroke



Source: http://www.visionary-voyager.com.au/corel/photopaint/Photofun/artstrokes/2-conte_crayon.htm

Notes

Crayon: It makes an image look like a wax crayon drawing. You can specify the crayon pressure and create dark outlines around elements in the image.

Figure 8.8: The Crayon Art Stroke



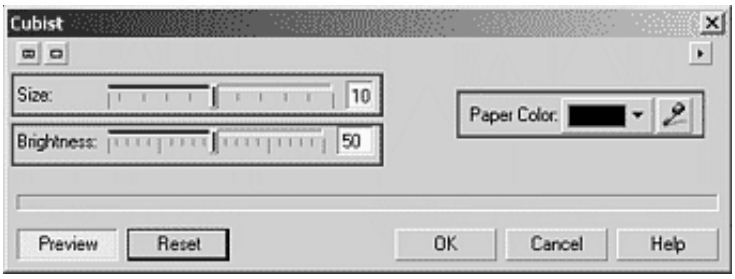
Source: http://www.visionary-voyager.com.au/corel/photopaint/Photofun/artstrokes/3-crayon.htm

Cubist: *It* groups similarly coloured pixels into squares to produce an image that resembles a cubist painting. You can specify the square size, the amount of light, and the paper colour.

Did u know? Cubist seems to work best on larger images with fewer objects and low complexity, due mainly to the visual 'chaos' it creates using rather large brush strokes.

Fine detail within images is generally lost using this effect, making finely detailed photographs difficult to interpret after its use. But on images with fewer, larger foreground objects and little or no background, then effect it produces can be quite stunning.

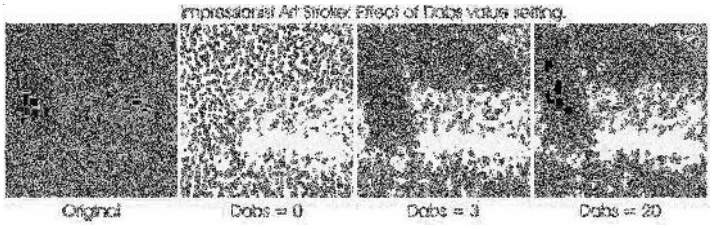
Figure 8.9: The Cubist Art Stroke



Source: http://www.visionary-voyager.com.au/corel/photopaint/Photofun/artstrokes/4-cubist.htm

Impressionist: It makes an image look like an impressionist painting. You can customize the dabs of colour or the brush strokes and specify the amount of light in the image.

Figure 8.10: Impressionist Painting

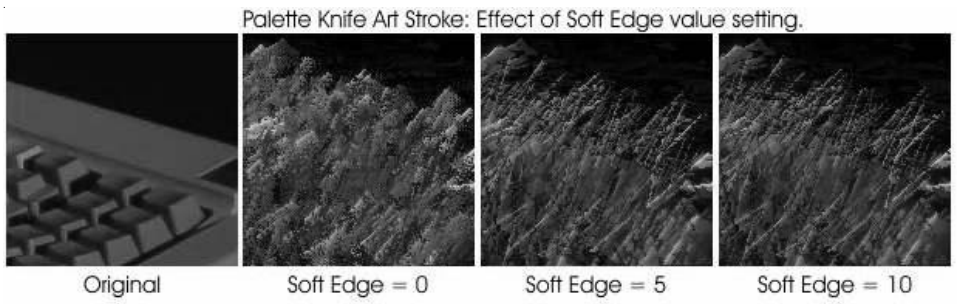


Source: http://www.visionary-voyager.com.au/corel/photopaint/Photofun/artstrokes/6-impressionist.htm

Notes

Palette Knife: It creates the impression that an image was created by spreading paint on a canvas with a palette knife. You can specify the amount of smudging and the size and direction of the brush strokes.

Figure 8.11: The Cubist Art Stroke



Source: http://www.visionary-voyager.com.au/corel/photopaint/Photofun/artstrokes/7-palette_knife.htm

Colour Adjustment Effects

Deinterlace: lets you remove lines from scanned or interlaced images.

Desaturate: converts the image into gray scale without changing the mode. This is done by assigning the equal Red, Green and Blue value to each pixel in the RGB image.

Figure 8.12: Original Image



Source: http://www.insidegraphics.com/digital_art/photoshop_digital_desaturate.asp

Notes

Figure 8.13: Image after Desaturation



Source: http://www.insidegraphics.com/digital_art/photoshop_digital_desaturate.asp

***Level Equalization*:** It can adjust shadow, midtone, and highlighted areas by redistributing shades from darkest to lightest, preserving shadow and highlight detail.

Replace Colours: Lets you replace one bitmap color with another color. A color mask is created to define the color to be replaced. Depending on the range you set, you can replace one color or shift an entire bitmap from one color range to another. You can set the hue, saturation, and lightness for the new color.

Selective Colour: Selective Colour dialog box allows the users to modify colour by increasing and decreasing the percentage of the magenta, yellow, and black pixels that make up each colour in the spectrum.

Tone Curve: It lets you perform color corrections precisely, by controlling individual pixel values. By changing pixel brightness values, you can make changes to shadows, midtones, and highlights.

Sample/Target Balance: It lets you adjust color values in a bitmap with sample colors taken from the image. You can choose sample colors from the dark, midtone, and light ranges of an image and apply target colors to each of the sample colors.

3D Filters

Cylinder: It converts an image to a cylindrical shape. The percentage slider takes positive and negative values that lets users set the amount to which the image needs to be mapped.

Sphere: It wraps an image around the inside or outside of a sphere. Positive values in the percentage slider expands the central pixels towards the image's edge resulting in a spherical shape and negative values compress pixels towards the centre of the image to conform the image to a concave sphere.

Notes

Blur Filters

Low Pass: Its used to delete sharp edges and detail from an image allowing smooth gradients and low-frequency detail.



Caution Users can control the percentage and radius of the effect using the sliders.

Jaggy Despeckle: To minimize distortion of an image we use the Jaggy Despeckle filter. It creates a soft and blurred final image.

Directional Smooth: It is used to find out the direction in which we need to apply the greatest amount of smoothing, subtly smoothing edges and surfaces.

Zoom: The zoom filter lets users create an effect that blurs pixels outward from a center point on an image. The amount of zoom can be handled at the user's end.

Radial Blur: It gives an image a blurred effect that radiates from a central point. Users have the options of repositioning the centre point, setting the intensity of the effect, choosing a blur node, and setting the quality of the output.

***Soften*:** Used to blur an image a little thereby retaining a high level of detail. The filter can be applied to the entire image, or to part of it using a lens.

Colour Transform Filters

Bit Planes: To analyze gradients in images, we use the Bit Planes tool which reduces the image to basic Red Green Blue (RGB) components and emphasizes tonal changes.

Halftone: It is an image that has been converted from a continuous tone image to a series of dots of various sizes to represent different tones. In order to produce a wider range of colours the screen angles can be adjusted.

Contour Filters

Find Edge: It locates and converts edges in an image to soft or solid fines. Soft fines create a smooth, blurred outline, while solid lines create a sharp, crisp outline.

Trace Contour: It traces image elements using a 16-color palette. Users can set threshold level and edge type.

Creative Effects

Crafts: It replaces image colors with puzzle pieces, gears, marbles, candy, ceramic tiles, or poker chips.

Crystallize: It transforms images into crystal formations creating a geometric pixilation of images in polygon forms.

Fabric: It reconstructs images by sampling main image colours and replacing them with needlepoint stitches, quilt patches, rug hooking, strings, ribbons, or a tissue collage.

Frame: It applies irregular vignette borders to objects or images, resulting in a specified background colour or transparency. It eliminates the need for extensive masking.

Notes

Figure 8.14: Image after Framing



Source: http://www.visionary-voyager.com.au/corel/photopaint/Photofun/frames/frame1.htm

Kid's Play: It reconstructs images by sampling main colour images and replacing them with lite pegs, building blocks, finger paints, or paint by numbers.

Mosaic: The mosaic effect gives images the appearance of being created with mosaic tiles. Users can also choose to have the tiles form a vignette pattern.

Particles: It creates stars or bubbles across an image, resulting in the appearance of star fields, dust, or carbonated soda.

Stained Glass: Users can determine pane and solder size, and can simulate outdoor lighting through a luminosity setting to create a stained glass image through a 3D lighting check box in the stained glass dialog box.

Weather: It adds natural elements and atmosphere to images, ranging from a snow flurry to a snowstorm, drizzling rain to a downpour, and misty fog to pea-soup fog.

Distort Filters

Blocks: It divides an image into scrambled block pieces. The block size, distance between them, and the background colour can be altered.

Ripple: It distorts an image with one or more waves. The strength of the can be adjusted as to increase or decrease the distortion level.

Tile: It converts an image similar to a group of tiles on a grid.

Whirlpool: It applies a fluid, swirling pattern across images. The customisable options are smear length, spacing, twist, and streak details.

Wind: It blurs an image in a specific direction, creating the effect of wind blowing across an image. The strength and direction of the wind effect can be altered.

Noise Filters

Diffuse: It is used to spreads out the pixels of an image to fill in blank spaces and remove noise. The level of diffusion can be set for the effect to appear smooth or blurry, or produce a soft, double-edged look.

Notes

Dust and Scratch: It removes dust and scratch faults in an image and reduces image noise by averaging pixel values, causing adjacent pixels to bleed into each other.

Maximum: It removes noise by adjusting pixel values based on the maximum pixel value of neighboring pixels.

Median: It removes noise and detail by averaging the colours of adjacent pixels in image. The median filter blurs an image to a greater extent than the dust and scratch filter.

Minimum: It darkens an image by adjusting pixel values based on the minimum pixel values of neighboring pixels.



Did u know? The radius slider and percentage slider are used to control the darkening.

Remove Moire: It removes undesired wave patterns created by conflicting dot patterns that occur when halftone screens or two different frequencies are superimposed in an image.

Sharpen Filters

High Pass: It makes an image into a glowing one by eliminating low-frequency detail and shading. It emphasizes the highlighted and luminous areas of an image.

Directional: It is used to analyze pixels of similar shades to determine the direction in which to apply the greatest amount of sharpening.

Adaptive Unsharp: It enhances edge detail by analyzing the pixel value of neighboring pixels, preserving more image detail than other sharpening effects.



Task Make a report on Blur Filters used in CorelDraw.

Self Assessment

Fill in the blanks:

1. The …… tool treats a path as though it's a skeleton to which you can apply any number of CorelDraw preset skins.
2. The …… tool allows users to add color to a certain section of an image or photograph by using a grid-like pattern.
3. A …… is a line of two nodes.
4. The …… tool in CorelDraw contains a square nib to allow users edit work in a limited space.
5. The …… filter lets users create an effect that blurs pixels outward from a center point on an image.
6. …… is an image that has been converted from a continuous tone image to a series of dots of various sizes to represent different tones.
7. …… filter distorts an image with one or more waves.
8. …… can adjust shadow, midtone, and highlighted areas by redistributing shades from darkest to lightest, preserving shadow and highlight detail.

Notes

9. ..... converts an image similar to a group of tiles on a grid.

10. ..... filter traces image elements using a 16-color palette.

11. ..... simulate light falling on an object from one of five particular perspectives.

8.2 Creating Logo in CorelDraw

A logo is a graphical representation of a company or an individual that can be used on business cards, letterhead, and other promotional materials. Logos often incorporate an element of the company's name or indicate in some way what the company does.

Example: A logo for a coffee shop may include an image of a coffee cup.

CorelDRAW 10 includes many powerful creative tools that can help you create an imaginative and beautiful logo.

Notes By experimenting with these tools, you can produce a wide variety of different looks and creative effects quickly and easily, and then you can choose the logo you like best.

We will now discuss a step by step methodology to create a logo that will finally look like the figure 8.15 below:

Figure 8.15: Final Logo

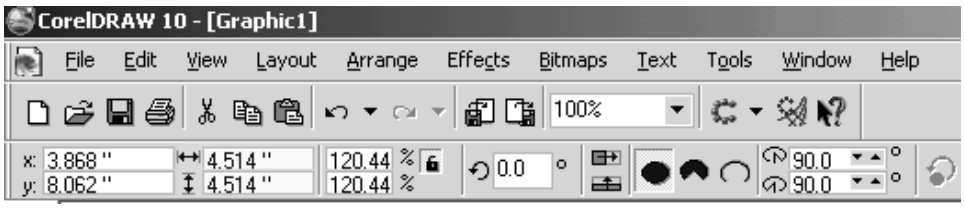


Source: www.nairaland.com/12208/corel.draw-step-creating-n-n

Notes

Step 1: Draw a Circle using the Eclipse Tool (F7) with Width & Height both 4.514 inches.

Figure 8.16: Ellipse Tool



Source: www.nairaland.com/12208/corel.draw-step-creating-n-n

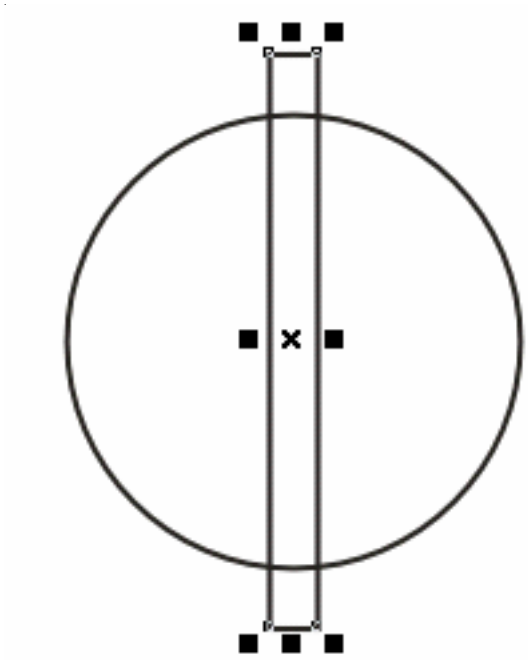
Step 2: Select your rectangular tool or press (F6) and draw a rectangle set the Width to 0.479 & Height to 5.718

Step 3: Press Ctrl+A to Select the two Objects drawn

Step 4: Go to Arrange > Align and Distribute, click on the Align Tab if not selected, In the Align to Option, Check on Center of Page then Click ok

Step 5: Now, Select only the rectangle object, by clicking on it.

Figure 8.17: Select the Rectangle Object

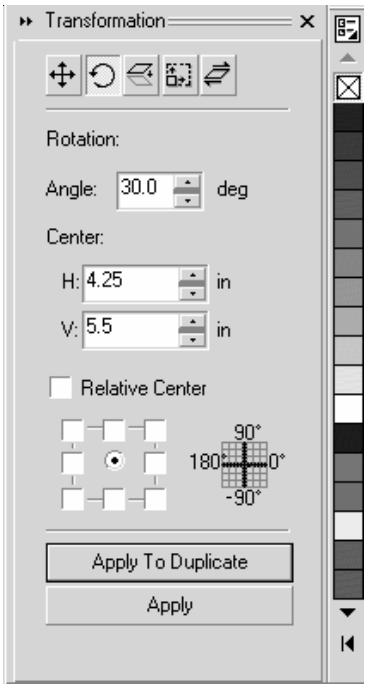


Source: www.nairaland.com/12208/corel.draw-step-creating-n-n

Step 6: Now go to Arrange > Transformations > Rotate or Press (Alt+f8) use the following setting as shown in figure 8.18.

Notes

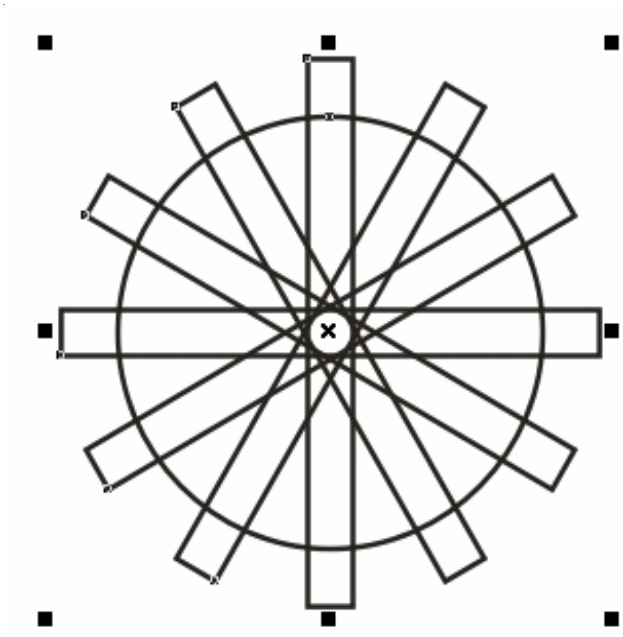
Figure 8.18: Transformation Dialog Box



Source: www.nairaland.com/12208/corel.draw-step-creating-n-n

Step 7: Then click Apply to Duplicate 5 times.

Figure 8.19: Duplicating the Pattern



Source: www.nairaland.com/12208/corel.draw-step-creating-n-n

Notes

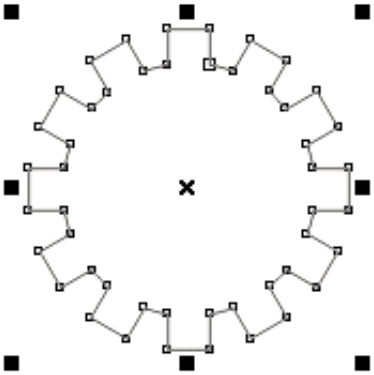
Step 8: Press ctrl + A to select all objects

Step 9: Go to Arrange > Shaping > Weld To

Step 10: Click on weld to on the shaping docker box

Step 11: Then click on any part of the object to apply

Figure 8.20: Select Applied Area



Source: www.nairaland.com/12208/corel.draw-step-creating-n-n

Step 12: Use your eclipse tool () to draw a second circle this time width and height both 3.136"

Sep 13: Go to Arrange > Align and Distribute> Center of Page

Step 14: Select your text tool (f8)

Step 15: Press Crtl + Shift + T a Edit Text Dialog box appear

Step 16: Type in the text "NIGERIAN NATIONAL PETROLEUM CORPORATION" in Upper Case using font Aerial, Size = 28, Bold

Step 17: Select the text and the second circle, by click on the object (circle) and the text one after the other while pressing down shift key.

Step 18: Then go to Text > Fit text to path

Figure 8.21: Apply Text to Image



Source: www.nairaland.com/12208/corel.draw-step-creating-n-n

Notes

Step 19: Click on the Text that is in the path of the circle

Step 20: Click on the text again, Go to Arrange>Break text apart

Step 21: Click on the circle again and colour it red

Step 22: Draw a third circle, width =2.295" height=2.295", colour it blue and centralize it arrange>Align and Distribute > Center of page

Step 23: Colour the Gear Circle Yellow

The final logo is created.

Self Assessment

State whether the following statements are true or false:

12. A logo is a graphical representation of a company or an individual that can be used on business cards, letterhead, and other promotional materials.

13. Logos does not incorporate an element of the company's name.

8.3 Creating a Business Card in CorelDraw

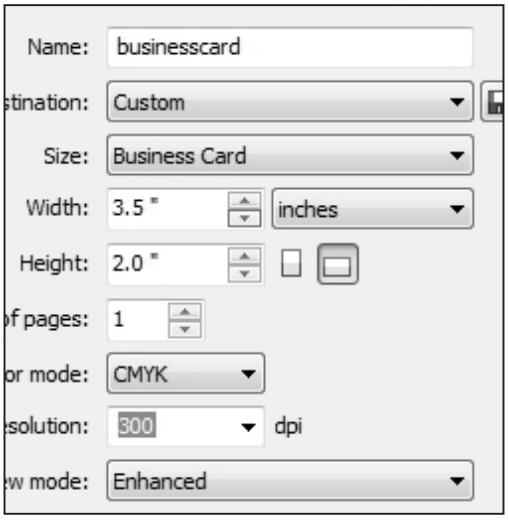
A business card presents information about a business or an individual working for a business. Typically, a business card includes the company logo, the name and job title of an individual, and contact information such as telephone numbers and email addresses.

CorelDRAW includes many tools that can help you create business cards.

After a logo design, let us now try to create a simple business card. All you need is to follow the steps given below:

Step 1: Create a new document and add the settings as shown below-

Figure 8.22: Apply Text to Image

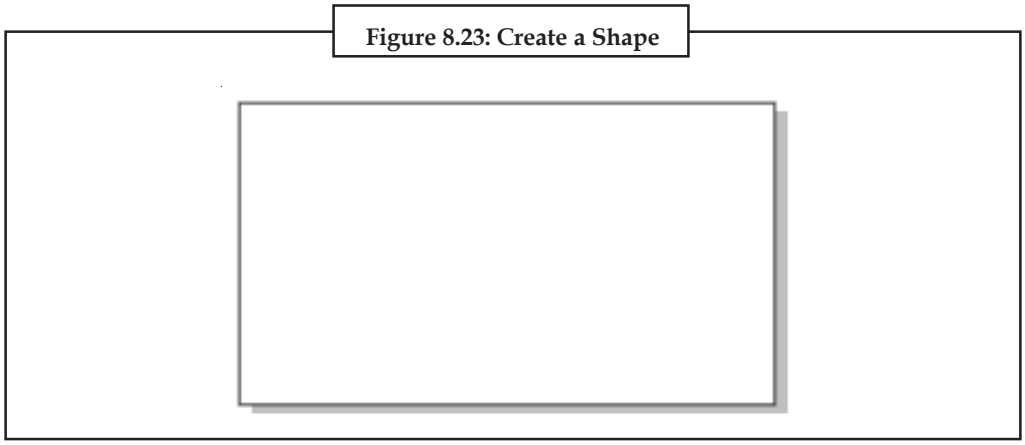


Source: http://coreldrawtips.com/tutorials/sites/default/files/wtutorials/pdf/CreatingABusinessCard.pdf

Notes

Step 2: Double click on rectangle tool to make a ship as per your document size.

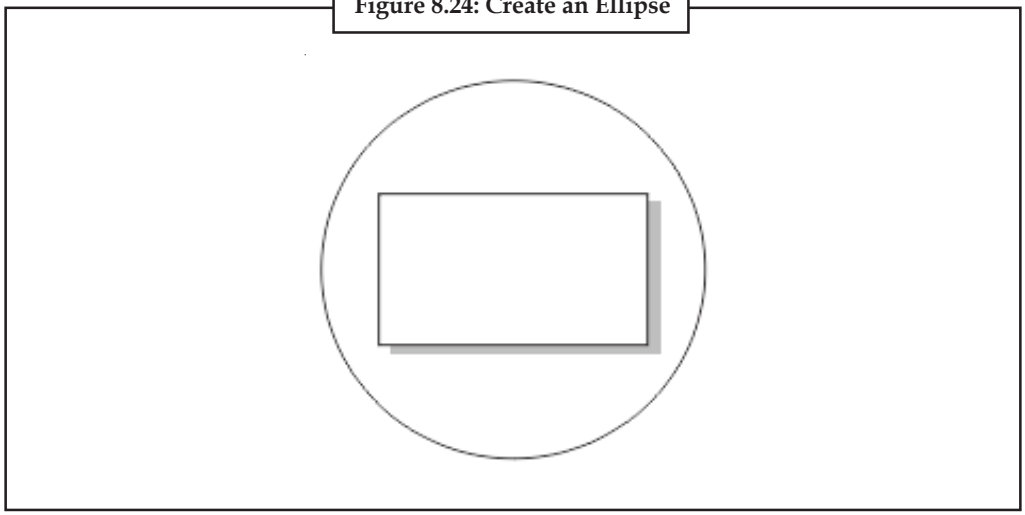
Figure 8.23: Create a Shape



Source: http://coreldrawtips.com/tutorials/sites/default/files/wtutorials/pdf/CreatingABusinessCard.pdf

Step 3: Using Ellipse tool create a perfect circle using CTRL+drag. Release your left mouse and set the dimensions to 5"x5".

Figure 8.24: Create an Ellipse



Source: http://coreldrawtips.com/tutorials/sites/default/files/wtutorials/pdf/CreatingABusinessCard.pdf

Step 4: While the circle is selected, set the x and y coordinates as shown below:

Figure 8.25: Setting Coordinates

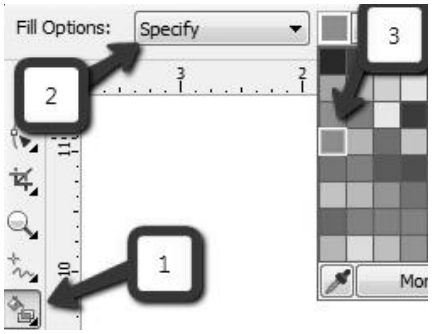


Source: http://coreldrawtips.com/tutorials/sites/default/files/wtutorials/pdf/CreatingABusinessCard.pdf

Step 5: Select Smart fill tool and choose Orange as the fill color in the Fill color box.

Notes

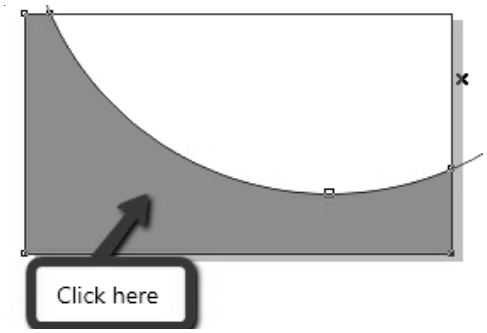
Figure 8.26: Fill Color



Source: http://coreldrawtips.com/tutorials/sites/default/files/wtutorials/pdf/CreatingABusinessCard.pdf

Step 6: While your Smart fill color is active, click lower part of the rectangle

Figure 8.27: Select the Area of the Rectangle



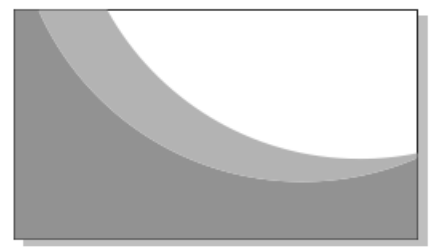
Source: http://coreldrawtips.com/tutorials/sites/default/files/wtutorials/pdf/CreatingABusinessCard.pdf

Step 7: Select big circle and set x coordinate as 3 and y as 3.2. You will see a white space above your orange curves. Repeat step 5 with milder shades of orange.

Step 8: Repeat step 6. Left click on the white space. Select the big circle and delete it.

Select your 2 curves, right click on the X square to at top of your color palette to remove the outline.

Figure 8.28: Final Background



Source: http://coreldrawtips.com/tutorials/sites/default/files/wtutorials/pdf/CreatingABusinessCard.pdf

Notes

Step 9: Type all necessary information.

Figure 8.29: Final Card



Source: http://coreldrawtips.com/tutorials/sites/default/files/wtutorials/pdf/CreatingABusinessCard.pdf

Self Assessment

State whether the following statements are true or false:

14. A business card presents information about a business or an individual working for a business.

15. It is possible to create logo and business cards with CorelDraw.

Case Study

CorelDRAW Graphics Suite X3 Helps Bring Hollywood Events to Life

An Original Occasion is a Los Angeles-based special events production company renowned for its fabulous themed events that have hosted American presidents and Hollywood's elite. Whether they are working on movie premieres, social functions, or corporate events, the creative team at the company relies on CorelDRAW Graphics Suite X3 to win business and deliver their award-winning projects. David Merrell, president and founder, has used CorelDRAWGraphics Suite exclusively since he was introduced to the powerful design package seven years ago by his Creative Director Cindy Wiedenheft, and swears it is a key component of his success. "Since we started using CorelDRAW, we've noticed a marked increase in the number of our proposals that are being accepted. With this software, we are able to provide proposals filled with detailed graphics that fully illustrate the vision we have for the event. CorelDRAW Graphics Suite allows us to bring a room to life on paper—which absolutely convinces our clients that we can master their event."

Great Graphics Create a Competitive Advantage

A staple in the Hollywood events scene, An Original Occasion uses graphics to communicate the company's vision to clients. Event planning, David explains, is a very conceptual and competitive business. "It's really hard to convey just what you intend for an event with words. You can use all the adjectives in the dictionary, but a client can still imagine

Contd...

Notes

something completely different than what you intended. Visuals are key to success. By using CorelDRAW Graphics Suite X3 to provide a complete layout, we can easily convey our intentions and iron out the details within minutes. When presenting a proposal that provides a realistic picture of the room complete with props, decor and lighting effects, it takes a massive burden off the client. They know we're really interested – and most importantly highly capable."

To ensure that the customer has a clear idea of the team's vision during the planning and proposal process, an Original Occasion often uses both applications in the suite, CorelDRAW and Corel PHOTO-PAINT , together to create realistic illustrations for a client's consideration. Starting with a photo of the room or venue, the designer uses Corel PHOTO-PAINT to optimize the photo, improving details like its color, brightness and size. The improved image is then imported into CorelDRAW where vector graphics of the planned elements like chairs, tables, and props are added. The end result? An Original Occasion is able to provide the customer with an accurate image of the final look and feel of the event, ensuring that everyone can visualize the proposed end result right from the start"

An event plan is an intangible product. Using CorelDRAW in the proposal process has tripled our closing percentage!

David says that the realistic portrayal of space continues to differentiate his company from the competition. When competing in this multi-million dollar business, clients want to be impressed. An event plan is an intangible product. Using CorelDRAW in the proposal process has tripled our closing percentage! Some event planners use industry-specific event planning software or CAD products for layout and design. However, these tools don't give the same level of detail. We are really able to personalize our plans using CorelDRAW, down to the very last detail. I'd recommend CorelDRAW Graphics Suite to anyone with an interest in realistic design!

In addition to creating powerful proposals, the team at An Original Occasion can create graphics to be used throughout planning and coordination. "We are completely dependent on CorelDRAW to execute an event. Whether rendering props and decor or creating a schematic with the layout of the event on a grid to scale, we use the software at every step along the way. It makes project execution wildly simple."

CorelDRAW Graphics Suite X3 also helps An Original Occasion be flexible when working on projects that may be planned in rural areas or in a location far from LA—saving the company significant time and money. The company's graphically rich plans are so detailed and complete that the event planner can confidently hand off the "on location" work to local staff to execute. "With our very detailed schematics, everything is outlined for the local staff, with no need for the planner to ever visit the site, saving many travel hours. This increases my capacity to build and manage the business."

"When I teamed up with Cindy seven years ago," David says, "she told me we simply must use CorelDRAW for event preparation. Now, we wouldn't turn back. CorelDRAW is an essential part of our business." CorelDRAW Graphics Suite X3 has become such an integral part of An Original Occasion that each new recruit must learn the program to join the company. "In order to transform a room in keeping with a client's theme, our employees must use CorelDRAW to show every little detail and present a plan that will make a lasting impression." He says that CorelDRAW Graphics SuiteX3 has the added benefit of being easy to use, so new staff are able to get up to speed quickly. By offering ease of use and powerful graphics capabilities, CorelDRAW Graphics Suite X3 has helped an Original Occasion grow its business by delivering some of the most well-respected events in the industry.

Contd...

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Whether they are creating proposals or executing on a client's vision down to every last detail, David says, "in so many ways, CorelDRAWGraphics Suite X3 aids in the success of our business immensely".

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://www.corel.com/cdgsx3/an_original_occasion_case_study/CDGSX3_An_Original_Occasion_Case_Study.pdf

8.4 Summary

- CorelDraw is an enormously powerful graphic design package used to create newsletters, brochures, logos and web graphics.
- The Artistic media tool treats a path as though it's a skeleton to which you can apply any number of CorelDraw preset skins.
- Live Smoothing, Mesh Fills, Eyedropper, New Eraser Nib Shape are some tools available to apply different types of effects on a CorelDraw document.
- CorelDraw can Map Text to HTML Style and provide enhanced internet features.
- It supports Corel PHOTO-PAIN, Adobe Photoshop File Formats and Ixla Digital Camera Interface.
- To crop a bitmap image in CorelDraw the Bitmap Crop feature comes in handy. It prevents the users to crop bitmap images in Corel photo-paint.
- Many of the bitmap effects features used in Corel photo-paint are now available in CorelDraw now. For example, art strokes like charcoal, crayon, etc.
- CorelDraw can make use of features like 3D filters, blur filters, Colour Transform Filters, Contour Filters, etc. to provide multiple effects to its images and text.

8.5 Keywords

Artistic Media Tool: It treats a path as though it's a skeleton to which you can apply any number of CorelDraw preset skins.

Bitmap: It is a mapping from some domain (for example, a range of integers) to bits (values zero or one).

Deinterlace: It lets you remove lines from scanned or interlaced images

Eyedropper Tool: It is the tool with which you can easily do a variety of things: from simply copying solid colours to copying gradients, etc.

Halftone: It is an image that has been converted from a continuous tone image to a series of dots of various sizes to represent different tones.

Jaggies: They are stair like lines that appear where there should be smooth straight lines or curves.

Mesh Fill Tool: It allows users to add color to a certain section of an image or photograph by using a grid-like pattern.

Notes

Trace Contour: It traces image elements using a 16-color palette. Users can set threshold level and edge type.

8.6 Review Questions

1. Discuss the various types of tools used in CorelDraw to help create a vector based graphic.
2. Discuss various bitmap features.
3. Give a detailed explanation about the various art strokes available in CorelDraw.
4. Write a short note on the various filters that are used in CorelDraw.
5. What are the internet features provided by CorelDraw.
6. Explain steps to create a logo using CorelDraw.
7. Illustrate the steps to create a business card using CorelDraw.
8. Make distinction between Mesh Fill Tool and Interactive Contour Tool.
9. Explain the Deinterlace and Desaturate effects on bitmap images.
10. Describe various noise filters used in coreldraw.

Answers: Self Assessment

1. Artistic media
2. Mesh Fill
3. Segment
4. Eraser
5. Zoom
6. Halftone
7. Ripple
8. Level Equalization
9. Tile
10. Trace Contour
11. Drop shadows
12. True
13. False
14. True
15. True

8.7 Further Readings



Books

David Brickley, *Coreldraw! Special Effects*,

Gary David Bouton, CorelDRAW X5 The Official Guide.



Online links

http://tag.wonderhowto.com/make-logo-with-corel-draw/

http://www.entheosweb.com/tutorials/coreldraw/classic_logo.asp

http://product.corel.com/en/draw/10/tutorials/draw/html_docs/Business_Card/d_bus_01.htm

http://www.coraltreewebdesign.com/PDFs/Creating%20Business%20Cards%20in%20CorelDRAW.pdf

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Unit 9: Web Designing

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Objectives

After studying this unit, you will be able to:

- Explain the basics of HTML
- Elaborate the head elements
- Explain the block oriented elements
- Discuss the Uniform Resource Locators (URL)

Introduction

The Internet is a network of networks that consists of millions of private, public, academic, business, and government networks, of local to global scope, that are linked by a broad array of

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electronic, wireless and optical networking technologies. The Internet carries an extensive range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web. A web browser is a software application for retrieving, presenting and traversing information resources on the World Wide Web. In this unit, we will discuss the concept of web designing.

9.1 Document Overview

We come across a document typically written in plain text along with formatting instructions of Hypertext Markup Language. Such a page is called a webpage**.** A set of related web pages served from a single web domain constitutes a website. A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a Uniform Resource Locator. All publicly accessible websites collectively constitute the World Wide Web.

9.1.1 Working of Web Pages

A web browser is a software application for retrieving, presenting and traversing information resources on the World Wide Web. It connects with the server where the website's contents are hosted through a set of rules called Hypertext Transfer Protocol (HTTP). Generally, we notice the prefix "**Error! Hyperlink reference not valid.**" when we access a webpage which tells the browser the protocol to use to execute the particular URL request.

HTML or XHTML format allows easy structuring of information of the and reduces the overhead of the client's web browser. To control the way our page looks, we can use CSS (Cascading Style Sheets). They determine the layout, typographic elements, colour scheme and navigation of the page. CSS instructions can be either embedded within the HTML web page (valid for that particular page) or can be included in a separate external file (valid for the whole site).

9.1.2 HTML

Hyper Text Markup Language is the main markup language for creating web pages and other information that can be displayed in a web browser. It is written in the form of HTML elements consisting of tags enclosed in angle brackets (like <html>), within the web page content. A web browser is responsible to read HTML documents and compose them into visible or audible web pages. The browser does not display the HTML tags, but uses the tags to interpret the content of the page. The major advantage of HTML is that it is platform independent language that can be used on any platform such as Windows, Linux, Macintosh, and so on. Users can link documents Hypertext Links or Hyperlinks.

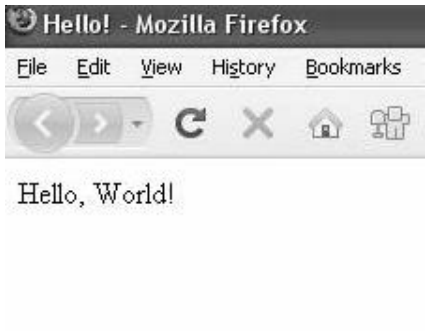
A simple HTML example:

```
<html>
  <head>
    <title>Hello!</title>
  </head>
  <body>
    <p>Hello  World!</p>
  </body>
</html>
```

Notes

The text between <html> and </html> describes the web page, and the text between <body> and </body> is the visible page content. The markup text '<title>Hello HTML</title>' defines the browser page title.

Figure 9.1: The Output of the Example Given Above



Source: http://www.mygeekpal.com/php-syntax-variables-echo-statement/

9.1.3 Advantages of HTML

HTML has the following advantages which makes it widely used:

- It is easy to use and understand
- Almost all browsers support HTML
- It is free
- It has a loose syntax and hence very flexible
- It is similar to XML syntax, which is increasingly used for data storage.

9.1.4 Limitations of HTML

- Being too flexible makes it hard to maintain in cases of complex structuring
- Can only create static web pages
- You have to keep up with deprecated tags, and make sure not to use them.
- It is not very secure
- Many tags are now deprecated

Did u know? The latest version of HTML is HTML 5 which can handle multimedia and graphical content on the web without having to resort to proprietary plugins and APIs.

Self Assessment

Fill in the blanks:

1. A set of related web pages served from a single web domain constitutes a .....
2. All publicly accessible websites collectively constitute the .....

3. ..... is the main markup language for creating web pages and other information that can be displayed in a web browser.

Notes

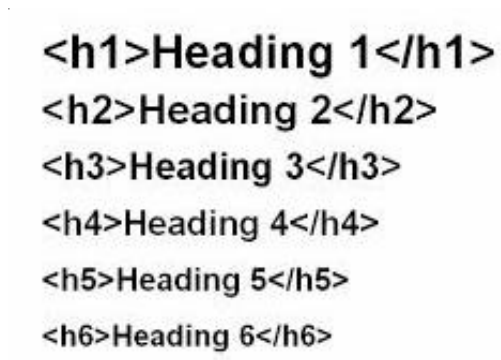
9.2 Head Elements

A web page has headings that to inform the search engine of various page attributes.

Page headings are created with the <hn> tag, in which 'n' is a number between 1 and 5 depicting the different sizes for the headings. <h1> defines the most important heading. <h6> defines the least important heading.

Example:

Figure 9.2: The Different Heading Styles



Source: http://www.blogtechnics.com/wordpress/how-to-use-h1-h2-h3-h4-heading-tags-on-wordpress-blog

We can create a page with headings and sub-headings as shown below:

<h1>Main Heading</h1> Main Heading

First paragraph content First Paragraph content.

<h2>Sub Heading</h2> Sub Heading

Second paragraph content Second paragraph content.

Heading tags can have many attributes.

Example: <h1 align="center">Main Heading</h1>

Every header leaves a blank line above and below it when displayed in browser.

Notes We can view the source of a web page by right-clicking in the page and selecting "View Source" (IE) or "View Page Source" (Firefox), or similar for other browsers. This will open a window containing the HTML code of the page.

Notes

9.2.1 Use of Heading Tags

Using a heading in a document is necessary for many reasons as stated below:

- Search engines use your headings to index the structure and content of your web pages.
- Since users may skim your pages by its headings, it is important to use headings to show the document structure.
- Heading tags will be recognized by browsers which do not recognize style sheets
- Screen readers and magnifiers (for the visually impaired) rely on headings to navigate the page.
- Heading tags make it easy to make global changes to headings.

Typically H1 headings should be used as main headings, followed by H2 headings, then the less important H3 headings, and so on.

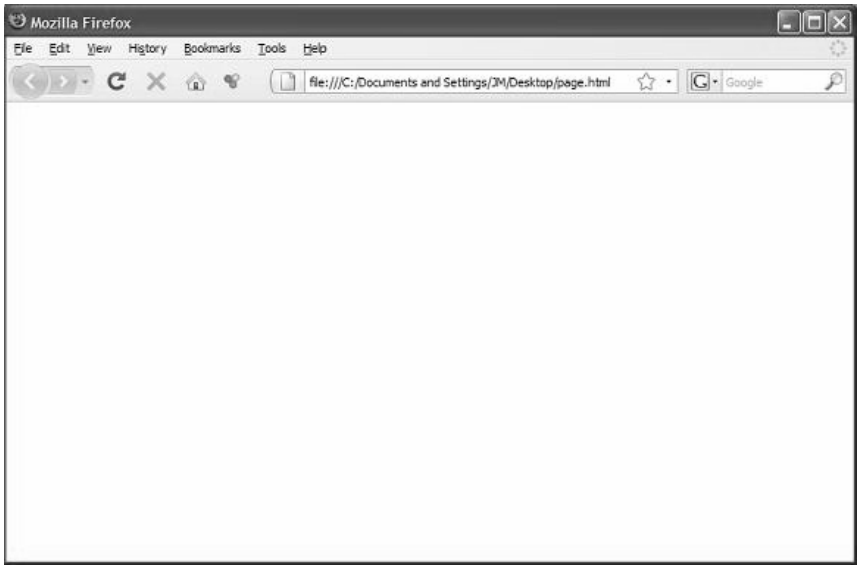
HTML Tags

The document enclosed within the HTML tags is identified as a web page. To create a web page do the following:

1. Open a notepad
2. Type <html>
3. Press the Enter key thrice from the keyboard
4. Type </html> to close the tag
5. Save the web page with a name and .html as the extension

When we open this web page in a browser, the output will be as given in figure 9.3.

Figure 9.3: A Blank Web Page



Source: http://www.mycomputerforum.com/tutorials/what_is_html.html

Notes

9.2.2 Head Tags

These tags are used to store information about the web page. For example, page. To create a head tag follow the steps below:

1. Open a notepad
2. Type <html>
3. Type <head> exactly below the <html> tag
4. Press the Enter key twice
5. Type </head > to close head tag
6. Type </html> to close the tag
7. Save the web page with a name and .html as the extension

Title Tags

They are used to provide a Title for the web page. The title consists of an alphabet and/or number. To see how to write a title tag, follow the steps below:

1. Open a notepad
2. Type <html>
3. Type <head>
4. Type <title> exactly below the <head> tag
5. Type a title for the web page
6. To end the title tag, type </title> after the title you have typed
7. Type </head > to close head tag
8. Type </html> to close the tag
9. Save the web page with a name and .html as the extension

Body Tags

Leaving the title, all other contents of the web page should be enclosed within the Body Tags. The body tags can contain paragraph , images, text, lists, etc.

1. Open a notepad
2. Type <html>
3. Type <head>
4. Type <body> exactly below the </head> tag.
5. Type This is the Sample Document after the <body> tag.
6. Type </body> to close the Body tag.
7. Type </head > to close head tag
8. Type </html> to close the tag
9. Save the web page with a name and .html as the extension

Notes


Task Create a simple HTML page using the tags described above.

Self Assessment

Fill in the blanks:

4. Page …… are created with the <hn> tag, in which 'n' is a number between 1 and 5 depicting the different sizes for the headings.
5. …… tags are used to store information about the web page.
6. …… tags are used to provide a Title for the web page.

9.3 Block Oriented Elements

These elements are used to format the document as text blocks. Most of the structure of a web page constitutes the block-oriented elements. Some of the block oriented elements are discussed below:

Using paragraph tag: <P></P>

Creates a paragraph, perhaps the most common block level element.

***Using Line Break Tag:
***

It is used to add line breaks in a document. It is a tag that works even without a closing tag and hence is called an empty tag.

Using Preformatted Text Tag: <PRE></PRE>

Text within this element is typically displayed in a non-proportional font exactly as it is laid out in the file. Whereas browsers ignore white space for other HTML elements, in pre, white space should be rendered as authored.


Notes This tag can be used, where it requires total control over spacing and line breaks such as typing a poem.

Using Horizontal Rule Tag: <HR>

This empty tag is used to draw horizontal rules and lines. It can be used to separate two sections of text. It accepts following attributes:

- ***SIZE:*** This pixel value determines the thickness of the horizontal rule.
- ***WIDTH:*** Specifies an exact width of HR in pixels, or a relative width as percentage of the document width.
- ***ALIGN:*** Set the alignment of the rule to LEFT, RIGHT and CENTER.

Notes

- ***NOSHADE:*** It specifies that the horizontal rule should not be shaded at all.
- ***COLOUR:*** Set the colour of the Horizontal rule.

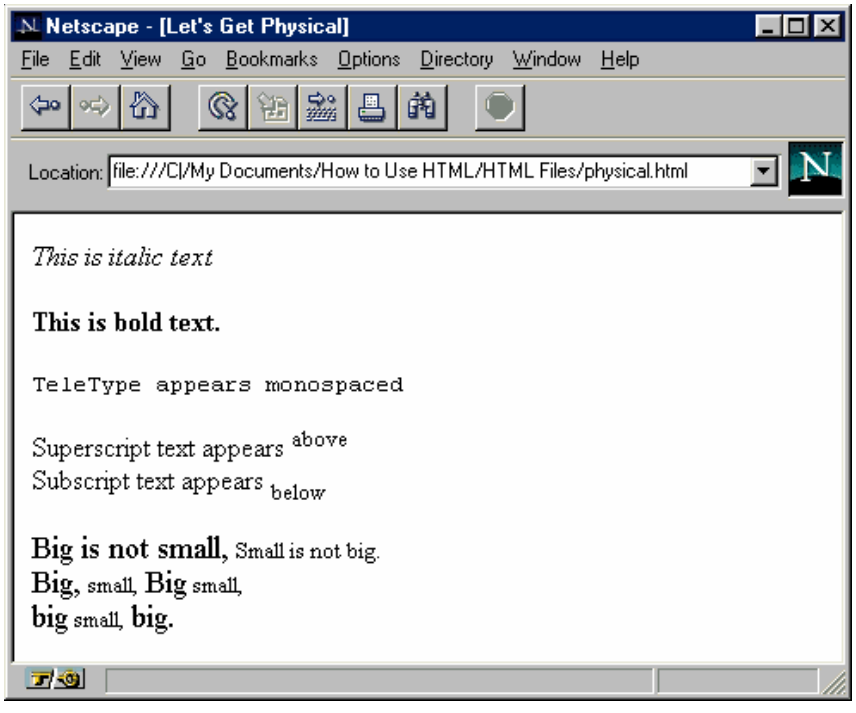
Example: <HR SIZE="3" WIDTH= "50%" ALIGN="LEFT" NOSHADE COLOR="BLUE">

9.3.1 Character Formatting Tags

They are used to specify how a particular text should be displayed when the user sees the webpage. The most common character formatting tags are:

- Boldface <B></B>: displays text in BOLD
- *Italics* <I></I>: displays text in Italic
- Subscript : displays text in Subscript
- Superscript : displays text in Superscript
- Small <SMALL>: displays text in smaller font as compared to normal font
- Big <BIG>: displays text in larger font as compared to normal font
- Emphasize <EMP></EMP>: defines text that should be emphasized. Most browsers will display it in italics. It can be nested with other tags.

Figure 9.4: Character Formatting Tags



Source: http://www.webbasedprogramming.com/How-to-use-HTML-3.2/ch5.htm

Font Colours and Size:<FONT> </FONT>

Font tag is used when we need to specify the colours, size, font of the text on the web page.

Notes

Example: <FONT> Your text goes here </FONT>

The font tag takes up the following attributes:

- ***Color:*** Sets the color of the text that will appear on the screen. It can be set by giving the value as #rr0000 for red(in RGB hexadecimal format), or by name.
- ***Size:*** Sets the size of the text
- ***Face:*** Specifies the font of text

Example:

This is some text!

This is some text!

Output- This is some text!

This is some text!

Using Some Special Characters

There are certain special characters that can be used while creating document.

Caution Special characters must end with a semicolon ;

Some of them are:

- "- quotation mark "
- © – copyright symbol ©
- ® - registered symbol ®
- & -ampersand symbol &
- > - greater than symbol >

Self Assessment

Fill in the blanks:

7. …… tag is used to add line breaks in a document.
8. …… tags are used to specify how a particular text should be displayed when the user sees the webpage.
9. …… tag is used when we need to specify the colours, size, font of the tex on the web page.

9.4 Lists

We can add lists in out HTML web page. The most commonly used lists are:

- Ordered List or Numbered List
- Unordered List or Bulleted List

9.4.1 Ordered List <OL></OL>

Notes

An ordered list is used to display a numbered list of items in the order. It must begin with the <OL> tag followed by an <LI> list item tag.

HTML Code - Ordered List	Looks like...
  - This is the first item - This is the second item - This is the third item 	1. This is the first item 2. This is the second item 3. This is the third item

The <OL> tag takes up the following attributes:n

- ***Compact:*** render a list in compact form.
- ***Start:*** used for lists that need to start at values other than 1.
- ***Type:*** allows marking list items with different types. By default the list Item markers are set to numbers 1, 2, 3… so on.

Other values of Type attribute are:

Type = A - Capital letter e.g. A, B, C.....

Type = a - Small letter e.g. a, b, c,.....

Type = I - Uppercase Roman Numbers e.g. I, II, III.....

Type = i - Lowercase Roman Numbers e.g. i, ii, iii.....

Type = 1- e.g. 1, 2, 3.....

Example:

```
<html>
<body>

<ol  type="I">

   <li>Coffee</li>
   <li>Tea</li>
   <li>Milk</li>

</ol>

</body>
</html>
```

Notes

Output:

I. Coffee

II. Tea

III. Milk



Task Try the remaining combinations of the attributes for the ordered lists for a HTML page.

9.4.2 Nested Order List

An ordered list that contains one or more ordered list is called as nested order lists.



Example: A

```
<html>
<body>
<ol>
       <li>Sweet</li>
       <li>Salty</li>
<ol>
        <li>Very Salty</li>
       <li>Lightly salted</li>
</ol>
       <li>Bitter</li>
       <li>Sour</li>
</ol>
</body>
</html>
```

Output:

1. Sweet
2. Salty
   - Very Salty
   - Lightly salted
3. Bitter
4. Sour

9.4.3 Unordered List <UL> </UL>

Notes

An unordered list starts with the <ul> tag. Each list item starts with the <li> tag.

Caution The list items are marked with bullets (typically small black circles).

Example:

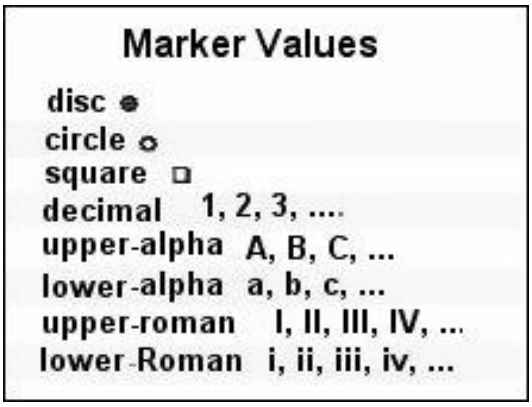
```
<ul>
<li>Coffee</li>
<li>Milk</li>
</ul>
```

Output:

Coffee

Milk

The unordered lists can have many kinds of bullets:



Self Assessment

Fill in the blanks:

10. An …… is used to display a numbered list of items in the order.
11. An ordered list that contains one or more ordered list is called as …… order lists.
12. An unordered list starts with the …… tag.

9.5 Uniform Resource Locators

A **URL** or a **web address** is a specific string of characters that constitutes a reference to a resource. In most web browsers the URL of a web page is displayed on top inside an address bar.

Notes

Example: "http:// www.google.com"

There are fixed characters and numbers allowed in an URL.

- Unreserved

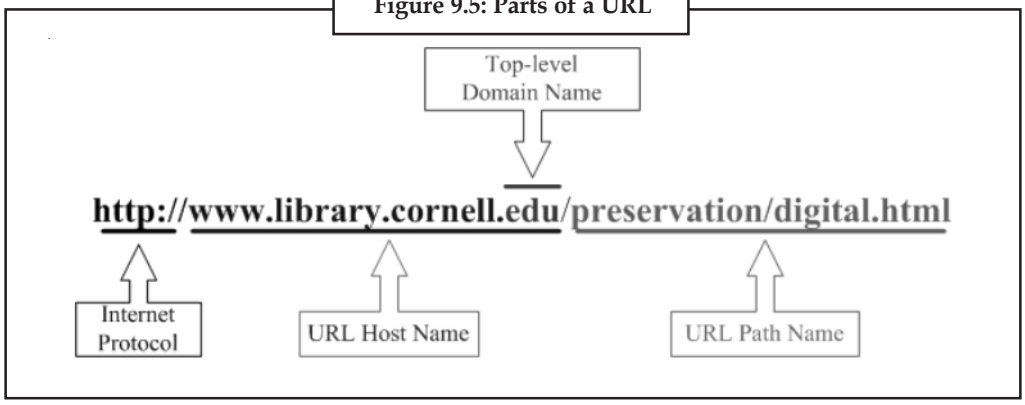
```
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 - _ . ~
```

- Reserved

```
! * ' ( ) ; : @ & = + $ , / ? % # [ ]
```

A URL consists of three parts:

Figure 9.5: Parts of a URL



Source: http://www.asu.edu/ecure/2002/mcgovern/

Service Descriptor: The Protocol i.e. a set of rules and standards that computers use to exchange information to be used. Some of them are, HTTP, FTP and FILE.

Internet Address: The address where the file containing the required page can be found.

Source Address: It contains the path for the destination where the file actually lies.

Did u know? Right now there are almost 644 million active websites on the Internet according to Netcraft!

9.5.1 Types of URLs

The length of the URL depends on the location of the document to which you're linking. If the file is on the World Wide Web, the URL is longer and the one on your local computer or server has a shorter URL.

Basically, URLs fall into two categories:

Absolute URL

It is an independent address that points directly to the file you have looked for.

Example: ***"sitename.com/images/welcome.gif"*** is an absolute URL as it specifies that an image file welcome.gif located in the images directory, under your sitename domain.

Notes

Relative URLs

A relative URL points to a file/directory in relation to the present file/directory. They have shorter URLs as they refer to the root directory/subdirectory.



Example: ../image/welcome.gif is a relative URL (The initial two periods (..) in the URL instruct the server to move up one directory (which is the root directory), then enter images directory and finally point at welcome.gif file)

Self Assessment

Fill in the blanks:

13. A …… is a specific string of characters that constitutes a reference to a resource.
14. …… is an independent address that points directly to the file you have looked for.
15. A …… points to a file/directory in relation to the present file/directory.



Case Study

The Impact of HTML Delay on Mobile Business Metrics

When I gave my talk about mobile performance and business KPIs at Velocity Berlin a couple weeks back, one of the areas I got the most questions about later was the experiments we were able to do in which we delayed HTML on a customer's site and tracked the results over a 12-week period. I thought it might be useful to break some of this out into its own post.

As I mentioned at Velocity, I was insanely jealous of Google and Bing a couple years ago, when they revealed their own in-house experiments with HTML delay. Most of us in the performance community would kill for that kind of experimentation platform. So I was extremely happy and grateful when one of our customers at Strangeloop expressed an interest in figuring out the value of time for their business.

Methodology

We conducted a split test over the course of 12 weeks, in which we segmented mobile traffic into four groups: fully optimized, 200 ms delay, 500 ms delay, and 1000 ms delay. We monitored four metrics: bounce rate, conversion rate, cart size, and page views. We also monitored and analyzed user behavior for 6 weeks after the test ended, to gauge the long-term impact, if any, of slow performance even after users begin to receive an accelerated site.

Results

The results of the 200 ms delay weren't significant, but the customer and I were both taken by the dramatic impact of the 500 ms and 1000 ms slowdown. Our customer was blown away that **they were losing 3.5% percent of their conversions when their site was delayed by just one second** on a mobile device. This was a major epiphany for them, and it's already helped them change their business and how they view mobile.

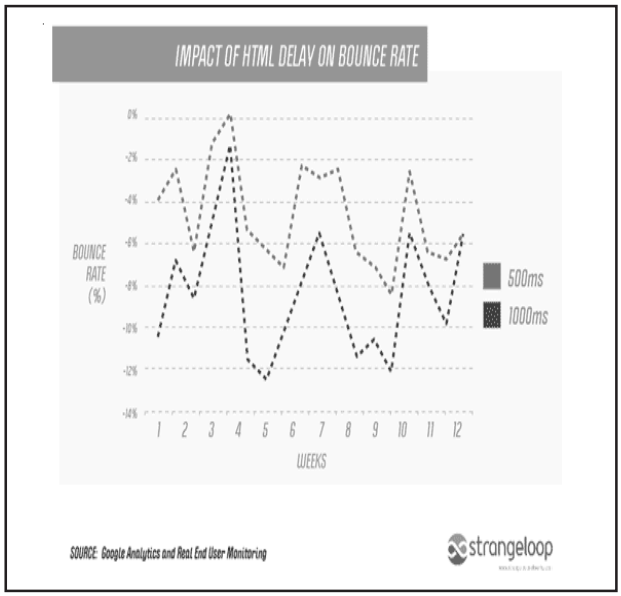
Contd...

Notes

	BOUNCE RATE	CONVERSION RATE	CART SIZE	PAGE VIEWS
200 ms	—	—	—	-1.2%
500 ms	-4.7%	-1.9%	—	-5.7%
1000 ms	-8.3%	-3.5%	-2.1%	-9.4%

— NO SIGNIFICANT CHANGE

I'm including this next graph to reinforce the connection between load time and user behavior.



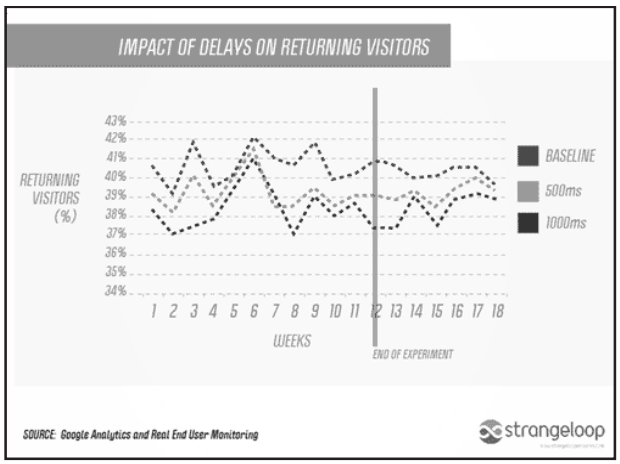
Over the 12 weeks, you can see that, while the HTML delays were constant — 500 ms and 1000 ms — users' reaction to these delays fluctuated. The drop in bounce rate ranged from around –2% and –12% for users who experienced a 1000 ms delay, and 0% and –6% for those who experienced a 500 ms delay. While the bounce rate may have varied, the one thing that was constant was the fact that the behavior trends are strongly linear for both groups, and **the bounce rate for the 1000 ms group was consistently worse**.

Finally, and most interestingly to me, we wanted to look beyond just the effect of delay in the timeframe of the experiment. We know that slower pages have an immediate impact on user behavior and customer satisfaction. **We wanted to find out if there was any long-term impact on customer satisfaction.**

So we looked at our traffic data for the 6 weeks immediately after the experiment — specifically at the behavior of returning visitors. As any site owner will tell you, repeat customers are the bread and butter of an e-commerce vendor. These are the people you need to keep happy. If you look at the graph below, you can see that, **even after the experiment was over and the shoppers in the 500 ms and 1000 ms group started to be served the same accelerated site as the baseline group, they were significantly less likely to return to the site**. By the end of the 6-week period, you can see that return traffic is slowly improving as visitors seem to finally be recovering from their poor experience.

Contd...

Notes



Conclusion

As I've already mentioned, these findings have been a huge revelation to the company that owns this site. It's had a major impact on how they're tackling performance on their mobile platform. The most important over-arching takeaways from this experiment were:

- **Mobile shoppers are now fully engaging with e-commerce sites** in significant enough numbers that we can analyze their behavior as a group.
- **Even a 500 ms delay has a major impact on metrics.** For mobile sites, which can suffer excruciating load times (the latest Keynote index is about 12 seconds), this is a wake-up call that they need to take a hard-line approach to optimizing their pages.
- **The damage of poor performance is lasting.**

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://www.webperformancetoday.com/2011/11/23/case-study-slow-page-load-mobile-business-metrics/

9.6 Summary

- The Internet is a network of networks which carries an extensive range of information resources and services, such as the inter-linked hypertext documents of the World Wide Web.
- A web browser is a software application for retrieving, presenting and traversing information resources on the World Wide Web.
- We come across a document typically written in plain text along with formatting instructions of Hypertext Markup Language. Such a page is called a webpage.
- A set of related web pages served from a single web domain constitutes a website.
- A website is hosted on at least one web server, accessible via a network such as the Internet or a private local area network through an Internet address known as a Uniform Resource Locator.

Notes

- Hyper Text Markup Language is the main markup language for creating web pages and other information that can be displayed in a web browser.
- A web page has headings that to inform the search engine of various page attributes.They range from h1 to h6.
- There are many kinds of html tags – head, body, title, etc.
- Font tag is used when we need to specify the colours, size, font of the text on the web page.
- Absolute URL is an independent address that points directly to the file you have looked for. A relative URL points to a file/directory in relation to the present file/directory.

9.7 Keywords

Absolute URL: Absolute URL is an independent address that points directly to the file you have looked for.

Empty Tag: Tag without a closing tag is known as an empty tag.

HTML: Hyper Text Markup Language (HTML) is the main markup language for creating web pages and other information that can be displayed in a web browser.

Internet: The Internet is a network of networks which carries an extensive range of information resources and services.

Relative URL: A relative URL points to a file/directory in relation to the present file/directory.

URL: URL is a specific string of characters that constitutes a reference to a resource.

Web Browser: It is a software application for retrieving, presenting and traversing information resources on the World Wide Web.

Website: A website is a set of related web pages served from a single web domain.

9.8 Review Questions

1. Explain the concept of HTML with example.
2. Discuss the advantages and disadvantages of HTML.
3. Illustrate the steps used to create a webpage.
4. Describe the use of title tags and body tags in HTML.
5. Describe the block oriented elements of HTML with examples.
6. Elaborate the Character Formatting Tags in HTML.
7. Make distinction between Ordered and Unordered lists in HTML.
8. Illustrate the concept of Nested Order List with example.
9. The length of the URL depends on the location of the document to which you're linking. Comment.
10. Compare and contrast Absolute URL and Relative Task.

Answers: Self Assessment

1. Website
2. World Wide Web

				Notes
3.	Hyper Text Markup Language	4.	Headings	
5.	Head	6.	Title	
7.	 	8.	Character formatting	
9.	Font	10.	ordered list	
11.	nested	12.		
13.	URL	14.	Absolute URL	
15.	relative URL			

9.9 Further Readings



Books

Jennifer Niederst Robbins, *Learning Web Design: A Beginner's Guide to HTML, Graphics and Beyond.*

Elisabeth Robson, Eric Freeman, *Head First HTML with CSS & XHTML, O'Reilly Media.*



Online links

www.w3schools.com/html/

http://learn.shayhowe.com/html-css/terminology-syntax-intro

http://www.tn.gov/agriculture/marketing/Agritourism%20pdfs/LearnHTMLandCSS_AnAbsoluteBeginnersGuide.pdf

http://www.htmlquick.com/reference/tags.html

Notes

Unit 10: Working of Web Designing

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Objectives

After studying this unit, you will be able to:

- Explain the concept of hypertext links in Web designing
- Discuss the use of images in Web designing

Notes

- Create tables in Web designing
- Define frames in Web designing
- Explain forms in Web designing

Introduction

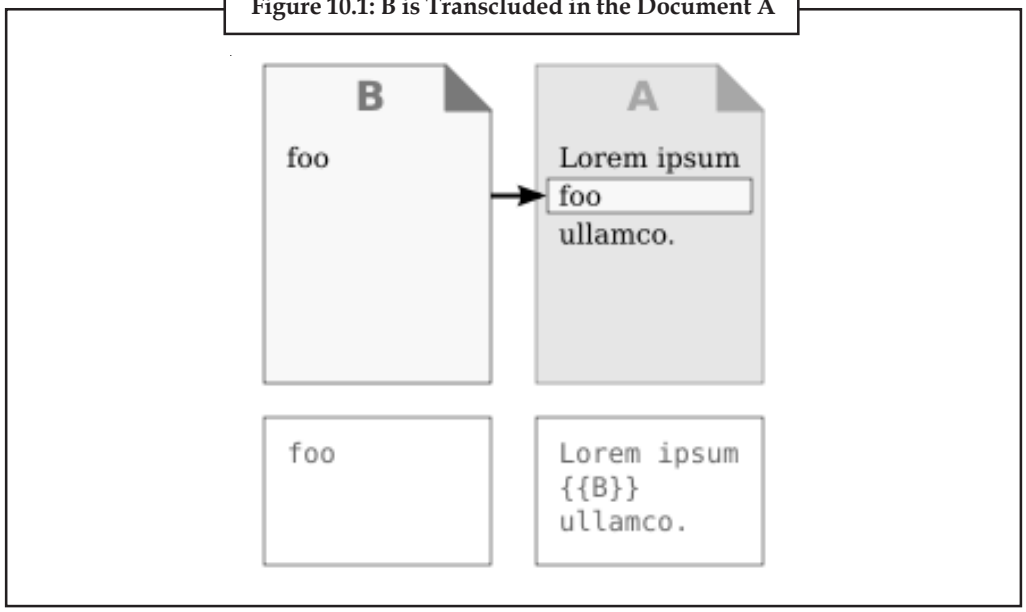
Web Design is an art of content presentation to an end user through World Wide Web. Website utilizes multiple disciplines such as animation, graphics, interaction design and information architecture. It is a form of electronic publishing. Everything about your website – including the content, the way it looks, and the way it works – is determined by the website design. Web design is a process of conceptualizing, planning, and building a collection of electronic files that determine the layout, colors, text styles, structure, graphics, images, and use of interactive features that deliver pages to your site visitors. Professional web design helps to make your business appear credible online.

10.1 Hypertext Links

Hypertext is text that references other text that the reader can tour, return to and reference usually by a mouse click, key press or by touching the screen. It can be used to describe tables, images and other presentational content forms using links between information called Nodes. Hypertext defines the structure of the World Wide Web. It enables an easy-to-use and flexible connection and sharing of information over the Internet. Hypertext documents can either be static (prepared and stored in advance) or dynamic (changing in response to user input). Static hypertext is what we generally to cross-reference collections of data in documents, software applications, or books on CDs.

Mostly hyperlinks cause the target document to replace the document being displayed. Others are marked to cause the target document to open in a new window. Another way that the hyperlinks work is using the concept of transclusion which is the inclusion of a document or part of a document into another document by reference.

Figure 10.1: B is Transcluded in the Document A



Source: http://en.wikipedia.org/wiki/Transclusion

Notes

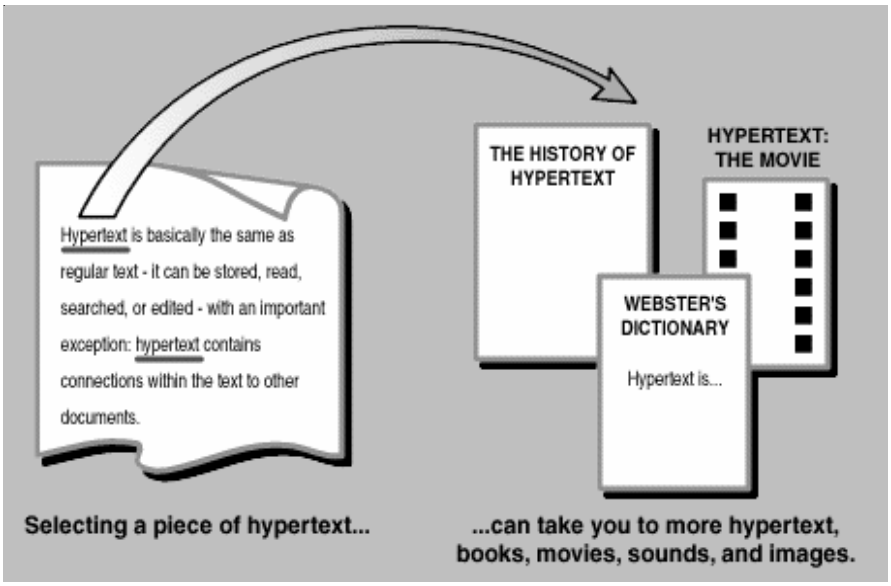
To find information on the hundreds of millions of Web pages that exist, a search engine employs special software robots, called **spiders** to build lists of the words found on Web sites. When a spider is building its lists, the process is called **Web crawling.**

To create a hyperlink, we require the two elements:

- The text, image or any other component that is to be converted to a hyperlink, so that when the user clicks on it, some other web page or some other portion of the same web page opens up.
- The URL (address) of the web page to be opened by the link. Any text, image or figure in a web page may be converted to a hyperlink.

Did u know? Googlebot is the name of Google's Web Crawler that enables its searches to be super fast!

Figure 10.2: Hyperlinks



Source: http://bid.ankara.edu.tr/yardim/www/guide/guide.02.html

There are two types of Hyperlinks which are discussed below.

10.1.1 Implicitly Anchored Hyperlink

It is the link that opens some other web page in the web browser when clicked by the user. An anchor refers to the position in the target document that the visitor will see as a result of clicking on the link.

Example:

<A name="coffee" href=" http://somesitename/imagename.png">Coffee</A>

A tag is used to create hyperlinks. The implicitly anchored hyperlinks require the HREF attribute which is used to specify the URL of the web page to be opened by the hyperlink.

Notes

10.1.2 Explicitly Anchored Hyperlink

It is the link that opens up portion or section of the same web page when clicked. This type of hyperlinks is particularly useful when a web page is too lengthy or has various sections. In these links we use the 'name' attribute instead of the href attribute. The value of the name attribute becomes a label that identifies a location to which a hyperlink can point.

Example:

```
<a href="#C4">See also Chapter 4.</a>
```

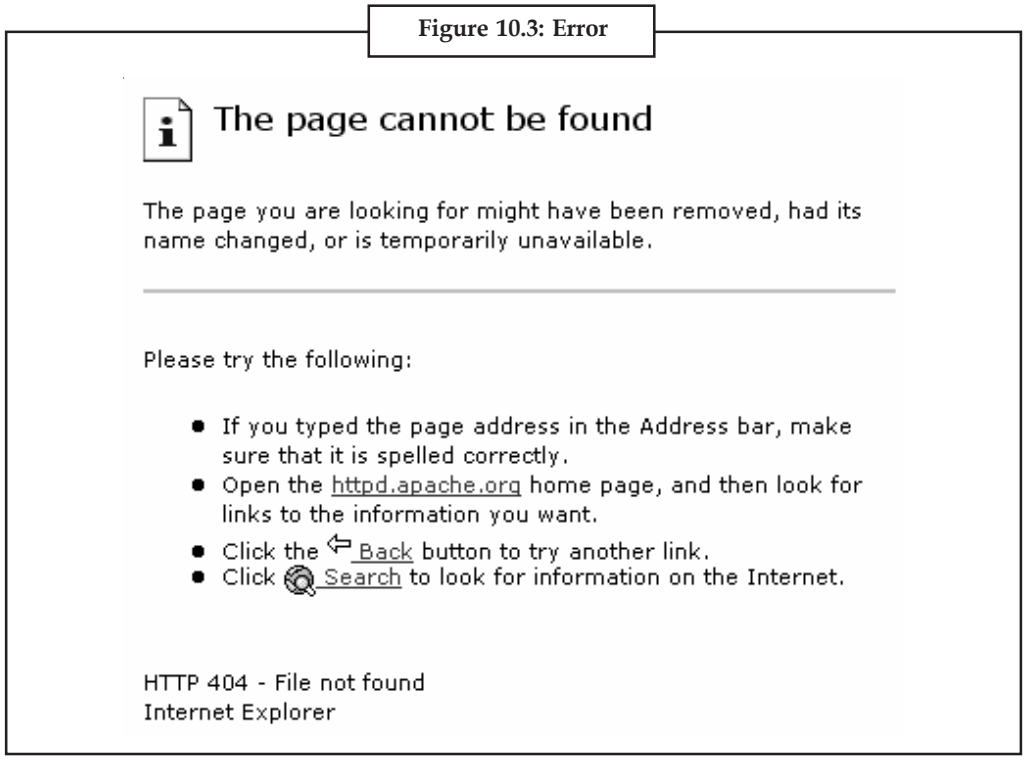
The above link when clicked opens up Chapter 4 available on the same document which is shown below:

```
<h2><a id="C4">Chapter 4</a></h2>
<p>This chapter explains ba blab la</p>
```

10.1.3 Why Links Fail?

You might have seen an error message like the one shown in the figure 10.3 when you click on a hyperlink.

Figure 10.3: Error



Source: http://www.404errorpages.com/

This error message could be of one of the following two types:

- The first type of error message tells you that the file could not be found. This means that the URL doesn't points to the file you wanted. This can occur when the URL mentioned was incorrect, the owner of the file targeted by the URL has moved the file to a different location or the file does not exist any longer.

Notes

- The second error message says that the URL does not have a DNS entry. This means that the server whose name appears in the URL could not be found by the browser. The name that appears in the URL that identifies the server must be translated to its IP address by requesting a name server. The reason for the error can be that the name servers on the Internet have no IP address for the given name or that the name sever does not respond within a predetermined time.

10.1.4 Node

Hypertext can be seen as a network of nodes. A node is a collection of data organized around a specific topic. This node is linked to another node, forming a network. Node is a fundamental unit of hypertext. Other synonyms for node include frame, work space, card and lexia. On the World Wide Web, a node is simply termed a Web page.

10.1.5 Link

Links connect related concepts or nodes. They can be bidirectional thus facilitating backward traversals. They are anchored in at their departure point to provide users with some explicit object to activate in order to follow the link. The destination point is reached by activating the anchor. Links may have other characteristics such as name, author, creation date and access rights.

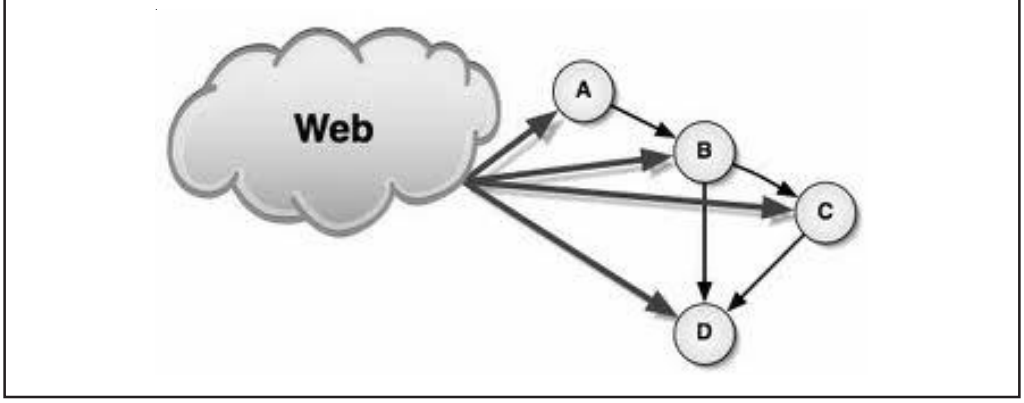
10.1.6 Semantic Network

It is a network which represents semantic relations between concepts. This is often used as a form of knowledge representation**.** They support of semantic typing of links.



Example: The relationship between "cat" and "mamma;" might be described as "is A".

Figure 10.4: A,B,C,D are the Nodes of a Semantic Network Joined by the Arrows called Links



Source: http://jrdodds.blogs.com/blog/2005/08/hypertext_and_a.html

Self Assessment

Fill in the blanks:

1. …… is text that references other text that the reader can tour, return to and reference usually by a mouse click, key press or by touching the screen.

Notes

2. An …… refers to the position in the target document that the visitor will see as a result of clicking on the link.
3. …… connect related concepts or nodes.

10.2 Images

In order to make a web page more attractive and clear we often make use of images.

The HTML Image Tag

The image tag is used to add an image to a web page. This can be done as follows:

```
<img src="image1.jpg" alt="coffee">
```

The src attribute informs the browser which image is to be placed and where is it located. The alt attribute on the other hand displays the text defined in it when the image doesn't load on the webpage.

Images are not technically inserted into an HTML page but are linked to HTML pages. The <img> tag creates a holding space for the referenced image.

To link an image to another document, simply nest the <img> tag inside <a> tags.

10.2.1 Size Attributes

The size attributes define the width and height of the image as pixels. These are optional attributes and they help the browser arrange the page efficiently.

Example:

```
<html>
<body>

<img src="smiley.gif" alt="Smiley face" width="42" height="42">

</body>
</html>
```

Output:



10.2.2 Resizing the Image

We can change the size of an image by setting different values for its height and width attributes. This does not affect the image file itself, just the way it is displayed in the page.

Notes

If you do not know the height and width of an image, choose any one of the options given below:

- Import the image into any graphics program and select "Image Size" from the menu.
- Open the image files in a browser, right-click the image, then select "Properties".

Example: <img src="http://www.echoecho.com/rainbow.gif" width="60" height="60"> This tag will cause my picture to look like figure 10.5:

Figure 10.5: Before Resizing



Source: http://www.echoecho.com/htmlimages03.htm

```
<img src="http://www.echoecho.com/rainbow.gif" width="120" height="120">
```

Changed size dimensions make my image look like figure 10.6.

Figure 10.6: After Resizing



Source: http://www.echoecho.com/htmlimages03.htm

10.2.3 Alt and Title Tags

The Alt attribute is designed to be an alternative text description for images. Alt text displays before the image is loaded in the browser. Alt is a required element for images and can only be used for image tags because its specific purpose is to describe images.

In contrast, you can use the Title attribute for just about any page element like links, tables, individual table rows, and other structural HTML elements.

Did u know? If both attributes are specified, the title tag will override the alt tag.

Notes

Figure 10.7: Alt Tag



Source: http://www.dezinerobotics.com/seo-checklist-for-developers/when-mousing-over-an-image-the-alt-tag-will-appear/

If no alt or title tag is specified, the results vary depending on the browser and user settings. Some will show nothing, some will show the file name.

10.2.4 Spacing Attributes

If we need to add a spacing between the image and surrounding text, we can do so by defining vertical and horizontal space as shown below:

Example: `<IMG SRC="pumpkin.gif" ALT="picture of a pumpkin" HEIGHT=100 WIDTH=100 ALIGN=LEFT>`

Figure 10.8: Before hspace



Source: http://www.htmlcodetutorial.com/images/_IMG_HSPACE.html

`<IMG SRC="pumpkin.gif" ALT="picture of a pumpkin" HEIGHT=100 WIDTH=100 HSPACE=50 ALIGN=LEFT>`

Figure 10.9: After hspace



Source: http://www.htmlcodetutorial.com/images/_IMG_HSPACE.html

Notes

10.2.5 Alignment

An image can be aligned using the <align> tag. The alignment options available are – left, right, top, middle, bottom, absmiddle, absbottom, baseline and texttop.

Example:

```
<img src=" pumpkin.gif" align="right">
```

This picture is right aligned.

Figure 10.10: After Alignment



Source: http://www.htmlcodetutorial.com/images/_IMG_HSPACE.html

10.2.6 Border Size

The border attribute places a border around the image.

```
<img src="image.jpg" border="1">
```

Notes When the image is used as a hyperlink, a 1-pixel border is applied automatically.

Self Assessment

Fill in the blanks:

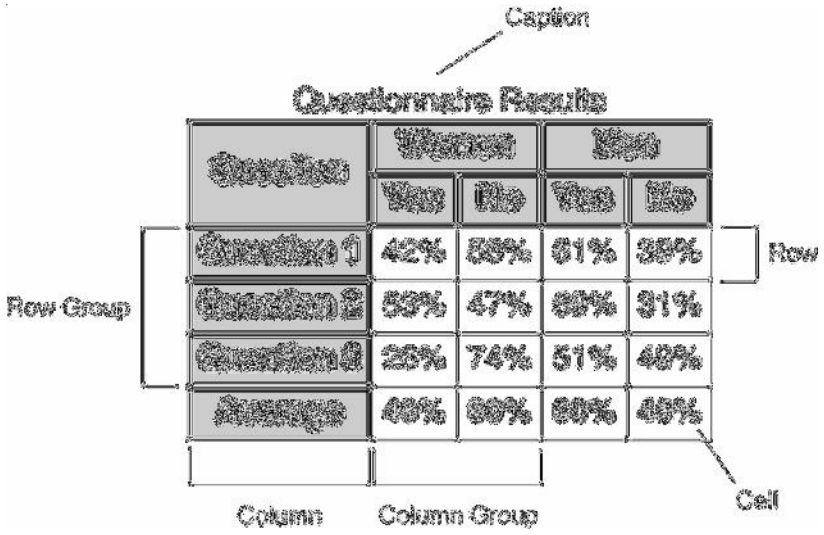
4. The …… attribute informs the browser which image is to be placed and where is it located.
5. The …… attribute is designed to be an alternative text description for images.
6. The size attributes define the width and height of the image as ……

10.3 Tables

A table consists of head, rows, columns and cells. Data can be put in the table using the various tags. Rows are horizontal and Columns are vertical. It makes the data much clearer to understand and maintain.

Notes

Figure 10.11: Table Structure



Source: http://reference.sitepoint.com/css/tableformatting

10.3.1 Main Tags of Table

The basic tags used to make a table are:

<TABLE>: This tag is used to tell the browser that "this is a table", along with some attributes like size, border width and a few other things.

<TH>: This is used to give a table heading

<TD>: This is used to enter table data

<TR>: This gives row breaks

Example:

```
<html>
<body>
  <tr>
     <th>Month</th>
     <th>Savings</th>
  </tr>
  <tr>
     <td>January</td>
     <td>$100</td>
  </tr>
  <tr>
     <td>February</td>
```

Notes

```
        <td>$80</td>
    </tr>
</table>
</body>
</html>
```

Output

Month	Savings
January	$100
February	$80

The table tag includes many more attributes. Some of them are discussed below:

Borders

They are used to provide borders to a table.

Example: <TABLE BORDER=2>

Table Size

This attribute controls the size of the table.

Example: <TABLE WIDTH=50%>

Alignment

You can control the position of data in the table cell.

Example: <TD ALIGN="center">HTML</TD>

Images in Table

Images can also be used and manipulated in a table data cell.

Caution Save the image in the folder where you have placed your table HTML file.

Example: <TD ><IMG SRC="HTML.gif' WIDTH=50 HEIGHT=50 </TD>

Cellpadding and Cellspacing

Notes

Cellpadding specifies the space between the cell wall and the cell content.



Example: A

```
<html>
<body>
<p>Table without cellpadding:</p>
<table border=”1">
 <tr>
         <th>Month</th>
         <th>Savings</th>
  </tr>
  <tr>
     <td>January</td>
     <td>$100</td>
  </tr>
</table>

<p>Table with cellpadding:</p>
<table border=”1" cellpadding=”10">
  <tr>
     <th>Month</th>
     <th>Savings</th>
  </tr>


  <tr>
     <td>January</td>
     <td>$100</td>
  </tr>
</table>

</body>
</html>
```

Notes

Table without cellpadding:

Month	Savings
January	$100

Table with cellpadding:

Month	Savings
January	$100

Cellspacing controls the space between table cells.



Example:

```
<html>
<body>

<p>Table without cellspacing:</p>
<table border="1">
  <tr>
     <th>Month</th>
     <th>Savings</th>
  </tr>
  <tr>
     <td>January</td>
     <td>$100</td>
  </tr>
</table>

<p>Table with cellspacing:</p>
<table border="1" cellspacing="10">
  <tr>
     <th>Month</th>
     <th>Savings</th>
  </tr>
  <tr>
```

Notes

```
      <td>January</td>
      <td>$100</td>
   </tr>
</table>

</body>
</html>
```

Table without cellspacing:

Month	Savings
January	$100

Table with cellspacing:

Month	Savings
January	$100

BGCOLOR for Table Notes

It specifies the background color for a table.

Example: <TABLE BGCOLOR= "#FFCC66">

<TABLE BGCOLOR= "red">

<TABLE BGCOLOR= "rgb(x,y,z)">

Colspan and Rowspan

It is possible to have data to be in more than one cell, either horizontally or vertically. These tags are the Colspan and Rowspan tags. Colspan attribute defines the number of columns a cell should span and Rowspan attribute defines the number of rows a cell should span.

Example: <td colspan="*number*" rowspan="number">

Nested Table

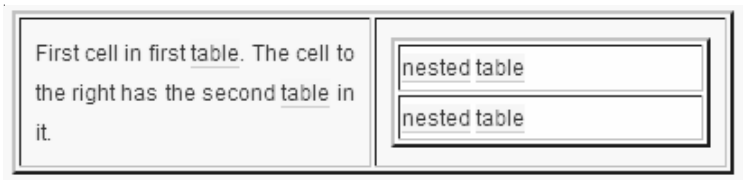
We can create a table within another table. Let us show this through an example.

Example:

```
<table>
<tr>
```

Notes

```
<td>First cell in first table. The cell to the right has the second table
in it.</td>
<td>
     <table>
      <tr><td>nested table</td></tr>
      <tr><td>nested table</td></tr>
     </table>
</td>
</tr>
</table>
```



Colgroup

This tag specifies a group of one or more columns in a table for formatting. It is useful for applying styles to entire columns, instead of repeating the styles for each cell, for each row.

Notes The <colgroup> tag must be a child of a <table> element, after any <caption> elements and before any <thead>, <tbody>, <tfoot>, and <tr> elements.

Example: A

```
<html>
<body>
<table  border="1">

   <colgroup>
      <col  span="2"  style="background-color:red">
      <col  style="background-color:yellow">
   </colgroup>

  <tr>
     <th>ISBN</th>
     <th>Title</th>
     <th>Price</th>
```

Notes

```
   </tr>

   <tr>
      <td>3476896</td>
      <td>My first HTML</td>
      <td>$53</td>
   </tr>
   <tr>
      <td>5869207</td>
      <td>My first CSS</td>
      <td>$49</td>
   </tr>
</table>

</body>
</html>
```

ISBN	Title	Price
3476896	My first HTML	$53
5869207	My first CSS	$49

Self Assessment

Fill in the blanks:

7. ..... tag is used to enter table data.
8. ..... specifies the space between the cell wall and the cell content.
9. ..... tag specifies a group of one or more columns in a table for formatting.

10.4 Frames

Frames divide a browser window into several pieces or panes, each pane containing a separate HTML document. You can load and reload single panes without having to reload the entire contents of the browser window. Also we can prevent typing common content in multiple pages. A collection of frames in the browser window is known as a frameset.

The window is divided up into frames in a similar pattern to the way tables are organized: into rows and columns. The simplest of framesets might just divide the screen into two rows, while a complex frameset could use several rows and columns. But there are still few browsers who do not support frame technology.

Notes



Caution Use frames with care. Too many of them can make it very tough for the users as they tend to get lost.

Frame has the following properties:

- It loads the URL independently of other frames.
- It can be accessed via the name given to it and so allows HTML contents to be targeted by other URL's.
- It resizes itself dynamically in response to changes in the size of the visible area.

10.4.1 Tags for the Frame

There are two major tags available for the use of frames. We will discuss them in detail below.

Frameset

The <frameset> tag replaces the <body> element in frameset documents. It defines how to divide the window into frames. Each frameset defines a set of rows **or** columns. If you define frames by using rows then horizontal frames are created else with columns vertical farms are created. The values of the rows/columns indicate the amount of screen area each row/column will occupy. Each frame is created by <frame> tag and it defines which HTML document to put into the frame.

Let us now illustrate the use of the frameset and frame tags.

```
<html>
<head>
<title>Frames  example</title>
</head>
     <frameset  rows="10%,80%,10%">
          <frame  src="/html/top_frame.htm"  />
          <frame  src="/html/main_frame.htm"  />
          <frame  src="/html/bottom_frame.htm"  />
        <body>
        Frames
        </body>
     </frameset>
</html>
```

Now create three HTML files called *top_frame.htm, main_frame.htm* and *bottom_frame.htm* to be loaded into three frames with some content.

Following are important attributes of <frameset> tag:

- ***cols:*** specifies how many columns are contained in the frameset and the size of each column. You can specify the width of each column in one of four ways:
  - Absolute values in pixels.

Notes



Example: To create three vertical frames, use *cols="100, 500, 100*".

- A percentage of the browser window.



Example: To create three vertical frames, use *cols="10%, 80%, 10%"*.

- Using a wildcard symbol.



Example: To create three vertical frames, use *cols="10%, *,10%"*. In this case wildcard takes remainder of the window.

- As relative widths of the browser window.



Example: To create three vertical frames, use *cols="3*,2*,1*"*.

- ***rows:*** attribute works just like the cols attribute and can take the same values, but it is used to specify the rows in the frameset.



Example: To create two horizontal frames, use *rows="10%, 90%"*.

You can specify the height of each row in the same way as explained above for columns.

- ***border*:** attribute specifies the width of the border of each frame in pixels.



Example: Border= "5."

- ***frameborder*:** specifies whether a three-dimensional border should be displayed between frames. This attribute takes value either 1 (yes) or 0 (no).



Example: Frameborder= "0" specifies no border.

- ***framespacing*:** specifies the amount of space between frames in a frameset. This can take any integer value.



Example: Framespacing= "10" means there should be 10 pixels spacing between each frames.

Frame Tag

The <frame> element indicates what goes in each frame of the frameset. It should always carry one attribute, src to indicate the page that should represent that frame.

Frame tag consists of certain attributes. Some of them are described below:

- ***src:*** indicates the file that should be used in the frame. Its value can be any URL.



Example: src="/html/top_frame.htm" will load an HTML file available in html directory.

- ***name:*** attribute allows you to give a name to a frame. It is used to indicate which frame a document should be loaded into.

Notes

- ***frameborder:*** attribute specifies whether or not the borders of that frame are shown; it overrides the value given in the frameborder attribute on the <frameset> element if one is given, and the possible values are the same. This can take values either 1 (yes) or 0 (no).
- ***marginwidth:*** allows you to specify the width of the space between the left and right of the frame's borders and the frame's content. The value is given in pixels.



Example: marginwidth="10".

- ***marginheight:*** allows you to specify the height of the space between the top and bottom of the frame's borders and its contents. The value is given in pixels.



Example: marginheight="10".

- ***noresize:*** By default you can resize any frame by clicking and dragging on the borders of a frame. The noresize attribute prevents a user from being able to resize the frame.



Example: noresize="noresize".

- ***scrolling:*** controls the appearance of the scrollbars that appear on the frame. This takes values either "yes", "no" or "auto".



Example: Scrolling="no" means it should not have scroll bars.

- ***longdesc:*** allows you to provide a link to another page containing a long description of the contents of the frame.



Example: longdesc="framedescription.htm"

Nested Framesets

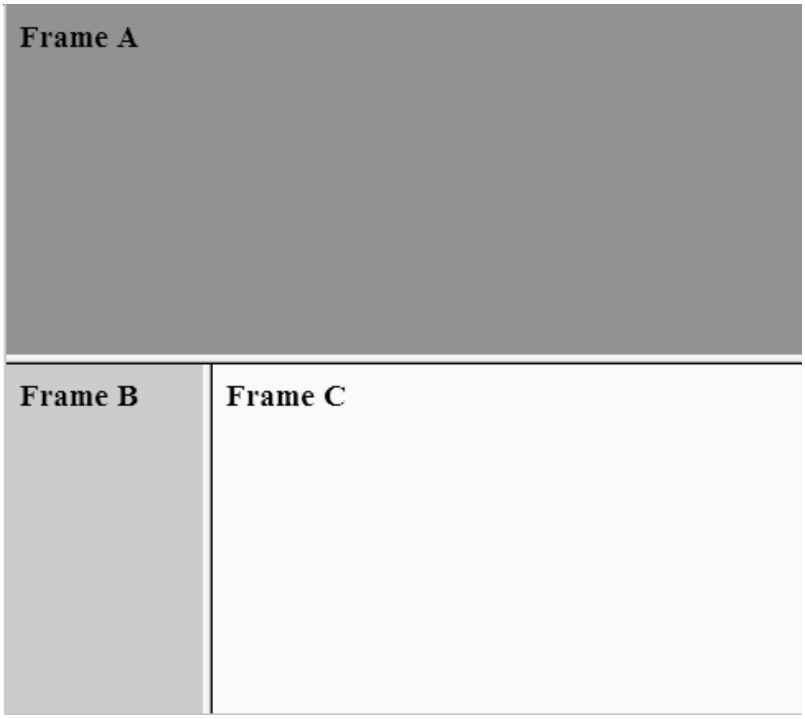
We can also have a frameset within another frameset.

Let us illustrate this with an example.

```
<html>
<frameset  rows="50%,50%">
  <frame  src="frame_a.htm">
<frameset  cols="25%,75%">
  <frame  src="frame_b.htm">
<frame  src="frame_c.htm">
</frameset>
</frameset>
</html>
```

Notes

Figure 10.12: Nested Framesets



Source: http://www.w3schools.com/html/tryit.asp?filename=tryhtml_frame_mix

Non-Frames Browsers

One of the drawbacks of frames is that some browsers do not support frames. HTML provides an alternative for these browsers by using the <noframes> tag. The <noframes> section is normally placed before closing the <frameset> tag.

Example:

```
<frameset cols="25%,50%,25%">
<frame src="frame_a.htm">
       <frame src="frame_b.htm">
       <frame src="frame_c.htm">
   <noframes>Sorry, your browser does not handle frames!</noframes>
</frameset>
```

Hyperlinks in Frames

One of the advantages of frames is the ability to click on a hyperlink in one frame and change the document in another frame. When you activate a hyperlink in a frame document, you need to specify not only what document to load but also where (i.e. in which frame) to put it. The frame

Notes

where the new document is supposed to appear is called the target. There are two types of targets:

- ***Explicit:*** the name assigned to a frame in the frameset.
- ***Implicit:*** a name which describes the target frame's relationship to the frame containing the original hyperlink.

Syntax: <link target="_blank or _self or _parent or _top or *framename*">

_blank - Load in a new window

_self - Load in the same frame as it was clicked

_parent - Load in the parent frameset

_top - Load in the full body of the window

framename - Load in a named frame

10.4.2 Creating a Site using Frames

The concept of creating a site using frames is discussed below.

Inline Frames

An inline frame is used to embed another document within the current HTML document. For this it makes use of the <iframe> tag in HTML.



Notes To deal with browsers that do not support <iframe>, add a text between the opening <iframe> tag and the closing </iframe> tag.

The <iframe> tag has the attributes listed below:

- ***Name:*** Specifies the name of an <iframe>
- ***Height:*** Specifies the height of an <iframe> in pixels
- ***Width:*** Specifies the width of an <iframe> in pixels
- ***Scrolling:*** Specifies whether or not to display scrollbars in an <iframe>. It takes in three value- yes, no and auto.
- ***Frameborder:*** Specifies whether or not to display a border around an <iframe>. It contains the values 0 or 1.
- ***Align:*** Specifies the alignment of an <iframe> according to surrounding elements. It can take five values- left, right, top, middle and bottom.



Task Create a website using the frames.

Self Assessment

Notes

Fill in the blanks:

10. A collection of frames in the browser window is known as a ……

11. The …… element indicates what goes in each frame of the frameset.

12. The frame where the new document is supposed to appear is called the ……

10.5 Forms

HTML forms are useful when we need to collect some data from the site visitor.



Example: Registration information: name, email address, credit card, etc.

Form contain many elements like text fields, text area fields, drop-down menus, radio buttons, checkboxes, etc. which are used to take information from the user. Let us now discuss them in detail.



Example: A

<form action="back-end script" method="posting method">

form elements like input, textarea, etc.

</form>

10.5.1 Text Controls

To take text as the input from user HTML provides us with 3 kinds of text controls: text fields, password fields and text areas.

Text Fields

There are actually three types of text input used on forms:

- Single-line text input controls.
- Password input controls
- Multi-line text input controls

We will now elaborate on all of them.

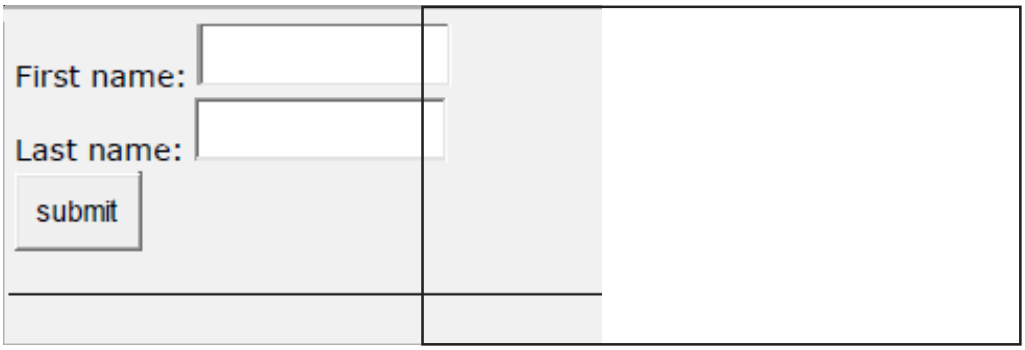
Single-line Text Input Controls

They are created using an <input> element whose type attribute has a value of text.



Example: <form action="/cgi-bin/hello_get.cgi" method="get"> First name: <input type="text" name="first_name" />
 Last name: <input type="text" name="last_name" /> <input type="submit" value="submit" /> </form>

Notes



Following is the list of attributes for <input> tag.

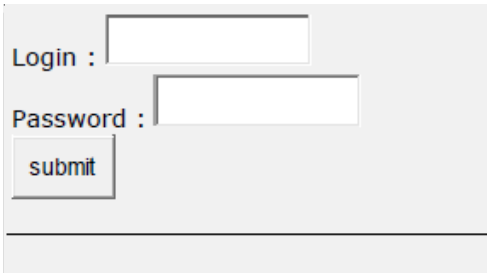
- ***type:*** Indicates the type of input control you want to create. This element is also used to create other form controls such as radio buttons and checkboxes.
- **name:** Used to give the name part of the name/value pair that is sent to the server, representing each form control and the value the user entered.
- ***value:*** Provides an initial value for the text input control that the user will see when the form loads.
- ***size:*** Allows you to specify the width of the text-input control in terms of characters.
- ***maxlength:*** Allows you to specify the maximum number of characters a user can enter into the text box.

Password Input Controls

This is also a form of single-line text input controls are created using an <input> element whose type attribute has a value of password.

Example:

```
<form action="/cgi-bin/hello_get.cgi" method="get">
                    Login :
<input type="text" name="login" />
                    <br>
                  Password:
<input type="text" name="password" />
<input type="submit" value="submit" />
                    </form>
```





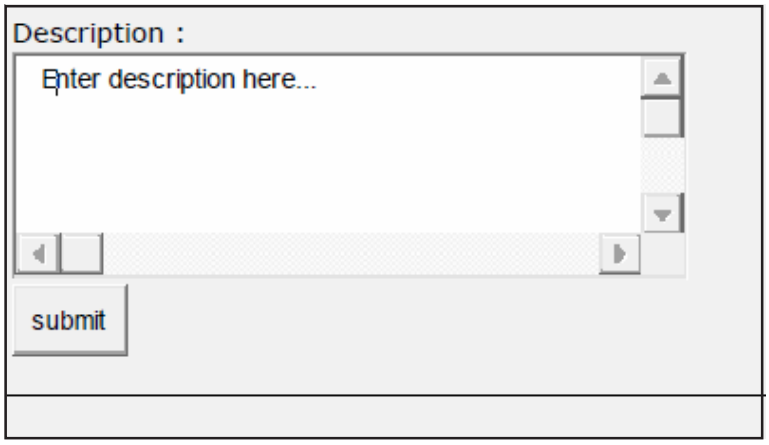
Notes

Multiple-Line Text Input Controls

If you want to allow a visitor to your site to enter more than one line of text, you should create a multiple-line text input control using the <textarea> element.

Example:

```
<form action="/cgi-bin/hello_get.cgi" method="get">
Description : <br />
<textarea rows="5" cols="50" name="description">
Enter description here...
</textarea>
<input type="submit" value="submit" />
</form>
```



Following is the detail of above used attributes for <textarea> tag:

- ***name:*** The name of the control. This is used in the name/value pair that is sent to the server.
- ***rows:*** Indicates the number of rows of text area box.
- ***cols:*** Indicates the number of columns of text area box.

Button

You can create clickable button in HTML using <input> tag. When you use this tag, the type of button you create is specified using the type attribute.

The type attribute can take the following values:

- ***submit:*** This creates a button that automatically submits a form.
- ***reset:*** This creates a button that automatically resets form controls to their initial values.
- ***button:*** This creates a button that is used to trigger a client-side script when the user clicks that button.

Notes

Example:

```
<form action="http://www.example.com/test.asp" method="get">
<input type="submit" name="Submit" value="Submit" />
<br /><br />
<input type="reset" value="Reset" />
<input type="button" value="Button" />
</form>
```

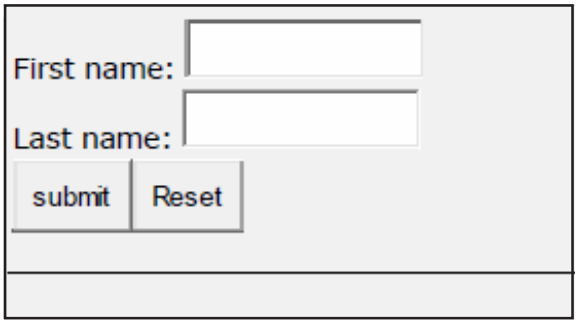


Submit and Reset Button

These are special buttons which can be created using <input> tag. When submit button is clicked then Forms data is submitted to the back-end application. When reset button is clicked then all the forms control are reset to default state.

Example:

```
<form action="/cgi-bin/hello_get.cgi" method="get">
First name:
<input type="text" name="first_name" />
<br>
Last name:
<input type="text" name="last_name" />
<input type="submit" value="Submit" />
<input type="reset" value="Reset" />
</form>
```



Notes

Task Try out other controls like checkboxes, radio buttons, etc. and create a student registration form for a school.

Self Assessment

Fill in the blanks:

13. HTML …… are useful when we need to collect some data from the site visitor.

14. …… input controls are created using an <input> element whose type attribute has a value of text.

15. You can create clickable button in HTML using …… tag.

Case Study

Responsive Web Design – Zee

Last week we launched the new Zee website – Zee is my company here in Brazil. We did the site in a single page, presenting the company, our works and keeping the focus on content and in a simple design. I decided to write this case study because the main challenge we faced was to develop a totally responsive site, and since lately this is a strong web subject, I decided to show how was the creative process of the new Zee layout.

I know this matter is all around the web, but a definition about responsive design always come handy:

Responsive Web Design (RWD) essentially indicates that a web site is crafted to use CSS3 media queries, an extension of the @media rule, with fluid proportion-based grids (which use percentages and EMs instead of pixels), to adapt the layout to the viewing environment, and probably also use flexible images. As a result, users across a broad range of devices and browsers will have access to a single source of content, laid out so as to be easy to read and navigate with a minimum of resizing, panning, and scrolling. - Wikipedia

Summarizing: 1 code, 1 CSS and a fluid and optimized layout to all devices.

This is not a tutorial about developing a responsive project, is a case study. But there are a lot of articles and books about this, so here are a few references: ·

- Livro: Responsive Web Design, de Ethan Marcotte
- Build a responsive site in a week: designing responsively – .net magazine
- Responsive Web Design: What It Is and How To Use It – Smashing Magazine
- Responsive Web Design Techniques, Tools and Design Strategies – Smashing Magazine
- A Primer on Responsive Design: From Content to Development – UX Magazine

Contd...

Notes

Breakpoints

The first thing we did was to set the *breakpoints*, the amount of changes in the layout. It is almost impossible to do a different design to all resolutions and devices available today, so we decided the resolutions that would be the base of the design and kept a fluid design between these resolutions. In our case we are using the following *breakpoints*: **640px**, **1024px** e **1280px** (remembering that 1280 is the width limit).

Mobile first

As we will have 3 base resolutions, we will have 3 different layouts. With this comes a common question: which layout I should pick to start? Starting with mobile is much more interesting and recommended, because this way we can keep the focus on important things so we can add other elements as the resolutions increase. There are a lot of articles about this issue and I suggest a really good book from A Book Apart called Mobile First, Luke Wroblewksi.

Layouts

Now that we created the information architecture it is time to create the layouts. This part depends on your methodology, I like to do wireframes on paper, because this way I can correct and try things faster. After defining the base of the architecture is time to go to the layout. A lot of things change in the moment we create the layout so I don't see a productivity advantage in investing time on detailed wireframes.

Media Queries

Layouts are ready, time to work to make some magic happen. In terms of code I used HTML5 Boilerplate and jQuery. But what actually make the layouts break between resolutions is the **media querie**. CSS3 has this fantastic property and the documentations about this is huge on w3c.org, but to simplify the explanation, here I used basically the width definition to do the *breakpoints*.

Widths in "%". Texts in "em".

The big thing here is, apart from the media queries, to work with the widths in % because this keep the fluidity between breakpoints. (Be prepared because in this part math will take over your brain!). And the texts too, always in "em" instead of pixels.

Result

You can check the result on the website: zee.com.br. In case you can't test in other devices use this link: responsive.is.

And remember that Abduzeedo is also responsive! You can try it on iPhone, iPad, Android or even on this link I shared to see how the site behaves.

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://abduzeedo.com/responsive-web-design-case-study-zee

Notes

10.6 Summary

- Hypertext can be used to describe tables, images and other presentational content forms using links between information called Nodes.
- Hyperlinks work using the concept of transclusion which is the inclusion of a document or part of a document into another document by reference.
- There are two types of Hyperlinks: Implicitly Anchored Hyperlink and Explicitly Anchored Hyperlink.
- HREF attribute which is used to specify the URL of the web page to be opened by the hyperlink.
- Semantic network is a network which represents semantic relations between concepts.
- The src attribute in <image> tag informs the browser which image is to be placed and where is it located. The alt attribute on the other hand displays the text defined in it when the image doesn't load on the webpage.
- Title attribute for just about any page element like links, tables, individual table rows, and other structural HTML elements.
- The alignment options available are – left, right, top, middle, bottom, absmiddle, absbottom, baseline and texttop.
- Frames divide a browser window into several pieces or panes, each pane containing a separate HTML document.
- HTML forms are useful when we need to collect some data from the site visitor.

10.7 Keywords

Hypertext: It can be used to describe tables, images and other presentational content forms using links between information called Nodes.

HREF: It is the attribute which is used to specify the URL of the web page to be opened by the hyperlink.

Links: They connect related concepts or nodes in a semantic network.

Web Crawling: When a spider is building its lists, the process is called Web crawling.

Links: Links connect related concepts or nodes.

Cellpadding: Cellpadding specifies the space between the cell wall and the cell content.

Cellspacing: Cellspacing controls the space between table cells.

Frames: Frames divide a browser window into several pieces or panes, each pane containing a separate HTML document.

10.8 Review Questions

1. Make distinction between implicitly and explicitly anchored hyperlinks.
2. Describe the concept of creating a hyperlink.
3. Explain how to add an image to a web page.
4. Compare and contrast alt and title tag in an HTML image.

Notes

5. Discuss the tags used to make a table. Illustrate with example.
6. Illustrate the use of *Colgroup* tag with example.
7. What are frames? Discuss the tags used for frames.
8. Explain the types of text input used on forms.
9. Illustrate with example the use of the frameset tag in HTML frames.
10. Explain the concept of the Semantic Network.

Answers: Self Assessment

1.	Hypertext	2.	Anchor
3.	Links	4.	src
5.	Alt	6.	Pixels
7.	<TD>	8.	Cellpadding
9.	Colgroup	10.	Frameset
11.	<frame>	12.	Target
13.	forms	14.	Single-line text
15.	<input>		

10.9 Further Readings



Books

Ian Lloyd, *Build your own Web Site the Right Way using HTML & CSS.*

Jennifer Robbins, *Learning Web Design.*



Online links

http://www.roseindia.net/services/webdesigning/corporatewebsitedesign/What-is-Web-designing.shtml

http://www.tutorialspoint.com/html/html_frames.htm

http://www.echoecho.com/htmlframes.htm

http://www.tizag.com/htmlT/frames.php

Unit 11: Dreamweaver

Notes

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Objectives

After studying this unit, you will be able to:

- Discuss the designer panel and toolbar
- Explain html table fundamentals
- Define table properties
- Discuss navigating with anchors
- Explain frameset

Notes

Introduction

Dreamweaver is a Web design software program that can be used to create pages for display on the World Wide Web. You can use Dreamweaver to create HTML pages, as well as files in these formats: CSS, XML, ASP, PHP, JSP and more. It is the most popular Web design program among professional Web designers. Dreamweaver was originally developed by Macromedia in 1997 and was maintained by them until Macromedia was acquired by Adobe Systems in 2005. It provides a visual WYSIWYG (What You See Is What You Get) editor and a code editor with standard features such as syntax highlighting, code completion, and code collapsing as well as more sophisticated features such as real-time syntax checking and code introspection for generating code hints to assist the user in writing code.

11.1 Designer Panel and Toolbar

We will now discuss the basics of Dreamweaver step by step.

11.1.1 Creating a New Page

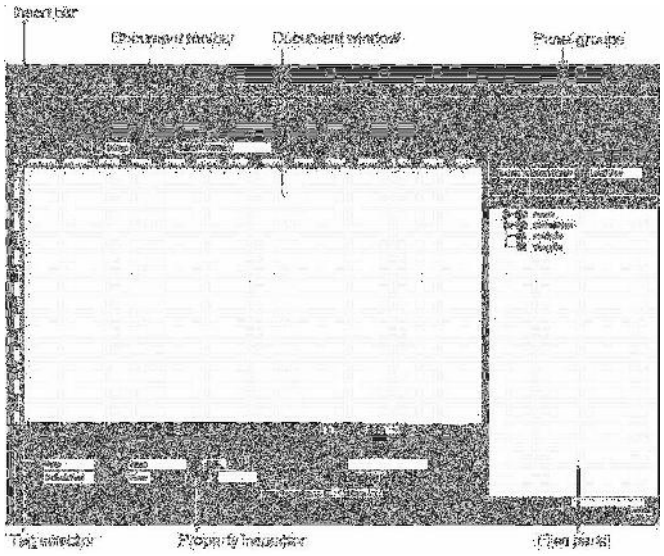
To create a new page follow the steps below:

1. Click on the 'File' option
2. Select 'New' from the dropdown menu
3. Select 'Basic Page' and 'HTML' options from the 'New Document' dialogue Box
4. Choose 'Create' tab

11.1.2 Dreamweaver Window

The main window of Dreamweaver looks like the one provided in the figure below.

Figure 11.1: Dreamweaver Window



Source: http://etutorials.org/Macromedia/Dream+Weaver+Online+Help/Dreamweaver+Basics/Exploring+the+Workspace/About+the+Dreamweaver+workspace/The+workspace+layout/

Notes

Page Properties

This can be used to make changes to an entire page. To open the Properties dialog box, select Page Properties from the Modify menu. It consists of various properties like title, background image, background color, text color and links.

Figure 11.2: Page Properties Dialog Box

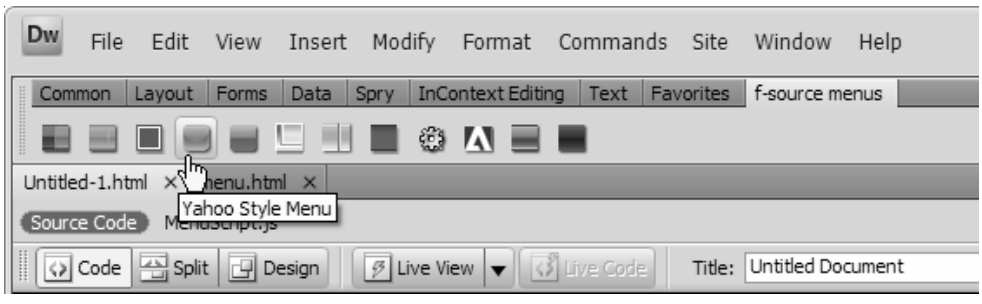


Source: http://flylib.com/books/en/2.836.1.48/1/

Insert Bar and Properties Inspector

The Insert Toolbar provides many buttons that insert elements into your Web page.

Figure 11.3: Insert Bar

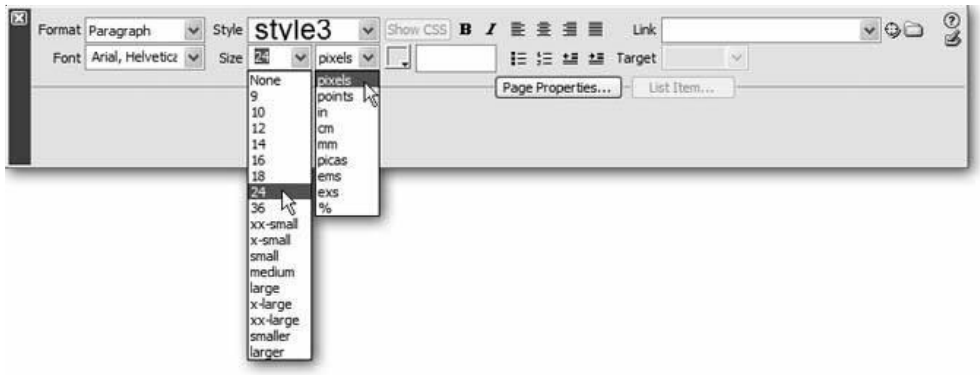


Source: http://f-source.com/flash-menu/business-style/

The Properties Inspector, located at the bottom of the Dreamweaver workspace, enables you to view the properties associated with the object or text that is currently selected in the Document Window.

Notes

Figure 11.4: Properties Inspector



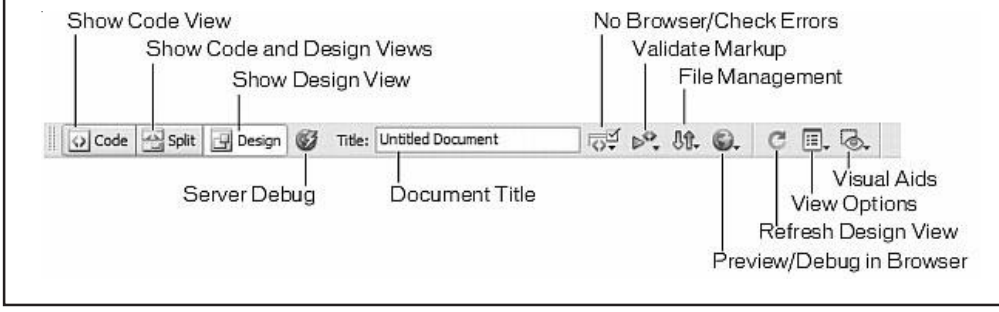
Source: http://f-source.com/flash-menu/business-style/

If they are not visible on your screen, click on 'Windows' and check on 'Insert' and 'Properties' in the drop down menu or press F4 on your keyboard.

Document Toolbar

The Document toolbar contains buttons that let you toggle between different views of your document quickly: Code, Design, and a split view that shows both Code and Design view. The toolbar also contains some common commands and options related to viewing the document and transferring it between the local and remote sites.

Figure 11.5: Document Toolbar



Source: http://etutorials.org/Macromedia/Dream+Weaver+Online+Help/Getting+Started+with+Dreamweaver/Dreamweaver+Basics/Getting+to+know+the+Dreamweaver+8+workspace/The+Document+toolbar/

Page Title

At the top of the page bar is the page title. If you have more than one file open, this allows you to select which file to edit. If you haven't saved the file, it will say "Untitled document". The number is how many untitled documents you've opened in this session.

Task Compare and contrast Insert toolbar and Document toolbar.

Self Assessment

Notes

Fill in the blanks:

1. The …… Toolbar provides many buttons that insert elements into your Web page.
2. The …… toolbar contains buttons that let you toggle between different views of your document quickly.
3. The …… enables you to view the properties associated with the object or text that is currently selected in the Document Window.

11.2 HTML Table Fundamentals

You may want to consider using HTML tables in your website. In addition to creating HTML tables to present data in rows and columns, you can also create HTML tables to organize information on your web page.

The basic structure of an HTML table consists of the following tags:

- Table tags: **<TABLE> </TABLE>**
- Row tags: **<TR> </TR>**
- Cell tags: **<TD> </TD>**

Constructing an HTML table consists of describing the table between the beginning table tag, **<TABLE>**, and the ending table tag, **</TABLE>**. Between these tags, you then construct each row and each cell in the row. To do this, you would first start the row with the beginning row tag, **<TR>**, and then build the row by creating each cell with the beginning cell tag, **<TD>**, adding the data for that cell, and then closing the cell with the ending cell tag, **</TD>**. When you finish all of the cells for a row, you would then close the row with the ending row tag, **</TR>.** Then, for each new row, you would repeat the process of beginning the row, building each cell in the row, and closing the row.

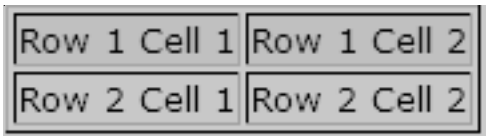


Did u know? You can also insert a table directly in your code by choosing Insert! Table Objects! Table or by clicking the Table Tag button in the Tables category of the Insert panel in the code view.

Code for an HTML Table:

```
<table border="1">
   <tr title="You are looking at Row 1" bgcolor="silver">
      <td>Row 1 Cell 1</td>
      <td>Row 1 Cell 2</td>
   </tr>
   <tr title="You are looking at Row 2" bgcolor="aqua">
      <td>Row 2 Cell 1</td>
      <td>Row 2 Cell 2</td>
   </tr>
</table>
```

Notes



Source: http://www.tizag.com/htmlT/tables.php

11.2.1 Rows

A table can contain an infinite number of table rows. Each table row is essentially a table element itself, with an opening and closing tag <tr> </tr>. If you are working directly in Code view, you can insert a table row by choosing Insert! Table Objects ! TR or by clicking the Table Row button in the Tables category of the Insert panel.

11.2.2 Cells

Table columns or cells are also considered child elements of HTML tables. Like table rows, an HTML table may contain an infinite number of table data cells <td> </td>. In Code view, you can insert a <td>…</td> pair to define a single table cell by choosing Insert !Table Objects ! TD or by clicking the Table Data button in the Tables category of the Insert panel.

The HTML Table with Column Spanning

```
<table  border=”1">
   <tr>
      <th>Month</th>
      <th>Savings</th>
   </tr>
   <tr>
      <td>January</td>
      <td>$100</td>
   </tr>
   <tr>
      <td>February</td>
      <td>$100</td>
   </tr>
   <tr>
      <td  colspan=”2">Sum:  $180</td>
   </tr>
</table>
```

Notes

Month	Savings
January	$100
February	$100
Sum: $180	

Source: http://www.w3schools.com/tags/tryit.asp?filename=tryhtml_td_colspan

Column and Row Headings

The <th> tag defines a header cell in an HTML table. An HTML table has two kinds of cells: header cells – contains header information (created with the <th> element) and standard cells – contains data (created with the <td> element).

The <caption> tag defines a table caption. It must be inserted immediately after the <table> tag. You can specify only one caption per table.



Notes By default, the table caption will be center-aligned above a table. You can change this using the properties "text-align" and "caption-side".

Self Assessment

Fill in the blanks:

4. Each table row is essentially a table element itself, with an opening and closing tag ……
5. Table columns or cells are also considered …… elements of HTML tables.
6. The …… tag defines a header cell in an HTML table.

11.3 Table Properties

The table consists of many properties using which we can customize it as per our need. Some of the properties are discussed below:

11.3.1 Inserting Tables in Dreamweaver

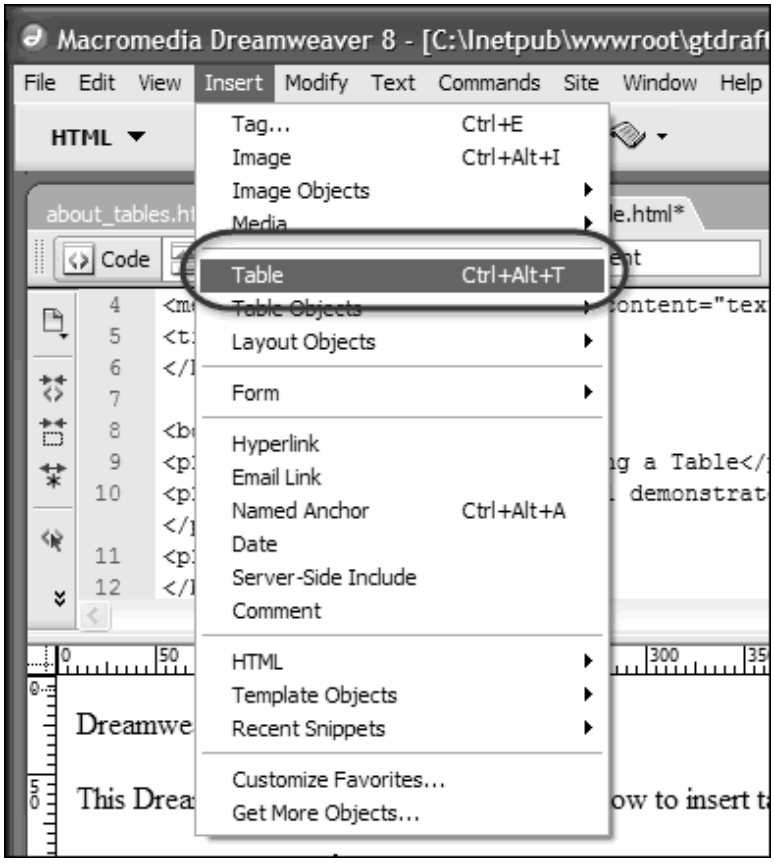
Tables are an excellent method of presenting certain types of information on web pages, especially that content that is best represented in rows or columns.

Adding a Table to the Page

To create a table, use the Insert bar or the Insert menu. You can add text and images to the table in the same way that you add text and images outside of a table. In the Design view of the Document window, place the insertion point where you want the table to appear. Select Insert->Table from the Insert menu or choose the Table button in the Common category of the Insert Bar.

Notes

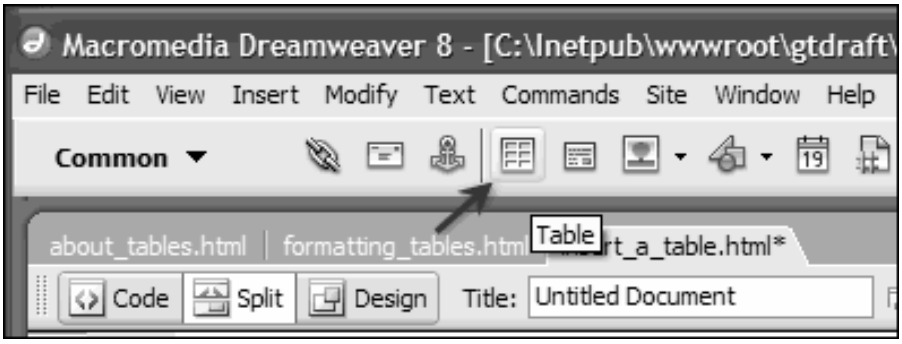
Figure 11.6: Inserting a Table



Source: http://www.guidesandtutorials.com/dreamweaver_inserting_tables.html

The Common category on the Insert Bar - Locate the Insert Table button.

Figure 11.7: Inserting a Table from the Insert Bar

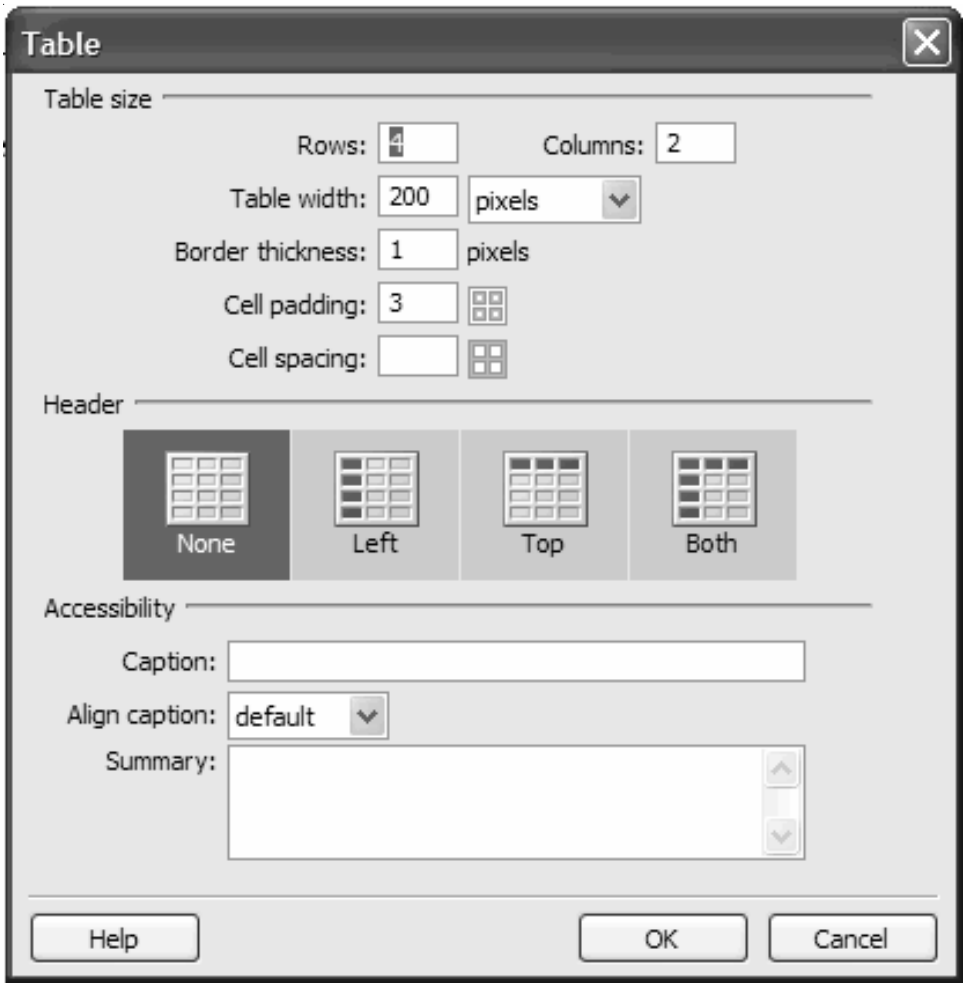


Source: http://www.guidesandtutorials.com/dreamweaver_inserting_tables.html

The Insert Table Dialog Box appears. You can navigate from box to box by using the Tab key.

Notes

Figure 11.8: Insert Table Dialog Box



Source: http://www.guidesandtutorials.com/dreamweaver_inserting_tables.html

Complete the dialog box by telling Dreamweaver how many rows and columns you want in your table. In the Table Width text box, enter a number that will either be in pixels or a percentage of the page width, then choose the units from the pop-up menu to the right of the text box.

You can also specify other properties. For Border thickness, enter a number in the text box for the size of the border, in pixels, that will be displayed between cells. For Cell padding, enter a figure in the text box for the amount of space, in pixels, between the content in the cells and the cell border around it. For Cell spacing, enter a figure in the text box for the amount of space, in pixels, between cells.

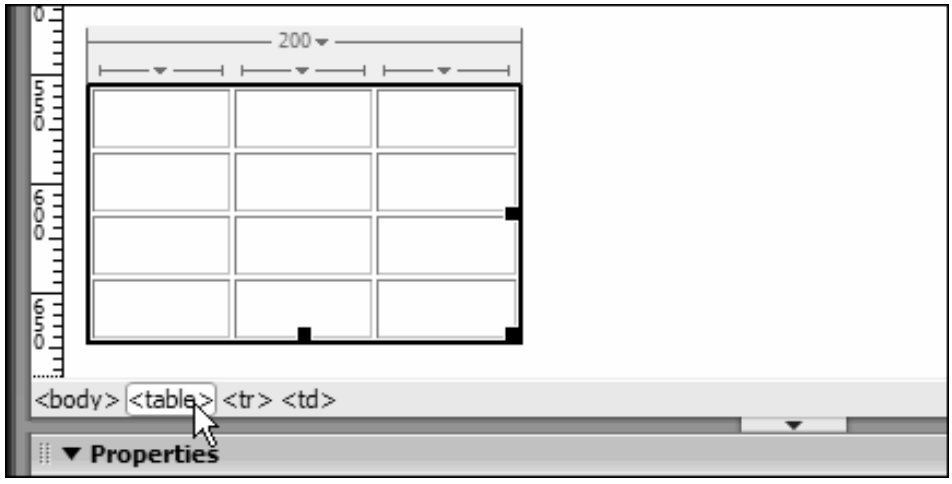
You can also tell Dreamweaver whether or not the table should include a Header row or column and where it should be located: Left, Top, or Both.

Caution The icons for the headers tell you what each choice looks like.

Notes

Click OK and the table appears in the document.

Figure 11.9: Table Inserted



Source: http://www.guidesandtutorials.com/dreamweaver_inserting_tables.html

Dreamweaver shows green dimension lines above the table to tell you the width of the table in pixels. The top line shows the width of the table in pixels. Each column shows the width of the column in pixels if you have set a fixed width for the column. Columns with widths relative to the table width show green lines without pixel values. To insert a table within a table, place the insertion point inside a cell of an existing table, then choose either of the table insertion methods: Insert Table from the Insert Menu or Click on the Table icon on the Insert Bar.

Modifying Tables

Using the he Properties Inspector located at the bottom of the Dreamweaver workspace you can view and edit the properties associated with the table that is currently selected in the Document Window.

Selecting Table Elements

You can select an entire table; one or more rows and columns; an individual cell or multiple cells in order to work effectively with the table. When you move your pointer over a table, row, column, or cell, Dreamweaver will highlight all the cells in that selection. If you click on the edge of the table, you will select it. You can tell that a table has been selected because it has a thick border around its edges with resize handles.

Selecting in Expanded Tables Mode

Dreamweaver offers us many different view modes while working with tables. You can view these modes in the by selecting the View menu, and then the Table mode option. Inside this option we can choose the Standard mode, the Expanded Tables mode, or the Layout mode.

Expanded Tables mode adds temporary filling and cell space to a table. It also increases the table borders to make its editing easier. This mode can be used to select tables elements or to have the insertion point in the required way, but in this mode we don't see how the page will be shown.

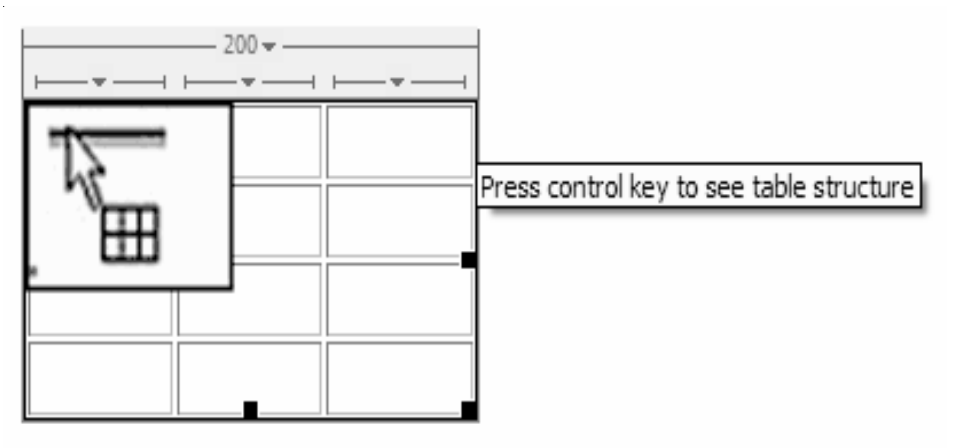
Notes

Expanded Tables mode is best used on an as-needed basis, and you can quickly toggle between it and standard mode by pressing F6 (Option+F6).

Selecting an Entire Table

There are several ways you can select an entire table at once. Click in the upper left corner of the table, anywhere on the top or bottom edge, or on a row or column border. The pointer changes to a table grid icon when you can select the table. When a table is selected, Selection handles appear on the table's lower and right edges. See the small black boxes in the diagram below.

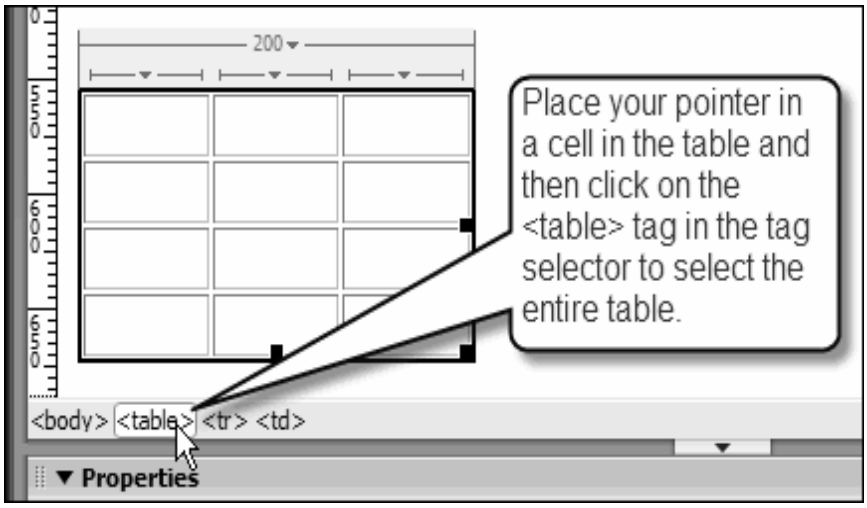
Figure 11.10: Selecting a Table



Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_selecting_tables.html

Another way to select a table is to click in a table cell, then select the <table> tag in the tag selector at the lower-left corner of the Document window.

Figure 11.11: Selecting a Table

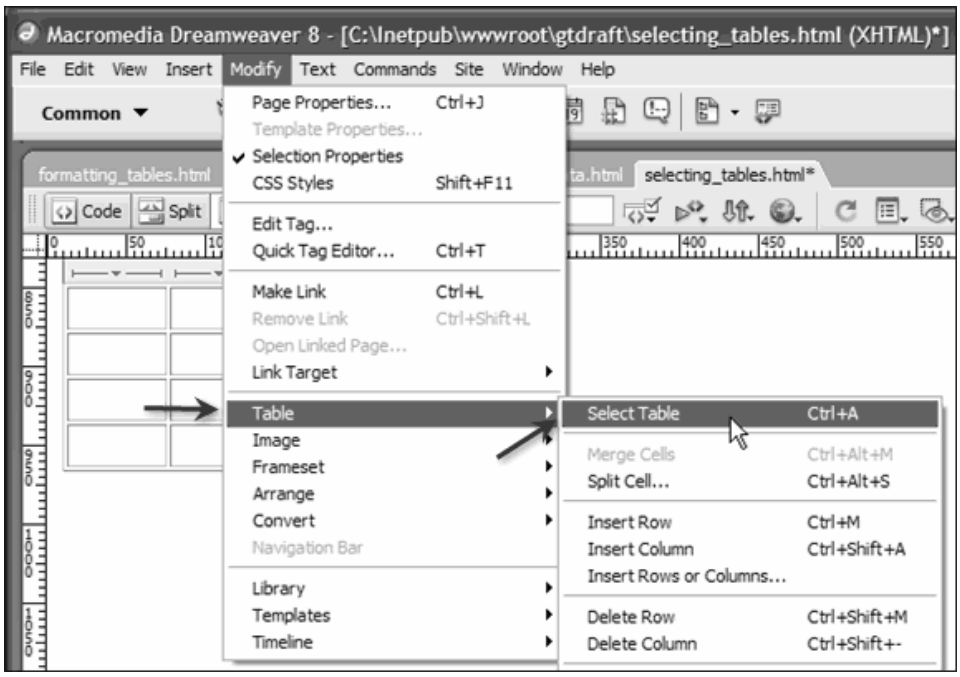


Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_selecting_tables.html

Notes

You can also click in a table cell, then select Modify, Table, Select Table.

Figure 11.12: Selecting a Table



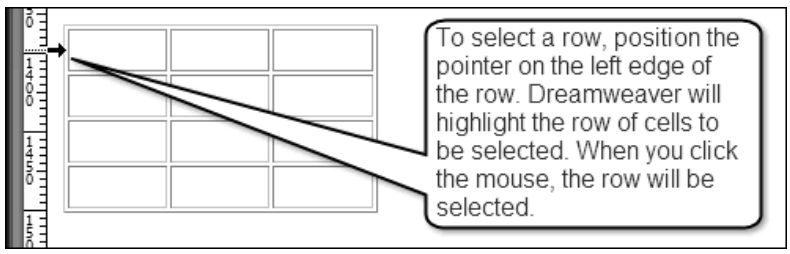
Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_selecting_tables.html

Task Illustrate the different methods used to select a table.

Selecting a Row or Column

You can select an individual row or column or multiple rows or columns. To select individual or multiple rows or columns, position the pointer to point to the left edge of a row or the top edge of a column. You'll see a small black arrow to indicate the row or column that you are about to select. When you click on the row or column, it will be selected as indicated by the black selection lines around it.

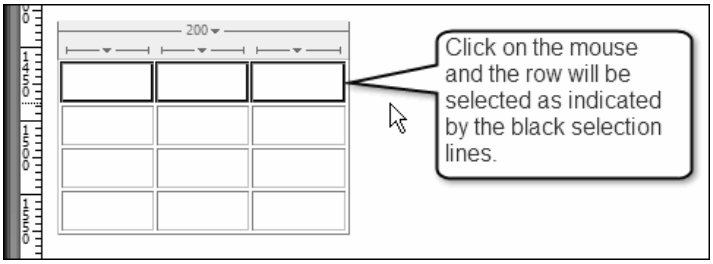
Figure 11.13: Selecting a Row



Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_selecting_tables.html

Notes

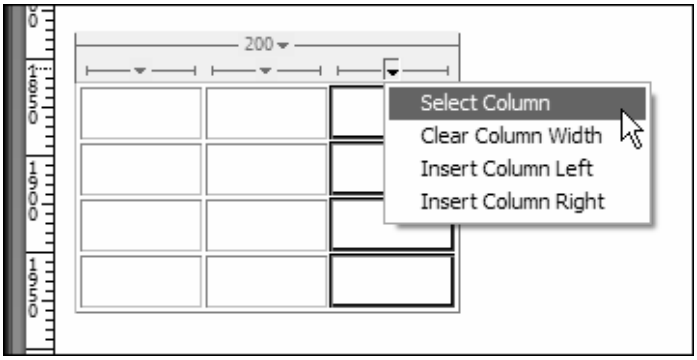
Figure 11.14: Selecting a Row



Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_selecting_tables.html

Do the same to select columns. To select a single column, you can click the column header menu (the green arrow), and then choose Select Column from the pop-up menu.

Figure 11.15: Selecting a Columns

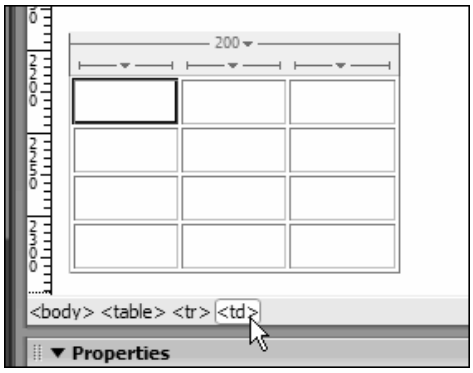


Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_selecting_tables.html

Selecting Cells

To select a single cell, click in the cell, then select the <td> tag in the tag selector at the lower-left corner of the Document window.

Figure 11.16: Selecting a Cell



Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_selecting_tables.html

Notes

To select multiple adjacent cells, you can click in one cell and drag from one cell to another, highlighting and selecting the adjacent cells as you go.

Editing a Table's Contents

We can modify the contents of a table using the steps given below:

1. Select a pair of cells, say the bottom left two; look for Properties Inspector button for "Merge selected..." (looks like two boxes with a dotted line between) and click it; the cells are merged.
2. Place your cursor in any other cell; look for Properties Inspector button for "Splits cell..." (looks like a sideways H) and click it.
3. Choose Rows or Columns in the Split Cell dialog box and click OK.
4. The cell is subdivided.

In this way, very complex information layouts can be composed.

Moving Through a Table

You can move between the table cells using the Tab key. To go backward, cell to cell, press Shift+Tab. When you are in the last cell of a table and press the Tab key, a new row is added with the same column configuration as the current one. The Home and End keys take you to the beginning and end, respectively, of the cursor's current line. You can go to the top of the current cell by pressing Ctrl+Home (Command+Home) and its bottom by pressing Ctrl+End (Command+End). Use the arrow keys to navigate from cell to cell.

Self Assessment

Fill in the blanks:

7. For ……, enter a figure in the text box for the amount of space, in pixels, between cells.
8. Dreamweaver shows green dimension lines above the table to tell you the width of the table in ……
9. …… mode adds temporary filling and cell space to a table.

11.4 Navigating with Anchors

Dreamweaver makes it easy to create anchors for your page. An anchor is a link to a specific section of a page, on either the same page as the link or another page entirely. Anchors are especially handy for long pages that have a lot of text.

Let us now discuss how can we navigate in Dreamweaver using anchors.

11.4.1 Named Anchor

In order to link to a specific location within a document, the destination page needs to contain a marker called a named anchor. A named anchor is designated by the filename.html#anchorname if it is in the same Web page as the link.

Notes

Example: <href="frequentquestions.html#quest16.html">Question 16: How does one create a named anchor?

Named anchors are commonly used for long alphabetized or indexed lists.

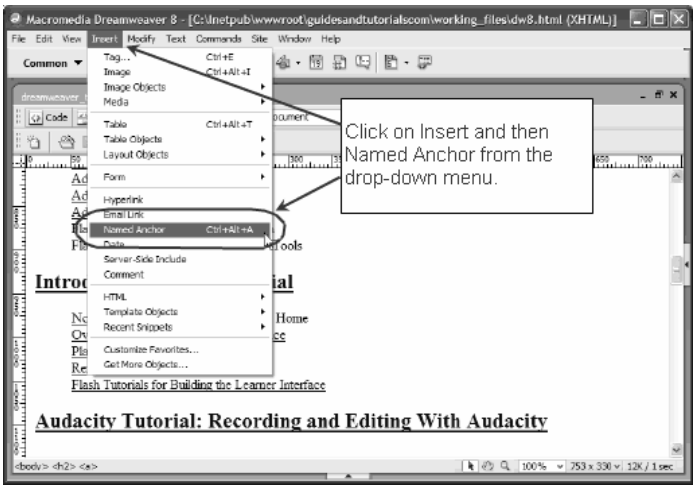
Example: An index, a glossary, or a list of frequently asked questions.

Notes Instead of requiring users to scroll through the entire list of questions, you can create a list of the questions at the top of the page that link to the location in the page containing the answer to the specific question.

The steps to create a named anchor and link it to a document are discussed below:

1. Click in the Web page where you want the named anchor should go. Click on the Insert menu and then Named Anchor from the drop-down menu.

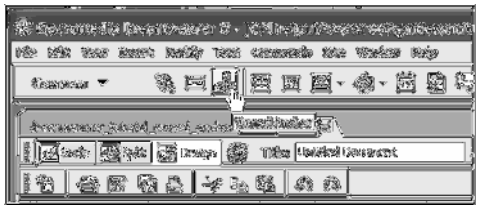
Figure 11.17: Step 1 to Create and Link to a Named Anchor



Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_named_anchor.html

Another way to create a named anchor is to click on the Common Insert Panel and choose the Named Anchor icon. Click on the anchor and the named anchor dialog box will appear.

Figure 11.18: Alternate Way to Create and Link to a Named Anchor

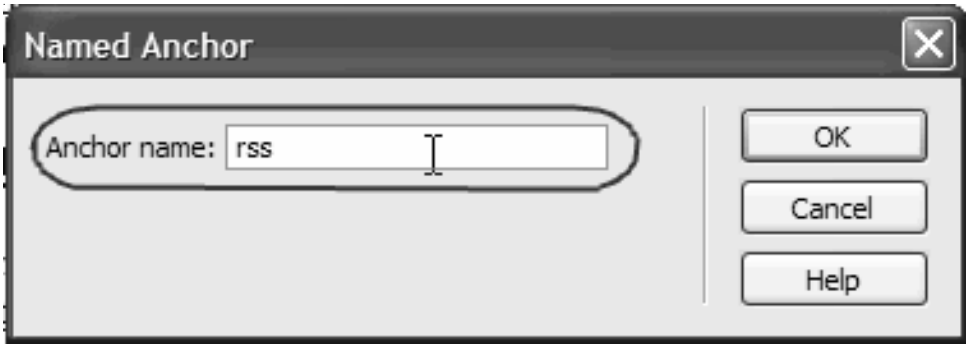


Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_named_anchor.html

Notes

2. In the Named Anchor dialog box, place the cursor in the text field and type in the name of the anchor.

Figure 11.19: Step 2 to Create and Link to a Named Anchor



Source: http://www.guidesandtutorials.com/dreamweaver_tutorial_named_anchor.html

11.4.2 Moving within the Same Document

Once the named anchors are created, you can then link to them like you would any other web page. In this case you are linking to the same page, but to a specific location on the page. This page is named dw8.html. In order to create a link to the specific anchor within the page the link would include a pound sign at the end of the file name plus the name of the named anchor.



Example: Tutorials

The anchor icons that are created in the Web page represent the named anchors, which are invisible Web page elements. The icons are useful so that you can see that the anchors are there. To turn off the icons so they aren't visible, you can click on the Document Toolbar and then click on Invisible Elements to hide the anchor icons.

11.4.3 Using Named Anchors in a Different Page

You might want to link to an anchor in another file in your web site. To do so, take the following steps:

- Highlight the clickable text in the first file.
- Create a relative link to the second file.
- Follow the URL with the pound sign and the anchor name from the second file.

Figure 11.20: Named Anchors in a Different Page



Source: http://www.nvcc.edu/home/ataormina/wdc/dreamweaver8/links5.html

11.4.4 Creating Null Links

Notes

Null links are undesignated links. They are needed to attach behaviors to text.

Example: Open a new document and type out the word "link".

Now, going to the Behavior Panel, click the plus sign (+) to access the drop down menu and you'll notice most of the behaviors are unavailable. What if you wanted to launch a pop up window from the word "link"?

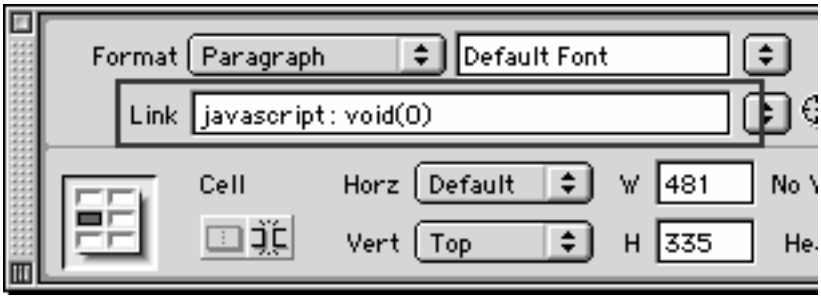
You could type the javascript in by hand but that's why we're using Dreamweaver: to avoid handcoding routine html/javascript.

To access the Behaviors, you need to first create a null link out of the text "link".

You do this by selecting the word (in this case "link") and going up to the Properties Inspector, input the following line in the Link Field:

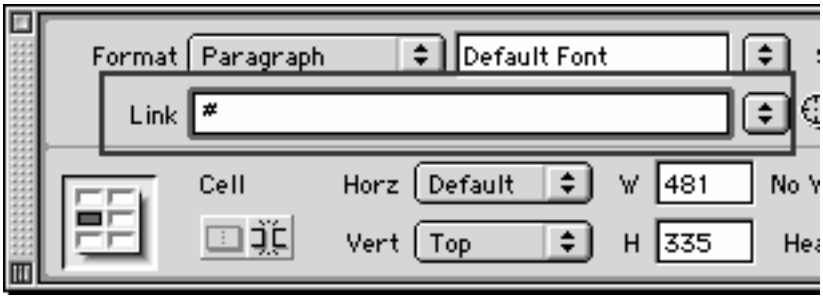
javascript: void(0) OR you can type the pound sign: #

Figure 11.21: Null Links



Source: http://www.cbtcafe.com/dreamweaver/nulllinks/nulllinks.html

Figure 11.22: Null Links



Source: http://www.cbtcafe.com/dreamweaver/nulllinks/nulllinks.html

Either way will work. Now, after you've input either code into the Link Field, go back to your Behaviors Palette and click the plus sign (+) and notice how many new behaviors are available.

Notes

Figure 11.23: Null Links



Source: http://www.cbtcafe.com/dreamweaver/nulllinks/nulllinks.html

Self Assessment

Fill in the blanks:

10. An …… is a link to a specific section of a page, on either the same page as the link or another page entirely.
11. A …… is designated by the filename.html#anchorname if it is in the same Web page as the link.
12. The anchor …… that are created in the Web page represent the named anchors, which are invisible Web page elements.

11.5 Frameset

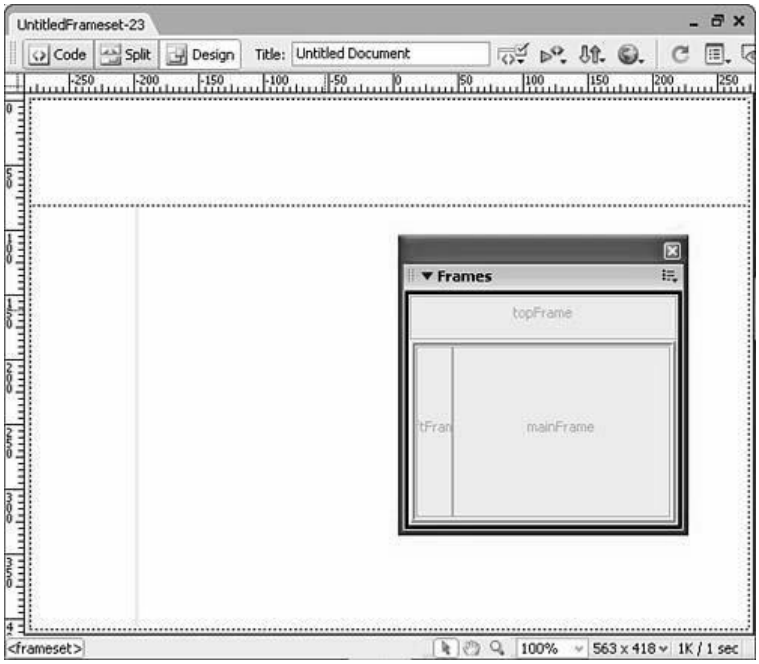
The frames panel shows you information about your frames. Specifically the name of the frame. If a frame doesn't have a name Dreamweaver will display "(no name)" in the frame.



Caution You can use this panel to see the properties for a specific frame. Just click on that frame in the panel, and the properties pane will change to that frame.

Notes

Figure 11.24: The Frame Panel



Source: http://flylib.com/books/en/4.493.1.62/1/

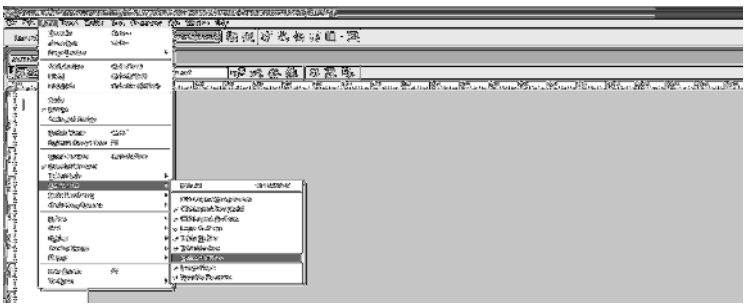
11.5.1 Opening a Web Page into a Frame

You can load an existing Web page into any frame to prevent creating them from the start. To do this, select a frame and open the Frame Property inspector. Type the link into the src text box or click the folder icon to browse for your file or you can position your cursor in a frame (without selecting the frame) and choose File ! Open in Frame.

11.5.2 Setting Borders

When we work with frames we want to be able to see the borders around each of the frames and the frameset itself. Sometimes when you open and close a file the frame borders are hidden. If you cannot see the frame borders select **View > Visual Aids >Frame Borders** to restore them.

Figure 11.25: Frame Borders

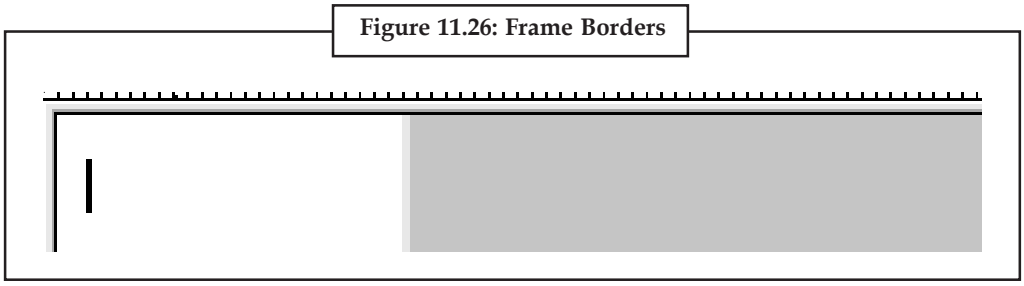


Source: http://bbcfe.net/multimedia/hnmm1/project04/Dream8.Frames.pdf

Notes

The frame borders are the grey lines between (and around the outside) of a frameset.

Figure 11.26: Frame Borders



Source: http://bbcfe.net/multimedia/hnmm1/project04/Dream8.Frames.pdf

We can use frame borders to resize frames and select areas of the frameset.

11.5.3 Deleting Frames

You may need to delete one or more of frames in a frameset. You can do this easily through the steps given below:

1. Click the frame border and drag it into the border of the enclosing (or parent) frame.
2. When no parent frame is present, drag the frame border to the edge of the page.
3. If the frame being deleted contains any unsaved content, Dreamweaver asks if you would like to save the file before closing it.

11.5.4 Targeting Frame Content

Frames are also used for navigational control. The frame that acts as the navigation centre, provides links to various Web pages in a site. When the user selects one of the links, the Web page appears in another frame on the page. This frame can scroll independently of the navigation frame. When you assign a link to appear in a particular frame of your Web page, you are said to be assigning a target for the link. You can target specific frames in your Web page, and target structural parts of a frameset.



Did u know? The Text and Image Property inspectors are used to assign targets for typical text or image links.

Self Assessment

Fill in the blanks:

13. The …… shows you information about your frames.
14. The frame that acts as the ……....……, provides links to various Web pages in a site.
15. The Text and Image Property inspectors are used to assign …… for typical text or image links.

Notes



Case Study

Business Solutions

Marketing holds a key role in promoting a product or service. With strategic planning & mass advertisement campaigns we can sell products even if the quality is low. Today there are many ways to market a product/service. One of the best, cost-effective & targeted advertisement platform is SMS Marketing as mobile has become an inevitable accessory in our life. Promotional SMS will be delivered right to the customers' mobile phones and they can use the information at any time they wish as the message will be usually saved in the phone.

SMS Marketing is useful for all types of businesses especially in targeting the local customers. With the help of Bulk SMS Campaigns you can increase your sale by 200% in just a couple of days during the festivals or promotions.

SMS Marketing service is good for promotions as well as communication with your customers and convey your brand message or to develop strong brand awareness among the mass.

Promotional SMS

Suppose if Mr. Rohit is planning to buy a pair of shoes, normally he goes to the market, search any retailer and buy a pair of shoes. But if Mr. Rohit received a promotional SMS from your Shop saying "Flat 10% Discount for all Shoes Items" then he would have definitely come to your shop. This is how Promotional SMS works.

Festival Greeting SMS

Suppose if Mrs. Rani bought some garments from your shop a couple of months ago, and you have collected her mobile number then. You are sending a greeting SMS the right time on the eve of a festival season, when people are willing for shopping. Here your greeting SMS will definitely bring Mrs. Rani and family to your shop again.

Building Customer Database

Building your customer database is very important for a long term and memorable business relationship. We have sophisticated tools to build and organize your customer database without comprising on the security measurements. SMS Campaigns works differently for different category of business; we have short listed few category of business below:

- Retail Outlets
- Educational Institutions
- Educational Consultancies
- Banking & Financial Sector
- Travel & Tourism
- Clubs & Societies
- Real Estate
- Media & Entertainment Sector
- Automobile Industry

Contd...

Notes

- Stock Market Companies
- Job Consultancies
- IT & ITES Service Companies
- Transport & Logistics Sector
- MLM Companies

Retail Outlets

We know how difficult it is to boost the sales in this highly competitive market. In retailing it is the satisfaction of the customers/consumers that counts the most. And the rate of success depends not merely in attracting but largely on retaining the customers who are often demanding, and for that should have something more to offer than a rival product. The existence of competitors necessitates you to provide high quality products with the best customer care, tempting offers, excellent after sales support, maintain good long term customer relationship and provide the customer with cutting edge technology. Here let us see how a retailer can use our platform of SMS Marketing to boost his sales and maintain long term customer relationship & trust.

- Send thanking alert message for their purchase.
- Send Updates on SALE, offers & promotions to the customers
- Updating customers on the status of their purchase/repairs/delivery, etc.
- Sending greetings – Festival, Birthday, Anniversary, etc.
- Announcing New Offers, New Arrivals, Change of Location, etc.
- Sending day to day sales figure to higher authorities.
- Conduct SMS based surveys with the customers.

Problem

A textile retailer wants to send a thanking message after the payment of purchase is received. He also wants to build his own customer database in separate groups, send bulk SMS on the eve of major festivals and inform selected group of customers regarding the latest arrivals and offers, but he don't have a web portal or any customer management software.

Solution

For Sending Thanking SMS: We advised him to create a template in our Web Interference Portal which will enable him to send a predefined message to the customer instantly.

For Building Customer Database & Groups: We advised him to collect the customer's name and phone number after the purchase and enter it into our Web Interference portal. He can assign a group for that contact if needed.

Sending Bulk SMS on the Eve of Festivals: We advised him to use "Send to All" option in our Web Interference Portal, so SMS will be send to all customers just with one click.

Informing Latest Arrivals & Offers to Selected Customers: Select the customer group and send SMS; SMS will be delivered only to the members in that group.

Educational Consultancies

- Send Course Lists

Contd...

Notes

- Send Admission Notification.
- Send Bulk SMS Campaigns
- Inform students to prepare for an interview
- Inform students to submit original mark sheet and documents.
- Inform the date of joining.
- Inform/remind the date of journey in case of going abroad for studies.

Banking and Financial Sector

- Promotional Offers and Special Offers
- Loan Application Status
- Loan Approvals
- Reminding EMI Date.
- Account Updates/Balance details/Low balance/installments, etc,
- Transaction details and Cheque bounce
- Payment Reminder Alerts
- Insurance/SIP reminders
- Mutual Funds – Offers NAV, etc.
- Interest rates/Charges revision
- Cross Selling partner products
- Sending Festival Greetings.

Travel and Tourism

- Send thanking message on ticket or hotel booking.
- Send confirmations on hotel bookings/Ticket booking/reservations, etc.
- Informing the tour date
- Promote special discounts/offers
- Notification on special events

Clubs and Societies

- Medical Camp Dates
- Event updates
- Membership renewal reminders
- Invitations
- Elections
- Competitions
- Special Birthday/Anniversary Greetings

Contd...

Notes

Real Estate

- Promotional campaigns
- Reminder for installments/payments
- Reminders to tenants regarding rent, overdue, etc.
- New property launch, etc.
- Quick internal advertisement of rental/saleable property

Media and Entertainment Sector

- Send Urgent Messages to all Crew Members
- Informing Shooting Date and Location
- Informing postponed and new dates
- Bulk promotion of New Cinema/Serial

Automobile Industry

- Vehicle Service Reminders
- Service Confirmation Alerts
- Driving Tips
- New Vehicle Launch – Test Drive Invitation
- Promotional Offers – on sales, parts and service
- Insurance, RTO reminders
- Festival and Other Greeting messages

Stock Market Companies

- Trade Transaction details
- Stock Tips and Advices
- New IPO and Company Listing
- Market Watch
- Market Updates
- Government Policy and impacts
- Promotional Campaigns

Job Consultancies

- New Job Openings
- Interview Date and Place
- Interview Confirmation
- Promotional Campaigns

IT and ITES Service Companies

- Integration with Websites

Contd...

Notes

- System failure notifications
- Inform Virus alerts
- New Email Alerts
- Password Retrievals
- Server/website down alerts
- Shopping alerts
- Human verification code for transaction security

Transport and Logistics Sector

- Alert Booking Details
- Alert Delivery Report
- Container tracking
- Freight charges
- Account balance and payment reminders

MLM Companies

- Welcome Message
- New Binary Alerts
- Payout Alerts
- Announce New Plans and Products
- Inform Meeting and Schedules
- Festival/Birthday/Anniversary Greetings
- Integrate with Website and Management Software

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://dreamweaver.net.in/case-study.html

11.6 Summary

- Dreamweaver is a Web design software program that can be used to create pages for display on the World Wide Web.
- It provides a visual WYSIWYG (What You See Is What You Get) editor and a code editor.
- The elements of the Dreamweaver Window are Page Properties, Insert Bar and Properties Inspector, Document Toolbar, etc.
- We can add HTML tables in your website using the table, row and cell tags. We can also modify them and select them as per need.

Notes

- Dreamweaver makes it easy to create anchors for your page. An anchor is a link to a specific section of a page, on either the same page as the link or another page entirely.
- Named Anchor are used to link a title to the same document or another one.
- Null Links are undesignated links and are needed to attach behaviors to text.
- Frames can be applied to our site using the frameset option of Dreamweaver.

11.7 Keywords

Document Toolbar: The Document toolbar contains buttons that let you toggle between different views of your document quickly.

Dreamweaver: Dreamweaver is a Web design software program that can be used to create pages for display on the World Wide Web.

Frames Panel: The frames panel shows you information about your frames.

Insert Toolbar: The Insert Toolbar provides many buttons that insert elements into your Web page.

Named Anchor: Named Anchor are used to link a title to the same document or another one.

Null Links: Null links are undesignated links which are needed to attach behaviors to text.

Table: Table is used to represent data as rows and columns.

WYSIWYG: It is a 'What You See Is What You Get' editor in Dreamweaver.

11.8 Review Questions

1. Describe all the components of the Dreamweaver Window.
2. Discuss the steps used to add a table to page in Dreamweaver.
3. Illustrate with example how to create the HTML Table with Column spanning.
4. What are the advantages of Expanded Tables mode? Discuss.
5. Illustrate the concept of moving through a table.
6. Describe the steps to create a named anchor and link it to a document.
7. Elucidate the steps used to modify the contents of a table.
8. Describe how to use named anchors in a different page.
9. Explain how to create null links.
10. Explain the use of frames panel in Dreamweaver.

Answers: Self Assessment

1.	Insert	2.	Document
3.	Properties Inspector	4.	<tr> </tr>
5.	child	6.	<th>
7.	Cell spacing	8.	Pixels
9.	Expanded Tables	10.	Anchor

11. named anchor
12. Icons
13. frames panel
14. navigation centre
15. targets

Notes

11.9 Further Readings



Books

David McFarland, *Dreamweaver 8.*

Daniel Short, Garo Green, *Macromedia Dreamweaver 8 Hands-On Training.*

Khristine Page, *Macromedia® Dreamweaver® 8.*



Online links

http://etutorials.org/Macromedia/Dream+Weaver+Online+Help/Getting+Started+with+Dreamweaver/

http://www.guidesandtutorials.com/dreamweaver_tutorial_ selecting_tables.html

http://www.teacherclick.com/dreamweaver8/t_7_3.htm

http://www.internet4classrooms.com/using_dw_basics.htm

Notes

Unit 12: Dreamweaver – Layers and Style Sheets

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Objectives

Notes

After studying this unit, you will be able to:

- Explain the concept of layers
- Understand layer properties
- Elaborate layer properties
- Discuss style sheets

Introduction

Dreamweaver from Adobe is the web development tool that lets you efficiently design, develop and maintain standards-based websites and applications. It provides a powerful combination of visual layout tools, application development features, and code editing support. It includes many new features to help you create and maintain websites that range from basic home pages to advanced applications that support best practices and the latest technologies. Dreamweaver integrates CSS (Cascading Style Sheets) with itself that is used to define that page's style or presentation. By presentation we mean how content on a page is displayed. Is it displayed as simple black text on a white background? Or is it displayed in a more complex layout consisting of images and content divided into columns? Style sheets are capable of specifying that presentation without interfering with the content of the page. This means that the same content can be used with many styles without being modified – a separation of presentation and content. An enhancement of CSS, initially called CSS-P (for positioning), is the foundation for what have become commonly known as AP elements.

12.1 Layers

Layers can be used for a page layout or to add special effects. They allow pixel specific positioning of elements in web pages using x,y coordinates similar to a graph except layers start from the top and left of the page. Layers are like individual web pages and anything that can be placed on a web page, such as text, graphics, video, and tables, can be placed in individual layers. They allow overlapping elements on a web page too. Like in a HTML web page there can be two "layers", the background and the content.



Notes Layers are not widely viewable in older Web browsers. Only Internet Explorer 4.0 and Netscape 4.0 and above browsers show layers.

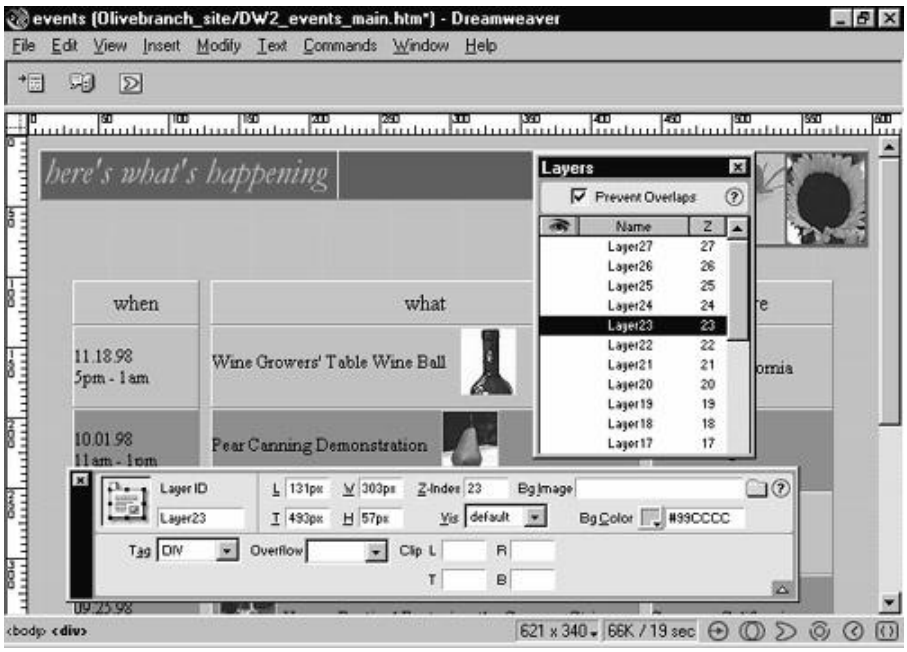
You can layout pages using layers and then convert the layers to backward-compatible tables with a single menu command. You simply place the various parts of your page, such as images and text blocks, into separate layers—which normally work only on browsers that support Cascading Style Sheets (CSS), and then select Modify>Layout>Convert Layers To Table from the main menu.



Caution Dreamweaver can't convert overlapped layers, so you have to make sure the Prevent Layer Overlaps switch is on.

Notes

Figure 12.1: Use of Layers in Dreamweaver



Source: http://www.sonic.net/mnitepub/pccafe/reviews/macromedia_dreamweaver2/

Self Assessment

Fill in the blanks:

1. …… can be used for a page layout or to add special effects.
2. Layers are like individual …… and anything that can be placed on a web page can be placed in individual layers.
3. You can layout pages using layers and then convert the layers to backward-compatible tables with a single …… command.

12.2 Single Layer

Let us now discuss working with a single layer in Dreamweaver.

12.2.1 Creating a Layer

Layers can be created manually by going to the Insert Palette, then going to the Layout tab and selecting Draw AP Div.

Figure 12.2: Creating Layers in Dreamweaver

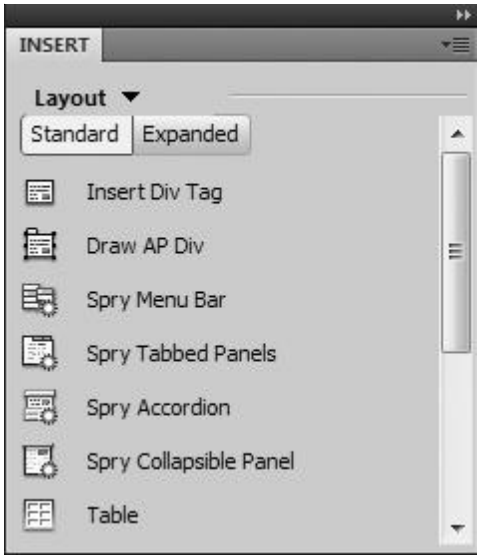


Source: http://www.sonic.net/mnitepub/pccafe/reviews/macromedia_dreamweaver2/

Notes

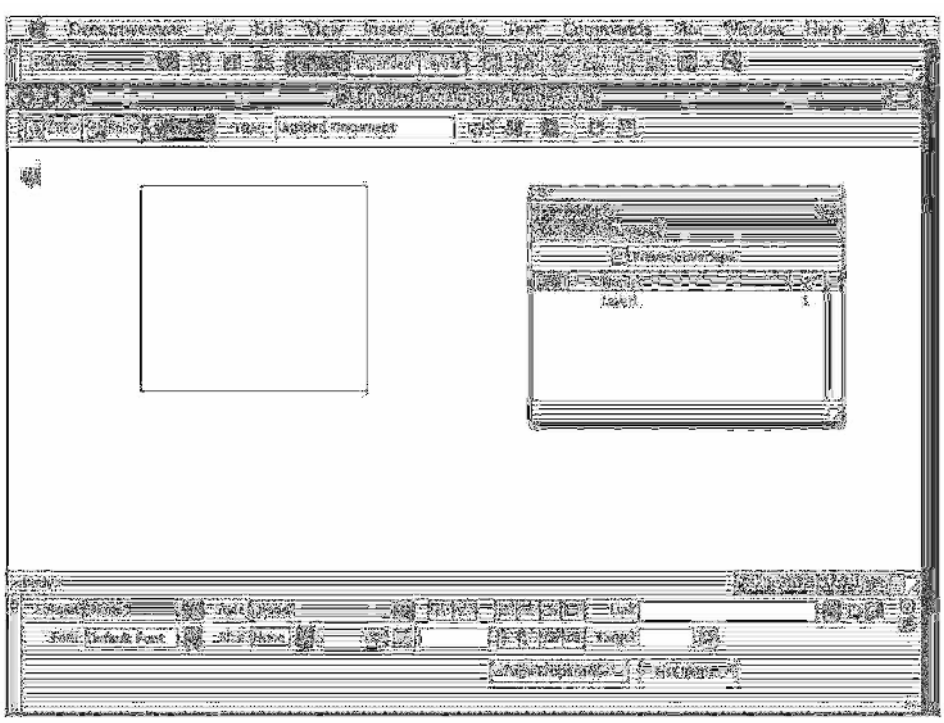
Or you can create a layer by going to Insert > Layout Objects > Div Tag. Then this window will pop up.

Figure 12.3: Create a layer in Dreamweaver



Source: http://answers.oreilly.com/topic/292-float-layout-basics-in-dreamweaver-cs/

Figure 12.4: Dreamweaver Window with a Layer



Source: http://www.informit.com/articles/article.aspx?p=355342&seqNum=2

Notes

12.2.2 Overlapping Layers

Layers can be overlapped with one layer partially or completely covering the layer underneath. They can also be nested. A nested layer is a "parent" layer and a "child" layer and the child layer is positioned in relation to the parent. Nested layers will move together. Nested layers can be separate or overlapping.

To create a nested layer:

- Select the parent layer
- Hold down the Alt key while dragging the new layer
- The nested (child layer) will show indented under the parent layer.

To nest existing layers:

- Select the layer to be nested (child) in the layers panel
- Hold down the Ctrl key and drag the layer to the parent layer and when you let go the layer will show indented to signify nesting

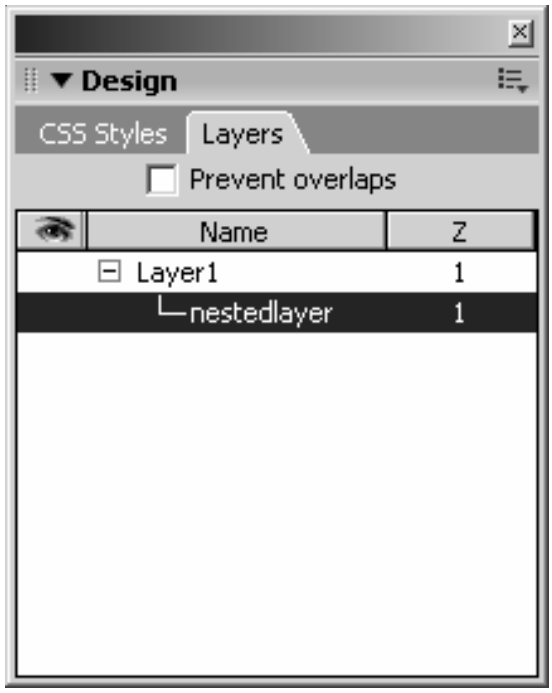
When nested, you can still move the child layer, but if you move the parent layer when you let go of the mouse button the child layer will move into the same relative position.



Did u know? If you delete the parent layer, the child layers also gets deleted.

To un-nest: select the child layer in the layers panel and hold down the Alt key and drag it away from the parent layer.

Figure 12.5: Nested Layer



Source: http://www.entheosweb.com/dreamweaver/layers.asp

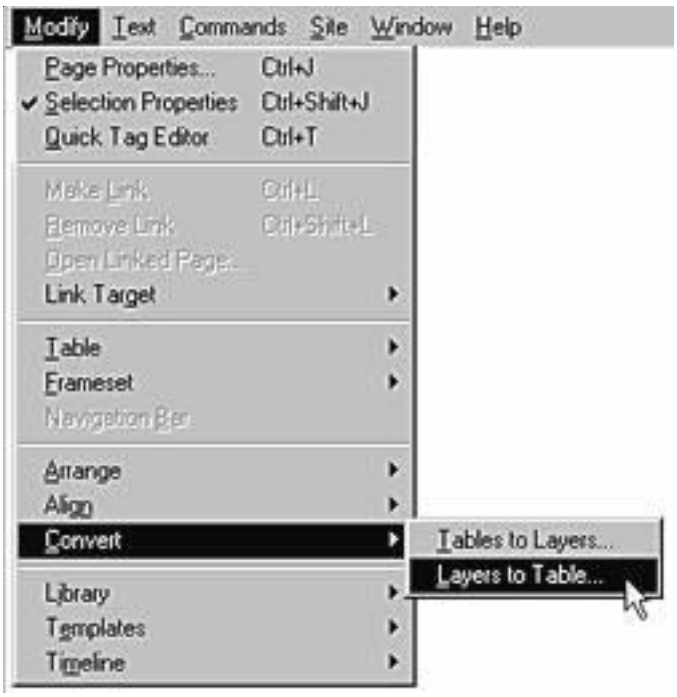
Notes

12.2.3 Converting Layout Layers to a Table

You may want to save your page with tables as well as with the layers you have created for viewers with older browsers. To convert from layers to a table layout, follow the steps below:

- Open the page to be converted
- From the Menu choose Modify > Convert > Tables to Layers

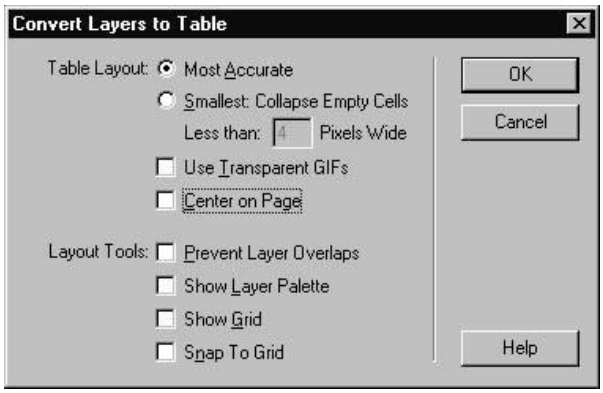
Figure 12.6: To Convert Layers to Tables



Source: http://www.awdsf.com/courseware/dreamweaver/dreamweaver3_layers.htm

- The Convert Layers to Table window will open:

Figure 12.7: Convert Layers to Table Window



Source: http://www.awdsf.com/courseware/dreamweaver/dreamweaver3_layers.htm

Notes

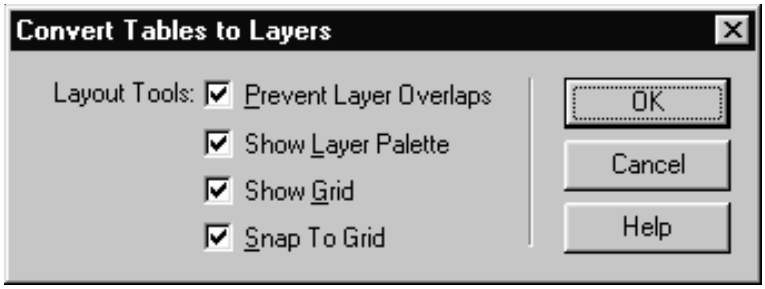
- Save the file.

All of the layers on the page will be converted into a table.

12.2.4 Converting a Page Formatted by a Table to One with Layers

Dreamweaver can convert a page formatted via a table to the one with layers. To do so, choose Modify -> Convert -> Tables to Layer. Then uncheck Show Grid and Snap to Grid, if checked. Then click on the OK button, and you will be back to a page with layers.

Figure 12.8: Convert Table to Layers Window



Source: http://www.awdsf.com/courseware/dreamweaver/dreamweaver3_layers.htm

12.2.5 Tables within Layers

We can place tables within a Dreamweaver layer. To do this, follow the steps below:

1. Create a new layer.
2. Insert a table into the layer, with a few rows and columns, and put some text in them.
3. Preview this in the browser.
4. Save this page.
5. Convert it to one formatted by a table, and preview it.
6. Convert it back to layers.

Self Assessment

Fill in the blanks:

4. Layers can be created manually by going to the …… Palette, then going to the Layout tab and selecting Draw AP Div.
5. A …… is a "parent" layer and a "child" layer and the child layer is positioned in relation to the parent.
6. To un-nest, select the child layer in the layers panel and hold down the Alt key and drag it away from the …… layer.

Notes

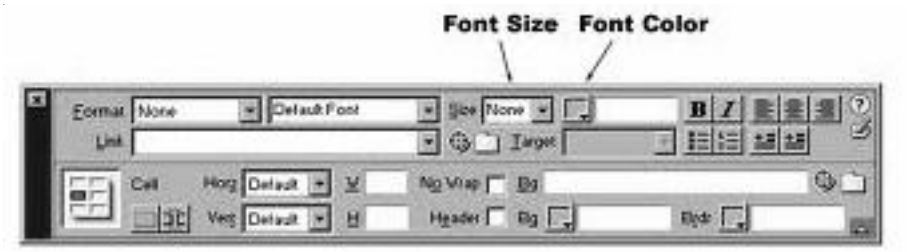
12.3 Layer Properties

The layers have various properties can be set as per the need of the user.

12.3.1 Adjusting Properties

We can adjust various properties of a layer using the Properties window.

Figure 12.9: Properties Window



Source: https://www.msu.edu/course/lbs/126/assignments/assignment7/assignment7.html

12.3.2 Aligning Layers

Dragging the layers is a way to align them. Or you can set their positions in the properties dialog.

It is possible to select several layers at the same time and set their properties.

Self Assessment

Fill in the blanks:

7. We can adjust various properties of a layer using the ……

8. Dragging the layers is a way to …… them.

12.4 Adding Elements into Layers

After creating a layer, we can add elements like text and images into it. Let us discuss how.

12.4.1 Putting Text in a Layer

To add text in your document,

- In Dreamweaver's Design view, click in the page where you want to add text.
- Type the text you want.

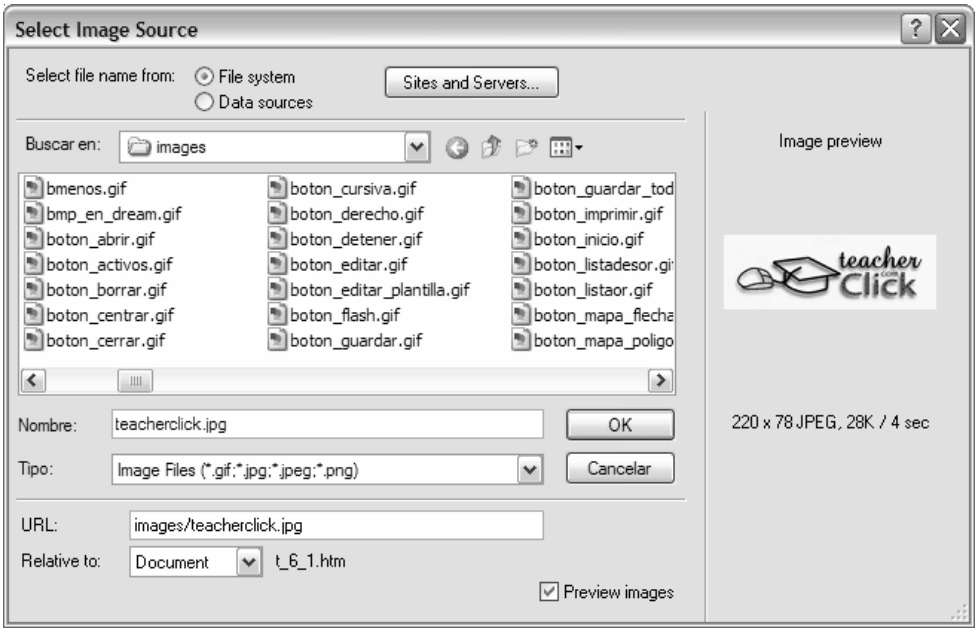
12.4.2 Inserting an Image in a Layer

All web sites have a certain number of pages that allow you to improve their look, or just to add more visual information. To insert an image to a layer,

- Go to the Insert menu, and then select the Image option.
- Select an image that you wish to add

Notes

Figure 12.10: Selecting the Image to Add



Source: http://www.teacherclick.com/dreamweaver8/t_6_1.htm

Caution If you insert a BMP, it will not appear unless you select All the files in the Type field.

In the Relative to option you can specify whether the image will be relative to the document or to the site root folder. It's better if it's relative to the Document because if you move the site to a different location you may not see the image.

12.4.3 Text and Images in the Same Layer

It is possible to have text and image on the same layer. But some formatting and alignment differences exist.

Example:

1. Select the layer containing the image by clicking on its button.
2. Drag on the bottom resizing handle.
3. Now press the cursor-right arrow until the cursor is beneath the graphic, and type the title "Hello". Make the text bold and a little bigger than normal.
4. Now click on the centering icon to centre the text.
5. Select the layer again, and make it just a little wider than the graphic.
6. Now the text centres.

Self Assessment

Notes

State whether the following statements are true or false:

9. If you insert a BMP, it will not appear unless you select All the files in the Type field.

10. It is not possible to have text and image on the same layer.

12.5 Style Sheets

HTML is the primary markup language for Web development. But HTML does not isolate the structure and content of a document. The structure of the document deals with how the page is displayed on the screen, while the content of the Web page is the actual data encapsulated within the HTML tags. CSS helps to resolve the limitations of HTML by giving a designer more control over the look and feel of a page.

Features supported by CSS:

- All font-related properties like size, color, family, etc.
- Text color, background color and any modification associated with images
- All related attributes of text such as size, letter spacing and alignment
- All appearance and formatting associated with tables and frames
- All spacing attributes like margin, padding and border, along with spacing in horizontal and vertical directions

12.5.1 Significance of Cascading Style Sheets (CSS)

Cascading Style Sheets (CSS) are a collection of formatting rules that control the appearance of content in a web page. They are very useful for maintaining a web site since its appearance (controlled by properties of HTML tags) can be managed from just one file. CSS Styles also enhance your site's look, accessibility and reduces file size. Another main advantage is reusability – instead of defining the properties of fonts, backgrounds, borders, bullets, uniform tags, etc. each time you use them you can just assign the corresponding CSS style in the class property. You can store CSS styles directly in each document or, for more control and flexibility, in an external style sheet.



Notes Versions 3.0 of Opera and Microsoft Internet Explorer and Version 4.0 of Netscape Navigator support properties for Level 1 CSS, and 4.0 and later versions of all three browsers support properties for Level 2.



Task Discuss the major features of level 1 CSS and level 2 CSS.

12.5.2 Basics of CSS: Tags, Selectors and Declarations

CSS styles are defined within the <style> tag. If you define the styles embedded within your current document you will find code similar to the following in your head content:

Notes



Example: A

```
<style type="text/css">
<!–
.bluetext
{
font-family: Verdana, Arial, Helvetica, sans-serif; font-size: 10pt; color: #000066;text-decoration: none;
}
```

Apply the CSS above using class property for any tag <p class="bluetext">

If you define the style in an external existing or new Style Sheet you will find code similar to the following in your head content:



Example: B

```
<link rel="stylesheet" href="/styles.css" type="text/css">
```

This code indicates that the document is linking to the external style sheet called styles.css located under the site root.

If you open the style sheet in notepad you will find code similar to the code for the styles being embedded in the document. The big advantage of external style sheets is that the web site is easy to maintain and that when we make changes to the styles applied in the document, only the style sheet needs to be uploaded and not all the pages accessing it. As a practice, while using Dreamweaver, link you template(s) to the external style sheet so that all the pages using the template can use just one style sheet.

12.5.3 Cascading Characteristics

The term cascading in CSS refers to how many style sheets can affect a single document in a cascading manner. This means that they all come together to create one single style that decides the overall presentation of the page.



Did u know? If styles between sources conflict, a weighting system is used to decide which style has precedence.

12.5.4 Internal Style Sheets using Dreamweaver – Adding Styles to HTML Tags

The CSS palette helps you assign certain properties to a specific HTML tag. To open the CSS palette, go to Window > CSS palette.

Notes

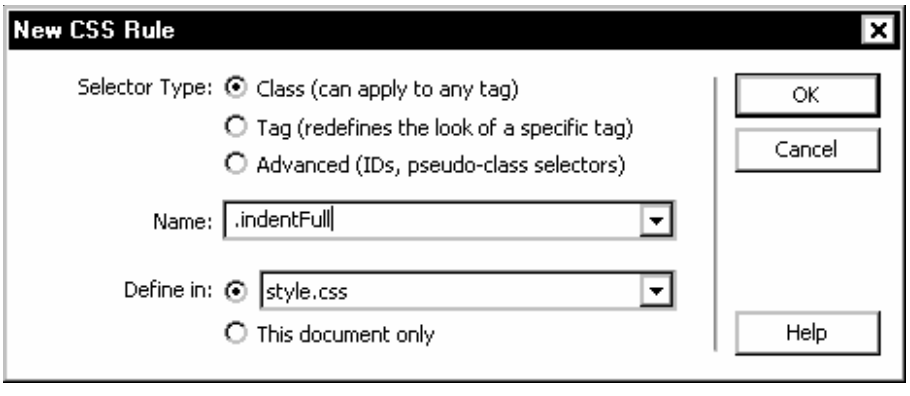
Figure 12.11: CSS Palette



Source: http://boxesandarrows.com/dreamweaver-primer/

Click on the arrow and select New. The New Style dialog box will display on your screen. Select the Redefine HTML Tag radio button in the Type field and for Tag, use the pop-up menu to select the HTML tag, h1. Click OK.

Figure 12.12: New Style Dialog Box

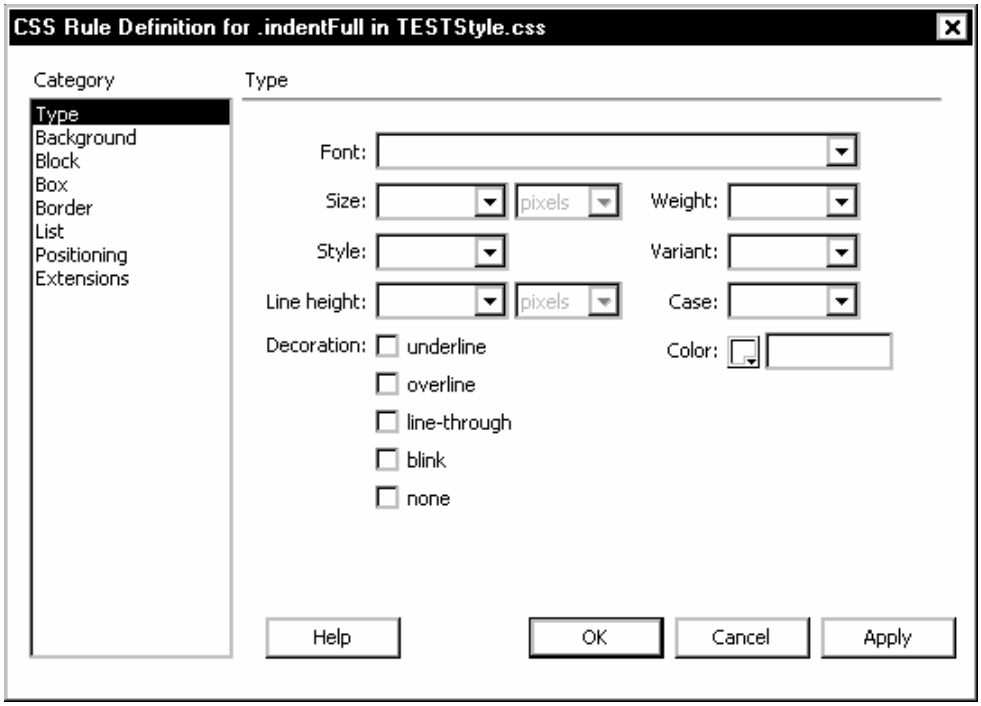


Source: http://www.uwec.edu/help/Dreamweavercs3/css-create.htm

Style definition for h1 box appears after you click Ok. Use the category Type and chose the attributes. These attributes will determine the look and feel of elements in h1. Click OK.

Notes

Figure 12.13: CSS Rule Definition Dialog Box



Source: http://www.uwec.edu/help/Dreamweavercs3/css-create.htm

You can view the HTML code in Dreamweaver by selecting window > HTML Source.

HTML style notation encloses the style element content (i.e.!—and __>). This avoids displaying the style sheet code in old browsers that do not support CSS.

12.5.5 External Style Sheets using Dreamweaver

If you want to apply the same styles to more than one page, you can create an external style sheet and link to several Web pages.

1. Open the CSS palette, go to Window > CSS palette. Select the Open Style Sheet icon.
2. The Edit Style Sheet dialog box will display on your screen.
3. Use the New button to add the style definitions. You can add multiple CSS.
4. When all styles are entered, export the CSS by selecting File > Export > Export CSS Styles.
5. The Export Styles as CSS File dialog box will display on your screen. Name the file with the CSS extension (for example, style1.css), and then click on the Save button.



Task Make distinction between internal and external style sheets.

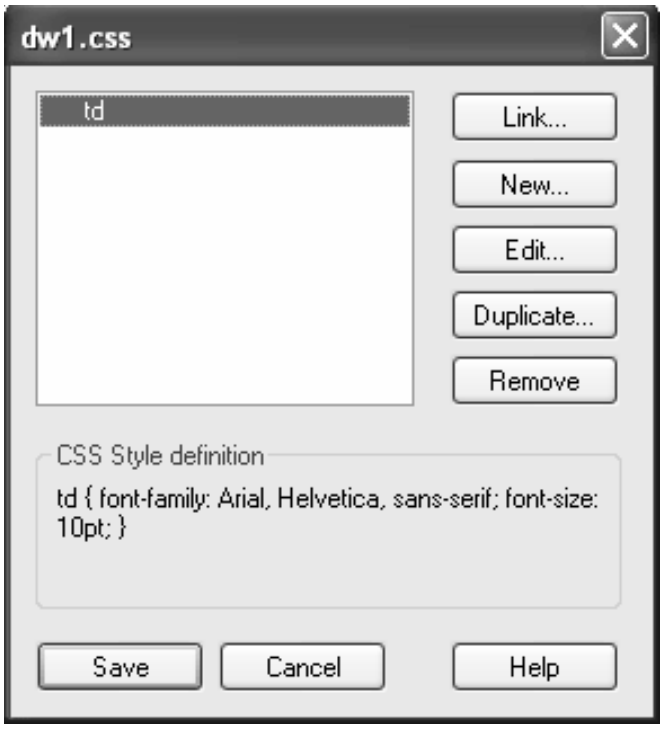
Notes

12.5.6 Linking External Style Sheets to an HTML File using Dreamweaver

In Dreamweaver, open the HTML document to which you want to link the external style sheet you previously created.

1. To open the CSS palette, go to Window > CSS palette. Select the "Open Style Sheet" icon.
2. The Edit Style Sheet dialog box will display on your screen. Click on Link.

Figure 12.14: Edit Style Sheet Dialog Box



Source: http://faculty-staff.ou.edu/P/Catherine.L.Pierson-1/2011/Classes/DWnotes/dw1/11.htm

3. The Link External Style Sheet dialog box will display on your screen. Click on the Link radio button to the right of Add As and then click on Choose.
4. Choose the name of the CSS you wish to link
5. Click OK

12.5.7 Converting CSS into HTML using Dreamweaver

You can change CSS into HTML to help with using Dreamweaver. Dreamweaver creates a new document with HTML, leaving the CSS document in its original form. To convert the document, select File > Convert > 3.0 Browser Compatible. When the Convert to 3.0 Browser Compatible dialog box appears, select the CSS Styles to HTML Markup and click OK. Your new document, written in HTML, will appear on your screen.

Notes

12.5.8 Grouping Properties

CSS allows you to group declarations by separating them with semi-colons.



Example:

```
p
{
color:blue;
text-align:center;
}
```

You can group selectors too using commas rather than semi-colons.



Example:

```
h1,h2,p
{
color:green;
}
```

12.5.9 Inheritance of Properties

Using inheritance we can apply CSS rules to more than one tag.

For example, if you set <body> tags to the colour blue, then the tags included within a <body>…</body> tag inherit that property and are also blue in color.

Another use of inheritance is within HTML tags that involve a parent-child relationship, such as a list. Whether numbered (ordered, <ol>) or bulleted (unordered, <ul>), a list comprises any number of list items, designated by <li> tags. Each list item is considered a child of the parent tag, <ol> or <ul>.



Example:

```
ol {
color:red;
}
ul {
color:red;
}
```

Self Assessment

Fill in the blanks:

11. …… are a collection of formatting rules that control the appearance of content in a web page.

Notes

12. CSS styles are defined within the …… tag.

13. The term …… in CSS refers to how many style sheets can affect a single document in a cascading manner.

14. The CSS …… helps you assign certain properties to a specific HTML tag.

15. If you want to apply the same styles to more than one page, you can create an …… style sheet and link to several Web pages.



Case Study

Spry Periodic Table

The Spry periodic table takes advantage of many Spry techniques that the Spry community might be interested in. This document steps through the code section by section and explains the thinking and methods behind the code. Since this demo gets away from our common use patterns, it may serve to expand the ways in which Spry can be used on pages.

You can explore a working version of the Spry periodic table on Adobe Lab.

Basic Functionality

The Spry Periodic Table uses an HTML data set to populate the periodic table. The actual data source table is on the same page. This allows the page to load faster, allows the page to degrade gracefully, and gives search engines content to index. HTML tables are easier to create and edit than XML and you can use visual editors to modify them.

We then use **Spry:repeats** and **Spry:regions**, plus a good use of CSS classes to position things so they look like a periodic table. These classes are also used to highlight the different sections of the table via the links.

The tooltip widget is used with a **detailregion** to provide additional information when mousing over an element.

The Data Table

The data table, located at the bottom of the page, is an HTML table:

No	Atomicweight	Name	Symbol	MP	BP	Density
1	1.0079	Hydrogen	H	–259	–253	0.09
2	4.0026	Helium	He	–272	–269	

The header row is used as the data reference names used throughout the page. We use **No** (atomic number) frequently as a unique ID. We also use **Group, Period,** and **Element_Type** for additional functionality, explained later.

Using an HTML table made it easy to add columns for additional data points and to find elements quickly.

Setting up the Page

As with all Spry pages, you need to attach files so you can get started.

Contd...

Notes

```
<link href="SpryAssets/atom.css" rel="stylesheet" type="text/css" />

<script type="text/javascript" src="SpryAssets//SpryData.js"></script>

<script type="text/javascript" src="SpryAssets//SpryHTMLDataSet.js"></
script>

<script type="text/javascript" src="SpryAssets//SpryTooltip.js"></
script>

<script type="text/javascript" src="SpryAssets/atom_functions.js"></
script>
```

- atom.css contains the bulk of the CSS used in the page functionality.
- SpryData.js is the main Spry functionality file.
- SpryHTMLDataSet.js provides the functionality for using HTML tables as data sets.
- SpryTooltip.js provides the code for the Tooltip widget.
- atom_functions.js contains the three extra functions used for filtering the data.

The CSS File

A big part of the functionality depends on class names. Open the atom.css file.

You see a set of class names that are named after the different **Element_Type** references. This allows us to color the different element types using a data reference, since the value of the data reference and the class name are identical. Other classes are used for positioning things correctly within the **element** div. (The **element** div is the div tag that contains the data for a single element.)

Data Sets

The Periodic Table uses four data sets:

```
<script type="text/javascript" language="javascript">

var ds1 = new
Spry.Data.HTMLDataSet(null,"atoms");

var types = new
Spry.Data.HTMLDataSet(null,"atoms",{distinctOnLoad:true,
distinctFieldsOnLoad:['Element_Type']});

var periods = new
Spry.Data.HTMLDataSet(null,"atoms",{distinctOnLoad:true,
distinctFieldsOnLoad:['Period']});

var groups = new
Spry.Data.HTMLDataSet(null,"atoms",{distinctOnLoad:true,
distinctFieldsOnLoad:['Group'],sortOnLoad:"Group",sortOnLoad:"asce
nding"}); groups.setColumnType("Group","number"); ...

</script>
```

- `var ds1 = new Spry.Data.HTMLDataSet(null,"atoms");`
  This is the main data set. It defines a standard HTML data set. We use null in the URL parameter because the table is on the same page. atoms is the ID of the data table.
- `var types = new Spry.Data.HTMLDataSet(null,"atoms",`
  `{distinctOnLoad: true, distinctFieldsOnLoad:['Element_Type']});`

Contd...

Notes

This is only used for the Element Types filter at the top of the page. `distinctOnLoad` allows us to only get an Element type once. `distinctFieldsOnLoad` tells Spry to get every distinct value in the Element_Type column.

- `var periods = new Spry.Data.HTMLDataSet(null,"atoms", {distinctOnLoad:true, distinctFieldsOnLoad:['Period']});`

  Same as above, this is only used to give us the distinct values for the Period filter at the top of the page.

- `var groups = new Spry.Data.HTMLDataSet(null,"atoms",{distinctOnLoad:true, distinctFieldsOnLoad:['Group'],sortOnLoad:"Group", sortOrderOnLoad:"ascending"});`

  Again, this is only used for getting the values for the Group filters at the top. Because these are numbers, we have another line

  `groups.setColumnType("Group","number");`, which tells Spry that these are numbers. Without this line of code, Spry would treat them as text and may not order them correctly. The `sortOnLoad` and `sortOrderOnLoad` ensures that they display in the numeric order. If we didn't set the sort, they would display in the order they appear in the document.

There is one more function in the `<script>`:

```
ds1.addObserver({onPostLoad: function(ds, data) {
Spry.Utils.removeClassName("mainRegion", "SpryHiddenClass"); }});
```

The CSS class `SpryHiddenClass` only sets `display:none`; This hides and removes the element from the flow of the page.

The `mainRegion` div wraps the entire periodic table (but not the data table) within it. It has the `SpryHiddenClass` class applied to it. This is used for two reasons:·

- When the page is loading, the periodic table will not be visible. This hides the Spry code before it is ready to go. When the data is loaded and ready to go, the observer gets the `onPostLoad` notification and then runs the `Spry.Utils.removeClassName`. This removes `SpryHiddenClass` from `mainRegion`. This will cause the periodic table to show, all ready to go.
- When JavaScript is turned off, the Spry code will not display. This is because it has the `SpryHiddenClass` applied to it and Spry will not remove it, since JavaScript is turned off. This allows the data table to be displayed instead. Because the HTML data set is using a table on the same page, Spry will hide the data table automatically.

The HTML Markup

The HTML markup for the table is short, but contains a lot of logic for both layout and filtering. I will start with the main block of the periodic table and then explain the filters.

The Element DIV

The bulk of the periodic table is a single div, which I refer to as the *element* div since it contains the actual chemical information.

Using Spry, this one DIV is repeated for every element in the data table. The rest of the work is simply positioning those element divs correctly, so it looks like a real periodic table.

Contd...

Notes

This element div has many classes applied to it. This allows us to identify each element and to wrap lines correctly as well as to filter easily.

```
<div tabindex="{No}" id="div_{No}" class="elementBlock {Element_Type}
{Period} {Name} {Group}" spry:if="({No} &lt; 58 || ({No} &gt; 71
&amp;&amp; {No} &lt; 90) || {No} &gt; 103)"
onmouseover="ds1.setCurrentRow('{ds_RowID}');" spry:hover="hover"> <span
class="number">{No}</span> <span class="group"> {Group} </span> <p
align="center">{Symbol}</p> <span class="weight">{Atomicweight}</span>
</div> </div>
```

The bulk of the code above is the actual content: The `<span>` tags and the `<p>` contain the Spry data references for Atomic Number `{No}`, Group Number `{Group}`, the element symbol `{Symbol}`, and the atomic weight {Atomicweight}. The CSS classes `number`, `group`, and `weight` are defined in atom.css to position these data references within the element div.

The logic for the element div is in the attributes of the div tag.

- `tabIndex="{No}"` is used to allow tabbing between elements for accessibility reasons. This gives the tabindex a unique number `{No}` to allow tabbing in atomic order.
- `id="div_{no}"` provides a unique ID for each of the element divs. These are used in the filter functions to gray out the other elements.
- `class="elementBlock {Element_Type} {Period} {Name} {Group}"`
  - `elementBlock` is defined in atom.css. It sets the size of the element div, the border, padding, and font size. Key here is the `float:left` that lines up the divs horizontally.
  - `{Element_Type}` are all defined in atoms.css. The data reference that adds the class name that sets the background colors you see on the table.
  - `{Period}` and `{Group}` are added so we can filter on them. They are not defined in atoms.css. They are only used for logic in filtering the periods and groups.
  - `{Name}` are used so we can define classes for specific elements. For example, we use specific classes like .Hydrogen to great the gap between it and Helium correctly.
  - `onmouseover="ds1.setCurrentRow('{ds_RowID}');"` is used for the tooltip to update the tooltip `spry:detailregion`. This ensures that the tooltip always shows details for the current element.
  - `spry:hover="hover"` sets the hover class for changing the text color when mousing over an element.

The `spry:if` takes some explanation. The two blue rows at the bottom are special. They are the Lanthanide and Actinide series. They are always displayed in separate columns below the main table, but numerically, they are out of order. Note that they have a Number (upper left corner) of 58–71 and 90–103. Note that on Periods six and seven (click the Periods filter to highlight them), the number jumps from 57 straight to 72, and from 89 to 104.

Contd...

Notes

So we have to logically *not* display those in the main table, and ensure they only show up below. (This separation is the only reason we have to duplicate code in this demo!)

The `spry:if` says:

```
spry:if="({No} < 58 || ({No} > 71 && {No} < 90) || {No} > 103)"
```

This is the logic that says: if the Number is less than 58 or greater than 71 *and* less than 90 but greater than 103, print it here. Note the `( )` that surround the highlighted code. This separates the logic so everything works correctly. You will see in the other element DIV block that an inverse condition displays the other two rows.

For the Lanthanide block, the two blue rows at the bottom, twe need to display the elements that are not displayed above.

We simply repeat the markup from above, with a new `spry:region` and `spry:repeatchildren`. The only difference in this block is that `spry:if` is the reverse of the one above:

```
spry:if="({No} &gt;= 58 &amp;&amp; {No} &lt;= 71) || ({No} &gt;= 90
&amp;&amp; {No} &lt;= 103)"
```

Other than that, the two `spry:regions` that output the elements are the same. The `Lanthanide` div has CSS that positions it left so it lines up vertically correctly. The `<br style="clear:both;" />` between the two element blocks puts the Lanthanide block on a new line.

The mainRegion

The `mainRegion` div wraps the entire periodic table. It is used as the main `spry:region` and is used for CSS purposes. The `<br>` is a critical component of the layout.

```
<div spry:region="ds1" spry:repeatchildren="ds1"
class="SpryHiddenRegion" id="mainRegion"> <br spry:if="({No} == 3)
|| ({No} == 11) || ({No} == 19) || ({No} == 37) || ({No} == 55) ||
({No} == 87)" style="clear:both;" />
```

This DIV is the `spry:region` for ds1, the main data set. We also set a `spry:repeatchildren` on the data set. This is the attribute that causes all the element divs and the breaks `(<br>)` to repeat. The `SpryHiddenRegion` class is used to hide the div while the page loads. The ID is needed because we use it on the observer described in the Data sets section above.

So this code repeats the element div, which since it is `float:left:`, will line up all the elements in a long horizontal line. In order to make the table look correct, we need to start a new line at precise times, Helium, Neon, and so on. Every time we hit a green element, we need to start a new line. We know the element Numbers where this needs to happen.

The `<br>` has a `spry:if` that has a `"clear:both;"`. This clears the float and causes the remaining content to wrap to the next line.

We use the `spry:if` to determine *when* to add a `<br>` that will cause this break. So we write a statement that says, "Break when the number {No} equals 3 or 19 or 37 or 55 or 87". Note that we actually use the number that is the first element of the new row.

This break, along with the float on the `.elementBlock` class, are the key components of getting the layout correct. If we just had that, it would have the correct rows, but we still need to create that gap in the first three rows (Periods, hence the name *periodic table*), so the

Contd...

Notes

elements line up correctly vertically. To do this, we take advantage of having the {Name} class on every element div.

Creating the Horizontal Spacing

In any periodic table, the first three rows (Periods) have a gap between elements because they need to line up vertically in the correct column (Group). To do this , we create classes that use a specific element name and contain simple CSS.

To position these three rows correctly, we simply add a large margin to the correct elements. This pushes the elements to the right so they line up right. The float ensures it stays in line horizontally.

The atoms.css file contains classes called *.Hydrogen, .Beryllium*, and *.Magnesium*. (Note that they are uppercase because CSS and JavaScript are case sensitive.). The code is:

```
.Hydrogen { margin-right:928px; } .Beryllium, .Magnesium { margin-
right:580px; }
```

This pushes those rows over correctly. This, and a couple other details, are why we pass the element name as a class name.

The Tooltip

We use a Spry Tooltip widget to show additional information about the element. The table has much more information in it than we can fit in the element div.

The Tooltip widget works by having a tooltip element, which contains the tooltip content, and a trigger, which activates the tooltip. Since we want the data to update for each element, we use a `spry:detailregion` for this. This is tied to the `onmouseover="ds1.setCurrentRow('{ds_RowID}');"` attribute on the element divs. This causes the detailregion to update on the `onmouseover` event.

Because the tooltip widget is a detailregion, we need to take steps to make sure it functions properly. Generally, with widgets and Spry data, we have to reactivate widgets that get wiped out when the data refreshes. In this case, we use observers to trigger the widget constructor after the detail region updates.

```
<div spry:detailregion="ds1" id="tooltip" class="SpryHiddenRegion">
Name:<strong>{Name}</strong><br /> Type:<strong>{Element_Type}</
strong><br />

Group:<strong>{Group}</strong><br /> Symbol:<strong>{Symbol}</
strong><br />

Period:<strong>{Period}</strong><br />

Boiling Point:<strong>{BP}</strong><br />

Melting Point:<strong>{MP}</strong><br />
Density:<strong>{Density}</strong><br />

Atomic Weight:<strong>{Atomicweight}</strong><br />

Electron Config:<strong>{Electron_configuration}</strong><br />

Year Discovered:<strong>{DiscoveryYear}</strong> </div>

<script type="text/javascript">
Spry.Data.Region.addObserver('mainRegion',{onPostUpdate:function(){var
tt1 = new Spry.Widget.Tooltip('tooltip','.elementBlock',
```

Contd...

Notes

```
{showDelay:750, hideDelay:500});}});
Spry.Data.Region.addObserver('Lanthanide',{onPostUpdate:function(){var
tt2 = new Spry.Widget.Tooltip('tooltip','.elementBlock',
{showDelay:750, hideDelay:500});}}); </script> </div>
```

The div is a `detailregion` tied to ds1, the main data set.

The `id="tooltip"` is used to identify the tooltip content for the widget.

The `SpryHiddenRegion` class is used to automatically hide the markup as the page loads. It is removed when Spry is done loading the page.

The `<script>` tags are within the detailregion. Spry has code that finds script tags within regions and executes them after the data is finished loading.

The highlighted regions are observers that recreate the tooltip every time the detail region updates. We add an observer to elements by their ID. In this case, we attach observers to the two spry:regions: `mainRegion` and `Lanthanide`. The `onPostUpdate` notification runs the `function()` after the data is finished updating in the region.

The function is the actual Tooltip constructor. `tooltip` is the ID of the tooltip content: the `detailregion`.

`.elementBlock` is the class name that defines the trigger. Every time someone mouses over an element with a class of `elementBlock`, the tooltip appears. In this case, the `elementBlock` class is attached to every element div. Recall that is the class that sets the size and border? So now the tooltip will trigger every time you mouse over the element div. The `onmouseover` attribute causes the data to update to the current element information and the observer instantly creates the new tooltip.

Highlighting Functions

At the top of the page, we have the links that highlight the particular part of the table. We can select element types, groups, or periods. They are highlighted by graying out the elements that don't belong to the selection.

We use Spry to output the text and simple custom functions to enable this inverse highlighting. These two functions are in atom_functions.js. One function does the highlighting. The other clears any current highlighting. The `hasClassName` is a utility function that will be included in the next version of Spry.

```
function GrayOutTable(activeClass)
{
var rows = ds1.getData(true);
var numRows = rows.length;
for (var i = 1; i <= numRows; i++)
{
var ele = Spry.$("div_" + i);
if (ele) {
if (!Spry.Utils.hasClassName(ele, activeClass))
Spry.Utils.addClassName(ele,"grayOut");
```

Contd...

Notes

```
else Spry.Utils.removeClassName(ele,"grayOut");
}
}
}
```

There is a class defined in atom.css called grayOut that changes the opacity of an element to 30%.

We pass in the name of the class that we want to highlight. We loop through the data set and apply the `grayOut` class to all those element divs that do *not* have the class name that is passed in. We use the `id="ds_{No}"` that we set up on the element divs to identify the divs that need this new class.

This function gets the data in ds1 and from that we get the number of rows (numRows).

We then loop through all the element divs. We use `Spry.Utils` to find out if the element does not have the class name we are looking to highlight. If it does not have it, we add the `grayOut` class. If it does have the class name we are looking for, we leave it alone. That's the inverse highlighting. If it already has the `grayOut` class applied, we assume it is from a previous highlight and remove it.

The other function clears any highlighting by looping through the element divs and removes any instance of the `grayOut` class.

To use these functions, we use the other data sets. All three work the same way. For example:

```
<div> <span class="redText">Element Types: </span> <span
spry:region="types" spry:repeat="types" class="SpryHiddenRegion"> <a
href="#" onclick="GrayOutTable('{Element_Type}');">{Element_Type}</
a>  </span></div>
```

- The div is so we can align this group correctly.
- The first `<span>` simply adds the `redText` class to the initial text.
- The second `<span>` defines the `spry:region` for, in this case, the `types` data set. The `spry:repeat` is tied to the same data set. The `SpryHiddenRegion` hides the markup until the page is ready.
- The `<a>` has a null href so we get the hand cursor. The `onclick` attribute is the actual function. The parameter in the function is the `Element_Type` data reference and it is the value we are sending to the function. We want to highlight that Element Type. The actual text of the link is also the Element Type. The space `( )` is used to separate the links when we repeat through the data set.

So this will loop through the data set, which has the distinct Element Types and attaches the function to each type. This easily creates the list of highlight types.

We use the same code for the `groups` and `periods` data sets. They all go to the same function, since we are attaching those values on the element div as class names. So we can use these values to pick the right elements to highlight.

Conclusion

This is a nice example of how to use Spry for more complicated web layouts. With a small amount of markup, some CSS and a couple custom functions, you have a functional, interactive learning tool.

Contd...

Notes

Hopefully, you have found an interesting technique here or expanded your ideas of how to use Spry.

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://www.adobe.com/devnet/dreamweaver/articles/spry_periodic_case_study.html

12.6 Summary

- Dreamweaver from Adobe is the web development tool that lets you efficiently design, develop and maintain standards-based websites and applications.
- Layers can be used for a page layout or to add special effects.
- Layers can be overlapped with one layer partially or completely covering the layer underneath. They can also be nested.
- We can convert layout layers to a table. We can also have tables within layers.
- We can adding elements like text and images into Layers.
- Cascading Style Sheets (CSS) are a collection of formatting rules that control the appearance of content in a web page.
- You can change CSS into HTML to help with using Dreamweaver. Dreamweaver creates a new document with HTML, leaving the CSS document in its original form.
- Using inheritance we can apply CSS rules to more than one tag.

12.7 Keywords

Cascading: The term cascading in CSS refers to how many style sheets can affect a single document in a cascading manner.

CSS Palette: The CSS palette helps you assign certain properties to a specific HTML tag.

CSS: They are a collection of formatting rules that control the appearance of content in a web page.

Dreamweaver: Dreamweaver is the web development tool that lets you efficiently design, develop and maintain standards-based websites and applications.

External Style Sheet: The CSS files that are linked to a document externally.

Inheritance: The property by which a child adapts the attributes of its parent.

Layers: They are used for a page layout or to add special effects.

Nested Layer: A nested layer is a "parent" layer and a "child" layer and the child layer is positioned in relation to the parent.

12.8 Review Questions

1. What is Dreamweaver? Also discuss the advantages of Dreamweaver.
2. Explain the concept of layers.

Notes

3. Illustrate how to work with a single layer in Dreamweaver.
4. Describe the steps used in converting a page formatted by a table to one with layers.
5. Illustrate how to insert an Image in a Layer.
6. Explain the concept of CSS.
7. Discuss the concept of adding styles to HTML tags.
8. Compare and contrast overlapped and nested layers.
9. Illustrate how to link external style sheets to an html file using Dreamweaver.
10. Dreamweaver creates a new document with HTML, leaving the CSS document in its original form. Comment.

Answers: Self Assessment

1.	Layers	2.	web pages
3.	menu	4.	Insert
5.	nested layer	6.	Parent
7.	Properties window	8.	Align
9.	True	10.	False
11.	Cascading Style Sheets (CSS)	12.	<style>
13.	*cascading*	14.	Palette
15.	external		

12.9 Further Readings



Books

Daniel Short and Garo Green, Macromedia Dreamweaver 8, Peachpit Press, 2006.

Khristine Annwn Page, *Macromedia Dreamweaver 8: Training from the Source.*



Online links

http://irt.austincc.edu/webdev/documents/dreamweaver8_quickstart.pdf

http://www.siteground.com/tutorials/dreamweaver/css_styles.htm

http://www.teacherclick.com/dreamweaver8/t_13_1.htm

http://www.siteground.com/tutorials/dreamweaver/css_styles.htm

Unit 13: Dreamweaver – Forms and Media Elements

Notes

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Objectives

After studying this unit, you will be able to:

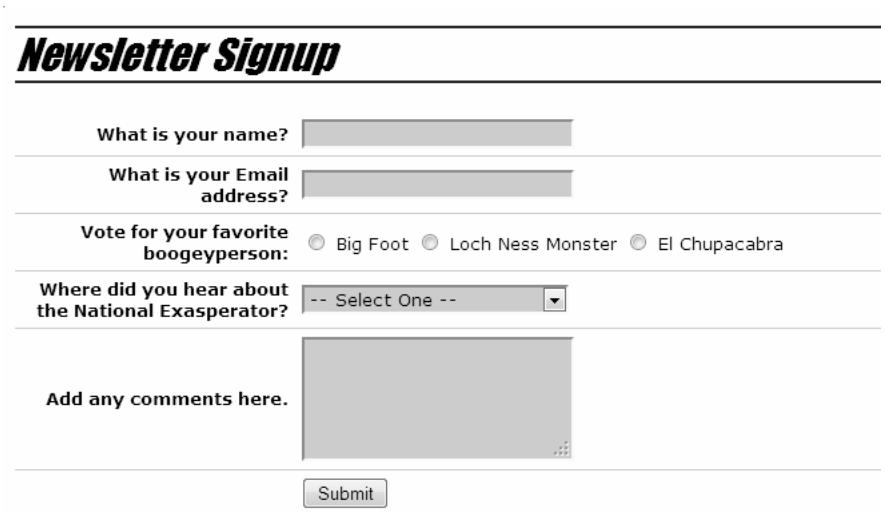
- Explain the concept of forms in Dreamweaver
- Discuss form insertion in Dreamweaver
- Understand various form objects of Dreamweaver
- Elaborate the media elements in Dreamweaver

Notes

Introduction

Web forms are used to collect information and feedback from users. The web page contains special boxes called "fields" that collect data. The fields can be a text box, check box, radio button or drop down menu. The form contains a Submit button that calls the script to process the information entered, and a Reset button to return the form to its default state and erase all information entered.

Figure 13.1: A Web Form



Source: http://files.sawmac.com/dw8/tutorials/DWForms/signup.html

Forms also serve as major tools for web developers because they can be altered on-the-fly; it's possible, for example, for a selection in one drop-down list to determine the contents of another.

13.1 Forms

HTML forms are interactive. That is it takes up values from the user and gives the user a response in return after processing his request. We come across web forms every day. For example, filling up a sign up form to create an email, survey form, feedback form, etc.

13.1.1 How HTML Forms Work?

HTML forms are used to pass data to a server. It can contain input elements like text fields, checkboxes, radio-buttons, submit buttons and more. The <form> tag tells the browser where the form starts and ends. You can add all kinds of HTML tags between the <form> and </form> tags.

Syntax:

```
<form>
input elements
.</form>
```

Notes

To let the browser know where to send the content we add these properties to the <form> tag:

- ***Action:*** the address to redirect out page to after the form is submitted
- ***Method:*** It can take up two values, post or get

The address is the URL of the CGI script the content should be sent to. The post and get methods are simply two different methods for submitting data to the script. If we use the get method, it appends the data to the URL making it unsafe to carry sensitive information. Unlike get, post method is more secure and can carry large amount of data too.

```
Syntax:

<form method="post" action="http://www.abc.com">

<!– Here goes form fields and HTML –>

</form>
```

The most important form element is the <input> element. The <input> element is used to select user information. An <input> element can vary in many ways, depending on the type attribute. An <input> element can be of type text field, checkbox, password, radio button, submit button, and more.



Example:

```
<form>

First name: <input type="text" name="firstname"><br>

Last name: <input type="text" name="lastname">

</form>
```

The above code creates a one-line input field that a user can enter text into.



Did u know? The default width of a text field is 20 characters.

The name attribute identifies the control. In the example above, name is assigned a value of "lastname". Information input by the user in a control, such as a text field, is sent to the server along with the value of that control's name attribute. The message sent to the server would include the following string:

Last name=abc

Servers send all the information from a form in one long text string to whatever program or address is specified in the action attribute. It's up to the program or the recipient of the form message to parse the string.

lastname=abc&address=a.bc@gmail.com&comment=Age%21

As you can see, the various fields are separated by ampersands (&), and the individual words within the responses are separated by plus signs. Most non-alphanumeric characters such as the exclamation mark in the example are represented by their hexadecimal values. Decoding this text string is called parsing the response.

Notes

Self Assessment

State whether the following statements are true or false:

1. The web page contains special boxes called fields that collect data from the user.
2. The <form> tag tells the browser where the form starts and ends.
3. The <form> tag has only one property called action.
4. If we use the get method, it appends the data to the URL making it unsafe to carry sensitive information.

13.2 Inserting Forms

To create a form follow the steps given below:

1. Change your Insert Panel from Common to Forms by clicking the Forms tab

Figure 13.2: Form Tab



Source: http://www.sph.umich.edu/computing/web/pdf/DreamweaverForms.pdf

The Insert Panel with Forms is selected and Dreamweaver inserts a red, dashed outline across the Document window to indicate that the form has been created. Your Properties Panel will also display the properties for your form.

2. Roll your mouse over any icon in the Insert Panel and the object that each icon is associated with will be displayed.
3. Set the action property of the form which tells the web browser what to do with the information that the user types in to the form. Leave the value of the Method property as "POST".

Notes

Figure 13.3: Properties Panel



Source: http://www.sph.umich.edu/computing/web/pdf/DreamweaverForms.pdf

4. The Target property tells the web browser whether to open a new window after the form is sent in, or stay in the same window. Leave that field blank.

5. Give your form a name in the Form Name property box.

There are a few properties applicable to forms that need to be taken care of:

- Forms can't be resized by dragging its boundaries.
- The outline of a form is invisible in a browser; there is no border to turn on or off.
- You can't have a form spanning part of a table.

13.2.1 Declaring the Encoding Type (enctype)

The enctype attribute specifies how the form-data should be encoded when submitting it to the server.



Notes The enctype attribute can be used only if method=POST

Syntax: <form enctype="*value*">

It can take three attribute values:

- ***application/x-www-form-urlencoded:*** It is the default value. All characters are encoded before being sent to the server. The spaces are converted to "+" symbols, and special characters are converted to ASCII HEX values.
- ***multipart/form-data:*** No characters are encoded. This value is required when you are using forms that have a file upload control.
- ***text/plain:*** Spaces are converted to "+" symbols, but no special characters are encoded.

13.2.2 Using Text Fields

Text fields are one of the most common fields you will see on the internet. They are a box on a web page that visitors are able to select and type text into it. The tag to put a text field on your web site is:

```
<input type="text">
```

13.2.3 Inserting Text Fields

To insert a single-line text field in Dreamweaver, you can use any of the following methods:

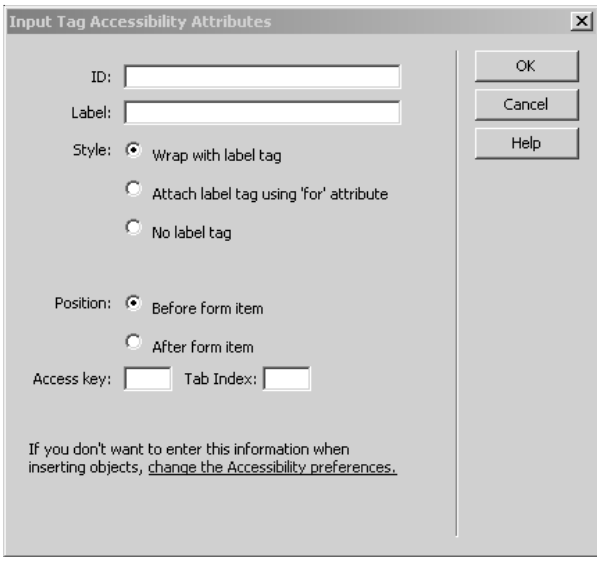
- Go to `Insert panel -> Forms category ->Text Field button`

Notes

- Drag the Text Field button from the Insert panel to any existing location in the Document window and release the mouse button to position the text field.

The Input Tag Accessibility Attributes dialogue window will appear.

Figure 13.4: Input Tag Accessibility Attributes Dialogue Window



Source: http://www.sph.umich.edu/computing/web/pdf/DreamweaverForms.pdf

***ID*:** The name for this form field. It should be a single word like "firstName" for first name.

Label: Label is the text that you want to appear next to the text field.

Example: If you want your user to type in their first name, you would want to label the text "First Name." Checking the box labeled. Attach label tag using 'for' attribute will associate the label you type in with the text field, making it easier for users with disabilities. You can position your label before or after the text field.

Once you insert text fields for First Name and Last Name, your form will look like this:

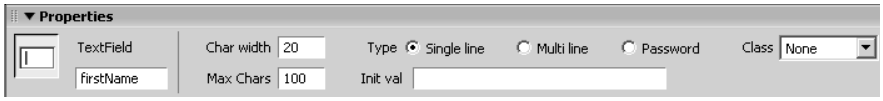
Figure 13.5: Form Created



Source: http://www.sph.umich.edu/computing/web/pdf/DreamweaverForms.pdf

Open the Properties Panel of the text field and change the necessary properties.

Figure 13.6: Properties Panel



Source: http://www.sph.umich.edu/computing/web/pdf/DreamweaverForms.pdf

Notes

Tip: You can also lock your text field from entry and change its appearance with the check of the Disabled option.

13.2.4 Creating Password Fields

Password fields are similar to text fields. The difference is that what is entered into a password field shows up as asterisks or circles on the screen. This is to prevent others from reading the password on the screen.

<input type="password"> defines a password field.



Example:

```
<form>
Password: <input type="password" name="pwd">
</form>
```



Caution Only single-line text fields can be set as password fields.

13.2.5 Inserting Multiline Text Areas

Text areas are text fields that can span several lines. Unlike most other form fields, text areas are not defined with an <input> tag. Instead you enter a <textarea> tag where you want the text area to start and a closing </textarea> tag where you want the area to end. Everything written between these tags will be presented in the text area box.



Example:

```
<textarea cols="40" rows="5" name="textarea1">
This is my text area
</textarea>
```

This creates a text field with 5 rows and 40 columns.

We can insert a text area using any of the following methods:

- Insert a single-line text field on the page as previously described and convert the field to multiple lines by choosing the Multi line option in the Text Field Properties panel.
- Choose Insert ! Form ! Textarea or click the Textarea button in the Forms category of the Insert panel.

13.2.6 Constructing Neat Forms

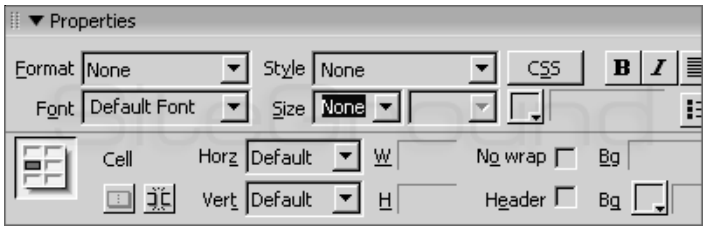
Tables are a powerful tool for presenting tabular data and for laying out text and graphics on an HTML page. A table consists of one or more rows; each row consists of one or more cells. Although columns aren't usually explicitly specified in HTML code, Dreamweaver enables you to manipulate columns as well as rows and cells. When you are working on a larger, complex form tables prove to be extremely useful.

Notes

When you place a multiline text field on a form, you can specify how text entered into that field should wrap. You indicate this using the wrap field in the Properties panel. The various options available are:

- ***Default:*** The scrolling characteristics of the multiline text field is determined by the browser.
- ***Off:*** Text entered into a multiline text field keeps scrolling until the user presses Enter.
- ***Virtual:*** Text on the screen wraps when it reaches the right edge of the text area, but not when the response is submitted to the server.
- ***Physical:*** Text wraps on the screen and converts the soft returns on the screen to hard returns when the data is submitted to the server.

Figure 13.7: Wrap Option in Properties Box



Source: http://www.siteground.com/tutorials/dreamweaver/dreamweaver_tables.htm

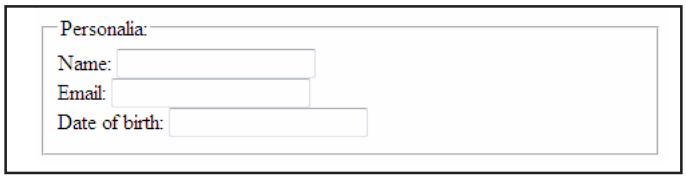
13.2.7 Grouping Form Controls

The <fieldset> tag is used to group related elements in a form. It draws a box around the related elements. The <legend> tag defines a caption for the <fieldset> element.

Example:

```
<form>
<fieldset>
   <legend>Personalia:</legend>
   Name: <input type="text"><br>
   Email: <input type="text"><br>
   Date of birth: <input type="text">
  </fieldset>
</form>
```

Output



Source: http://www.w3schools.com/tags/tryit.asp?filename=tryhtml_fieldset

Notes

To apply the <fieldset> tag in Dreamweaver, select a set of existing controls that you'd like to group and then clicking the Fieldset button in the Forms category of the Insert panel.

13.2.8 Providing Checkboxes and Radio Buttons

When the user has options to choose from in your form, checkboxes or radio buttons come in handy. Checkboxes allow the user to choose multiple but radio button restrict your user to only one selection from a number of options.

Checkboxes

Setting the *type* attribute of an <input> tag to *checkbox* places a checkbox element onto the web page. A checkbox element can be placed onto a web page in a pre-checked fashion by setting the *checked* attribute with a "yes" value. By doing so, this element will now default to a checked status each time the HTML page is loaded.

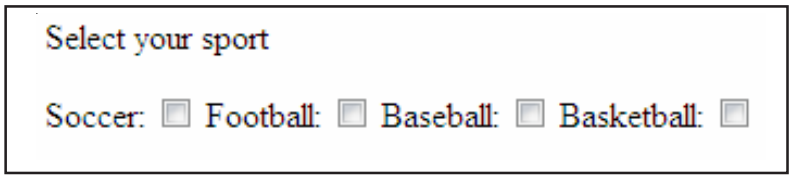


Example:

```
<form action="http://www.abc.com" method="post">

<p>Select your sport</p>
Soccer: <input type="checkbox" name="sports" value="soccer" />
Football: <input type="checkbox" name="sports" value="football"   />
Baseball: <input type="checkbox" name="sports" value="baseball"   />
Basketball: <input type="checkbox" name="sports" value="basketball"   />
</form>
```

Output



Source: http://www.w3schools.com/html/tryit.asp?filename=tryhtml_checkbox

To create checkboxes in Dreamweaver, select or drag the CheckBox object from the Insert panel or choose Insert ! Form ! CheckBox.

Radio Buttons

Radio buttons are used when you want to let the visitor select one – and just one – option from a set of alternatives.



Example: A

```
<form action=" " method="POST">
<div align="center"><br>
<input type="radio" name="group1" value="Milk"> Milk<br>
<input type="radio" name="group1" value="Butter" checked> Butter<br>
<input type="radio" name="group1" value="Cheese"> Cheese
<hr>
<input type="radio" name="group2" value="Water"> Water<br>
<input type="radio" name="group2" value="Beer"> Beer<br>
```

Notes

```
<input type="radio" name="group2" value="Wine" checked> Wine<br>
</div>
</form>
```

Output



Source: http://www.echoecho.com/htmlforms10.htm

To create radio buttons in Dreamweaver, select or drag the radio button from the Forms category of the Insert panel, or choose Insert ! Form ! Radio Button and to insert several related radio buttons at one time, select or drag the Radio Group button from the Forms category of the Insert panel, or choose Insert ! Form ! Radio Group.

Self Assessment

Fill in the blanks:

5. The wrap option in the properties of a multiline text field on a form has the following four available options: ……, ……, …… and ……
6. The …… tag is used to group related elements in a form.
7. The Insert Panel with Forms is selected and Dreamweaver inserts a …… dashed outline across the Document window to indicate that the form has been created.
8. Radio buttons are used when you want to let the visitor select only …… option from a set of alternatives.

13.3 Form Objects

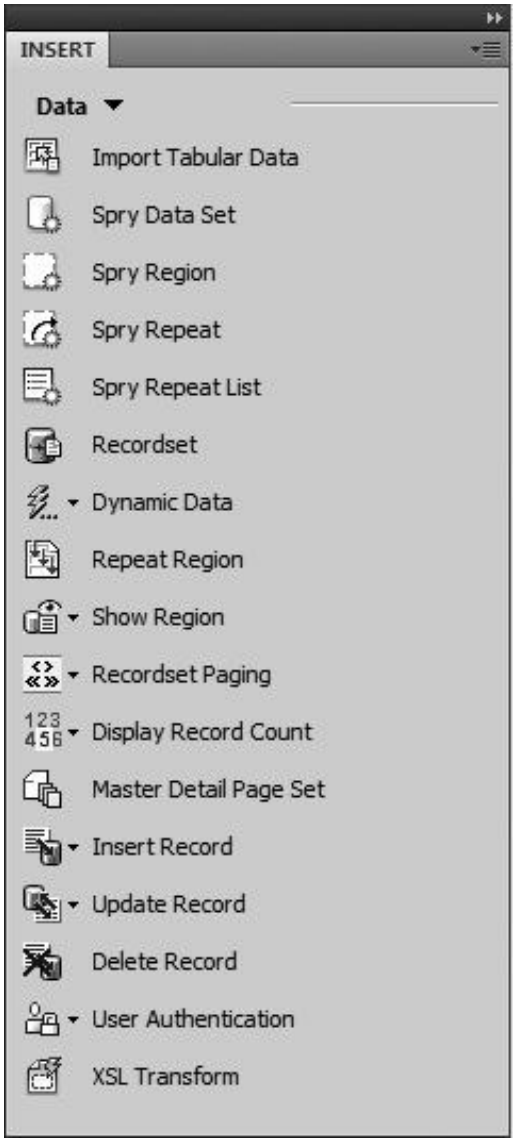
The Forms panel located in the Insert panel helps the user to create a Web-based form that can have the Form tag, Text field, List, Buttons Checkbox, Radio buttons and other options.

Data Objects

The Data category of the Insert panel lets you insert dynamic elements such as recordsets, repeated regions, and record insertion and update forms.

Notes

Figure 13.8: Data Objects



Source: http://librairie.immateriel.fr/fr/read_book/9780596522926/ch23

Spry Objects

A Spry data set is a JavaScript object that holds a collection of data that you specify. With Dreamweaver you can quickly create this object and load data from a data source (such as an XML file or HTML file) into the object. The data set results in an array of data in the form of a standard table containing rows and columns. As you're creating a Spry data set with Dreamweaver, you can also specify how you want to display the data on a web page. You can think of a data set as a virtual holding container whose structure is rows and columns. It exists as a JavaScript object whose information is only visible when you specify exactly how to display it on the web page. You can display all of the data in this holding container, or you might choose to display only selected pieces of it.

Notes

Figure 13.9: Spry Objects

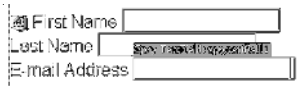


Source: http://www.extendstudio.com/blog/2010/03/how-to-create-spry-tabs-with-dreamweaver-and-div-content/

Example: Using Spry validation on a text area field:

1. Select the field and click the Spry Validation Text Field icon in the Forms Toolbar.

Figure 13.10: Spry Validation Text Field



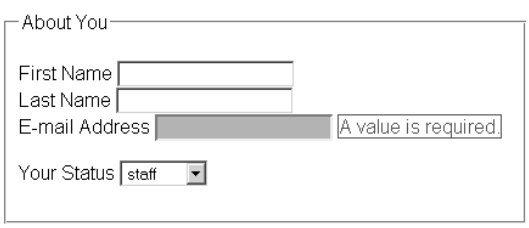
Source: http://www.sph.umich.edu/computing/web/pdf/DreamweaverForms.pdf

The e-mail address field with Spry validation applied.

2. You will be prompted to copy supporting files into your current working directory. Click the OK Button.

3. Save the form, then preview it again in your browser. Try submitting the form without filling in the e-mail field. You should see something like this:

Figure 13.11: Spry Validation Text Field: without filling e-mail field



Source: http://www.sph.umich.edu/computing/web/pdf/DreamweaverForms.pdf

Notes

InContext Editing Objects

It creates editable regions which allows content contributors to update web site content remotely without the need to edit or disturb the original web site files. They are inserted and managed through the objects found in the Insert panel, InContext Editing category.

Figure 13.12: InContext Editing Objects



Source: http://www.adobe.com/mena_fr/devnet/businesscatalyst/articles/ice_for_admins.html

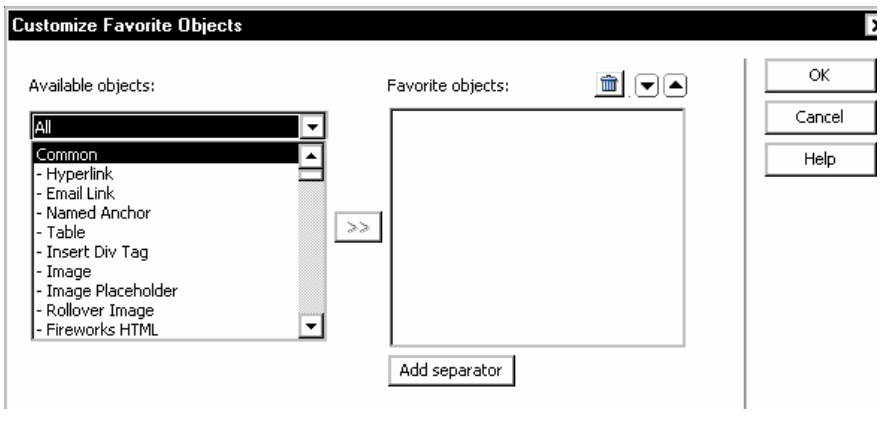
Text Objects

The text objects represent the most commonly used text formatting HTML tags like <b>, <emp>, <ul>, etc. They have different characteristics depending on whether you are working InDesign view or Code view. In the Code view, Dreamweaver surrounds the text selected with the appropriate HTML tags or else inserts the tag pair at the current text insertion point. InDesign view also Dreamweaver surrounds selected text with the appropriate tag pair but InDesign view, if no text is selected when you click one of the text formatting buttons, no tags are added until you start typing. This feature helps prevent the inclusion of empty tag pairs within your document.

Favorites

The Favorites toolbar can be customized to contain buttons you use frequently from the other toolbars; however, it will remain blank until you choose to use it.

Figure 13.13: Customize your Favorites Toolbar



Source: http://www.uwec.edu/help/DreamweaverCS3/env-insert.htm

Notes

To do this follow the steps below:

1. On the *Insert* bar, click Favorites



Notes If the toolbar is blank, it will contain the words, *"Right-click to customize your favorite objects."* If the toolbar has already been formatted, it will contain buttons.

2. Right click anywhere on the toolbar ≈ select *Customize Favorites.* The *Customize Favorite Objects* dialog box appears.
3. From the *Available objects* scroll list, select the button you would like to appear on the *Favorites toolbar.*
4. Click **add.** The object appears in the *Favorite objects* list.
5. Click **ok**. The objects you selected appear on your *Favorites toolbar*.

ASP Objects

The ASP category of the Insert panel helps to create Active Server Pages. They have a .asp extension.

CFML Objects

In order to access to the most frequently used objects in the ColdFusion toolbox, Dreamweaver provides the CFML category in the Insert panel. The active document needs a file extension of .cfm or .cfc to access these objects. There are two available options: Flow inserts ColdFusion markup tags that alter the flow of control through the code and advanced provides many advanced functions.

JSP Objects

To add code specific to Java Server Pages, the JSP category on the Insert panel has JSP objects. This category is visible only when the currently active document has a file extension of .jsp.

PHP Objects

If the user wants to insert code used in the PHP server-side scripting language, he can make use of PHP objects available in the PHP category of the Insert This category is available only if you are working in a document with the extension of .php, .php3, .php4, or .php5.

XSLT Objects

To create an XSLT page, use the XSLT object category of the Insert panel. This category has the features that are available from the Insert ! XSLT Objects menu including Dynamic Text, Repeat Region, Conditional Region, Multiple Conditional Region, and XSL Comment.

Self Assessment

State whether the following statements are true or false:

9. The Data category of the Insert panel lets you insert dynamic elements such as recordsets.

Notes

10. A Spry data set is a JavaScript object that holds a collection of data that you specify.
11. PHP objects are available only if you are working in any type of document.
12. The Favorites toolbar cannot be customized.

13.4 Media Elements

We can insert multimedia elements like Flash animation, a sound and a video in our document using simple steps in Dreamweaver. Let us discuss these steps below:

13.4.1 Inserting Media Elements

We can add a Flash movie or object, Quicklime or Shockwave movie, Java ActiveX control, or other audio or video objects in a Dreamweaver document. For this just follow the steps below:

1. Choose the Insert bar -> Common category and click the Media button.
2. Select the Flash option for the type of object you want to insert.
3. In the Select File dialog box, select the Flash file you want to insert.
4. Click OK. An icon is displayed in your page.
5. Preview the Flash movie by clicking the Play button in the Property Inspector Panel.

Figure 13.14: Adding Media Elements



Source: http://www.teacherclick.com/dreamweaver8/t_10_1.htm

13.4.2 Creating Flash Buttons

To create flash buttons, follow the steps below:

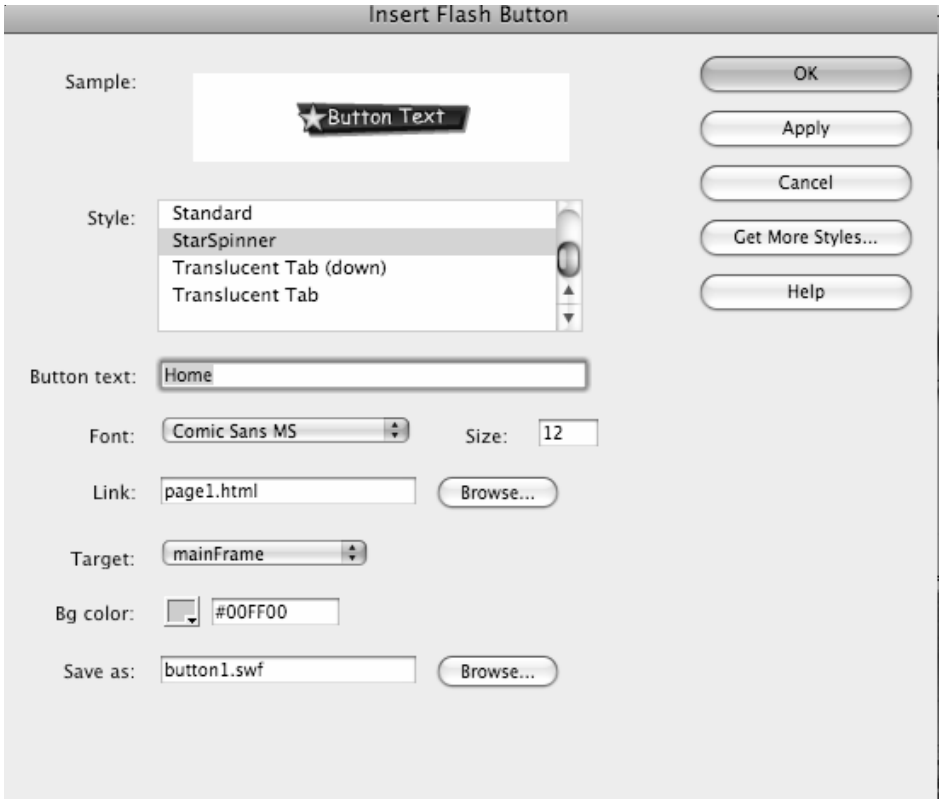
1. Open up Dreamweaver and place your cursor where you would like to insert the flash button. You may prefer to use a table when inserting flash buttons. This will create an even appearance on your page and you can better control the placement of the buttons.
2. Go to insert->Media->Flash Button.

Notes

3. Choose the type of button you would like and edit the text, font, size, where the button links to, how the linked page opens (target) and background color of the button.

4. Change each of these settings and click on "apply" to see what the button's animation is and what it will look like on your page. Once you are happy with the button you have created, click on "ok", and your button will be added to your page. You will be prompted to name your button after you click ok.

Figure 13.15: Flash Button Settings



Source: http://www.wikihow.com/Image:Picture-3-1.png

5. If you wanted to change your button once it's inserted, double click on the button and the same screen from step 3 will appear. You can make your changes and then click ok again to insert the button on your page.

13.4.3 Media Element Properties

The Property Inspector Panel helps to access and edit properties of the Flash element you insert. Some of these properties include:

- ***File:*** Specifies the path to the Flash object file. Click the folder icon to browse to a file, or type a path.
- ***src:*** The src box contains the Flash (.fla) source file.
- ***Loop:*** Specifies the number of times the media will play.
- ***AutoPlay:*** Allows the Flash movie to play automatically when the page loads.

Notes

- *Scale:* This property determines how the movie fits into the dimensions as specified in the Width and Height textboxes.
- *Quality:* It sets the quality parameter for the object and embed tags that define the button. A movie looks better with a high setting, but it requires a faster processor to render correctly on the screen. Low emphasizes speed over appearance, whereas High favors appearance over speed. Auto Low emphasizes speed to begin with, but improves appearance when possible. Auto High emphasizes both qualities at first, but sacrifices appearance for speed if necessary.

13.4.4 Commands Menu

It is used to apply advanced features to your Dreamweaver document. Some menu items, such as the Record commands, eliminate repetitive tasks and others, such as the Clean Up HTML command, fix common problems in a single sweep.

Figure 13.16: Commands Menu



Source: http://www.adobe.com/support/dreamweaver/extend/creating_simple_cmmd_ext/creating_simple_cmmd_ext02.html

We will now discuss the options available in this menu.

- *Start/Stop Recording:* Records a series of actions that can then be reapplied to other parts of the document. When you select the Start Recording command, Dreamweaver records each of your actions until you choose Stop Recording.

Notes



Notes Dreamweaver only retains one recorded command at a time.

- ***Play Recorded Command:*** Reapplies the most recently recorded command.
- ***Edit Command List:*** Opens a list of all saved commands. You can rename the commands or delete them permanently.
- ***Get More Commands:*** Opens the Macromedia Exchange for Dreamweaver Web site in a new browser window so that you can search for and download new extensions or commands. Extensions are downloaded to your Extension Manager.
- ***Manage Extensions:*** Opens the Extension Manager, a program that lets you manage extensions you download from the Macromedia Exchange Web site. The Extension Manager helps you install, delete, and selectively disable extensions.
- ***Apply Source Formatting:*** Changes you make to Dreamweaver's HTML source formatting (which is defined in the Preferences window and the SourceFormat.txt file) apply only to newly created documents. This command, on the other hand, offers a way to apply these formatting preferences to existing HTML documents.
- ***Apply Source Formatting to Selection:*** Same as the previous command, "Apply Source Formatting," but applies only to whatever you've selected. In this way, you can make sure the HTML for a <table> is nicely formatted (by selecting it and applying this command), while the rest of your finely crafted HTML is left alone.
- ***Clean Up HTML/XHTML:*** Opens a list of options for correcting common HTML problems, such as empty tags or redundant nested tags. Once you've selected what you'd like to fix, Dreamweaver applies those changes to the current document and, if requested, provides a log of the number and type of changes made.
- ***Clean Up Word HTML:*** If you import HTML that was generated by Microsoft Word, you often end up with unnecessary or cluttered HTML tags that can affect your site's performance. This command opens a list of options that can correct formatting problems common in Microsoft Word's HTML. Dreamweaver applies your selected changes to the document and, if requested, displays a log of the number and type of changes it made.
- ***Add/Remove Netscape Resize Fix:*** This command lets you insert JavaScript code into your document that counteracts a bug in version 4 of Netscape Navigator (the bug causes pages that use layers to display incorrectly when the browser window is resized). The inserted code makes the page reload every time a browser window is resized.
- ***Remove Flash Video Detection:*** If you've added Flash Video to your page, Dreamweaver inserts some JavaScript code used to help make sure your site's visitors can view the video. Unfortunately, if you just delete the movie from your page, the JavaScript code is left in the page. This command removes it.
- ***Optimize Image in Fireworks:*** Opens the selected image in Macromedia Fireworks' Optimization window, where you can experiment with different compression settings to find the best balance between file size and image quality. If you used Fireworks to create the image in the first place, you can choose to use the original Fireworks PNG file or the selected image (GIF or JPEG file) as the source image. Dreamweaver then replaces the selected image with the newly optimized image.
- ***Create Web Photo Album:*** Lets you turn a folder of images into a Web-based photo album. The Create Web Photo Album window appears; specify a title for your album, the source folder, and so on.

Notes



Notes This command requires Macromedia's Fireworks image-editing program, which creates thumbnail and full-size versions of each image. Dreamweaver then creates a Web site with one page displaying all of the thumbnail images. The thumbnails are linked to individual HTML pages containing the full-size images.

- ***Format Table:*** Opens a list of preset formatting options for your HTML table, including color schemes, text alignment and style, and border measurements. (Unavailable when a table is in Layout mode).
- ***Sort Table:*** Sorts the information in a selected table. You can choose to sort alphabetically or numerically, in ascending or descending order. This command cannot be applied to tables that include rowspans or colspans.
- ***Insert Mark of the Web:*** This is applicable only to Windows XP with Service Pack 2. This software update inserted code into Internet Explorer to "protect" it from malicious Web page code.
- ***Attach an XSLT Stylesheet:*** This menu option, available only when working on a XML file, lets you attach an XSL file, which miraculously transforms cryptic XML into a beautiful, browser-viewable page.

Creating a Command

We explain the process to create a command with an example given below:

Let's try typing "Hello".

1. Select Commands menu bar option.
2. Click on Start Recording option.
3. Do the steps which you want to record as a command. Let us type the word, Hello.
4. When you finish recording, select Commands menu bar option and click Stop Recording.

Playing back a Recorded Command

To playback a recorded command, click on Command menu bar and choose Play Recorded Command.

Saving a Recorded Command

We use the following steps to save a recorded command:

1. Select Commands menu bar option.
2. Click on Play Recorded Command to play the command back.
3. Select the Run Command step.
4. Right click and select Save As Command option.
5. Enter a name for the command.
6. Click OK. The command now appears in the Commands menu. You just have to click the command name in the Commands menu to run the command.

Notes

Self Assessment

Fill in the blanks:

13. The …… Panel helps to access and edit properties of the Flash element you insert.

14. To playback a recorded command, click on Command menu bar and choose …… Command.

15. Preview the Flash movie by clicking the …… button in the Property Inspector Panel.



Case Study

Intranet and Web Design Training for Met Office Scientists

The Met Office, have their own Intranet, known as "MetNet", and they use it to publish documents for their scientific staff to read, for better and quicker communication.

We have been training Met Office staff since 1996, but they first came to Systematix with an Internet training requirement in 1999.

Their scientists are professionals with high academic and professional achievements, and several are experienced trainers in their own right, so this is one of the most challenging requests we have ever had.

The selection of the appropriate dedicated Trainer for this highly demanding group was crucial to the success of this applied training solution.

Systematix provided the Met Office with a specialist Science graduate who was also a highly experienced Internet Trainer.

The first course we designed for them was a special one-day session. The training was carried out at The Met Office College, for up to 8 delegates per session. It covered an introduction to their preferred web browser Netscape Navigator and also a customised introduction to HTML, so that they could browse their intranet and the Internet and create their own documents.

Following the success of this initial Internet training in 1999 we have continued to create and deliver customised web design courses, on Microsoft FrontPage and in the last few years Adobe Dreamweaver, Flash and Fireworks, for Scientific Officers, Managers and Directors from all over the United Kingdom.

Since the move to Exeter in 2003, Systematix have continued to be the preferred training supplier for bespoke web development training.

Gains for their Business

The training has been highly successful – since 1999 almost 1000 Met Office staff have attended, with more courses booked for 2007, this take-up rate speaks for itself.

These professional users have been able to go back to their stations throughout the UK and use MetNet effectively, making it a highly valuable resource for communication within the Met Office organisation.

Contd...

Notes

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://www.systematix.co.uk/about-us/met-office-case.htm

13.5 Summary

- Web forms are used to collect information and feedback from users.
- The web page contains special boxes called "fields" that collect data.
- HTML forms takes up values from the user and gives the user a response in return after processing his request.
- To let the browser know where to send the content we add action and method properties to the <form> tag.
- The enctype attribute specifies how the form-data should be encoded when submitting it to the server.
- We can create forms using Text Fields, creating Password Fields and inserting Multiline Text Areas.
- When you place a multiline text field on a form, you can specify how text entered into that field should wrap. You indicate this using the wrap field in the Properties panel. The various options available are: Default, Off, Virtual and Physical.
- The <fieldset> tag is used to group related elements in a form. It draws a box around the related elements.
- When the user has options to choose from in your form, checkboxes or radio buttons come in handy. Checkboxes allow the user to choose multiple but radio button restrict your user to only one selection from a number of options.
- We have multiple Form Objects to choose from. For example, Data Objects, Spry data objects, Text Objects, ASP Objects, etc.
- We can insert various Media Elements in our Dreamweaver document like Flash Buttons to make them more presentable and interactive.

13.6 Keywords

Action: The address to redirect out page to after the form is submitted.

CGI (Common Gateway Interface): It is computer latin for a program that translates information.

Enctype: It specifies how the form-data should be encoded when submitting it to the server.

Fields: They collect data from the user on a web form.

Spry Data Object: It is a JavaScript object that holds a collection of data that you specify.

13.7 Review Questions

1. Explain with example the method and action properties of the form tag.

Notes

2. Differentiate between radio boxes and check boxes with suitable codes.
3. Elaborate the various form objects available in Dreamweaver.
4. Give the steps to create a Flash button in Dreamweaver.
5. What do you mean by the enctype attribute?
6. What is the reason to use POST and not GET in forms?
7. Explain the three kinds of text fields that can be added in Dreamweaver.
8. How do we insert media in a Dreamweaver document?
9. List the properties of media elements in Dreamweaver.
10. Briefly discuss the options available in the commands menu.

Answers: Self Assessment

1. True
2. True
3. False
4. True
5. Default, Off, Virtual, Physical
6. Fieldset
7. Red
8. One
9. True
10. True
11. False
12. False
13. Property Inspector
14. Play Recorded
15. Play

13.8 Further Readings



Books

David Sawyer McFarland, *Dreamweaver 8: The Missing Manual,* O'Reilly Media, Inc.

Tom Nelson and Mary F. O'Connor, *Review of Adobe Dreamweaver CS4.*

Daniel Short and Garo Green, *Macromedia Dreamweaver 8*, Peachpit Press, 2006.

Khristine Annwn Page, *Macromedia Dreamweaver 8: Training from the Source.*



Online links

http://www.echoecho.com/htmlforms02.htm

http://www.tizag.com/htmlT/forms.php

http://www.calstatela.edu/its/training/pdf/dreamweaver8p2.pdf

http://www.teacherclick.com/dreamweaver8/t_9_1.htm

Unit 14: PageMaker

Notes

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Notes

Objectives

After studying this unit, you will be able to:

- Understand the working area of PageMaker
- Viewing the document
- Discuss the working of text
- Explain the use of graphics
- Define the toolbox
- Discuss the templates in detail
- Understand rulers and their types
- Elaborate the concept of guides

Introduction

PageMaker is a desktop publishing program. It is used to create documents with a complex layout of text and graphics, such as brochures, pamphlets, newsletters, fliers, reports etc. It offers certain functionalities of a graphics program, and is therefore more suited to organizing pages compared to a word processing program (especially when including graphic images in the document). With Adobe PageMaker, you can work at your own design level to achieve the superb results you require. You can start with eye-catching templates or design your own unique layouts, use included stock photographs or incorporate your own multilayer Adobe Photoshop graphics, or optimize your work for high-end printing or crisp on-screen resolution. Whatever your publishing needs are, you can count on PageMaker for complete control in creating persuasive and effective communications.

14.1 Working Area of PageMaker

Let us now discuss about the basics of PageMaker.

14.1.1 Toolbox

The PageMaker Toolbox contains all of the tools you will use for creating and manipulating text and objects. It also contains two tools to help you view your publication. If the Toolbox is not visible or if you have closed it and want to redisplay it, then select Show Tools from the Window menu.

Figure 14.1: The PageMaker Toolbox



Source: http://faculty.carrollcc.edu/bjustice/PageMaker65/pagemaker_toolbox.htm

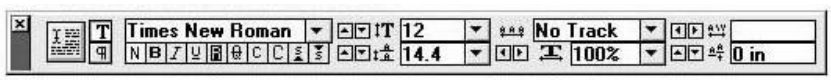
Notes

Did u know? PageMaker was one of the first desktop publishing programs, introduced in 1985 by Aldus Corporation initially for the then-new Apple Macintosh and in 1987 for PCs running Windows 1.0.

14.1.2 Control Palette

It offers quick access to commands for the currently selected object.

Figure 14.2: Control Palette



Source: http://www.brighthub.com/multimedia/publishing/articles/9509.aspx

14.1.3 Page in Control Palette

It defines the print area of a publication. We can set the dimensions of the page while creating a new publication.

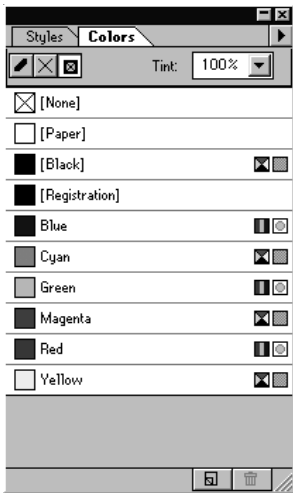
14.1.4 Pasteboard in Control Palette

The PageMaker Pasteboard is similar to the old style paste-up or mock-up boards used by newspapers and magazines to layout pages. In PageMaker, the Pasteboard appears as a large white space all around the marked off area of the document. It provides a workspace outside the page where you can store and manipulate elements before positioning them on the page.

14.1.5 Styles and Color Palettes

Color Palette in PageMaker is used to assign spot, process and tints for all objects and text within the document. Note that placed EPS graphics will import their colors within the color palette.

Figure 14.3: Styles and Colors Palette



Source: http://www.uncp.edu/doit/training/guides/pdf/pagemaker_6_5plus.pdf

Notes

The Style palette contains **styles** (combinations of typographical means) which are applied to the corresponding items in the text (*e.g.* chapter heading, caption) in order to give them their distinctive appearance in the publication.

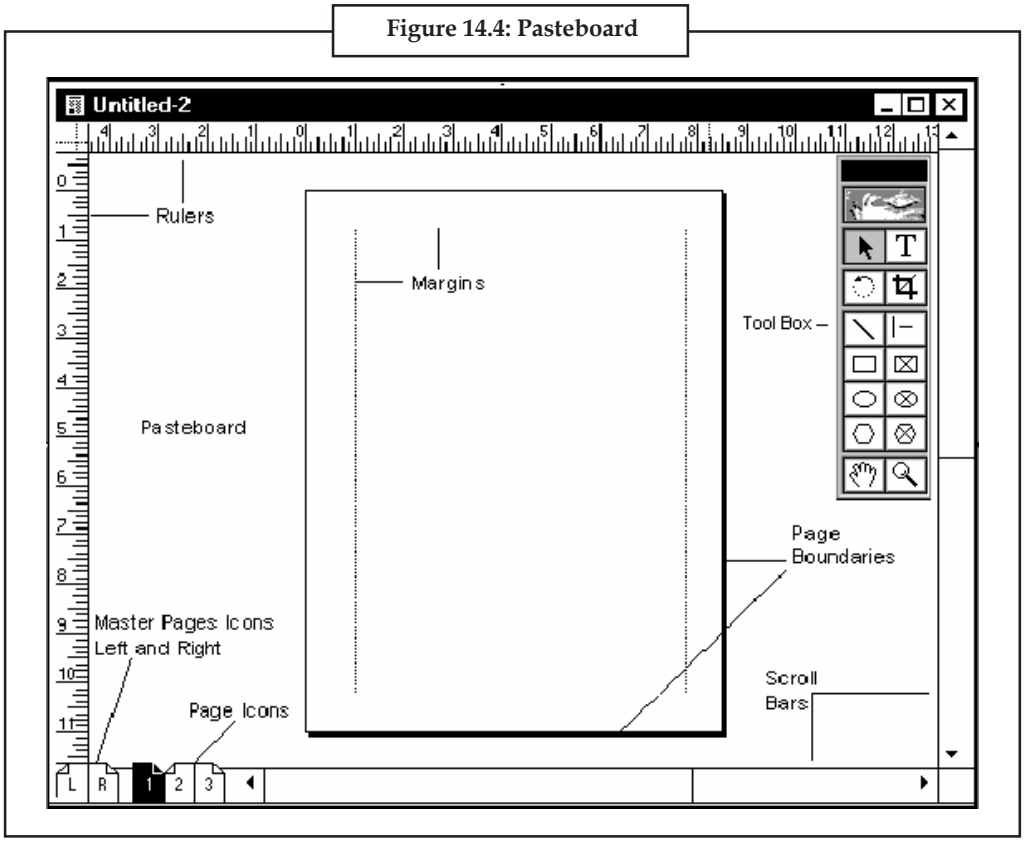
14.1.6 Page Icons in Color Palette

The numbered page icons at the bottom left-hand corner of your screen each represent the pages of the document you are working on. The icon of the particular page that you are viewing will be highlighted. The L and R icons in the extreme left represent your master pages. Any items on the master pages appear on all of the document's pages.

14.1.7 Pasteboard in Color Palette

PageMaker provide a pasteboard area where you can place objects prior to positioning them on your pages. In PageMaker, the pasteboard area is shared among all pages in a publication. It is the background that lies behind your PageMaker document. It is a handy element to use if you need to move text or images between pages. You can also place these items on the pasteboard until you decide where to position them on the page. Any text or images that you place on the pasteboard won't print. If you can't see the pasteboard, click the Normal View button at the bottom of the toolbar.

Figure 14.4: Pasteboard



Source: http://www.adobetutorialz.com/articles/1265/1/The-PageMaker-Environment

Toolbox**:** displays tools you can select to create or edit objects and view a publication.

Margins**:** appear as dotted pink and purple lines.

Notes

***Page icons*:** show the master pages (**L** for left, and **R** for Right) and the regular pages in the publication. The open page is highlighted. Scroll arrows appear if there are more page icons to view than can be displayed at one time.

Rulers: help you align objects on the page.

***Color and Styles palettes*:** are used to add, delete, and edit colors and styles.

Pasteboard: stores items for later use. Items on the pasteboard are visible from any page but do not print.

***Publication Page*:** is at the center of the pasteboard.

***Control Palette*:** lets you make precise changes to text and graphics without switching to the toolbox or choosing menu commands.

Preferences

To set preferences, select File, Preferences, General from the menu.



Task Use all the tools and create a sample page for a grocery store.

Self Assessment

Fill in the blanks:

1. If the Toolbox is not visible or if you have closed it and want to redisplay it, then select …… from the Window menu.
2. In PageMaker, the …… area is shared among all pages in a publication.

14.2 Viewing the Document

To view a document, select View from the menu and choose from Zoom In, Zoom Out, Actual Size, and Fit in Window or Entire Pasteboard.

14.2.1 Viewing Other Pages

See the bottom of the screen of the PageMaker. You will find icons for each page. A document may have up to 999 pages and in case there are more page icons than can fit across the screen, a scroll bar appears. Just simply click on the number of the page that you would like to view.



Notes To make a page appear in Fit in Window view, hold Shift while clicking on a page icon.

14.2.2 Moving around a Page

Our publication can have multiple pages. In order to move around the various pages we can choose any of the following options.

Notes

Scroll Bars

The scrollbars in PageMaker are set to the centre of each bar. They scroll the page you are currently on. You can use the scroll bar on the right side to move up and down and the scroll bar at the bottom to move left and right.

Hand Tool

Hand tool is used to move the screen. This tool is very useful when you are working with large documents. It helps you to easily navigate in a large page. To move a screen, just select the hand tool and click and drag the page to view different parts of the page.

Figure 14.5: Hand Tool



Source: http://bohemiawebsites.com/images/pagemaker/pmhandtool-178.jpg

Master Pages

A master is like a background that you can quickly apply to many pages. Objects on a master appear on all pages with that master applied. Changes you make to a master are automatically applied to associated pages. Masters commonly contain repeating logos, page numbers, headers, and footers. They can also contain empty text or graphic frames that serve as placeholders on document pages.



Notes Elements on the Left (even-numbered) Master Page will display ONLY on Left (even-numbered) document pages. Accordingly, Right (odd-numbered) Master Page elements will display ONLY on Right (odd-numbered) document pages.

Page Numbers

Click on the Left/Right Master Pages icon. Select the text tool from the Toolbox. Use the text tool to click an insertion point on the page where you want the page number to appear. Type page, then press Ctrl-Alt-P. This will cause the appropriate page number to appear on each page next to the word, Page. On the master pages, a page number marker indicates where page numbers will appear. Copy and place the text on the bottom of the right page.

Self Assessment

Notes

Fill in the blanks:

3. To view a document, select View from the menu and choose from the four options: ....., ..., ... and .....

4. To move around a page, you can select any option like, ..., ..., ... or .....

14.3 Text

Now we will see how to create and add text to our PageMaker publication.

14.3.1 Placing Text

Preparing Text for Placement

The contents of your text sections should be created in a word processor and formatted in PageMaker.

Using the Command, Place

In order to bring a text or graphic file into your PageMaker document the Place command is used. For this, go to the View menu and set the Lock Guides and Snap to Guides options. Then Select the File menu and choose Place. Now, find the document you wish to insert, and click on Open.



Task Find out the functions of the three text cursors.

Window Shades and Text Flow

Window shades are like sizing handles in that they manipulate the height of a text block. They are called Window shades because they appear at the top and bottom of text blocks as solid lines with a small loop, like a traditional rolling window shade. Window shades can be used to increase or decrease the size of a text block just like regular sizing handles. Simply click on the loop and drag the shade to make the block bigger or smaller. Window shades are also used to link and flow text. Information on linking and flowing appears later.

Text Flow into Defined Rectangles

To place text into a text box, load your cursor. Press the mouse button and drag a rectangle. When completed, release the mouse button and the text will flow into the box. If all the text does not fit you will need to place the rest of the text or make your text box bigger. This is an alternate way to place text rather than it just flowing through a document.

Editing and Adding Text

To add and edit text we can use the Text tool from the Toolbox.

Notes

Creating a Text Box

The text tool creates a text box, when used to add text to a PageMaker document. To limit the text box, click and drag a text box prior to typing. When you release the mouse button to start typing the outline disappears, but, PageMaker remembers the size and limits your text to that box.

Editing Text

You can edit text in PageMaker in two ways:

1. In the layout view—you select and edit with the text tool. This is useful when you need to see how revisions look on the page.
2. In the story editor—you work only with the text, not the layout, so revising text is easy. You can apply formatting to text in story editor but you won't see the changes. You can use spell check to work in the story editor
   (a) Click in a story with the text tool
   (b) Choose Edit—Edit Story

Altering Text Blocks and Text

Text blocks can be edited in the regular type, cut, and paste method.

Self Assessment

State whether the following statements are true or false:

5. In order to bring a text or graphic file into your PageMaker document the Place command is used.
6. To place text into a text box, load your cursor.

14.4 Graphics

After text we will now discuss the use of graphics in PageMaker.

14.4.1 Repositioning

A graphic can be moved by various methods. Some of them are explained below.

Layering Graphics

We can change the layering of overlapping objects. To do this, select an object (using the Pointer tool) that you wish to move. Select the Element, Arrange, and choose from Bring to front, bring forward, Send backward or Send to back.

Moving

Holding down Shift before moving an object sideways constrains movement along a horizontal line. Holding down Shift before moving an object up or down constrains movement vertically.

Notes

Altering Graphics Resizing

With the help of the Pointer tool, click on a graphic to make the handles appear. Use the handles to resize a graphic. Hold down Shift to size a graphic proportionally.

Cropping Graphics

The Crop tool is used to crop imported graphic images to the required size. The crop tool only works on TIFF type of images. Click on the toll and, drag the image handles, to crop the image. To crop an image, select the Cropping tool from the Toolbox. Click on the graphic you wish to crop. Handles will appear. Place the cursor over one of the handles and hold down the mouse button. The cursor will turn into a double-headed arrow. Drag the handle in and/or up to crop the graphic. Dragging a handle back out with the cropping tool will uncover the cropped area. To re-frame the graphic inside the new area, click directly on the graphic and hold the mouse button down. The cursor will turn into the Hand tool. Drag the graphic around in its "frame."

Create a Frame or Shadow Box

To create a frame, you can use the Frame Rectangle, Frame Ellipse or Frame Polygon tools, or you can convert a PageMaker-drawn rectangle, ellipse, or polygon to a frame. To do this, select the object and choose Element>Frame>Change to Frame. A frame can be either a text or graphic frame depending on its content.

Frames

A frame is similar to a PageMaker graphic object in that it can have: Stroke or line attributes and Fill attributes. A Frame differs in two ways: A frame can hold content—either text or graphic and a text frame can be threaded to other text frames so that a single story can flow through multiple frames.

Finding "Lost" Items

Use Edit, Select All to place handles on all items. This is especially helpful when you have placed graphics over a text item.

Image Control

It can be used to edit paint-type and scanned images. User can control the lightness, contrast, and screen pattern. Draw-type and EPS graphics cannot be altered. To open the Image Control dialog box, Choose Element->Image->Image control.

Special Effects Icons

The whites in Black and White are transparent; the ones in Screened and in Gray are opaque.

Background Graphics

We can place graphics in our document background. For this, place your graphic and select the Element, Image, Image control, menu options. Select Screen. Lighten by about two-thirds. Click once on the Lightness "up arrow" then click and drag the dividing line. Click OK and place the text.

Notes

14.4.2 Placing Graphics

Click on the area where you want to place the graphic. Do not select anything on your page else it will be replaced with graphic you are trying to insert.

Placing Figure in a Document

*T*o add a figure in your PageMaker document, follow the steps below:

1. Go to the page on which you want to insert the graphic.
2. Select one of the three graphics placeholders from the toolbar and position it on the page; the placeholders are polygons containing an "X".
3. Select the placeholder that you positioned on the page.
4. Go to the File menu and select Place.
5. Navigate to the graphic file you want to insert in the document.
6. Select the file and click OK to place the graphic inside the graphic placeholder.
7. If the placeholder is too small to contain the entire graphic, resize the placeholder by selecting it, then dragging one of its handles outward.
8. Resize and reposition placed graphics where you want them to be located.
9. To resize a graphic, select it, then drag one of its handles (small boxes that are part of the selection box) outward to enlarge the graphic or inward to shrink the graphic.
10. To reposition the graphic, drag it into position on the page.

Self Assessment

Fill in the blanks:

7. Using …… we can change the layering of overlapping objects.
8. Holding down …… before moving an object sideways constrains movement along a horizontal line.
9. The crop tool only works on …… type of images.



Task Create a PageMaker document with the picture of a student along with his personal information for a school ID card.

14.5 Toolbox

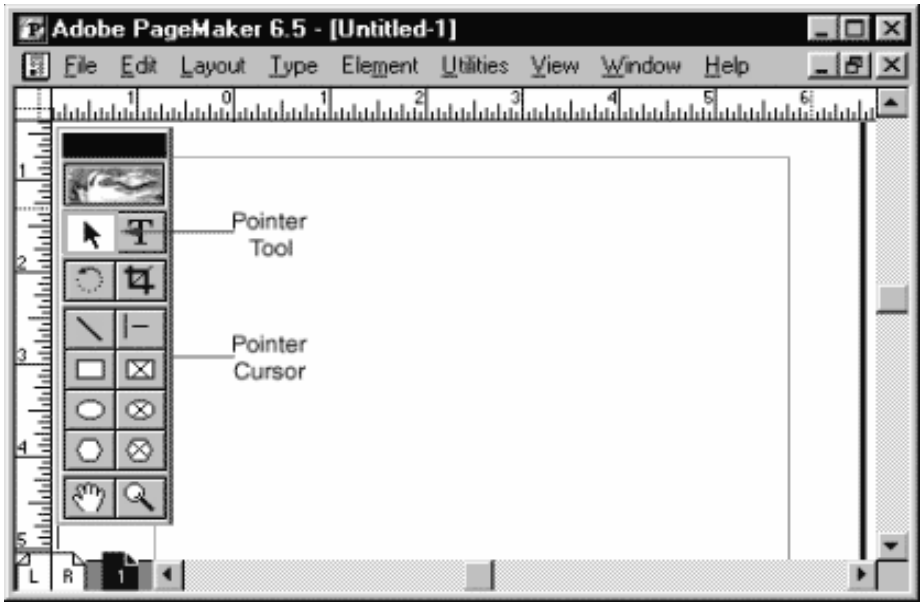
Toolbox contains all the tools used to create a publication in PageMaker. Choose Window and select ShowTools to display the toolbox. The individual tools are explained below.

The Pointer Tool

Pointer tool is used to pick, drag and drop graphics and text.

Notes

Figure 14.6: Pointer Tool

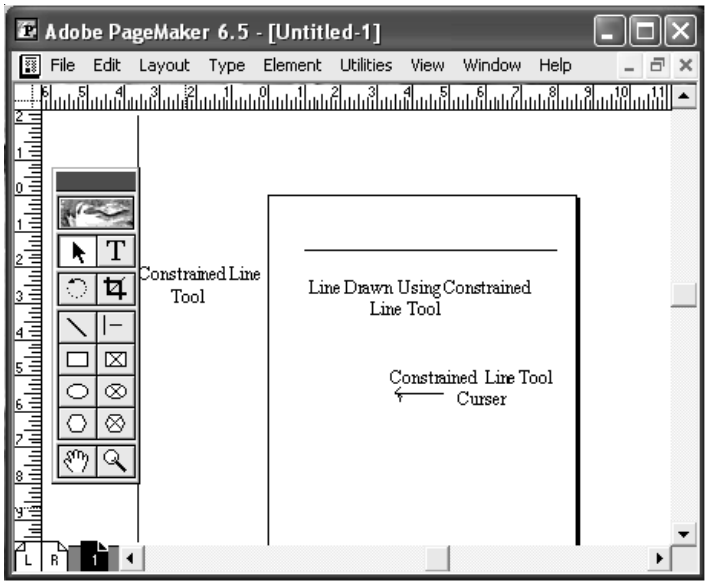


Source: http://www.print-templates.com/pagemaker6.5/basic3.php4

The Line and Constrained Line Tools

The line tool is used to make a line. Oblique Line is used to draw slanting lines. To draw a line, click the oblique line tool, click and drag to draw a line in any direction. Constrained Line tool will draw lines at 45 degree intervals, i.e., horizontally, vertically or diagonally.

Figure 14.7: Constrained Line Tools



Source: http://ncsmindia.com/wp-content/uploads/2012/04/DTP4.pdf

Notes

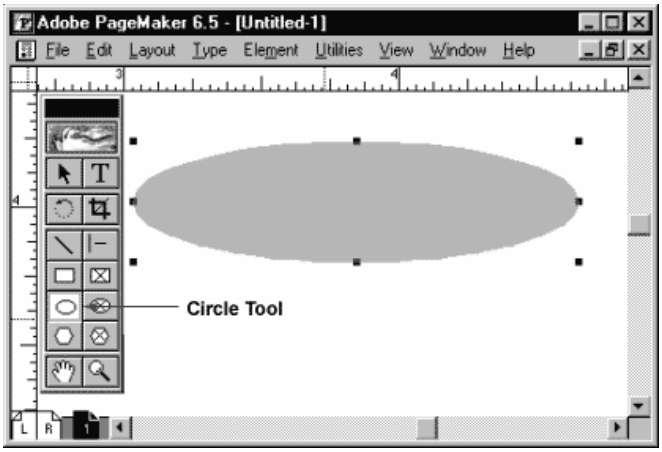
The Rectangle Tool

Click on the Rectangle tool. Release the mouse when you get the required size. Change the shape using a SHIFT key.

The Ellipse Tool

The circle tool enables you to create a circular or oval shape. Select the circle tool, click on the document. Drag to draw a circle or ellipse.

Figure 14.8: Circle Tool



Source: http://www.print-templates.com/pagemaker6.5/basic4.php4#5

Self Assessment

Fill in the blanks:

10. ..... tool is used to pick, drag and drop graphics and text.

11. ..... is used to draw slanting lines.

Did u know? There are two different separate tools to create ellipse/circle–Ellipse tool and circle tool.

14.6 Templates

A template is a file that contains standing elements for use in each issue. Templates help save time because you do not have to place these elements every time you create a new issue. Templates also help keep the paper's style consistent.

14.6.1 Templates versus Publications

The final document created is a publication and when we open it, we work on the original copy. Whereas a template it a copy of the final document and they can be saved as temporary files that are yet to be completed.

14.6.2 Changing the View of a Publication

Notes

We can change the way our publications looks. To do this we have the zoom tool. To use it , opt for any of the following options:

- Choose the Zoom tool (magnifying glass in the Tools palette) then click on an area in the publication. It will zoom to the next larger view size (based on your current magnification). To zoom out, choose the zoom tool then hold down the Alt key then click on the publication. When in zoom in mode, your mouse pointer becomes a magnifying glass with a plus sign. In zoom out mode, the magnifying glass has a minus sign.
- Switch quickly to the Zoom tool by holding down Cmd+Spacebar (Mac) or Ctrl+Spacebar (Windows) to zoom in or the Cmd+Opt+Spacebar (Mac) or Ctrl+Alt+Spacebar (Windows) when using any other tool.
- Switch to the Zoom tool (using the Cmd/Ctrl+Spacebar keystroke) then click and drag a rectangular selection box around the area you want to zoom in on and release the mouse button. PageMaker zooms in on that selection.
- Use the View menu to Zoom In, Zoom Out, change the view to Actual Size, Fit In Window, or Entire Pasteboard. Each of these magnifications also have keyboard shortcuts as seen in the table at the end of this article.
- Choose Zoom To from the View menu to access the preset zoom or magnification options of 25%, 50%, 75%, 100%, 200% and 400%. All but 25% have keyboard shortcuts as shown in the table at the end of this article.

Self Assessment

State whether the following statements are true or false:

12. The final document created is a publication and when we open it, we work on a copy and not the original document.
13. We can change the way our publications looks using the zoom tool.

14.7 Setting Up the Rulers

PageMaker uses nonprinting ruler guidelines to help you align and position objects. The margins appear on the page as dotted or colored rectangular lines according to the specification chosen in the File/Page Set up menu. To add ruler guides to position an object or company letterhead make sure that you check rulers, guides, and snap to guides under Layout/guides and rulers. PageMaker will pull the pointer into line with each tick mark on the ruler when you have guides selected. This fact makes exact placement of the rulers possible.

- With the right mouse button, click on the upper left corner of the page. This action centers your view in the upper left corner and changes the page to the actual size so you can place the ruler precisely.
- Place the pointer on the horizontal ruler across the top of the publication and drag down to the 11/2 " mark on the vertical ruler. This will produce a horizontal ruler guide. When you click on the horizontal ruler, the pointer will change to a two-headed arrow until the mouse button is released.
- Create more vertical and horizontal ruler guides as necessary to experiment with page layout. Note that if you hold down the Alt key and press the left mouse button, the pointer becomes a grabber which will move the page on the desktop.

Notes

- Once you have the guides in place, chose Layout/guides and rulers/lock guides to avoid accidentally repositioning them.

Self Assessment

State whether the following statements are true or false:

14. PageMaker uses nonprinting ruler guidelines to help you align and position objects.

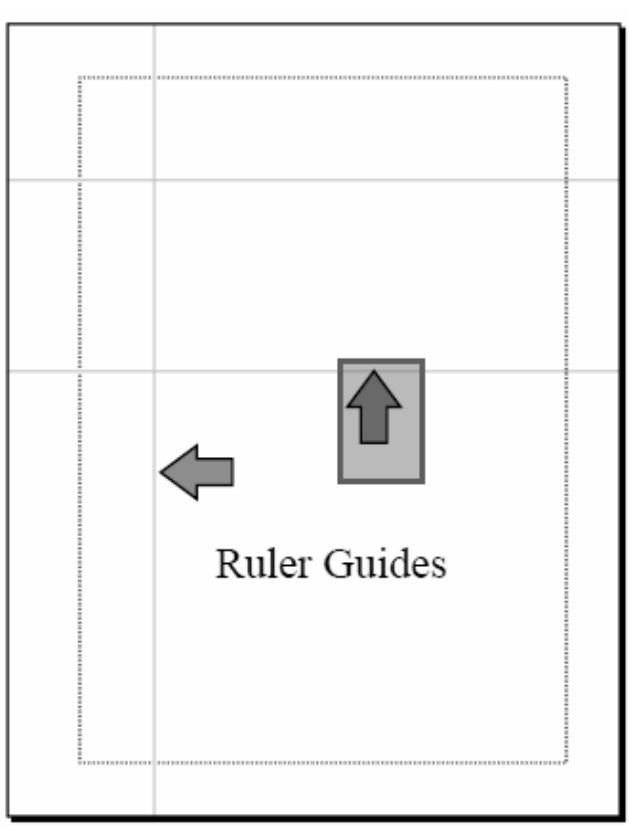
15. If you hold down the Alt key and press the left mouse button, the pointer becomes a grabber which will move the page on the desktop.

14.8 Displaying Guides

Guides are used to help visualize non-printing areas, align text, and align images and other graphic elements on the page and to each other. Let us see how they work in PageMaker.

- To select an object and not the guide that overlaps it hold down Command (Mac) or Ctrl (Windows) while selecting the object.
- To avoid grabbing the guides instead of other objects on the page go to View > Send Guides to Back. Do this without a publication open and all new publications will have this Option already set.

Figure 14.9: Ruler Guides



Source: http://www.ohio.edu/technology/training/upload/PageMaker-Advanced-Reference-Guide.pdf

Notes

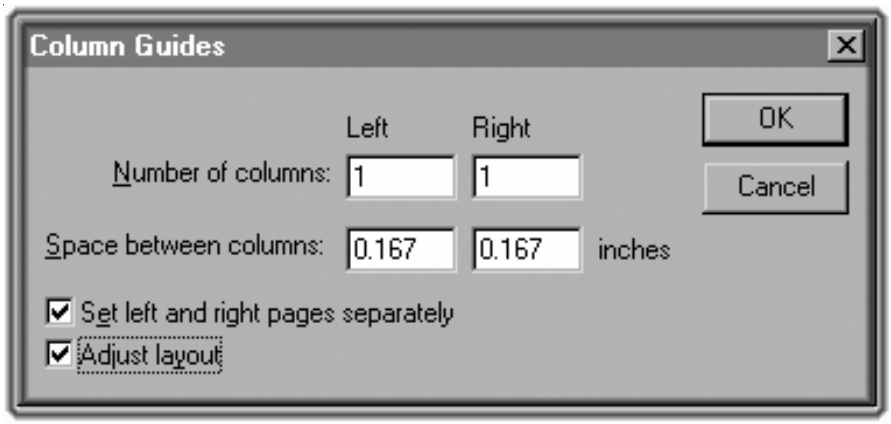
- If you accidentally drag a guide out of position: Immediately after moving a page or column guide, choose Edit > Undo or press Ctrl+Z (Windows) or if page and column guides are based on a master page, choose Layout > Copy Master Guides to remove local guides and replace them with the master guides.
- To precisely position objects on the page, choose View > Snap to Guides then drag guides into the desired position. Objects will then snap to the nearest margin, column, and ruler guides.
- Adjust the Snap to Zone – that area around the edge of the page and guides within which objects are considered aligned – in File > Preferences > Layout Adjustment > Snap to Zone.
- Use Utilities > Plug-ins > Grid Manager for greater control of guides and to save an arrangement of column and ruler guides for use as a layout grid in other publications.

14.8.1 Specifying Column Guides

This command makes custom columns. To insert columns,

1. Click column guides
2. Insert the number of columns for the left and right page, and the space if you want.
3. Click Set left and Right pages separately.
4. Click Adjust Layout. The columns and amount of columns will now be on the correct pages. Normally, two to three columns is more than enough to give the column effect.

Figure 14.10: Column Guides



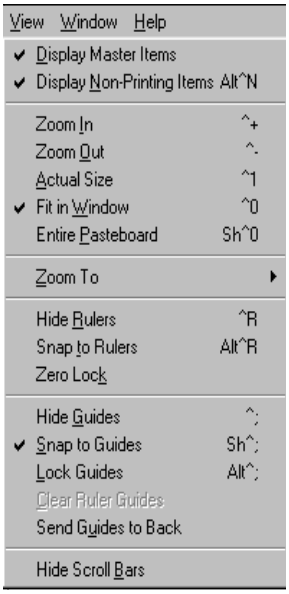
Source: http://bohemiawebsites.com/images/pagemaker/pmcolumns.gif

14.8.2 Locking the Guides

From the View Menu choose Lock Guides. To unlock the ruler guides, deselect Lock Guides.

Notes

Figure 14.11: Lock Guides



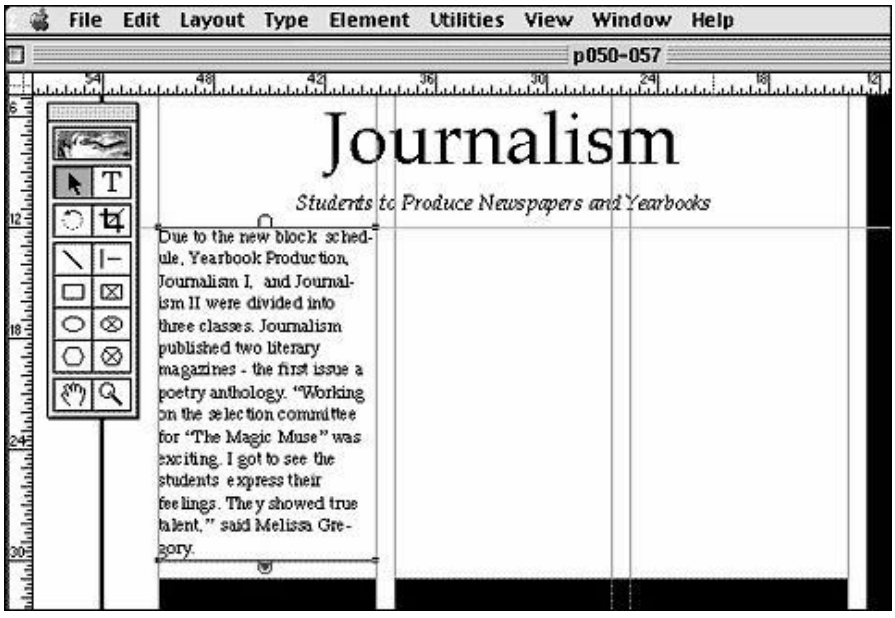
Source: http://www.ohio.edu/technology/training/upload/PageMaker-Advanced-Reference-Guide.pdf

14.8.3 Placing Text in Column

To place text in a column,

- From the View Menu select Fit in Window.

Figure 14.12: Text in a Column



Source: http://www.yearbooks.biz/?event=FAQ.Detail&faq=77

Notes

- From the File Menu choose Place.
- Select the.doc file and Click OK.
- Position the loaded text icon at the intersection of the left margin and the 1½ inch vertical guide.
- Click to place the text file.



Task Create a brochure for school to describe an upcoming event

Self Assessment

State whether the following statements are true or false:

16. To select a guide hold down Command (Mac) or Ctrl (Windows) while selecting the object.
17. From the View Menu choose Lock Guides to lock the guides.



Case Study

Adobe PageMaker

Anticipating the boom in desktop publishing, Robert Scott, editor of EOS magazine, has been working with Adobe PageMaker since 1986.

In the early 1980s, publisher, Robert Scott, left his job as editor of a consumer photographic magazine to start his own independent publication. Scott approached Canon to produce a magazine for their camera user groups.

Published initially by Cannon under the name *Canon User*, the first issue was published in 1982 as a subscription only title. *Cannon User* was initially produced using traditional methods – (typesetting and paste-up. However, Scott soon became aware of desktop publishing when he saw a colleague producing a similar camera club newsletter using computers. In 1986, Scott acquired a Macintosh Plus computer, a LaserWriter printer and the original release of Adobe PageMaker.

Because computer-based printing services were rare at that time, a black and white magazine was produced for some years using only the output of the LaserWriter.

In 1993, *Canon User* was replaced by *EOS* magazine, dedicated to providing information on Canon's EOS range of cameras. Over the years, Scott regularly updated both his Macintosh system and his PageMaker software. Today, *EOS* magazine is produced on Adobe PageMaker version 6.5 and enjoys a current circulation of 18,000.

"PageMaker really started desktop publishing for us," explains Scott. "Back in 1986 it really was the only viable package available. Since then, we've grown up with PageMaker and now we do a lot of our own colour scanning."

EOS magazine combines detailed analysis of products with tips and techniques for Canon users. Therefore, images that have been sourced from Canon itself are assembled on the page with images that have been produced in-house. Articles on photographic techniques

Contd...

Notes

often feature a series of photographs of the same subject. These images are then combined, with advice columns and tables of data, explaining how to reproduce certain effects. Pages such as these combine material from at least three different sources. Titles and headlines are also added to the magazine's cover.

Among Scott's favourite PageMaker features is the pasteboard. Reminiscent of a traditional typesetting desk, material can be laid around the page and then laid in or taken out at the editor's request. Because this feature was based on the methods Scott had been trained in, the transition to desktop publishing was relatively simple. "Like a lot of PageMaker features, it harked back to techniques I'd been using for years. It's a lot more convenient but doesn't alienate people used to traditional publishing techniques." Scott also makes frequent use of the package's frame features. In PageMaker, a series of frames can be created and filled with either text or images. These frames can also be linked so that a long piece of text can easily be spread across several frames. Finally, Scott praises the package's Story Editor. This feature allows the user to edit content, even after layout has been completed, and contains word processing tools such as search and replace. "I'm a writer more than a designer," Scott says. "So the story editor gives me total control over the article."

In the past two years, Scott has employed Anthony Viney as art director for the magazine. "When Anthony joined he was used to working with Quark Xpress," says Scott. "But because we've been using PageMaker for 13 years, we asked him to change systems, and it didn't take him very long."

Questions:

1. Study and analyze the case.
2. Write down the case facts.
3. What do you infer from it?

Source: http://www.computerweekly.com/feature/Case-Study-Adobe-PageMaker-65

14.9 Summary

- PageMaker is a desktop publishing program. It is used to create documents with a complex layout of text and graphics, such as brochures, pamphlets, newsletters, fliers, reports, etc.
- The PageMaker Toolbox contains all of the tools you will use for creating and manipulating text and objects.
- We can move around a page by four methods – Scroll Bars, Hand Tool, Master Pages and Page Numbers.
- We can add and edit text to our PageMaker document.
- Like text we can also add, edit and place figure in a document.
- A template is a file that contains standing elements for use in each issue.
- PageMaker uses nonprinting ruler guidelines to help you align and position objects.
- Guides are used to help visualize non-printing areas, align text, and align images and other graphic elements on the page and to each other.

14.10 Keywords

Notes

Constrained Line: This tool enables you to draw horizontal, vertical and 45-degree angle lines.

Frames: Frames are placeholders that let you design a layout without actual text or graphics.

Graphics: Elements like pictures that can be added on the PageMaker document.

Guides: Lines on the page that allow you line up text and graphic boxes.

Master Page: A Master Page is the page that contains basic formatting information, such as guides, that you wish to use across a multiple page publication.

Page Icos: Identify the various functionalities of the document.

Pasteboard: The area surrounding the page(s) of your publication on the screen.

Publication: A newsletter, brochure, catalogue or other file that you have created with PageMaker.

Ruler: They help you align and position objects.

Templates: A template is a predefined layout that you can copy and modify (if desired) for your publication.

14.11 Review Questions

1. Explain all the tools available in the toolbox in PageMaker.
2. Give the steps to place a figure in a document in Pagemaker.
3. What is the difference between a template and a publication?
4. What is the difference between opening a normal publication and a template?
5. What are the different ways to move around a PageMaker document?
6. Briefly explain the place command used to place text.
7. Elaborate the process to change the view of a publication.
8. Explain the concept of guides.
9. What are rulers? Explain vertical and horizontal rulers.
10. How do you place text in a column?

Answers: Self Assessment

1. Show Tools
2. Pasteboard
3. Zoom In, Zoom Out, Actual Size, and Fit in Window
4. Scroll Bars, Hand Tool, Master Pages and Page Numbers
5. True
6. False
7. Layering Graphics
8. Shift
9. TIFF
10. Pointer
11. Oblique Line
12. False
13. True
14. True

Notes

15. True
16. False
17. True

14.12 Further Readings



Books

PageMaker(r) 7: The Complete Reference by Carolyn Connally

Adobe PageMaker 7.0 Classroom in a Book [Paperback] by Adobe Creative Team

Adobe PageMaker 7.0 by Kevin G. Proot

PageMaker 6.5 Plus for Windows by Ted Alspach



Online links

http://www.print-templates.com/pagemaker6.5/basic4.php4#5

http://www.uncp.edu/doit/training/guides/pdf/pagemaker_6_5plus.pdf

http://www.brighthub.com/multimedia/publishing/articles/5615.aspx

http://www.leasttern.com/HighSchool/PagemakerTutorial.pdf