

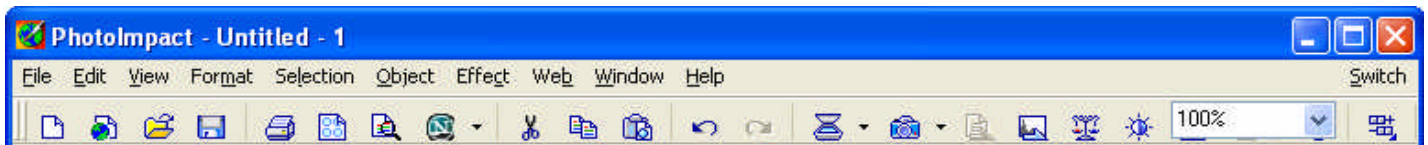


## Ulead PhotoImpact 8.0 - Web Components

**Background:** PhotoImpact is an all-in-one solution for digital imaging. It places a wealth of tools at your fingertips for everything you need for the design of Web page graphics and image editing. When designing Web page components, please remember HCISD web pages should be designed to fit within the standard District screen resolution to avoid having to scroll left-to-right and therefore should be no more than 700 pixels wide.

### Common Tools Used in PhotoImpact

#### Menu Bar & Standard Toolbar

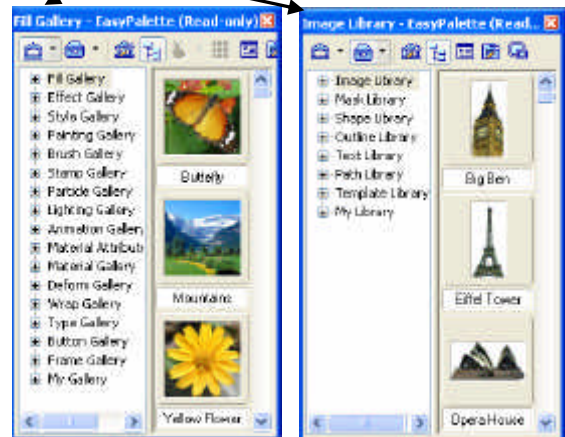


#### Tool Panel

- Pick Tool
- Selection Tool
- Path Drawing Tool
- Crop Tool
- Retouch Tool
- Stamp Tool
- Eraser Tool
- Zoom Tool
- Slice Tool
- Show/Hide Slice
- Show/Hide Mask
- Foreground & Background Colors
- Decrease/Increase Red
- Decrease/Increase Green
- Decrease/Increase Blue
- Decrease/Increase Brightness
- Decrease/Increase Contrast
- Merge Tool
- Text Tool
- Transform Tool
- Paint
- Clone Tool
- Bucket Fill Tool
- Eye Dropper Tool
- Image Map Tool
- Show/Hide Image Map
- Show/Die Ruler

#### Panel Manager Tools

- Show/Hide Layer Manager
- Show/Hide Selection Manager
- Show/Hide Document Manager
- Show/Hide Browse Manager
- Show/Hide EasyPalette
- Show/Hide Color Panel
- Show/Hide Qwk Commands



### Web Component & Background Designer

**Web Component** objects typically serve as navigational or other standard elements on a Web page – bullets, banners, buttons, icons and separators. The Component Designer *in the Web Menu* contains a large selection of preset components that you can customize and use in your Web project.

**Image Optimization** refers to the process of compressing image file sizes to make them appropriately reduced for Web pages, resulting in faster load times. Files can be optimized in any one of the three standard formats for the Web: .jpg, .gif and .png. However, .jpg and .gif are the HCISD standard. Each image type or format has its own characteristics and is suitable for different types of images.

## Web Component Designer

1. Determine the type of Object you would like to create:  
Banner, Bullet, Button, etc.

- Use the **[+]** to expand the selections under the chosen object type
- Choose a design you like
- Click Next.

2. Customize the Object

- Change the Font and Colors of each component
- Typical web page Size should be considered when setting the size of a banner. Typical banner width is 700 pixels wide and should be set before exporting the object.

3. Export the Object

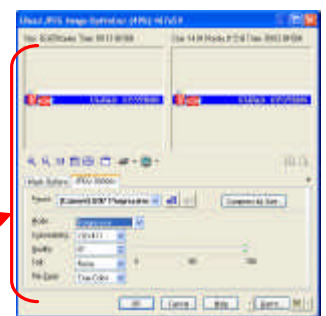
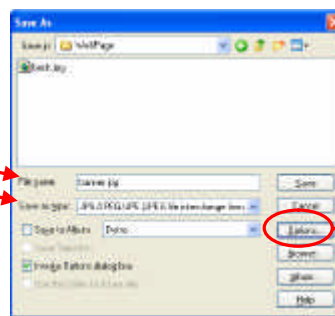
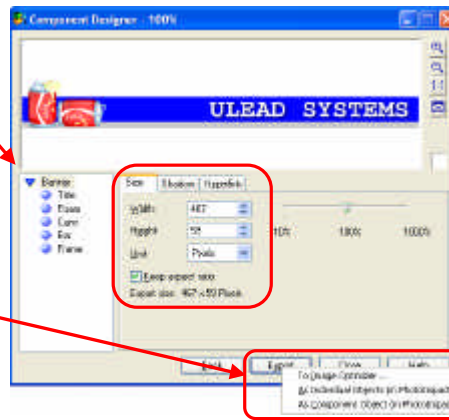
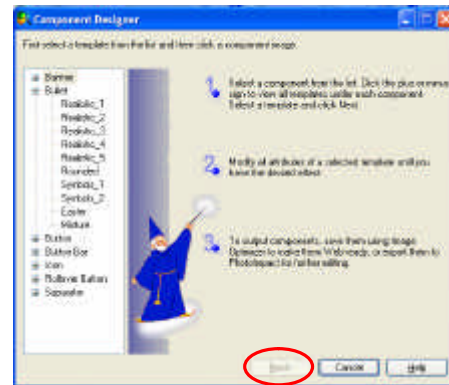
- Options:
  - To Image Optimizer
  - As Individual Objects in PhotoImpact – sends it to the PhotoImpact workspace as multiple objects and allows you to adjust each component of the objects individually (tweak color, texture, etc.)
  - As Component Object in PhotoImpact – sends it to the PhotoImpact workspace as one object

4. Compress and Save the Image

(Only if did *not* sent to the Image Optimizer mentioned above)


**Note:** Always save the original .ufo file in case you want to work on it again later without (a) having to recreate it and/or (b) losing image quality by working on a compressed image. Do NOT ftp .ufo files to the Web or use them in Web pages

- File ⇒ Save As on the Menu bar
- Assign an appropriate image file name
- Set the image Type as .jpg/.jpeg/.jpe or .gif
- Click Options and compress the image according to the use and current District standards
- Click OK



## Saving Images for the Web

Evaluate the use of the Image.... Will it be *only* for the Web? Image quality for the computer screen is 96 dots per inch (dpi). However, to increase quality while being size-conscious, we generally shoot for resolution of 100-110 dpi.

- If an image did not come from the Component Wizard, resize the image with the Transform Tool to reduce its actual overall size (measurement). Use the padlock icon to retain image proportion during sizing. Web banners are generally 700 pixels wide. 
- Adjust *Compression* so that File Size is no more than 20-30kb. Compression levels above 80-85 should not drastically affect the image quality.
- The Web Page Banner on a home or main page can be up to 50kb since it is only seen (loaded) once.
- Background images should stay under 10kb (they're really only a "tile" and smaller than we think). Other images should be no more than 20-30kb.

## Saving Images for PowerPoint or Paper

- PowerPoint
  - Set image resolution at 400 dpi because it will be blown-up larger-than-life.
  - To avoid distortion when it is projected on-screen, set the Size at 4-6 *inches* – not *pixels*.
  - Tips: Always run your presentation once before presenting it – this loads it into RAM and enables a smoother presentation with no delays or skips.
- Paper
  - In general, District color inkjet printers have a resolution of about 300 dpi. Color laser printers have a much higher resolution. Tailor images intended for print with a resolution of 300+dpi but remember that higher resolution = a larger file.
  - Generally speaking, resolution of 150-200 is acceptable for printed images, especially if they will be placed on a Web site for distribution.

**Other Uses for PhotoImpact 8.0...** **Photo Editing:** enhance lighting, color, and focus, blur, smudge and sharpen, or remove red-eye, noise, scratches, and other imperfections. **Web Design:** image maps, animated GIFs, and button rollovers, and java script effects.