DESIGN **MEDIA** LAB II
Week 07
March 12

Review **Assignment 06**

Editing existing CSS templates to apply font styles

Assignment 06_part 02 \\ CSS + Dreamweaver

Creating new CSS for font styles on a page

Creating new CSS for layouts on a page

      right column

      left column

      center column

      wrapper

Inserting images + animated GIFs

Assignment 05_part 2
\\ Photoshop/ Fireworks: Imaging for the Web Skills

How to set up a document

(size and resolution for the web)

Vectors vs. Pixels

JPG, GIF, PNG files types

(differences between and what to use when)

Creating GIF animations in Photoshop, Fireworks

GIF

Graphics Interchange Format (GIF) used to display indexed-color graphics and images in HTML documents on the web.

Indexed color means that it will only display a maximum of 256 colors.

For this reason, GIF is NOT a good format for saving photographic type images with many colors.

GIF is good for saving images with flat blocks of color such as logos or simple illustrations. Another very important feature of GIF images is that is allows you to preserve transparency. It uses an LZW-compressed format designed to minimize file size.

Mad Science

JPG or JPEG

Joint Photographic Experts Group (JPEG) format is used to display photographs and other continuous-tone images on the web.

JPEG format supports CMYK, RGB (millions of colors), and Grayscale color modes. Unlike GIF format, JPEG retains all color information in an RGB image but compresses file size by selectively discarding data.

This is known as lossy compression, and can result in a loss of quality if a high level of compression is applied.

Generally, if you choose the maximum quality option, your image will be indistinguishable from your original photograph but the file size will be larger. You can also save your files with lower quality settings that still produces a reasonably good image (or at least good enough for the web) image.

Another important difference between GIF and JPG, is that JPG does not preserve transparency.

PNG

Portable Network Graphics (PNG) is a little bit like the best of both worlds.

It was developed based on GIF, for lossless compression and for display of images on the web.

Unlike GIF, PNG supports 24-bit images and produces background transparency without jagged edges; however, some older web browsers do not support PNG images.

PNG format supports RGB, Indexed Color, Grayscale, and Bitmap mode images.

PNG also preserves transparency in grayscale and RGB images.

Animated GIF

An animated GIF (Graphics Interchange Format) file is a graphic image on a Web page that moves - for example, a twirling icon or a banner with a hand that waves or letters that magically get larger.

An animated GIF is a file in the Graphics Interchange Format specified as GIF89a that contains within the single file a set of images that are presented in a specified order.

An animated GIF can loop endlessly (and it appears as though your document never finishes arriving) or it can present one or a few sequences and then stop the animation.

Animated GIFs are frequently used in Web ad banners.

Java, Flash, and other tools can be used to achieve the same effects as an animated GIF. However, animated GIFs are generally easier to create than comparable images with Java or Flash and usually smaller in size and thus faster to display.

Supplemental Tutorials

http://www.adobe.com/devnet/fireworks/?view=gettingstarted

http://www.adobe.com/devnet/fireworks/articles/fwcs4_howto.html

Resources

http://www.tagindex.net/

http://www.w3schools.com/CSS/CSS_reference.asp

Supplemental Tutorials

http://tv.adobe.com/watch/learn-dreamweaver-cs4/styling-text-in-the-css-property-inspector/

http://www.csstutorial.net/

http://www.w3.org/Style/Examples/011/firstcss

http://www.w3.org/Style/CSS/learning

http://www.w3.org/Style/styling-XML

http://www.adobe.com/devnet/dreamweaver/articles/bk_getting_started_css.htl