Chapter 13

Preparing Graphics for the Web

Objectives

- Create slices
- Specify slice type and slice options
- Use the Save for Web & Devices dialog box
- Create an image map
- Export Illustrator graphics for the web

Create Slices

Essential consideration for web graphics

- Graphics must be created in Web Safe RGB color.

- Color you see on the artboard is not necessarily the color in the web browser.

  – Appearance affected by color choices, file format, and degree of compression

Create Slices

- Resolution is essential consideration when using bitmap graphics.
  - Standard resolution of a bitmap graphic is 72 pixels
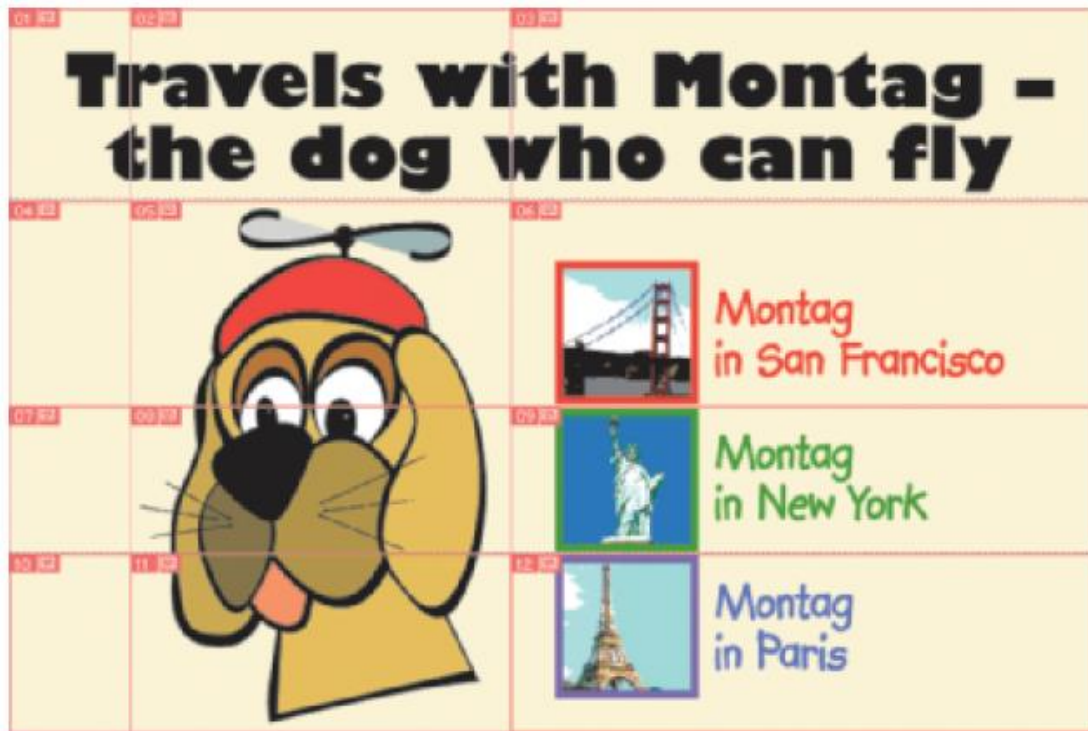
Create Slices

File size and display considerations:

- JPEG and GIF both reduce file size significantly with different processes.

- Experience and understanding required to choose correct format and degree of compression.

Create Slices

Understanding sliced artwork

- File size is a fundamental consideration when creating graphics for the web.

- Illustrator allows you to divide the artwork into **slices**.

Create Slices

Artwork divided into slices

Create Slices

- Web pages contain many different elements, such as HTML text and bitmap images.

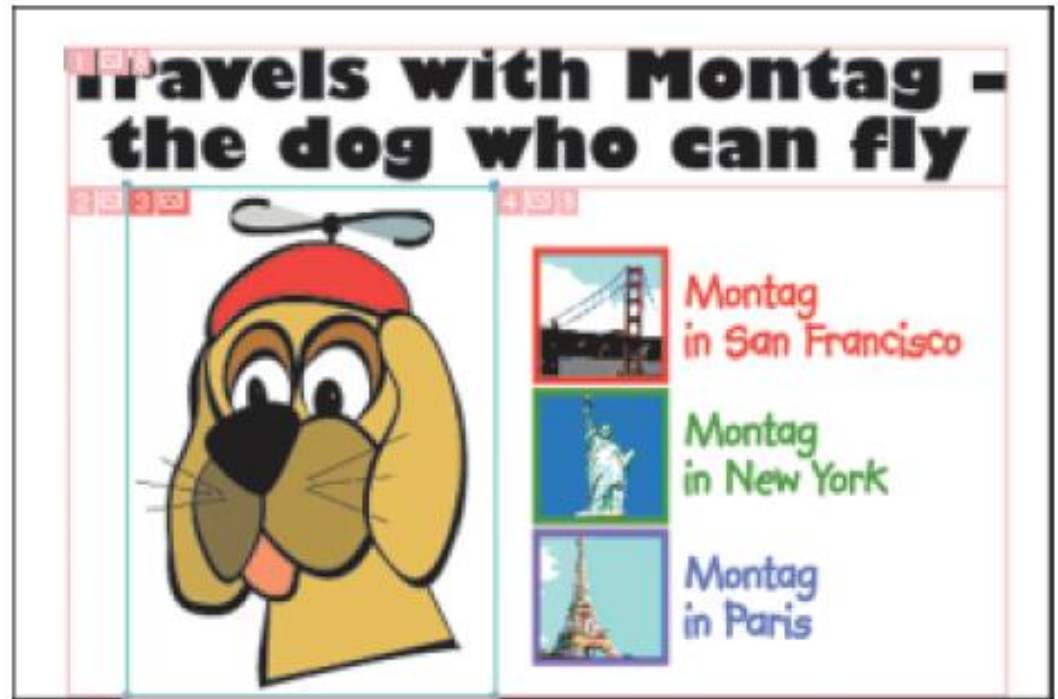- If you use slices to divide different elements, you can output them differently.
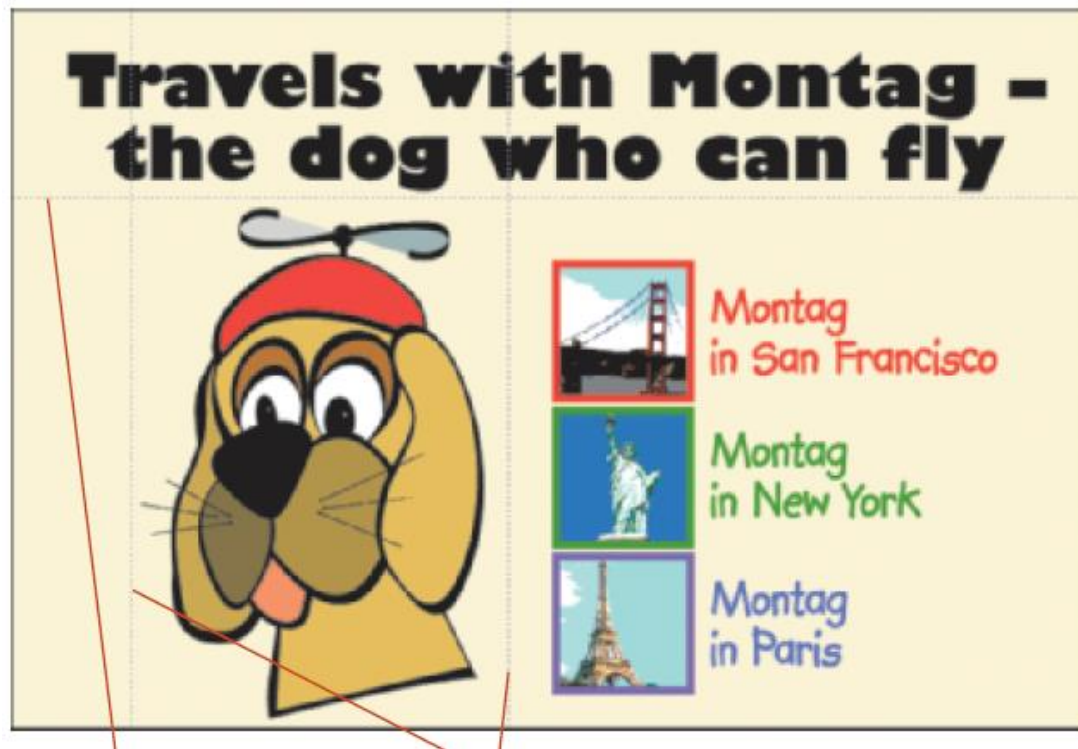
Create Slices

- The **Make Slice command** creates a slice whose dimensions match those of the bounding box of the object.

- The **Slice tool** allows a rectangle to be drawn anywhere on the artboard.
  - If artwork is moved, slice doesn't move

Create Slices

Slice 3 was created with the Slice tool; slices 1,2, and 4 were generated automatically.

Create Slices

Use standard ruler guides to define how you want artwork divided into slices

Create Slices

- When you apply **Create from Guides command**, Illustrator generates slices for each area defined by guide.

- You can select each slice with the Slice Selection tool, which means slices can be easily combined.

Create Slices

Using guides and combining excess slices is simplest, most straightforward, hassle-free method for making sliced artwork.
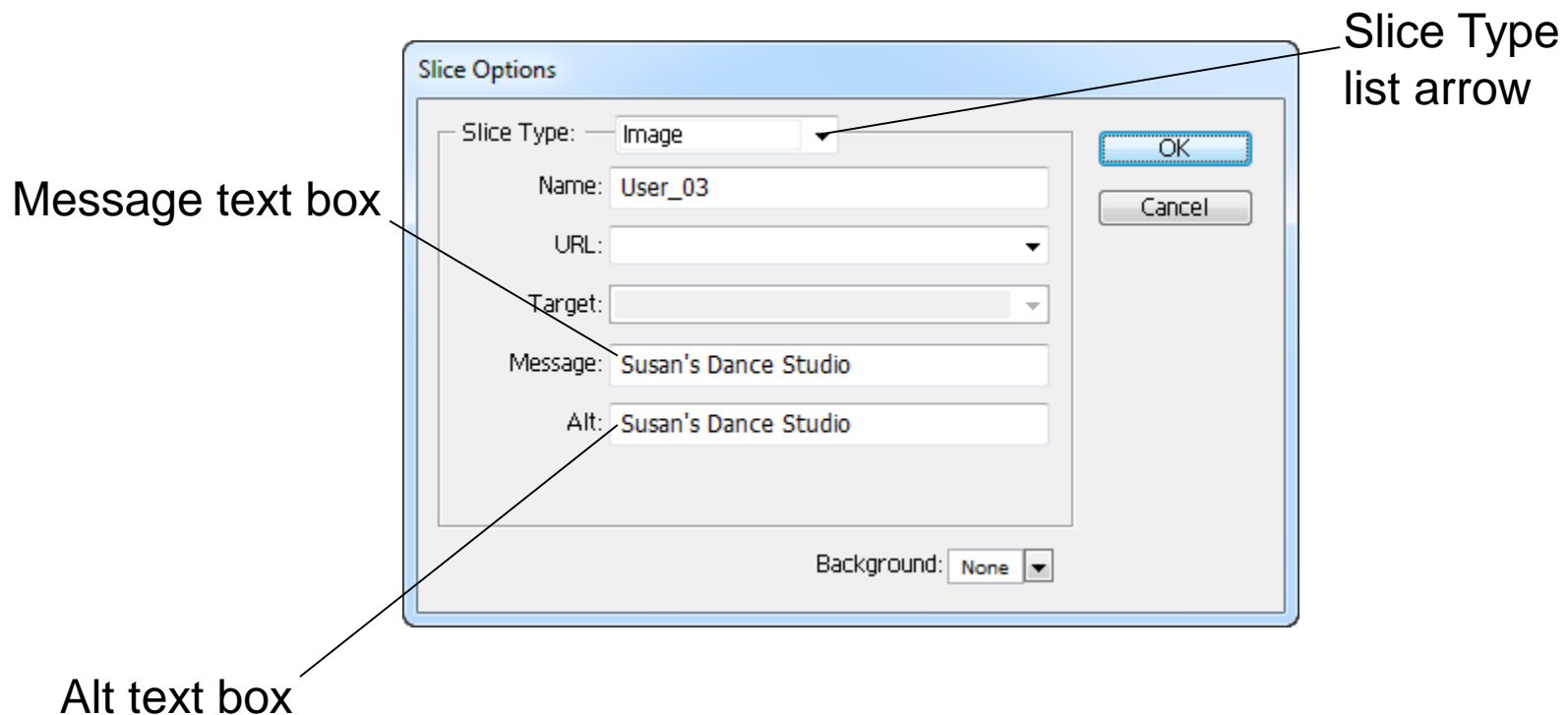

Slices can be combined easily

Specify Slice Type and Slice Options

- Slice type and options assigned to them determine how artwork contained in a slice will function on a web page.

- Three slice types you can specify in the Slice Options dialog box:
  - **Image** (if content will be linked)
  - **No Image**
  - **HTML Text**

Specify Slice Type and Slice Options

- If you specify slice as an Image slice, set options in the Slice Options dialog box for:
    - **Name** – slice name is used as file name
    - **URL** – makes slice a hotspot on the web
    - **Target** – specifies frame you want link to target
    - **Message** –will appear in status bar of browser
    - **Alt** – for sight impaired Web surfer
    - **Background** – specify a color for background
    - **Text** – enter text in Displayed in Cell text box

Specify Slice Type and Slice Options

Slice Type list arrow

Message text box

Alt text box

Use the Save for Web & Devices Dialog Box

- **Optimization** is a process which reduces file size through standard color compression algorithms.

- In the **Save for Web & Devices dialog box**, select options for previewing images.
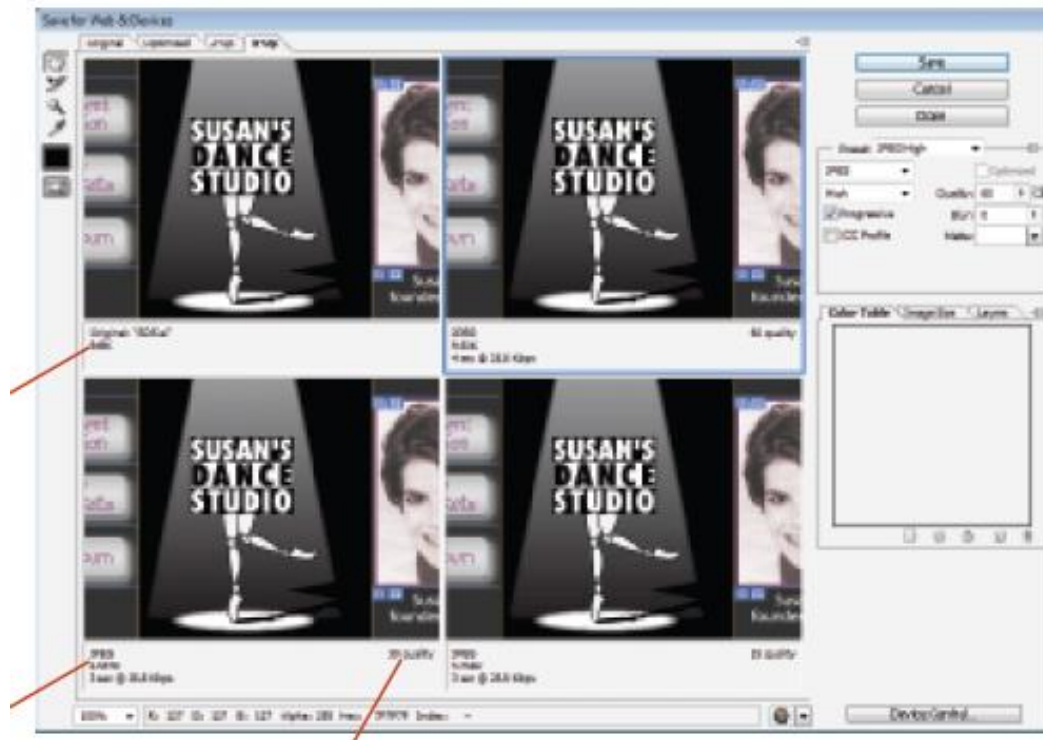
Use the Save for Web & Devices Dialog Box

- Tabs at the top of image area define display options.
  - Original display presents artwork with no optimization
  - Optimized display presents artwork with current optimization setting applied

Use the Save for Web & Devices Dialog Box

- **2-up display** presents two versions of artwork – original and optimized.

- **4-up display** presents original beside three optimized versions.

Use the Save for Web & Devices Dialog Box

4-Up Display in the Save for Web & Devices dialog box

Use the Save for Web & Devices Dialog Box

- **GIF** is standard file format for compressing images with flat color.

- Provides effective compression for the right type of artwork.

- Generally has no noticeable effect on image.

Use the Save for Web & Devices Dialog Box

File Optimization

- GIF compression works by lowering number of colors in file. The trick is to lower the number of available colors without adversely affecting appearance of image. Good for line art and logos.

- JPEG is standard file format for compressing continuous-tone images, gradients, and blends.
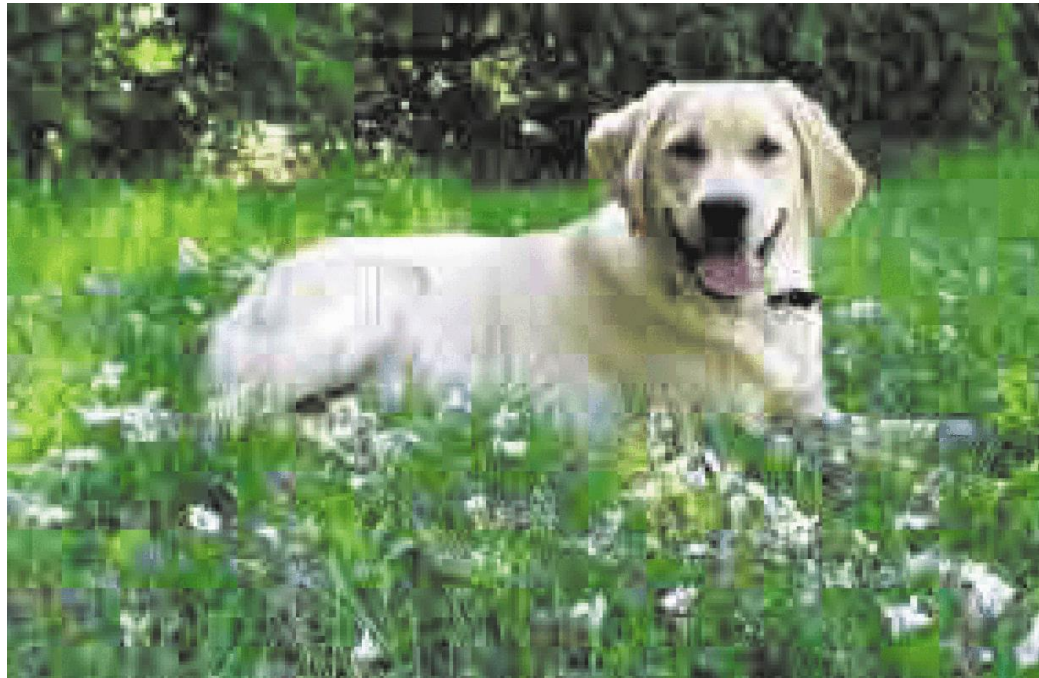
Use the Save for Web & Devices Dialog Box

A GIF file with too few colors available to render the image adequately

Use the Save for Web & Devices Dialog Box

- Choose level of compression in JPEG format by specifying JPEG's quality setting.

- When compression is too severe, it results in problems with image.

Use the Save for Web & Devices Dialog Box
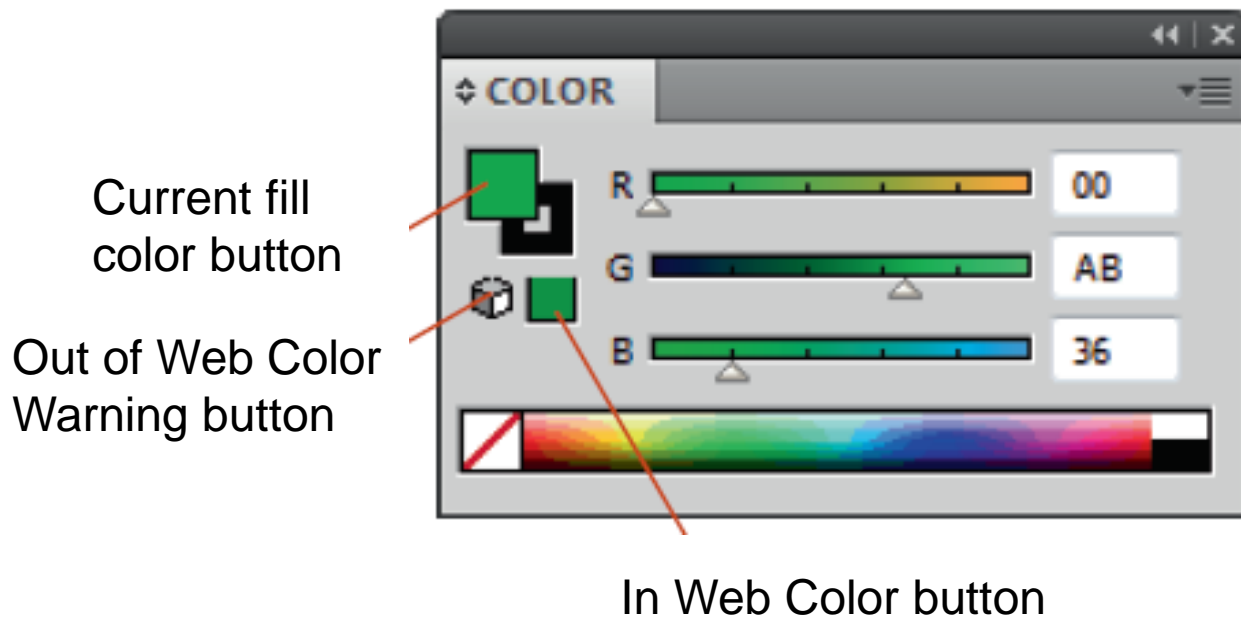

A JPEG with compression that is too severe

Create an Image Map

- Because of inconsistency of document color appearance, Illustrator offers a **Web Safe RGB mode** in the Color panel and a web swatch library.

Create an Image Map

- Web swatch library contains predefined colors coded to be recognized by most computer displays, and common Web browser applications.

- When color is critical, think of the **Web safe gamut** as a safe bet for achieving reasonable consistency

Create an Image Map

Current fill color button

Out of Web Color Warning button

In Web Color button

Create an Image Map

- **Image maps** allow you to define an area of an illustration as a link.

- When user clicks area of image defined as a link, browser loads linked file.

- Image maps store artwork and links in a single file.

Create an Image Map

Image maps enable you to define odd-shaped areas of an image as links to a URL.

Create an Image Map

- Attributes panel contains Image list arrow, which allows you to choose shape for your image map.
  - Enter a URL for the link
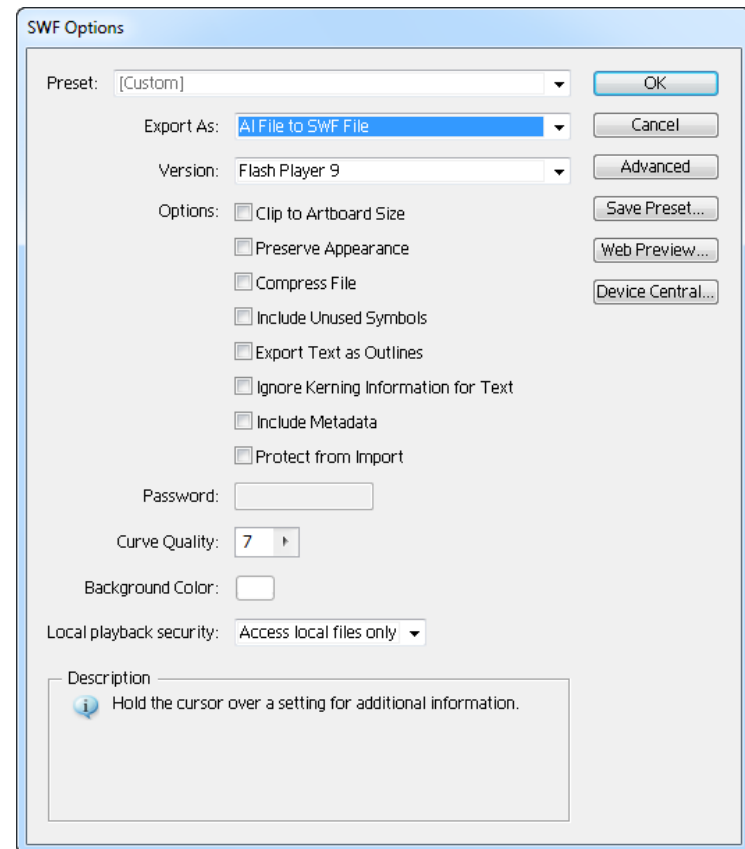- The linked area that the user clicks is called a **hotspot**.

Export Illustrator Graphics for the Web

- **SWF** is an acronym for **Shockwave Flash**.
- SWFs can be exported and placed in Adobe Flash or opened directly by a web browser.
  - Internet Explorer
  - Firefox

Export Illustrator Graphics for the Web

- Set options for your export in the SWF Options dialog box.

Export Illustrator Graphics for the Web

- You can use Illustrator graphics as animations for the web or in Flash.

- Use the Blend tool to create a blend and then export it as an animation.

Export Illustrator Graphics for the Web

- You must choose the **AI Layers to SWF Frames** in the Export As text box, even if you did not use layers in your Illustrator artwork.

Creates an animated SWF file   Click for Advanced options

Export Illustrator Graphics for the Web

- To export non-blend artwork as an animation you must separate the components of the artwork on separate layers.

- Use the Release to Layers command on the Layers panel.

Creates an animated SWF file.   Click for Advanced options.

ADOBE ILLUSTRATOR CS5

Export Illustrator Graphics for the Web

- Non-blend artwork can be released to layers and used as an animation.

- You can rearrange layers by hand to achieve different effects.