

Announcements

- Make sure that your scores in grades.cs.umd.edu are correct
(We will not address any errors after Wed May 9)
- Reference:
“Web Designer’s Guide to Adobe Photoshop”
Author: Chris Tull
ISBN-13: 978-1-59822-001-8
- Reference
 - ❑ <http://www.howstuffworks.com/>
- GNU Image Manipulation Program (GIMP)
 - ❑ <http://www.gimp.org/>

Electronic-commerce

- What is electronic-commerce (e-commerce)?
 - The buying and selling of goods and services on the Internet, in particular the Web
 - Typically involves a shopping cart system and a payment processing system.
- Sales Estimates
 - e-commerce sales (fourth quarter of 2006) → \$29.3 billion
 - Source:
<http://www.census.gov/mrts/www/data/html/06Q4.html>
- According to eMarketer, biggest product categories are:
Computer products, books, music, financial services, home electronics, apparel, gifts and flowers, travel services, others.

Electronic-commerce

- Advantages of e-commerce
 - Transaction processing costs are lower
 - Provide more information to customer than previously available
 - Where is your package?
 - Larger catalogs
 - Can you image sending over mail Amazon's catalog?
- Difficulties with e-commerce
 - Getting people to come and return to a site
 - Getting people to buy
- Success stories
 - Amazon.com
 - <http://money.howstuffworks.com/amazon.htm>
 - Dell.com

Electronic-commerce

- Affiliate Programs (Associate Programs)
 - Pioneered by Amazon
 - Amazon allows a person to set up a specialty book store
 - When someone buys from the specialty store the owner receives a commission
- CPC Link (CPC=Cost Per Click)
 - If you put a link to a company on your site the company pays you when someone clicks on the link.

Electronic-commerce

- Recommendations for Setting an e-commerce site
 - Might want to look for a web hosting company supporting e-commerce
 - The company should provide support for credit card payments
 - Reasonable disk capacity that can change easily
 - Good network connection to the internet's backbone
 - Security support for transactions
 - Reasonable support software

Images

- **Two types of Images:** Bitmap and Vector
- **Bitmap Images**
 - Pixels in a grid
 - **File Formats for Bitmap Images**
 - JPEG (Joint Photographic Experts Group)
 - GIF (Graphics Interchange Format)
 - PNG (Portable Network Graphics)
 - **GIF**
 - Appropriate for images with large flat areas and single colors (e.g., diagrams)
 - Provides support for transparency
 - **JPEG**
 - Photographs

Images

- **Vector Images (Raster Images)**
 - Each component object defined by mathematical statements
 - Resolution independent
 - Appropriate for logos and graphics without photographic elements
 - Common Formats
 - CDR (CorelDRAW)
 - SWF (Shockwave Flash)
- **Rasterizing**
 - Conversion of a vector image to a bitmap
- **Resolution of images for the web**
 - Use images between 72 and 96 ppi (pixels per inch)

Photoshop

- Main elements
 - Menu Bar
 - Palettes
 - One of them is the Layer's palette
 - Toolbox
 - Small arrow in lower right corner provides more options
- To reset workspace (Window→Workspace)
- For web design change units of measurements to pixels
 - Edit→Preferences→Units&Rulers
 - Change Rulers and Type to pixels

Photoshop

- Let's create an image by
 - File→New
- Let's create a layer
 - Layer? – Like old plastic transparencies
 - You should create your designs using layers
- Adding Text
 - Select Horizontal Type Tool (T in toolbox)
 - Window→Character
 - To move text click on Move Tool (Top Right), select layer
- To add custom shape
 - Select custom shape from toolbox (under rectangle if not visible)
 - CTRL-T to transform

Layers

- Each layer can be seen as an image by itself
- A combination of layers forms your final image
- A layer can have
 - Text
 - Logo
 - Other elements
- Opening of Layers Palette via Window→Layers
- Any time you create or paste something into an image Photoshop creates an image
- You need at least one layer in photoshop
- You can lock a layer to avoid any modification
- To unlock the background layer double-click and provide a name
- Layer styles are visual effects you can add to a layer
- Layer styles are accessible in the layer palette (under *f*)
- Let's see some of the style options

Marquee Tools

■ **Creating a ellipse/rectangle**

- ❑ Select elliptical marquee
- ❑ Dragging creates elliptical or rectangular area
- ❑ Dragging and holding down shift key → creates perfect square or circle
- ❑ Dragging and holding down alt key → creates an elliptical or rectangular area center at the point your first click
- ❑ You can combine shift/alt
- ❑ CTRL-D to deselect element or Select→Deselect

■ **Adding color**

- ❑ Select Foreground Color Square on toolbox
- ❑ Select Paint Bucket Tool

Accessing Preset Styles

- Select a layer and the layer style (*f*)
- Select “Style” at the top (rather than “Blending Options”)
- Now you will see style (small right arrow will provide additional styles)

Extracting Part of an Image

- Bring in some images (UMD images .jpg)
- Create image with dimensions 700x400
- Make sure the background is transparent
 - You will see the checkerboard pattern representing a transparent background
- You can select a portion of the image using Marquee Tools, the “New Selection” button (leftmost button on the options bar), move option, and dragging selected area
- You can select an irregular area by using the lasso tools.
 - Magnetic lasso tool recommended
 - A complete selection is made once you work your way around
 - Use ESC to remove selections

Cropping

- Select the crop tool (third icon on leftmost column)
- Select area of an image you want to keep
- Press enter

Pen Tool

- Extremely useful
- Let's take a look at the options bar
- Let's use the path option in one example
 - Click outside of image area
 - Click on image area and adjust curvature
 - Once you have desired curvature hold ALT key and click on the darken anchor
 - Repeat to complete the path