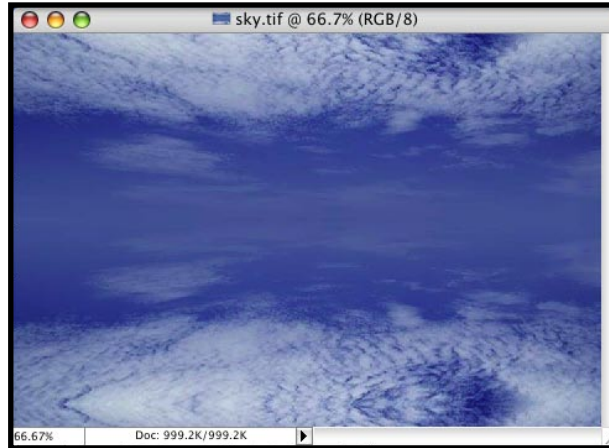



This demonstration covers the web features in Illustrator CS. During this demo you will learn to create slices and how to optimize these parts of the web page.

You will layout a web page, set up layers in Illustrator including layers to export as a SWF animation. You will learn methods to slice the web page and apply slice options. Then you will use Illustrators Save for Web features to optimize the animation.

- 1.** Make a new Illustrator file, go to File > New. Set the size to 640 px X 480 px, set the units to pixels and make sure the color mode is RGB, then click OK.
- 2.** Go to the internet, go to google.com and click on the images tab. In the search area type sky and find the image shown below, (if you don't get the exact image it isn't the end of the word just find an image of sky).

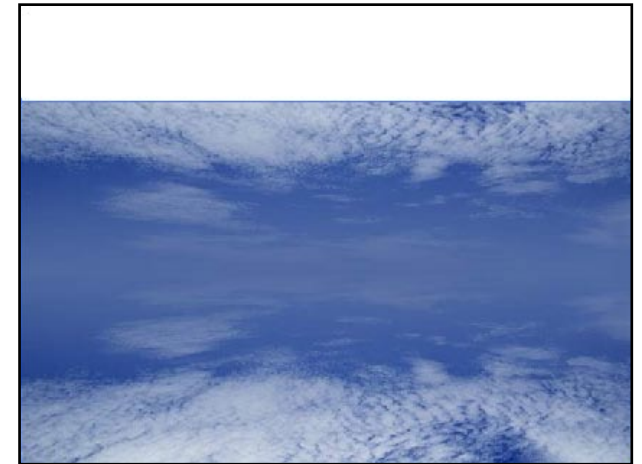


- 3.** Copy the image by control clicking the image and going down to copy image on the context sensitive menu.
- 4.** Open Photoshop, go to File > New and create a new Photoshop file, by default this is set to the size of whatever is stored in the clipboard. Hit return in the dialog box that asks for the size. Go to Edit > Paste and then go to Layers > Flatten Layers.
- 5.** Choose the Crop Tool.  In the options bar set the Width to 640 px, the Height to 380 px and the Resolution to 72 PPI. Drag the Crop Tool over the center of the artwork, adjust the crop area by dragging the handles. To apply the crop hit return or double click inside the crop area.

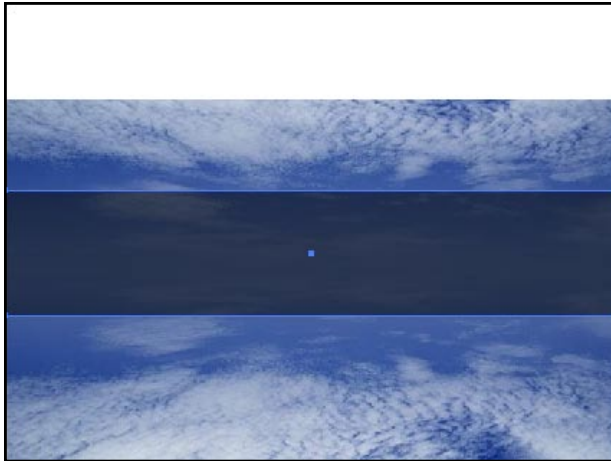
- 6.** Save the Photoshop file as a TIFF format.

- 7.** In the Illustrator document that you created before go to File > Place and browse for the image of the sky that you just saved. Go ahead and hit place.

- 8.** Position the sky image at the bottom of the page. Go to view > Smart Guides and make sure Smart Guides are on. Then with the Group Selection Tool drag the bottom left anchor point of the image down until it meets the intersect at the bottom right of the document.



- 9.** Choose the Rectangle Tool and draw a rectangle that covers the center of the image. Color the rectangle black with no stroke and set the opacity to 50% in the Transparency Palette.



10. Double click the layer and call the layer Background.

11. Create a new layer and call it Logo. Draw a logo that looks like the one below.



For the logo choose a sans serif type face such as Helvetica, Swiss, Ariel etc. The volume graphic is created by drawing one small square level with the baseline and then dragging it up holding shift option to constrain and duplicate. Once you have the second square command D will create another. Apply command D about 3 more times to create a stack of 5 squares then select all of them. If you lock

the background layer you can select them all by dragging a marquee selection over them. Drag these to the right and hold shift option. Apply command D several times to make 5 columns. Lastly delete squares of the top of the columns to create the various levels. Select the type and go to Type > Create outlines. Select the entire logo and group, command G.

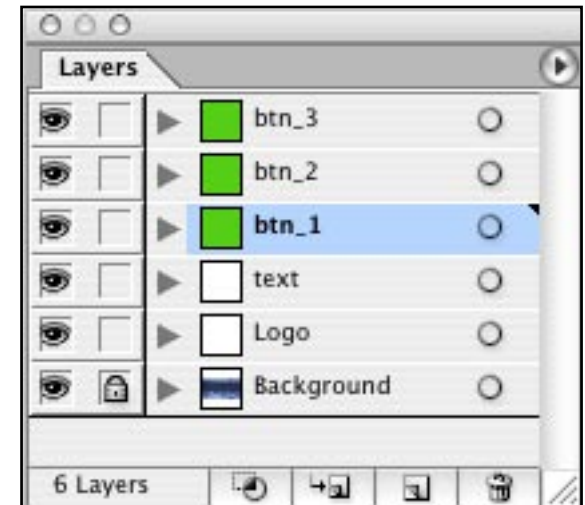
12. Create another layer and call it Text. With The Type Tool drag out a text box for the right hand side and fill with nonsense type and color the type white.



13. Create three more layers and call them btn_1, btn_2 and btn_3. On each of these layers add a small square evenly spaced and on the same baseline as the type.



This is what your layers should now look like.



14. We now what to create a series of layers for a SWF animation (Flash format). For this Create a new layer and call it animation. Draw a box with the Rectangle Tool that fills the empty area at the top of the document. Then draw a star drag the star into the symbols palette and then delete the original. Drag the

symbol you created back into your artwork and position at the beginning of that strip.



15. Duplicate the Layer called Animation by dragging it to the new layer icon. and then move the symbol to the right. Repeat this step until the star is on the other side of the strip, you should have about 7 or 8 layers called animation, animation copy and so on.

16. So that we avoid a flash at the start or end of the animation we need the strip at the top which will be exported as a SWF to be copied to all the previous layers; the button layers the logo layer, the text layer and the background layer. Select the strip in the artwork and then go to the Layers Palette. Hold the option key as you drag the selection indicator down to each layer in turn that doesn't contain this graphic element already.

17. Save the file as an Illustrator file. Then we can begin adding slices.

Creating Slices

The purpose of slices is to allow you to optimize different parts of your web page and to allow you to allocate interaction such as links to others sites. In this example we are going to save various parts of the page in 3 different formats, JPEG, GIF and SWF.

There are various methods that one can employ to create slices. You can create slices using the Slice Tool in the Tool Palette, this is good if you want to manually define the slice. You can create a slice by selecting an object and then going to Object > Slice > Make, this works well when you want to define a slice to one particular object such as a placed photograph or a button. You can select several objects or groups of objects and then go to Object > Slice > Create from Selection, this method creates a slice around a series of objects that are selected. If you were to select several objects and go to Object > Slice > Make, each selected object would become a separate slice. If you have guides defining a particular area you can also go to Object > Slice > Make from Guides.

18. Select the logo, if the logo isn't grouped, with the background layer locked, drag a marquee selection over all the objects that create the logo including the type and the volume bars. To create the slice go to Object > Slice > Create from Selection. Now you should have a series of guidelines that divide the document. Notice that the area around the logo and each of the other sliced areas has an assigned number. In the auto slice areas, the other areas that we didn't define, the numbers are screened back.

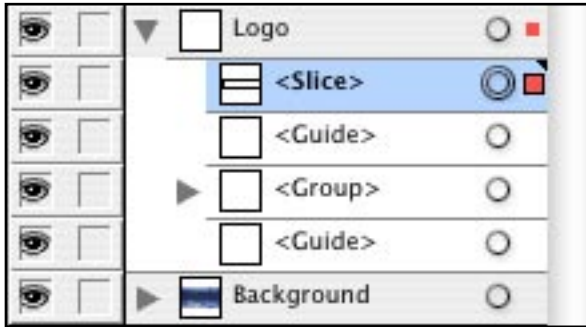


19. Now select the text in the box, choose the Slice Tool from the Tool Palette and drag a slice around the text box starting in the top left corner and then dragging down diagonally.

20. Now select the rectangle that defines the animation banner and go to Object > Slice > Make, do the same process for each of the three buttons and for the image of the sky. The finished sliced image should look like this.

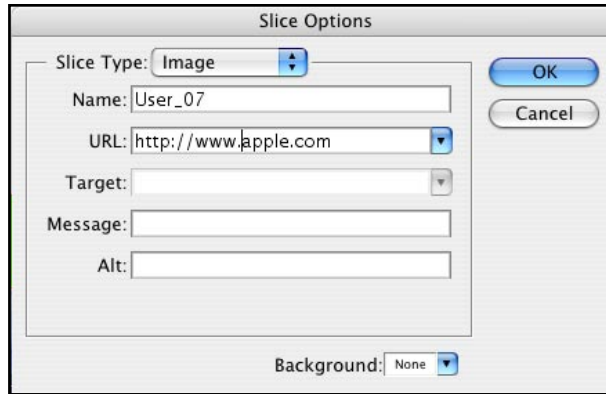


21. Save the artwork, now that you have all the artwork sliced you can assign options. We are going to create a link to a web page from the logo. Go to the layer containing your logo and open the layer using the arrow next to the layers icon. Inside the layer you should have a level that is labelled slice. Select the slice in the layer and then click the small black arrow in the level this will select the slice.



22. With the slice for the logo selected go to Object > Slice > Slice Options. Where it says Slice Type leave it on image. You can choose either image no image on HTML if you are using text. Type <http://www.apple.com> (or whatever web site address you so desire) in the section where it says URL. Everything else we will leave. Target defines how the link shows up such as in the same browser window or in another new window, etc. Message will create a message that shows up as you roll over the slice and Alt would put a message in place of the image while loading.

23. With our slices done and the link created, lets save one more time and then we are ready to optimize our artwork using Illustrators save for web feature.



File Formats

The Macromedia (SWF) Flash format is a version of the Macromedia Flash Player vector-based graphics format for interactive, animated Web graphics. You can export artwork to the Macromedia Flash format for use in Web design, and view the artwork in any browser equipped with the Macromedia Flash Player plug-in. SWF originally stood for shockwave file, this is the format that Flash files are saved in. This is the format that we will use to create the animation at the top of the page. SWF supports the use of symbols from an Illustrator file. When you use an instance of a symbol as rather than an object it greatly reduces the size of your SWF file and therefore loads quicker.

Graphics Interchange Format (GIF) is the file format commonly used to display indexed-color graphics and images on the World Wide Web. GIF is an LZW-compressed format designed to minimize file size and electronic transfer time. The GIF format supports binary transparency by allowing one of the indexed colors to be fully transparent. GIF does not support partial opacity as found in an alpha channel.

Joint Photographic Experts Group (JPEG) format is a raster format commonly used to display photographs and other continuous-tone images on the World Wide Web. JPEG compresses file size by selectively discarding data. Because of this, JPEG compression is referred to as lossy. JPEG format does not support transparency.

Generally speaking GIF are used for graphic elements such as logos and type that is saved as an image. JPEG is used for continuous tone photographic images.

24. Go to File > Save for Web. This large dialog box opens up that is illustrated on the following page. In the tabs at the top choose 2 up. By choosing two up we can see the original artwork and compare it with the optimized version. With the Slice Select Tool select the logo slice by clicking on it in the right hand panel (optimized side) and set the format to Gif, to limit the size bring the colors down to 16. Do the same for each of the buttons except set the colors to 8. Select the text slice and bring and change to GIF at 16 colors also. Set the color algorithm for all these to selective. Select the Photographic image of the sky and set it to JPEG on medium resolution. If you want to see what happens you can lower the quality and you can blur the image to decrease file size and increase the speed of loading. Optimizing images is all about trading quality for speed. Then lastly select the banner area and set it to SWF, make sure it says Ai Layers to SWF Frames. Set the Frame rate to 6, (12 is standard) and set loop on.

Save for Web - Powered by ImageReady

Original Optimized 2-Up 4-Up

01 02 03 06 07 08 09 10 11 12 13 14 15 16 17 18 19

Original: "web_demo.ai"
1.17M

GIF
1.884K
2 sec @ 28.8Kbps

100% dither
Selective palette
16 colors

Settings: [Unnamed]

GIF Lossy: 0
Selective Colors: 16
Diffusion Dither: 100%
 Transparency Matte:
No Transpar... Amount: 100%
 Interlaced Web Snap: 0%

Color Table Image Size Layers

16

100% R: -- G: -- B: -- Alpha: -- Hex: -- Index: --