



Table of Contents

Download a printable PDF version from our web site at <http://www.photowebber.com/Resources>.

The PhotoWebber tutorials are designed to walk you through the steps necessary to import, build, and optimize web pages and graphics using PhotoWebber's automated tools.

The Basics

1. [The instant web page](#)
2. [Creating a new page and adding a graphic](#)
3. [Automating buttons by naming Photoshop layers](#)
4. [Creating menus](#)

Beyond the Basics

1. [Switching between Style Sheet and Table layout](#)
2. [Creating frames and setting colors](#)
3. [Using Photoshop text layers as HTML text](#)
4. [Setting absolute and relative position and size](#)

Working with Existing Site and Content

1. [Optimizing graphics and organizing files](#)
2. [Setting hyperlinks](#)
3. [Plug-in media: Quicktime, Flash, Shockwave and Java Applets](#)
4. [Using Placeholders for existing content](#)

The Instant Web Page

Any designer who has created graphics for the web using Photoshop knows how tedious it can be to move ideas from a single Photoshop file to a collection of web-friendly GIF or JPG files. And all web programmers know how difficult it can be to get those graphics to appear in the correct positions on the resulting web page.

With PhotoWebber it is no longer necessary to chop Photoshop files into little pieces and reassemble them manually in an HTML editor. PhotoWebber translates layered Photoshop files directly into matching HTML layouts effortlessly.

In this tutorial you will import a Photoshop file and build an interactive web page in just two steps.

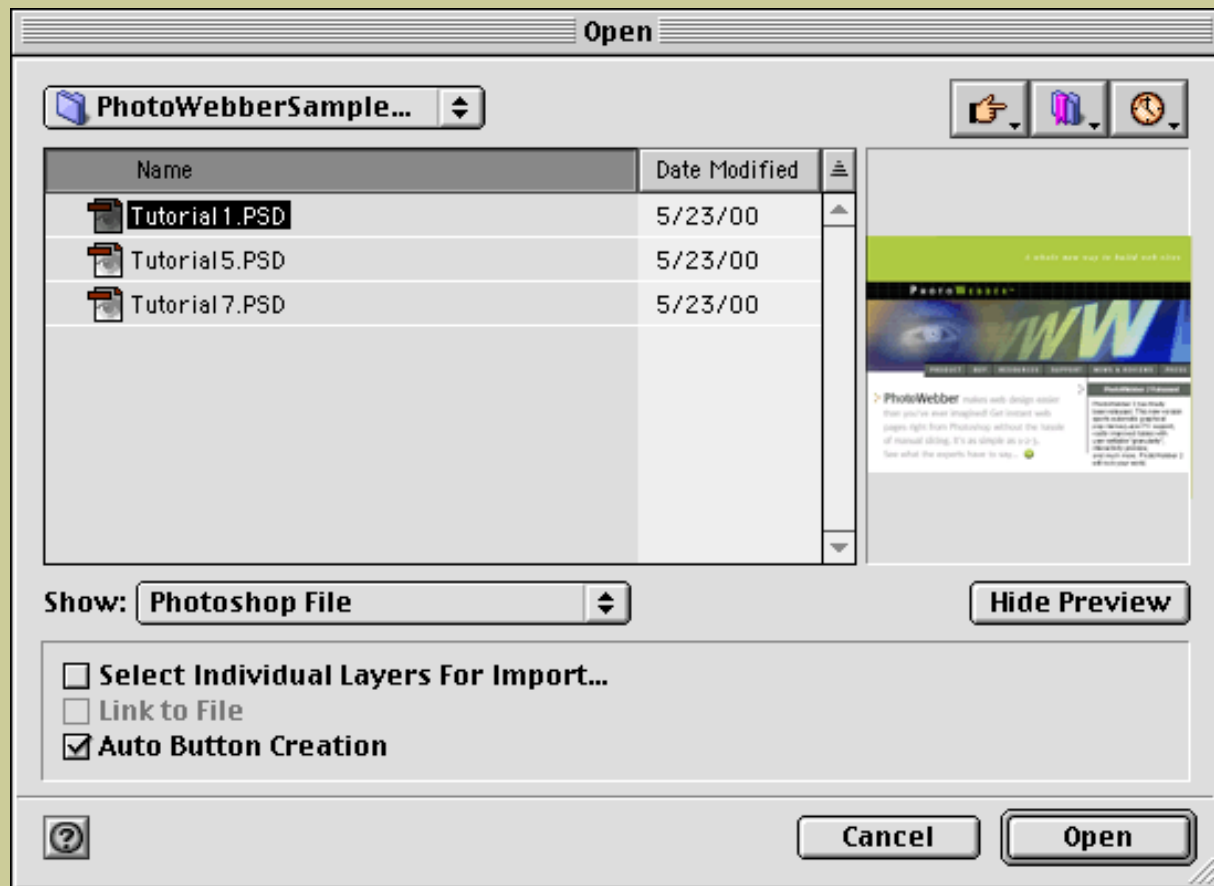
1. Start PhotoWebber and Import your Photoshop file.

From the **File** menu, select **Import Graphics**.

Choose the Photoshop file named **TUTORIAL1.PSD** in the PhotoWebberSampleFiles folder, and click **Open**.

Tip: PhotoWebber takes advantage of the information in your Photoshop file to automatically set up your web page:

- [Auto Button Creation](#) allows PhotoWebber to use Photoshop layer names to automatically generate JavaScript buttons and menus.
- Solid color Photoshop background layers are converted to the *page background* color.
- Solid color rectangular layers are converted to *Color Areas* (table or layer background colors).



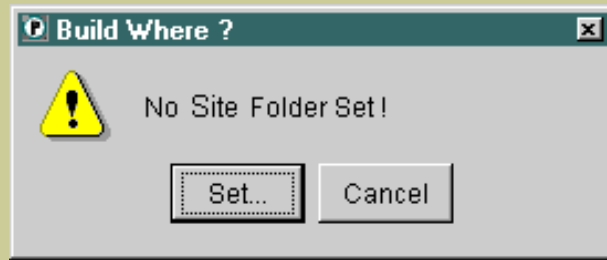
2. Build your page and view the results in your web browser:

From the **Output** menu, select **Build All**.

PhotoWebber will prompt you to select a *Site Folder*. The [Site Folder](#) is the folder in which PhotoWebber will build the HTML and graphics files for the web page.

Select **Set** from the **Build Where** window and choose a **Site Folder**.

Click **OK** to build the page.



To view the new web page you've just created, run your browser and open the file named index.html in the Site Folder.

Note: You can also *preview* the page *before* you build the final files. From the **File** menu select **Preview, Default Browser**. PhotoWebber will build a temporary copy of the page and open it in your default browser.

Copyright © 2000 - 2001 [Media Lab, Inc.](#) All rights reserved.

PhotoWebber is a trademark of Media Lab. Photoshop is a registered trademark and GoLive is a trademark of Adobe Systems Incorporated. All other trade names are trademarks of their respective owners.

Creating a New Document and Adding Graphics

In addition to importing multi-layered Photoshop files to build complete web pages, PhotoWebber also allows you to import individual graphics.

- You can incorporate existing web graphics - GIF or JPG files - as part of your page layout
or
- You can import one or more individual layers from any Photoshop file

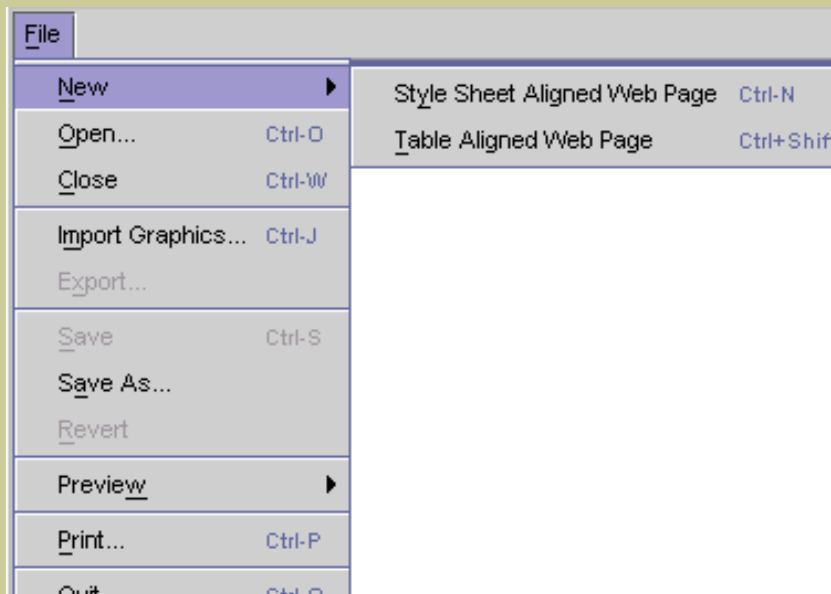
In this tutorial we will create a new file and add a company logo.

1. Create a new document:

From the **File** menu, select **New** and choose an **alignment** option:

- For browser versions 4.0 or higher, select **Style Sheet Aligned Web Page**.
- For 3.0 or lower browsers, select **Table Aligned Web Page**.

Tip: You can switch between [Style Sheet and Table Alignment](#) at any time.



2. Import TUTORIAL1.PSD.

Note the blank space in the upper left-hand corner of the page. This is where you will place the logo.

There are two ways you can import single graphics: from **existing GIF and JPG files**, or by importing **individual Photoshop layers**. Both options are explained in step 3.



3. Add a company logo:

From the **File** menu, select **Import Graphics**.

To import the logo from an existing GIF:

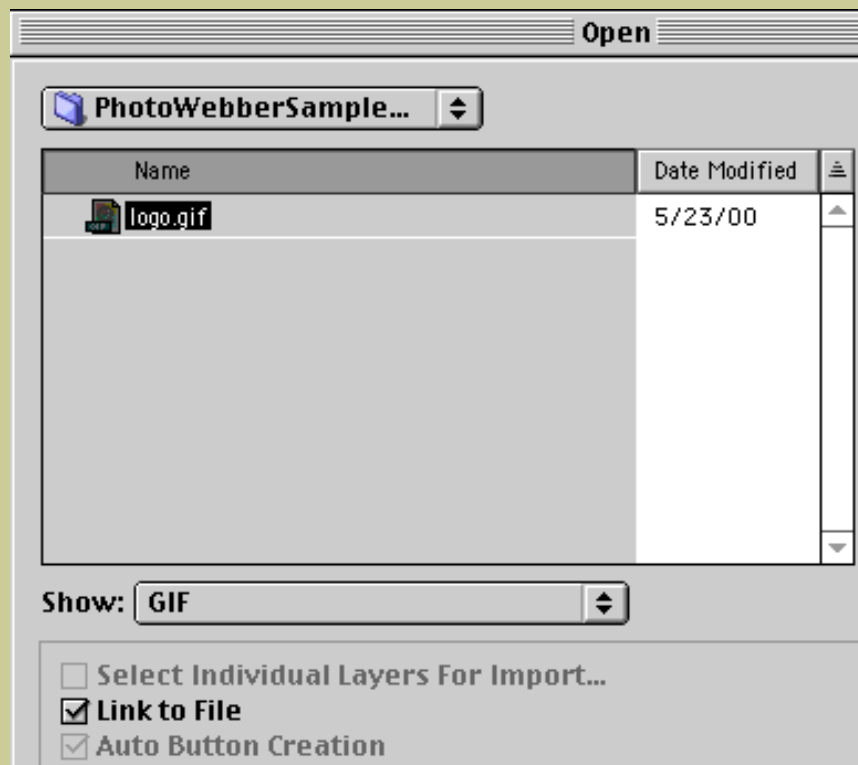
- Select **GIF** from the list of available file formats.
- Choose **LOGO.GIF** in the PhotoWebberSampleFiles folder.
- Click **Open**.

Drag the logo so it is in the upper left area of the page.

Tip: When importing existing GIF and JPG files, you can use the existing logo file or create a new one:

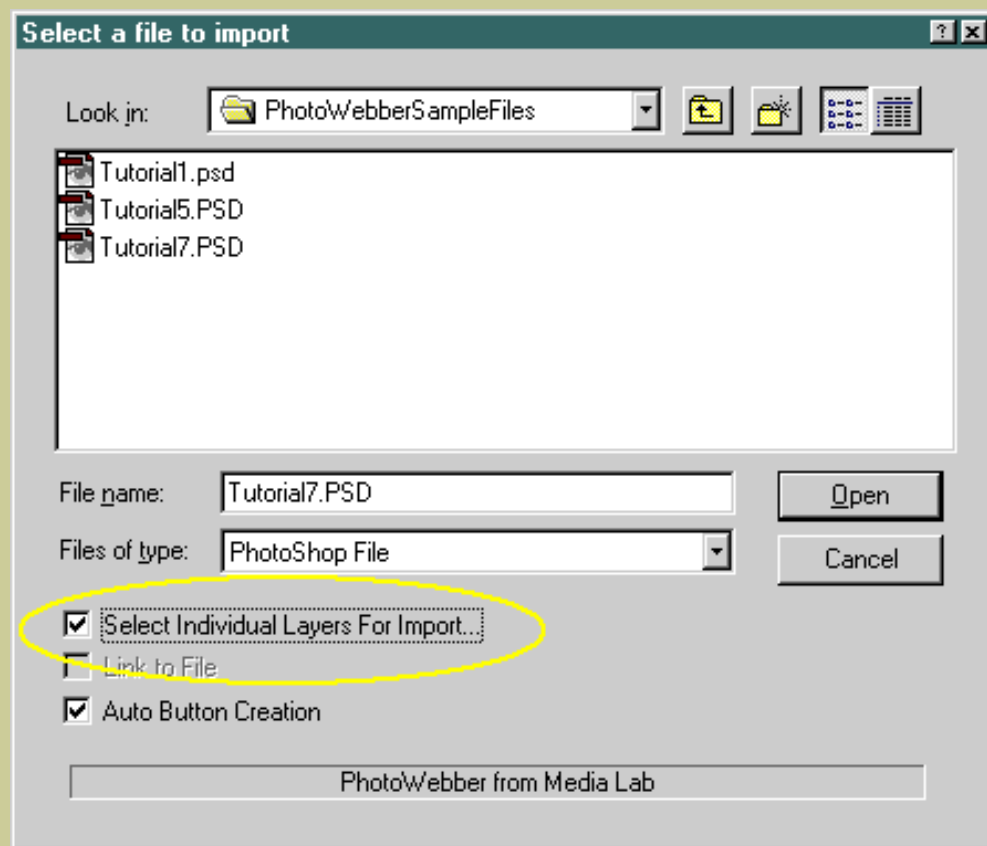
- To use the existing GIF file on your final web page, click **Link to File** on the import window.
- To create a new GIF, JPG or PNG file when you build the page, leave Link to File unchecked.

Notice that the GIF file has only single-color transparency so it can only be used against the same background color on which it was created. In this case, the white background does not work.



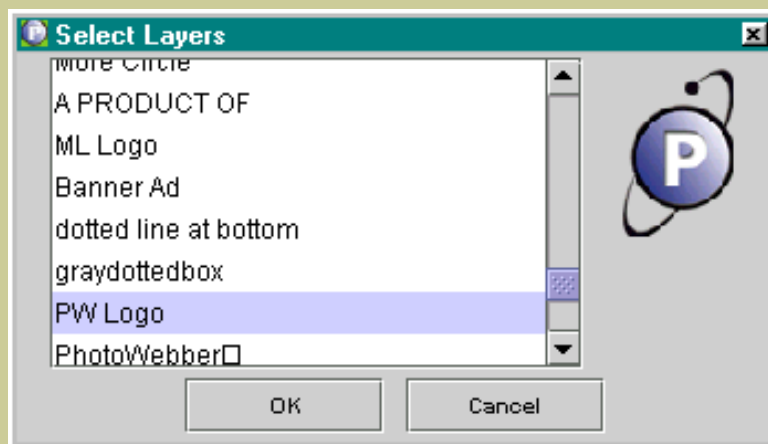
To import the logo from a Photoshop layer and maintain the full alpha-channel transparency:

- Select **Photoshop File** from the list of available file formats.
- Choose **TUTORIAL1.PSD** in the PhotoWebberSampleFiles folder and check **Select Individual Layers For Import...**
- Click **Open**.



- Highlight **PW Logo** in the list of layers.
- Click **OK**.

Drag the logo so it is in the upper left area of the page.



Notice that the full-transparency support allows you to move the logo so it overlaps several background color areas cleanly.

To see what this will look like on the web, preview the results in your browser. (From the **File** menu select **Preview, Default Browser**.)

Copyright © 2000 - 2001 [Media Lab, Inc.](#) All rights reserved.

PhotoWebber is a trademark of Media Lab. Photoshop is a registered trademark and GoLive is a trademark of Adobe Systems Incorporated. All other trade names are trademarks of their respective owners.

Automating Buttons by Naming Photoshop Layers

PhotoWebber makes creating JavaScript buttons with *rollovers*, *click states* and *popups* a snap.

- **Rollover** - A rollover graphic *replaces* the button graphic when the user moves their mouse over the button in their browser. A button can have *only one* rollover.
- **Click State** - A click state graphic *replaces* the button graphic when the user clicks on the button. A button can have *only one* click state.
- **Popup** - A popup graphic appears *in addition to* the button graphic when the user moves their mouse over the button in their browser. A button can have *any number* of popups.

If you name your Photoshop layers appropriately and check **Auto Button Creation** when you import your file into PhotoWebber, you are done before you even start working.

In this tutorial we will create a button using named Photoshop layers and the preview the resulting button in PhotoWebber and in a browser.

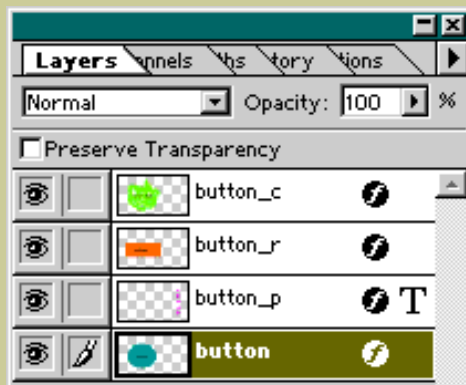
1. Create a Photoshop with button, rollover, click, and pop-up layers.



Note: You can use **TutorialButton.PSD** if you do not want to make your own Photoshop file.

Make sure three layers overlap and have the following names:

- button
- button_r
- button_c



The popup layer can be anywhere on the page and should be named:

- button_p

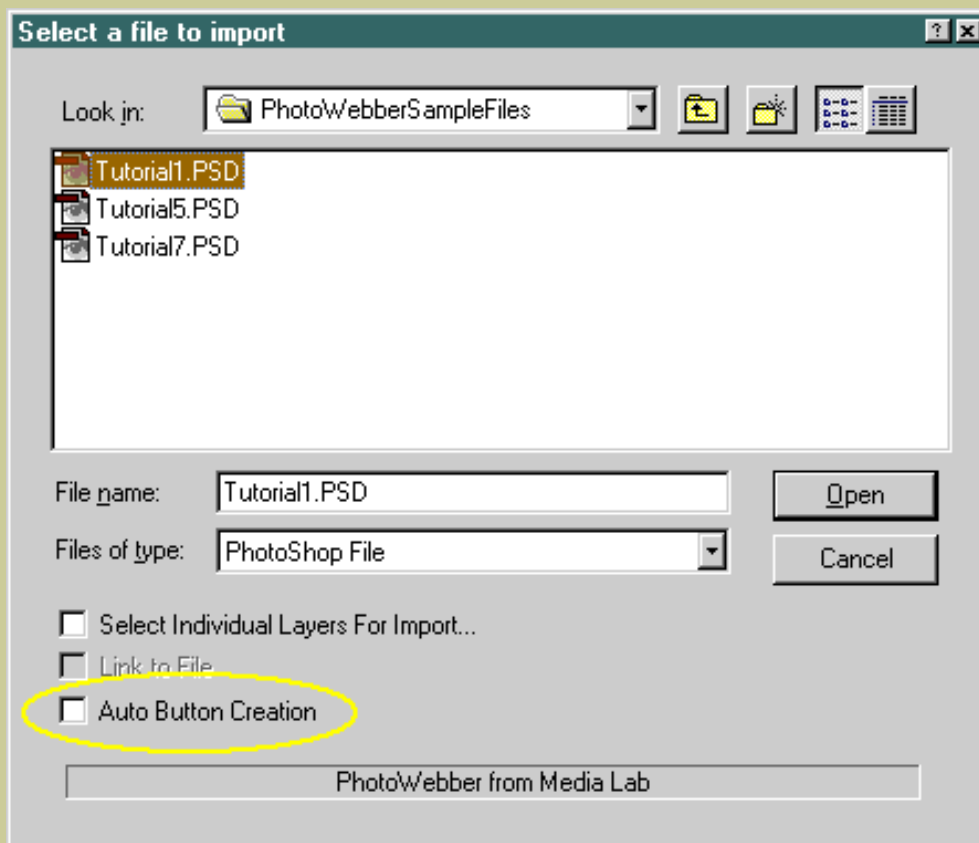
Layers with simple names. The simplest way to name layers for automated buttons is to name your layers in Photoshop. Add *_r* or *_p* to the end of the layer name that matches the button layer name to designate rollover and popup states. For example:

- Main Button Graphic layer name: **AnyName**
- Rollover layer name: **AnyName_r**
- Click-state layer name: **AnyName_c**
- Popup layer name: **AnyName_p**

Note: Other, more complex naming conventions are also supported. See [Graphics](#) in the PhotoWebber User Guide.

2. Create a new PhotoWebber document and import your Photoshop file.

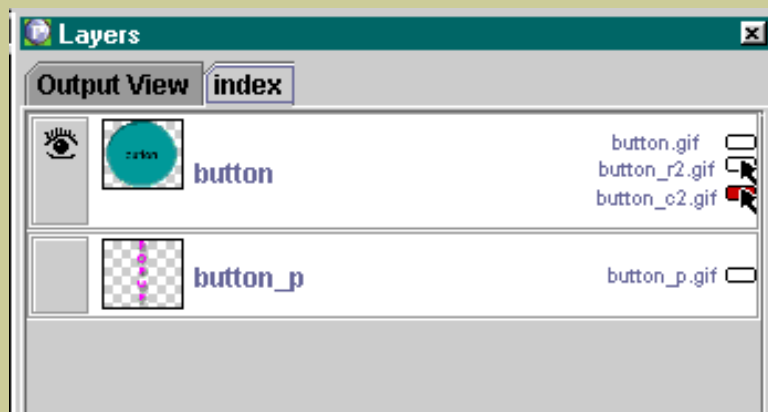
For this tutorial, do **not** check Auto Button Creation.



3. Automate the Buttons.

From the **Layers** menu, select **Automate Buttons**.

Note that any visible rollover and popup graphics disappear from the Document window and all are changed into sub-layers of the main button graphic.



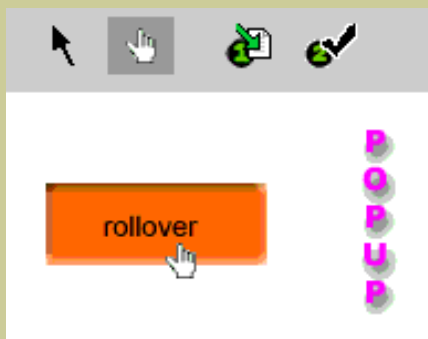
Note: If you select a popup layer in the Layers window, a ghosted image of the layer appears in the Document window.

A popup layer can also have a rollover and click state, and multiple popup layers can be made into a menu. See [Creating Menus](#) for more information.

4. Preview the button behaviors.

Select the **Interactivity Tool** in the **Document Window**.

Point to the button and click it to see how it will behave when you build the page.



To verify how rollovers and popups will behave on the web, build the page and point to each button with your mouse in the browser.

Copyright © 2000 - 2001 [Media Lab, Inc.](http://www.media-lab.com) All rights reserved.

PhotoWebber is a trademark of Media Lab. Photoshop is a registered trademark and GoLive is a trademark of Adobe Systems Incorporated. All other trade names are trademarks of their respective owners.

Creating Menus by Naming Photoshop Layers

PhotoWebber makes creating JavaScript *menus* with *multiple buttons* a snap.

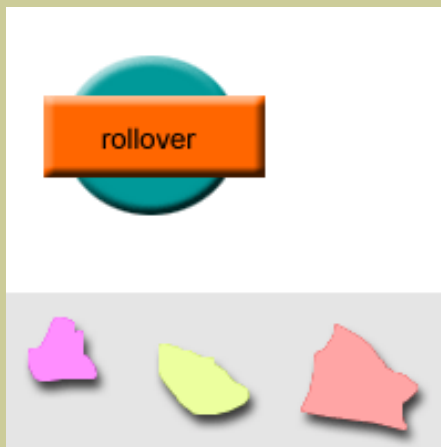
- **Menu** - A menu is a collection of buttons that *pop up* in another location of the screen when the user points to a main button. A pull-down list is a specific type of menu and can easily be created with PhotoWebber. However, menus can be any shape and can be located anywhere on the screen. Buttons that are parts of a menu do not need to be touching the main button or the other menu buttons.

If you name your Photoshop layers appropriately and check **Auto Button Creation** when you import your file into PhotoWebber, your menus will automatically be programmed with no additional work.

In this tutorial we will create a menu using named Photoshop layers and preview the resulting buttons created by PhotoWebber.

1. Create a Photoshop file with four buttons with rollovers. (See [Automating Buttons](#) for more information.)

Note: You can use **TutorialMenu.PSD** if you do not want to make your own Photoshop file.



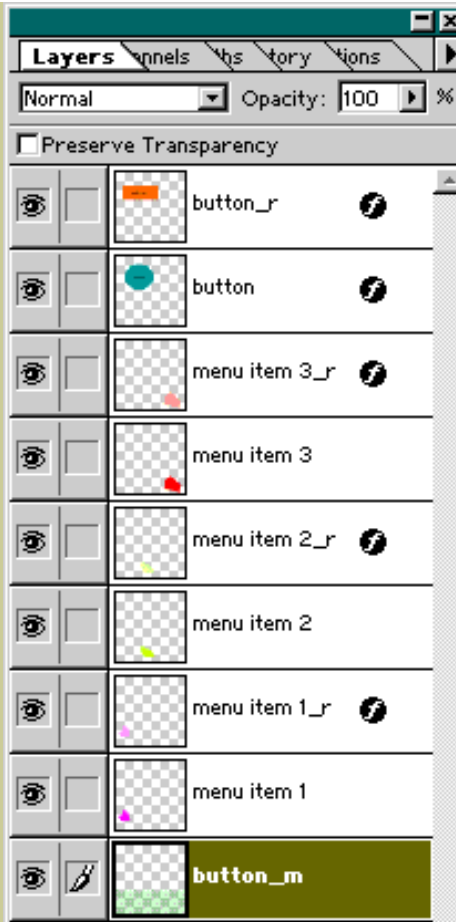
2. Turn the three buttons on the right into a menu.

Add a menu layer named **button_m**.

The menu layer must be *below* the buttons that will comprise the menu and must *overlap* each of the menu buttons.

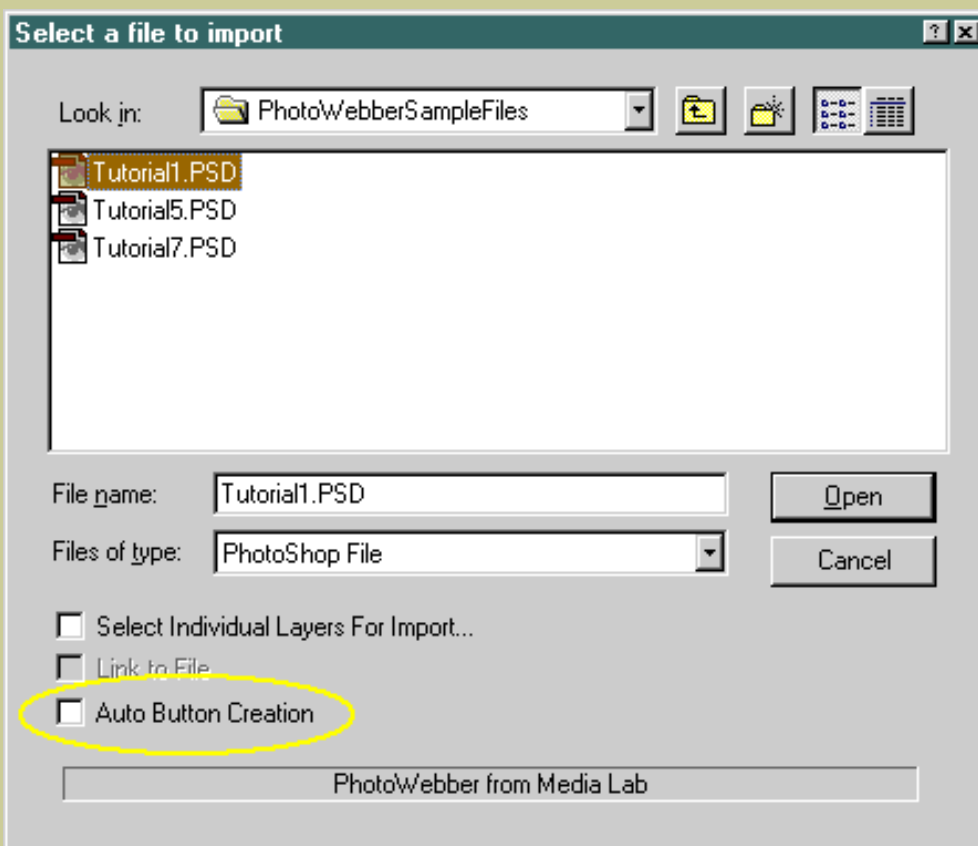
The menu layer should *not* overlap the main button layer.

Tip: If you do not want a visible menu boundary in your web page, set the **_m** layer Opacity to 0.



3. Create a new PhotoWebber document and import your Photoshop file.

For this tutorial, check Auto Button Creation.



4. Preview the button behaviors.



Use the **Interactivity Tool** to preview the menu in PhotoWebber.

To see how each of the menu items will behave on the web, build the page and point to each button with your mouse in the browser.

Copyright © 2000 - 2001 [Media Lab, Inc.](#) All rights reserved.

PhotoWebber is a trademark of Media Lab. Photoshop is a registered trademark and GoLive is a trademark of Adobe Systems Incorporated. All other trade names are trademarks of their respective owners.

Switching between Style Sheet and Table layout

PhotoWebber uses *document properties* to determine what type of HTML code to generate for each page. To ensure that the page you build matches your Photoshop layout in your browser, you must select the correct layout option.

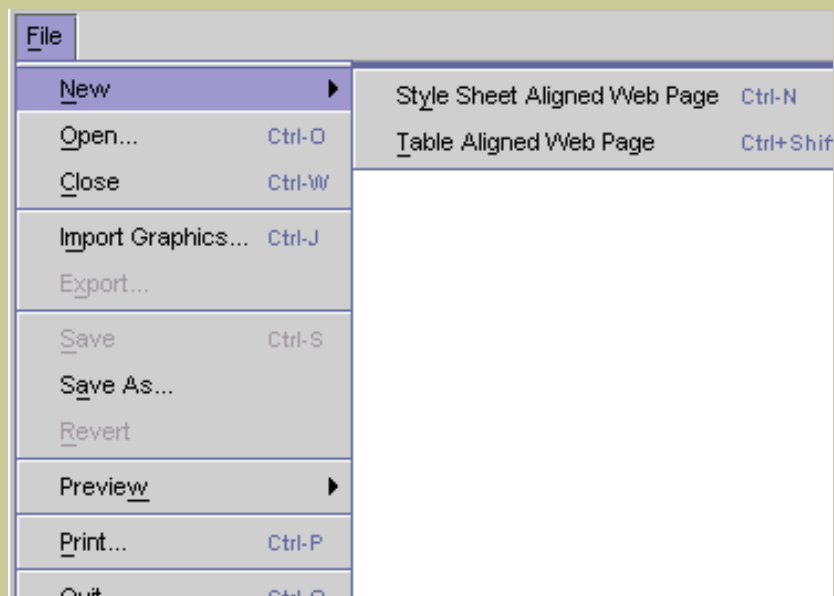
If you are certain that your site visitors will be using browser versions 4.0 or higher, you may want to use Style Sheets. If your visitors will be using 3.0 or lower browsers, or if you do not know what browsers your site visitors use, use Tables.

In this tutorial we will build both table and style sheet versions of the same web page.

1. Create a new document.

From the **File** menu, select **New** and choose **Style Sheet Aligned Web Page**.

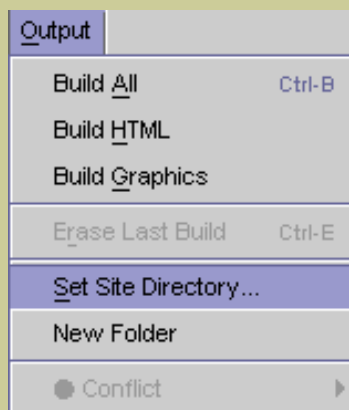
Import **TUTORIAL2.PSD**



2. Build the style sheet aligned page.

From the **Output** menu, select **Set Site Folder...** and choose a Folder on your hard drive.

Select **Output, Build All** to output the HTML and graphics.

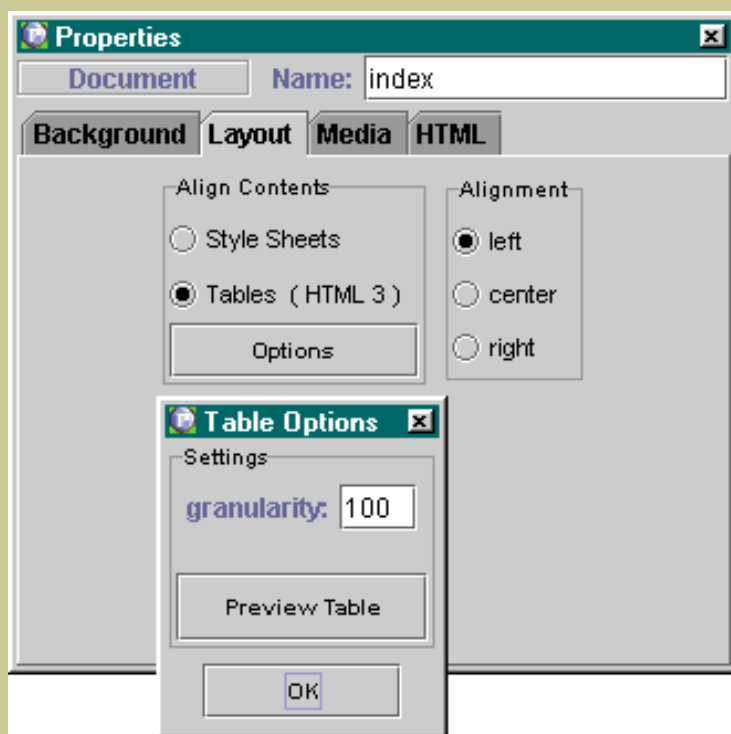


3. Change to Table Alignment Layout.

In the **Properties Window**, select the **Layout** tab.

Note: If the Properties Window is not displaying Document Properties, select index.html in the Layers window.

Click **Tables (HTML3)**.



4. Set the table Granularity.

PhotoWebber allows you to control the precision of table slicing.

Click **Options**.

- *For more precision*, enter a lower number. This results in a table with more, smaller cells.
- *For a simpler table*, enter a higher number. This results in a table with fewer larger cells. Rollover graphics will have less precise boundaries.

Select **Preview Table** to see the resulting slices in the Document window.

When you are satisfied with the results, click **OK**.



5. Build the table aligned page.

Set a new **Site Folder**. Select a *different Site Folder* than where you saved the style sheet aligned version.

Build the page and graphics.

To see how style sheet and table layouts differ, open each page in your browser and view the HTML source.

Copyright © 2000 - 2001 [Media Lab, Inc.](#) All rights reserved.

PhotoWebber is a trademark of Media Lab. Photoshop is a registered trademark and GoLive is a trademark of Adobe Systems Incorporated. All other trade names are trademarks of their respective owners.

Creating Frames and Setting Colors

Because PhotoWebber was designed to build web pages from complete designs created in Photoshop, working with frames is much more intuitive than in standard HTML-based applications.

In standard web-design applications, frame design can be quite complex. First you have to decide where your frames will be, and what size they will be. Then you must create separate HTML pages for each frame. Finally, you assign a specific web page to be "inside" each frame.

PhotoWebber introduces **drag-and-drop frames**. Simply create your page design in Photoshop, import the file into PhotoWebber, and insert the frames. That's it. PhotoWebber takes care of the technicalities. And, if you change your mind, it's not a problem. Any element can be moved to any frame at any time. Most elements can even cross frame boundaries. This provides the flexibility to change your mind without having to rebuild separate HTML files for each frame just to move a single item.

In this tutorial we will create a page with frames.

1. Create a new document and import TUTORIAL2.PSD.

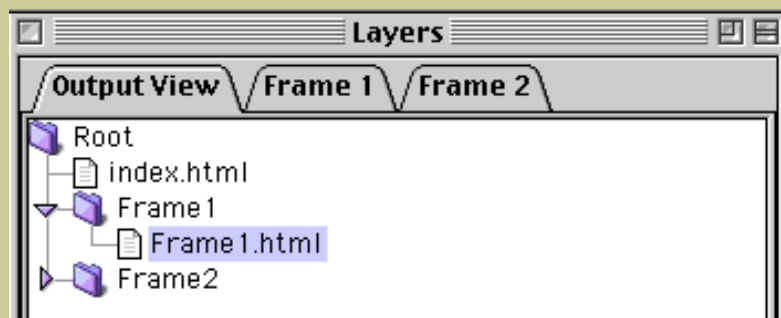
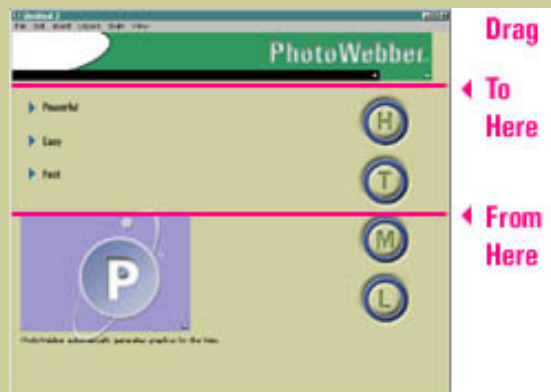
2. Create a frameset.

Web pages with frames contain several HTML files: one for the content of each frame and one that ties all of the frames together. This is known as a *frameset*.

From the **Insert** menu, select **Horizontal Frameset Divider**.

The frameset divider line will appear in the middle of the document window. Drag the gray line up so it is just below the black bar.

A folder and layers tab will be created for the contents of each frame.

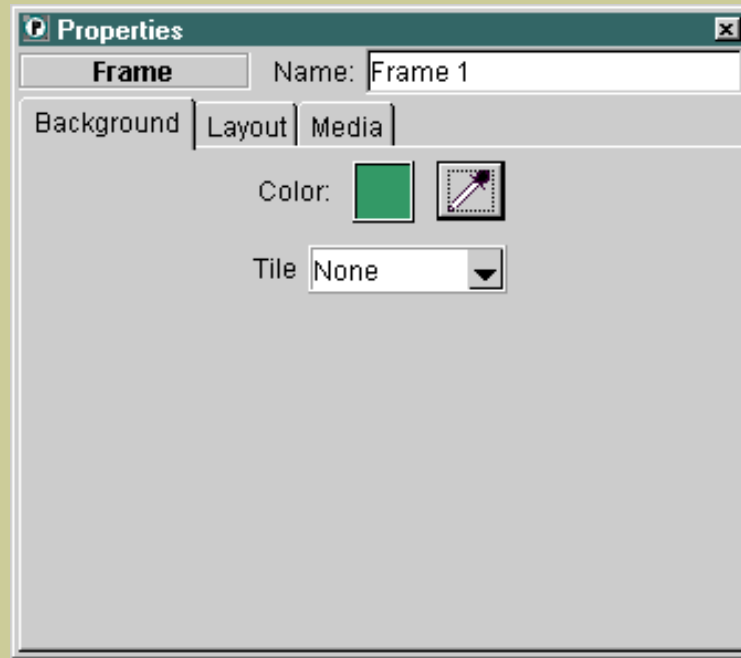


3. Change the background color of the top frame to green and delete the green Color Area.

When a Photoshop file contains a solid color layer named "Background", PhotoWebber disables this layer and uses its color for the page background.

When frames are created, they maintain the background color of the original page. In this example, we want the background of the the top frame to be a different color.

- First, select **Frame 1** by clicking in an empty area of the frame background.
- Then click the **eyedropper** on the **Background** tab of the **Properties** window and click within the green Color Area.
- Finally, select the green Color area and **delete** it.



4. Resize the purple Color Area in Frame 2.

PhotoWebber automatically converts all layers containing rectangular areas of a single color into *Color Areas*.

Move the purple color area so it is centered behind the PhotoWebber logo graphic. Drag the **resize handle** to enlarge the color area past the bottom of the graphic and text.



To see how this page differs from the non-frames version created in the [Instant Web Page Tutorial](#), build the page view in your browser.

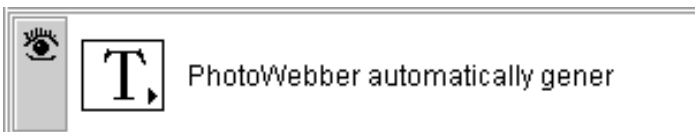
Photoshop Text Layers

Photoshop 5 allows you to edit text and make changes to individual characters and words within a text block. This is because Photoshop text layers now include both the actual text you typed in and the graphic representation of that text, including the attributes you assign such as font, size, anti-aliasing, and color. PhotoWebber recognizes Photoshop 5 text layers and includes both the graphical representation of the text as well as the real text.

When you import a Photoshop text layer into PhotoWebber, it is initially set as a graphic layer and is treated in the same way as any other graphic layer. When you build your page, the graphical text will be output as a GIF, JPG or PNG file as you define it in the graphics properties window.



You can change also any Photoshop text layer to real text.



In this tutorial we will convert a graphic text layer into type.

1. Import TUTORIAL1.PSD

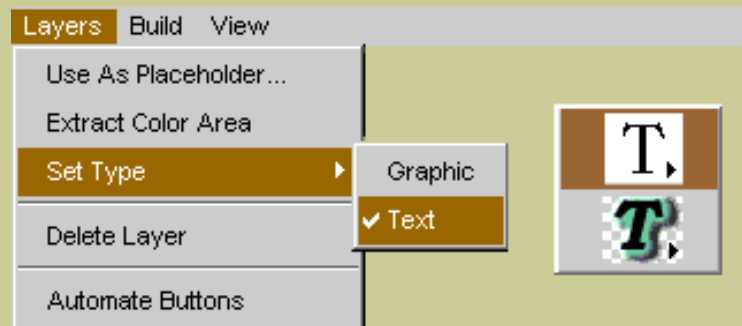
2. Convert the center bottom text area to type.

Select the layer named
"PhotoWebber
automatically gener".

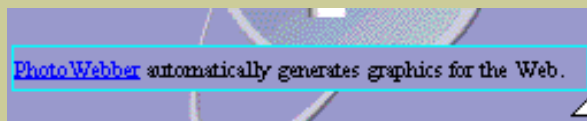
From the **Layers** menu,
select **Set Type** and then
Text,

or

Click the **small arrow** on the
Text icon in the **Layers** list
and select the simple **T** icon.



Note: When using Tables for alignment, text layers are always the topmost layers on the page. The background color of text layers will match the background of the area on the page where the top left corner of the text block is placed. The text block will obscure any graphics behind it.



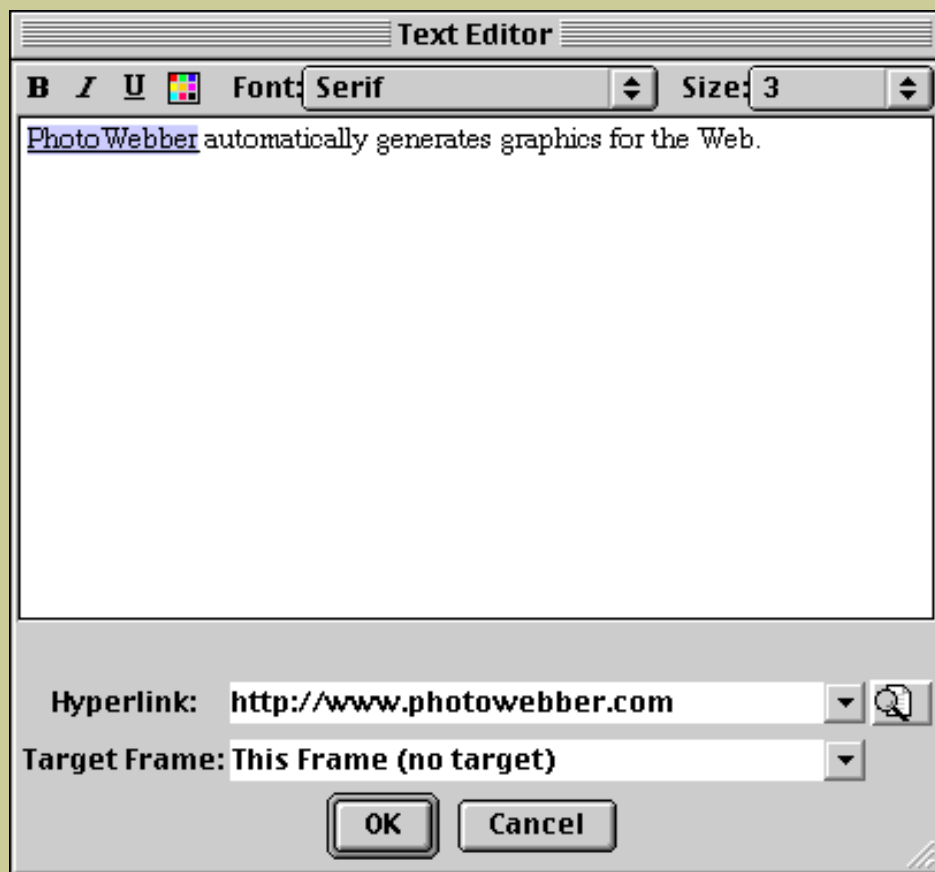
3. Add a hyperlink to the word "PhotoWebber".

Double-click on the text layer in the Document window.

Highlight the word PhotoWebber.

In the **Hyperlink** box, type *http://www.photowebber.com* and select This Frame (no target) as the **Target Frame**.

Click **OK**.



Build the page and view it in your browser. Notice that the text layer has not been output as a graphic but, rather, the text has been incorporated into the HTML page with a link to the PhotoWebber Web site.

Copyright © 2000 - 2001 [Media Lab, Inc.](#) All rights reserved.

PhotoWebber is a trademark of Media Lab. Photoshop is a registered trademark and GoLive is a trademark of Adobe Systems Incorporated. All other trade names are trademarks of their respective owners.

Setting Absolute and Relative Position and Size

PhotoWebber supports Frame and DHTML sizing and positioning options.

In this tutorial we will fine-tune a page layout using page, frame and graphics properties for defining position and size.

1. Create a new document with Style Sheet Alignment and import TUTORIAL7.PSD.

2. Create a frameset and set the background colors.

From the **Insert** menu, select **Vertical Frameset Divider**.

Position the divider so it is just to the left of the gold panel.

Set the background color for each frame and delete the temporary background layer.



3. Set the frame size options.

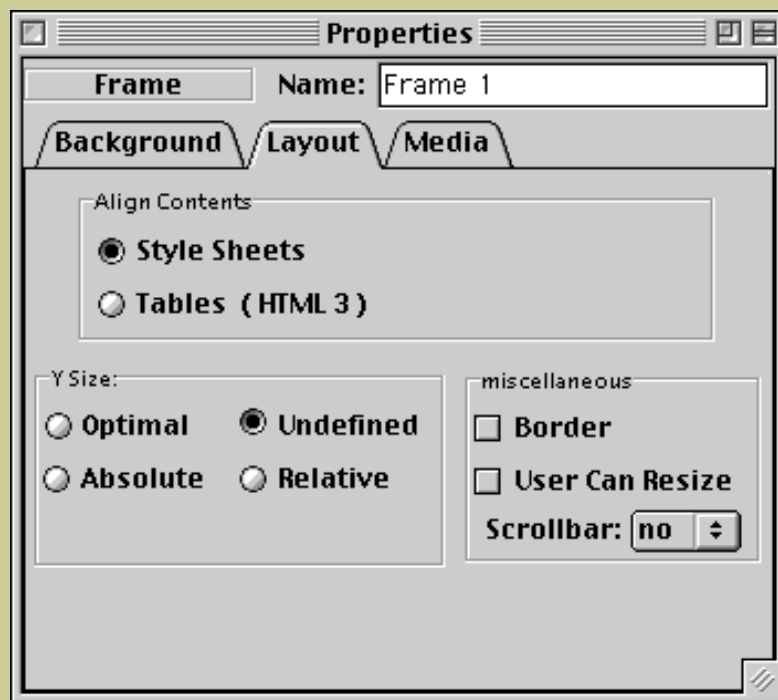
With **Frame 1** selected, click the **Layout** tab on the **Properties** window.

- Assign the following settings:
Align with **Style Sheets**
X-Size **Undefined**

Select **Frame 2**.

- Assign these settings:
Align with **Style Sheets**
X-Size **Absolute**

With these settings, the right-hand frame with the HTML buttons will stay a constant size and the left-hand frame will resize to fill the browser window.



4. Set the graphics layout options.

Select the **black bar** layer in Frame 1.

On the **Layout** tab in the **Properties** window, assign the following settings:

- **Position**
X Pos **Percentage**
Y Pos **Pixels**
- **Size**
X **Percentage**
Y **Pixels**

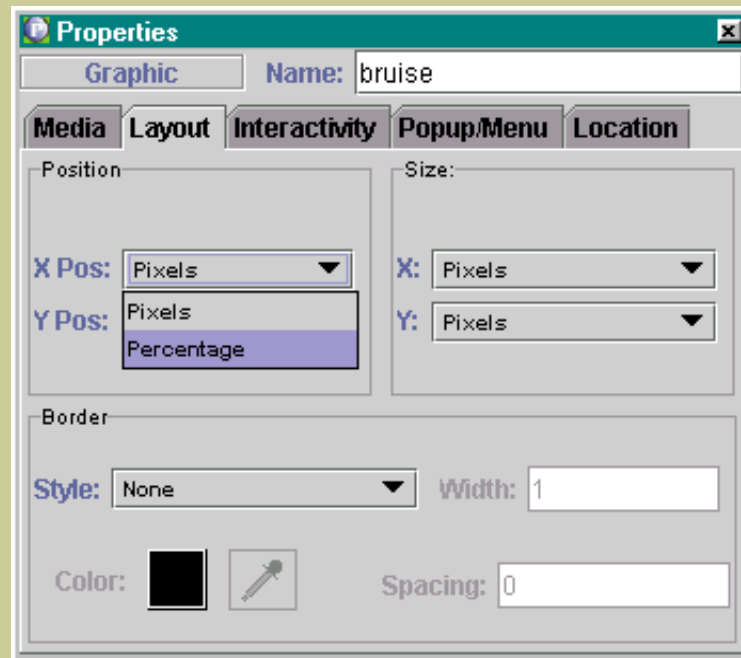
With these settings the black bar will resize to the full width of Frame 1 as the browser window is resized.

Select the **H, T, M** and **L** layers in Frame 2 and assign these settings:

- **Position**
X Pos **Pixels**
Y Pos **Percentage**
- **Size**
X **Pixels**
Y **Percentage**

With these settings, the buttons in Frame 2 will spread out to fill the height of the frame as the browser is resized.

Note: The interactive warnings window will warn you of incompatibilities with specific browser versions.



Preview the page in both Netscape and Internet Explorer, changing the size of your browser window several times to see how the elements on the page are rearranged and which features are supported in each browser.

Copyright © 2000 - 2001 [Media Lab, Inc.](#) All rights reserved.

PhotoWebber is a trademark of Media Lab. Photoshop is a registered trademark and GoLive is a trademark of Adobe Systems Incorporated. All other trade names are trademarks of their respective owners.

Optimizing Graphics and Organizing Files

PhotoWebber's Output View provides a variety of **file management tools** including: defining a Site Folder, creating new folders, moving graphics and HTML files to different folders within the root, renaming pages, files and folders, and resolving file conflicts. (For more detailed information on Managing Files and Folders, see [PhotoWebber User Guide, HTML.](#))

PhotoWebber also provides options for defining output **graphics file formats and optimization**.

In this tutorial we will change file formats, define optimization settings and create a new folder for our graphics files.

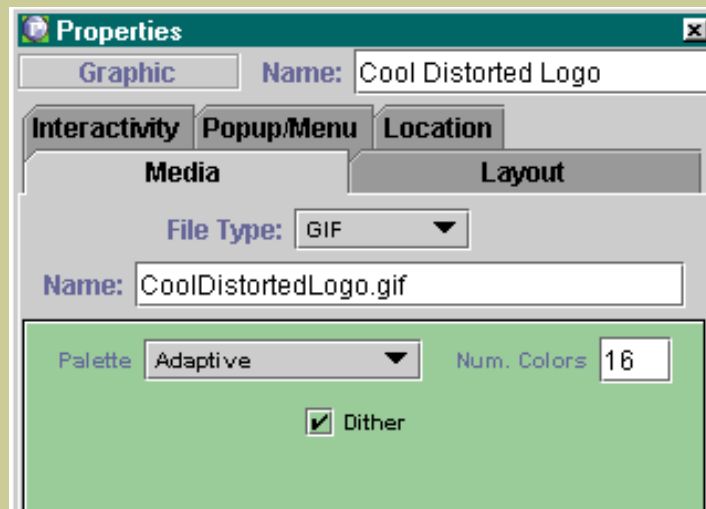
1. Create a new document and import Tutorial5.PSD.

2. Set GIF optimization.

Select the **Button** layer.

In the **Graphics Properties** window, change the Number of Colors to 16.

Tip: To reduce the size of each GIF file, PhotoWebber automatically reduces the number of colors in the palette to the actual number of colors used. You can force PhotoWebber to write GIFs with fewer colors by specifying the maximum number of colors to use.

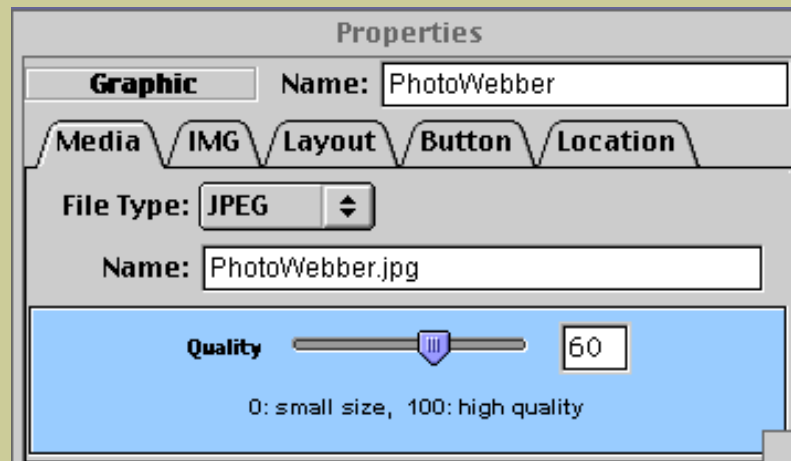


3. Set JPG optimization.

Select the **PhotoWebber** layer.

In the **Graphics Properties** window, change the **File Type** to **JPEG**.

Change the **Quality** to 50.



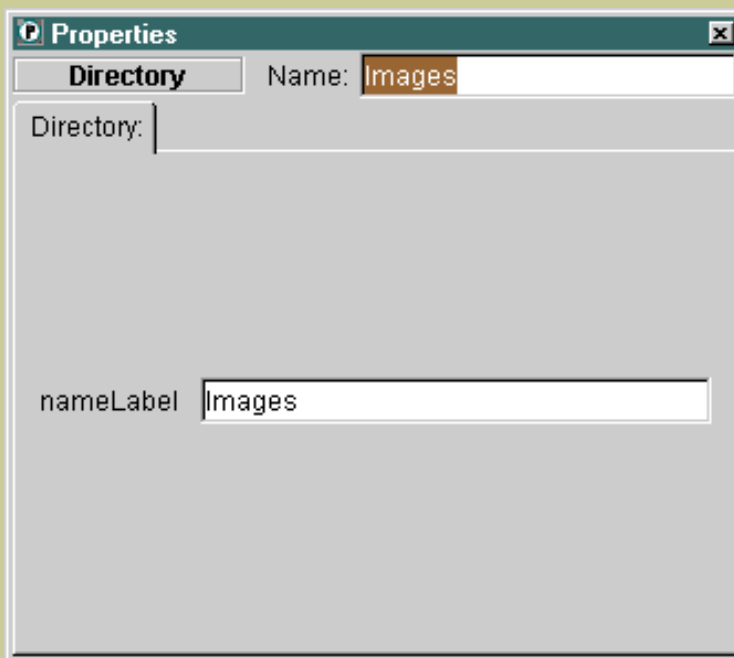
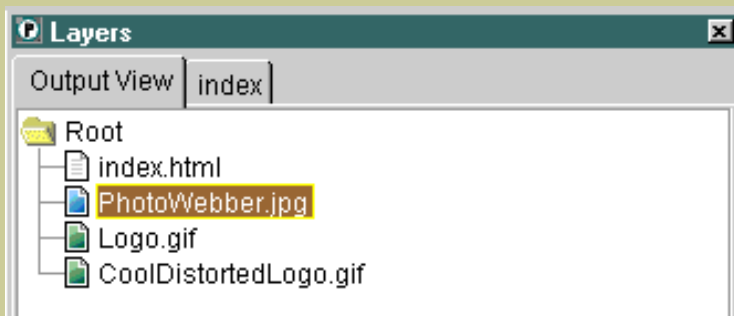
Note: The Properties window and the icons in the Output View list change color to reflect the new file types.

3. Select a Site Folder and Create an IMAGES folder.

From the **Manage** menu in the Layers window, select **Set Site Folder** and choose an empty folder on your hard drive.

Then select **New Folder** from the Manage menu.

Highlight the new folder in the Output View list and in the **Properties** window, change the name of the folder to **Images**.



4. Move all of the graphics into the images folder.

Drag the graphics icons and drop them onto the Images folder.



Build the page and examine the files that are output on your hard drive. Compare this to the list shown on the Output View tab.

Setting Hyperlinks

PhotoWebber allows you to add a hyperlink to any graphic layer on the page. You can also add hyperlinks to real text. If you have frames, you can also select the destination frame for each hyperlink:

- Current
- Parent
- New Window
- Any Existing Frame

In this tutorial we will add hyperlinks to a graphic and to text.

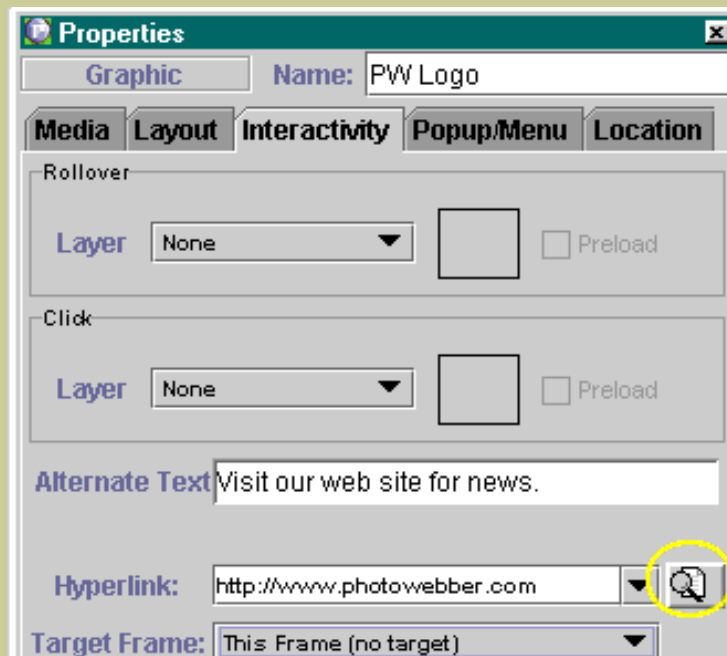
1. Import TUTORIAL1.PSD

2. Add a hyperlink to a graphic.

Select the layer named **PhotoWebber Logo**.

In the **Properties** window, select the **IMG** tab and type <http://www.photowebber.com> into the **Hyperlink** box.

Note: You can also click the browse button to select any HTML file in your Site Folder.



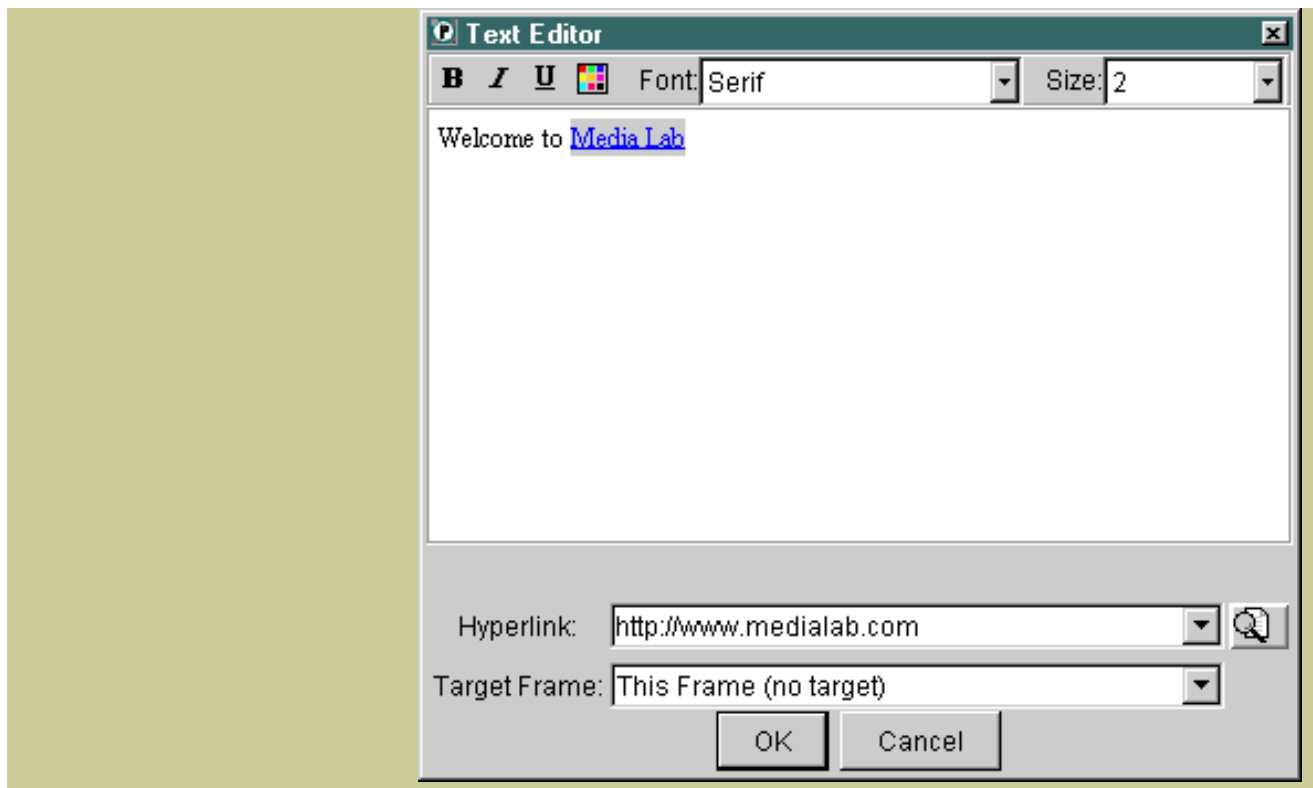
3. Add text with a hyperlink.

Select **Insert, Text** and type *Welcome to Media Lab* in the Text Entry box.

Highlight the words **Media Lab** then type <http://www.medialab.com> in the **Hyperlink** box.

Click **OK**.

The text block appears in the upper-left corner of the page. Drag the text to a blank area of the page.



To see what this will look like on the web, preview the results in your browser. (From the **File** menu select **Preview, Default Browser.**)

Copyright © 2000 - 2001 [Media Lab, Inc.](http://www.medialab.com) All rights reserved.

PhotoWebber is a trademark of Media Lab. Photoshop is a registered trademark and GoLive is a trademark of Adobe Systems Incorporated. All other trade names are trademarks of their respective owners.

Using HTML Extensions to Plug-in Media Files

You may incorporate Flash, Shockwave, Quicktime and Java Applets using *HTML Extensions* .

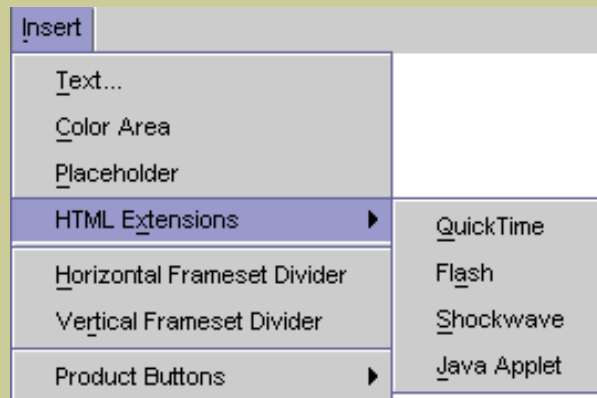
In this tutorial we will create a **Placeholder** and insert an **HTML file**.

1. Create a new PhotoWebber document and set the Site Folder.

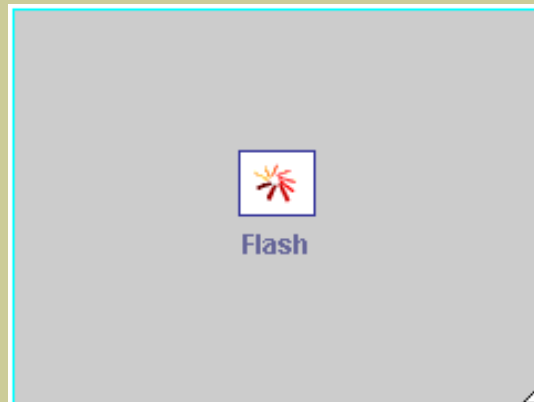
2. Insert an HTML Extension.

From the **Insert** menu, select **HTML Extension**.

Choose **Flash**, **Shockwave**, **Quicktime** or **Java Applet**.



An HTML Extension placeholder layer is added to your page.

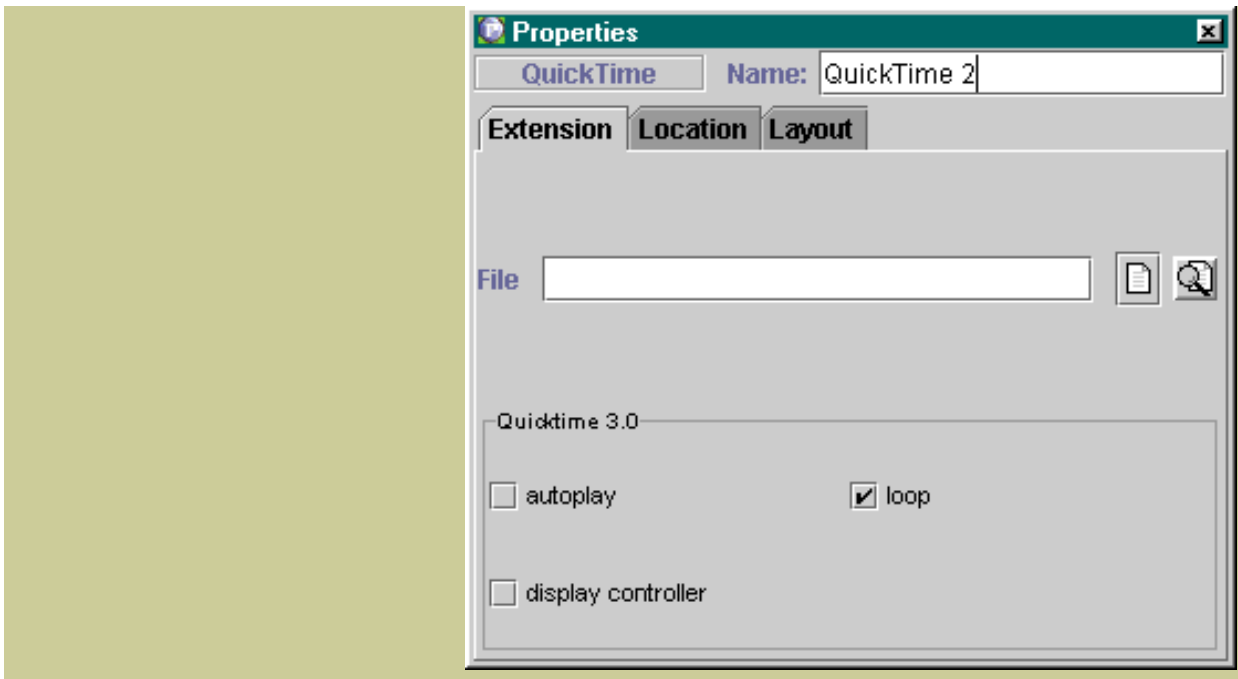


3. Insert the media file.

On the **Properties** window, select the **Extension** tab.

Click the **document insert button** and select a media file in your Site Folder.

Note: For Quicktime Extensions, check **autoplay**, **display controller** and **loop** if desired.



To see what this will look like on the web, preview the results in your browser. (From the **File** menu select **Preview, Default Browser.**)

Copyright © 2000 - 2001 [Media Lab, Inc.](#) All rights reserved.

PhotoWebber is a trademark of Media Lab. Photoshop is a registered trademark and GoLive is a trademark of Adobe Systems Incorporated. All other trade names are trademarks of their respective owners.

Using Placeholders for Existing HTML Content

You may incorporate existing site content into any PhotoWebber projects by using *Placeholders* and *Frame Placeholders*.

A **Placeholder** is a rectangular area that contains HTML code. Any layer in PhotoWebber may be designated as a placeholder. You can type HTML code directly into the Source HTML window, select any HTML file from your hard drive, or choose from a list of HTML files within the designated Site Folder. In style sheet layout, each placeholder is a separate HTML layer and supports standard style sheet overflow settings. In table layout, each placeholder is a table cell. HTML incorporated using a placeholder becomes part of the web page built by PhotoWebber.

Frames may also be designated as placeholders. A **Frame Placeholder** is a frame that contains HTML code created in a separate PhotoWebber session or by any other HTML editor. HTML incorporated using a frame placeholder is referenced by the frame set built by PhotoWebber, but is not incorporated into a page built by PhotoWebber.

In this tutorial we will create a Placeholder and insert an HTML file.

1. Import TUTORIAL2.PSD.

For this tutorial, do **not** select Automate Buttons.

2. Delete the PhotoWebber Logo and the text layer below it.

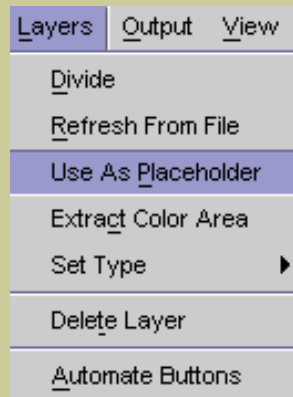


3. Create the Placeholder.

Select the purple Color Area.

From the **Layers** menu, select **Use as Placeholder**.

The color area will turn gray, indicating that it is now a Placeholder.



3. Insert the HTML file.

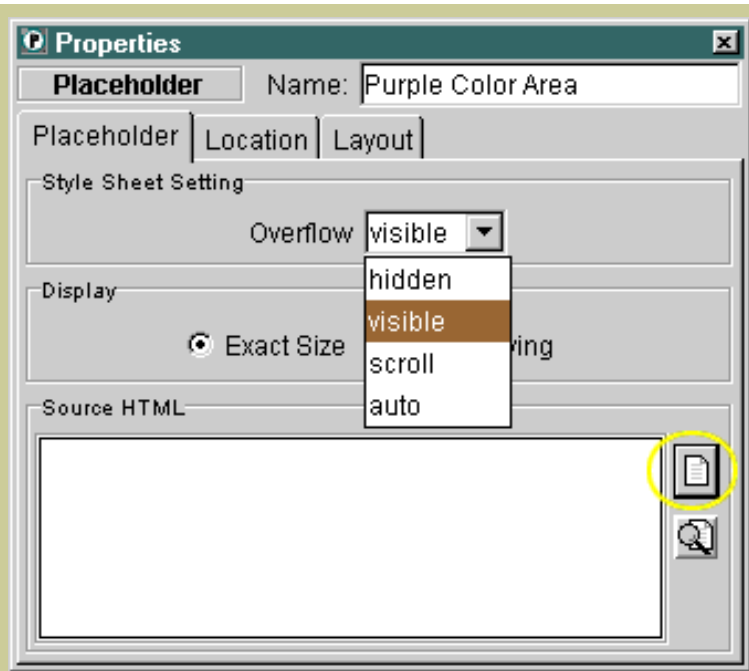
On the **Properties** window, select the **Placeholder** tab.

Set the **Overflow** for the Placeholder to **visible**.

Note: The interactive warnings window will warn you of incompatibilities with specific browser versions.

Click the **document insert button** and select **PWINFO.HTM**. The HTML code will display in the Source HTML box.

Note: you can also type or paste HTML directly into the Source HTML box.



To see what this will look like on the web, preview the results in your browser. (From the **File** menu select **Preview, Default Browser**.)