

Adobe® ImageStyler™ version 1.0

At A Glance

Instantly add style to your Web site

Everyone responsible for designing and managing Web sites today faces the same painful challenges. All of them want to create visually rich, compelling Web sites that change often. Yet, more and more of these sites are being created and managed by creative business users—people with backgrounds in information services, marketing, engineering, human resources, and other disciplines who lack the time, budgets, and design experience necessary to achieve their goal. In addition, these creative business users struggle with these issues:

- Creating sophisticated graphics and visual effects tends to be arduous. Business users need forgiving software tools that encourage experimentation. Currently, they're faced with tools that are often difficult to learn and force people to start over to make changes.
- Few software tools can handle all aspects of Web graphics creation from designing visual effects to optimizing Web graphics or producing JavaScript rollover effects. And those that claim they can have made these tasks too difficult and time-consuming to solve the fundamental problem.
- Updating a Web site with a consistent, attractive look is repetitive and laborious—an overwhelming combination for business users who frequently have other responsibilities. These users want to update their sites regularly but often opt out because they lack the tools to do the task in the time they have.

In response to these issues, Adobe Systems is introducing Adobe ImageStyler 1.0 software, the first program designed to help business users create spectacular Web graphics and publish them on their site efficiently. This innovative program introduces a flexible new approach to designing Web graphics and updating Web sites instantly. Here's a look at how this powerful program works.

Instant Creativity with Web Graphics

Shapes, text, and imported images. Now users can explore new ideas quickly without starting from scratch every time. Everything a user creates in ImageStyler—from navigation bars to JavaScript rollover effects—starts with these basic components: shapes, text, or imported graphics. The strength of the ImageStyler model is that these elements remain discrete, editable objects no matter how users alter them.

➡ **Style editing.** ImageStyler introduces powerful graphical styles, which let users create sophisticated visual effects in a few quick steps. In ImageStyler, a style is a multilayered combination of graphical attributes, such as colors, gradients, opacities, distortion effects, 3D effects, and so on. Users can create their own styles by combining dozens of different attributes on up to five layers. Or they can work instantly with the more than 100 professionally designed styles that come with ImageStyler. Styles are so flexible that users can apply them, change anything about them at any time, and even save their changes as new styles. Graphical styles offer speed, versatility, and elegant results, so users can say good-bye to jumping through hoops for cool effects.

➡ **Live objects.** In ImageStyler, shapes, text, and imported graphics always stay live. Users can try out different styles or manipulate these objects in any way. They can then switch one shape for another shape, edit text or apply different text attributes to it, or replace one imported image with another—all without reapplying the first edits they made. The new object simply assumes those edits. With this nondestructive approach to graphics editing, users can experiment with complete freedom.

Graphical aliases. Users can associate related graphics in a composition through aliases. Then any change a user makes to one graphic instantly updates all the related graphics in that same document.

Copy and paste. Users can replicate a look efficiently by copying and pasting attributes or styles from one object to another—for example, copying and pasting attributes from an EPS logo to a text headline.

Adobe ImageStyler software is introducing an innovative, object-based approach to Web graphics creation and production. An arrow appears next to the five features at the heart of this efficient, flexible new paradigm.



Object-editing controls. ImageStyler delivers standard transformation tools for cropping, rotating, resizing, skewing, and moving objects. Users can combine overlapping shapes to produce difficult-to-create objects instantly. They can also align objects precisely, or group them to preserve their relationship.

Graphical mattes. Users can create one-of-a-kind graphics by applying shapes to selected objects to mask them. Anything outside the shape disappears, leaving only what's enclosed by the shape to show through.

Flexible, interactive editing environment. ImageStyler provides immediate visual feedback as users apply attributes or styles, move or transform objects, and perform other tasks.

Multiple undo. ImageStyler allows users to undo and redo any number of editing steps at any time.

One-step Web Graphics Production



JavaScript rollover effects. With ImageStyler, creative business users can add interactivity to their Web site without having to learn JavaScript code. A user can create a button that changes shape when a mouse cursor moves over it; set a bitmap image to change to another image when clicked; and more. Because ImageStyler associates JavaScript code with an object, a user can move the object without having to reapply the code.

Image maps. Users can embed URL links in their graphics and export them as client-side image maps. URLs can be associated with objects at any point in the editing process. If an object moves, the embedded URL goes with it. If an object is replaced, the URL is associated with the replacement shape or image.

Adaptive palette. ImageStyler automatically generates adaptive palettes for all 8-bit graphics. Preferred by Web professionals, these palettes favor Web-safe colors but also maintain other key colors in an image.

Active Preview. With ImageStyler, users can trade off between on-screen image quality and final file size in real time. Users simply select Active Preview in the Export palette and apply GIF, JPEG, or PNG export settings. The screen updates to show the visual effect of the settings, while the Export palette reports the final file size. Users can switch settings to interactively assess the differences. They can also continue editing their graphics while keeping an eye on the Active Preview.

Windows System Requirements*

- Intel® Pentium® or faster processor
- Microsoft® Windows 95, Windows 98, Windows NT 4.0, or later operating system
- 32 MB of RAM (required), 64 MB of RAM (recommended)
- 40 MB of free hard-disk space for installation
- 256-color display (required), 24-bit color display (recommended)
- CD-ROM drive



Auto layout. Users can go from mock-up to finished HTML page in one quick step. ImageStyler exports complete page layouts—including JavaScript rollover effects and image maps—with pixel-level accuracy. Users can then publish these table-based HTML pages on their Web sites. ImageStyler determines the optimal way to slice the composition on export (for example, it treats tiled composition backgrounds as HTML backgrounds), and it generates the HTML code needed to bring the parts together.

Batch-creation Tools for Timesaving Web Site Production

Macintosh System Requirements*

- PowerPC® processor
- Mac OS Software version 7.5.5 (required), Mac OS Software version 8.0 or later (recommended)
- 32 MB of RAM (required), 64 MB of RAM (recommended)
- 40 MB of free hard-disk space for installation
- 256-color display (required), 24-bit color display (recommended)
- CD-ROM drive



Batch HTML replacement. ImageStyler is currently the only Web graphics program that can update a batch of Web pages, replacing H1–H6 or class tagged text with dazzling graphics. (Users can turn plain HTML text into styled text or into graphics with text, such as banners or buttons.) Users simply create a graphical template for each H1–H6 tag they want to replace. ImageStyler then batch-applies the template, generates JavaScript rollover effects and image maps, and updates the Web pages. This process also works for quickly making sets of buttons and banners: Users simply type text in an HTML editor and apply a template in one easy step.

Automatic Web-graphic updating. Once users batch-replace H1–H6 heads, they can update those graphics with ease—for example, they can turn H1 heads into banners, then edit and batch-replace those banners.

Export capabilities. Export graphics in JPEG, GIF, and PNG format, or as Adobe Photoshop® (PSD) files.

Estimated street price: \$129

Expected ship date:
Fourth quarter 1998

Award-winning Adobe User Interface

Adobe-standard components. A complete cross-platform solution, ImageStyler offers Adobe's popular user interface, including Adobe-standard tools, menus, palettes, and keyboard shortcuts. It uses Photoshop file format and acquisition plug-ins to import EPS, Compuserve® GIF, JPEG, PSD, DIB (Windows), BMP (Windows), and PICT (Mac OS) files or to bring in images from compatible scanners and digital cameras.

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