

Adobe® ImageStyler™

version

1.0

Instantly add style to your Web site

New Product Backgrounder

Every week, thousands of new Internet and intranet Web sites go live, and thousands more get updated with new content or a new look. Some of these sites are designed by professional designers and illustrators, but the majority are created by people with backgrounds in information services (IS), marketing, engineering, human resources, and other disciplines. These creative business users hold a wide variety of job titles and perform many different day-to-day tasks, but they share a common drive to produce the best Web sites they can. And they all struggle with software tools that typically neither forgive design changes nor encourage experimentation.

These business users face an intense challenge: The success of their Web sites depends in part on their ability to create a graphically appealing experience. However, they tend to be responsible for their Web sites because of their technical, production, or marketing savvy, not because of their graphic design background. Only a fraction of them have the time, budgets, or experience necessary to achieve the results they want—yet all of them are expected to crank out great-looking Web sites rapidly.

All of these factors add up to business users having a unique set of requirements for their Web design software. That's why Adobe Systems has focused its graphics software experience on developing a tool that addresses these needs, combining top-level design control with common-sense production value. The result is Adobe ImageStyler 1.0 software, the first Web graphics creation and production program designed to help business users achieve spectacular Web graphics with complete efficiency.

Adobe ImageStyler 1.0 handles all of the tasks involved in Web graphics creation from designing visual effects to optimizing Web graphics, producing JavaScript rollover effects, and even batch-updating Web pages. In the process, the program introduces two fundamentally new concepts in Web graphics creation: object-based editing and graphical styles. This powerhouse combination offers users complete design flexibility. They can start with any kind of object (shapes, text, or imported graphics); apply appealing combinations of graphical attributes quickly with styles; edit the object or style any way they like; and then change any edit because these edits are nondestructive. This flexibility lets users experiment freely and work faster. They can tweak anything they want at any time, or even set graphics up as templates for ongoing work.

Adobe ImageStyler offers a unique approach to Web graphics creation that fulfills the following design goals:

Products

Products

With Adobe ImageStyler, creative business users can transform a simple shape into an eye-catching Web graphic efficiently.

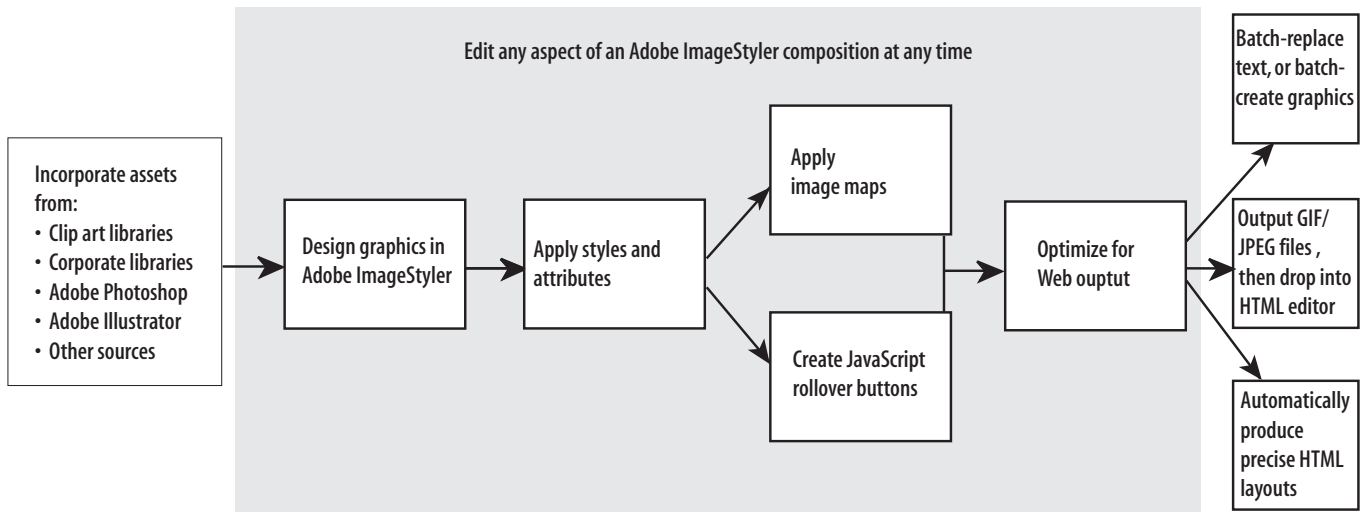
- **Help customers be creative instantly.** Adobe ImageStyler introduces innovative features, such as graphical styles and live objects, to transform how people approach Web graphics.
- **Make common Web production tasks, such as creating JavaScript rollover effects and image maps, more efficient.** Adobe ImageStyler simplifies a number of complex tasks from creating JavaScript rollover effects and image maps to generating adaptive palettes and laying out HTML pages.
- **Provide batch-creation tools that make it a snap to deploy and update Web graphics.** Adobe ImageStyler automates what is otherwise a tedious and time-consuming task: turning text into appealing graphics or updating those graphics across dozens of Web pages in moments.
- **Provide the award-winning Adobe interface.** Adobe ImageStyler offers similar tools, palettes, menus, and keyboard shortcuts as those found in Adobe Photoshop®, Adobe Illustrator®, and other Adobe software.

This document introduces Adobe ImageStyler and shows why it's a valuable investment for anyone designing and maintaining Web sites today.



The Adobe ImageStyler Workflow

Web designers today are expected to know HTML, table-based HTML layout, Web graphics creation and optimization, JavaScript coding, and more—a challenging combination of skills to cultivate, even for sophisticated users. Adobe ImageStyler handles these tasks for users with its efficient workflow:

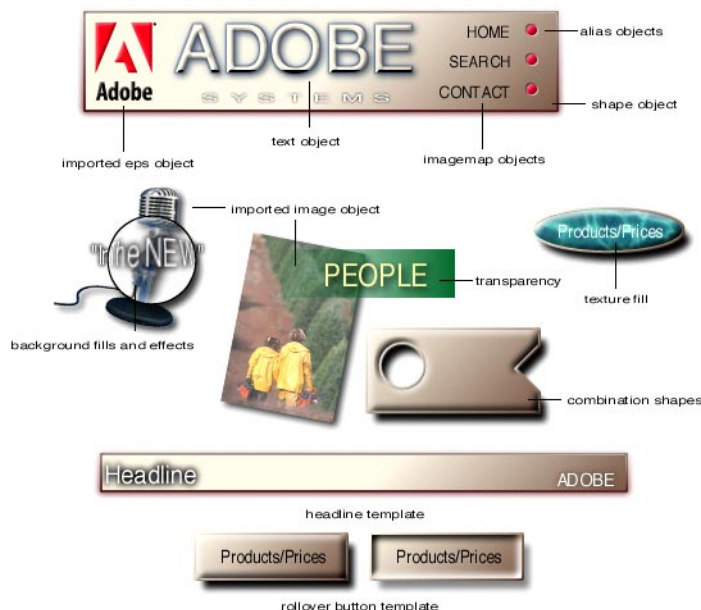


With this exciting tool, business users can:

- Start with any combination of shapes, text, and imported graphics.
- Create wonderful visual effects with these objects by applying attributes on up to five layers or by applying user-created or predesigned styles. Users can also transform, combine, or perform other edits to objects.
- Change any applied attribute, edit the underlying object, or even replace that object with another at any time—all without redoing any other edits made or attributes applied.
- Add interactivity to their Web sites by producing JavaScript rollover effects and applying image maps to graphics.
- Optimize Web graphics for quick downloading to any Web browser.
- Export laid out pages as table-based HTML pages that reproduce the layout with complete accuracy.
- Update the look and feel of graphics across a site with complete efficiency.
- Quickly create sets of related graphics. (The ability to edit objects endlessly means users don't have to start over to copy and tweak a graphic).

Top 5 Features in ImageStyler

- **Style Editing.** Apply multilayered combinations of graphical attributes, such as color, transparency, and embossing, to text, shapes, and images. For details, see page 3.
- **Live Objects.** Change or replace an underlying text, shape, or image at any time. For details, see page 4.
- **JavaScript Rollover Effects.** Add interactivity to a site with sophisticated graphics that change when a mouse moves over, clicks on, or moves away from them. For details, see page 8.
- **Auto Layout.** Export laid out pages as table-based HTML pages with pixel-level accuracy. Then publish these pages directly. For details, see page 9.
- **Batch Graphics Creation.** Automatically deploy dozens or even hundreds of graphics across a Web site. For details, see page 10.



Creative business users can produce an extraordinary range of handsome Web graphics with Adobe ImageStyler.

Instant Creativity with Web Graphics

Creative business users want help producing superb visuals for their Web sites, but they don't want a "canned" or "cookie-cutter" look. Adobe ImageStyler meets these needs by offering efficient object-based editing and easy-to-use graphical styles. To create Web graphics, users simply pull together shapes, text, and imported graphics, and apply their own or predefined styles to them. Styles are combinations of graphical attributes that instantly turn a basic object into a visually appealing one. Users can manipulate these objects in any way they want—resizing, cropping, skewing, rotating, and combining them. As they work, they can change their mind about any edit they've made, or even switch one underlying object for another without redoing any of the styling and other changes. The result? Users can experiment rapidly and with complete freedom. This section introduces the unique creative process in Adobe ImageStyler.

Create Web graphics from shapes, text, and imported graphics.

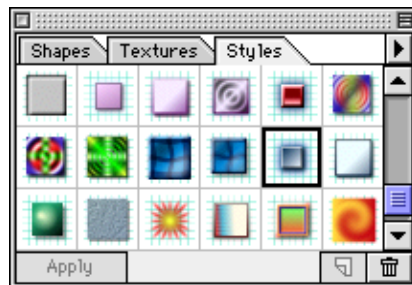
With Adobe ImageStyler, users can create buttons, navigation bars, promotional graphics, information graphics, banners, and a host of other Web graphics. All ImageStyler compositions start with geometric shapes, text, or imported graphics. Users can:

- Work with built-in tools to create ellipses, rectangles, rounded rectangles, and polygons, and even combine shapes to create more complex, hard-to-draw shapes in a few quick steps.
- Insert shapes from the Shapes palette or modify shapes with the Properties palette.
- Enter text with the type tool; specify the font, size, style, alignment, and tracking attributes; and then change the wording or attributes applied at any time no matter what other changes have been made.
- Incorporate bitmap and EPS graphics from different sources—such as CDs, corporate asset libraries, commercial asset libraries, and digital cameras or scanners. Adobe ImageStyler imports graphics from Adobe Photoshop and Adobe Illustrator, as well as from other programs.

Create and apply graphical styles to instantly transform objects.

Once a user has some or all of the core objects in place in an ImageStyler composition, styling them is fast, easy, and infinitely flexible. In Adobe ImageStyler, a style is a multilayered combination of graphical attributes, such as color, transparency, gradients, brightness, embossing, beveling, and so on. When applied to objects, these attributes turn shapes, text, and images into sophisticated Web graphics. Styles are powerful because they allow users to quickly transform basic shapes into appealing navigation buttons, make text headlines more visually spectacular, or create cool visual effects with images.

Create geometric shapes and text using familiar drawing tools.



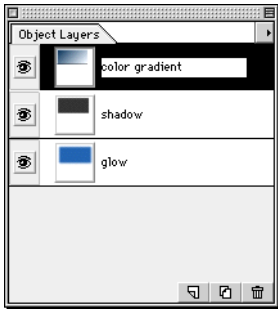
Draw a simple polygon with the polygon tool, then transform it into a finished button with a click in the Styles palette.



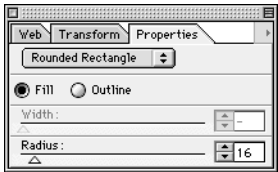
Myers Design

Style text instantly with the same ease. Retain complete control over what the text says and what text attributes are applied—text remains editable even when styled.

Myers Design



All of the attributes that make up a style appear on up to five layers in the Object Layers palette. Users can always copy layers from one style to another.



Change a styled polygon to a rounded rectangle by selecting the new shape in the Properties palette. The rounded rectangle retains the applied style.

Users can create their own styles easily. A user simply applies any number of attributes on up to five layers. When the combination looks just right, the user names and saves the style in the Styles palette. Adobe ImageStyler includes dozens of different elements—textures, colors, gradients, opacities, distortion effects, 3D effects, and so on—which can be mixed together in new styles. ImageStyler users can apply their styles by selecting them from the Styles palette, or share them with other ImageStyler users to establish graphical consistency across a site.

ImageStyler also includes more than 100 professionally designed, predefined styles, which users can start working with instantly. With a shape, text, or imported graphic selected, the user simply previews the selection of predesigned styles in the Styles palette, and clicks to apply one to the selected object. Users can combine these styles with a huge variety of graphical elements, so the results are always fresh and appealing. Styles are also editable, so users can apply them, change one or more attributes in them, and then save them as new styles.

Styles offer a number of significant benefits—speed, ease of use, and flexibility. However, the real benefit is the breathtaking range and sophistication of the artwork that can be created with them. With styles, business users without design backgrounds can produce the polished visual results they want—creating sites that are more fun for their visitors to discover, easier for them to navigate, and more appealing to revisit.

Edit compositions freely with powerful live objects.

The problem with many Web graphics software is that they hamper people's work and undermine creative experimentation by forcing people to start over again to make changes. Adobe ImageStyler addresses this issue by introducing a new model of interacting with objects—one in which all aspects of the composition stay live until a user exports the final bitmap in GIF, JPEG, or PNG format. (Even then, users can return to their ImageStyler compositions, make new changes, and re-export their graphics.)

Combining attributes into styles

Adobe ImageStyler offers more than one hundred layer attributes that can be combined on up to five layers to create a style. The chart below summarizes the key layer attributes and points out the controls available to vary how the attribute is applied to a layer. (Some attributes are mutually exclusive on a single layer but can be used in a single style by placing them on separate layers.)

Attributes available	What creative business users can do
Source	Specify a color, image, texture, or background.
Offsets	Specify an x or y offset for a layer in the Layer palette.
Width	Specify a width for the layer in the Layer palette.
Softness	Specify a softness value for a layer in the Layer palette.
Color	Specify a color setting in the Color palette.
Color gradient	Specify the type of gradient—linear, center, burst, or double burst—and the starting and ending points and colors.
Opacity	Specify the opacity setting for a layer or gradient in the Opacity palette.
Opacity gradient	Specify an opacity gradient for a layer in the Opacity palette.
Distortion effects	Specify a variety of effect-specific parameters for distortion effects, such as displace, lens, twirl, spherize, quantize, and radial quantize.
3D effects	Specify parameters such as depth, softness, and lighting for cutout, emboss, bevel, or ripple 3D effects.
Textures	Select among the dozens of textures available in the Textures palette, or import additional textures into this palette.
Filters	Apply filters to images, such as brightness, contrast, saturation, tint, posterize, and invert, using the Filters palette.



Import, edit, and style an image once. Then duplicate the graphic and replace the image any number of times to copy the look across a set of graphics.

Basically, any edit a user makes—whether it’s applying a style, adding a JavaScript action, embedding a URL, or making a transformation—is associated with an object. What’s crucial about these objects is that they remain independent of any changes, so users can edit those objects, replace them, or change any of the attributes applied to them without redoing all the other steps.

For example, users can apply a style and then switch to another style, or change any attribute of that applied style. Or they can apply a style, perform other edits, and then switch the underlying object: They can change one shape to another in the Properties or Shape palette, replace an imported image, or edit text to say something else. The new object simply adopts all the edits originally made to the first one.

This last feature is particularly powerful because it allows users to work more efficiently by creating graphical templates. Here’s an example of how this works. A user could import an image and then perform a series of steps, such as cropping and scaling the image and then applying color filters, a graphical matte, and a style. The user could then use this combination over and over on different images by duplicating the resulting graphic and replacing the image.



This example is also particularly apt because most programs treat image-editing destructively. If a user resizes an image smaller, the program discards the associated pixels and so on. With ImageStyler, changes are never destructive—so a user can resize an image, apply a color filter, and apply a style, and then change any of those edits at any time. It’s that simple!

Associate objects through graphical aliases for easy updating.

Graphical elements typically get repeated many times on a Web page or throughout a Web site. That’s why Adobe ImageStyler lets users associate related graphics in a composition through aliases. Then any change a user makes to one graphic in a composition instantly updates all the related graphics in that same document. This flexible capability allows users to use elliptical Web buttons one week, change them to rounded rectangles the following week, apply a different style the next week, and then try yet another shape the fourth week—all with a few quick mouse clicks.



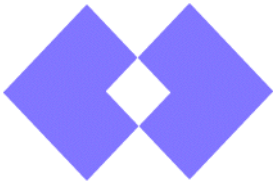
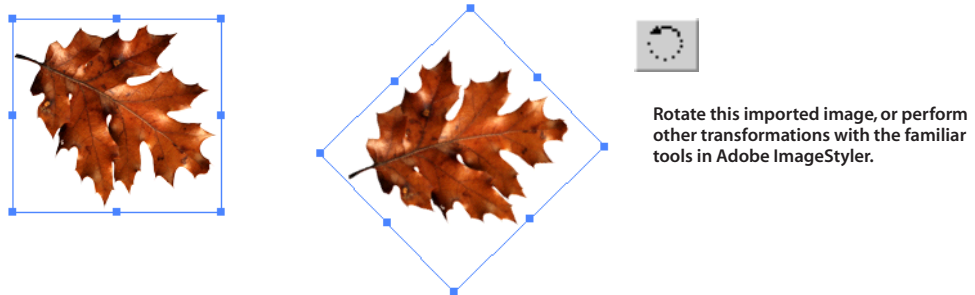
Link graphics together through handy aliases. Then any change made to one graphic instantly updates the others. In this example, three rounded rectangles were linked and styled. Then a new shape was applied. Finally, a new style was applied.

Quickly copy and paste styles and other attributes among objects.

Sometimes users may want to reuse a combination of attributes they've applied without saving that combination as a style. That's why Adobe ImageStyler lets users copy and paste attributes and styles from one object to another, regardless of whether these objects are similar in type. A user could, for example, copy the attributes applied to an EPS logo and paste it onto a text headline, or vice-versa. Using the copy and paste special commands, users can also perform other tasks, such as masking one object with another or applying the attributes of one layer to another layer.

Manipulate shapes, text, and imported graphics.

Adobe ImageStyler offers users an assortment of transformation tools for manipulating objects. With these tools, users can crop, rotate, resize, skew, and move shapes, text, EPS files, and bitmaps with ease. In addition, users can group objects or align them precisely. They can apply brightness, contrast, saturation, and opacity settings to imported bitmaps to produce different effects. And users can create an alpha channel or maintain an existing alpha channel in an imported image to create sophisticated composites.



Overlay shapes and other objects, then choose a Combine command to create a more complex shape. This illustration demonstrates the Exclude command.

Adobe ImageStyler provides a set of commands for quickly combining overlapping objects into other objects. Business users can combine geometric shapes, text, even imported images and EPS files. The commands include Unite, Unite with Color, Minus Front, Intersect, and Exclude. These commands simplify the process of creating more complex shapes that would otherwise be time-consuming or impossible to create.

Create graphical mattes with drag-and-drop ease.

Adobe ImageStyler streamlines the creation of graphical mattes: Users simply apply a shape from the Shapes palette to a selected object. Anything outside the applied shape immediately disappears—or is *masked*—leaving only the part of the image enclosed by the shape to show through. The matte is then associated with the object it is masking. If a user edits the object—for example, scaling, rotating, or cropping it—the edit applies to the matte too.

Applying styles or attributes in Adobe ImageStyler

Adobe ImageStyler offers many ways to apply styles to objects in a composition. Here's a look at the techniques available and when users might choose them.

Method	When to use it
Click style name or swatch on the Styles palette	To apply a style to one or more objects quickly and easily
Create alias linking multiple graphics and then apply a style	To update multiple related graphics instantly
Copy and paste	To copy a combination of attributes from one object to another without first making it a style
Press Shift and click with eyedropper tool, then press Shift and click with paint bucket tool	To copy and apply a style from a graphic in one ImageStyler composition to a graphic in another ImageStyler composition
Shift-click with eyedropper tool on one graphic with another selected	To copy and apply a style from one object to another within an ImageStyler composition
Batch-update styled graphics	To automatically create and deploy related graphics across a Web site
Replace an object or graphic	To update the underlying object without changing the style applied

Graphical mattes are more than an edge effect in ImageStyler. Users can create complex effects by combining them with other attributes. For example, a user could create a shape comprised of three overlapping circles, each with a different opacity applied. The user could then save the shape in the Shapes palette and apply it as an active matte to another object with dramatic results.



Creating a graphic matte is simple. Select an imported image, choose a shape from the Shapes palette, and click Matte. Users can also add their own matte shapes to the Shapes palette.

Review and undo multiple steps at any time.

Adobe ImageStyler users can undo and redo any number of editing steps at any time. This capability further enhances users' ability to experiment with graphical results before exporting their Web graphics.

Work in a flexible, interactive editing environment.

Here is a summary of the many ways that ImageStyler helps users create graphics quickly and fearlessly:

- **Immediate visual feedback.** Adobe ImageStyler offers instant on-screen feedback as users apply attributes or styles, move or transform objects, or perform other tasks. Other programs typically require users to hop in and out of modal dialog boxes to apply effects and perform other tasks. The interactive feedback in ImageStyler helps users experiment more easily.
- **Complete editing control over easy-to-manipulate objects.** Users can select any graphical object—whether it's a shape, text, or an imported graphic—by simply clicking on it. They can then move, rotate, skew, crop, align, group, or position these objects along x, y, and z axes.
- **Complete flexibility with styles and attributes.** All object attributes are handled separately to encourage experimentation. If a user applies a glowing bevel to several square buttons and then changes those buttons to ovals, the ovals adopt the glowing bevel. Users can also modify the style attributes easily.
- **Easy editing control over graphical text.** Text is just another editable object in Adobe ImageStyler. Users can style text and then change the wording or adjust other text attributes, such as font or font size.

Adobe ImageStyler

Adobe ImageStyler

Change any underlying attributes of a text block, even after applying a style. In this example, the font changed from a sans serif to an italic serif font.

- **Anti-aliased graphics on the fly.** With Adobe ImageStyler 1.0, users can make any changes they want to graphics without having to go through an explicit anti-aliasing step. Instead, Adobe ImageStyler handles this step for them, eliminating on-screen “jaggies” so users always know what their final output looks like.

One-step Web Graphics Production

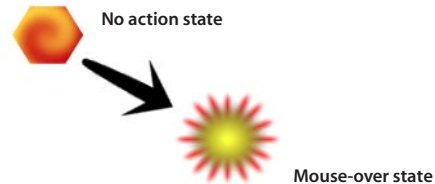
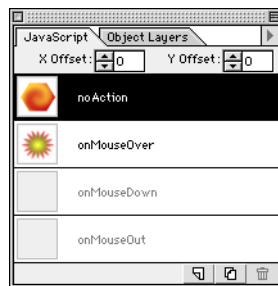
Adobe ImageStyler simplifies and streamlines the creation of JavaScript rollover effects and image maps, two popular ways to liven up Web sites and increase viewer click-throughs. In addition, it helps business users manage the color palettes for their Web graphics and make key tradeoffs between on-screen quality and file sizes.

Create JavaScript rollover effects efficiently.

With Adobe ImageStyler 1.0, business users can instantly produce JavaScript rollover effects to create a more richly interactive experience on their sites—all without writing a line of 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 bitmap image when clicked; and more.

To create a JavaScript rollover effect, the user simply applies a JavaScript action to a selected object using the JavaScript palette. The user then alters the object to indicate the behavior for that state—for example, a user could make the object change color, style, or size when a mouse rolls over it.

JavaScript actions work the same way other edits in ImageStyler work—so these actions are object based. They are associated with a particular object and stay with that object if a user moves it, transforms it, or applies a different style to it. This unique innovation allows users to work more freely. In other programs, by contrast, users would have to recreate their JavaScript rollover effects if they moved them.



To create a rollover effect, first create or import a graphic. Apply a JavaScript action, such as `onMouseover`, from the JavaScript palette, and create a unique appearance for that state. Then export the graphic for use on a site. That's it—no programming required!

When users are ready to incorporate their JavaScript rollover effects into their Web site, they simply export a laid out page using the Auto Layout feature (see page 9 for details). ImageStyler automatically produces a table-based HTML page, including the appropriate JavaScript rollover effects.

Generate image maps quickly from any file.

Image maps—graphics with URL links embedded in them—appear everywhere on the Web. Yet they can be challenging to make and to maintain using many of the current Web graphics tools. Adobe ImageStyler simplifies the creation of client-side image maps. Business users can associate URLs with any object in an ImageStyler composition and then export those objects as an image map. ImageStyler generates the necessary HTML code for the image map, which users can then copy and paste into an HTML editor, such as Adobe PageMill® or Microsoft® Front Page® software.

The real beauty of this feature is its incredible flexibility, which is based once again on the object-centric approach to editing in ImageStyler. Users don't have to wait until just before they export an image to embed the URLs. They can associate them at any time, and then continue editing their graphics. If an object moves, the embedded URL goes with it. If an object gets replaced, the URL is associated with the new object.



Select an object in an ImageStyler document, and then assign a URL to it. Continue to assign URLs to all the objects that need them. On export, ImageStyler creates an image map that can be used to navigate a Web site.

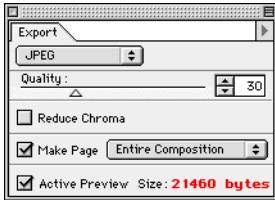


Apply an adaptive palette for optimal appearance on 8-bit displays.

As much as possible, Adobe ImageStyler 1.0 does the best thing for business users from the start, saving them time and effort. That's why Adobe ImageStyler automatically generates adaptive palettes for exported graphics. Preferred by Web designers, these 8-bit custom palettes are biased towards the colors in the standard 216-color, Web-safe palette, but they are optimized for each image. (A Web-safe-only palette can be limiting because its colors tend to be highly saturated and weighted towards midtones.) Basically, adaptive palettes improve on the Web-safe palette by honoring other key colors in an image as well, letting the Web browser dither images as necessary. The results are richer colors on-screen without too much dithering.

Preview image quality and file size in the Export palette.

Anyone creating Web graphics must constantly assess and trade off between on-screen graphic quality and the resulting file size (file size determines the graphic's download time at different modem speeds). Adobe ImageStyler software provides an Active Preview option on its handy Export palette to help users make this tradeoff. Users can select Active Preview and then assign different export settings to a file, including GIF, JPEG, PNG, and Photoshop output options. As users switch export settings, two things happen instantly: The screen updates to show them the on-screen visual impact, and the Export palette reports the final file size using those settings.

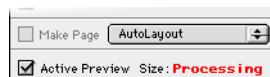


Check Active Preview to interactively view the effect of export settings on the visual quality of a graphic and its file size.

A user could, for example, apply GIF settings and view the results, and then switch to JPEG settings to compare the quality and file size. In addition, a user could apply export settings and then continue editing the composition. The user could resize the graphic and apply a style or another effect, while keeping an eye on on-screen quality and file size. This interactive preview—no switching to other windows, no opening dialog boxes—helps users balance visual quality and download size to create a more optimal Web experience for their viewers.

Automatically lay out table-based HTML pages with sliced images.

With Auto Layout, Adobe ImageStyler can export sliced graphics with the HTML code necessary to reassemble those graphics in a pixel-perfect HTML layout. This means that users can go from graphical concept to finished HTML layout in one quick step. The way it works is this: When business users export graphics, they choose whether to export sliced graphics automatically, and if yes, whether to export them as separate auto-sliced files or as auto-sliced images with HTML layout information.



Choose this option for ImageStyler to produce pixel-perfect HTML layouts.

The first approach gives users the freedom to write their own HTML code for reassembling their layouts as Web pages. With the second approach, ImageStyler generates a table-based HTML page that references the image files and reassembles them with pixel-level accuracy. The user basically gets a final HTML page that's ready for posting (or easy to open in an HTML editor for further tweaking).

With auto layout, users can create entire Web pages in ImageStyler and then export them as precise, Web-ready layouts.



This Auto Layout feature offers several key benefits. For example:

- Adobe ImageStyler intelligently determines where the optimal slicing points are for a particular graphic, saving users the time and energy of deciding that by eye.
- ImageStyler can handle a repeating background texture in a layout, treating it as a separate background pattern file in the HTML it produces.
- Users can add, move, resize, and work with objects without manually repositioning slicing guides.
- Users can export JavaScript rollover effects.

Batch-creation Tools for Timesaving Web Site Production

Graphical quality matters a lot to the success of a Web site. However, one thing matters just as much: The ability to transform the look of a Web site efficiently, keeping it fresh and inviting for viewers to visit. That's why Adobe ImageStyler offers powerful batch-creation features that help business users quickly deploy new graphics. Users can find all instances of plain HTML headings and convert them to graphics with text, such as banners or buttons, or to graphically styled text in moments. They can also export ImageStyler graphics in a variety of Web-standard formats. Adobe ImageStyler is the perfect creative complement to the Web-site management tools in use today.

Transform plain text into dynamic graphical text instantly.

Anyone who has worked with HTML for any length of time is intimate with H1–H6 or class tagged text. These headings do little to add visual interest or appeal to a site. That's why Adobe ImageStyler makes it so simple for business users to update a batch of Web pages, replacing any instances of an H1–H6 or class tagged text with either styled text or graphics with text.

The process for replacing text is straightforward: Users create a style for each H1–H6 tag they want to replace on their site. For example, a user might apply a mercury style to text and use it to replace all H1 tags; or a user might design a button, including the font and font size for the text on it, for replacing all H4 tags. Once these styled elements are set up, the user then uses the Web palette to associate each styled element with the HTML tag it's replacing. Finally, the user chooses the Batch HTML Replacement command, selects the appropriate HTML file(s), and clicks OK.

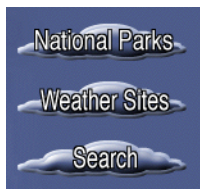
Adobe ImageStyler then searches out every instance of the HTML tags and replaces them with graphics. ImageStyler updates the HTML in the file appropriately and even generates JavaScript rollover effects and image maps on the fly to preserve links. So, for example, a user might have all of the navigational links on a site set up as H4 tags. In a single batch process, the user could then replace all of these links with hand-somely styled buttons that maintain the original wording and the URL link. A link that said "Order Information" would simply become a button that says the same thing.

This process works equally well for quickly producing sets of banners or buttons. A user could use an ImageStyler composition as a template to give all the buttons or banners on a Web site a particular look. Then, every time the user needs a new set of buttons or banners, that person simply enters the necessary text in an HTML editor and runs the Batch HTML Replacement command to apply the template in seconds. The banners or buttons are then ready to incorporate into the user's Web pages.

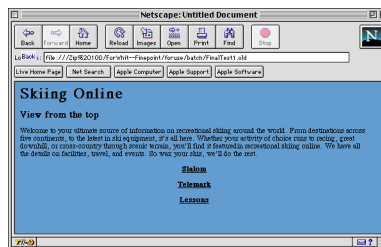
With this batch-conversion of text to graphics, Adobe ImageStyler can instantly bring a Web site to life, while saving users the time and tedious repetition involved in updating graphics by hand.



An example of styled text



Example of graphics with text



Before batch replacement of H1–H6 tags



After batch replacement of H1–H6 tags



Tweak the ImageStyler designs associated with different HTML tags and then batch-update them across all the pages on a Web site.

Automatically update Web graphics in a single step.

Once business users create graphics in ImageStyler and publish them on a Web site, they can update them in a single efficient step. For example, users could replace all H1 tags with a banner graphic, then tweak that banner the following week and replace it across all of the relevant pages. When ImageStyler performs the first batch replacement, it maintains the code that identifies the HTML tag as an H1 tag for easy updating. With this flexibility, business users can create a look for their site, and then make subtle adjustments to it every month or even every week.

Export final graphics in a choice of standard Web formats.

Business users can export their ImageStyler compositions as JPEG, GIF, and PNG files. They can also export their files in Photoshop (PSD) format and then drop those files into Photoshop or into another program that accepts PSD files. Users can choose whether to export Web files individually or to use the Auto Layout feature to export complete HTML layouts.

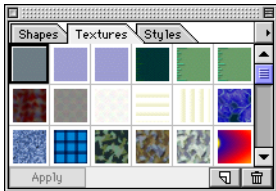
When users export Web graphics, they control a number of settings that affect the final quality of the graphic. For example, users can adjust a quality slider to determine the level of quality for a JPEG file. The higher the setting, the better the quality but the larger the final file. The Export palette lets users preview file sizes as they adjust settings, so they can interactively determine the appropriate combination (for details, see “Preview image quality and file size in the Export palette” on page 9). Once users specify export settings, they are saved as part of the ImageStyler composition for future use.

Award-winning Adobe User Interface

Adobe ImageStyler 1.0 sports the Adobe-standard user interface, which has a longstanding track record with Adobe customers. The program also integrates well with other Adobe products, so business users can incorporate design assets from other Adobe products. This section describes how Adobe ImageStyler fits into the Adobe product family.

Work efficiently with Adobe’s award-winning user interface.

Adobe ImageStyler presents Adobe’s popular user interface for its graphics products. The toolbox offers tools that can also be found in Adobe Photoshop, Adobe Illustrator, Adobe ImageReady™, and Adobe PageMaker® software. Key options appear in tabbed palettes for quick, efficient access. Users can open or close palettes, rearrange them on-screen, and move palettes to different groups to customize their work environment. This award-winning user interface has helped many other Adobe customers tailor their work environment and streamline their work processes. Adobe Systems believes that it can do the same for Web-focused business users.



Use the efficient palette interface made popular in Adobe Photoshop, Adobe Illustrator, and other graphics programs from Adobe Systems.

Take advantage of standard Adobe keyboard shortcuts.

Wherever appropriate, Adobe ImageStyler incorporates standard Adobe keyboard shortcuts. That way, any user who has experience with another Adobe product, such as Photoshop, can get to work more easily with Adobe ImageStyler.

Drag and drop graphics from other Adobe products to ImageStyler, and vice versa.

Adobe ImageStyler supports drag-and-drop functionality between programs for a more efficient workflow. Business users can drag and drop graphics back and forth from ImageStyler to any program that supports this feature, including Photoshop, Illustrator, Microsoft Office and certain HTML editors, such as Adobe PageMill and Microsoft FrontPage. Users can also drag and drop any GIF, JPEG, PICT (Macintosh only), and BMP (Windows only) files into ImageStyler.

Import a range of image file formats using Photoshop file format plug-ins.

Adobe ImageStyler uses Photoshop import plug-ins to import a range of image file formats. ImageStyler users simply choose the Adobe-standard Place command to embed files saved in EPS, Compuserve® GIF, JPEG, PSD, DIB (Windows), BMP (Windows), and PICT (Mac OS) formats. Users can also replace imported files with the Replace command—the replaced image then takes on any style, attributes, transformations, or embedded URLs that the user applied to the first image.

Import images from a range of devices using Photoshop acquisition plug-ins.

Adobe ImageStyler works with standard Photoshop acquisition plug-ins, so business users can bring in images from a range of ImageStyler-compatible or TWAIN-based scanners and digital cameras. With these easy-to-use plug-ins, users can quickly scan or snap a picture and drop it into an ImageStyler layout.

Enjoy complete cross-platform support.

Adobe ImageStyler is a complete cross-platform solution for Web graphics creation. Its cross-platform compatibility allows for seamless file sharing and collaboration in a mixed-platform workgroup.

System Requirements*

Windows 95/Windows 98/Windows NT 4.0

- 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

Power Macintosh

- 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

* System requirements are subject to change prior to the product shipping.

Availability and Pricing

In the United States and Canada, Adobe ImageStyler 1.0 for Windows 95 and 98, Windows NT 4.0, and Power Macintosh is expected to ship in the fourth quarter of 1998. The estimated street price for Adobe ImageStyler is \$129 (U.S.) for all platforms. French and German versions of ImageStyler 1.0 are expected to ship within 30 days, and a Japanese version within 60 days, of that release. Information on other language versions, as well as pricing, upgrade, and support policies for other countries, will be announced separately.

About Adobe Systems

Adobe Systems Incorporated, the award-winning provider of graphics and publishing solutions, gives you the power to make your ideas stand out exactly as you intend. Whether you work in a design studio, an office, or at home, Adobe's software, images, type, and printing technologies offer you a seamless workflow for creating and distributing graphically rich communications in print and electronic media.

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