Adobe® ImageStyler™

version
1.0

Reviewer's Guide

Instantly add style to your Web site

The process people are going through to create graphically rich Web sites is far too painful. Most Internet and intranet Web sites are designed by creative business users—people with backgrounds in information services (IS), marketing, engineering, human resources, and other disciplines. These business users are expected to:

- Produce and regularly update visually compelling Web sites while juggling their other job responsibilities.
- Master a complex combination of tasks, including writing HTML, producing table-based HTML layouts, creating and optimizing Web graphics, coding with JavaScript, and more.
- Adapt to Web graphics tools that neither forgive design changes, nor encourage experimentation.
- Overcome tight schedules, restricted budgets, and minimal design experience to publish their Web sites.

Creative business users end up compromising more than they'd like just to get their Web sites done. What they really need is software that helps them overcome these obstacles to produce great-looking sites that communicate effectively with their audiences.

That's why we're introducing Adobe ImageStyler 1.0 software with its powerful new approach to Web graphics creation and production. Adobe ImageStyler 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. This innovative program offers complete design flexibility through its unique object-based editing model and graphical styles.

Basically, you can start with any kind of object (shapes, text, or imported graphics); apply graphical attributes quickly with styles; add rollover effects, image maps, and other Web-oriented attributes; edit the object or style in other ways; and then change any edit at any time. With this object-based editing model, changes are nondestructive, so any edit you make is associated with an object and can be changed independently of it. This flexibility lets you experiment freely and work faster. You can tweak anything you want, and even set graphics up as templates for ongoing work.

Adobe ImageStyler 1.0 is fundamentally more versatile and powerful than any other Web graphics tool you've tried. The best way to experience this unique graphics program is to see its features in action. We've prepared this hands-on tour of Adobe ImageStyler 1.0 to show you how things work and give you a chance to try features yourself. You can follow the examples in order or skip around looking at the features that interest you. (Sometimes a sequence of features builds from one to the next to illustrate an important concept, but for the most part, you can follow your own inclinations in working through the examples.)

This reviewer's guide is divided into these sections:

Each section guides you through the relevant features and shows you how they help creative business users efficiently produce spectacular Web graphics. All of the features described apply to both Macintosh and Windows versions of Adobe ImageStyler 1.0 software, so feel free to work on your platform of choice or even to move back and forth between platforms.

Adobe

Instant Creativity with Web Graphics

Adobe ImageStyler 1.0 software delivers the most flexible Web graphics creation tools available today. These tools allow you to create or import objects; instantly apply visual effects to these objects with graphical styles; transform, group, align, or combine objects; apply graphical mattes; and even link objects together for easier updating. With these tools, you can create buttons, navigation bars, promotional graphics, information graphics, banners, and a host of other Web graphics with complete ease.

Core Concepts: A Unique New Approach to Graphics Creation

The central problem with many Web graphics creation tools today is that they treat edits destructively, forcing you to start over again to tweak a visual effect, apply it across a series of objects, and do other basic Web tasks. Adobe ImageStyler transforms Web graphics production by offering you complete design flexibility. This flexibility is rooted in two innovative concepts: object-based editing and graphical styles. Here's a quick look at how these unique concepts work for you.

Object-based editing. In Adobe ImageStyler, all objects are treated equally. You can work with text, shapes, and imported images with the same flexibility. Furthermore, any edits you make—whether you're applying a visual effect, a graphical matte, or a JavaScript rollover effect—exist independently of the object, so you can change anything about your edits at any time without having to redo steps along the way. For example, you can create a shape, apply a complex graphical style, and then change the shape. The new shape simply adopts the old shape's style. You can create complex effects with text and then edit that text to say something different or to use a different font or font size. You can also perform any edit on an image with complete freedom. This flexible object model has far-reaching benefits. Unlike other programs, you can, for example, apply a JavaScript rollover effect to an object and then move or edit the object without reapplying the effect.

Apply an interesting visual effect to a graphic in Adobe Imagestyler, then switch that graphic for another without reapplying the effect.

Graphical styles. Adobe ImageStyler offers a unique, flexible approach to creating sophisticated visual effects for graphics: graphical styles. In Adobe ImageStyler, objects can have up to five layers, and each layer can have a unique combination of effects assigned to it. Furthermore, you can save and name multilayered combinations of graphical attributes as styles and then apply these styles to different objects any time you want. The layers in the style simply conform to the shape of different objects. Adobe ImageStyler includes dozens of different elements—textures, colors, gradients, opacities, distortion effects, 3D effects, and so on—that can be mixed together in new styles to create outstanding visual effects. It also includes more than 100 professionally designed styles for you to use right away or for you to modify for your own variations.

Apply styles to shapes, text, and images to instantly create eye-catching visual effects.

The combination of object-based editing and graphical styles offers creative business users a powerful solution to their Web graphics problem. The following sections walk you through the core steps in creating Web graphics with Adobe ImageStyler and illustrate the many ways that you can put these concepts to work.

Before You Begin: Working with Palettes

Adobe ImageStyler presents most of its features in tabbed palettes (similar to those found in other Adobe graphics programs). These palettes place key functionality at your fingertips for a more efficient workflow. Throughout this Reviewer's Guide, we direct you to various palettes to perform different steps. Our instructions are brief: We simply tell you to make the palette active. If the palette isn't visible, do one of the following steps:

- Locate and choose the palette name on the Window menu to open it. Then follow the directions to specify the necessary parameters.

- Click the palette tab to bring it to the front of its container and make it active.
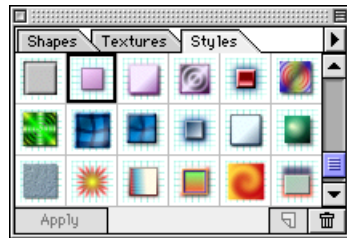
Applying a Predesigned Style

To get a quick idea of the rich visual effects you can create with styles, you'll first apply a predesigned style to an object.

Try it:

1. In a new ImageStyler document, create a basic shape. For example, select the rounded-rectangle tool to draw a rounded rectangle.

2. If necessary, make the Styles palette visible.

3. With the shape selected, click any style you want, and then click Apply at the bottom of the Styles palette. Try applying several different styles to see how easy it is to change your mind.

Review and undo multiple steps
You can undo or redo any number of steps at any time. Just press Ctrl+Z/Command+Z to undo a step, or Ctrl+Shift+Z/Command+R to redo a step. Or choose Undo from the Edit menu to review a sequence of steps and undo several at once.

Apply complex visual effects to shapes or other objects in one efficient step.

Gold Plate style   Four-way Blend style   Ripple Texture style

Now check out some of the translucent styles, such as Glass Glow, Glass Bead, and Invis Jitter, to see how sophisticated these effects can be.

Try it:

1. Make sure nothing is selected. Then choose File > Place As Texture to place a background image. Locate and select ASP_041.jpg in the \REV_GD folder on your reviewer's CD.

2. Choose Preview View from the Styles palette to change how the Styles are listed.

   Preview View lets you see both the style name and its effect before you apply it. The Swatches View shows the visual effect of the style, while the Name View emphasizes the style name and provides a small icon depicting the style.

3. With the object selected, click Glass Bead in the palette list, then click Apply.

4. Move the object around on the background texture to see how it lets the underlying image show through while distorting it.
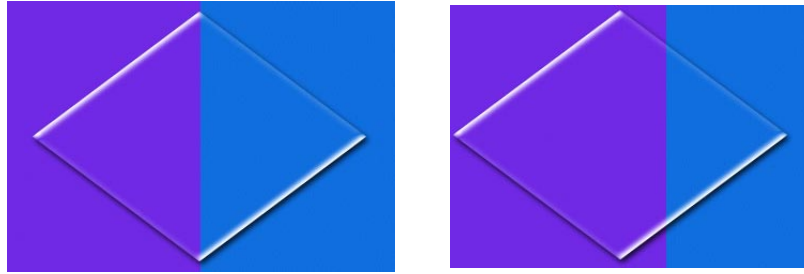

These examples show a translucent object positioned over a flood of background color.

5. Apply the Glass Glow style to see a different translucent effect.

Creating a Style: Working with Layers and Attributes

Now that you've applied a predesigned style, let's try a new combination of attributes on different layers to create a style from scratch. We'll create a two-layer style. The first layer will have a color and 3D emboss applied, as well as a gradient and a distortion effect. The second layer will have a new width, a background fill, and a new softness setting applied. The final result will look like this:
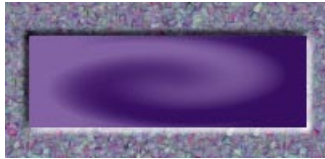
When applied, this new style makes an object look punched out of a background.

Remember that the order of these steps is somewhat arbitrary because ImageStyler lets you change anything you want at any time.
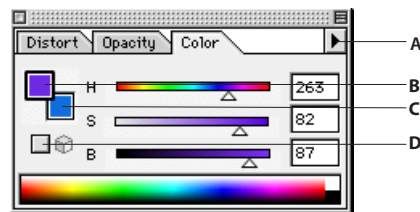
Try it:

1. In a new ImageStyler document, create an object using any of the drawing tools. For example, select the rectangle tool and draw a basic rectangle.

   Note: All objects start with one layer. The first attributes you create will apply to that layer.

2. If necessary, make the Color palette visible.

A   Choose a Color Selection view. For example, choose RGB View or HSB View.
B   Click this Color Proxy to specify a foreground color that applies to any selected objects.
C   Click this Color Proxy to specify a background color.
D   Check the Web Safe Colors cube to restrict your color choices to Web-safe colors.

3. Choose HSB View from the Color palette popup menu.

4. With the object selected, enter these values and press Enter or Return, or adjust the HSB sliders to match them: 180 for Hue, 100 for Saturation, and 80 for Brightness.

   As you adjust the sliders or enter values, note that the object updates instantly to reflect each change. This is just one example of the live, interactive editing environment that ImageStyler offers.

5. Click the 3D tab to make the palette visible.

6. Choose Emboss from the drop-down menu at the top of the 3D palette, and then change the Depth to 7 by adjusting the slider or entering the value and pressing Enter or Return.

   Note that the object updates instantly as you make the change.
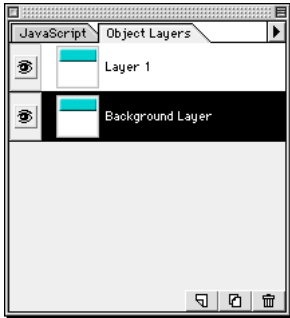
Object Layers palette

7. Create a second layer: Choose Window > Object Layers to display the palette (or click the Object Layers tab to make the palette active).

8. Click the Duplicate Layer button at the bottom of the palette to create a second layer with the same attributes applied to it. Then double-click Layer 2 to rename it. Type **Background Layer** for its name, and click OK.

   Note: The object looks the same because the duplicate layer appears behind the original layer.
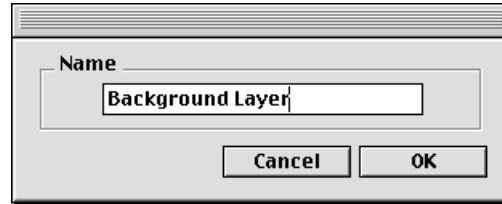

9. Change the relative width of the new layer: Click the Layer tab to display the palette. Then enter 3 for Width or adjust the slider bar to 3.

   Now, when you apply this new style, the background edge of the object will be 3 pixels wider than the foreground edge. This width adjustment is always calculated in relation to the object. If you apply the style you're creating to a different-sized object, the background width is simply 3 pixels wider than the new object's size.

10. Click the 3D tab to make that palette visible again.

    Note: The settings you specified in Step 6 still appear. You'll use these same settings but change the light source to create the punched out look.

11. Press the Shift key to constrain the light-source control, so it changes in 15-degree increments. Then drag it to 315 degrees.
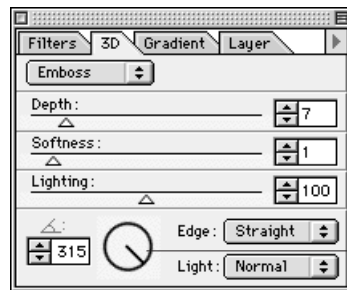
Press the Shift key and drag this control to change the lighting effect applied to the Background Layer.

12. Add a background to your document: Deselect the object, and then choose File > Place as Texture. Locate Scrambled.psd in the Textures folder in the ImageStyler folder on your hard disk.

Overview of the Object Layers Palette: Five-Layer Style Selected
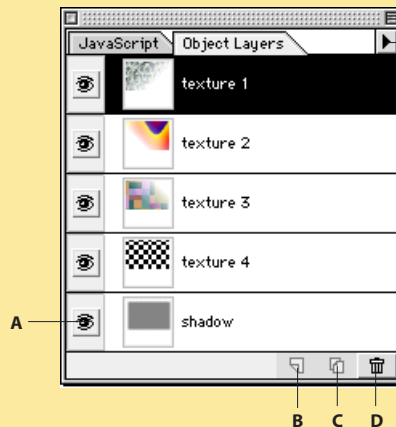

Use the Object Layers palette to create up to five layers for each style you specify. Organizing attributes on layers helps you build complex combinations of effects.

A Hides or displays a layer.
B Creates a new layer.
C Duplicates a selected layer and any attributes applied to that layer.
D Deletes a selected layer.
E Offers you a choice in how you view the layers listed in the palette.

13. Select your object, select the Background Layer in the Object Layers palette, and choose Background for Fill With from the Layer palette.

    Note: This setting fills the current layer with whatever color, texture, or image is in the background behind the object. You can use this unique capability to achieve some unusual and compelling effects quickly. In this case, filling the second layer with the background helps create the punched-out look.

14. Soften the edge of the second layer by adjusting the softness value to 3 in the Layer palette.

15. Switch back to the first layer to make some more adjustments: Click Layer 1 in the Object Layers palette.

16. Click the Gradient tab to make that palette visible. Then make the Color palette visible as well. Position the two palettes near each other but away from your selected object to view your changes interactively.

17. Click the right node in the Gradient palette to set the gradient to linear as the automatic default.
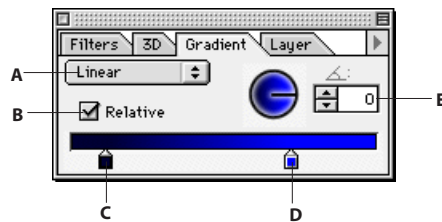
A Choose a gradient type: Linear, Burst, Double Burst, or Radial.
B Select Relative to maintain the gradient's relationship to an object as you rotate or otherwise transform it.
C Click the left node to specify a color for it, or drag it to adjust where the color begins.
D Click the right node to specify a color for it, or drag it to adjust where the color begins.
E Enter a value or drag the angle control to specify an angle for the gradient.

18. Choose Saturation view from the Color palette popup menu. Then specify a color for the right node by pressing down the mouse button and dragging around the color spectrum until you see a color you want.

    Note that the object updates instantly as you drag across different colors. This is another example of the fluid, interactive editing environment that ImageStyler offers.

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, Radial, 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 in the Distort palette, 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 in the 3D palette.
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.

19. Click the left node and set a color for it in the Color palette. Then, in the Gradient palette, drag the right and left nodes along the slider to adjust where the gradient starts, and drag the angle control to specify the angle for this linear gradient.

20. Make the Distort palette visible. Then choose Twirl from the popup menu, and enter 80 for Turns or adjust the slider.
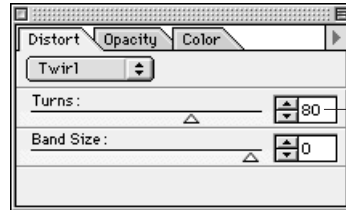
Specify the number of turns in your Twist distortion.

21. Make the Styles palette visible. With the object selected, click the New Style button at the bottom of the palette, enter a name for the new style you've created, check Ignore Color of First Layer, and click OK.
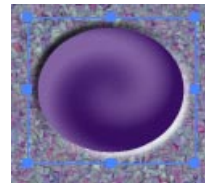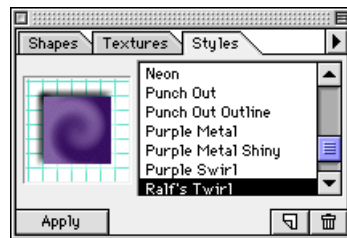
Create a new shape and apply your style to it in one quick step.

By saving this combination of attributes as a style, you can apply it to any object at any time—without repeating these steps again!
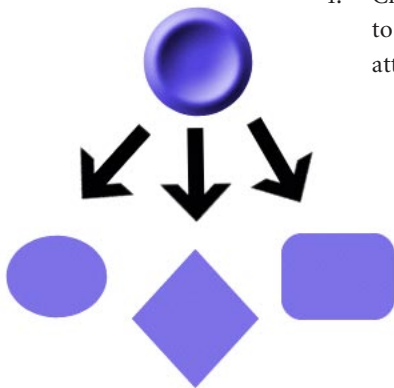
Copying and Pasting Style Attributes

In some instances, you may not want to save a combination of attributes as a style, but you may still want to use it several times in a particular document. Adobe ImageStyler gives you a number of ways to do this: You can copy and paste attributes from one object to another, or you can press the Shift key and click a styled object with the eyedropper to instantly apply it to several other selected objects. You can even use the eye-dropper tool to sample a set of attributes in one ImageStyler document, and then use the paint bucket tool to apply them to objects in another ImageStyler document.
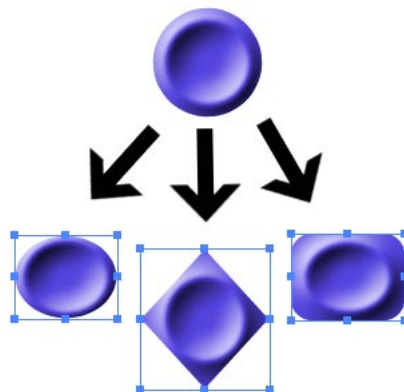
Try it:

1. In a new ImageStyler document, choose the ellipse tool, and draw a circle.
2. Apply a color from the Color palette. For example, make the circle a medium shade of blue.
3. Make the 3D palette visible.
4. Choose Ripple from the popup menu at the top of the palette. Then set the Depth to 10, the Softness to 4, and Edge to Plateau. If you set these attributes with the sliders, note how the object adopts the attributes interactively as the slider moves.

5. Using any of the other drawing tools, draw a series of shapes.
6. Select the shape that you styled with attributes in Step 4, and press Ctrl+C/Command+C to copy those attributes. Then select one of the new shapes, and choose Edit > Paste Style (Ctrl+Shift+I/Command+B) to apply it instantly.
7. Press Shift and click on all of the other shapes you made to select them.
8. Select the eyedropper tool from the toolbox, press Shift, and click either of the two styled shapes to apply the attributes to the selected shapes.

Use the eyedropper tool to sample the attributes applied to one object, and apply them to one or more selected objects.

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 you might choose them.

| Method	When to use it
Double-click style name or swatch on the Styles palette	To apply a style to one or more objects quickly and easily
Create alias to link 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 update related graphics across a Web site
Replace an object or graphic	To update the underlying object without changing the style applied

Modifying a Style

Once you create a style, you can modify any aspect of it at any time. You can save the modified version as a new style, or you can simply make subtle changes to a style's attributes on the fly for one-time use. With this inherent flexibility, you can create families of styles in a few quick steps. For example, let's say that you created the style in the previous section and then needed several variations that used different color combinations in the gradients. You could make these style variations in moments by applying the style to an object, changing the gradient colors, saving the change to a new style name, and then repeating the process. This ability to iterate visual effects quickly is one of the most extraordinary aspects of using ImageStyler.

To help you get started quickly, ImageStyler offers more than 100 predesigned styles. You can put these styles to work right away, or you can modify them to create new styles. In this example, we'll modify a predesigned style and save it for future use.

Try it:

1. In a new ImageStyler document, select the rounded-rectangle tool and draw a shape on the page.
2. Make the Styles palette visible.
3. Choose Preview View from the Styles palette popup menu.
4. With your new object selected, click 3 Bevel 1, and then click Apply.
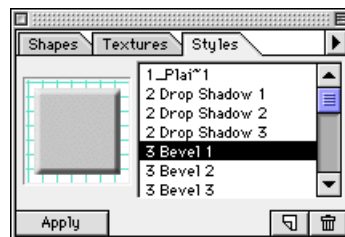
5. Make the 3D palette visible, and change the Depth to 22.

Adjust the Depth option to change the bevel dramatically.

6. Make the Textures palette visible. Then try selecting and applying textures until you find one you like (just double-click a Texture swatch, or click a texture and click Apply).

Check the Layer palette to see that the Fill With option changes to reflect what you've applied to the object. It now says Texture.
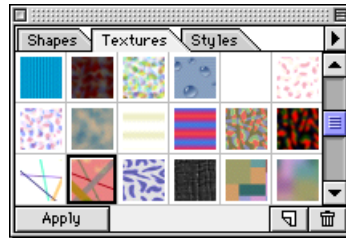
Complete the style modification by applying a new texture to the object.
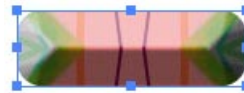
7. Click the Styles tab again to return to this palette. Then click the New Style button at the bottom of the palette, enter a name for your new style, check Ignore Color of First Layer, and click OK.

If you want, try applying your modified style to a new object: Select the type tool and click in the ImageStyler window. In the Type Tool dialog box, enter your name. Then select Arial or Helvetica for the font, specify 96 points for the font size, and click OK. With the text still selected, click the name of your newly modified style in the Styles palette and click Apply.

Deleting a Style

You can delete a style at any time: Just click the style in the Styles palette and click the Delete Style button at the bottom of the palette. Or, you can narrow the choice of styles that appears in the Styles palette without permanently deleting those styles. Just move them temporarily from the Styles folder in the ImageStyler program folder to a new location. For example, create a folder called Extra Styles in which to store styles you use only occasionally.

Three Views of the Styles Palette

The Styles palette offers three views of its style list, so you can choose the one that best suits your workflow. Use this palette to apply styles, save new styles, and delete styles.

Swatches View
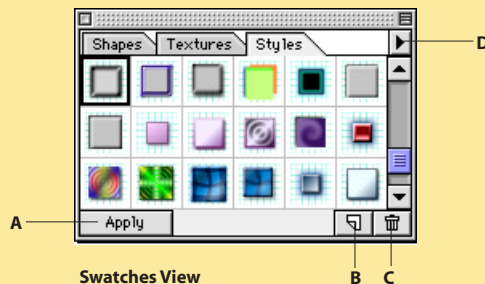
A Applies a selected style to a selected shape, text, or image object.
B Creates a new style based on the layers and attributes applied to a selected object.
C Deletes a selected style in the Styles palette list. Also deletes the corresponding file from the Styles folder in the ImageStyler program folder.
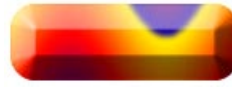D Offers you a choice in how you view the styles listed in the palette.

Preview View

Name View
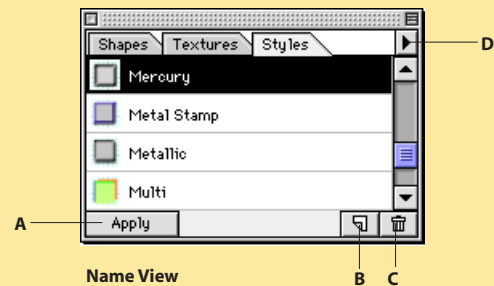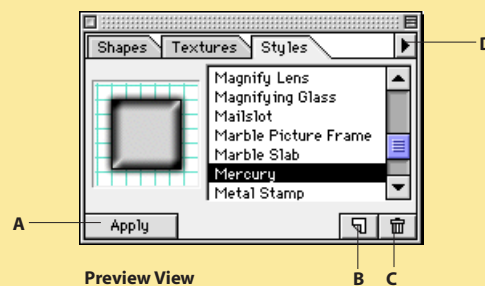
Working with Live Objects

In Adobe ImageStyler, you build your Web graphics and layouts by using three different types of objects:

Geometric shape objects

Text objects

Image objects

You can create shapes and text in ImageStyler using the drawing and type tools. For images, you can choose among the ones in the Shapes palette, add more graphics to the Shapes palette for ongoing use, or import images in a variety of formats. The key thing to remember with any of these objects is that they are live—which means that you can edit them and then change your edits with complete freedom.

The next few sections walk through the different ways you can work with objects. As you try out the different techniques described, remember that all objects are equal—in general, what you can do to one, you can do to any object. That, combined with the cool visual effects you can create with styles, is the essential power of Adobe ImageStyler.

Creating and Changing Shapes

If you've worked with any graphics software, you'll instantly be familiar with the drawing tools in Adobe ImageStyler. This program offers ellipse, rectangle, rounded rectangle, and polygon tools. The power of these tools lies in what you can do with the shapes once you create them.

Try it:

1. In a new ImageStyler document, select the rectangle tool, and draw a rectangle.
2. Make the Styles palette visible.
3. With the rectangle selected, choose the style you want to apply, and click Apply.
4. If necessary, choose Window > Properties to make the Properties palette visible (or click its tab).
5. Choose Polygon from the popup menu at the top of the Properties palette.

    Note that the new shape retains the style you applied.
6. Click Outline in the Properties palette to turn your styled polygon into an outline shape, and then adjust the Width to 34 to give the outline more weight.
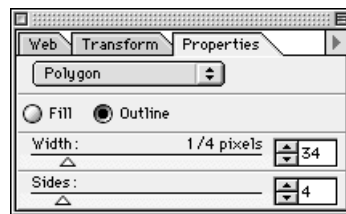
7. Make the Shapes palette visible, and, if necessary, choose Preview View from the popup menu. Then scroll to find the shape called Arrow, Spiral Left, select it, and click the Replace button.

    Note: The new shape retains the applied style. However, the options in the Properties palette have changed because the shapes in the Shapes palette are actually image objects, not geometric shapes.
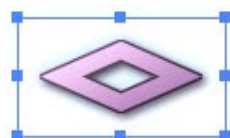
Original, styled shape

The replaced shape with the same style applied

Overview of the Properties Palette (geometric shape selected)
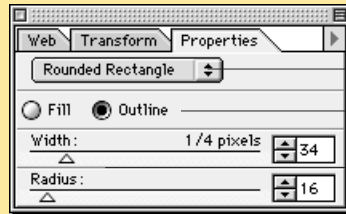
The options available in the Properties palette change depending on the type of object selected. This overview shows the options for a selected shape. You can also specify attributes for text and images. (See page 16 for an example of using the Properties palette with an image.)

A Choose a new shape from the popup menu.
B Click Fill to create a solid object, or click Outline to have an outline shape.
C Specify the options that appear here, depending on the type of shape you've selected and whether it's a filled shape or an outline.
For any shape: Specify a Width for your outline version.
For a rounded rectangle: Specify a Radius for your filled or outlined shape.
For a polygon: Specify the number of Sides for your filled or outlined shape.

Editing Text

In many Web graphics programs, working with text is challenging. You can create a text block and apply text attributes and visual effects to it, but then editing the text is usually impossible. To change the text, you have to start over again. With Adobe ImageStyler, on the other hand, text is just another object. The changes you make to it are nondestructive, so you can change any aspect of the text at any time.

Try it:

1. In a new ImageStyler document, select the type tool from the toolbox.

2. Click in the document window to open the Type Tool dialog box.

3. Enter a few words of text. For example, type your name, or type **Adobe ImageStyler**.

4. Choose a sans serif font for Font, choose 72 points for Size, and click OK. Adjust the location of your text on-screen if necessary.
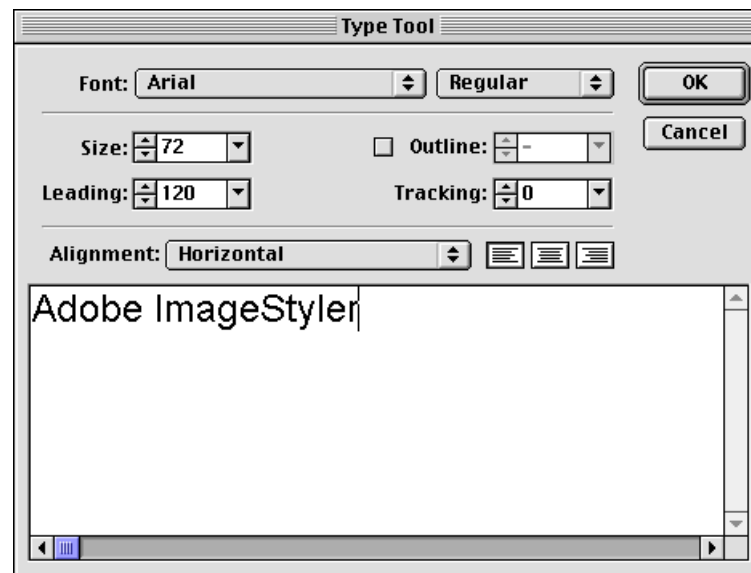
5. Make the Styles palette visible, and make sure it's displaying styles in Preview View. (Choose this option from the Styles palette popup menu).

6. Try applying several different styles to the text. For example, click Silver Button, and click Apply. Then click Ripple Colors, and click Apply.

    It's as easy to style text as it is to style a shape or image in Adobe ImageStyler.

Try applying one style to your text, then try another.

7. Resize the text interactively by dragging a selection handle. Press Shift as you drag to maintain the proportions of the text.

This is just one more example of the flexible, interactive editing environment in Adobe ImageStyler.

Drag a handle on the text block to resize the text interactively.

8. Double-click the text to open the Type Tool dialog box again. Then edit the text to say something else.

9. Change other attributes of the text as well. For example, make the text vertical by choosing a vertical option from the Alignment popup menu.

Associating Objects through Graphical Aliases

When you're developing a Web site, you often need to repeat graphical objects throughout the site. For example, you may set up navigational buttons that must all look the same at all times. Yet you also want to update your graphics often to keep your site fresh and inviting.

Adobe ImageStyler makes this process efficient by letting you create graphical aliases, which are linked objects. Any change you make to one graphical alias automatically updates the others. Let's take a quick look at how graphical aliases work. We'll then work with this concept a bit more in the next section.

Try it:

1. In a new ImageStyler document, select the polygon tool, and draw a button-size polygon.

2. Press Ctrl+M/Command+M three times to create three linked aliases of the polygon.

3. Stack the four polygons in a column.

4. Make the Textures palette visible.

5. With one of the polygons selected, click any texture, and then click Apply.

Note: All of the linked polygons immediately have the texture applied. Try experimenting with different textures if you like.

6. Click the Styles tab to make it visible, and choose Preview View from the Styles palette popup menu.

7. Click 2 Drop Shadow 3 to add a drop shadow to all of the linked polygons.
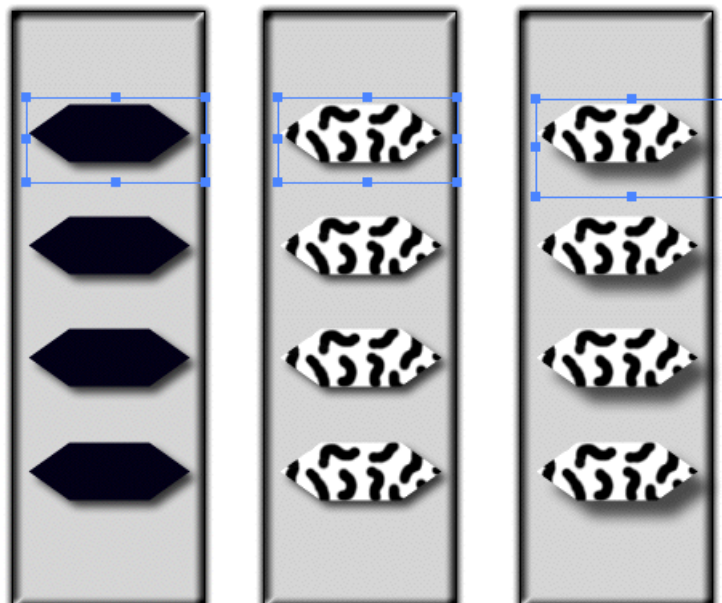
For this example, create a set of linked buttons for a navigation bar. Then apply a funky texture, and a drop-shadow style to one of the graphics. The others update instantly to reflect your changes.

Create this handsome navigation bar with complete efficiency.

Transforming Objects

Adobe ImageStyler offers a full complement of tools for doing standard drawing tasks, such as rotating, skewing, and cropping objects. You can also align objects precisely, and group them to maintain their relationships with each other. In this example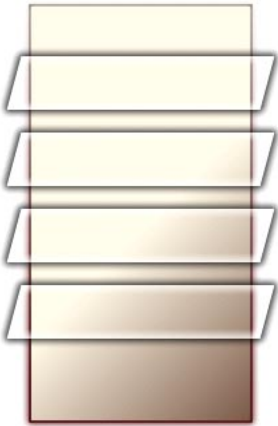, you're going to create graphical aliases for buttons in a navigation bar. You'll then style, align, skew, and group them to preserve their final arrangement.

Try it:

1. In a new ImageStyler document, select the rectangle tool, and draw a rectangle.

2. Choose Window > Transform, or click the Transform tab to make the palette visible.

3. With the rectangle selected, enter 180 for W and 325 for H in the Transform palette, and press Enter or Return. (If the rectangle goes off the canvas, click and drag it into the window.)
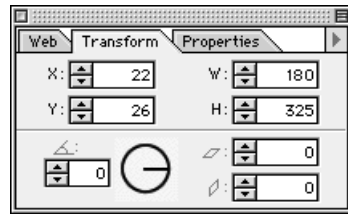
4. Click the Styles tab to make the palette visible (if necessary, choose Preview View from the Styles palette popup menu).

5. With the rectangle selected, click Bronze Metal in the Styles palette, and click Apply.

6. Draw a narrow rectangle across your navigation bar. Refine its size by entering 190 for W and 40 for H in the Transform palette and pressing Enter or Return.

    This rectangle is your first button.

7. Press Ctrl+M/Command+M three times to create three aliases of the button.

8. Roughly arrange them on the navigation bar. Then select all of the buttons and the navigation bar, and choose Object > Align > Horizontal Centers to align them along their center point.

9. Deselect the navigation bar. With only the buttons selected, choose Object > Distribute > Vertical to space them apart from each other evenly.

10. Select only one of the buttons, click Glass Bead in the Styles palette list, and click Apply.

    All of the linked buttons update instantly.

11. Change your mind: Apply the Glass Glow style instead.

12. Select all of the buttons, and choose Object > Group to maintain their relationship to each other.

    You could also group them with the navigation bar if you wanted.

13. Select the subgroup-selection tool in the toolbox, and click on one of the buttons to select it.

14. Select the skew tool in the toolbox. Position the cursor over a top-center handle of the subselected button, and drag gently to the right.

    You want to give these buttons a slight skew—nothing dramatic. When you skew one, they all skew identically.

Tip
Use the drag-selection tool to quickly select discrete groups of objects.

Overview of the Transform Palette

Use the Transform palette to precisely position, rotate, skew, and resize objects.
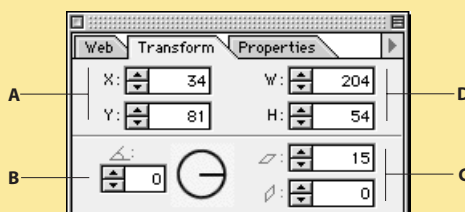
A   Enter a value in pixels to specify the location of the selected object in relation to the x and y axes (the 0,0 point for the document is in the upper-left corner and for the object is on the upper-left handle of the bounding box).

B   Enter a value or drag the rotation control to specify the angle of rotation for the selected object.

C   Enter a value in pixels to specify the degree of shearing (or skew) horizontally and vertically for the selected object.

D   Enter a value in pixels to specify the width and height of the selected object.

Combining Objects

You can quickly construct complex shapes in Adobe ImageStyler using the Combine commands (Unite, Unite with Color, Intersect, Exclude, and Minus Front). To create these unique graphics, you can combine overlapping shapes, text, images, and imported EPS files. You can then save your shape in the Shapes palette for ongoing use.

Note: When you create a combined object, it becomes an image object. If you're using the Unite, Minus Front, Intersect, and Exclude commands, the resulting object adopts the attributes of the bottom-most object. Remember though that you're working in a highly flexible editing environment: You can change those attributes later. You can uncombine these objects at any time—the objects resume their former attributes. You can even edit the topmost text object in a combination object that includes text.

Original objects	**Unite**	**Change style**
Original objects	**Minus Front**	**Add texture Change text**
Original objects	**Intersect Fill with: Image**	**Apply style**

The key thing to remember is that the objects you make with the Combine commands are also live ImageStyler objects. You can edit, style, and otherwise manipulate them just as you would any other object.

Try it:

1. In a new ImageStyler document, choose File > Place As Texture, locate ASP_021.jpg in \REV_GD on your reviewer's CD, and place it as a background image.

2. Select the rectangle tool and draw a rectangle that's about 400 pixels by 100 pixels. (Keep an eye on the Transform palette to help you.)

3. Click the Color palette tab to display it, and adjust the color if you'd prefer a different color.

4. With nothing selected, set the default color in the Color palette to black.

5. Select the type tool, and click in the document window.

6. Type Adobe ImageStyler, choose a bold version of Arial or Helvetica, and specify 36 points for size. Then click OK.

7. With the new text block and the rectangle selected, choose Object > Align > Centers.

8. Choose Object > Combine > Minus Front to knock out the rectangle with the text you created.

Tip
To drag and drop a shape into the Shapes palette for future use, you must either:

—Position the Shapes palette outside the composition window, or

—Drag the shape you want to save outside the composition window and then back over the Shapes palette.

Either of the actions above alerts the program that you want to save the shape. Otherwise, ImageStyler assumes that you're simply repositioning the shape under or near the Shapes palette in the composition window.

9. With this object still selected, choose Object > Maintain Alignment.

   Note: With the Maintain Alignment command, you can edit your text to include more words or to be larger or smaller in size, and the rectangle scales with it.

10. Double-click the text in the shape you've created, add 1.0 after Adobe ImageStyler, and increase the point size to 48 points. Then click OK.

    The rectangle and text scale together.

11. Double-click the text again, and decrease the point size to 24 points. Then click OK.

12. Now save the shape in the Shapes palette for future use: Make the Shapes palette visible and position it outside of the document window. Then drag your new shape on top of it and release the mouse button. In the dialog box that appears, enter a name for the shape, and click OK.

Extra: You can make some interesting effects using imported EPS files. For example, you could take a company logo, position it on a color- or texture-filled shape, and combine the two, so the logo knocks out the shape. Try this by placing the Globe1.eps file (located in the \REV_GD folder on your Reviewer's CD) in an ImageStyler document, and using the Minus Front command to combine it with a shape.

Applying Active Mattes to Images

You can create dramatic effects by applying shapes to imported images to mask them. Anything outside of the applied shape disappears, leaving only the part of the image enclosed by the shape to show through. In Adobe ImageStyler, this mask effect is called an active matte because this complex effect remains live. At any time, you can:

• Change one matte for another.

• Scale, crop, rotate, and otherwise manipulate the active matte along with the image.

• Replace the image within the matte (see "Setting up Graphical Templates" later in this section for details).

• Undo the matte, returning the image to its previous state.

Example of an image with an active matte applied

A Technical Look at Active Mattes

Images can be divided into RGB color and alpha components. The alpha information defines what part of the color appears and how transparent that color is—in essence, the alpha channel defines the shape of the image. In Adobe ImageStyler, active mattes are applied to images by intersecting the alpha information in those images with shapes. If you apply an active matte to an image without an alpha channel, ImageStyler creates a rectangular alpha channel and then intersects it with the shape you're applying. You can monitor and change the alpha channel for an image in ImageStyler by selecting an image and adjusting settings in the Properties palette.

Try it:

1. In a new ImageStyler document, choose File > Place, and locate a file called ASP_020.jpg in the \REV_GD folder on your reviewer's CD.

2. Make the Shapes palette visible. Also, make the Properties palette visible, so you can see how the active matte is used as the alpha channel.

3. Choose Name View from the Shapes palette popup menu.

4. With the imported image selected, scroll through the palette list to find a shape that appeals to you, and then click the Matte button at the bottom of the palette.
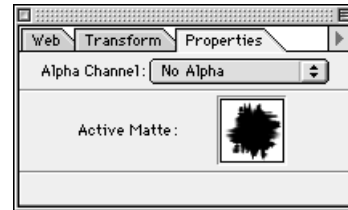
5. Resize the matted image smaller to see how the active matte resizes with it.

6. Choose No Alpha from the Alpha Channel popup menu on the Properties palette to remove the active matte.

7. Scroll through the Shapes palette, and apply a different shape as a matte. Experiment with applying two or three more shapes to see the different results you can get.

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

• As your last change to this image, choose the shape called Circle Overlap in the Shapes palette, and click the Matte button to apply this matte to the image of the swimmer.

Extra: You can use text as an active matte to create some eye-catching effects. Either create a text block, save it in the Shapes palette, and apply it to your image, or create a text block, copy it, and choose Edit > Paste Special > Paste Active Matte to apply it to your image.

Choosing No Alpha from the Properties palette automatically removes the matte and restores the original image.

Create an active matte from text.

Create complex effects with active mattes.

Overview of the Shapes Palette

Use the Shapes palette to insert predesigned shapes in your Web graphics or to apply active mattes to se-lected images. Even save your own graphics as shapes in the Shapes palette, so you can use them over and over again.
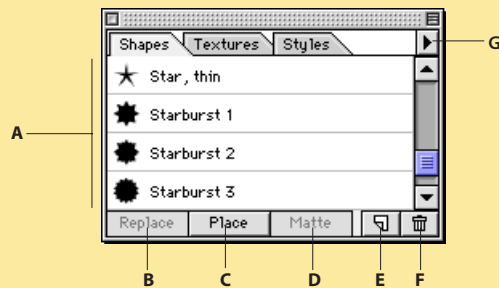
A Lists all of the shapes available. The shapes in this palette are actually image objects. Adobe ImageStyler includes predesigned shapes. You can add your own at any time.
B Replaces a selected shape in your document with a selected shape from the palette list.
C Places a selected shape in the document window.
D Applies an active matte to a selected image.
E Imports a separate image file as a shape in the Shapes palette.
F Deletes a selected shape from the palette list and from the Shapes folder in the ImageStyler program folder.
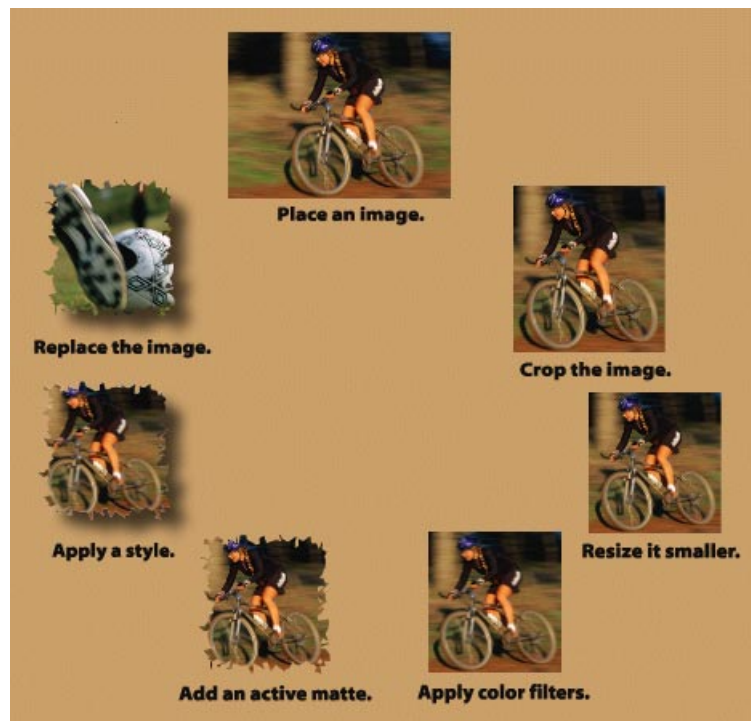**G** Offers you a choice in how you view the shapes listed in the palette.

Working with Images

Throughout this section, we've emphasized the power, versatility, and flexibility of the Adobe ImageStyler editing environment. Now let's put these assertions to the test by walking through an entire sequence of steps that you might perform on an image.

In many respects, images present the most vivid examples of the flexible editing environment in ImageStyler. In most programs, changes made to images are destructive—you may be able to undo some of them, but you typically have to start over again if you change your mind about something.

With ImageStyler, an image is just another object. You can resize it, apply styles to it, manipulate it, change its brightness or saturation, and more—all without losing any image information. You could open the same file two weeks later, and resize the image larger, change the style applied, and add a different active matte and still produce pixel-perfect results.

Adobe ImageStyler is the perfect tool for creative business users because it's adaptive to their needs and skill sets. It's also an incredible tool for professional designers who want to go from prototype to finished Web graphic in a flash.

Place an image.

Replace the image.

Crop the image.

Resize it smaller.

Apply a style.

Add an active matte.

Apply color filters.

Apply any combination of changes to images, undo those changes at any time, or even apply them to other images by simply replacing the first image with another one.

Try it:

1. In a new ImageStyler document, choose File > Place, and locate a file called ASP_041.jpg in the \REV_GD folder on your reviewer's CD.

2. Select the cropping tool in the toolbox, and drag the middle handle on the left and right edges of the image to crop the image.

    You want to crop the image so that it perfectly frames the bicycle wheels.

Tip
When you crop an image, you can adjust what appears in the cropped frame. With the cropping tool selected, drag within the frame to change the portion of the image that appears.

3. Switch back to the selection tool to scale the image. Then press the Shift key and drag the corner handle to make the image a little smaller.

4. Apply a color filter to the image:
    —Choose Window > Filters, or click the Filters tab to make the palette visible.
    —Adjust Tint to its maximum value of 255. This setting replaces all of the color information in the image with the current color in the Color palette. If you drag the Tint slider, note that the image updates as you drag—another example of the interactive editing environment.
    —Click the Color palette tab to make it visible, and then choose a medium blue to tint the image blue.

5. Click the Shapes palette tab to make it visible, and choose Name View from the palette's popup menu.

6. Select Puddle 2 from the Shapes palette list, and click Matte.

7. Click the Styles palette tab to make it visible, and choose Name View from the palette's popup menu.

8. Click Glass Glow to apply this style to the matted image.

You can change any of the attributes you just set at any time. Want to tint the image a different color? Select the image, open the Color palette, and click another hue. Want to style it differently? Choose another style in the Styles palette, or adjust any attributes in the current style. The possibilities are endless.

Setting up Graphical Templates

There's one more huge advantage to the flexible object-based editing model in Adobe ImageStyler: graphical templates. Because you can change everything so easily, you can use an ImageStyler document as a kind of template. Take the image you just modified in the previous section. (If necessary, go back and run through those steps—it'll only take a few minutes, and it's key to understanding the power of graphical templates.) While you could complete the steps involved efficiently, they take some time. However, once you've set up your first image, you can copy the graphic and replace the image any number of times. You have, in effect, a graphical template.

How might you use this capability? Well, let's say that you're running a corporate intranet for a large, dispersed company. One of your tasks is to help people in your company find the right people for different information and to know a little more about each other—so you've set up a personnel area that includes people's names, locations, contact information, biographical details, and job descriptions. You're also including pictures to give people a closer connection as they communicate by phone or e-mail over long distances. With Adobe ImageStyler, you could set up a template for how those personnel pictures appear, and then simply copy and replace the image for each employee.

Try it:

•   Select the image you refined in the last section, and copy it. Move it away from the first image. Then choose File > Replace, and locate ASP_020.jpg in the \REV_GD folder on your reviewer's CD. The new image adopts all the edits you made to the original image.

Replace this image...   **...with another.**

One-step Web Graphics Production

While Adobe ImageStyler excels at the creative end of Web graphics production, it's also extraordinary at the mechanics of producing those graphics. As we noted in the introduction to this document, creative business users are under increasing pressure to master a wide range of disciplines from HTML coding to graphics optimization to JavaScript coding. ImageStyler bridges these disciplines, offering you a single efficient environment in which to go from Web graphics design to final produced HTML page.

In particular, Adobe ImageStyler delivers a set of features that automate the creation of JavaScript rollover effects and image maps, two popular ways to liven up Web sites and increase viewer click-throughs. It provides a tool for making key tradeoffs between on-screen quality and final file sizes. It produces adaptive color palettes by default to ensure color fidelity in your final graphics (while producing good results for people viewing your Web site with 8-bit screen displays). And it delivers an extraordinary feature, called AutoLayout, which allows you to design a complete page in Adobe ImageStyler and then generate a Web-ready version instantly.

Unlike the other sections of this guide where you can hop around more freely, this section goes through these features in sequence. That way, you can experience how efficient it is to build and output an interactive Web page in Adobe ImageStyler.

Setting up Your Layout

The first thing you'll do is set up the basic design that you want to export as a final laid-out HTML page. Then, in the following sections, you can add JavaScript rollover effects and image maps, check the final file size, and use AutoLayout to export your final page. If you tried any of the steps in the "Instant Creativity with Web Graphics" section, the steps here should feel comfortable to you.
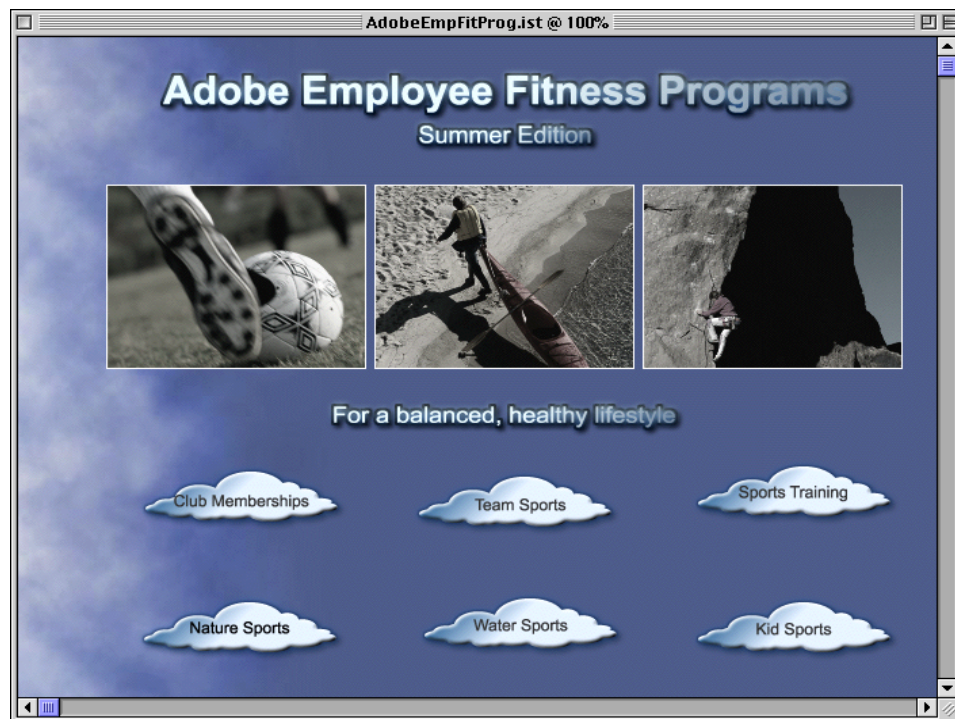

You'll create a Web page that looks like this one. You'll then add interactivity through JavaScript rollover effects and image maps; check the exported file size; preview the layout in your Web browser; change the position of the clouds to see how flexible the rollover effects are; and produce a final Web page.

Set up your design:

1. Open a new ImageStyler document, and choose Edit > Canvas Size.
2. Enter 700 pixels for Width and 600 pixels for Height.
3. Choose File > Place As Texture to place a background image. Then locate and select Cloud Blue.jpg in \REV_GD on your reviewer's CD.

4. Choose File > Save As, and then name and save your ImageStyler document.

5. Choose File > Place, and locate ASP_041.jpg in \REV_GD on your reviewer's CD.

   A picture of a woman on a bicycle appears in your layout.

6. Make the Transform palette active, and enter 190 for Width and 142 for Height to resize the selected image smaller.
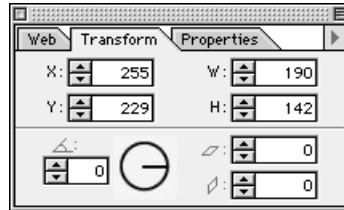
7. Make the Filters palette active. Then drag the Tint slider to 220.

8. In the Color palette, click the Foreground color proxy, and then select a sepia brown to tint the image.

9. Make the Styles palette active. If necessary, choose Preview View from the palette's popup menu.

10. Select 6 Outline White in the palette list, and click Apply to apply this style to your selected image.

11. In the Transform palette, enter 65 for X and 115 for Y to position the image on your page.

12. Copy the image, and then enter 263 for X and 115 for Y in the Transform palette to position the image next to the first image. Repeat this process one more time, entering 461 for X and 115 for Y in the Transform palette to position the final image.

13. With the third image selected, choose File > Replace, and locate ASP_021.jpg in \REV_GD on your reviewer's CD.

    A picture of a foot kicking a soccer ball replaces the bicyclist. This image is sized, tinted, and styled just like the first image.

14. Select the second image, choose File > Replace, and locate OAD_082.jpg in \REV_GD on your reviewer's CD.

    A picture of a kayaker replaces the bicyclist, and also adopts all the edits you made to the first image.

15. Set the default color to white: Make the Color palette visible. Then, with nothing selected, click white to set it as the color value ImageStyler uses for the next few steps.

16. Add text to your design: Select the type tool, click in the document window to open the Type Tool dialog box, and then create and position the first text block. Repeat to create two more text blocks:

    —Type **Adobe Employee Fitness Programs**. Apply Arial or Helvetica Bold and 30 point, and click OK. Then enter 107 for X and 29 for Y in the Transform palette to position it.

    —For the second text block, type **Summer Edition**. Apply Arial or Helvetica Bold and 18 point, and click OK. Then enter 290 for X and 73 for Y in the Transform palette to position it.

    —For the third text block, type **For a balanced, healthy lifestyle**. Apply Arial or Helvetica Bold and 18 point, and click OK. Then enter 227 for X and 277 for Y in the Transform palette to position it.

Tip
You could also position the text blocks precisely by positioning the first text block, creating and roughly positioning the other two text blocks, selecting them all, and choosing Object > Align > Horizontal Centers.

17. Click the Styles palette tab to make it active, then choose Name View from the palette's popup menu. Select all three text blocks, click the Silver Metal style, and click Apply.

18. Click the Shapes palette tab to make it active, then choose Name View from the palette's popup menu. Choose Cloud2, and click the Place button to insert it in your layout.

19. Use the Transform palette to resize the cloud shape smaller: 142 for Width and 39 for Height.

20. Press Ctrl+M/Command+M five times to add 5 more aliased clouds to your design.

21. Click the Styles palette tab to make it active. Select one of the clouds, click the Blue Metal style, and click Apply.

Apply a style to all of your l inked clouds in one step.

22. Position the clouds in two neat rows of three using the Transform palette. Here are the coordinates to use in the Transform palette:

    Top row, left to right: Enter 88 for X and 333 for Y for the first, 290 for X and 333 for Y for the second, and 496 for X and 333 for Y for the third.

    Second row, left to right: Enter 88 for X and 435 for Y for the first, 290 for X and 435 for Y for the second, and 496 for X and 435 for Y for the third.

23. With nothing selected, set the default color to black. Then use the type tool to add 12-point, Arial or Helvetica Regular text to each cloud button. Here is the text for each button:

    Top row, left to right: Club Memberships, Team Sports, Sports Training

    Second row, left to right: Nature Sports, Water Sports, Kid Sports

24. Choose File > Save to preserve your work.

As you can see, ImageStyler makes it efficient to put together a full page layout quickly. Now you're ready to add interactivity to your Web page.

Creating JavaScript Rollover Effects

Whether you're working on a big commercial site or a corporate intranet, you want the visitors to your site clicking through to different areas. Click-throughs are one of the quantifiable ways you know that your site design is working. That's why more and more sites are turning their links into JavaScript rollover effects—to create interactivity and entice viewer involvement in those sites. (These rollover effects can be particularly effective in getting people to respond to promotions or to follow through hyperlinked information.)

The problem with creating JavaScript rollover effects is twofold:

• If you don't have a graphics tool to help, you have to master JavaScript coding to use it.

• If you do have one of the graphics tool that can generate JavaScript code automatically, those tools tend to be somewhat rigid. If you create a button or banner with a rollover effect, you can't move, copy, or otherwise manipulate it without redoing the JavaScript code.

Adobe ImageStyler 1.0 solves both of these problems, delivering a flexible, automated solution for JavaScript rollover effects that lets you produce these effects without writing a line of code. Once you create a JavaScript rollover effect, it becomes another attribute of that object and behaves like other ImageStyler attributes—so you can edit the object freely without reapplying the rollover effect. You can change the underlying object, apply a different style, move the object, copy it, and more with complete freedom.

Creating a JavaScript rollover effect is an efficient 3-part process: You apply a JavaScript action to an object using the JavaScript palette. You then alter the object to indicate how it responds to the action applied. When you're ready, you can export a page with rollover effects using AutoLayout, or you can batch-update a set of Web pages with JavaScript rollover effects. (For details on batch-updating JavaScript rollover effects, see the procedure for "Automatically Replacing Plain Text with Graphical Text," which starts on page 25.)

Try it:

1. Choose Window > JavaScript to open the JavaScript palette.

2. Select the text block that says Club Memberships on the top, left cloud.

3. Click the New JavaScript Action button at the bottom of the JavaScript palette to set the effect to occur onMouseOver.

   You can choose to apply a JavaScript rollover effect that occurs onMouseOver, onMouse Down, or onMouseOut (i.e., when the mouse moves over the object, when the mouse clicks down on the object, or when the mouse moves away from the object.)
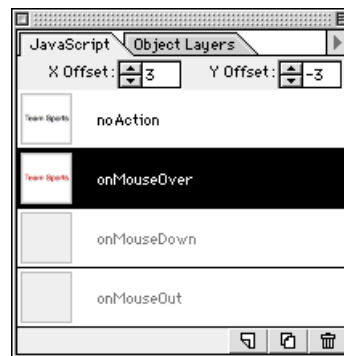
4. With the new JavaScript rollover effect selected on the palette, change the state of the text to set what happens when the effect occurs. Turn the text Red, and enter 3 for X Offset and -3 for Y Offset at the top of the JavaScript palette.

   Check how the text block changes by clicking back and forth between No Action and onMouseOver in the JavaScript palette.

Select a text block with a JavaScript rollover effect applied and then click the different states in the JavaScript palette to review their effect.

5. Select the five remaining text blocks, and repeat Step 4 to apply the rollover effect to them all at once.

6. Preview your effects by choosing File > Preview In > [Default Browser/Your choice of browsers listed]. Then close the Web browser window when you're finished viewing your page.

    When your page is loaded into your Web browser, pass your mouse over each cloud to see the effect. Note, however, that the cloud buttons are a little too spread out.

7. In ImageStyler, select the top row of clouds and their text blocks with the drag-selection tool, then press Ctrl+G/Command+G to group them. Repeat this step for the bottom row of clouds and their text blocks.

8. Change the position of the clouds using the Transform palette:

    Top row: Enter 59 for X and 314 for Y.

    Second row: Enter 136 for X and 372 for Y.

9. Select and ungroup each row of clouds. Then choose File > Preview in Browser > [Default Browser/Your choice of browsers listed] to look at your new layout. Be sure to save your ImageStyler document again before moving on to the next step.

Important
What you see when you choose Preview In Browser depends, in part, on what options are selected in the Export palette. If necessary, choose Window > Export, and make sure AutoLayout is selected.
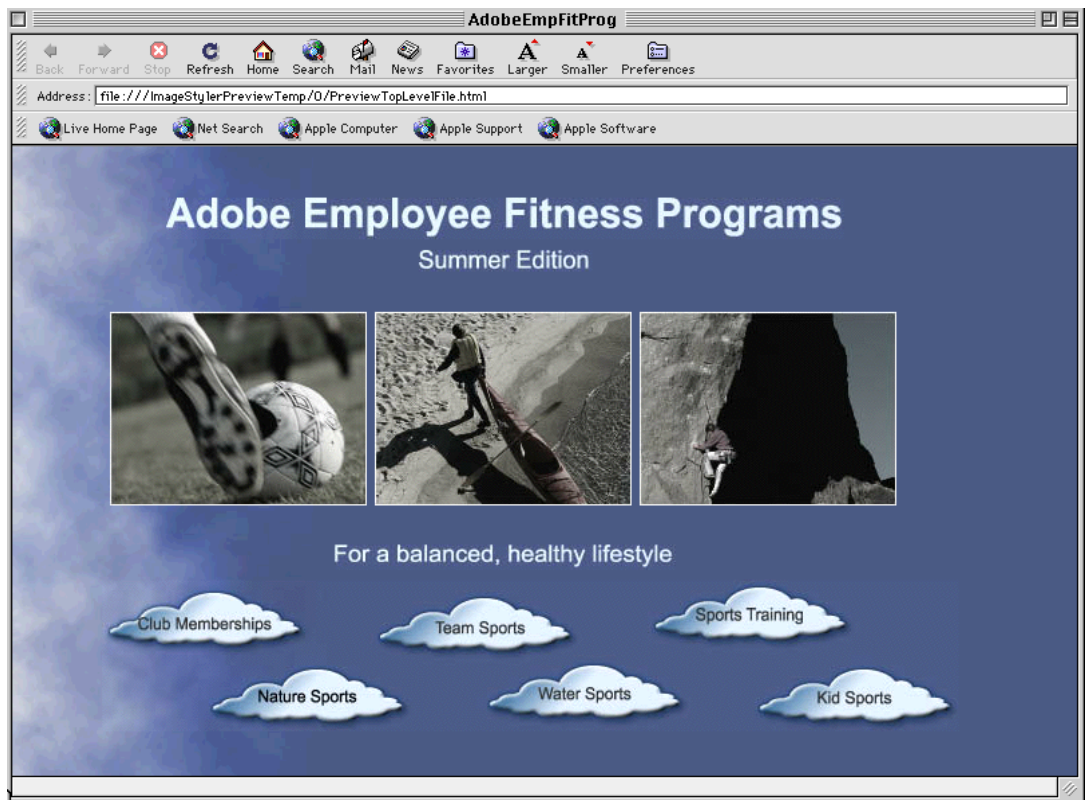
Overview of the JavaScript Palette
Add interactivity to your Web site by applying JavaScript rollover effects to shapes, text, and images.
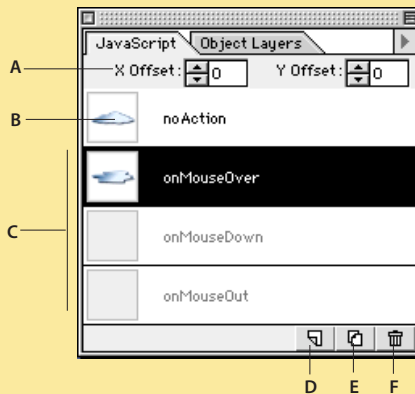
A   Moves the selected object by the number of pixels you specify when a viewer moves the mouse over, clicks down on, or moves the mouse away from the object with the effect applied.

B   Indicates the initial state for the selected object (before the JavaScript rollover effect is applied).

C   When active, indicates that one or more of these JavaScript actions have been applied to a selected object: onMouseOver, onMouseDown, onMouseOut.

D   Adds a new JavaScript Action to a selected object. Clicking it repeatedly cycles through the JavaScript actions available in the palette.

E   Duplicates the JavaScript action and the new behavior you specified for that state.

F   Deletes a JavaScript action from a selected object.

Generating Image Maps

Image maps—graphics with URL links embedded in them—appear everywhere on the Web. Yet they can be as challenging to make and to maintain as JavaScript rollover effects using the Web graphics tools currently available. Adobe ImageStyler simplifies the creation of client-side image maps, letting you associate URLs with any object in an ImageStyler composition and then export those objects as an image map.

Once again, the real beauty of this feature is its incredible flexibility, which is based on the object-centric editing model in Adobe ImageStyler. For one thing, you don't have to wait until just before you export a composition to embed your URLs. You can associate them with objects at any time, and then continue editing those objects. If you move an object, the embedded URL goes with it. If you replace an object, the URL is associated with the new object.

Try it:

1. Choose Window > Web to open the Web palette.

2. Select each cloud in turn (starting with the top left cloud), enter the corresponding URL, and press Enter or Return:

   Top Left Cloud: http://www.adobe.com/clubmem

   Top Middle Cloud: http://www.adobe.com/teamsports

   Top Right Cloud: http://www.adobe.com/sportstrg

   Bottom Left Cloud: http://www.adobe.com/naturesports

   Bottom Middle Cloud: http://www.adobe.com/watersports

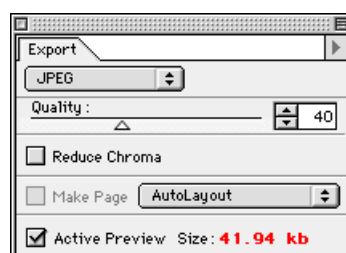   **Bottom Right Cloud:** http://www.adobe.com/kidsports

3. Save your file. Then choose File > Preview In > [Default Browser/Your choice of browsers listed] to see your results. Move your cursor over each cloud and look at the URL information that appears at the bottom of the browser.

Check your links in your Web browser.
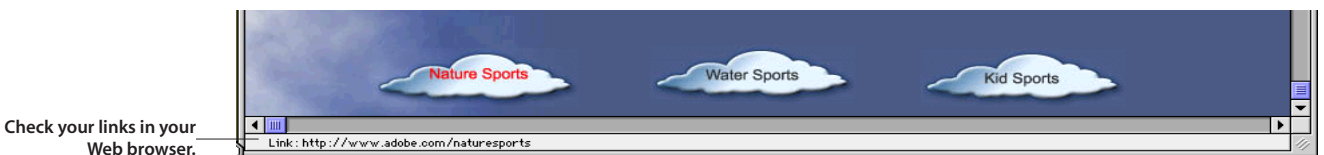
Previewing Image Quality and File Size

When you're creating Web graphics, you must constantly trade off between on-screen graphic quality and your final file size (file size has a tremendous impact on a graphic or Web page's download time at different modem speeds). Adobe ImageStyler makes this process efficient with the Active Preview option on the Export palette. With this option selected, you can try out different export options, including GIF, JPEG, and PNG, and see the visual and file size impact immediately. The screen updates to show the on-screen impact, and the Export palette reports the final file size using a particular combination of export settings. If you leave Active Preview on (or turn it on and off for spot checks), you can keep an eye on the visual quality and file size as you edit your compositions.

Export palette

Try it:

1. Choose Window > Export.

2. Select Active Preview.

3. Select different export options from the popup menu at the top of the palette. Then see how rapidly ImageStyler updates the file size information. No other software provides this information as quickly.

4. As your final selection, choose JPEG, and set the Quality to 40. Or, hold down the Shift key as you drag the quality slider. The slider then jumps to the most relevant values. Finish by saving your file.

    JPEG settings tend to work best for photographic images.

Using AutoLayout to Produce HTML Pages

Now that you've completed your design, you can export it as a Web-ready layout using the AutoLayout feature in Adobe ImageStyler. With AutoLayout, Adobe ImageStyler exports two things: sliced image files and a table-based HTML page that references those image files and reassembles them with pixel-level accuracy. You get a final HTML page that's ready for posting (or easy to open in an HTML editor for further tweaking).

Auto Layout offers several key benefits. For example:

*   Adobe ImageStyler intelligently determines where the optimal slicing points are for a particular graphic, saving you the time and energy of deciding 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.

*   You can add, move, resize, and work with objects without manually repositioning slicing guides.

*   You can export JavaScript rollover effects without a hitch.

Try it:

1. Choose AutoLayout in the Export palette.
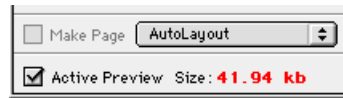
2. Press Ctrl+E/Command+E to export your composition.

3. Launch your Web browser, and open your new Web page to view your final results.

4. If you read HTML code, choose View > Source (or the appropriate command for your Web browser) to look at the underlying code for this page.

Batch-creation Tools for Timesaving Web Site Production

Adobe ImageStyler offers powerful batch-creation features that help you quickly deploy new graphics. You 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. You can also export ImageStyler graphics in a variety of Web-standard formats. Adobe ImageStyler helps you keep your Web site fresh-looking and inviting, providing the perfect creative complement to the Web-site management tools you use every day.

Automatically Replacing Plain Text with Graphical Text

If you've worked with HTML for any length of time, you're intimately aware of the 16 core text styles that HTML offers. In particular, it provides a handful of heading levels: H1, H2, H3, H4, H5, H6, and class tagged text. These headings add little visual interest or appeal to a site. That's why Adobe ImageStyler makes it so easy for you 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.

This batch-replacement process is straightforward and far more efficient than deploying graphics by hand: You simply create a style for each H1-H6 tag you want to replace on your site. For example, you could apply a mercury style to text and use it to replace all H1 tags; or you could design a button, including the font and font size for the text on the button, and replace all H4 tags. You could even specify a JavaScript rollover effect and batch-deploy it across many Web page at once. After you set up your styled text, you use the Web palette to associate each styled element with the HTML tag it's replacing. You then choose the Batch Replace HTML command, select all the HTML files you want to update, and click OK.

Adobe ImageStyler searches out every instance of the HTML tags, replaces them with graphics, and updates the HTML in the file appropriately. So, for example, you might have all of the navigational links on a site set up as H4 tags. In a single batch process, you could replace all of these links with handsomely styled buttons that maintain the original wording and your URL links. A link that said "Order Information" would simply become an ImageStyler button that says the same thing.

Try it:

1. In a new ImageStyler document, set up the following text styles:

   For H1 tagged text: Select the type tool, click an insertion point, and type **Head1 Text** in the Type Tool dialog box. Apply 30 point Arial or Helvetica, and click OK. From the Styles palette, select Gold Metal Embed, and click Apply.

   For H3 tagged text: Select the type tool, click an insertion point, and type **Head3 Text** in the Type Tool dialog box. Apply 18 point Arial or Helvetica, and click OK. Select the eyedropper tool and sample a brown shade from the Head1 Text to apply that solid color to Head3 Text. Then select the rounded-rectangle tool and draw a rounded rectangle that's a little taller than the 18-point text and runs the width of your document window. From the Properties palette, click Outline to make it a hollow rounded rectangle. Then click Gold Metal Embed in the Styles palette, and click Apply.
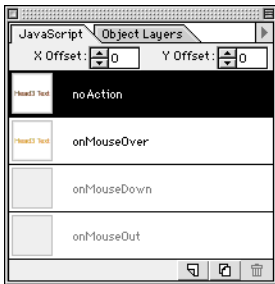
2. Apply a JavaScript rollover effect to Head3 Text: Select the text, and click the New JavaScript Action button at the bottom of the JavaScript palette. With the onMouseOver action selected in the palette, create a new state for the text. Enter 7 for X Offset at the top of the JavaScript palette. Then select the eyedropper tool and sample a gold applied to Head1 Text to apply that color. Click back and forth between the two states in the JavaScript palette to see the effect.

3. Save your file.

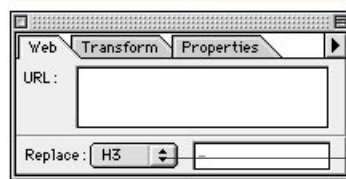4. Make the Web palette visible. Then select Head1 Text, and select H1 from the Replace popup menu in the Web palette.
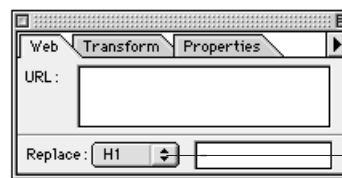
Select the HTML tag that this styled text should replace.

5. Select Head3 Text, and select H3 from the Replace popup menu.

Select the HTML tag that this styled text should replace.

6. Locate these files in \REV_GD on your reviewer's CD: boating.html, climbing.html, and sightseeing.html. Copy them into a folder on your hard disk.

Tip
In some instances, you'll want your graphical objects to adjust their size in relation to the text object when you batch-update a series of pages. For example, you may want a button to be an appropriate size when the word "Sales" appears on it, and then to adjust to a different size for the words "Customer Service and Support." With ImageStyler, this is easy to do. Just select each graphic and its text object in your ImageStyler template, and choose Object > Maintain Alignment. Then, the size adjustments happen automatically during the batch-updating process.

7. Launch your Web browser and open the files you copied to see what they look like.
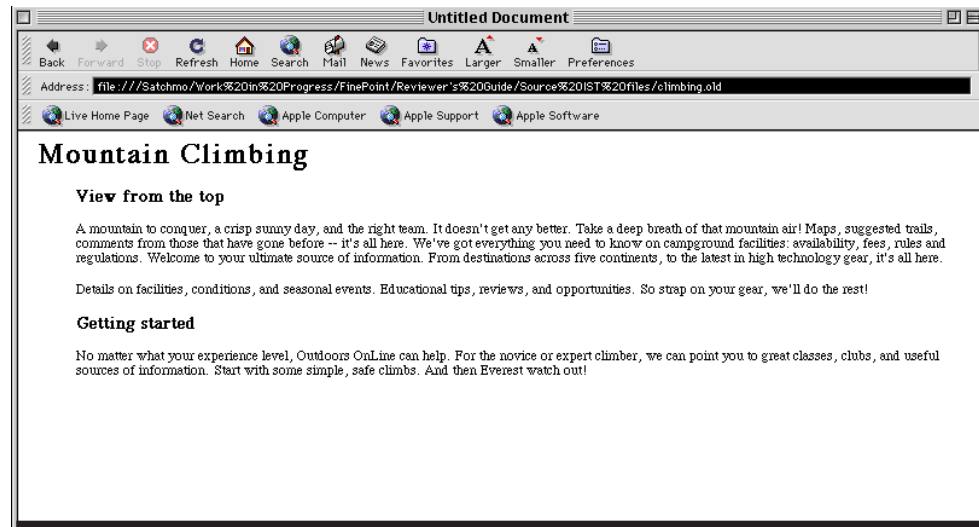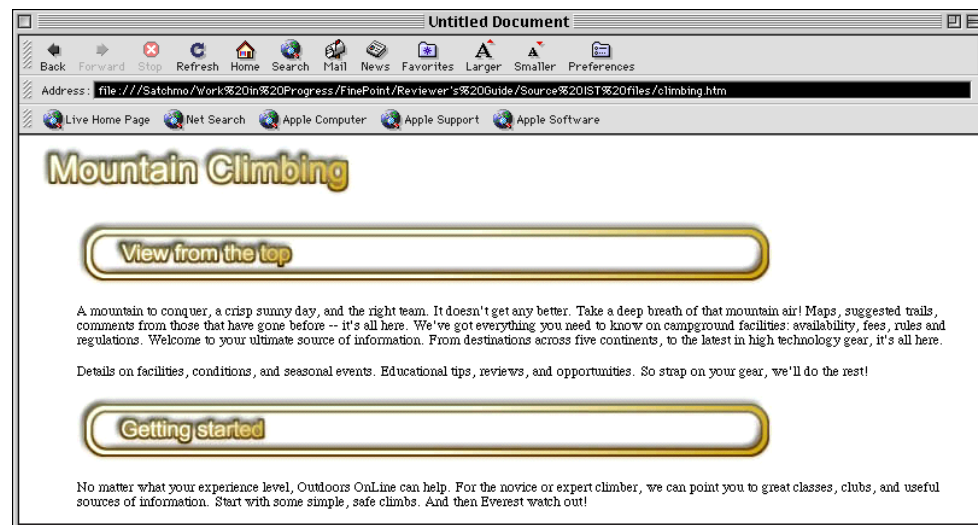

7. In ImageStyler, choose File > Batch HTML Replacement, locate the files you copied, select them all, and click OK.

ImageStyler automatically finds all instances of an H1 or H3 head and replaces it with your styled text.
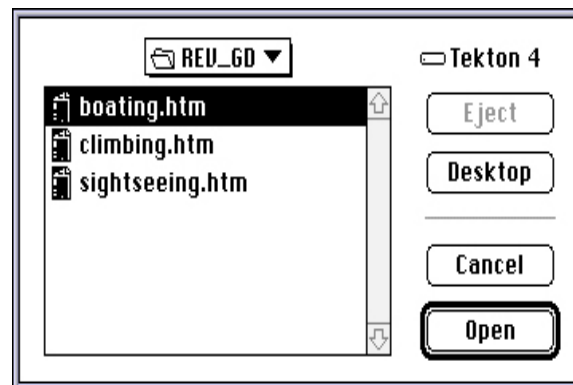
8. In your Web browser, click Reload to view an updated version of the last file you loaded. Then open the other two files to view the changes. Move your mouse over the H3 text to see the JavaScript rollover effect.

Using Batch HTML Replacement with Graphical Templates

You can use the Batch HTML Replacement command as a quick way to apply graphical templates. For example, you set up an ImageStyler composition with the look you want for your buttons and banners. Then, whenever you need a new set of buttons or banners, you could open an HTML editor, enter the text for the graphics, and then launch ImageStyler and run batch-update on the HTML document you created. You instantly get buttons or banners that you can incorporate into your Web site.

Try it:

1. Create a new ImageStyler document and design some button styles (refer to earlier sections of this document for ideas). Be sure to associate the styled text for each button with the appropriate tag using the Web palette.

2. Open an HTML editor, such as Adobe PageMill, and enter text for a dozen buttons. Tag each text entry with an appropriate H1–H6 tag. Then save the file.

3. In ImageStyler, choose File > Batch Replace HTML, select the files you just created, and click Open to replace the tagged text.

4. Open the new HTML file in your Web browser to see your new set of buttons.

5. Repeat this process any time you need a new set of buttons with a consistent look.

Automatically Updating Web Graphics

Once you create graphics in ImageStyler and publish them on your Web site, you can update them in a single efficient step. For example, you 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, you can create a look for your site, and then make subtle adjustments to it every month or even every week.

Try it:

•   Open the ImageStyler document you saved in the section titled "Automatically Replacing Plain Text with Graphical Text" and edit your styled text any way you like. Then choose File > Batch Replace HTML, select the HTML pages you created in the previous section, and click Open to update them automatically. Open the resulting files in your Web browser to see the changes you've made.

Exporting Individual Web Graphics

You can export your ImageStyler compositions as JPEG, GIF, and PNG files. You can also export their files in Adobe Photoshop® (PSD) format and then drop those files into Photoshop or into another program that accepts PSD files. When you export Web graphics, you control a number of settings that affect the final quality of your graphics. For example, you 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. (You can interactively tradeoff between file size and visual quality using the Active Preview option in the Export palette. For details, see page 24.) Once you specify your export settings, those settings are saved as part of the ImageStyler composition. You can then use them the next time you export graphics from that file, or you can change those settings at any time.

Try it:

1. Choose File > Open, and locate HiLightNavBar.ist in \REV_GD on your reviewer's CD.

2. Choose Window > Export to open the Export palette, and make sure the Active Preview option is selected in the palette.

3. Select GIF from the popup menu at the top of the Export palette.

4. Adjust the Color slider to the left to reduce the number of colors exported to 128.
    Note: The file size updates interactively as you move the slider. This graphic uses a narrow range of colors, so you can reduce the file size by constraining the number of colors in your composition.

5. Select the Make Page option, and then choose Trimmed Composition from the popup menu next to it.

6. Choose File > Export (or press Ctrl+E/Command+E) to export your file.

Award-winning Adobe User Interface

Adobe ImageStyler 1.0 sports the Adobe-standard user interface, which has proven popular with many Adobe customers. This award-winning user interface helps you tailor your work environment and stream-line your work processes. The program also integrates well with other Adobe products, such as Adobe Photoshop and Adobe Illustrator®, so you can incorporate design assets from these other Adobe products. Adobe ImageStyler also offers a complete cross-platform solution for Web graphics creation. This cross-platform compatibility allows you to share files seamlessly and collaborate effectively in a mixed-platform workgroup.

Here is a quick overview of some of the key integration features in Adobe ImageStyler 1.0:

Import a range of image file formats
Adobe ImageStyler uses Photoshop import and acquisition plug-ins to import a range of image file formats. You 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. You can also bring in images from a range of ImageStyler-compat-ible or TWAIN-based scanners and digital cameras. And you can replace imported files with the Replace command—the replaced image then takes on any style, attributes, transformations, or embedded URLs that you applied to the first image.

**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. You 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®. You can also drag and drop any GIF, JPEG, PICT (Macintosh only), and BMP (Windows only) files into ImageStyler.

Select and work with familiar tools
Adobe ImageStyler shares tools in common with other popular Adobe programs, such as Adobe Photoshop, Adobe Illustrator, Adobe ImageReady™, and Adobe PageMaker® software. Once you know the tools in one product, you'll recognize them in the others quickly. The result? You can get to work efficiently with such standard tools as the basic drawing tools, the eyedropper tool, the paint bucket tool, the hand tool, and more. You can even use some of the same single-key shortcuts to access common tools across these programs.

Take advantage of standard keyboard shortcuts
Wherever appropriate, Adobe ImageStyler incorporates standard Adobe keyboard shortcuts. That way, anyone who has experience with another Adobe product, such as Photoshop, can get to work more easily with Adobe ImageStyler.
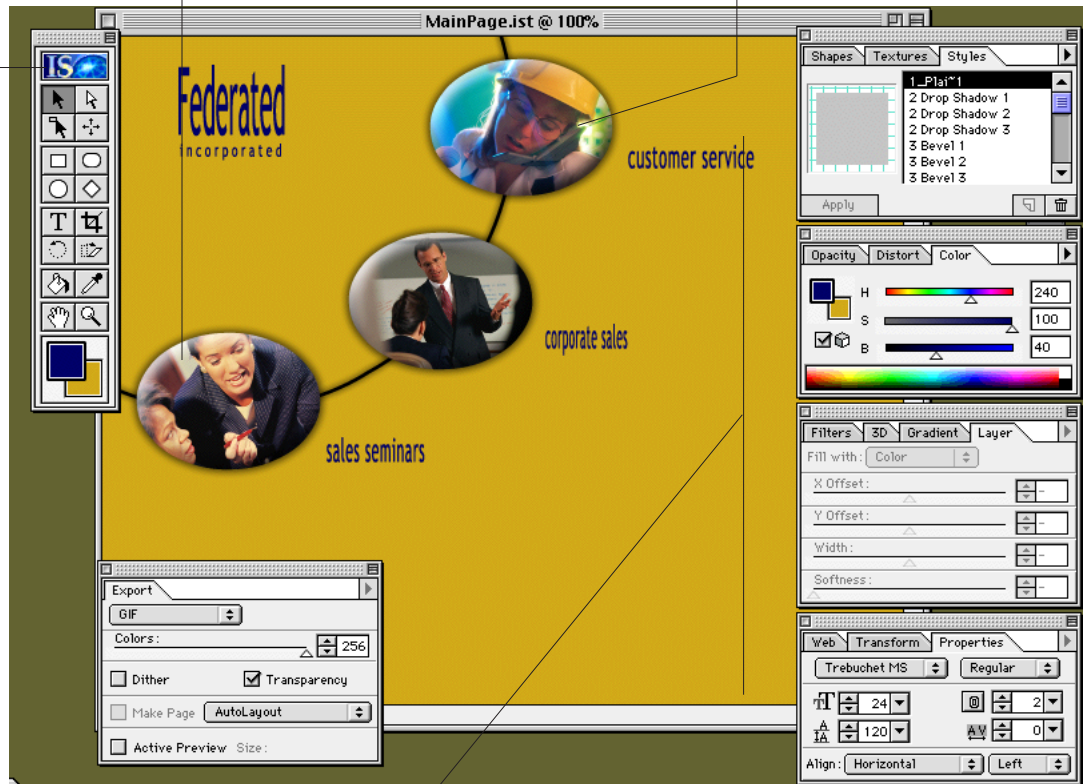
Work with Adobe's award-winning palettes
Adobe ImageStyler offers a selection of palettes that put key functionality right at your fingertips. You can perform many tasks from applying graphical styles to exporting your final graphics and Web-page layouts using these handy tools. Customize your work environment by opening or closing them, rearranging them on-screen, or moving individual palettes into different containers to suit your workflow.

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.

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

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

* System requirements may change prior to shipping.

This document was created with Adobe PageMaker software and font software from the Adobe Type Library.