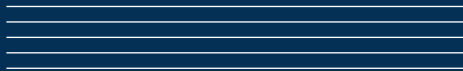


Image Club Graphics

# WebMorsels™ 2: Building Blocks



Thematic content for professional web design





## WELCOME TO WEBMORSELS

Image Club Graphics is pleased to present WebMorsels™, a series of professionally designed, coordinated clip media elements created specifically for World Wide Web pages. Each volume of WebMorsels includes headers, bullets, buttons, background tiles and other useful design bits. Combine WebMorsels in HTML documents to build cool, cohesive home pages and web sites.

Each clip media element has been created by our crack team of designers and then optimized for ease of use. Elements are supplied in standard interlaced GIF89a format and are ready to go right off the disc. Where appropriate, we have also included multi layered Adobe Photoshop® source files, giving you unparalleled flexibility for customizing your web pages.

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## WHATS ON THE CD-ROM

The WebMorsels CD-ROM is arranged into four areas. Listed below are the four main folders. For example, the WebMorsels clip media elements are located in the “WebMorsels™” folder on the Macintosh disc and in the “WEBMORSL” directory on the Windows disc.

<b>Macintosh Folder</b>	<b>Windows Directory</b>	<b>Description of Contents</b>
Start Here!	READ_ME	In here you will find the infamous “Read Me First!” document, this user manual and licensing information.
WebMorsels™	WEBMORSL	The WebMorsels clip media elements arranged in categories and the HTML based WebMorsels Catalog. This electronic catalog contains some step-by-step instructions on how to use WebMorsels for your web designs.
WebMorsels™ Source Files	WEBSOURC	Adobe Photoshop layered source files that you may use when editing or customizing the WebMorsels elements.
Applications & Utilities	UTILITY	The Adobe Acrobat software installer and various software tryouts.



## ABOUT FILE NAMES

For efficiency across platforms, all images are referenced by the DOS 8.3 naming standard only. These are (thankfully) not completely arbitrary. The first letter represents the design theme: **C**orporate, **L**inear, **I**ndustrial, or **M**ailroom. The second letter represents the image type: **B**utton, **Bu**llet, **H**header, **N**ame, **R**ule, or **T**ile. The letter after the underscore signifies **L**ight or **D**ark indexing. The remainder of the file name is an additional descriptor.

For example:



## ABOUT TRANSPARENT GIFS IN BUILDING BLOCKS

The GIF format supports transparency of a selected color within the file. This is useful for creating irregularly shaped images that allow the Web page background color (or pattern) to be visible through the transparent areas. ¶ A problem with transparent GIFs is that occasionally, the edge of the opaque part of the image will “bleed” into the transparent part. This is a consequence of dithering when reducing the color depth of the image file. The result is a line of dark or light colored pixels around the opaque part of the image. These appear as unsightly squiggles (“artifacts”) when used against light and dark backgrounds respectively. ¶ Building Blocks solves this problem. Before creating the GIF files, we flattened the images against both light and dark backgrounds, and then specified the transparency. This makes any GIF artifacts invisible when used against the corresponding light or dark background. If after placing a Building Blocks GIF on your page you see an artifact, simply replace it with the other version of the file.



## ABOUT PHOTOSHOP SOURCE FILES

You may open and change any GIF image using any raster-based image editing application. However, Photoshop users have a more efficient option, because Building Blocks also includes source files in Photoshop PSD format for easy customization. These files include the original layers that were used to design the image. They also often include layer masks for easier selection and recoloring. See “Customizing WebMorsels Elements”. ¶ Although all the images on Building Blocks are contained within PSD files, not all GIF files have a unique corresponding PSD file. Some PSD files contain several vertically aligned buttons or bullets, for example, that will need to be cropped before exporting to GIF format. Other files contain different images on different layers; the selection of layers determines what the final image will be. These files are designed to make it easier and faster for the Photoshop user to make changes to a number of elements within the same design theme, without having to open file after file or do batch processing. We felt that the increase in efficiency that this affords the user offsets the possible inconvenience of the larger file sizes. We hope you agree!

## WEBMORSELS CATEGORIES

The WebMorsels clip media elements are organized into four basic styles. Within these styles the individual elements are arranged in folders by function. Below are brief descriptions of the WebMorsels styles and the functions of the elements.

### Styles

**Corporate** The Corporate style includes headers, bullets, buttons and numbers that are highly readable and professional-looking. The colors are warm and inviting, and complement each other well. Try using one color for each department of a company Web site.

*WebMorsel categories continued on next page*



**Industrial** This folder includes metallic, “high-tech” elements that look machined, or that look like industrial hardware. The bright colors of the buttons and bullets show up well even against dark or textured backgrounds.

**Linear** Inspired by the Web itself, the elements in the Linear style are minimalist, highly functional, and subtle. The subdued background tiles add color and enliven your pages without being overwhelming.

**Mailroom** When you need to convey an easygoing, fun and non-threatening image, use Mailroom. They’re tactile, human-scale elements that are familiar to anybody who has ever worked in an office.

## Elements

**Headers** Headers are large graphic elements, generally used at the top of a home page or a main section of a web site. Headers can set the visual or stylistic tone for the entire site. They are usually large enough to contain a headline, title, logo or several additional design elements.

**Bullets** Bullets can be used as graphic elements to distinguish points of reference, paragraphs or particularly important links. For example, you could use a series of 3D looking bullets as a striking replacement for the generic dots used in standard HTML lists.

**Buttons** Buttons are used to link on page to another page or web site. Think of them as navigation controls or channel changers. Using a button labelled “New” to link to a page containing the latest news about your company leaves no question in the users mind about what he is about to see. Buttons visually describe their assigned task.

**Numbers** Numeral graphics that may be used for identifying a range or number of sections, points or features on your web page. For example, a top ten list could use a series of number elements to enhance the counting down of each list item.



**Rules** Rules break up long passages of text and separate information on pages. In one instance, rules may be simple and understated elements that organize the information for the viewer. Or they may be blatant graphic devices creating a consistent visual theme across each page in a web site.

**Tiles** Tiles are most commonly used as page backgrounds and textures. Since these tiles are designed with a repeating pattern, they may be placed edge to edge to create the illusion of a continuous background. Tiles can give web pages a richness and depth beyond that of a single, flat background color. Be careful that your text remains legible on top of patterned or busy backgrounds.



## SYSTEM REQUIREMENTS

WebMorsels is supplied on a dual platform Macintosh & Windows® compatible CD ROM.

**Macintosh Requirements:** Macintosh II or better (Power Macintosh recommended); System Software version 6.0.5 or later (version 7.1 or greater recommended); 4mb RAM (8mb RAM recommended); color monitor (16 or 24 bit display); CD ROM drive (2x speed or faster recommended).

**Windows Requirements:** 386 based PC or better (486 or better recommended); Microsoft Windows version 3.1 or later; 4mb RAM (8mb RAM recommended); VGA, SVGA or higher resolution video card and color monitor; CD ROM drive (2x speed or faster recommended).

## SOFTWARE REQUIREMENTS

To view the WebMorsels elements individually or in the supplied HTML catalog, you will need a World Wide Web browser application such as Netscape Navigator™ or an HTML editor application such as Adobe PageMill. To view the Adobe Acrobat® documentation included with WebMorsels, you will need either the Acrobat Reader® or Acrobat Exchange application. To edit or modify the multi-layered source files, you will need Adobe Photoshop version 3.0 or later.





## HOW TO USE THE WEBMORSELS HTML ELECTRONIC CATALOG

The WebMorsels Catalog has been designed to give you the opportunity to browse through the hundreds of individual WebMorsels elements included on this disc. Since the catalog is comprised of several dozen HTML documents, much like a real web site, you will need a World Wide Web browser application such as Netscape Navigator or an HTML editor application such as Adobe PageMill to view the catalog.

**Opening the WebMorsels Catalog** Before you can use the WebMorsels catalog, you must open it.

### Macintosh

- 1 Open the "WebMorsels™" folder on the CD ROM.
- 2 Double click the "WebMorsels™ Catalog.html" document.
- 3 If you have either Adobe PageMill or Adobe SiteMill installed on your hard drive, the WebMorsels Catalog will launch one of these applications and open the document.

If you do not have PageMill or SiteMill, and wish to view the catalog in world wide web browser application such as Netscape Navigator, launch the application first.

- 1 After the world wide web browser has launched, select "Open File..." or "Open Local..." from the "File" menu. A dialog box appears.
- 2 In the dialog box, locate the "WebMorsels™" folder on the CD ROM.
- 3 Select the "WebMorsels™ Catalog.html" document. Click the "Open" button.
- 4 The WebMorsels Catalog Index document opens in a new window.

### Windows

- 1 Launch your Web browser.
- 2 Select "Open File..." or "Open Local..." from the File menu. A dialog box appears.
- 3 In the dialog box, locate the "WEBMORSL" directory on the CD ROM.
- 4 Select the "CATALOG.HTM" document. Click the "Open" button.
- 5 The WebMorsels Catalog Index document opens in a new window.



## LOCATING IMAGES IN THE WEBMORSELS CATALOG

The WebMorsels Catalog is divided into styles such as Corporate and Mailroom. Within each style, the elements are organized by type, such as Headers, Rules and Tiles. Each type is then classified by color. To access the various sections of the catalog, simply click on one of the links that appear on each catalog page. To return to the main index, click on the “Index” link at the top of any page.

For example, clicking the “Mailroom” link on the main index page opens the Mailroom Index. Clicking on the “Bullets” link opens the “Colors” index, which in turn links to the individual files.

## USING WEBMORSELS ON YOUR WEB PAGES

### WebMorsels Elements in Adobe PageMill

After you have browsed through the WebMorsels Catalog for a while, you are sure to find some elements that you would like to integrate into your own web page designs. Once you have located an element in the catalog that you want to use, follow these steps:

- 1 *In the PageMill window, click on the globe icon to switch into edit mode. The icon changes to an image of a piece of paper. Preview mode is now off, and you can select elements and text on the page.*
- 2 *To work on a new page, select “New...” from the “File” menu. A new page opens.*
- 3 *To work on an existing page, select “Open...” from the “File” menu. A dialog box appears. In the dialog box, locate the HTML document you wish to work on. Click the “Open” button. The page appears in a new window.*
- 4 *Click and drag an element from the WebMorsels Catalog page to your working page.*
- 5 *A copy of the element is placed on the new or existing page.*



## USING WEBMORSELS ON YOUR WEB PAGES

### WebMorsels Background Tiles in Adobe PageMill

The WebMorsels background tile elements must be handled in a slightly different manner:

- 1 *Locate the WebMorsels tile element that you wish to use in the WebMorsels Catalog.*
- 2 *In the PageMill window, click on the globe icon to switch into edit mode.*
- 3 *To work on a new page, select "New..." from the "File" menu. A new page opens.*
- 4 *To work on an existing page, select "Open..." from the "File" menu. A dialog box appears. In the dialog box, locate the HTML document you wish to work on. Click the "Open" button. The page appears in a new window.*
- 5 *Select "Show Pasteboard" from the "Window" menu.*
- 6 *Click and drag a tile element from the WebMorsels Catalog page to the Pasteboard.*
- 7 *Select "Show Attributes Inspector" from the "Window" menu.*
- 8 *In the Attributes Inspector window, click on the document icon.*
- 9 *Drag the tile element from the Pasteboard window into the "Background Image" area in the Attributes Inspector window.*
- 10 *The background of the web page will change to match the tile element.*

### WebMorsels Elements in Text Based Editors

You can also use WebMorsels elements in other HTML authoring environments such as a text based editor. By using the standard `<img src>` tag, any WebMorsels element may be inserted into an HTML document. To add a WebMorsels element to an HTML document follow these steps:

- 1 *Locate the WebMorsels element you wish to use.*
- 2 *Copy the element to the same folder or directory where the HTML document is located.*
- 3 *Open the HTML document in a text editor.*
- 4 *Within the text of the document, insert the following HTML tag, where "image.gif" represents the name of the WebMorsels element being used.*  
**``**



## USING WEBMORSELS ON YOUR WEB PAGES

### WebMorsels Background Tiles in Text Based Editors

The WebMorsels background tile elements must be handled in a slightly different manner. By using the <body background> tag, any WebMorsels tile element may be used as a background pattern in an HTML document. Please note that not all World Wide Web browsers support background images. To add a background image to an HTML document follow these steps:

- 1 *Locate the WebMorsels tile element you wish to use.*
- 2 *Copy the element to the same folder or directory where the HTML document is located.*
- 3 *Open the HTML document in a text editor.*
- 4 *Within the <body> tag of the document, insert the following HTML attribute, where "image.gif" represents the name of the WebMorsels tile element being used.*  
**<body background="image.gif">**

## CUSTOMIZING WEBMORSELS ELEMENTS

### Customizing Elements in Adobe Photoshop

All WebMorsels elements are contained in Adobe Photoshop source files. These source files are located on the Macintosh disc in the "WebMorsels™ Source Files" folder and on the Windows disc in the "WEBSOURC" directory. The ability to modify and customize individual elements is a paramount benefit of the WebMorsels product. Using Photoshop, you will be able to add your own text to a certain style of button or change the background color of a header element. The possibilities are literally endless.

Since WebMorsels source files are saved as Adobe Photoshop 3.0 format, you will need a copy of Photoshop 3.0 or later in order to work with the files.

*continued on next page*



## CUSTOMIZING WEBMORSELS ELEMENTS

### Adding Custom Text to a Button

- 1 Launch Adobe Photoshop.
- 2 Select “Open...” from the “File” menu. A dialog box appears.
- 3 In the dialog box locate the WebMorsels button element source file you wish to use. Adobe Photoshop format source files end with the “.psd” extension. Click the “Open” button.
- 4 The button element source file opens in a new window.
- 5 In the Layer palette, select the layer containing the existing button text.
- 6 Choose the Marquee tool from the Tool palette.
- 7 Select “Select All” from the “Edit” menu. Press the “Delete” key. This clears the existing text.
- 8 Choose the Text tool from the Tool palette.
- 9 Click in the main document window where you want the new text to appear.
- 10 The “Type Tool” dialog box appears. Select the font you wish to use and type in the new text. Click the “OK” button.
- 11 The new text will “float” over the layer you just cleared.
- 12 Position the new text on the layer.
- 13 Save the new, customized button as a GIF format file.



## ACKNOWLEDGEMENTS

### Credits

The images in WebMorsels Building Blocks were created on a Power Macintosh by Danyon Reeves using a variety of digital design tools including Adobe Photoshop, Adobe Illustrator®, Specular TextureScape and Eye Candy by Alien Skin. The WebMorsels catalog was assembled by Mike Foley and Danyon Reeves using Adobe PageMill and Adobe SiteMill. The WebMorsels User Manual was produced using Adobe PageMaker and converted to Acrobat Portable Document Format (PDF) using Adobe Acrobat Distiller® and Adobe Acrobat Exchange®. ¶ Typefaces used on the WebMorsels packaging and user manual are Myriad® Regular & Black from the Adobe Type Library. Cover design by Alan Lum. ¶ For more information on WebMorsels or any other Image Club Graphics product, visit our web site at <http://www.imageclub.com/> ¶ For more information on any of the Adobe products or services mentioned here, visit <http://www.adobe.com/> ¶ For more information on Specular TextureScape, visit <http://www.specular.com/>

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