

PSD-to-Site

How to convert your Photoshop designs into live sites



Today's Presenter



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Agenda

- Making Photoshop an effective web tool
- Designing interactions and dynamic behaviors
- Building sites with and without a CMS
- How PSD-to-Site makes your life easier
- Special offer for webinar attendees

From Graphic Design to the Web

- Your clients want interactive, easily maintained web sites
- You don't want to get buried in technical details (or you're just too busy for coding)
- Photoshop (or Fireworks) is the tool in which you are most productive

Photoshop for Web

- Unfortunately, the Web has some fundamental differences from print:
 - Interactive behaviors
 - Positioning methods
 - Typographic limitations
 - CSS effects (rounded corners, shadows)
 - Variety of screen sizes

Layers to the Rescue

- Use well-named layer groups
- Use a layer for each interactive state
- Use layers to show different widths
- Use layers for notes



Photoshop Example

Questions?

JavaScript Interactions

- Interactivity is at the heart of what makes the web a different medium
- Hiding and showing information often improves presentation
 - Accordions, sliders, tabs, carousels ...
- Animation adds interest
 - Sliders, slideshows

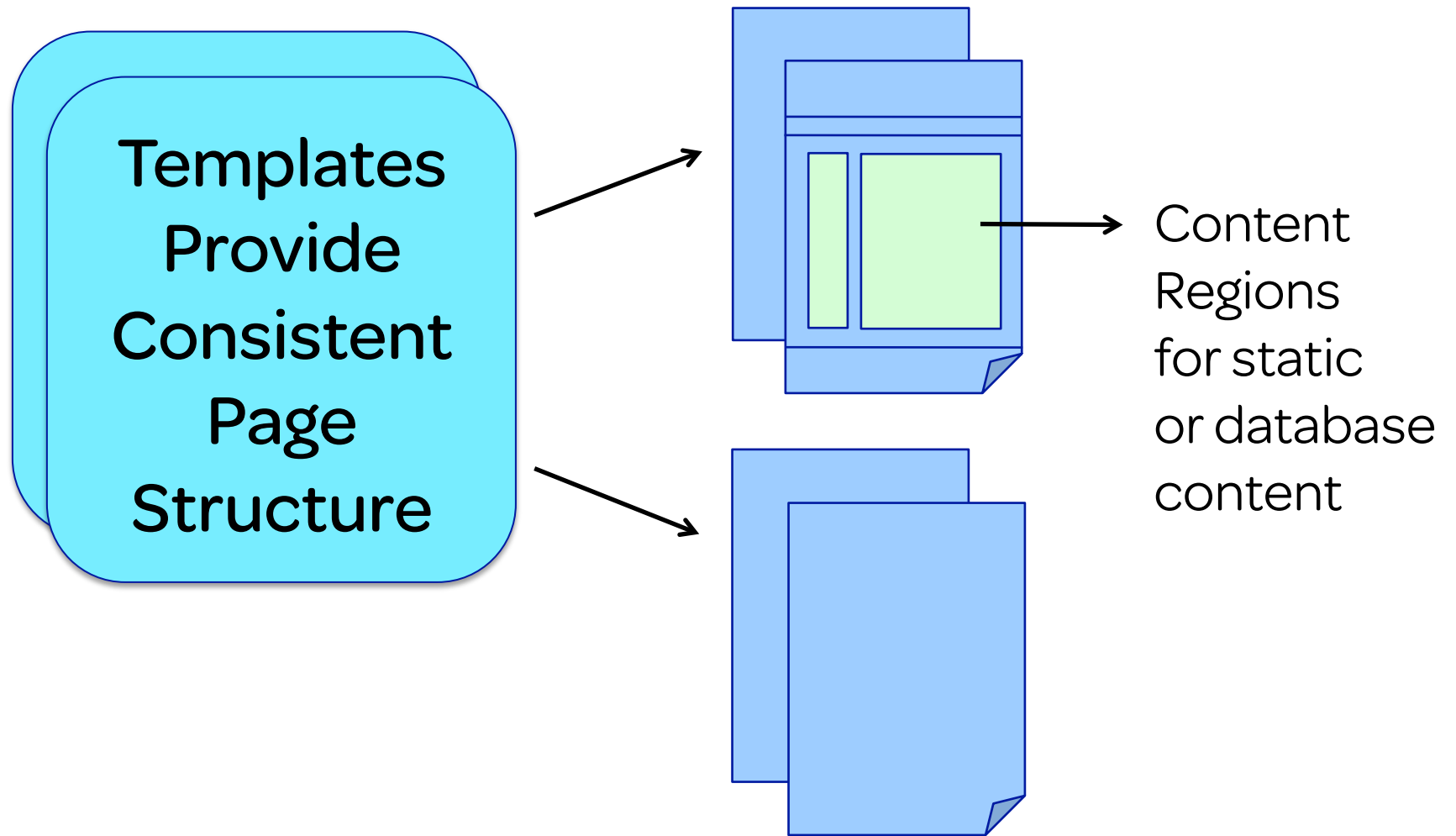
Know the Design Vocabulary

- Know what jQuery can do for you
 - Many interactions are simple to provide
 - jQuery UI and various plugins make complex interactions simple to code
- Use screencaptures from library sites for your design

jQuery UI Examples

Ways to Build a Site

- Static site, files uploaded to server
 - Hard to update, limited features
- Content management system
 - Essential for any modern site
 - Self-hosted: you must manage the software
 - Hosted: supplier manages the software
 - Pages based on templates

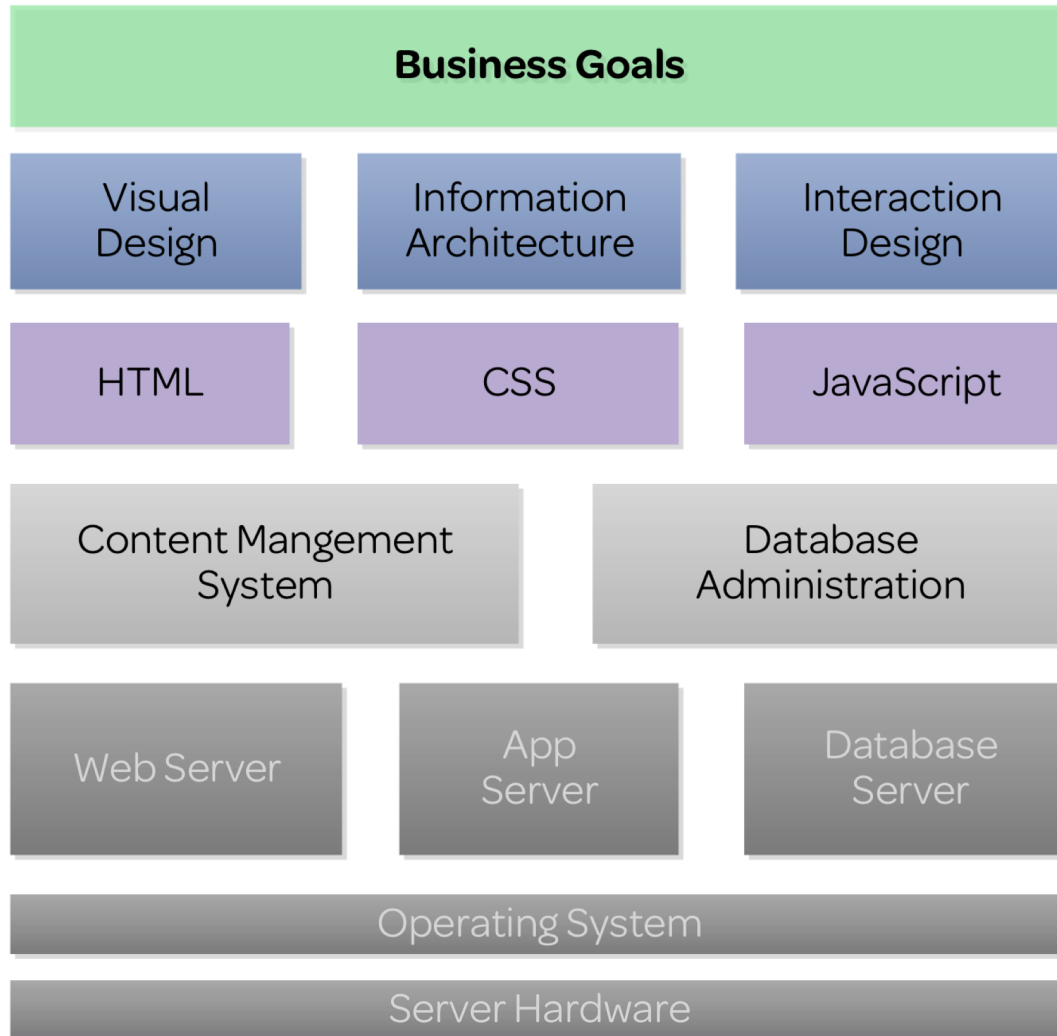


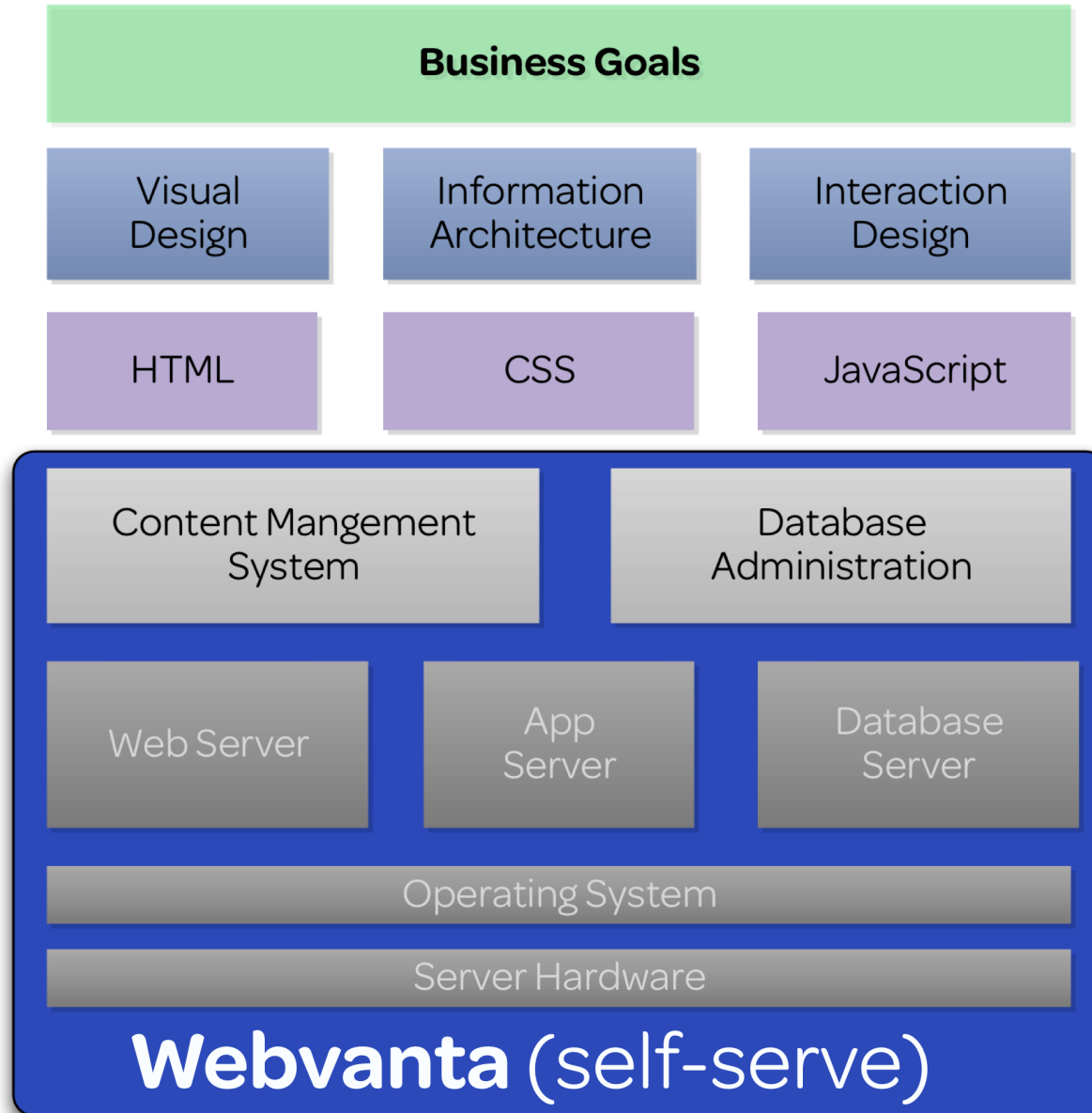
How Many Templates?

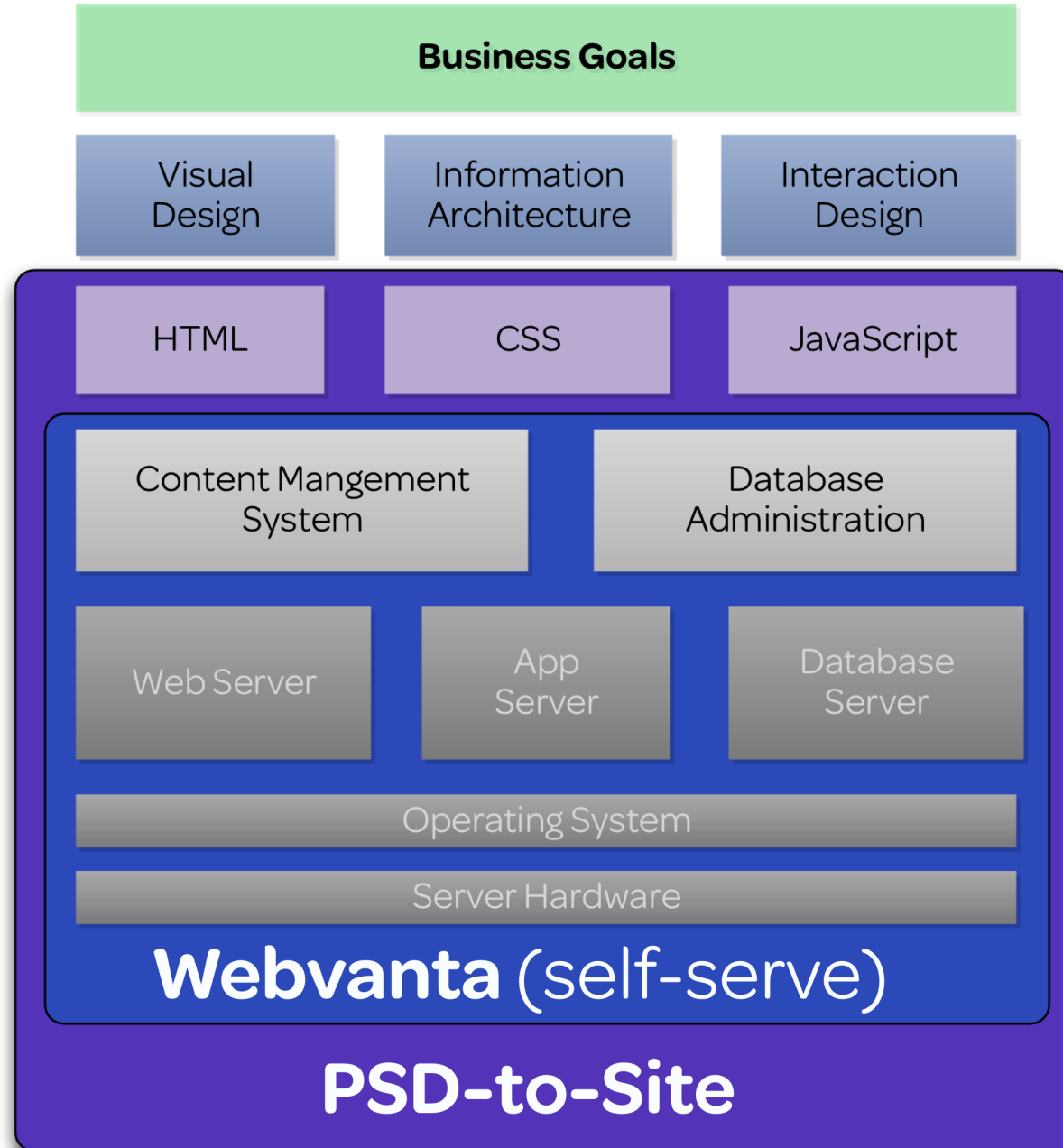
- Typically home + inside page
 - Use separate files or layers
- Keep header, nav, footer consistent
 - Column layout variations in content area are easy
- Provide style for each HTML element
 - p, h1, h2, h3, ul, etc.
 - Alternate styles for sidebars, etc. as needed

Questions?

So What is Webvanta?







Editing Your Site

PSD-to-Site: Much More Than Static HTML/CSS

- Your page designs turned into templates in our hosted CMS
 - One-click creation of new pages
 - Easy to modify CSS and see changes instantly
- Easy editing of content (by you or your client)
- Blog, photo gallery, video player, calendar

What's the Cost?

- \$750: Basic service delivers two templates (home and interior), contact form, blog, calendar, photo gallery
 - You build out the site pages
- Additional templates, content setup
- Database setup available
- We can also build out the entire site
 - \$1,000 to \$3,000 for typical sites

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