

Principles and Rules of Copyright

Copyright is protection for intellectual property.

Intellectual property consists of anything an individual has written or created. It might be music, text, pictures, photographs, sounds, and so on.

Fair use doctrine is part of the copyright laws. It states that limited portions of material may be used without written permission for certain purposes, such as reporting the news or schoolwork. It doesn't define "limited," though, so be sure you don't overuse material. The fair use doctrine requires you to give credit to the author or creator of any material you use.

Derivative works are copyrighted materials that have been altered or changed. Such material is protected by copyright laws. If you alter a copyrighted photograph by using computer software, that photograph is still protected, and you may not use it without written permission.

Academic standards for copyrighted material are higher than others. Because scholars and researchers study so many different ideas and are responsible for sharing those ideas with the world, they are required to satisfy higher standards of honesty. They must give credit not only when quoting someone else's exact words but also for the ideas those words represent. As a researcher, you cannot paraphrase what someone else says and not give credit for it.

Bibliographies are lists of sources that have been used in research. When using the Internet for research or for design work, you need to give credit where it is due. Often, people who use graphics and images from the Internet for publication on their own web page create a list of image credits rather than a bibliography.

Rules of Copyright

1. You cannot use copyrighted material without written permission from the creator of the material (or from its copyright holder).
2. Material can be protected even if it does not display the © symbol. Even if no mention is made regarding copyright, you must assume that all material from another source is protected.
3. Penalties for violating copyright laws can range from mild to severe. If you break the copyright law, you might simply receive an e-mail message from the author asking you to stop using the material. If you publish the material on a website, the webmaster might shut down your site. Or you could be sued by the author or prosecuted by federal authorities.
4. To make sure you are not violating any copyright law, it is important that you do the following:
 - Write or send e-mail to the author or creator and ask permission to use the material. Do not use it until you are given permission.
 - Follow the directions on the site regarding use of material. You might be asked to create a link on your page or to notify the author or creator.
 - Most important: *Do not* use any material if you don't have written permission.
5. To copyright your own material, the copyright notice for visually perceptible material must contain one or more of the following elements:
 - The symbol © (the letter C in a circle), or the word "Copyright," or the abbreviation "Copr.;" and
 - The year of first publication
 - The name of the owner of copyright
 Example: © 2005 Macromedia, Inc.
 - Phonorecords and sound recordings use the letter P in a circle, and

Activity 1.1 Guide

- The copyright notice should be affixed in such a way as to “give reasonable notice of the claim of copyright.”

For more information on copyrights, visit the United States Copyright Office on the web at www.copyright.gov.

Internet Citations

Any information you use from a book or magazine for a report should be noted or cited in your bibliography. Citing information means you are giving credit for the work to its author. There are specific forms to follow for each kind of source.

Citation format

Be sure you fill in the citation exactly as it is written, with information from your source. You must follow your school's preferred citation method exactly. What follows are examples of citation formats for specific Internet resources.

World Wide Web

Author. Title of item. [Online] Available <http://address/filename>, date of document or, if not available, date of download.

Example:

Cintas, Benjamin. The Cold War Revisited: A splintered Germany. [Online] Available <http://usa.coldwar.server.gov/index/cold.war/countries/former.soviet.block/Germany/germany.htm>, November 5, 1996.

Online image

Description or title of image. (Online Image) Available <http://address/filename>, date of document or, if not available, date of download.

Online sound

Description or title of sound. (Online Sound) Available <http://address/filename>, date of document or, if not available, date of download.

Online video clip

Description or title of video clip. (Online Video Clip) Available <http://address/filename>, date of document or, if not available, date of download.

Other Resources to Cite

- E-mail
- Newsgroups

Sample Student Document

Filename: planetary_nebula_mz3.jpg

File size: 35.5 KB

Found at <http://heritage.stsci.edu/2001/05/index.html>



Planetary Nebula Mz3 by Hubble Heritage Team. Copyright 2001 by NASA and Space Telescope Science Institute.

Filename: trainingcafe_header.gif

File size: 6.1 KB

Found at <http://www.trainingcafe.com>



Training Cafe site logo. Copyright 2004 by Macromedia, Inc.

Filename: nameplate.png

File size: 25.5 KB

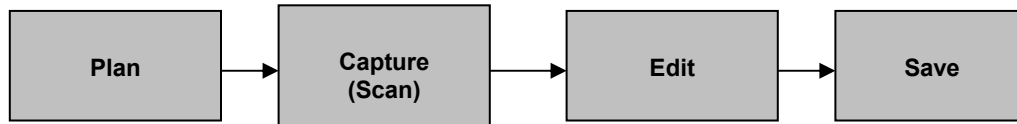
Found at <http://www.trainingcafe.com/macromedia/png.htm>



Sample PNG file. Copyright 2005 by Macromedia, Inc.

Scanning

Gather images from magazines, newspapers, or books, created artwork, or found objects (leaves, flowers, and so on) to practice scanning and to create graphical content to include in future projects. You will scan the images and objects and produce an individual body of work (electronic files and folders with original materials).



PLAN

Ask Yourself:

- What message do I want to get across?
- Select image or object.
- Does this image tell the story? Focus on the message.
- Does it tell the same story as another image?
- How am I going to use this image? Displayed on a monitor? Printed?
- Will I need to modify this image again for another purpose?
- Is there any extraneous information in the image?
- Are there any distracting details?

CAPTURE

Preview Scan:

- Turn on the scanner.
- Position the image or object on the surface.
- Start the scanner software (if it did not already start when the scanner was turned on).
- Set the scan mode.
- Scan.
- Set the final size.
- Set the resolution.
- Final Scan: Scan again to acquire the scan you will actually use.

EDIT

Edit Image:

- Start the image-editing software.
- Correct color, if needed.
- Add special effects.
- Resize, if needed.

SAVE

Save Files:

- Save as a file I can make changes to in the future.
- Save as a web-ready file.
- Save as a print-ready file.

How to Scan Images without Image-Editing Software

1. Lift the scanner cover. Check the orientation for the placement of the image. Notice the orientation hash marks etched into the plastic frame around the glass portion.
2. Place the image on the glass. Check to be sure it is lined up on the glass.
3. Press the Scan button (typically on the far left side of the row of buttons). If there are no buttons, you should see a dialog box where you can select the next step.
4. The scanner lamp turns on and warms up. Wait for the image to be completely scanned.
5. The scanner takes a preview scan.

Note: Now you can make your first adjustments. Cut away the parts of the image you do not want to include in the final scan. Reset the resolution or scan type as necessary.

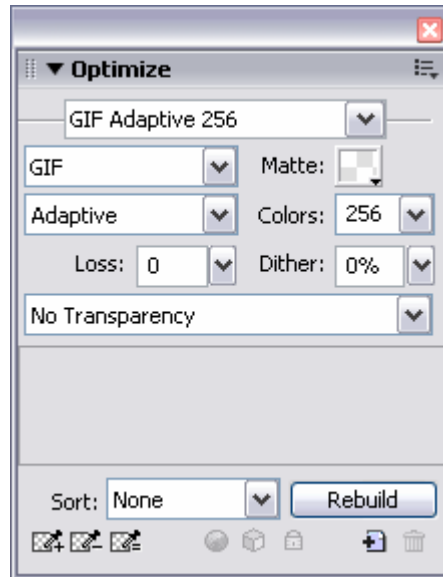
6. Take a final scan.
7. Save the image as TIF (TIFF), GIF, or JPEG. These are the most common file types.
8. If you have image-editing software, you can open the scanned file and use the image editor to make edits.

Fireworks 8 Optimize Panel

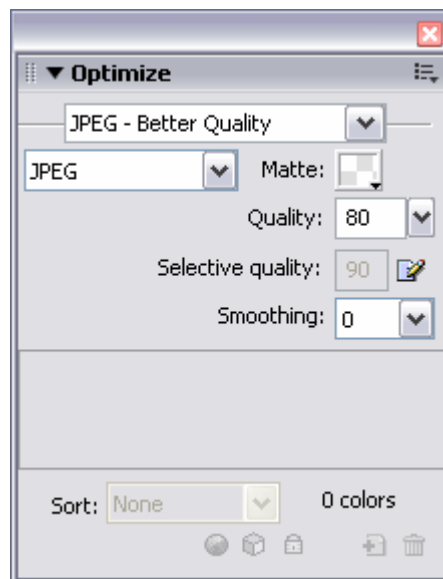
Student Name: _____

Date: _____

Label the options for GIF optimization.



Label the options for JPEG optimization.



Fireworks 8 Optimize Panel

You can use the Optimize panel to select your optimization settings. The first step is to determine which type of file you plan to export, such as GIF or JPEG. You can then select the detailed settings. GIF images are generally used for line art and images with solid colors. GIF images can contain transparent areas and can be used for animation files. The disadvantage of GIF images is they are restricted to 256 colors. JPEG is generally used for photographic images or images with gradients and more colors. JPEG files cannot be transparent or animated.

Options for GIF Optimization

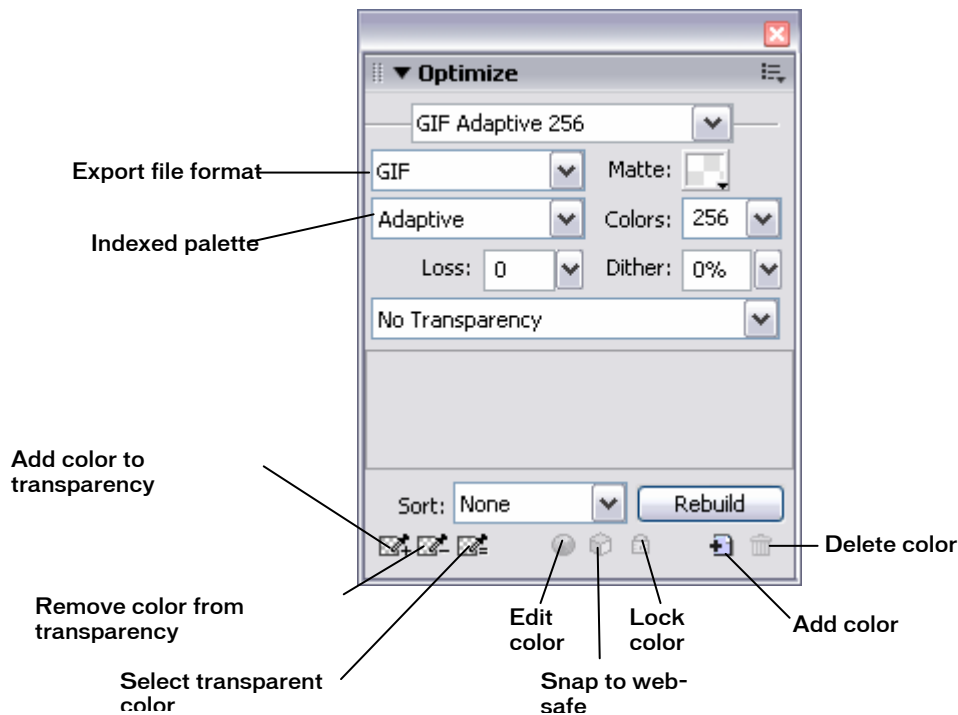


Figure 1 GIF Optimize panel

Settings: Use Settings to select a preset image-quality setting for export. For GIF, these include GIFs Web 216, GIF WebSnap 256, GIF WebSnap 128, GIF Adaptive 256, and Animated GIF WebSnap 128.

Matte: If you want to anti-alias an image for multiple exports with different-colored backgrounds, click the Matte color box and select a color for the background of the image. This is useful if the image will appear on web pages with different-colored backgrounds.

Colors: Control the number of colors in the image. This number is automatically configured from the Settings selection. Decreasing the number of colors decreases the file size and can lower image quality.

Dither: The Dither option is useful for images with many color gradations. Dithering approximates colors not in the current color palette by alternating two similar colors. Increasing the Dither setting can greatly increase file size.

Loss: Lower the image quality on export. Higher loss settings can yield smaller files but lower image quality. A loss setting between 5 and 15 typically yields the best results.

Transparency: Remove the background color or halos around an image so in a web browser the background of the web page is visible through those areas. (This capability is a key advantage of exporting images as GIFs.) Index Transparency removes the background color. Alpha Transparency removes the background of an image if its canvas color is transparent. Use the Add to Transparency button to remove specific colors from the image.

Options for JPEG optimization

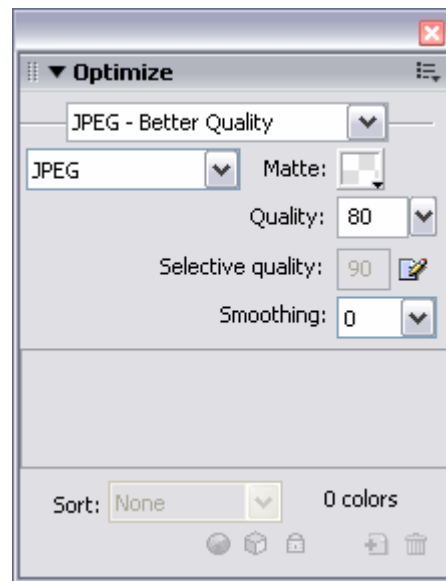


Figure 2 JPEG Optimize panel

Settings: Select from preset image-quality settings for export. For JPEG, these include JPEG Better Quality and JPEG Smaller File.

Matte: If you want to anti-alias an image for multiple exports with different-colored backgrounds, click the Matte color box and select a color for the background of the image. This is useful if the image will appear on web pages with different-colored backgrounds.

Quality: Adjust the quality of the image. Lower quality decreases file size; higher quality increases file size.

Selective Quality: Adjust the quality of only the selected part of the image while leaving the rest of the image intact. Used with a JPEG mask.

Smoothing: Blurs hard edges in the image and reduces file size.

How to Optimize GIF Images

GIF (Graphic Interchange Format) is a graphical file format best used for images with large areas of solid, flat color, such as simple illustrations, logos, and text. With Macromedia Fireworks 8, you can compare different versions of the same graphic to create the best quality with the smallest file size. Before optimizing, complete the graphic (size, effects, color, and design).

Optimize a GIF Image

1. Open a completed graphic in Fireworks.
2. On the Optimize panel, select **GIF** from the Export format menu. Then select the type of GIF you want from the Indexed Palette menu. Adaptive or Web Adaptive is best for most small web images.
3. Select the **4-Up** button to compare different versions of the image (**Figure 1**). Make sure the image is visible. (If necessary, use the Hand tool to drag the image into the middle.)
4. Use the Pointer tool to select each of the three alternate versions of the original image, and try different settings in the Optimize panel to find the smallest file size with the most acceptable quality:
 - To adjust the image for many color gradations, increase the Dither setting.
 - To make the file smaller, increase Loss (usually between 5 and 15).
 - To remove the background color or halos around the image, select Index Transparency.
 - To remove specific colors from the image, use the Add Color to Transparency button. This capability is a key advantage of exporting images as GIFs.

As you try different settings, note the file size and download time for each quality level.

5. To export the image version you prefer, click it and select **File > Export**. Name the file with a .gif extension.
6. To save the richest version of the file, select **File > Save As** and save the image as a Macromedia Fireworks PNG file (with a .png extension).

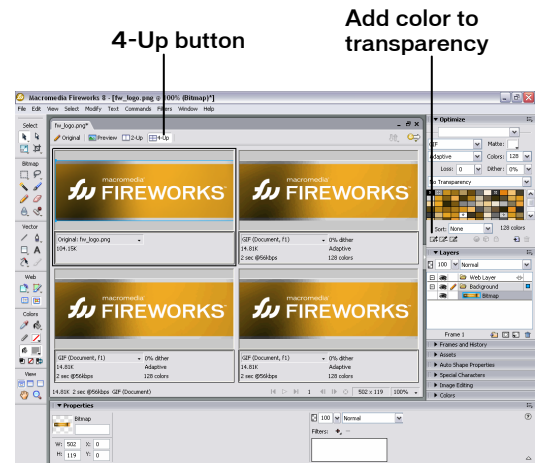


Figure 1 Comparing GIF images

How to Optimize JPEG Images

JPEG (Joint Photograph Experts Group) is a graphical file format best used for photographs or for images with subtle changes in color, gradations, or lighting. With Macromedia Fireworks 8, you can compare different versions of the same graphic to create the best quality with the smallest file size. Before optimizing, complete the graphic (size, effects, color, design).

Optimize a JPEG Image

1. Open the completed graphic in Fireworks.
2. On the Optimize panel, select **JPEG** from the Export file format menu.
3. Select the **4-Up** button to compare different versions of the image. Make sure the image is visible in the display area (**Figure 1**). (If necessary, use the Hand tool to drag the image into the middle.)
4. Use the Pointer tool to select each of the three alternate versions of the original image, and try different settings in the Optimize panel to find the smallest file size with the most acceptable quality.
 - From the Settings menu, select JPEG – Better Quality or JPEG – Smaller File for preset Quality values.
 - Try other values for the Quality setting.
 - To make the file smaller, increase the Smoothing.

As you try different settings, note the file size and download time for each quality level.

5. To export the image version you prefer, click it and select **File > Export**. Name the file with a .jpg extension.
6. To save the richest version of the file, select **File > Save As** and save the file as a Macromedia Fireworks PNG file (with a .png extension).

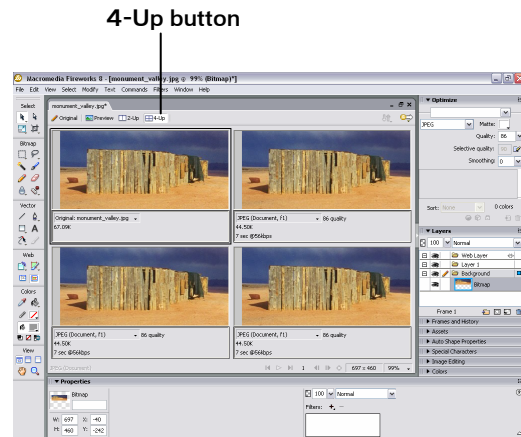


Figure 1 Comparing JPEG images

Use a JPEG Mask for Further Optimization (optional)

You can further optimize the size of a graphic by selecting a specific area of the image and changing its quality setting.

1. Click the **Original** button to return to the (single) original image.
2. Using the Marquee tool, outline the point of interest in your image.
3. With the point of interest selected, select **Select > Select Inverse**. This selects everything *except* the point of interest of the image. A marquee surrounds the inverse selection (**Figure 1**).
4. To make changes only to the region outside the point of interest, select **Modify > Selective JPEG > Save Selection as JPEG Mask**. A highlight color appears on everything except the point of interest of the image.
5. On the Optimize panel, you can now make changes to the Selective Quality. Reducing this number retains the image quality of the point of interest but reduces the quality of the background and thereby reduces the file size. Click the Preview tab to see the effect of your changes.



Figure 1 Inverse selection

Fireworks 8 Tools

Student Name: _____ Date: _____

The Tools panel contains the main tools to create and modify images.

Identify the selection, movement,
and transformation tools:

Identify the image modification tools:

Identify the drawing and writing tools:

Identify the interactive objects tools:

Identify the color tools:

Identify the view tools:



Fireworks 8 Panels

Floating and Docked Panels

Panels provide easy access to controls that help you edit selected objects or elements of the document. You can use panels to work on frames, layers, symbols, color swatches, and more. Each panel can be dragged, so you can group panels together in custom arrangements. By default, the panels are docked to the right side of the workspace. You can undock panel groups, add panels to a group, undock individual panels, rearrange the order of docked panel groups, and collapse and close panel groups. To undock a panel, drag the panel gripper in the upper left corner of the panel's title bar. Many of the panels are tabbed, with two or more panels combined.

Tools Panel

The Fireworks Tools panel is divided into clearly labeled sections for easy tool selection. If the Tools panel is not visible, you can display it by selecting **Window > Tools**. To select a tool, just click it or use the shortcut key shown in parentheses. If a tool has a small black triangle in the bottom right corner, it is part of a group of tools; click and hold down the mouse over the tool to access the pop-up tool group.

Selection, movement, and transformation tools:

Pointer tool (black arrow): Click an object to select it. Drag a selected object to move it.

Scale tool: Enlarge or reduce an object, rotate, flip, distort or skew objects or groups.

Subselection tool (white arrow): Select and move points of an object or edit paths between adjacent points.

Crop tool: Remove the part of an image outside a selected rectangular region.

Drawing and writing tools:

Line tool: Draw straight lines.

Rectangle tool: Draw rectangles. Click and hold the small arrow at the bottom right to select a different shape to draw.

Freeform tool:

Pen tool: Click to place points; the Pen tool connects successive points with straight lines. Drag a point to form a curve.

Text tool: Type text.

Knife tool: Cut a path in two or more paths.

Interactive objects tools:

Rectangle Hotspot tool: Draw a special area on top of an image that can be clicked to link to a new web page.

Hide slices and hotspots tool: Hide all slices and hotspots drawn on an image.

Slice tool: Draw slice areas on an image to enable user interaction with the image on a web page.

Show slices and hotspots tool: Show all slices and hotspots drawn on an image.

View tools:

Hand tool: Move the visible portion of an image without using the document scroll bars.

Zoom tool (magnifying glass): Zoom in or out for a closer or farther view of an image.



Figure 1
Tools panel

Three top icons: Standard Screen mode, Full Screen with Menus mode, or Full Screen mode.

Image modification tools:

Marquee tool: Select a rectangular region of pixels. Press and hold the small arrow at the bottom right to select a different shape for your selection tool.

Magic Wand tool: Select pixels of a similar color.

Pencil tool: Draw a vector path with a 1-pixel stroke.

Blur tool: Blur the focus of parts of an image.

Lasso tool: Similar to Marquee tool, but lets you freeform-select an area of pixels.

Brush tool: Select from a variety of brush strokes, such as spray paint, calligraphy, crayon, and air brush.

Eraser tool: Erase parts of an image.

Rubber Stamp tool: Duplicate an area of an image.

Color tools:

Eyedropper tool: Sample a color from existing pixels. You can sample a 1-pixel, 3x3, or 5x5 pixel area. The sampled color appears in all Stroke Color or Fill Color boxes throughout Fireworks.

Paint Bucket tool: Change the color of selected pixels.

Stroke color: Set the color of the outline of an object.

Fill color: Set the color of the region inside an object.

Three bottom icons:

Set Default Stroke and Fill Colors: Automatically set colors for stroke and fill; defaults are black for stroke and white for fill.

No Stroke or Fill: A white box with a red line means there is no color (completely transparent). You cannot modify a stroke or fill with no color.

Switch Stroke and Fill Colors: Swap the stroke and fill colors.

Property Inspector

The Property inspector displays options that change according to the current object or tool selection. Open a document, and the Property inspector displays document properties. Select a tool, and it displays tool options. Select a vector object, and it displays options such as stroke and fill. You can change these and other options right from the Property inspector. By default, the Property inspector is visible, but you can hide or show it by selecting **Window > Properties**. The following examples show the properties for a text object (**Figure 2**) and a rectangle shape (**Figure 3**). The options vary depending on the type of object or tool you have selected.



Figure 2 Text Property inspector

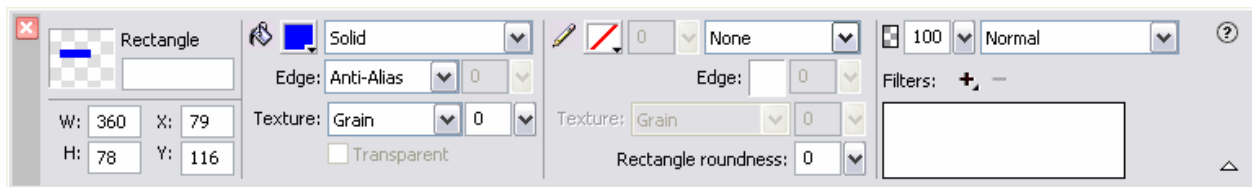


Figure 3 Rectangle shape Property inspector

The left side of the Property inspector provides information about the selected object. You can also use this area to size or position the object on the canvas.

Fill: Change the Fill color by clicking the color box. For example, you can select the fill type for a shape, such as solid, patterned, or dithered, from the menu beside the color box. This menu also provides various gradient effects. Other options include changing the type and amount of texture.

Stroke: Change the Stroke category or color. Change the Tip size (thickness of the stroke) by typing a number in the text box beside the color box or by clicking the down arrow and then setting the slider. Select the Stroke category, such as pencil, felt tip, or crayon, from the menu on the upper right. Other options include changing the edge softness, the type and amount of texture, and the degree of corner roundness.

Filters: Add effects by clicking the Add Live Filters button (the plus sign). You can add filters to either the inside or the border of objects. Filters include glows, shadows, bevels, and color adjustments. Delete existing filters by selecting the filter and clicking the Delete Current Selected Live Filter button (the minus sign). After you select a filter from the menu, you can vary the opacity and blend mode.

How to Build a Nameplate

To build a nameplate, you create a shape, add text, and then add effects to the shape and text. You create the design by adding various effects and colors to the fill, stroke, and text.

Build a Nameplate

1. Start Macromedia Fireworks, open a new document, and specify canvas dimensions (at least 400 pixels wide and 200 pixels high).
2. Save the file.
3. Create a background for your nameplate by using the Rectangle tool from the Tools panel. Leave some white space on the canvas around the rectangle to add effects later.

The rectangle shows a light blue outline with small blue squares in the corner when it is selected.

4. Change the color of the stroke (outline) or the fill (inside) of the rectangle by using the Stroke Color and Fill Color tools on the Property inspector or the Tools panel.
5. To add your name to the rectangle, select the **Text tool** on the Tools panel; then click and drag to draw a text box over the rectangle you just created. Using the Property inspector, select the font, size, color, and style you want. Type your name.

(The example in **Figure 1** was created with Comic Sans MS, 32pt, white, bold, and all caps.)

6. To move your name around the rectangle, select the **Pointer tool** on the Tools panel, select the text object, and drag it to the desired position.
7. To customize the look of the nameplate, select the rectangle or text; then click the **Add live filters** button in the Property inspector, select a filter, and select your settings. You can also change the type of fill and stroke.



Figure 1 Text and rectangle

The illustrated nameplate uses a Satin fill pattern and no stroke, with a feathered edge and Grain texture for the rectangle (**Figure 2**). The text on the nameplate uses the Drop Shadow effect (**Figure 3**).

8. After you complete all the desired effects, select **Modify > Canvas > Trim Canvas** from the main menu. This action removes any excess white space around the image.
9. Save the nameplate.

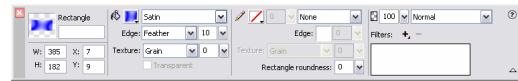


Figure 2 Rectangle Property inspector

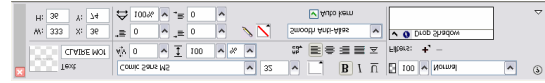


Figure 3 Text Property inspector

How to Create Effects

Effects are applied to graphic and text objects, either to the interior of an object, to the border, or to both. Effects add dimension and contrast between the object and its background. These effects can be found in the Property inspector (**Figure 1**) and in the Fill pane, the Stroke pane, and the Filters pane. Each effect has variables you can change to customize how the effect looks. The effects are described in the following sections.

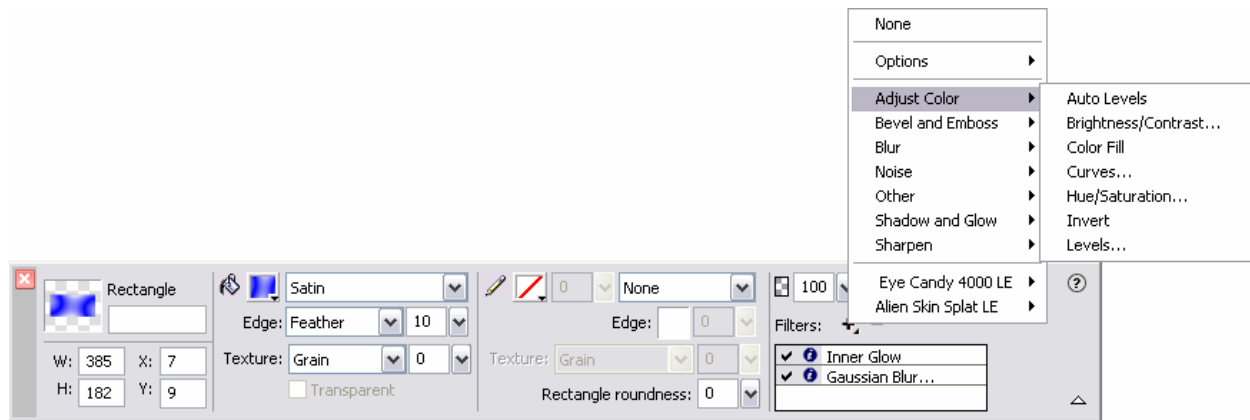


Figure 1 Property inspector

Filters Pane

Adjust Color

- *Auto Levels*: Same as the Levels filter, but Fireworks automatically changes the lightest to darkest pixel range.
- *Brightness*: Make the object brighter or darker.
- *Contrast*: Increase or decrease the distinction between light and dark.
- *Color Fill*: Place another color on top of the object and change how transparent it is and/or how it blends with the original color.
- *Curves*: Adjust any color along the tonal range (the light to dark spectrum) without affecting other colors.
- *Hue/Saturation*: Adjust the color by allowing change of the purity and lightness of the color in the image.
- *Invert*: Change the colors to the inverse color on the color wheel. For example, apply Invert to a red object to change its color to light blue.
- *Levels*: Change the tonal range (the light to dark spectrum) by changing the number of pixels that are highlights, midtones, or shadows.

Bevel

Each of these filters has attributes to alter the effect. You can alter the bevel's color, the type of bevel (inner or outer), the shape of the bevel edge (flat, smooth, sloped, and so on), its contrast, its softness, and the angle of light that falls on it.

- *Inner Bevel*: Give an object a 3-D look by making the inside of the object look lower than the outside of the object.
- *Outer Bevel*: Give an object a 3-D look by making the inside of the object look higher than the outside of the object.

Emboss

Emboss filters have attributes to alter the way the embossing looks. You can alter the image's width, contrast, and softness and the angle of light that falls on it.

- *Inset Emboss*: Make an image appear inset from its background.
- *Raised Emboss*: Make an image appear raised from its background.

Blur

- Blur the pixels in an image.
- *Blur More*: Blur three times as much as Blur.
- *Gaussian Blur*: Apply a weighted average of blur to each pixel to produce a hazy effect.

Noise

The noise filter simulates the natural occurrence of image coloring being composed of pixels of many different colors. Noise refers to the random color variation of pixels that make up an image. You can apply color noise or monochrome noise. The amount of noise can be adjusted from 1 to 400, with an increase in amount resulting in more randomly placed pixels.

Other

- *Convert to Alpha*: Convert an object into a gradient transparency based on the transparency of the image.
- *Find Edges*: Identify the color transitions and change those transitions to lines to give a sketched look.

Shadow and Glow

These filters simulate different angles of light falling on the object. Each of these filters has attributes to alter the effect. You can alter the shadow or glow's color, the distance of the shadow from the object or width of the glow, the opacity of the shadow or glow, its softness, and the angle of light that falls on a shadow or offset of the glow from the object.

- *Drop Shadow*: Make the object appear to be casting a shadow.
- *Glow*: Make the object appear to glow.
- *Inner Glow*: Highlight the object.
- *Inner Shadow*: Darken the object so it looks as though something is casting a shadow on it.
- *Solid Shadow*: Create a shadow streak in the shape of the object in any direction.

Sharpen

Sharpen adjusts the focus of a blurred image.

- *Sharpen More*: Adjust the focus three times more than Sharpen.
- *Unsharp Mask*: Adjust the contrast of the image edges to sharpen an image.

Eye Candy 4000 LE

Eye Candy 4000 LE filters have attributes to alter the effects. Because Eye Candy combines many of the previously mentioned filters, there are combinations of sub-attributes to alter for customizing the effect of Eye Candy.

- *Bevel Boss*: Create a beveled, embossed, and highlighted look all at once.
- *Marble*: Create a marbled look.
- *Motion Trail*: Draw a trail from the object to simulate rapid movement.

Alien Skin Splat LE

You can use the Alien Skin Splat LE Edges filter to diffuse a shadow by using several effects. You can adjust the width, margin, size, color, direction, transparency, and speed of the diffusion.

Fill Effects

Fill effects alter only the inside of an object. These effects add texture to a graphic or text object. The bottom of the menu list under Fill contains various gradient effects: linear, radial, ellipse, and so on. Following are the items at the top of the menu list.

- *None* (white box with red diagonal line): Use no color to fill the object.
- *Solid*: Fill the object with a solid color.
- *Web Dither*: Approximate colors not in the current palette.
- *Pattern*: Create a textured pattern as the fill

Stroke Effects

Stroke effects alter only the stroke or outline of a graphic or text object. In this pane you can change the type of medium used to create the outline. Each medium has options such as the tip size, the texture of the ink, and the sharpness of the pen tip. Following are the mediums available:

- *Basic*: Several types of pens.
- *Air Brush*: Several types of air brushes.
- *Calligraphy*: Several types of calligraphy pen tips.
- *Charcoal*: Several colors and types of charcoal pens.
- *Crayon*: Several types and colors of crayons.
- *Dashed*: Several types of dashed lines.
- *Felt Tip*: Several types of felt pens.
- *Oil*: Several types of oil paint brushes.
- *Pencil*: Several types of pencils.
- *Watercolor*: Several types of watercolor brushes.
- *Random*: Several types of elements surrounding the object (confetti, fur, dots, rectangles, yarn).
- *Unnatural*: Several looks created with multiple pens to the stroke of the object (3-D, 3-D glow, chameleon, fluid splatter, outline, paint splatter, toothpaste, toxic waste, and viscous alien paint).

Nameplate Interview

Name: _____ Date: _____

Name of Student Interviewed: _____

What Fireworks tools did you use to create your nameplate? (List below.)

What effects did you use?

Describe, step by step, how you created your nameplate.

Logo Review and Redesign

Student Name: _____ Date: _____

Summary

Answer the following questions, which will help you think about reviewing and redesigning your logo.

- Meeting initial goals
- Requiring new goals
- Reflecting good design principles
- Redesign changes

Meeting Initial Goals

What were your initial goals for the logo?

Does the logo you have match the initial goals? Why or why not?

Requiring New Goals

Do you have new goals in mind for the logo? If so, what are they and why?

Reflecting Good Design Principles

What design concepts and principles did you originally incorporate into the logo?

Are there new design concepts or principles you want to include in your logo? If so, what are they and why?

Redesign Changes

What changes do you need to make to match your initial goals? Storyboard (sketch or draw) the changes in addition to writing about them.

What changes do you need to make to account for the new design concepts and principles? Storyboard the changes in addition to writing about them.

How to Create a Page Banner

The purpose of a page banner is to establish a consistent identity on all pages so viewers know they are on a page of your website and recognize what the website is about.

Create a Page Banner

1. Start Macromedia Fireworks 8.
2. Create a new file with dimensions at least 400 pixels wide and 100 pixels high. (Match your banner width to the pixel width of the web page you're designing.)
3. Turn on **Guides** and **Rulers** from the **View** menu so you can align banner elements easily.
4. Use the **Rectangle** or **Ellipse** tool to create a background shape (such as a rectangle or oval) for the page banner.
5. Add effects to the background shape.
6. Add text to the banner.
7. Add effects to the text, as you desire (**Figure 1**).
8. Add images to your banner, as you desire.

The illustrations to the right show the effects used in the Property inspectors for the text (**Figure 2**) and the background ellipse (**Figure 3**) in the sample banner.
9. Save the file.
10. Export the file as a GIF or JPG image, depending on the level of color gradation or the presence of photographic elements in the banner.



Figure 1 Sample banner

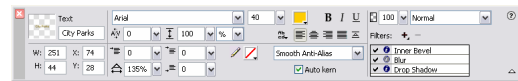


Figure 2 Text effects in sample banner

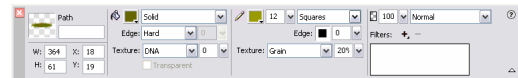


Figure 3 Shape effects in sample banner

Page Banner Review and Redesign

Student Name: _____ Date: _____

Reviewer Name: _____

Designer Notes

What were your initial goals for the page banner?

What design concepts and principles did you incorporate into the page banner?

Reviewer Evaluation

Does the page banner match the initial goals? Why or why not?

Are there new design concepts and/or principles that could be included in the page banner? If so, what are they and why?

Designer's Redesign

What changes need to be made to match your initial goals? Please sketch or draw the changes in addition to writing about them.

What changes do you need to make to account for the new design concepts and principles? Please sketch or draw the changes in addition to writing about them.

Review and Redesign Presentation Topics

Here are some suggestions for organizing a presentation on redesign.

- What did your original design look like?
 - Show original file.
 - Describe initial goals, design concepts, and requirements.
- What was the reviewer's evaluation?
 - What parts adhered to the original intent, goals, and concepts?
 - What parts didn't adhere to the original intent, goals, and concepts?
- What new ideas did the reviewer propose?
 - What is the redesign?
 - Show new page banner.

