



HOW Interactive Design Conference 2013

Photoshop to HTML
Chris Converse

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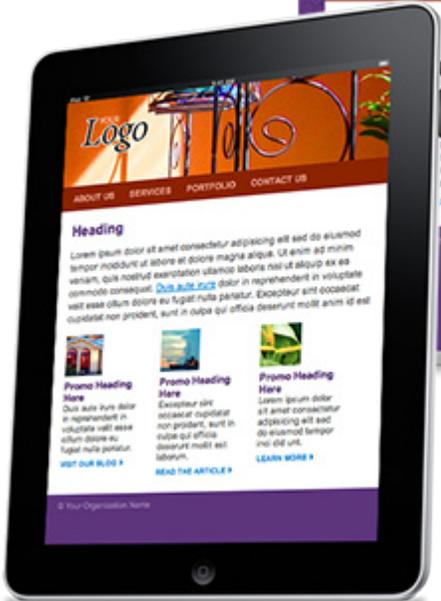
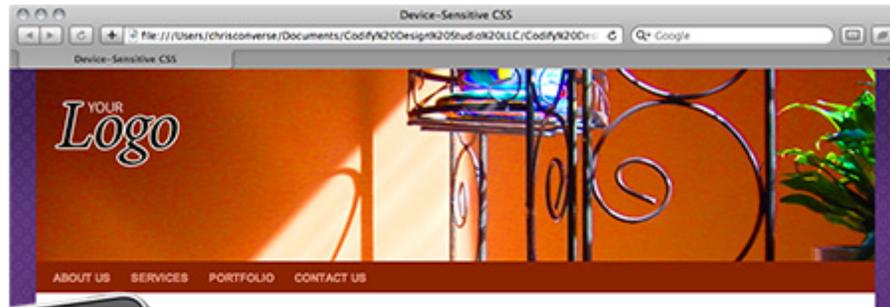
howidc.codifydesign.com



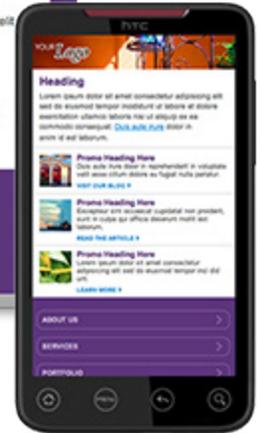
'kōd ə fī *verb.* To arrange (design) into a systematic code.

Responsive Web Layout

Computer Screen



Tablet Screen



Phone Screen

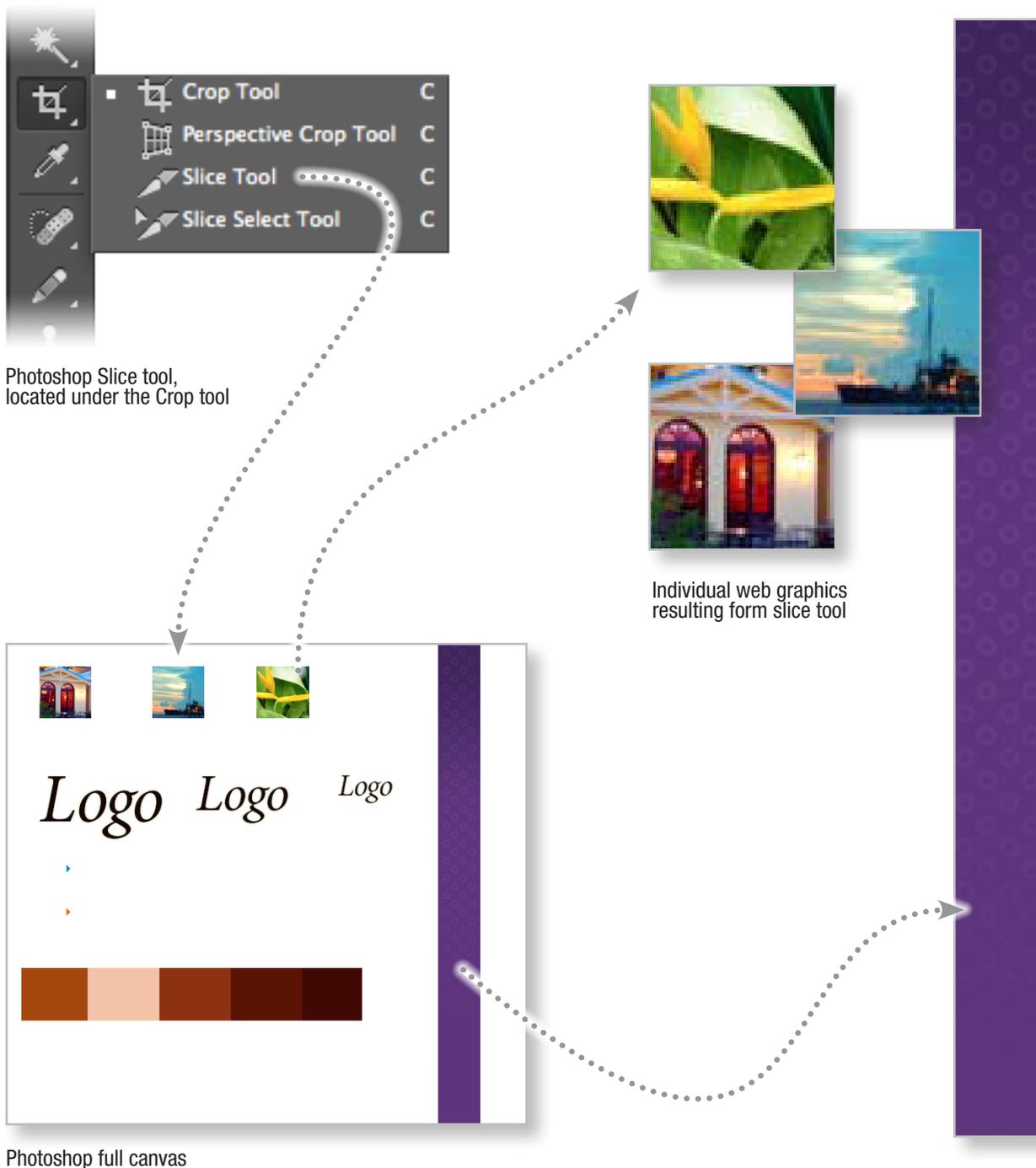
Use this QR code to view this responsive design example on your camera-enabled device, or visit:

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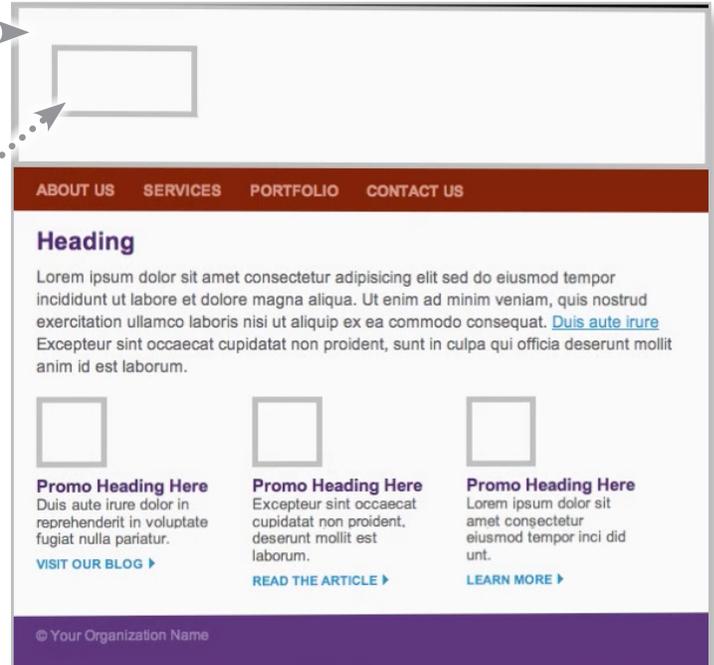
Slicing Artwork

Both Photoshop and Illustrator provide tools for slicing artwork into small, individual, web-optimized graphics that can be referenced in your web layouts via HTML or CSS.



HTML Containers for Layout

CSS is used to assign the imagery into the HTML elements specified in the HTML5 document.



HTML containers

```
<header>
  <a class="logo" href="#"></a>
</header>
```

HTML markup for the banner and logo

```
header {
  height: 225px;
  background: url(../images/banner_large.jpg) no-repeat right 0px;
}

header a.logo {
  width: 150px; height: 85px; top: 35px; left: 20px;
  background-image: url(../images/logo_large.png);
}
```

CSS rules for the banner and logo

HTML5 for Older IE Browsers

In order to help the adoption of HTML5, Google offers a free HTML5 shiv. This offering is a single JavaScript file that can be added to your HTML5 web page. Once added, this script allows Internet Explorer 6, 7 & 8 to render HTML5 as if it were an earlier version of HTML.

HTML page

```
1  index.html  stylesheet_layout_large.css
2  <!DOCTYPE HTML>
3  <html>
4  <!-- This template was designed and developed by Chris Converse, Codify Design Studio -->
5  <head>
6  <meta charset="UTF-8">
7  <title>Device-Sensitive CSS3 Template</title>
8  <meta id="view" name="viewport" content="width=device-width, initial-scale=1.0" />
9  <meta http-equiv="X-UA-Compatible" content="IE=9" />
10 <link rel="stylesheet" type="text/css" href="includes/stylesheet_all.css" />
11 <link rel="stylesheet" type="text/css" href="includes/stylesheet_layout_large.css" />
12 <link rel="stylesheet" type="text/css" href="includes/stylesheet_layout_medium.css" media="only screen and (min-width:551px) and (max-width:900px)" />
13 <link rel="stylesheet" type="text/css" href="includes/stylesheet_layout_small.css" media="only screen and (min-width:580px) and (max-width:550px)" />
14 <!--[if lt IE 9]>
15 <script src="http://html5shiv.googlecode.com/svn/trunk/html5.js"></script>
16 <link rel="stylesheet" type="text/css" href="includes/stylesheet_ie.css" />
17 <![endif]-->
18 </head>
19 <body>
20 <div class="page">
21 <header><a class="logo" href="#"></a></header>
22 <div class="page_content">
23 <div class="page_content_container_left">
24 <div class="content">
25 <h1>Heading H1</h1>
26 <p>Phasellus nulla purus, interdum ac, venenatis non, varius rutrum, leo.
27 </p>
28 </div>
29 </div>
30 </div>
31 </div>
32 </body>
33 </html>
```



HTML markup for the banner

One unique aspect of this example is there are no `` tags in the layout. Images are brought in as backgrounds to other elements, which is determined by CSS. The only HTML markup the `<header>` tag includes is an anchor link for the logo. CSS is used to determine the size and background image to use in the header, as well as which version of the logo to place in the background of the `<a>` tag.

```
<header> <a class="logo" href="#"></a> </header>
```



75.2 Kb combined file size
Large banner and sidebar photo
compressed to JPG @ 65% quality.



32.4 Kb combined file size
Medium banner and sidebar photo
compressed to JPG @ 50% quality.



12.1 Kb combined file size
Small banner and sidebar photo
compressed to JPG @ 30% quality.

CSS3 Media queries

The following lines of code represent the syntax for including alternate CSS files based on screen size. The CSS file responsible for large screen layout is always included for older browsers. When screen conditions are met, the medium and small screen files override the layout settings in the large layout file.

```
<link
  rel="stylesheet"
  type="text/css" href="includes/stylesheet_layout_medium.css"
  media="only screen and (min-width:551px) and (max-width:900px)"
/>
```

```
<link
  rel="stylesheet"
  type="text/css" href="includes/stylesheet_layout_small.css"
  media="only screen and (min-width:50px) and (max-width:550px)"
/>
```

stylesheet_all.css

stylesheet_layout_large.css

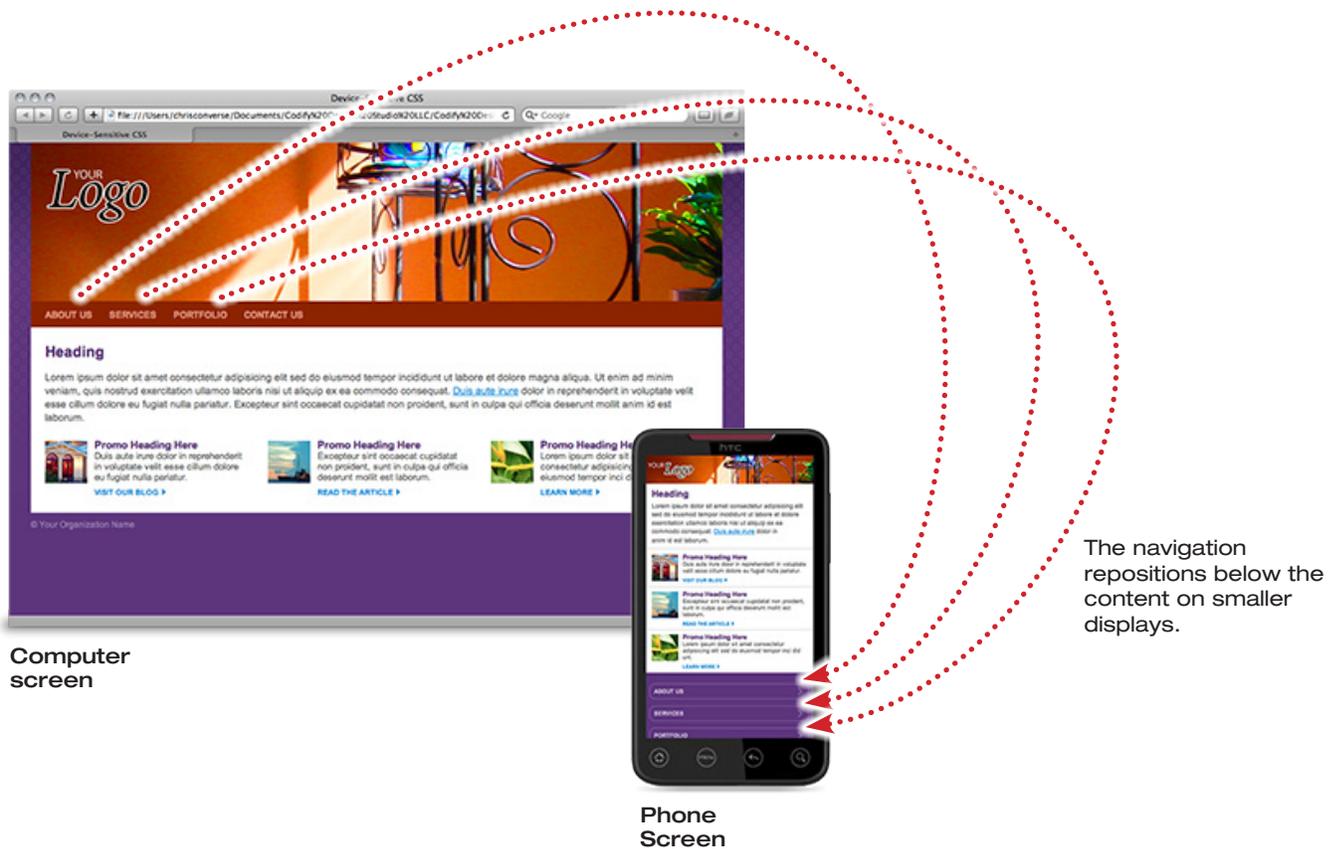
stylesheet_layout_small.css

stylesheet_layout_medium.css

```
+ index.html stylesheet_layout_large.css
3 <!DOCTYPE HTML>
4 <html>
5   <!-- This template was designed and developed by Chris Converse, Codi, Design Studio -->
6   <head>
7     <meta charset="UTF-8">
8     <title>Device-Sensitive CSS3 Template</title>
9     <meta id="view" name="viewport" content="width=device-width, initial-scale=1.0" />
10    <meta http-equiv="X-UA-Compatible" content="IE=9" />
11    <link rel="stylesheet" type="text/css" href="includes/stylesheet_all.css" />
12    <link rel="stylesheet" type="text/css" href="includes/stylesheet_layout_large.css" />
13    <link rel="stylesheet" type="text/css" href="includes/stylesheet_layout_medium.css" media="only screen and (min-width:551px) and (max-width:900px)" />
14    <link rel="stylesheet" type="text/css" href="includes/stylesheet_layout_small.css" media="only screen and (min-width:50px) and (max-width:550px)" />
15    <!--[if lt IE 9]>
16      <script src="http://html5shiv.googlecode.com/svn/trunk/html5.js"></script>
17      <link rel="stylesheet" type="text/css" href="includes/stylesheet_ie.css" />
18    <![endif]-->
19  </head>
20  <body>
21    <div class="page">
22      <header><a class="logo" href="#"></a></header>
23      <div class="page_content">
24        <div class="page_content_container_left">
25          <div class="content">
26            <h1>Heading H1</h1>
27            <p>Suspendisse vestibulum dignissim quam. Integer vel augue. Phasellus nulla
28              Pellentesque habitant morbi tristique senectus et netus et malesuada fam
29            <h2>Heading H2</h2>
30            <p>Fusce magna mi, porttitor quis, convallis eget <a href="#">sodales ac</a> urne
```

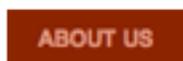
Repositioning Layout for User Experience

When using a small screen hand-held device, navigation is often presented to the user at the end of the content. While this is not the convention for larger displays, our design needs to be able to adapt for optimal user experience. In our HTML markup for the following web page, the navigation code follows the content code. When rendered on large and medium screen devices, however, the CSS rules reposition the navigation to the top of the page. This provides an optimized user experience without requiring changes to the markup.



Restyling Links

The navigation links are re-styled to look like mobile phone buttons when the small screen CSS rules are invoked.



Navigation link style for large and medium screen



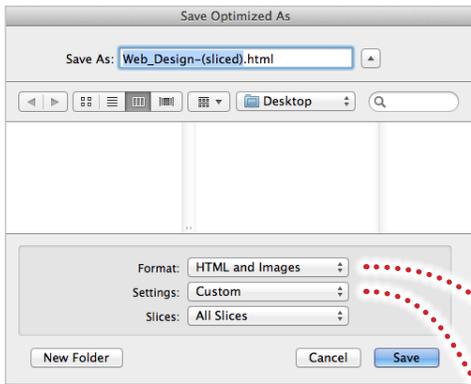
Navigation links adjust their appearance between screen sizes.



Navigation link style for small screens

Photoshop Slices to HTML

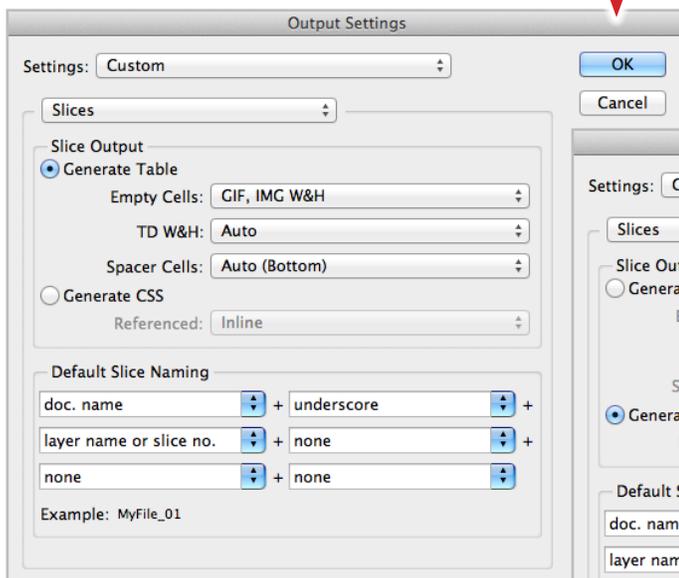
Photoshop offers two options for generating HTML form slices. One option generates a table-based layout, which may give you a starting point for an HTML Email template; and the other is a CSS-based layout.



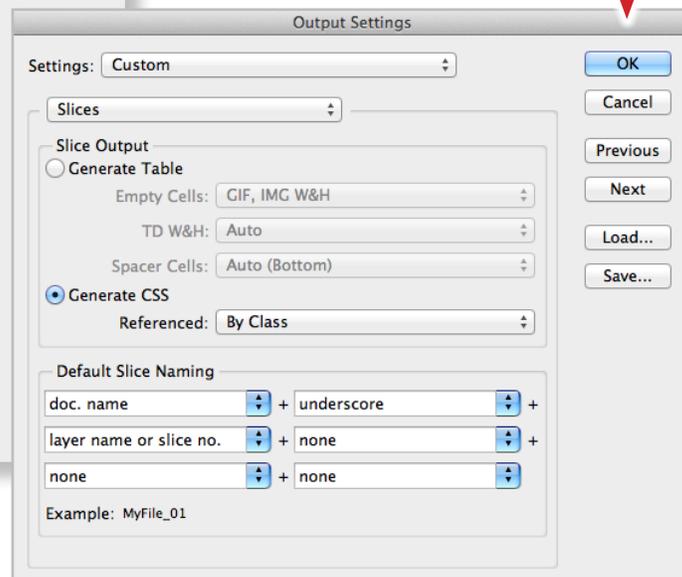
File > Save for Web > Save

Format: HTML and Images

Settings: Custom



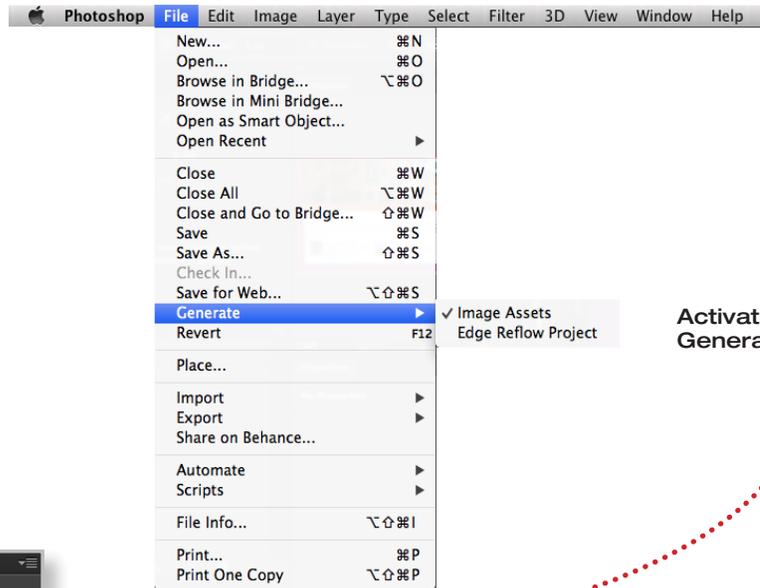
Layout constructed with tables



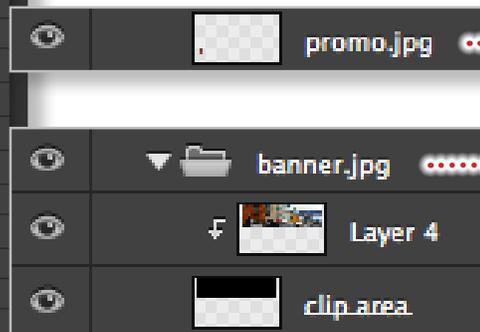
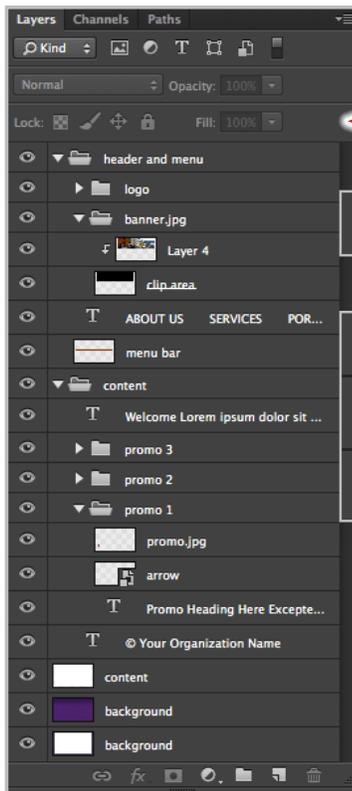
Layout constructed with CSS

Photoshop Generator > Assets

Photoshop Generator (available in Photoshop CC) allows you create optimized graphics by simply naming layers in your Layers panel. When you activate the Image Assets option in the File > Generate menu, Photoshop will create graphics each time a source layer is modified.

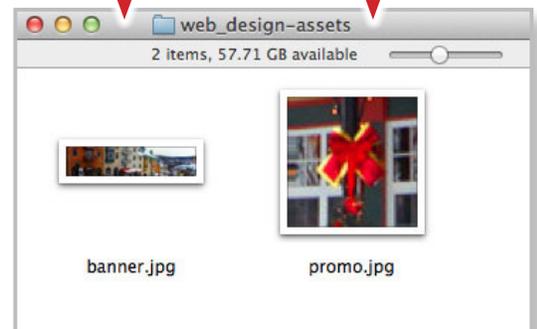


Activate Photoshop Generator Image Assets



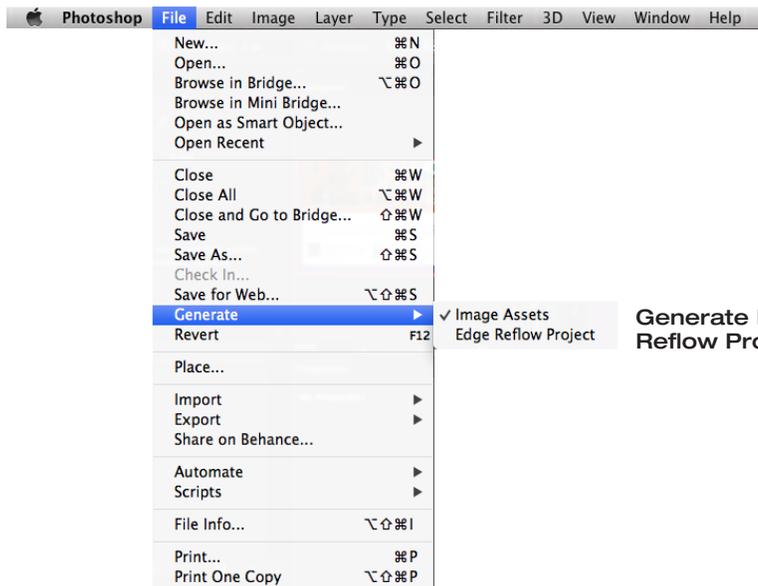
Name layers, or layer groups, with the file type and name you want to be generated

Photoshop Generator creates an assets folder, and generates an image for each file-named layer in the document

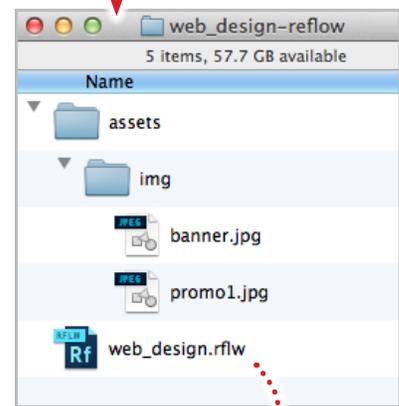


Photoshop Generator > Edge Reflow

When choosing Edge Reflow project, Photoshop Generator will create an Edge Reflow document, in addition to graphics specified by layer names. This allows you to convert your Photoshop layout to a more intelligent, CSS-based layout, that is ready to further editing in Edge Reflow.

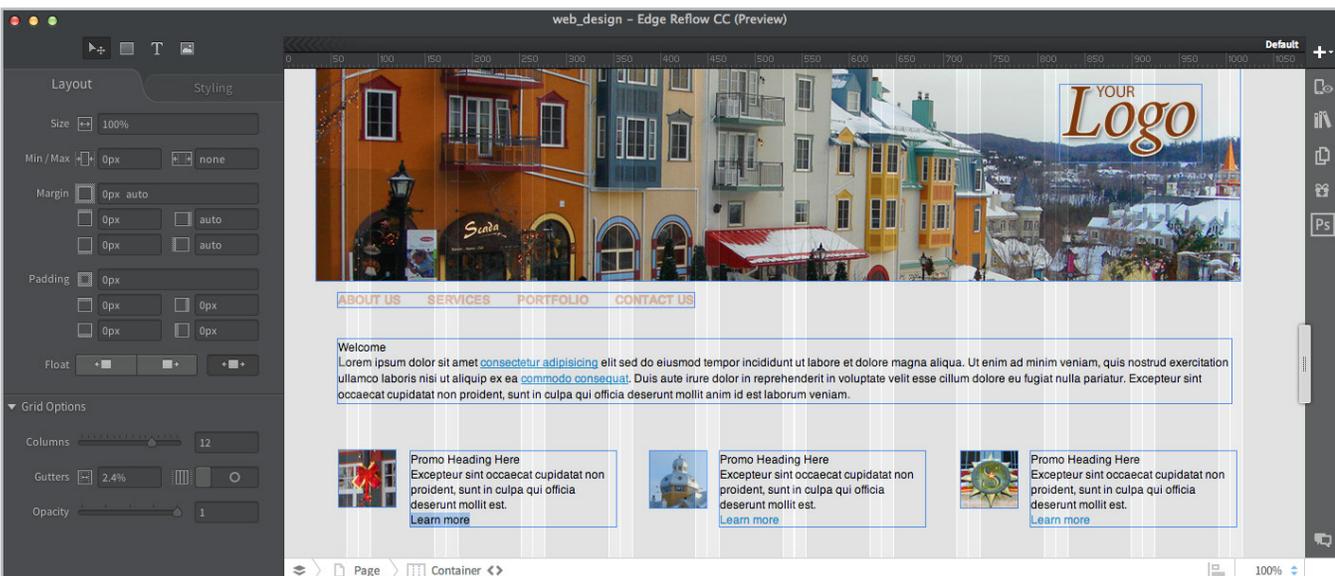


Generate Edge Reflow Project



In addition to graphics, Photoshop Generator created an Edge Reflow document that is ready-for-editing

Edge Reflow is a web design tool that allows you to visually create responsive web layouts



New Course:

Creating a Responsive HTML Email

Designing an HTML email can be challenging, considering the limited capabilities of desktop and web email readers, combined with the small screen sizes of mobile devices. Enter responsive HTML email. Let Chris Converse show you how to design an elegant email that will adapt to varying screen sizes and render correctly in over 30 different mail clients, including Gmail, Yahoo, AOL, and multiple versions of Outlook, as well as Android, iOS, and Windows phones.

Learn to add complex features like background graphics, rounded corners, and shadows that don't break your email when they can't be displayed. Then create call-to-action buttons, add animation, and style the whole thing with CSS. Plus, explore tools and services that will help you test your campaigns. Start now and learn what is possible with HTML email.

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- Outlook 2007
- Outlook 2010
- Outlook 2011
- Outlook 2013
- Outlook.com
- Thunderbird
- Gmail
- Yahoo! Mail
- AOL
- Blackberry 5
- Symbian
- Windows 7 Phone
- Android
- Apple iOS Mail



PSD-to-HTML: The missing Link of Web Design

Ever wonder how you actually take a website design from a Photoshop file to HTML? In this course, Chris Converse will teach you how to turn a PSD file into a live HTML and CSS site. By building a website yourself, you'll be better prepared to work with web developers in the future—and even be able to tackle your own projects! Plus, this course will show you the basics of responsive web design. With responsive web design your design will be able to shift and display properly on the myriad of devices people use to view the web.

Use Coupon Code: CONVERSE and save \$20 (for students).

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Create a Responsive HTML Email

Designing HTML email can be quite challenging, considering the limited capabilities of many email readers. This online course will show designers how to design and construct an HTML email design that will render properly (and adapt to varying screen sizes) in 30+ different mail clients, including: Outlook, Gmail, Android, iOS, and Windows phones.

Use Coupon Code: CCONVERSE and save \$10 (for students).

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