Tutorial on Creating a Banner (Fireworks)
English 439/539 | Fall 2005

The following tutorial provides instructions on how to create a banner using Macromedia Fireworks. The banner will help set the theme for your web site.

Getting Started

We will be working from the "test2" folder from previous tutorials. The goal of this tutorial is to replace the current title "Digital Writing at ODU" with a banner gif.

- Go to http://www.sv.vccs.edu/info/schedules/fall05/odufa05.htm
- Right click on the ODU Monarch.
- Select **Save Picture As** and save the file as "odumonarch.jpg" in "test2"

- Open up Macromedia Fireworks.
- Go to **Open** and navigate to "test2" and then "odumonarch.jpg"

Checking Progress

To check your progress, you can click on one of the three options available at the top left corner of the workspace:

- Preview: shows you how the flattened image will appear
- 2-Up: Show you four different ways of saving the image, including the size of the file and the speed they should load at
- 4-Up: Show you four different ways of saving the image, including the size of the file and the speed they should load at

Resizing the Image

Currently the image, at 276pixels x 231 pixels, would create a fairly tall banner; thus we want to shrink it some.

- Go to **Modify→Canvas→Image Size**
- Check to make sure that **Constrain Proportions** has been checked; this will make sure that the proportions of the image stay the same if you shrink the image
- Under **Pixel Dimension**, change the height (↕) to "150 pixels" (Note that the width automatically changes to "179 pixels.")

Expanding the Canvas

To expand the width of the banner and create more space to write on the overall image, you will want to increase the canvas size.
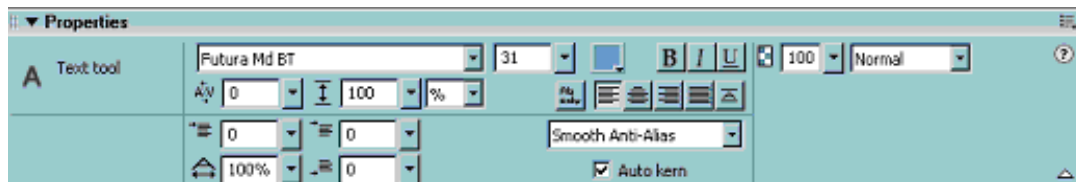
- Go to **Modify➔Canvas➔Canvas Size**
- For the purposes of this tutorial we want to place the Monarch image on the right side of the banner.
- Select the arrow in the third, column, middle row (arrows going up and own and one arrow going to the left); the square you pick represents where the current image sit relative to the additions you plan to make.
- Under **New Size**, change the width to "420 pixels"

You should now have an image that is mostly blank with the Monarch image on the right side.

Adding Text

To give the title of your page some style that cannot be overridden by the viewer's browser, you will want to create an image file. The textual choices that you make will appear on all viewers' browsers.

- Under **Vector** on the left-side tool bar, select the **A** button
- The following tool bar will appear at the bottom:

For explanation of these attributes see pages 176-185, in the Fireworks Handout

- Type "Digital Writing at ODU" or some similar version of this message to the left of the Monarch image.
- Play around with the attributes until you find a style that you like and that fits the design techniques suggested by Williams and Tollett

Manipulating the Text Box

To place the text where you want it, you may have to move or expand the text box

- Under Select on the left-side toolbar, select the Pointer Tool (the black arrow) to click in the text box and move it
- Under Select on the left-side toolbar, select the Subselection Tool (the white arrow) to click on the text box's anchor point to manipulate them.

Saving the File

When saving image files, you want to get the most out of the image with the least amount of file size

- Start at **File→Export Preview**
  - Scan the preview image and see if you are happy with the look.
  - Choose the **Format**; in this case, ".jpg"
  - Choose the **Quality**; the default often works best, but see how the image changes as you decrease the value
  - Leave **Smoothing** at "No Smoothing;" this will leave the image fairly sharp.
  - Uncheck **Progressive Brower Display**; if you the image were larger, you would check this.
  - For this image, click **Sharpen Color Edges** because of the sharp colors used in the Monarch image
- Click **Export** and a new window will appear.
  - Make sure the file is being saved to "test2"
  - Enter "dwbanner.jpg" for **File Name**
  - For **Save File Type as**, choose "Image Only"

Inserting the File

- Open "index.html" in Dreamweaver
- Erase the title in the top right-most cell.
- Go to **Insert→Image**
- Navigate to dwbanner.jpg" and click **OK**
- Save the file and preview it.