

Illustrator Images on the Web

Get the Lesson Files

1. Get the “11 Illustrator Web Images” folder from the Shared Items Server.
2. Open “index.html” and “styles.css” in the Textwrangler program.
3. Discuss the following web theory with your instructor and classmates.

A Little Web Theory

Web pages are written in HTML code. **HTML** code defines the purpose of everything on a web page, but not its appearance.

CSS (Cascading Style Sheets) describe the appearance of elements on a web page.

Browsers (Safari, Chrome, Firefox) display web pages. They read the HTML code and the CSS code and display web pages.

The neat thing about HTML and CSS documents is that they are tiny files, meaning they can fly quickly through slow networks. In the spirit of small files and fast downloads, we are going to save our image files in a small file size.

Web Image File Formats

When you save an image for a web page, you want it to be a **small file** (very few kilobytes) and **in a format browsers can read**.

Below are the most prevalent image file formats on the web:

- GIF** (pronounced *Jif*) — Images with flat color and hard edges
- JPG** (pronounced *Jay-peg*) — for photographic images, or illustrator images with lots of blending and soft edges
- PNG** (pronounced *Ping*) — Works best with flat color images with hard edges. Can save images with 256 levels of transparency.
- SVG** (Scalable Vector Graphics) Saves vector files in a format browsers can read. SVG files can scale up or down without losing quality.

```
<body>
<div class="pagewrap">
<div class="header-main">
<h1>Icon Sets</h1>
</div>
<div class="content clearfix">
<div class="icon-box clearfix">
<!-- ***** IMAGES GO HERE ***** -->



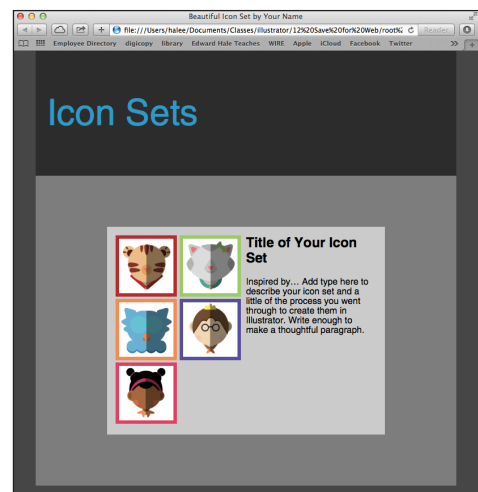


</div>
<h2>Title of Your Icon Set</h2>
<p>Inspired by... Add type here to describe your icon set and
you went through to create them in Illustrator. Write enough to
paragraph. </p>
</div>
```

1. The browser reads HTML code (above).

```
}
.pagewrap {
background-color: #7e7d7d;
margin-right: auto;
margin-left: auto;
width: 90%;
max-width: 1000px;
padding-bottom: 90px;
}
.icon-box {
float: left;
width: 49%;
}
```

2. The browser also reads the CSS code.



3. The browser displays the HTML, styles it with CSS and adds the linked images to make a complete web page.

Illustrator Images on the Web

Work in RGB Color Mode

1. Always start web illustrations with a web profile Illustrator document.
If you accidentally start drawing your icons in a document set up for CMYK print, copy and paste them into a document formatted for web.
2. Put each icon in a perfect square box. The box does not have to be filled or stroked. If there are strokes on your boxes, align the strokes to the inside of the path.

Make Some Artboards

When you have several icons in one document, each icon must be in its own artboard.

1. Turn on Smart Guides (cmd U), if necessary.
2. Select the square around the first icon.
3. Select the Artboard Tool
4. From the Presets drop down menu, choose “Fit to Selected Art.”
5. For the rest of the icons...
 - a. Select the Artboard Tool.
 - b. Drag a new artboard around the each icon, being sure it snaps to the corners of the box containing your icon.

No Blending Modes

The SVG file format does not render Illustrator blending modes (Multiply, Darken, etc.). If you used any blending modes, you will have to create the same look with a regular fill or gradient.

Where Should You Save It?

If you look at the code in the web page in today’s lesson, you can find a piece of code that looks like this:

```

```

The code above tells the browser to look in an “images” folder, find the “icon-01.svg” image and display it on the page. If you save your icons in the images folder, in the right image format, and by the right names, they will show up on the web page.

```
<!-- ***** IMAGES GO HERE ***** >





```

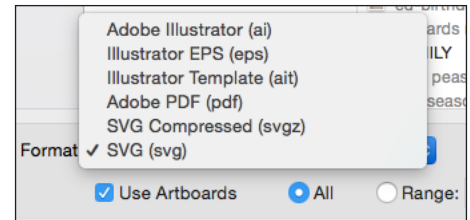
The code above tells the browser to find your icons in the images folder and display them on the page 141 pixels wide.

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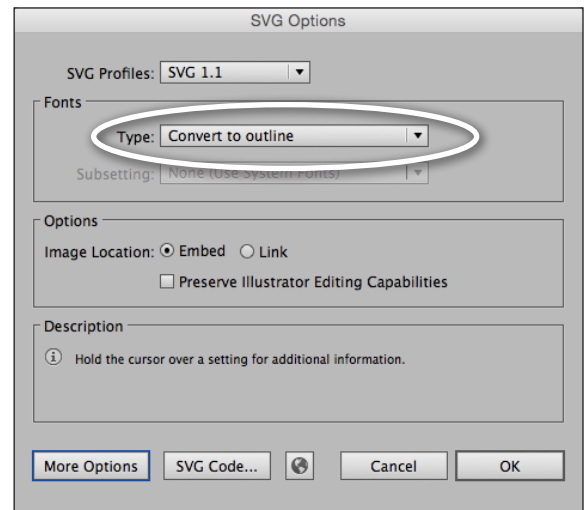
Saving for Web

Now you will save each icon in a format that web browsers can read. This process will also compress the size of each image file so it downloads faster.

1. Go to File > Save A Copy
2. Select “SVG (svg)” from the file format menu. (SVG is a good format for Illustrator images).
3. Check the “Use Artboards” check box and Illustrator will save each artboard as a separate image.
4. Change the name to “icon.svg”
Illustrator will append the file names with numbers (e.g. icon-01.svg, icon-02.svg etc.)
5. Find and open the “icons root folder.”
6. Open the “images” folder.
7. Click Save.
8. The “SVG Options” window comes up. Leave the default options. If your icons contain type, choose “Convert to outline” from the Type menu under Fonts.
9. Click “OK”



In the Save A Copy window, select “SVG (svg)” and check “Use Artboards”



In the SVG Options window, leave the default settings, unless your illustration includes type—then choose “Convert to outline”

Check Your Work

1. Go to the Finder and look in the “images” folder to see if all the icons saved in the right place. If not, find them and move them into the “images” folder.
2. If the images are named incorrectly, fix the names in the Finder.

What’s in a Name?

Descriptive image names like “daniel-tiger.svg” are better than generic names like “icon-01.svg.” Search engines understand your page content better when images have descriptive names, meaning your pages will rank higher in search results. Use more descriptive names if you are comfortable also changing the names in the HTML code.

Oh, and image names, never have spaces. Use hyphens instead.

Illustrator Images on the Web

Preview the Web Page

1. Go to the Finder.
2. Find and open the “icons root folder.”
3. Double click the index.html page and it will open in a browser.
4. Your icons should appear on the web page.
5. If your icons do not appear on the web page, troubleshoot until they do. Check the following:
 - a. Are the icons in the “images” folder?
 - b. Check your spelling — do the names in the images folder match the names in the HTML tags?

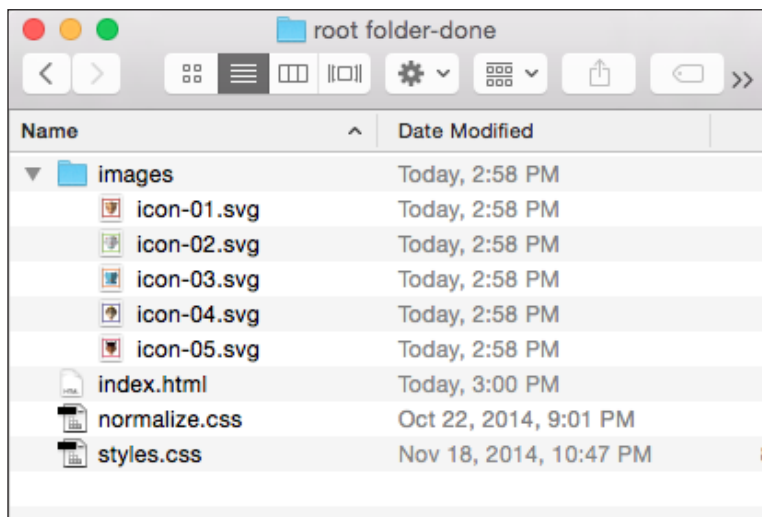
Assignment:

Follow the steps on the previous pages to make *your* icons appear on the index.html page.

In TextWrangler, type a title and replace the paragraph with a description of your icons.

When your images display correctly in the browser, submit your assignment.

1. Rename the “icons root folder” to “your last name - icons root folder”
2. Put the entire root folder in my folder on the Drop Boxes server.
3. Put the Illustrator document containing your icons in my folder on the Drop Boxes server



Submit the whole root folder with *your* images in the images folder. The web page “index.html” needs the style sheet “styles.css” and the images in the images folder to display correctly.