

DesignTalk8

Five Design Ideas

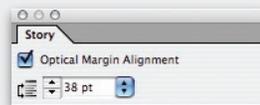
Self Rollovers



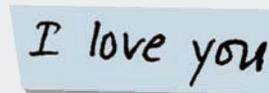
Old Tabs, Modern Sheen



Optical Alignment



Baby Card

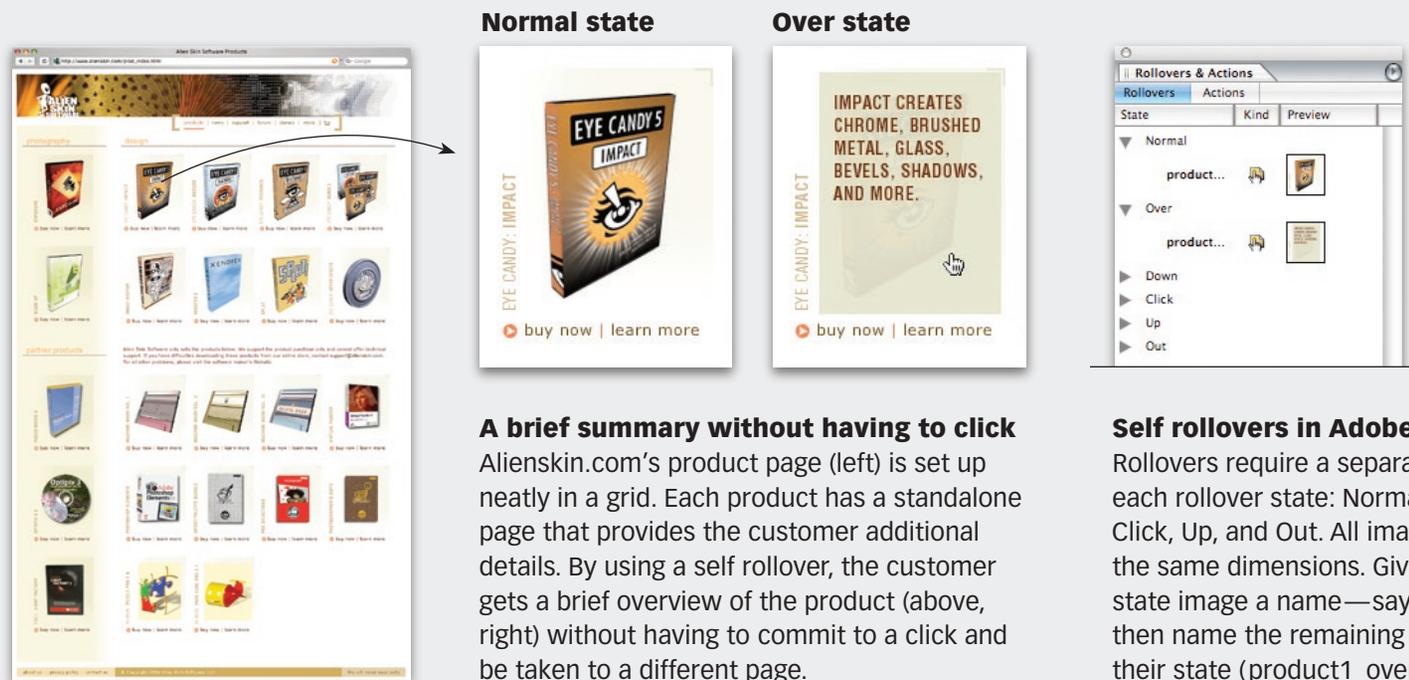


Empty Space



Web Self rollovers inform without clicking

Alien Skin Software displays a lot of products yet keeps their site beautifully uncluttered. To do this they use *self rollovers*—graphics that change to descriptive text when merely touched by the cursor.



Normal state

Over state

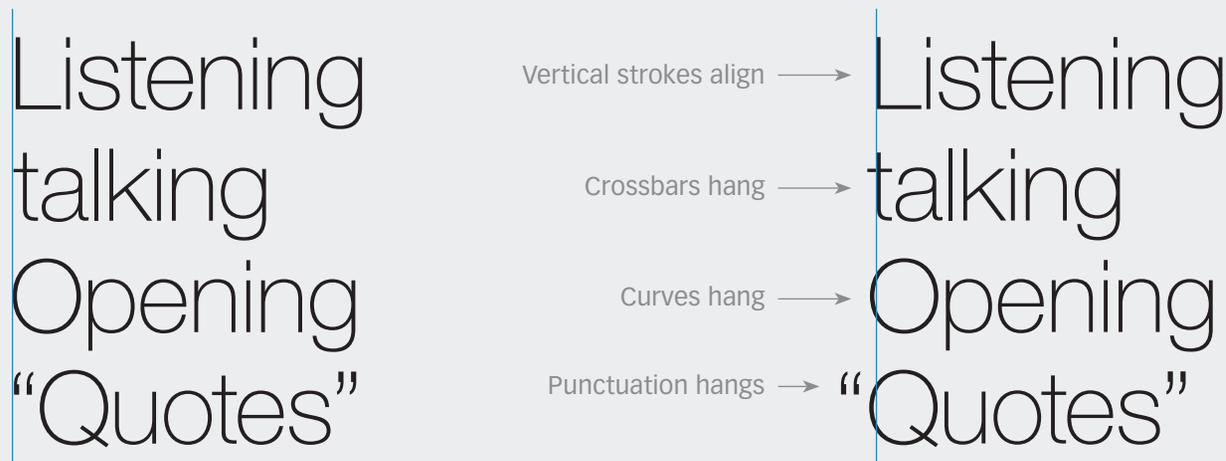
A brief summary without having to click
Alienskin.com's product page (left) is set up neatly in a grid. Each product has a standalone page that provides the customer additional details. By using a self rollover, the customer gets a brief overview of the product (above, right) without having to commit to a click and be taken to a different page.

Self rollovers in Adobe GoLive

Rollovers require a separate image for each rollover state: Normal, Over, Down, Click, Up, and Out. All images must have the same dimensions. Give your normal-state image a name—say, *product1.gif*—then name the remaining images based on their state (*product1_over.gif*, *product1_down.gif*, etc.). Put them all in one folder. Drag the normal-state image to your GoLive page, and GoLive will automatically place and arrange the other states on the Rollovers & Actions palette (above).

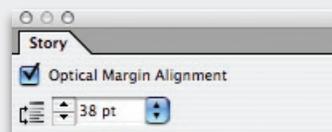
Type Straighten that wiggly edge

Have you sometimes noticed that type aligned vertically doesn't look that way? That's because while your margin is straight, the alphabet isn't, and its curves, crossbars and punctuation marks can create the appearance of misalignment. InDesign's *Optical Margin Alignment* will fix that:



Before optical alignment

Your computer says the margin's aligned, but your eyes tell you something different. Letters and punctuation marks have funny shapes that make the edge appear wiggly.



After optical alignment

With the text cursor active anywhere in a story, select **Type>Story>Optical Margin Alignment** (left), and watch what happens—all those idiosyncratic bits get hung over the edge. What's interesting is that the margin is now misaligned, yet it looks straight. The number you specify in the dialog governs the amount of adjustment; generally it should match the point size.

Photo cropping Size and placement tell a story

The size and placement of your image can have a dramatic effect on its impact. Here, placing a small portrait at the bottom of an empty field is all it takes to create a layout that perfectly illustrates its words.

ALONE AT THE TOP

Embattled and isolated, CEO Donna Anderson grapples with the fallout of failed acquisitions and a board that's calling for her head.



The power of empty space

This layout makes it easy to see that empty space isn't empty but has mass, volume and real power. The huge black field un gulfs our unfortunate CEO and creates a sense of heaviness, isolation and distance. What makes this happen is her small size, extremely low placement and faraway gaze. Her dark suit is a bonus, fading into the background and leaving her somber expression in sharp contrast. Headline and text styles must be plain and in a neutral position (no tension) to not steal attention.

Design A card made of scraps

To announce the birth of their son Drew, our friends Dawn and Michael wanted to send an engaging, personal card—and what’s more personal than your own handwriting? We like what they made:

No scissors required!

The scraps look pasted on, but that’s a computerized illusion—this announcement is printed in one piece right on your desktop. Write some playful words, scan your paper, then in Photoshop cut it to pieces, apply drop shadows, move each piece to its own layer, arrange and print. Try it!

I love you

Write and scan the words.

I love you

Create a selection.

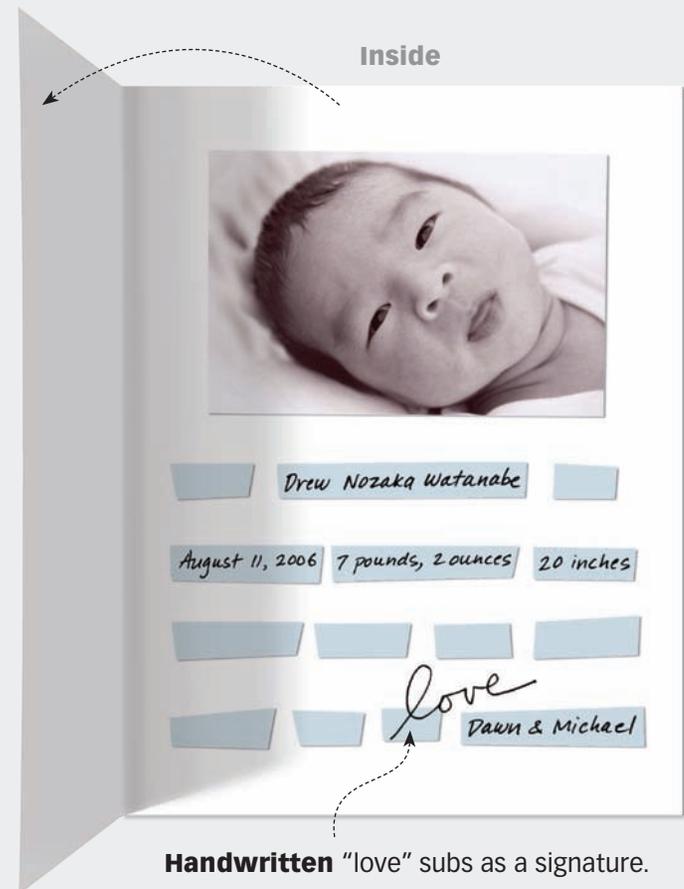
I love you

Fill and apply a shadow.

Front



Inside



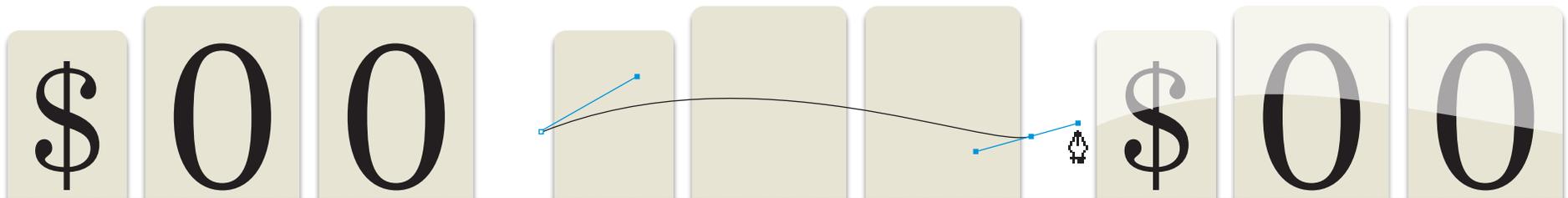
Handwritten "love" subs as a signature.

Adobe Illustrator Old-fashioned tabs with a modern sheen

BMW's Web banner (right) tells a clever pricing story using animated cash-register popups. We like its juxtaposition of styles—the old mechanical device, old typeface and antique color but drawn with a modern, plasticized sheen. Here's how to duplicate it:



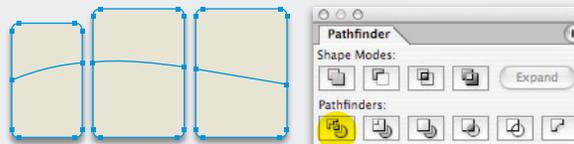
BMW Web advertising banner



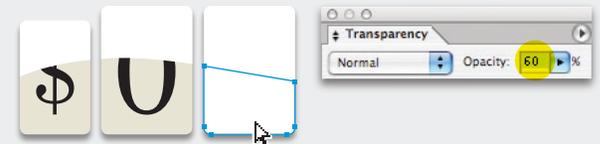
Draw three rectangles with the Rounded Rectangle tool (left). In the Layers palette, double-click Layer 1 and rename it "Tabs." Edit>Copy all three tabs. Next, apply a drop shadow: Go to Effect>Stylize>Drop Shadow, activate Preview, enter: Mode: Multiply; Opacity 50%; X Offset 0; Y Offset 0p2; Blur: 0p2; Color Black. Click OK. Lock this layer. Next, click on the Create New Layer icon (inset), and name it "Highlight." Go to Edit>Paste in Front. Finally, create a "Type" layer, set your type, and move this layer below the "Highlight layer."



Create the curve for the highlight We need to draw a line that will bisect the three tabs. Select the "Highlight" layer. Using the Pen Tool, draw a smooth curve (above). Press the Shift key, select the curve and all three tabs, and go to Window>Pathfinder. Click Divide (below) to divide the shapes into six segments.

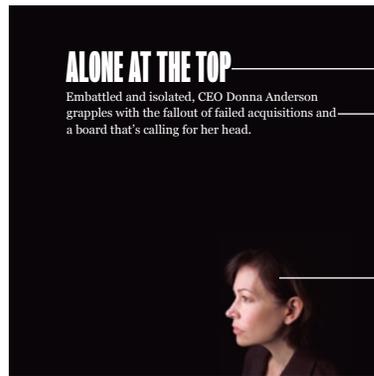


Reveal the figures With the segments still selected, change their Fill color to white. Next, use the Direct Selection Tool (hollow arrow) to select the bottom segments, and press Delete. Finally, select the top segments and lower their opacity in the Window>Transparency dialog box. Here, we specified an opacity of 60%.



Article resources

Listening
talking
Opening
“Quotes”



1

2

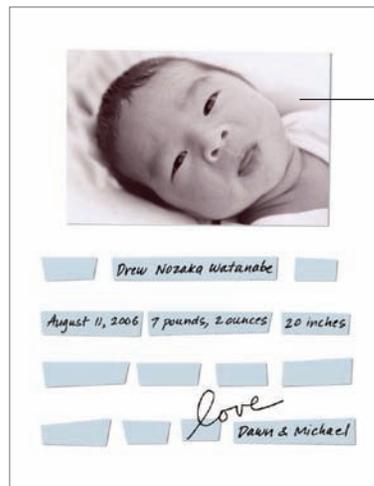
3

7

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8
9



6

10

Typefaces

- 1 [Helvetica Neue 35 Thin](#)
- 2 [Bureau Grot Extra Compressed Black](#)
- 3 [Georgia Regular](#)
- 4 [New Century Schoolbook Roman](#)

Images

- 5 [iStockphoto.com](#)
- 6 Courtesy of Dawn & Michael Watanabe

Colors

- 7 C72 M70 Y64 K87
- 8 C9 M7 Y16 K0
- 9 C0 M0 Y0 K100
- 10 C20 M7 Y6 K0

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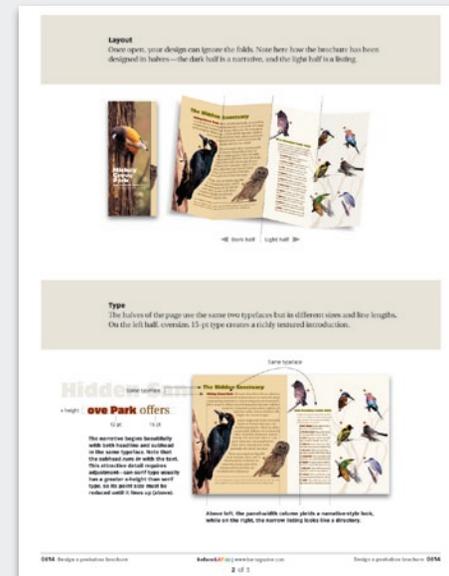


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Presentation format or
Paper-saver format

For paper-saver format

[Print: \(Specify pages 10–13\)](#)



FIVE DESIGN IDEAS

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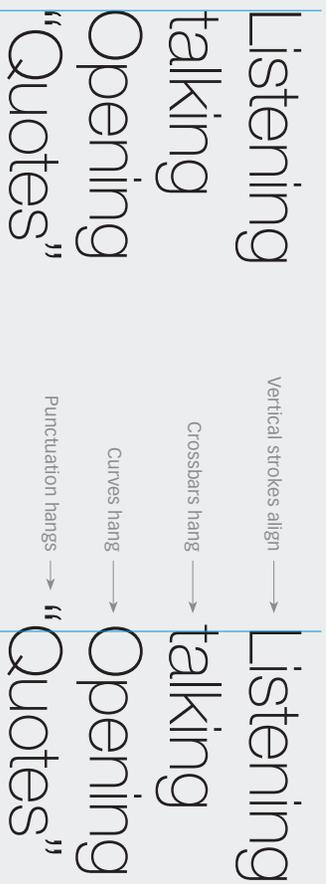
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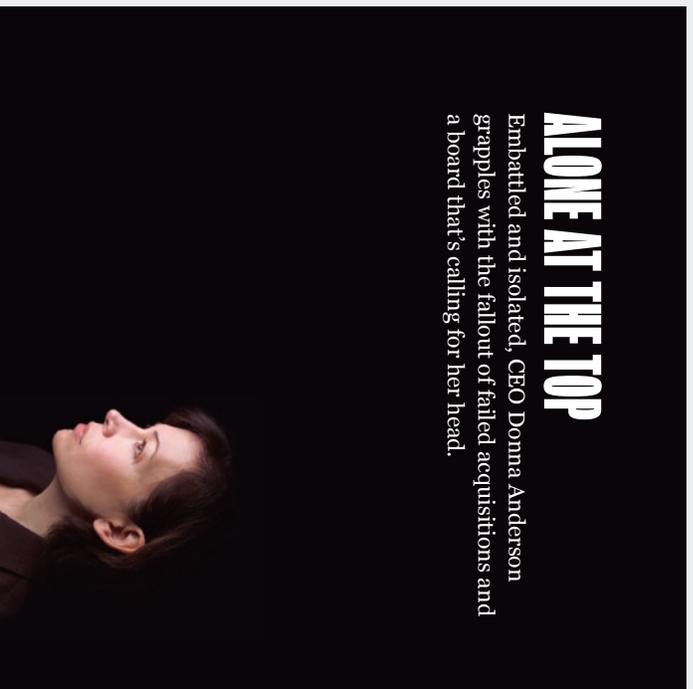
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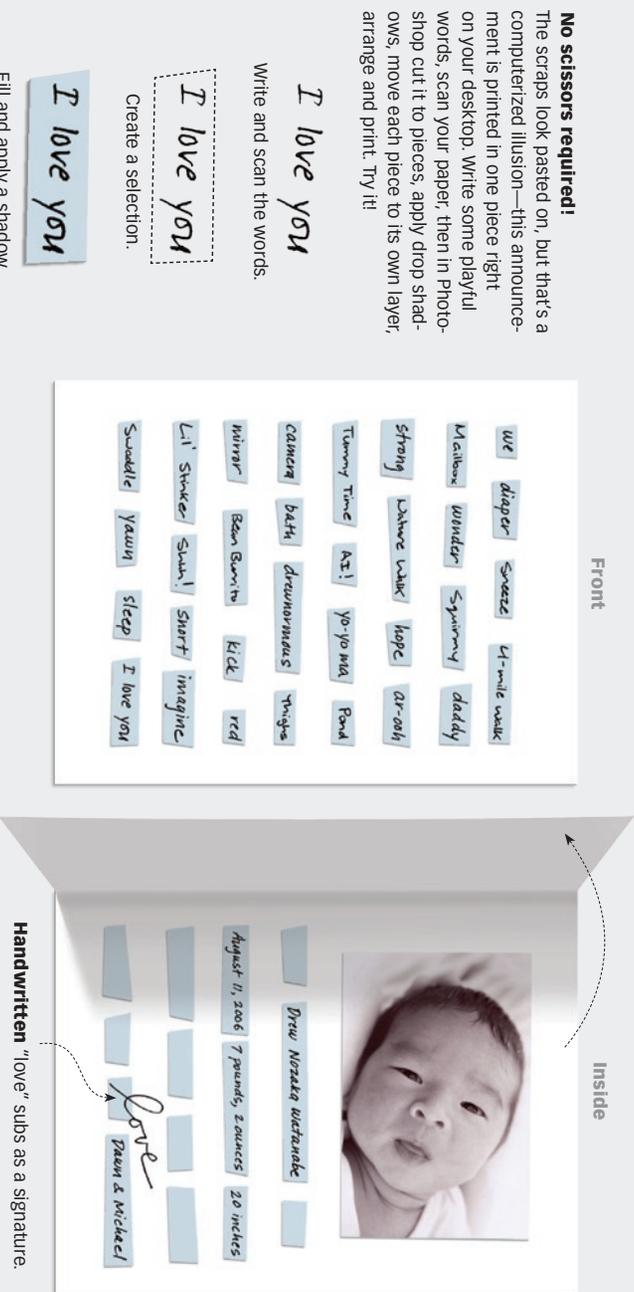
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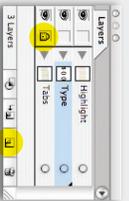


BMW Web advertising banner



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Listening talking Opening “Quotes”



- Typefaces**
- 1 [Helvetica Neue 35 Thin](#)
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- Colors**
- 7 [C72 M70 Y64 K87](#)
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 - 9 [C0 M0 Y0 K100](#)
 - 10 [C20 M7 Y6 K0](#)

- Images**
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 - 6 Courtesy of Dawn & Michael Watanabe

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