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## Photoshop® 7.0: Web Production

**Course Length:** 1 Day

**Certification:** Adobe Certified Expert (ACE) Photoshop 7.0

### Course Description

*Photoshop® 7.0: Web Production* is a course that will familiarize you with concepts and techniques important for optimizing images for display on the Internet.

**Prerequisites:** To ensure your success, we recommend you first take the following courses or have equivalent knowledge:

- *Photoshop® 7.0: Level 1*
- *Photoshop® 7.0: Level 2*

### Certification

*Photoshop® 7.0: Web Production* is one of 5 courseware titles that address the Adobe Certified Expert (ACE) Program objectives for the Photoshop 7.0 exam. The ACE Program is for graphic designers, Web designers, developers, systems integrators, value-added resellers, and business professionals who seek recognition for their expertise with specific Adobe products. Certification candidates must pass a product proficiency exam in order to become an Adobe Certified Expert.

### Performance-Based Objectives

- Use basic techniques and concepts about image resolution and identify factors that contribute to file size.
- Understand GIF, JPEG, and PNG file formats so that you can choose the right one for each image.
- Calibrate your monitor, and preview images for both platforms so you can adjust images to optimize their appearance on both Macintosh and Windows computers; control dithering in images, using it when necessary to improve images, and avoiding it at times when it detracts from the quality; and use the Web palette appropriately to optimize images for viewing on computers displaying only 256 colors.
- Use Photoshop and ImageReady to create layouts of Web pages, aligning items precisely to one another with guides and a grid; and slice complex images into sections, and use ImageReady to generate HTML code that joins the slices together in a table on a Web page, including JavaScript rollovers and URL links.
- Create animated GIF images that combine slow transitions and fast motion effects, while still maintaining small file sizes.

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## **Course Content**

### **Lesson 1: Web Image Preparation**

Topic 1A: Web Images

Topic 1B: File Size Considerations

### **Lesson 2: Optimizing Images**

Topic 2A: Format Specifications

Topic 2B: Optimizing Images

Topic 2C: Using Transparency in Web Images

### **Lesson 3: Preparing for Cross-platform Viewing**

Topic 3A: Color Management for the Web

Topic 3B: Compensating for Display Differences Across Platforms

Topic 3C: Managing Dithering and Reducing the Color Palette

### **Lesson 4: Web Page Layout and Slicing**

Topic 4A: Web Design Uses for Photoshop and ImageReady

Topic 4B: Creating Tiled Web Page Backgrounds

Topic 4C: Slicing Images

### **Lesson 5: Animation**

Topic 5A: Creating Animations