

Creative Camera Club – First Thursday – March 3, 2011 – Richard Labunski*

Richard Labunski Photography
P.O. Box 983
Versailles, KY 40383
(www.labunskiphotos.com)
Phone: 859-421-7072 E-mail: richlab@aol.com

Creating a Photography Web Site Using Photoshop

Introduction:

You can post your photos online individually or create a photography Web site several ways:

- 1) By using a Web site that both hosts your site and offers the tools to create it;
- 2) By creating photo galleries in Photoshop (PS) Bridge, then posting them to online pages or placing them in Dreamweaver (DW);
- 3) By creating a complete Web site using Photoshop and uploading and maintaining that site with DW.

I. Web site hosting

- A. Choosing a hosting site; Zenfolio.com; Smugmug.com; Flickr.com; jalbum.net
- B. Zenfolio: Establishing an account; choosing a plan; file size limits
- C. Template options; page layout; page options; creating galleries
- D. Uploading photos; changing their order; moving photos between galleries
- E. Settings: slideshow, thumbnail size, photo size, right-click protection, price list, etc.
- F. Customizing the site
- G. Using their print vendors such as Mpix.com

II. Creating photo galleries using PS Bridge

- A. Preparing images for Web pages and photo galleries
 1. resolution, size, 72ppi, 1000px at longest end, 250-300k
 2. using “save for Web and devices” for best compression
 3. choosing various backgrounds, thumbnail sizes, photo sizes, etc.
 4. choosing slideshow layout and functions
- B. Saving the photo gallery; uploading it using Bridge FTP; preparing it for DW

III. Creating a complete Web site in PS

- A. Creating a new page with dimensions for the Web
- B. Solid color adjustment layers
- C. Shape layers; using layer styles; adding textures; background image
- D. Text in the navigation bar; additional text
- E. Using the character panel to adjust text

- F. Creating buttons using Photoshop styles; adding text to buttons
- G. Adding images; free transform

IV. Preparing the PS pages for DW

A. Copying the whole page (faster and easier, but not the best way)

1. using copy merged
2. pasting the whole page into DW
3. creating “hot spots” for links to other pages or links outside the site

B. Placing individual sections of the page into DW (better, but more complicated)

1. using “info” to determine pixel dimensions in PS
2. copying individual sections
3. pasting sections into DW
4. creating a DW template

V. Preparing the site in DW

A. Click on new to open new HTML page or choose new site

Do one of two things:

- a) Choose a DW layout
- b) Create your own layout

If you chose a DW layout, you will add elements and make adjustments, but will keep the basic layout.

If you chose to create your own layout, you will go through the steps of creating pages from scratch

Online tutorials:

- 1) www.kelbytraining.com

It costs \$25 a month or \$200 a year for unlimited access to the Kelby training tutorials. If you are a member of the National Association of Photoshop Professionals (NAPP), you get a discount. The tutorials cover not only Photoshop, Dreamweaver, InDesign, and Illustrator, they also include many photography lessons.

The photography tutorials are generally very informative. They cover studio, wedding, landscape, nature, and other genres.

- 2) www.lynda.com

It costs \$25 a month or \$250 a year and includes tutorials on many different programs besides all of the Adobe Creative Suite programs. You can learn everything from how sell on eBay to how to prepare a spreadsheet in Excel. It also has tutorials on Corel's Painter XI.

Books:

Rafael "RC" Concepcion, *Get Your Photography on the Web* (Peachpit Press, 2011) (at Amazon for \$26) (contains a lot of information about WordPress)

Scott Kelby, *The Adobe Photoshop CS5 Book* (New Riders, 2010) (at Amazon for \$34)

Scott Kelby, *The Digital Photography Book* (Vols. 1-3, 2007-2009) (at Amazon for \$44 – 3 vols)

Joe McNally, *LIFE Guide to Digital Photography: Everything You Need to Know to Shoot Like the Pros* (2010) (at Amazon for \$17)

Adobe, *Photoshop CS5 Classroom in a Book* (2010) (at Amazon for \$35 including DVD)

Adobe, *Dreamweaver CS5 Classroom in a Book* (2010) (at Amazon for \$35 including DVD)

Matt Kloskowski, *Layers: The Complete Guide to Photoshop's Most Powerful Feature* (2010) (at Amazon for \$27)

Jeremy Sutton, *Painter 11 Creativity: Digital Artist's Handbook* (2009) (at Amazon for \$33) (you'll need a Wacom tablet and at least two of their electronic pens)

Free Photoshop TV Shows:

Here is a link to 8 free Photoshop/photography TV shows. Two in particular are helpful: PhotoshopUserTV and DtownTV, but check out all of them.: <http://kelbytv.com/kelby-tv-shows>

Software:

Photoshop CS5: \$689 (upgrade: \$189); Extended version: \$854 (upgrade \$345)

Dreamweaver CS5: \$386 (upgrade: \$195)

WordPress: (primarily for photographers who also want to blog): Free

*Brief bio summary:

Richard Labunski is a journalism professor at the University of Kentucky where he has taught since 1995. Prior to joining the UK faculty, he was a professor at University of Washington, Penn State, and the University of Nevada-Reno. He has a B.A., M.A., and Ph.D. in political science from the University of California. His law degree is from Seattle University. Before pursuing an academic career, he worked for 10 years in radio and TV news at stations in Washington, D.C., San Francisco, Reno and Tucson.

At UK, Richard teaches media law at the undergraduate and graduate level. He has also taught Photoshop classes there. He is the author of five books including, most recently, *James Madison and the Struggle for Bill of Rights*, published by Oxford University Press (paperback, 2008). He has written many newspaper commentaries, magazine articles, and other publications.

He owns *Richard Labunski Photography*, based in Versailles. He specializes in landscapes, nature, unusual urban scenes, and people in various settings. He also creates photopaintings in Corel's Painter XI and designs in Photoshop. He uses a Nikon D90 camera.