

How to Create Website Banners

In the following instructions you will be creating banners in Adobe Photoshop Elements 6.0, using different images and fonts. The instructions will consist of finding images, cropping images, combining them on the banner, and including text. Once you are done with the instructions, you will be able to create your own banner.

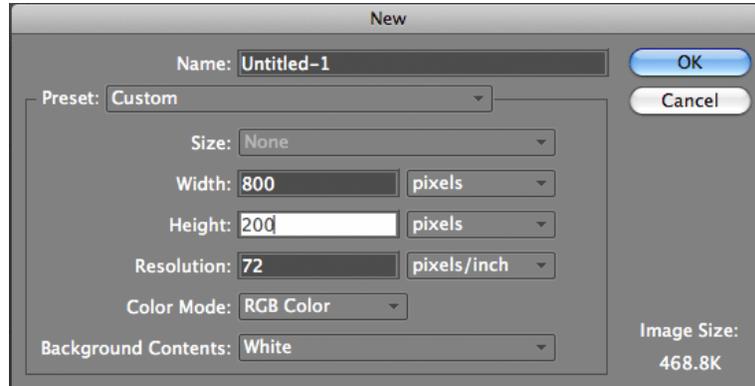
How to Open Adobe Photoshop

1. Click **Start**, select **All Programs**, select **Adobe**, select **Adobe Photoshop Elements**.

The Adobe Photoshop Elements **Welcome Screen** should appear

2. Click **Start from Scratch** icon.

A new file set up screen should open.



3. Fill in your width and height dimensions of desired banner.

Your dimensions will vary depending on your website. For our banner we will be using 800 pixels x 200 pixels.

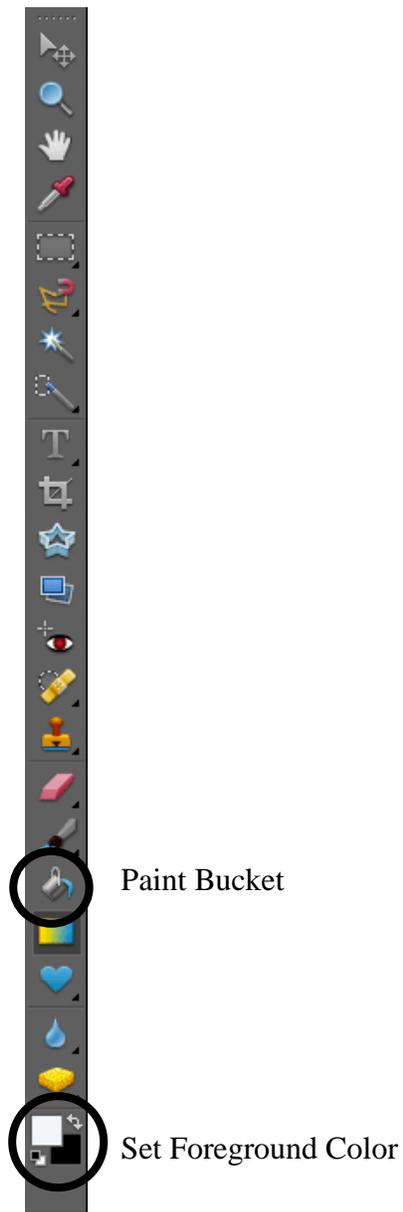
Note: Make sure you are saving work after every section.

Background

How to Color a Background

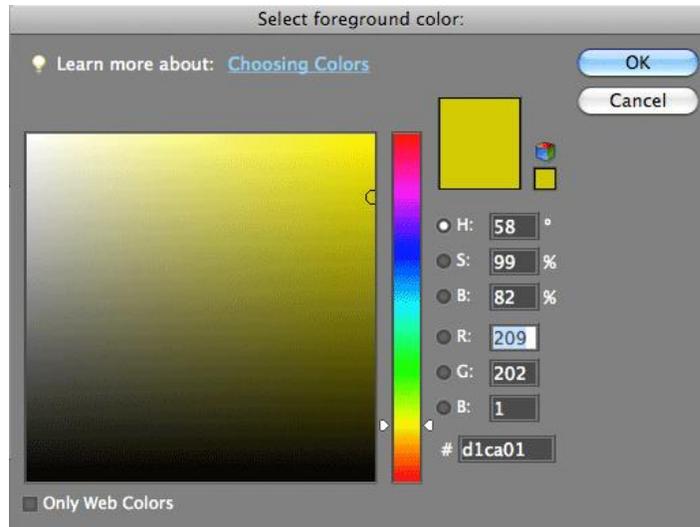
1. Click the **Paint Bucket** icon located on the tool bar.

The Paint Bucket tool, fills a particular section with the selected color of your choice.



2. Click **Set Foreground Color** button to choose color.

The Select Foreground screen should pop up.



3. Click Ok, after selecting color.
4. Click the banner, in order to fill with color of choice.

How to Use the Gradient Tool

The gradient tool blends two colors together depending on how far you draft the cursor. The more you drag, the more gradual the change from the first color to the second.

1. Click the **Gradient Tool** located on the tool bar.



Gradient Tool

Set Foreground Color (Arrow is Switch Foreground and Background Colors)

2. Click **Set Foreground Color** button to choose color.

The Select Foreground

screen should pop up.

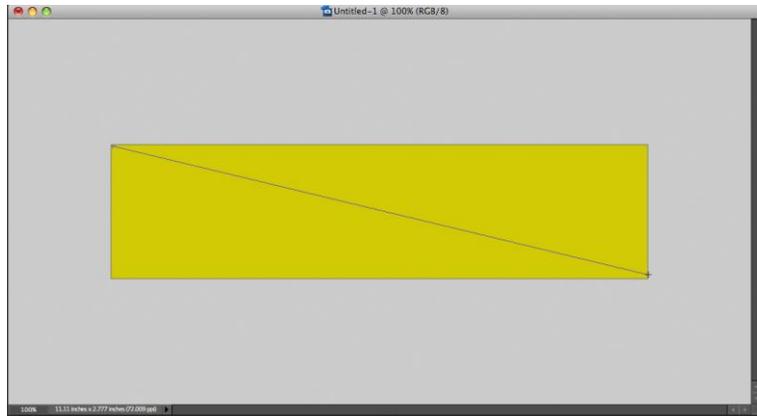
3. Click the **Switch Foreground and Background Colors** button.

This will alternate the selected colors.

4. Click **Set Foreground Color** button to choose color.

The Select Foreground screen should pop up.

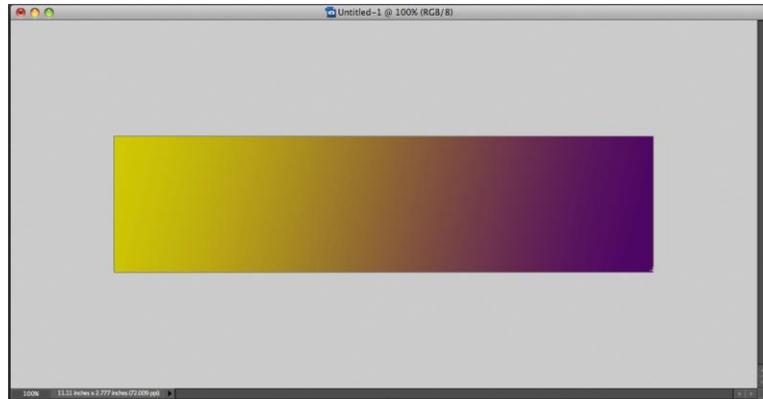
5. Click and drag the cursor to preferred length.



The more you drag, the greater effect of the gradient.

6. Repeat if desired effect is not achieved.

You can drag the cursor both horizontally or vertically depending on preference.



Images

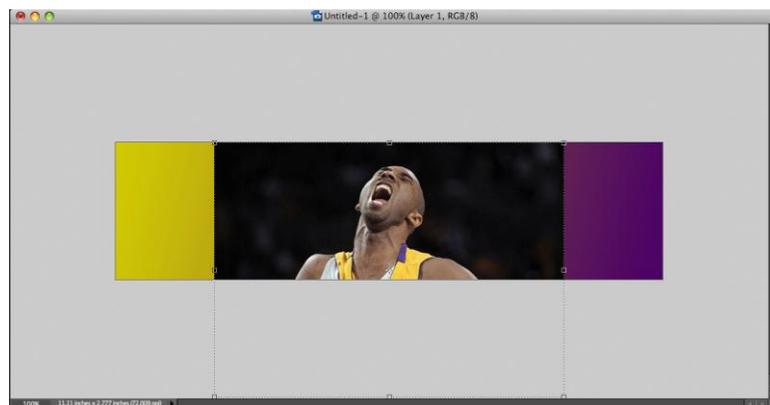
How to Add an Image

1. Choose the image you wish to use.

You may use personal photos, or download a photo from a website.

2. Right Click the image, Select **Copy**.
3. Right Click the banner and Select **Paste**.

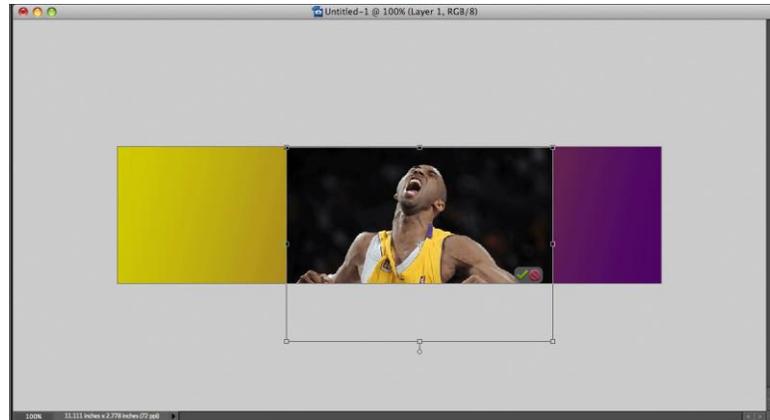
Your image should now appear on the banner.



4. Click image and drag where desired.

5. Click a corner of the image and drag to resize the image (if necessary).

Click the **Apply** accept the changes or the **Cancel** button to reset the image



How to Crop Image

Cropping an image is the process of removing unwanted areas of the particular image.

1. Click **Zoom** icon, located on the toolbar.



2. Set the value to 300%, hit **Enter**.

Your percentage may vary depending on image size.



Setting the Zoom value



3. Select **Eraser** tool, located on the toolbar.

We will be using 5 pixels. However, it will vary depending on your image.

4. Trace along the outline of desired area of image.

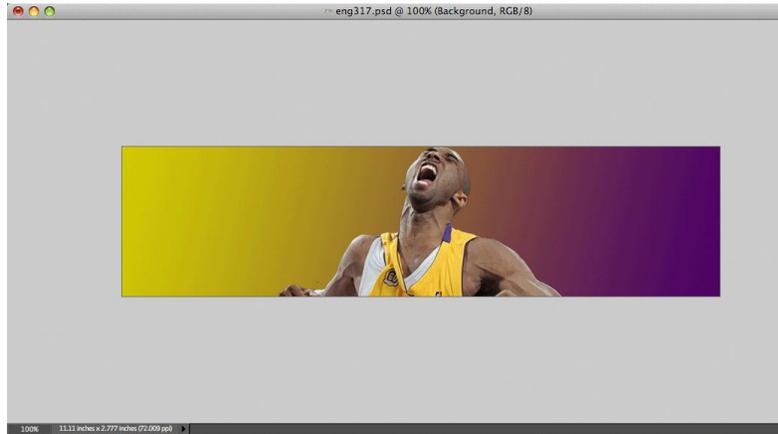
You must hold the Left Click button and drag eraser tool on the unwanted background.



5. Increase size of eraser to finish cropping the image.

After this step, your desired section of image will only remain.

6. Click the **Zoom** tool and reset the value to 100%
7. Repeat this process if more cropping is needed.



Text

1. Click **Horizontal Type Tool**.



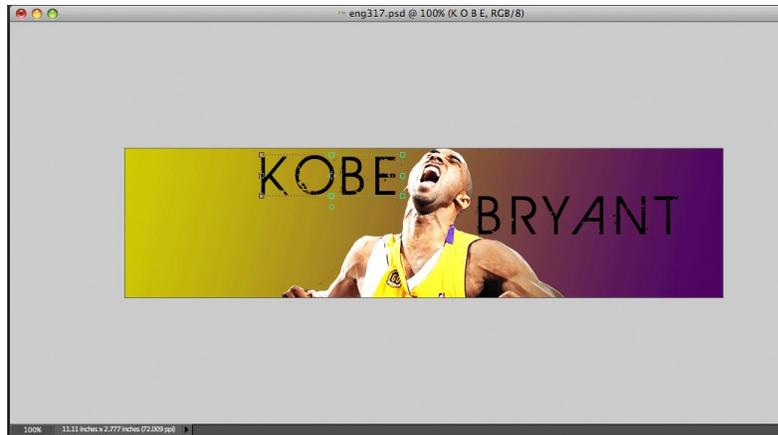
Move Tool

Horizontal Text Tool

2. Choose preferred font.
3. Click on the banner.
4. Type desired text.
5. Click on **Move Tool**.



6. Drag text desired area.



Effects

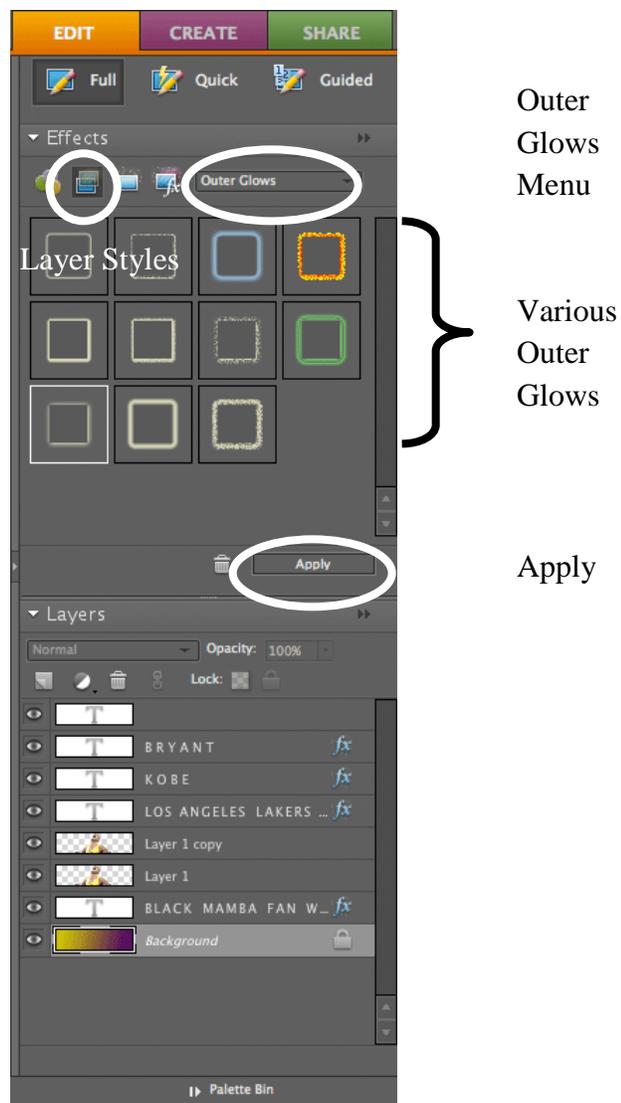
Applying Outer Glow to Text

Applying an outer glow to the text will emphasize the text and will make the text stand out from the rest of the banner.

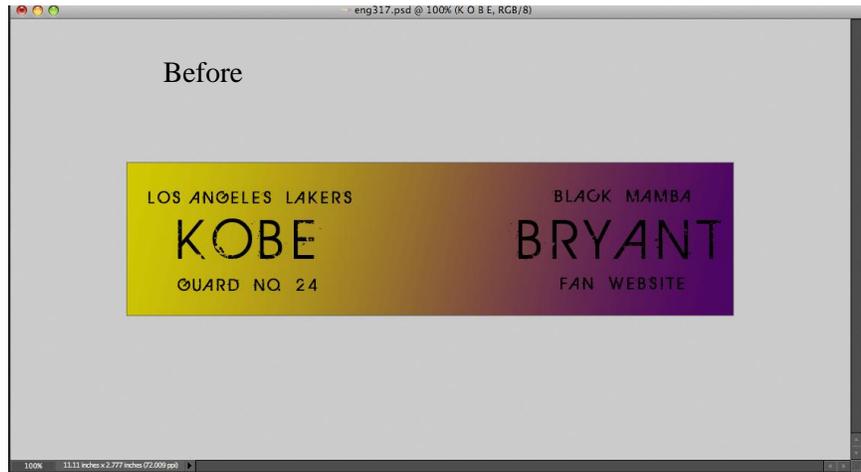
1. Select desired text.

A white dotted outline around text should appear.

2. Click **Layer Styles** under Effects.



3. Select **Outer Glows** from the Drop Down Menu.
4. Select preferred glow from the menu.
5. Click **Apply**.



The glow should appear on the text.

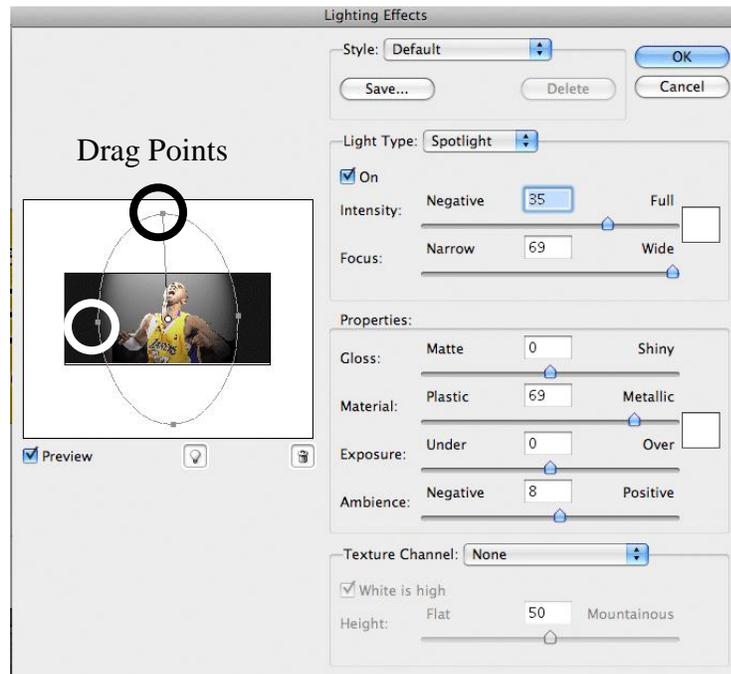


Apply Lighting to Image

Applying lighting to an image enhances the features and makes the image stand out from the rest of the banner.

1. Click Image Layer to select.
2. Click **Filter**, select **Render**, and select **Lighting Effects**.

A lighting effects screen should appear.



3. Drag the edges of the circle to increase or decrease the glow of image.

The wider the circle is, the more glow the image has. The narrower the circle is, the darker the image will be.

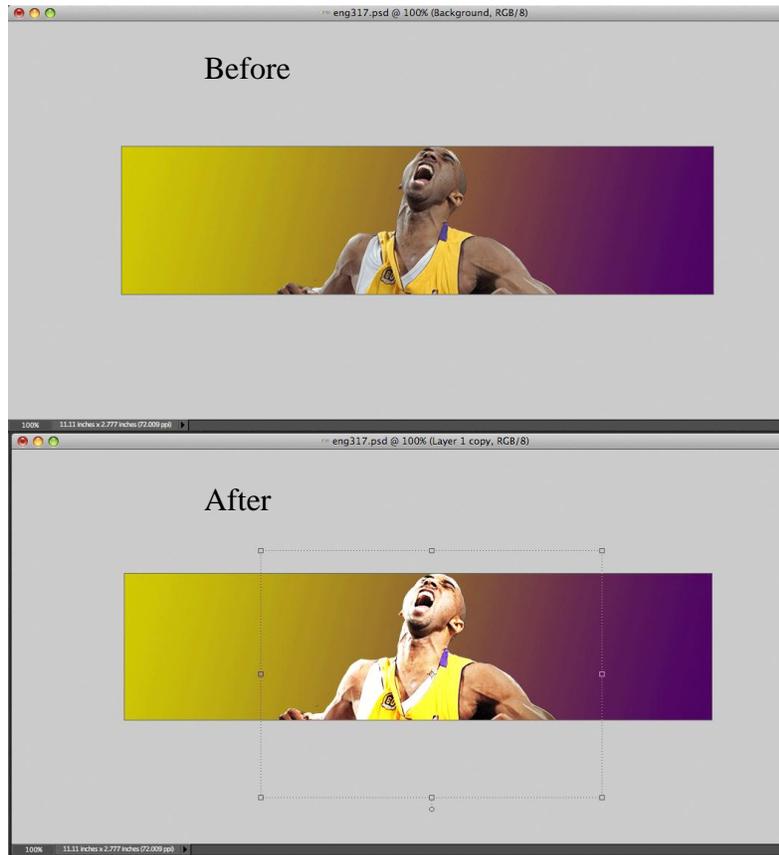
The vertical button that is attached to the line is where the light comes

from.

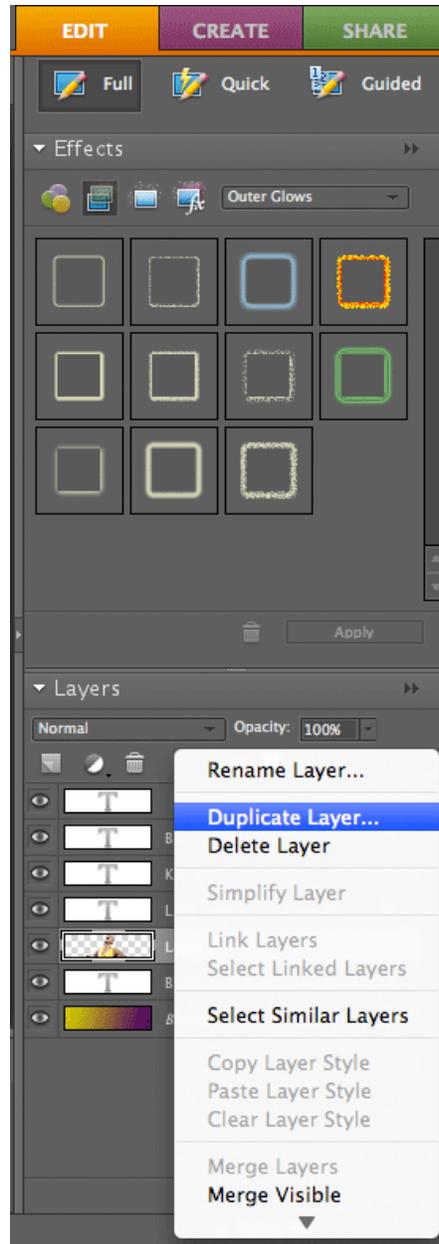
4. Click Ok.

Repeat process if necessary for desired results.

5. Select image.



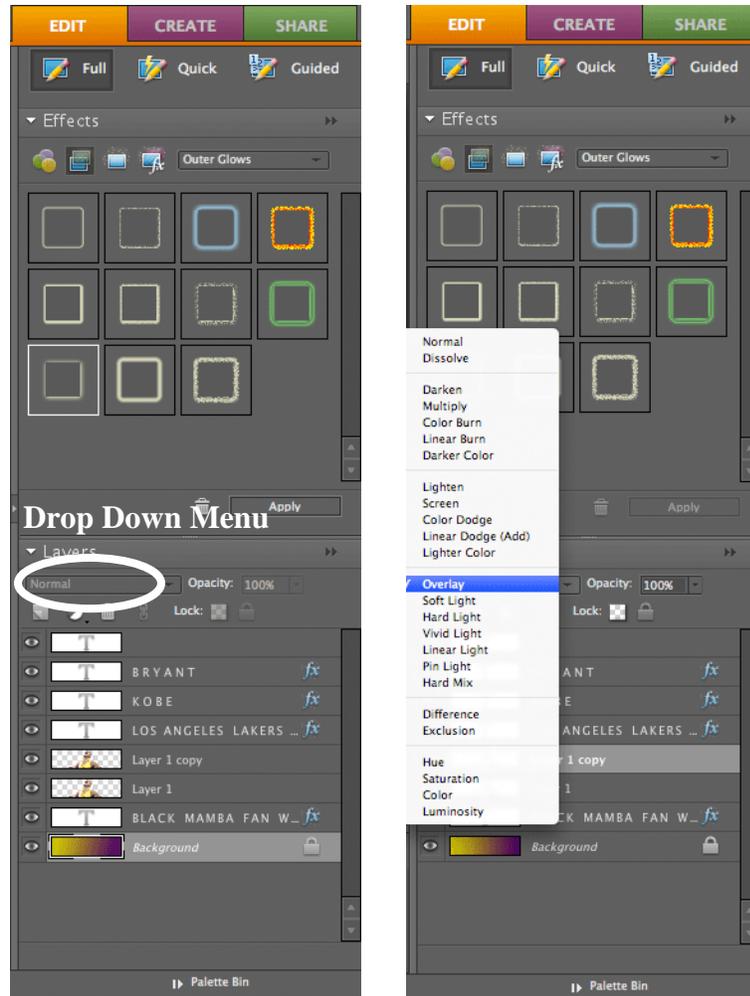
6. Right Click **Layer 1**,
Select **Duplicate Layer**.



Duplicate Layer Screen should come up. This will enhance lighting effect.

7. Click Ok.
8. Select the **Layer 1 Copy**.

9. Select **Overlay** in Drop Down Menu box, under **Layers**.



This is what your finished banner should look like.

