web**morsels**™

HOME

NEW

COOL

ART BITES FOR WEB SITES

```
<html>
<head><title>Image Club WebM
<body bgcolor="#ffffff">
<img src="webmorsels.gif">
<b>About Image Club We
Image Club WebMorsels                          graphically coordinated clip media
elements designed spec                          nd web pages. Each series of elements
will include banners, bu                        ounds and temp    HTML documents. Elements
can be combined in an HT                                  ically         te layout. WebMorsels
works particularly well w                            /Apps/PageMill/">    be    ageMill.</a><p>
<b>WebMorsels Element In
<table border="0">
<tr><td><img src="t                      "bullets-w.html">Bullets</a></td>
<td> </td><td>(tho     litt         nd point markers)</td></tr>
<t              bullets/tri                 href="objects.html">Objects</a></td>
       <td>(just    ings)</td
<tr><td><img src="bullets/triangle-black.       <a href="rules-w.html">Rules</a></td>
<td> </td><td>(dividers and divisions for lengthy tomes)</td></tr>
<tr><td><img src="bullets/triangle-black.gif    <a href="tiles.html">Tiles</a></td>
<td> </td><td>(make your background sparkle)</td></tr></table>
<img src="rules/boxes-2.gif"><p>
Copyright 1996 <a href="http://www.imageclub.com/">Image Club Graph
A cool, little division of <a href="http://www.adobe.com/">Adobe Systems Incorporated</a>
</body></html>
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user**manual**

IMAGE CLUB

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ART BITES FOR WEB SITES

introduction.

welcome to webmorsels.

Image Club Graphics is pleased to introduce WebMorsels™, a series of professionally designed, coordinated clip media elements created specifically for world wide web pages. Each volume of WebMorsels includes banners, bullets, buttons, background tiles and other useful design bits. Combine WebMorsels in HTML documents to build cool, cohesive home pages and web sites.

Each clip media element has been created by our crack team of designers and then optimized for ease of use. Elements are supplied in standard interlaced GIF89a format and are ready to go right off the disc. Where appropriate, we have also included multi layered Adobe Photoshop™ source files, giving you unparalleled flexibility for customizing your web pages.

system requirements.

WebMorsels is supplied on a cross platform Macintosh® & Windows™ compatible CD ROM.

Macintosh Requirements: Macintosh II or better (Macintosh Quadra or Power Macintosh recommended); System Software version 6.0.5 or later (version 7.1 or greater recommended); 4mb RAM (8mb RAM recommended); color monitor (16 or 24 bit display); CD ROM drive (2x speed or faster recommended).

Windows Requirements: 386 based PC or better (486 or better recommended); Microsoft® Windows version 3.1 or later; 4mb RAM (8mb RAM recommended); VGA, SVGA or higher resolution video card and color monitor; CD ROM drive (2x speed or faster recommended).

Software Requirements: To view the WebMorsels elements individually or in the supplied HTML catalog, you will need a world wide web browser application such as Netscape Navigator™ or an HTML editor application such as Adobe PageMill™. To view the documentation included with WebMorsels, you will need either the Adobe Acrobat™ Reader or Acrobat Exchange application. To edit or modify the multi layered source files, you will need Adobe Photoshop version 3.0 or later. Viewing, modifying and using WebMorsels on your web pages is covered in greater detail later on in this user manual.

getting started.

what's on the cd rom.

The WebMorsels CD ROM is arranged into four areas. Listed below are the four main folders found on the Macintosh version of the CD ROM along with the equivalent Windows directories. For example, the WebMorsels clip media elements are located in the "WebMorsels™" folder on the Macintosh disc and in the "WEBMORSL" directory on the Windows disc. To the best of our ability, we have tried to keep the Windows files and directories named as close as possible to the Macintosh versions.

Macintosh Folder Name	Windows Directory	Description of Contents
Start Here!	READ_ME	In here you will find the infamous "Read Me First!" document, this user manual and licensing information.
WebMorsels™	WEBMORSL	The WebMorsels clip media elements arranged in categories and the HTML based WebMorsels Catalog.
WebMorsels™ Source Files	WEBSOURC	Adobe Photoshop and Specular TextureScape layered source files that you may use when editing or customizing the WebMorsels elements.
Applications & Utilities	UTILITY	The Adobe Acrobat software installer, Adobe Photoshop try out software and other useful goodies can be found in this folder.

getting started.

webmorsels categories.

The WebMorsels clip media elements are organized into seven broad categories. Within these categories the individual elements are arranged in folders by either style or function. For example, within the banners category are several subcategories, each of which contains a certain style of page banner. Below are brief descriptions of the WebMorsels categories and the function of the elements in those categories.

Banners

Banners are large graphic elements, generally used at the top of a home page or a main section of a web site. Banners can set the visual or stylistic tone for the entire site. They are usually large enough to contain a headline, title, logo or several additional design elements.

Bullets

Bullets can be used as graphic elements to distinguish points of reference, paragraphs or particularly important links. For example, you could use a series of 3D looking bullets as a striking replacement for the generic dots used in standard HTML lists.

Buttons

Buttons are used to link on page to another page or web site. Think of them as navigation controls or channel changers. Using a button labelled "New" to link to a page containing the latest news about your company leaves no question in the users mind about what he is about to see. Buttons visually describe their assigned task.

Characters

Characters are simply alphabet or numeral based graphics that may be used for indentifying a range or number of sections, points or features on your web page. For example, a top ten list could utilize a series of character elements to enhance the counting down of each list item.

getting started.

webmorsels categories continued.

Parts

Parts are items, things, objects and other visually useful design elements that can be used on their own to liven up a page or as raw material in your own composite designs. Parts are probably the most similar to traditional digital clip art. A part could be the beginning of a logo for your company or when combined with text, a unique headline.

Rules

Rules break up long passages of text and separate information on pages. In one instance, rules may be simple and understated elements that organize the information for the viewer. On the other hand, they may be blatant graphic devices, used to tie a consistent visual theme across each page in a web site.

Tiles

Tiles are most commonly used as page backgrounds and textures. Since these tiles are designed with a repeating pattern, they may be placed edge to edge to create the illusion of a continuous background. Tiles can give web pages a richness and depth beyond that of a single, flat background color. Be aware of the legibility of text on top of patterned or busy backgrounds.
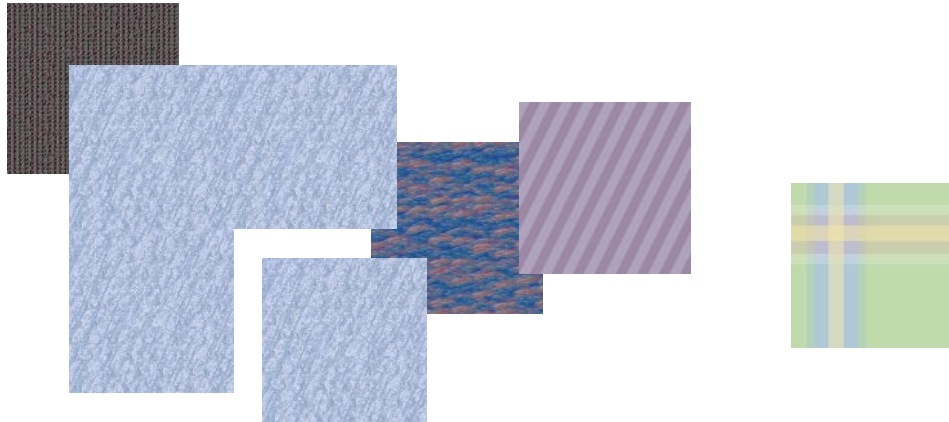
getting started.

how to use the webmorsels catalog.

The WebMorsels Catalog has been designed to give you the opportunity to browse through the hundreds of individual WebMorsels elements included on this disc. Since the catalog is comprised of several dozen HTML documents, much like a real web site, you will need a world wide web browser application such as Netscape Navigator™ or an HTML editor application such as Adobe PageMill™ to view the catalog.

Opening the WebMorsels Catalog
Before you can use the WebMorsels catalog, you must open it.

WebMorsels™ Catalog.html

Macintosh
  • Open the "WebMorsels™" folder on the CD ROM.
  • Double click the "WebMorsels™ Catalog.html" document.
  • If you have either Adobe PageMill or Adobe SiteMill installed on your hard drive, the WebMorsels Catalog will launch one of these applications and open the document.

  • If you do not have PageMill or SiteMill, and wish to view the catalog in world wide web browser application such as Netscape Navigator, launch the application first.
  • After the world wide web browser has launched, select "Open File…" or "Open Local…" from the "File" menu. A dialog box appears.
  • In the dialog box, locate the "WebMorsels™" folder on the CD ROM.
  • Select the "WebMorsels™ Catalog.html" document. Click the "Open" button.
  • The WebMorsels Catalog Index document opens in a new window.

Windows
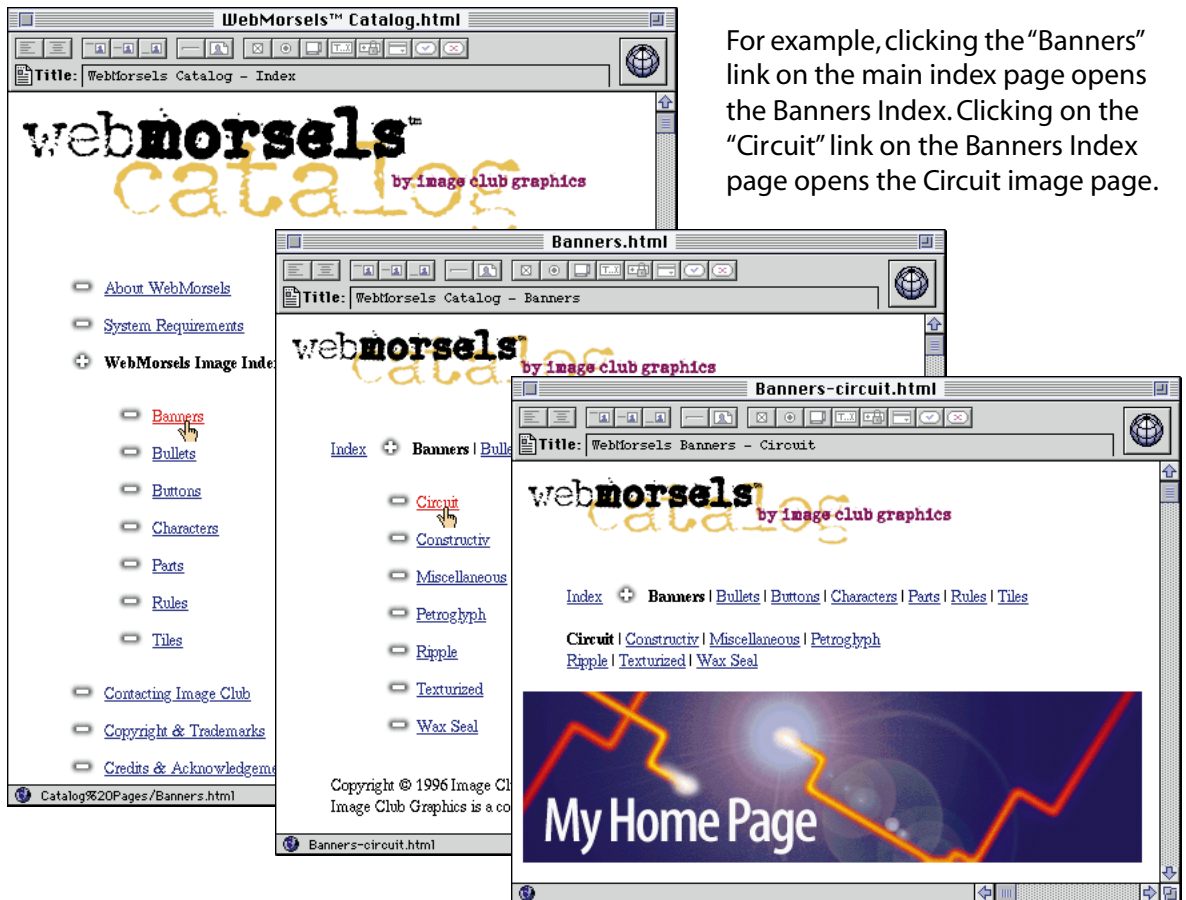 • Launch your world wide web browser.
  • Select "Open File…" or "Open Local…" from the File menu. A dialog box appears.
  • In the dialog box, locate the "WEBMORSL" directory on the CD ROM.
  • Select the "CATALOG.HTM" document. Click the "Open" button.
  • The WebMorsels Catalog Index document opens in a new window.

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how to use the webmorsels catalog.

Locating Images in the WebMorsels Catalog

The WebMorsels Catalog is divided into sections for the various types of elements, such as Banners, Rules and Tiles. Within each section, the elements are organized by style and function. To access the various sections of the catalog, simply click on one of the links that appear on each catalog page. To return to the main index, click on the "Index" link at the top of any page.

For example, clicking the "Banners" link on the main index page opens the Banners Index. Clicking on the "Circuit" link on the Banners Index page opens the Circuit image page.

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WebMorsels Elements in Adobe PageMill

After you have browsed through the WebMorsels Catalog for a while, you are sure to find some elements that you would like to integrate into your own web page designs. Once you have located an element in the catalog that you want to use, follow these steps:

- In the PageMill window, click on the globe icon to switch into edit mode. The icon changes to an image of a piece of paper. Preview mode is now off, and you can select elements and text on the page.
- To work on a new page, select "New…" from the "File" menu. A new page opens.
- To work on an existing page, select "Open…" from the "File" menu. A dialog box appears. In the dialog box, locate the HTML document you wish to work on. Click the "Open" button. The page appears in a new window.
- Click and drag an element from the WebMorsels Catalog page to your working page.
- A copy of the element is placed on the new or existing page.

WebMorsels Background Tiles in Adobe PageMill

The WebMorsels background tile elements must be handled in a slightly different manner:

- Locate the WebMorsels tile element that you wish to use in the WebMorsels Catalog.
- In the PageMill window, click on the globe icon to switch into edit mode.
- To work on a new page, select "New…" from the "File" menu. A new page opens.
- To work on an existing page, select "Open…" from the "File" menu. A dialog box appears. In the dialog box, locate the HTML document you wish to work on. Click the "Open" button. The page appears in a new window.
- Select "Show Pasteboard" from the "Window" menu.
- Click and drag a tile element from the WebMorsels Catalog page to the Pasteboard.
- Select "Show Attributes Inspector" from the "Window" menu.
- In the Attributes Inspector window, click on the document icon.
- Drag the tile element from the Pasteboard window into the "Background Image" area in the Attributes Inspector window.
- The background of the web page will change to match the tile element.

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WebMorsels Elements in Text Based Editors

You can also use WebMorsels elements in other HTML authoring environments such as a text based editor. By using the standard <img src> tag, any WebMorsels element may be inserted into an HTML document. To add a WebMorsels element to an HTML document follow these steps:

- Locate the WebMorsels element you wish to use.
- Copy the element to the same folder or directory where the HTML document is located.
- Open the HTML document in a text editor.
- Within the text of the document, insert the following HTML tag, where "image.gif" represents the name of the WebMorsels element being used.

<img src="image.gif">

WebMorsels Background Tiles in Text Based Editors

The WebMorsels background tile elements must be handled in a slightly different manner in text based editors as well. By using the <body background> tag, any WebMorsels tile element may be used as a background pattern in an HTML document. Please note that not all world wide web browsers support background images. To add a background image to an HTML document follow these steps:

- Locate the WebMorsels tile element you wish to use.
- Copy the element to the same folder or directory where the HTML document is located.
- Open the HTML document in a text editor.
- Within the <body> tag of the document, insert the following HTML attribute, where "image.gif" represents the name of the WebMorsels tile element being used.

<body background="image.gif">

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customizing webmorsels elements.

Customizing Elements in Adobe Photoshop

Most WebMorsels elements include either an Adobe Photoshop or a Specular TextureScape source file. These source files are located on the Macintosh disc in the "WebMorsels™ Source Files" folder and on the Windows disc in the "WEBSOURC" directory. The ability to modify and customize individual elements is a paramount benefit of the WebMorsels product. Using Photoshop, you will be able to add your own text to a certain style of button or change the background color of a banner element. The possibilities are literally endless.

Since the majority of the WebMorsels source files are saved as Adobe Photoshop 3.0 format, you will need a copy of Photoshop 3.0 or later in order to work with the files.

Adding Custom Text to a Button

- Launch Adobe Photoshop.
- Select "Open…" from the "File" menu. A dialog box appears.
- In the dialog box locate the WebMorsels button element source file you wish to use. Adobe Photoshop format source files end with the ".psd" extension. Click the "Open" button.
- The button element source file opens in a new window.
- In the Layer palette, select the layer containing the existing button text.
- Choose the Marquee tool from the Tool palette.
- Select "Select All" from the "Edit" menu. Press the "Delete" key. This clears the existing text.
- Choose the Text tool from the Tool palette.
- Click in the main document window where you want the new text to appear.
- The "Type Tool" dialog box appears. Select the font you wish to use and type in the new text. Click the "OK" button.
- The new text will "float" over the layer you just cleared.
- Position the new text on the layer.
- Save the new, customized button as a GIF format file.
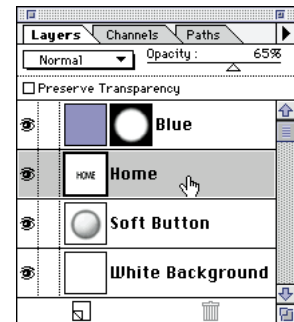
acknowledgements.

Credits
The images in WebMorsels Basic Bites were created on a Macintosh by John Mancenido and Grant Hutchinson using a variety of digital design tools including Adobe Photoshop, Adobe Illustrator, Adobe Dimensions, Adobe TextureMaker & Specular TextureScape. The WebMorsels catalog was assembled using a custom HyperCard based HTML generator, Adobe PageMill and Adobe SiteMill. The WebMorsels User Manual was produced using Adobe PageMaker and converted to Acrobat Portable Document Format (PDF) using Adobe Acrobat Distiller and Adobe Acrobat Exchange.

Typefaces used on the WebMorsels packaging and user manual are **Schmutz Clogged** and Schmutz Corroded from the Image Club Typeface Library and Myriad Regular & **Black** from the Adobe Type Library. Cover art by Grant Hutchinson.

For more information on WebMorsels or any other Image Club Graphics product, use your favorite world wide web browser, and visit our web site at http://www.imageclub.com/

For more information on any of the Adobe products or services mentioned here, visit http://www.adobe.com/

For more information on Specular TextureScape, visit http://www.specular.com/

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about image club graphics.

Image Club Graphics is a cool, little division of Adobe Systems Incorporated specializing in supplying exclusive and brand name clip art, typefaces and stock photography at reasonable prices through its renowned software catalog. Since 1985, Image Club Graphics has built its reputation as a desktop design partner by providing high quality products, flexible purchase options, unlimited technical support, friendly service, a 30 day no risk guarantee and an extensive Tips & Tricks section through both our monthly catalog and on the world wide web.

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