Industry Standards

The Programs used by Web Designers

Web Designers use a variety of different programs to create a web page. Much of this work is done behind the scenes, only the end result is seen by the client. Throughout this process you might wonder, "What are some of the programs used to design a website?". There are many options available to the Web designer, what is considered industry standard for Web Design is not the same as industry standard in Print Design. Each designer makes their own choices in the layout tools that they use. However, here is a description of some of the common Adobe Products and related programs that are used for Web design and work well with the Industry standards for print.

Image Creation Programs

An Image Creation program can be used for drawing, or embellishment of a photograph or graphic. To bring the image into the program a transfer can be done through the means of a scanner or a connection to a digital camera. In addition, images can also be drawn through use of a mouse or digital stylus. There are a few image programs, created by Adobe. Here's a brief description of what they are used for.

Adobe Photoshop (.psd and .psb)

Adobe Photoshop is what its name describes. Its main use is: to work with photos. Digital photographs of various file types can be opened in this program and then the photograph can be changed or manipulated using the various tools within the program. The files are then saved for the web in JPEG, PNG, GIF or GIF animations or used to create animated galleries or mock-ups of a final design.

Adobe Animate (.fla and .swf)

Formally called Flash, this vector program is used to create Animate & HTML5 files in combination with other coding scripts. It can be used with another vector program, Adobe Illustrator, to create logos or animations. The files are small and ideal for viewing animated procedures. However, they are not ideal for an entire website because not all browsers for tablets or computers support all Animate scripts. Luckily, most animations can be converted into a web friendly video format afterwards using Adobe Media Encoder or Premiere Pro.

Website Layout Programs

There are a number of Layout Programs used in the Web Graphics Industry. Their purpose is for the compilation and layout of text and images on a web page, and then those pages become part of a website. Some Layout Programs are

Adobe Dreamweaver

Adobe Dreamweaver is used to create and upload the actual website pages. Web Designers use it for laying out code and testing it before uploading. It also has a good "spell checking" format built within to check coding errors.

Adobe Acrobat Distiller / Reader (.pdf)

This program is used in the final creation of a small compact file that can be made from an Adobe InDesign or Microsoft Word Document. Then these file are uploaded to the web. Note: InDesign can be used to create some simple web pages. However, these documents should be checked by a web designer first.

wcms (Web Content Management System)

A system in which some of the design is already pre-coded(templated) and the client only has to update things such as images or text and does not have to worry about background coding. Examples are: Drupal, WordPress, Joomla

MySQL database

A type of database on the server that is used to store, for example, client information. Clients may access it through a form on a web page, and enter, edit or delete personal information from it. The database maybe programmed to recognize a client's name when they login or access a list of products they purchased on a certain day or their current account balance. The connection to this database can be made using Dreamweaver or a Web Content Management System.
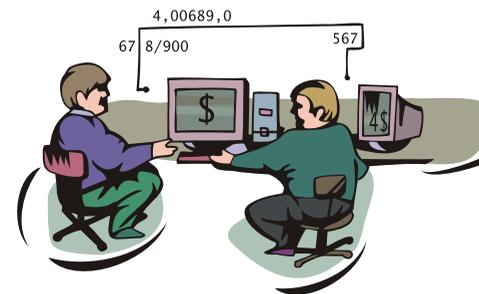

Other Related Definitions

Some words that are used to describe the difference between certain image creation programs:

Raster - refers to a photograph or image that contains pixels or little coloured dots. As you enlarge the image you can see the dots more clearly and the image becomes more blurry or pixilated.
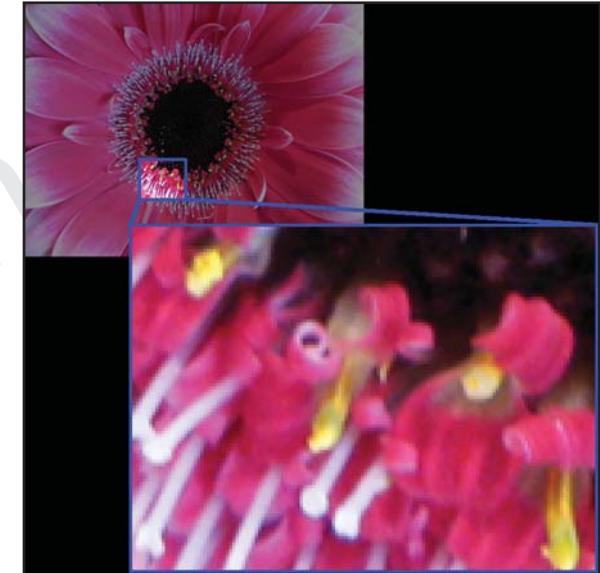
Vector - an image that is created in a drawing program. Some examples are type or a logo. You can scale the object to any size you like and it will always maintain its smooth curves. It's edges never lose its shape or become blurry
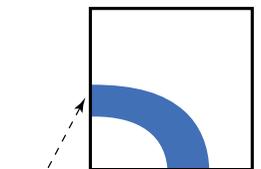
Resolution - what gives the photo its image quality. The higher the resolution the better the quality, but the larger the file size. Resolution is

Resolution of flower Image Approx 300dpi

measured in dots per inch (dpi) or pixels per inch (ppi). High resolution images (300dpi) are slow to download and best for print documents. Low resolution images (72dpi) download quickly and are best for the web and emails. Image size- is the measurement of the width and the height of the image measured in pixels. For example: A 500 pixel by 500 pixel image at 72dpi is $7in^2$ and at 300dpi it is $1.67in^2$.

Resolution of flower Image Approx 100dpi

It's important to remember that a vector image is scalable and has no resolution and so this should not be a concern when dealing with vector types of files.

Image quality - as an image is lowered in quality and dpi it becomes blurry and jagged losing its clear sharpness. That is why it is important to submit images that have a high image quality. Once an image becomes blurred there is little that can be done to correct this and the image is useless.

Which is type of site is right for me?

A Web Content Management System(wcms) or a custom site maintained by a Web designer.

A WCMS maintained by you.

Pros:

- Initial Low cost or have affordable subscriptions
- Easy setup section of templates to choose from
- Easy to learn, not requiring a full time web designer for simple updates which could be done by a current staff member
- Easy to customize with tools offered by company for your needs.

Cons:

- Cost of Upgrades - certain packages are expensive
- Certain customizing may not be available to me or work with other web themes
- Errors that I cannot see or correct because I don't have access to them or do not have the knowledge to correct them as a professional web designer would

A site maintained by a web designer who uses a WCMS or a custom built solution.

Pros:

- Low cost or have affordable subscriptions
- Greater access to custom templates to choose from
- Designer maintains the site and does the work for you
- Contact with someone who can answer questions and repair errors
- Tools are customized to meet company needs

Cons:

- Cost of Upgrades - certain packages are expensive

Final Thoughts

Hopefully this brochure will give you some ideas of what kinds of software are used today by the Web Designers/Developers and what options are available to you.
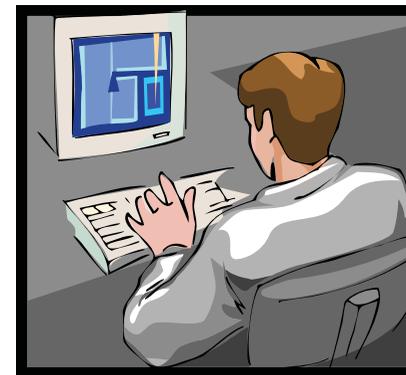
For more information on the Adobe Products mentioned visit: www.adobe.com

Industry Standards

The Programs used by Web Designers in the Marketing & Advertising Industry
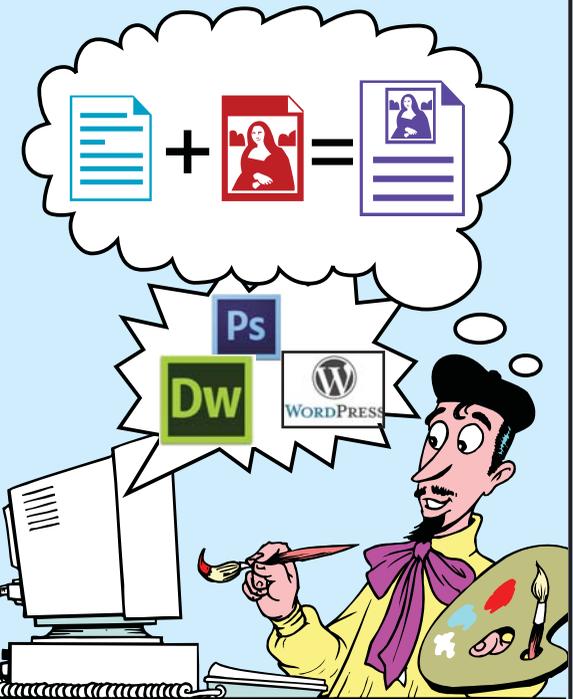
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Layout Programs
&
Other Related Definitions**

Produced by The Ink Rag