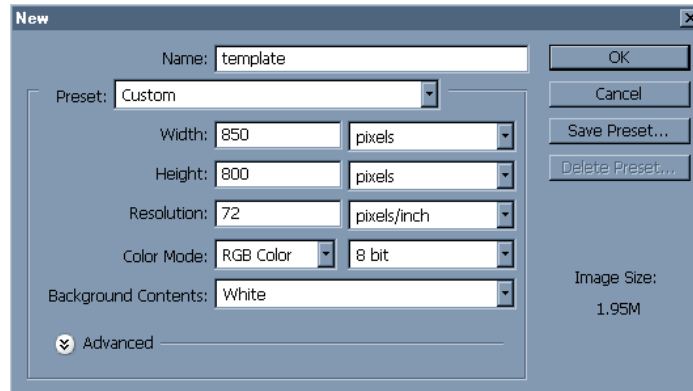


## Turning your Photoshop template layout into an HTML template

Often, eBay sellers can create a look for their template in Photoshop, but don't know how to make it useable with HTML. This tutorial should be of help if that's something you'd like to do.

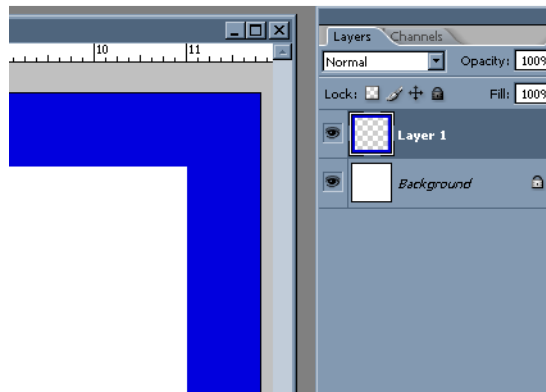
In this sample, I am using Photoshop CS2 and Dreamweaver 4. If you use other photo editing & HTML editing software, hopefully you can transfer this info to that which you use .

Create your new file:

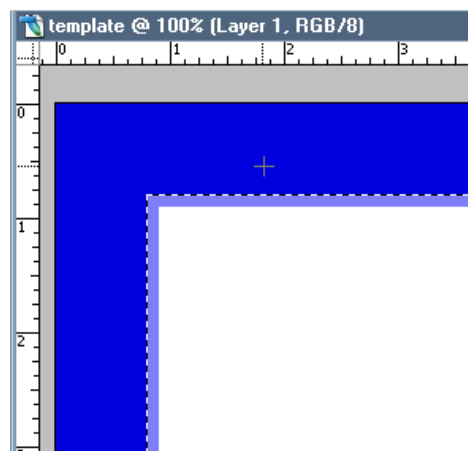


(Because I'm the "queen of redundancy", I save whatever I'm working on frequently!)

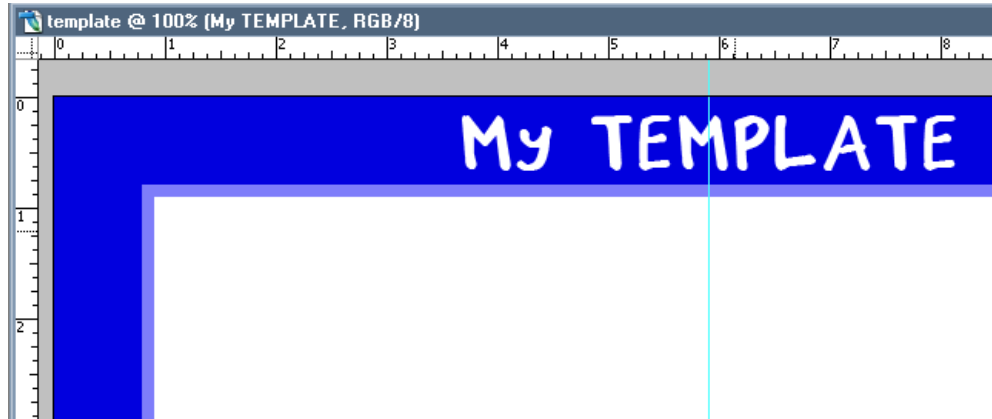
I created a new layer, selected all and stroked inside at 57 pixels:



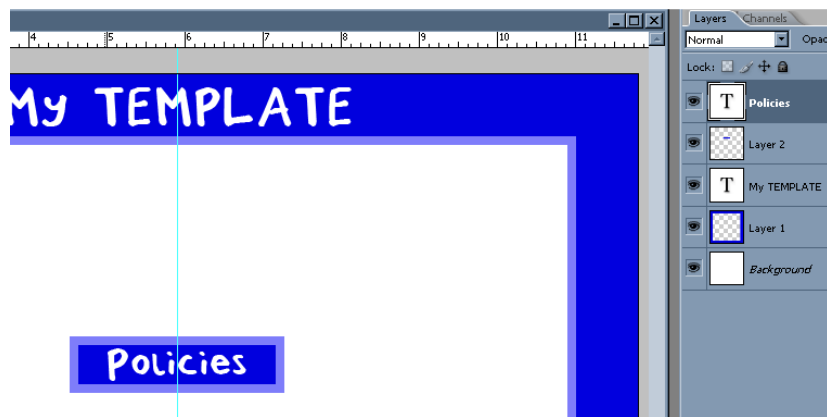
I next selected the inside (blank) section of that layer and applied an inside stroke of 8 pixels in a paler blue color:



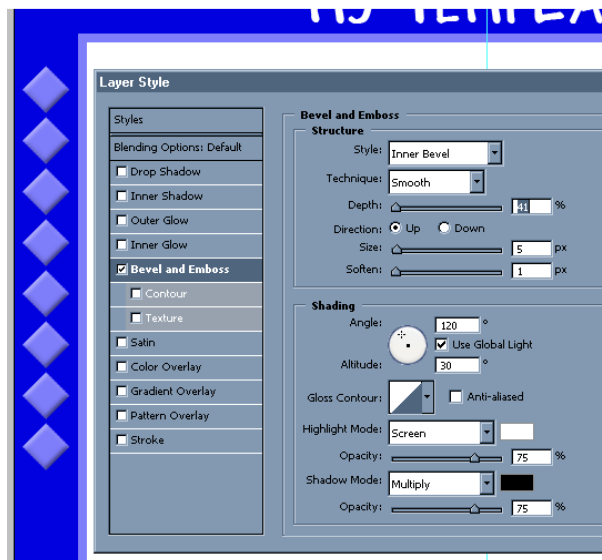
I selected all on Layer 1 and pulled a guideline from the left ruler to the center of that border layer. (The guideline will snap to the middle as you get close to it.) I then added text in the border:



I created a new layer and added a blue box with an 8 pixel lighter blue border inside. On top of this, I typed the word Policies:



I then created a diamond inside the left border, duplicated it several times, merged the diamonds to one layer and applied bevel & emboss to the layer style to give some depth to the diamonds. I duplicated the diamonds layer & moved it to the right border so I'll have diamonds along both sides.

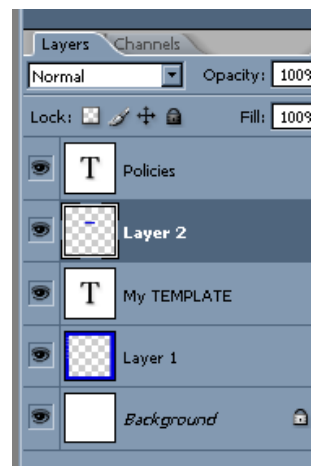


Deciding I like the way the diamonds pop out, I went back to layer 1 and selected the paler blue line, copied it, deleted it and then pasted it back to its own layer, then applied the bevel & emboss style to that. I did the same thing to the border on the Policies box:

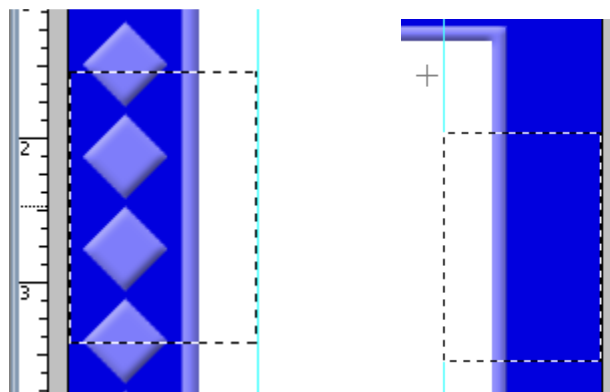


My idea for the diamond border is that it should run the length of the template - since I don't know exactly how long the sides will be, I'll be creating the side border with just one of those diamonds to repeat down the sides when I put my HTML together.

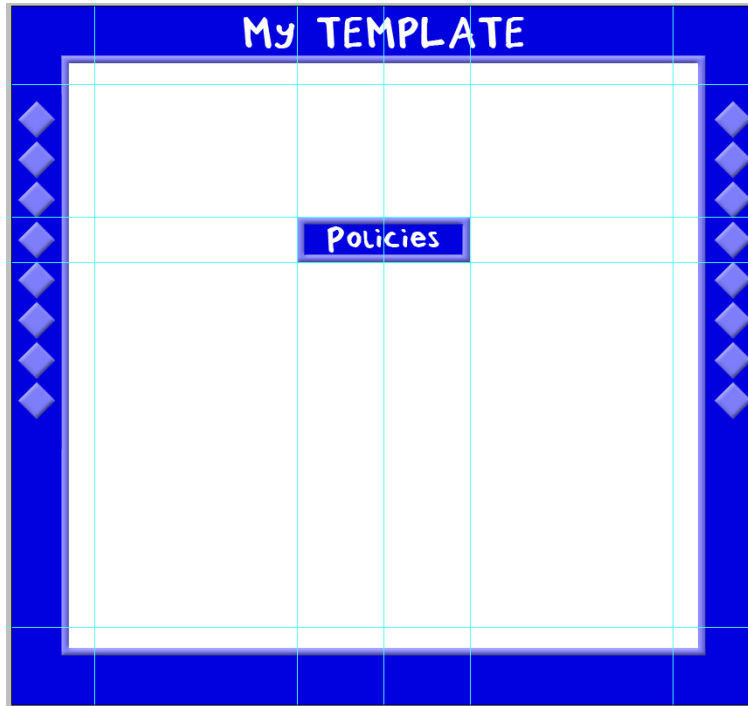
One thing about applying the bevel & emboss to a layer is that when you chop it up, the shadow will apply to the chopped portion - which looks horrible in most cases when you have a repeat. To fix this, I merge the beveled layer with the one(s) (or a blank one) below it - in this case, I'm back to 5 layers including the blank background layer as to the right:



This sample design is now as I want it to look. I know I want a bit of a white margin inside the border so my text is not butting up to the border. Using the marquee tool, I make a box along the left side and drag a guideline to its right side to where the margin will be. I then drag the marquee to the right side of the window and drag a guideline to the inner margin:



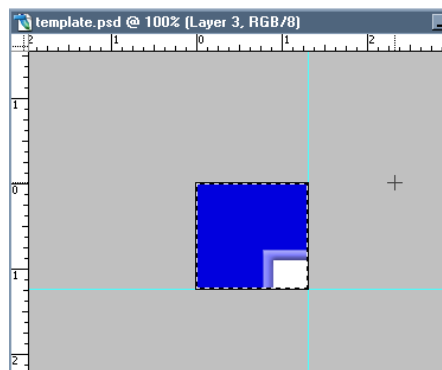
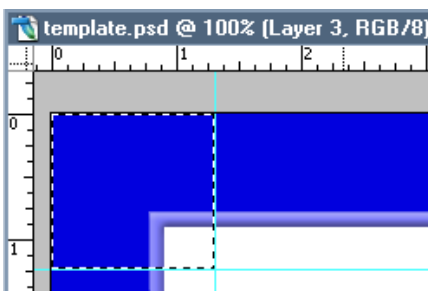
I do a similar thing for the top & bottom margins, then select my Policy box layer and drag the guidelines to all 4 sides of that, thus my guidelines appear like this:



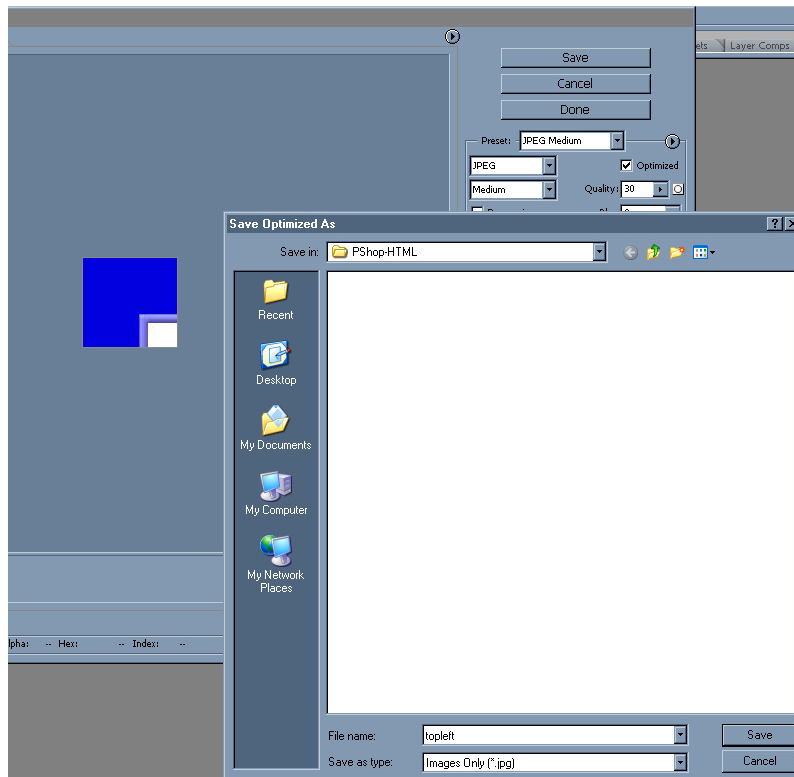
These various guidelines will help me in chopping up each section to its right size. The pieces I want from this design are:

- top/left border
- top middle border/background
- top logo
- top/right border
- left border
- right border
- bottom/left border
- bottom middle border/background
- bottom/right border
- policies box

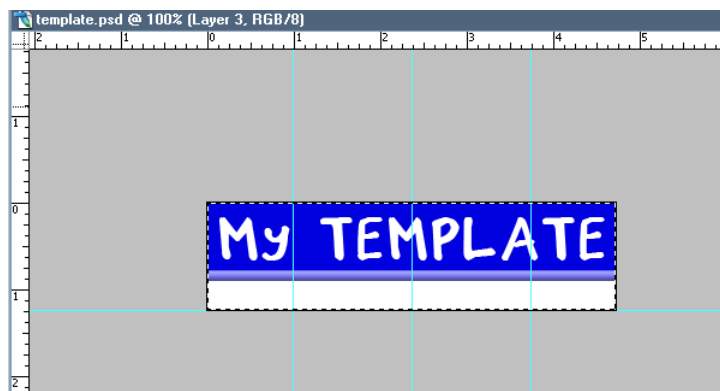
I use the guidelines and the marquee tool to select each section in turn. First, select the top/left border section by drawing the marquee around it - the marquee lines should snap to the guide lines. Then crop:



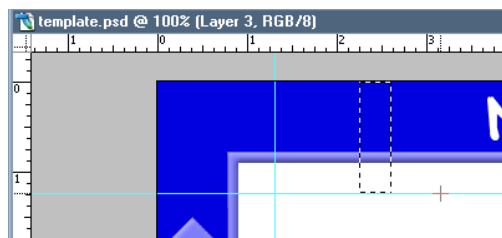
“Save for web” as GIF or JPG to your appropriate folder. Use the same format for all pieces. (I like to create a new folder for each individual project I work on.) Name each section appropriately - in this case, I named it topleft.jpg.:



When the “save for web” window closes, you’ll have to undo the last 2 steps so you see the full template. (Ctrl+Z, then Ctrl+Alt+Z). Select each corner as above. Then use the marquee tool to select the logo section of the top of the border - eyeball it to center it, then crop it & “save for web” - I name this section something like toplogo.jpg:

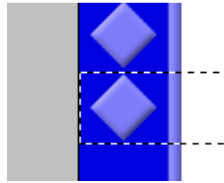


I next select & crop a narrow slice of the top border for the background (topmiddlebackground.jpg):



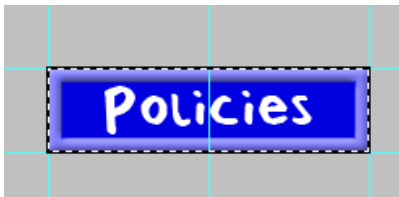
I similarly select & crop a narrow slice of the bottom border for its background (bottommiddlebackground.jpg).

Next, select and crop a slice of one diamond on the left border (left.jpg):



Then do the same for the right border.

All border/frame sections should now be saved. On this sample template, only the policies box has to be saved, so I create a marquee around it, crop & save for web (policytitle.jpg).



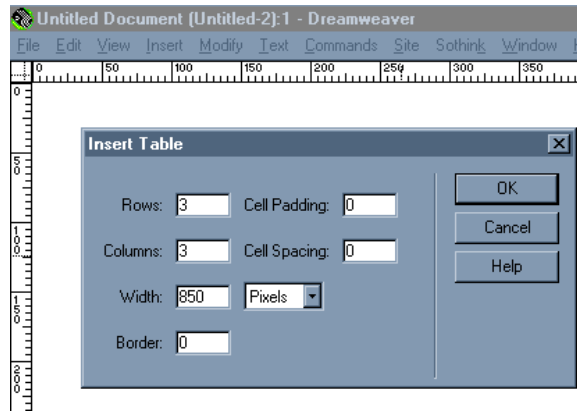
Of course, if you have other elements, such as payments title or a “visit our eBay store” graphic, crop & save those also.

We now have all the graphics ready to place into an HTML document - 8 pieces for the border/frame, the logo & the one policies box:

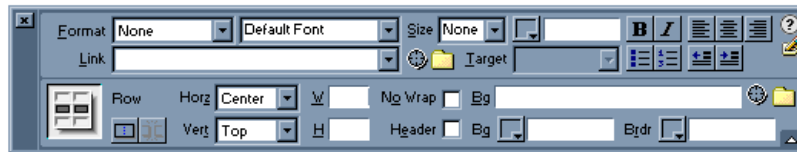
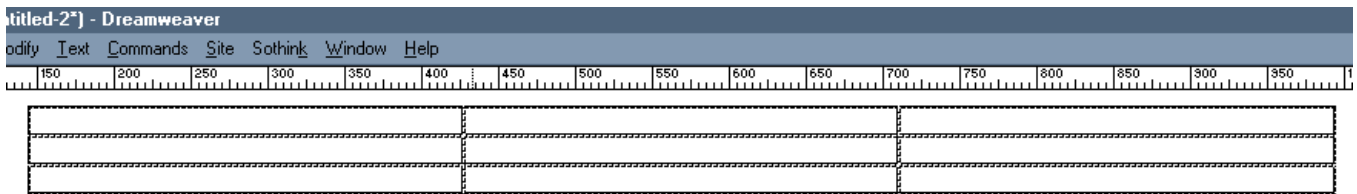
bottomleft.jpg	1 KB	JPG File	09/11/09 2:20 PM
bottommiddlebackground.jpg	1 KB	JPG File	09/11/09 2:23 PM
bottomright.jpg	1 KB	JPG File	09/11/09 2:20 PM
left.jpg	1 KB	JPG File	09/11/09 2:47 PM
policiestitle.jpg	3 KB	JPG File	09/11/09 2:27 PM
right.jpg	1 KB	JPG File	09/11/09 2:46 PM
topleft.jpg	1 KB	JPG File	09/11/09 2:14 PM
toplogo.jpg	6 KB	JPG File	09/11/09 2:18 PM
topmiddlebackground.jpg	1 KB	JPG File	09/11/09 2:21 PM
topright.jpg	1 KB	JPG File	09/11/09 2:20 PM

Time to create the HTML. In this tutorial, I'll be using Dreamweaver Version 4 - an older version, but suitable for basic HTML coding!

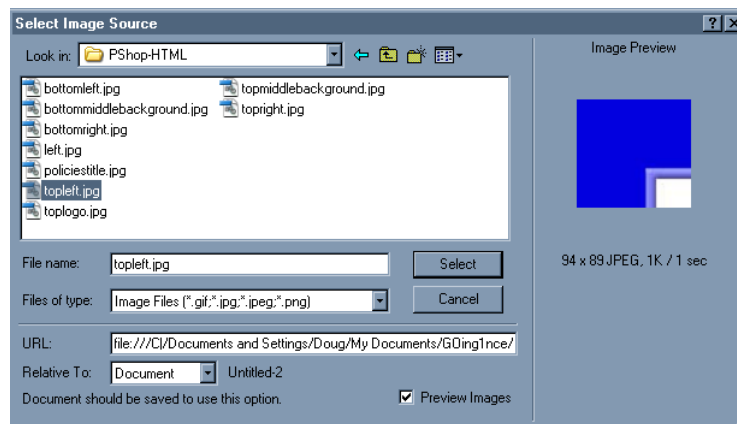
Create a blank new HTML document. Save it to your appropriate folder. On it, create a table of 3 rows by 3 columns - in this case, I'm setting the width of the template table to 850 pixels:



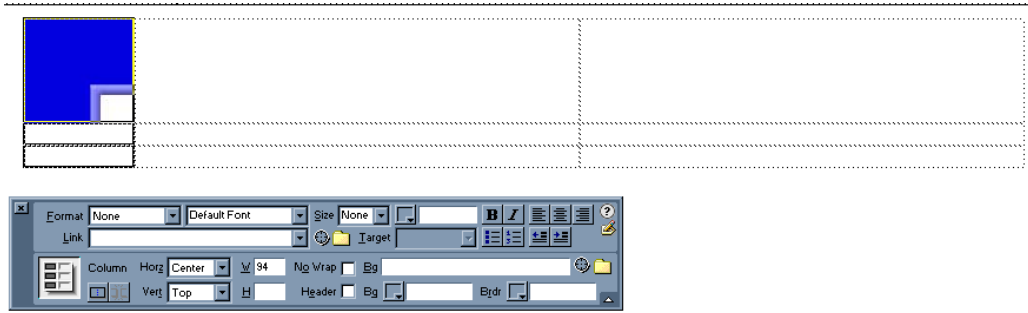
Set the table's alignment to center, if you wish. Select all cells in the table and set their horizontal & vertical properties to top/center:



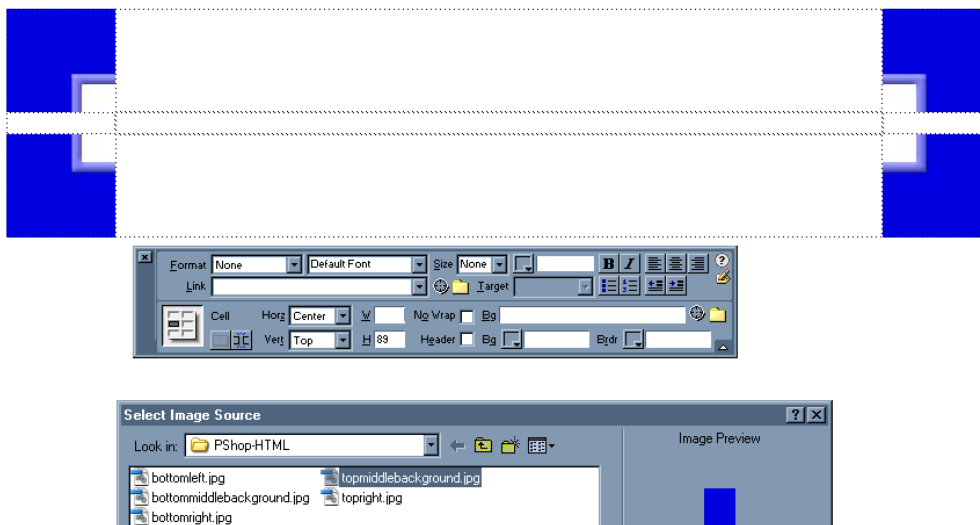
Starting with the top/left cell of the table, I insert the image for that corner and note it's dimensions - in this case, 94 pixels wide by 89 pixels tall:



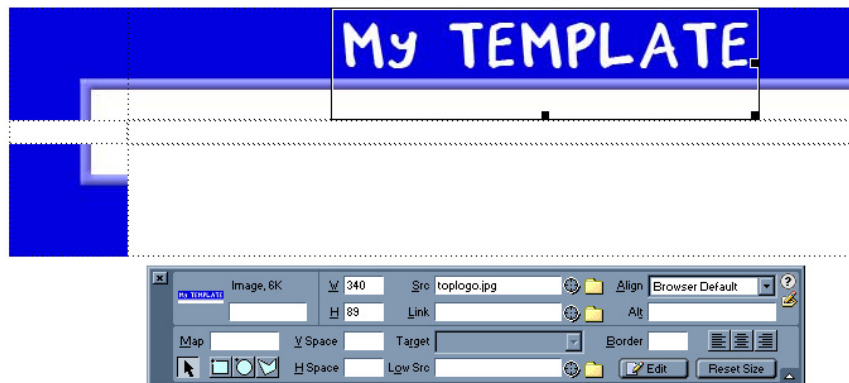
Since I know the width of each side will be 94 pixels and the height of the top row is 89 pixels, I enter those into the width & height properties for the appropriate cells:



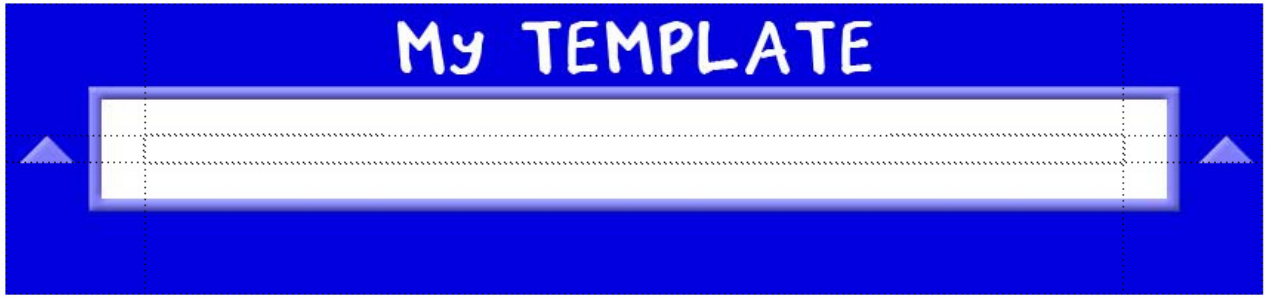
I then put my cursor in the top/middle section and choose the background image (topmiddlebackground.jpg). Background images replace to fill the space.



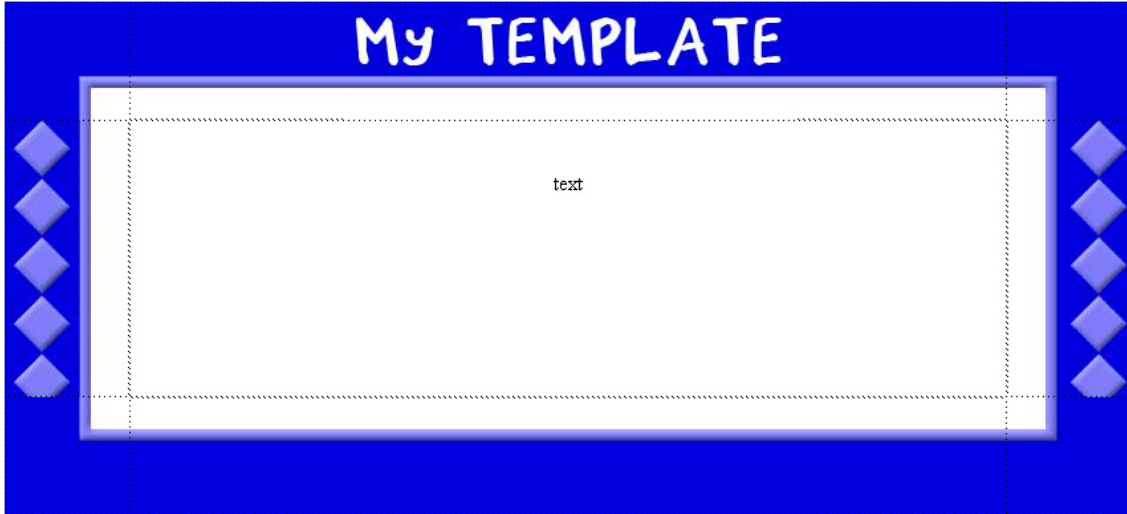
I insert toplogo.jpg within the top/middle section:



I choose the background images for left, right & bottom/middle and all 4 borders show:

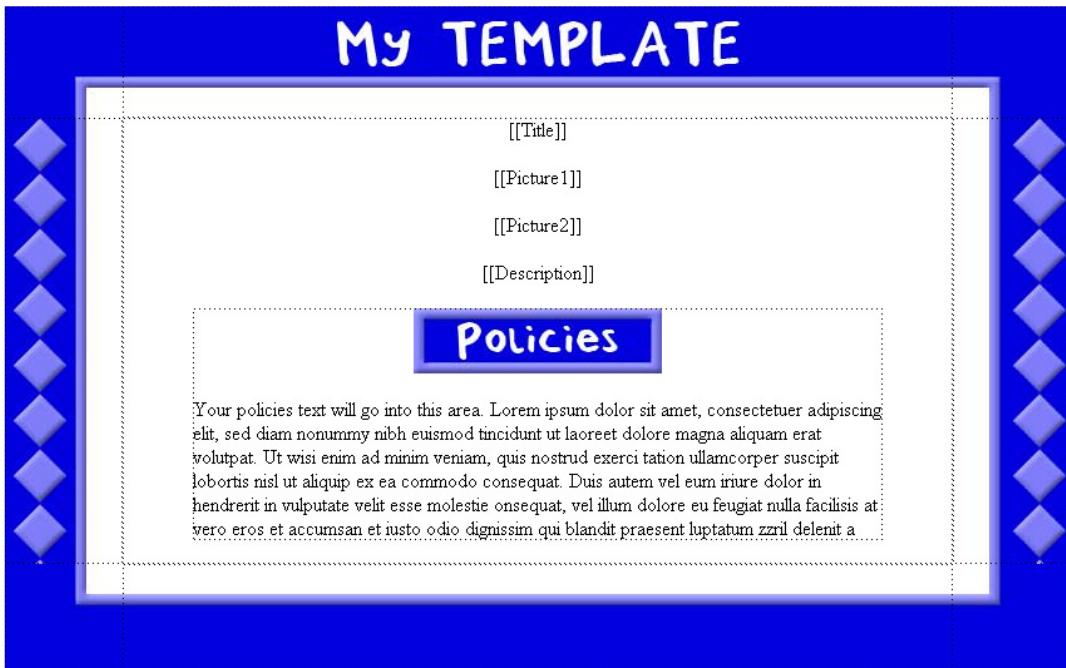


Because there's nothing in the center cell, you only see a portion of the diamond on each side. By adding several paragraph breaks or other content to that cell, you see more diamonds appear on the side:



You notice that the diamonds end abruptly depending on what's in the center cell - this may cause you to redesign your template layout to avoid such a thing.

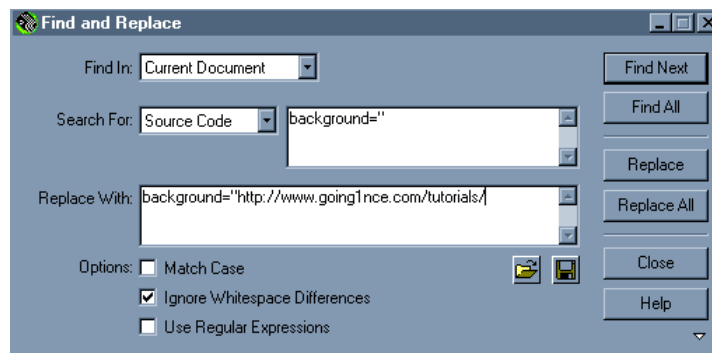
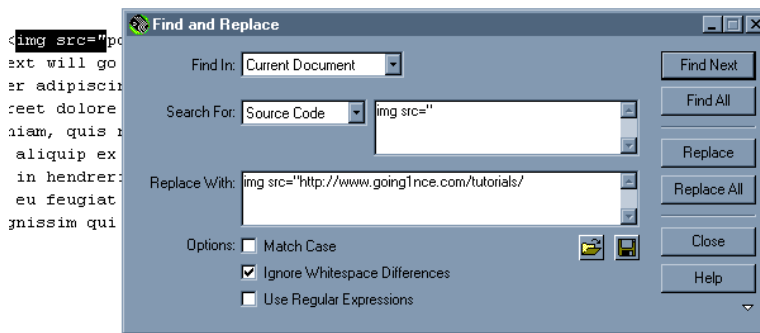
Add the content to the center cell - see my placeholder "tags", the outline of a narrower table for the policies & the policy title:



Most HTML WYSIWYG editors, such as Dreamweaver, allow you to see and edit the code. Since a template is only part of the eBay web page, you should not have the HTML, HEAD, TITLE, BODY and other tags before and after your main table tags, thus I remove that from the code:

```
index.html - Code Inspector
Code Inspector
<table width="850" border="0" cellspacing="0" cellpadding="0" align="center">
<tr align="center" valign="top">
<td width="94" height="89"></td>
<td height="89" background="topmiddlebackground.jpg"></td>
<td width="94" height="89"></td>
</tr>
<tr align="center" valign="top">
<td width="94" background="left.jpg">&nbsp;</td>
<td>
<p>[[Title]]</p>
<p>[[Picture1]]</p>
<p>[[Picture2]]</p>
<p>[[Description]]</p>
<table width="550" border="0" cellspacing="0" cellpadding="0" align="center">
<tr>
<td>
<p align="center"></p>
<p>Your policies text will go into this area. Lorem ipsum dolor sit
amet, consectetur adipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit
lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel
eum iriure dolor in hendrerit in vulputate velit esse molestie onsequat,
vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan
et iusto odio dignissim qui blandit praesent luptatum zzril delenit
a </p>
</td>
</tr>
</table>
<br>
<td width="94" background="right.jpg">&nbsp;</td>
</tr>
<tr align="center" valign="top">
<td width="94" height="89"></td>
<td height="89" background="bottommiddlebackground.jpg">&nbsp;</td>
<td width="94" height="89"></td>
</tr>
</table>
```

Done? NO!!! The images are still on your computer and must be on a website to be seen on the internet. Upload the graphics to your web host, photobucket or other account & make note of their URLs. You'll then have to add the URL location to the file names of each image in the code. Some programs, such as Dreamweaver allow you to bulk edit. In my case, I've uploaded the graphics to my going1nce.com site, in a folder called tutorials, so I add <http://www.going1nce.com/tutorials/> before each file name:



I then check this HTML document in both Firefox & Internet Explorer to make sure all looks as expected. Once all is fine, you can then use your template in your eBay listings. (Be aware, if you use Blackthorne, Ink Frog, Auctiva & many other programs, you may have to use “template tags” which are placeholders for fields such as title, description, photos, etc.

© 2009 Sally Milo/GOing1nceLLC/Milo Design

*Every couple months or so, I send out a Design Newsletter, primarily about design topics of interest to eBay sellers. To subscribe, please email me with “Subscribe Design Newsletter” in the subject line.*

*I also send a periodic Blackthorne Newsletter to my fellow Blackthorne users. To subscribe, please email me with “Subscribe Blackthorne Newsletter” in the subject line.*