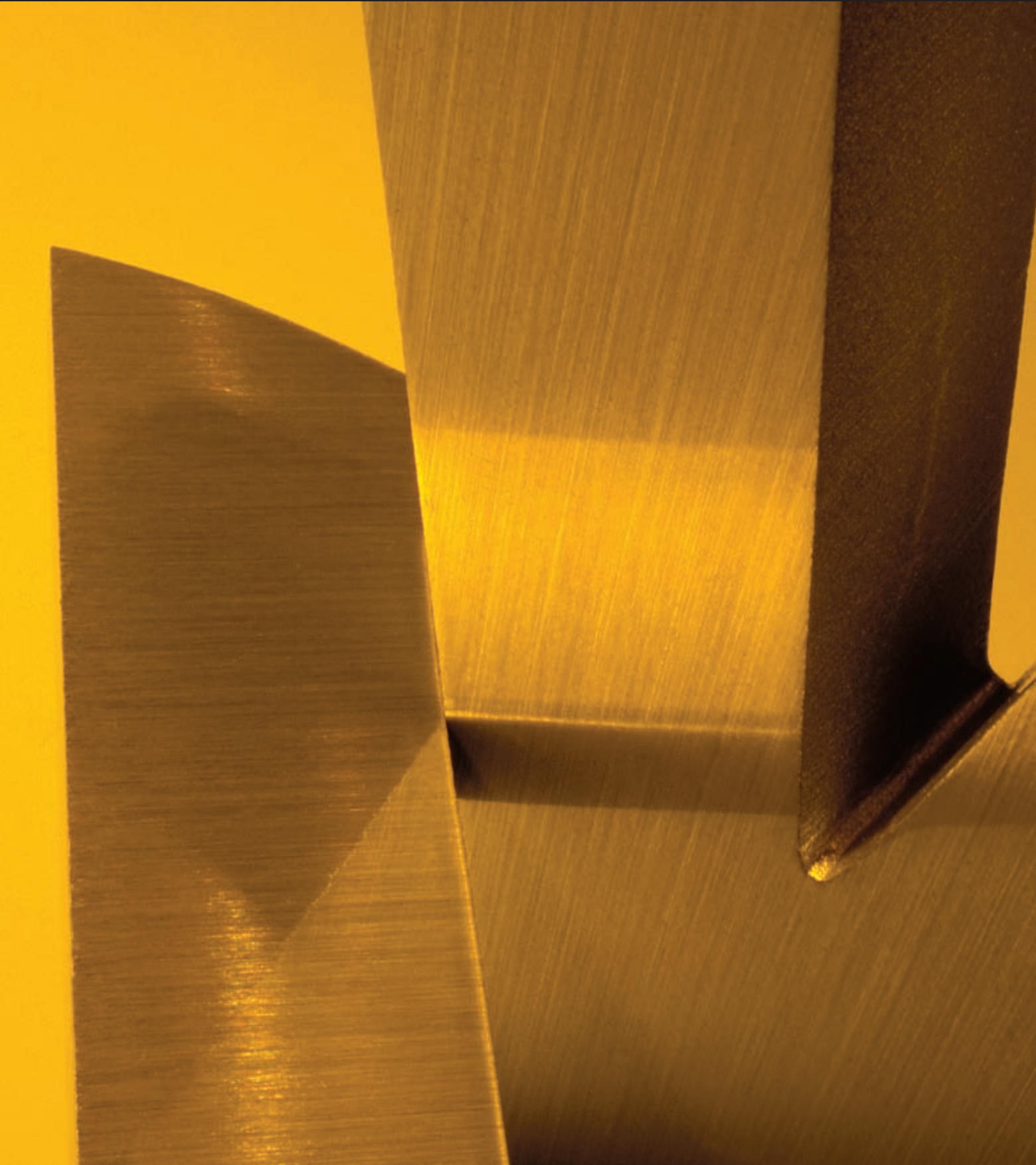


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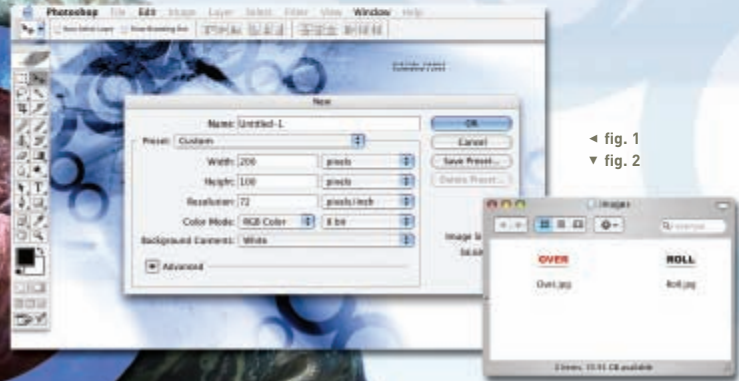
M A G A Z I N E

PUBLISHING, WORKGROUP & ENTERPRISE TECHNOLOGY FOR QUARK USERS



Rollover isn't just for Beethoven anymore

Having spent the last two issues of *X-Ray Magazine* discussing print-to-web workflows and their merits, it's time to begin focusing on some of the cooler feature functionalities of the web layout space and web design in general.



◀ fig. 1
▼ fig. 2

BY JOSEPH
CAPONSACCO

One of the great things that separates web from print design is the ability to create an interactive experience for the end user. Web designers can guide users through the intended information within an immersive experience, or a guided path, rather than just turning the page as in print.

One of the most basic design elements for the web that can add interactivity to a page is a rollover.

Basic rollovers created in QuarkXPress, allow designers to choose two different appearance states for graphics (referred to as *on* or *off* states), dependent upon when a user mouses over it. At a basic level, rollovers are images that were created in an image-editing application at the same pixel size, that are then Java scripted together to react to the cursor movement as it scrolls over the image. Once the cursor moves over the top image (the *off* state), the second image is substituted to give the second graphical state (the *on* state). To the end user rollovers always indicate interactivity.

Given the speed of today's basic connection to the web, the effect is seamless to the user. You also won't have to worry about the Java script, that I mentioned above, as QuarkXPress will automatically write the script for the rollover upon export.

With QuarkXPress, you can create two kinds of rollovers: basic and two-position. We will cover the creation of both in this article.

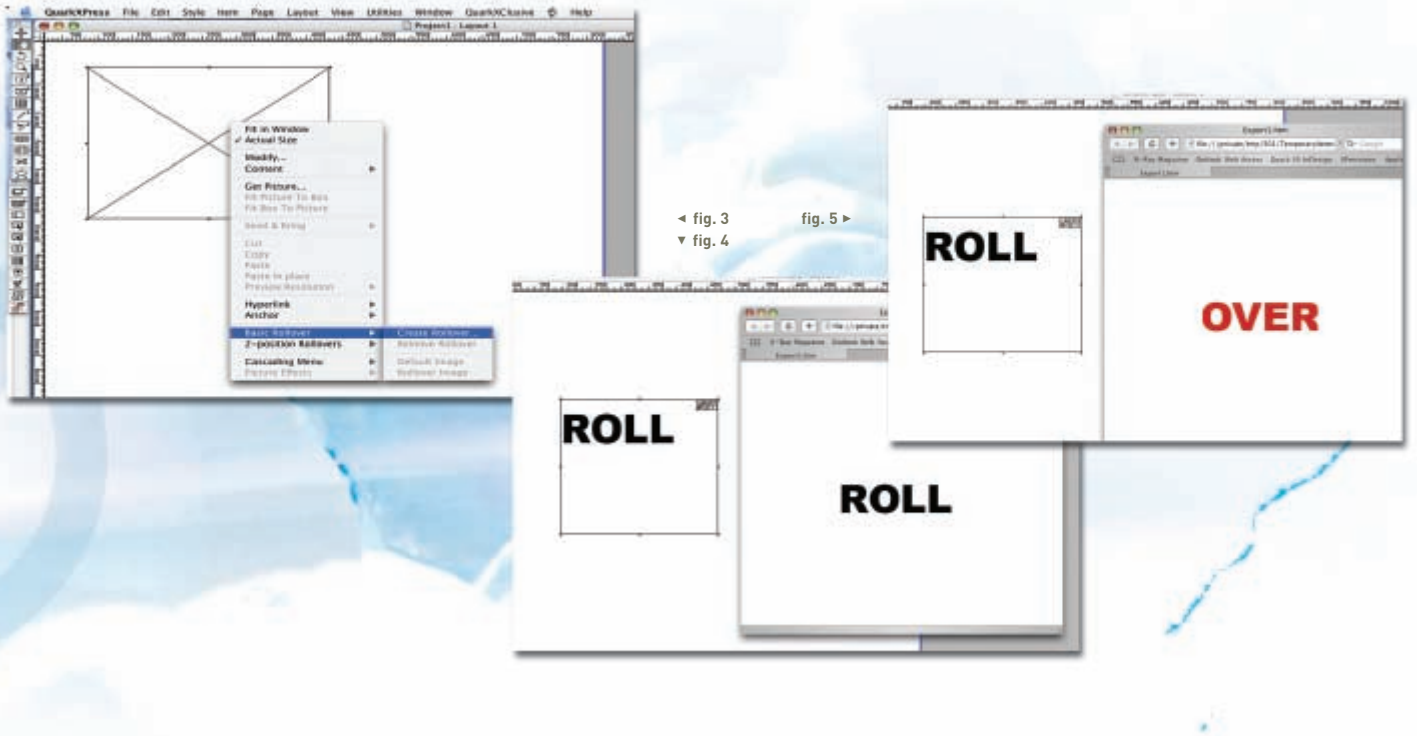
Using an Image-editing Application to Create Your Graphics

To use rollovers either as hyperlinks to other internal web pages or external web sites, or just to add a little interactivity within the page, the first and most important step is to figure out the pixel dimensions of the rollover. This is easy in QuarkXPress. Create and position picture boxes in your layout to the exact size that you want and, with the picture box selected, look at your measurements palette, write down the pixel dimensions of the box, and use this measurement to create two files in your chosen application.

These two separate files — the off graphic and the on graphic — should be created to the exacting dimensions as your intended rollover (see figure 1).

The two graphics could be as simple as identical images that change colors, or two separate images that show different actions, or perhaps a two-step animation. In the end, you will need two exact sized images. Save the images as JPEG with a resolution of 72 DPI, and put them both in the project's image folder directory as I've done in figure 2.

As a side note, the images can also be in any image format that QuarkXPress accepts. Upon export to web, QuarkXPress will convert to JPEG, GIF, or PNG format according to your export options.



Putting Basic Rollovers into a QuarkXPress Layout

To begin, create and place a picture box in a QuarkXPress web layout, or select an already-placed picture box, and select **ITEM** ▸ **BASIC ROLLOVER** ▸ **CREATE ROLLOVER** (see figure 3).

A floating dialog box will appear offering you three choices: **DEFAULT IMAGE**, **ROLLOVER IMAGE**, and **HYPERLINK**.

Step-by-step rollovers

1 CHOOSING A DEFAULT IMAGE
Click **SELECT** and choose the image that you will use as the top image of the rollover. This is the image that anyone will immediately see when their browser loads and they visit your page, also known as the off state (see figure 4).

2 ADDING THE ROLLOVER IMAGE
Click **SELECT** and select the image that the rollover will change to when the user moves their cursor over the top image, or the *on* state (see figure 5).

3 ADDING A HYPERLINK
You can also set up the rollover with a hyperlink to lead the user to another web page or email address. If you select the blue arrow, you can choose the class of hyperlink that you would like to apply to the rollover. Click on the **SELECT** button to create a link between the rollover and another HTML

For greater efficiency, use the contextual menu rather than the command bar at the upper level of the application. On a Mac with a standard mouse, place your cursor on top of the selected picture box, then hold down **CONTROL** on your keyboard. This will provide a contextual menu that will allow you to select basic rollover as an option. If you have a right-click mouse button, whether on a Mac or a PC, place your cursor on top of the selected box and press the right button on the mouse. The menu will appear with the same selectable choices.

Make sure that the picture box containing the rollover image fits closely to the image edges. If it does not, when you export the rollover to the web, the entire area of the picture box will convert to a rollover. Use **EDIT** ▸ **FIT BOX TO PICTURE** to make this an easy task.

page that is located on your desktop or within the project folders.

4 After you fill in the required information, select **OK** and move on to creating other rollovers or finish up the design of the page.

5 Preview the page in a browser by selecting the globe icon at the bottom of the QuarkXPress project layout. The rollover is now active and can be properly tested. Once created, you can always edit it or remove it by going to the command bar or the contextual menus.

Creating Two-Position Rollovers

Two-position rollovers are a little more involved in creation, but they add another level of interactivity to your page. In this case, when a user mouses over your initial image, an image on a different part of the page either changes or appears.



fig. 6 ▲
fig. 7 ▶
fig. 8 ▶▶

One workflow example is in online catalogs. Consider if you have an item to sell that comes in multiple colors. You could create two different three-color rollovers that will change the product image to the appropriate colored file whenever the prospective customer mouses over the different color names.

To create a two-position rollover, you don't necessarily need images that have been formatted as described in the basic rollover section, unless you plan to have a picture box trigger the rollover. One major difference between basic and two-position rollovers is that you can use a text box to trigger a rollover in two-position rollovers.

1 Draw a text or picture box on your web layout space. Add style to the text, or import a graphic into this box. If it is a text box, make sure that you choose **MODIFY** ▾ **EXPORT** ▾ **CONVERT TEXT TO GRAPHIC** (see figure 6).

2 Create a picture box on another part of the web design and import an image into it. This will be the picture that displays when the user accesses your web page (see figure 7).

Before converting your picture box to a two-position rollover, you can apply QuarkVista® color transformations that will be applied to the image upon export.

3 With the picture box still selected, select **ITEM** ▾ **2-POSITION ROLLOVER** ▾ **CREATE A 2-POSITION TARGET**. (The contextual menu works here as well, refer to figure 8.)

The image should disappear so don't panic. What you should also see is a target icon in the upper-right-hand corner of the box.

You can import another image into this box. If you do this, the second image will swap with the first when the rollover is activated. QuarkVista effects can also be used on this second image.

4 From the web tools palette, choose the rollover linking tool. Select the first box that you created, and then click the second box that contains your rollover: this will link them. If you preview the rollover now in a browser, you will see a change in the second box when you mouse over the first picture or text box that you created in Step 1.

To get an idea of the Java script code that is necessary to make these rollovers work, choose **VIEW** ▾ **VIEW SOURCE** in the browser (when you are checking your HTML preview) and read the lines of code that QuarkXPress generated for the page. This is all the code that you did not have to write!

Using an advanced technique to create two-position rollovers

Another major difference between basic and two-step rollovers is that you can have multiple boxes target the second linked picture box and have multiple pictures swap into a selected area on your layout.



More Advanced Techniques, Supporting GIF Animations

◀ fig. 9
▲ fig. 10

In both of my rollover examples, we used same-sized JPEG or GIF images as the rollover asset, but

1 After you have set up the two-position rollover, as directed in the two-position rollover section, create a second text or picture box and style it accordingly.

2 Select the picture box on the page where the image swapping will occur. As shown in figure 9, select **ITEM** ▾ **2-POSITION ROLLOVERS** ▾ **ADD TARGET**. Import a second image into the selected box.

3 From the web tools palette, choose the rollover linking tool. Select the second box that you created in Step 1, and then click the picture box that contains your rollover image. The image will disappear, but you can check it in HTML preview (see figure 10).

if you're already an ImageReady® or Fireworks® user, you know that you can create and export animated GIFs. Animated GIFs are simple, frame-by-frame animations that cycle through a set series of images to form the animation.

As long as the pixel dimensions of the animation match the dimensions of the rollover images, you could easily create a rollover that has a static JPEG or GIF as the top image, and when the user mouses over the image, the GIF will animate.

In conclusion, if you are looking to add interactivity to your pages, rollovers in QuarkXPress are easy to create, and if used creatively, can pump up the look and feel of your web site to potential visitors. All in an environment and application you already use every day. ☒