ALEC 621:
Online Research Methods
Week #12: Interactive Graphics

Welcome
• What we need to do this week:
  – Discuss the importance of Web graphics in online surveys.
  – Determine the basic components for graphical files.
  – Comprehend JavaScript code for Mouseover effects.
  – Create Mouseover effect images using Photoshop.

Graphic Files

Graphic Interchange Format

General Rules

Joint Photographic Experts Group

Shrinking the Web

Creating Images in Photoshop

Saving Images to the Web

Creating Images for Mouseover

Saving Photoshop Images

Creating Images for Mouseover

Saving Photoshop Images

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Creating Images for Mouseover

Creating Images for Mouseover

Saving Photoshop Images

Creating Images for Mouseover

Creating Images for Mouseover

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Creating Images for Mouseover

The Final Result

Mouseovers
• Fonts or buttons change colors
  – Effect is accomplished by using a special "style" tag
  – Only one such tag may be used per page.
  – Create the effect of changing text colors on links with mouseover by inserting the following tag into the head portion of the page:
  – Tip: Always include a space after the semi-colon
• Insert this into page <head> area :
  <style<a:color="ff6666; text-decoration:none; background-color:none; ";><style>
  – You can customize your style with color, underlining, type style, and background color
24 Mouseovers
   • Mouseover images and tips:
     http://www.dynamicdrive.com/dynamicindex15/index.html
     • Pop-up images
     • Images that shake
     • Images that can change or rollover
     http://www.dynamicdrive.com/dynamicindex13/index.html
     • More mouse and cursor functions

25 ALEC 621 Code: Entry Page
26 ALEC 621 Code: Entry Page
   • Previous example:
     – Saved university logo images to the local image folder
     – Created a table to hold/align images
       • One row
       • Four columns (cells)
     – Images are “sized” to fit cells
     – Close commands
       • </td>
       • </tr>
       • </table>

27 ALEC 621 Code: Thank-you Page
28 ALEC 621 Code: Thank-you Page
   • Previous example:
     – Re-used university images
     – Create a table to hold/align images
     – Images fit cells
     – Reduce school name text
     – Create hyperlinks through image and text
     – Close commands

29 Final Thoughts
   • Interactive Graphics:
     – Graphics should **add**, not detract from survey appeal
     – Test different formats to find smallest file size
     – Incorporate logo/brands to promote affiliation
     – Make graphics work within cell sizes
     – Create hyperlinks using graphics and text
   • For next week:
     – Continue exploring the Internet for relevant materials to discuss in the next class