



siteZen Open Template Architecture

How to Create Templates for siteZen

1	Overview.....	1
1.1	About this Document	1
1.2	Configuring siteZen for Custom Templates	1
2	Anatomy of a siteZen™ Site Template	2
2.1	Pages	2
2.2	Page Masters	2
2.3	Themes.....	2
2.4	Page Selection	3
2.5	Palettes.....	3
2.6	Substituting Artwork.....	4
3	Tutorials.....	4
3.1	Tweaking Templates	4
3.2	Starting From Scratch.....	5
3.2.1	Create the Design using Adobe Photoshop.....	6
3.2.2	Slice up the Design.....	6
3.2.3	Allocate Colors.....	8
3.2.4	Create the Site	8
3.2.5	Create the Color Palettes.....	8
3.2.6	Adjust the Style Sheets.....	8
3.2.7	Upload the Artwork	9
3.2.8	Create the Page Headers	9
3.2.9	Set Up the Themes	9
4	How to Use Composite Images	10
4.1	Overview.....	10
4.2	Image Structures	10
4.2.1	Menu Element - Simple.....	10
4.2.2	Menu Set – Simple.....	11
4.2.3	Menu Element - Complex	11
4.2.4	Box Body Only	13
4.2.5	Box Header and Body.....	13
4.3	Color Shifting	14
4.3.1	How it Works.....	15
4.3.2	Controlling the Color Shift	15
4.4	Style Sheets	16

1 Overview

1.1 About this Document

This document describes in detail how to create template for the siteZen™ web-site design tool. The reader should watch the video training on our web-site (<http://www.sitezen.com>) before reading the document. This document is not a tutorial on siteZen™ itself but rather a guide on how to build site templates that will work with the siteZen™ infrastructure.

The template infrastructure is quite detailed and there is a substantial learning curve involved. The result, however, is that you can create very sophisticated templates with a variety of page layouts, multiple color schemes. Templates can be repurposed by including multiple sets of artwork.

The best way to get started is to read the 'Anatomy of a Template' section and the 'Tweaking Headers' section. Then try making some simple changes to templates by substituting header artwork. Once you have the feel for how everything fits together you may attack the 'Creating Templates From Scratch' section and start building your own templates.

1.2 Configuring siteZen for Custom Templates

When an end-user creates a site, the list of templates that the user is presented with comes from one of these sources:

1. The stock templates that are downloaded to your server after the first software update.
2. Custom templates that you provide. These may be templates that you design from scratch or modified versions of our stock templates.

If you wish to use custom templates, please follow these steps:

1. If you just installed siteZen, please do a software update to ensure that the stock templates are downloaded to your server.
2. Create a web hosting account in your server that you will use for template work. This may be a sub-domain of your main domain (e.g. mytemplates.myhostingcompany.com) but make sure it is a stand-alone hosting account and that the user_id is something other than 'template'. This domain must resolve correctly before proceeding.
3. In the end users screen of zenadmin, set the level of this hosting account to 'designer'.
4. On the branding screen of zenadmin, set the 'domain of local template server' field to the main domain of the hosting account (e.g. mytemplates.myhostingcompany.com)
5. Set a password in the next field that will protect your custom templates and prevent them from being accessed by anyone other than your hosting company.
6. Login using sitezen (e.g. mytemplates.myhostingcompany.com/zen)
7. On the template setup screen set the same password as you set in step 5.

After completing these steps you have now setup your custom template account and you can do the following activities:

- Exclude any of the stock templates by going to My Themes, clicking on a template and unchecking the 'Include Theme' check box.

- Change the order in which the templates will be displayed by adjusting the priority.
- Create a local copy of any stock template and then modify it. This is also the way you create a template from scratch as you must preserve many of the components in the templates.

Note: When you make a copy of a stock template, the 'Include Theme' check box is cleared so that it won't appear to your users while you are working on it. Once you are happy with it you need go back to My Themes, select the template and check the 'Include Theme' box. Then it will be available to your customers.

2 Anatomy of a siteZen™ Site Template

2.1 Pages

The pages in a template are actually the list of pre-fabricated pages that the end-user see's when they create a new page. You may add more pages or remove pages. See the themes section to understand how the default set of pages is determined in the end-user's site.

2.2 Page Masters

Page Masters are the key to re-usable designs. They contain header, side-bar and footer artwork as well as navigation. Typically a site will have the following page masters:

- **Footer** - the highest level page master which contains a footer common to all pages. It may also contain part of the header if there are elements of the header that are common to all pages
- **Home Page** - Used for pre-fab pages that are intended for home page use. It will contain the header for the home page which is usually larger than the headers for other pages in the site. It will usually contain the main menu. Designs where the header and body of the home page are not easily separated may not require a home page master at all and the complete design for the home page may be part of the pre-fab pages called "home page". The home page master is based on the footer page master so that it includes the standard footer.
- **1st Level Menu** - Used for all pages that have a single level menu. Typically the header artwork will be smaller allowing more room for the body of the page. It will be based on the footer page master so that it includes the standard footer.
- **2nd Level Menu** - Used for pages that have two levels of menus. It is usually based on the 1st level menu so that the only the additional menu bar is added.

The page masters must have common metrics as the page layouts will depend on space left in the master for page-specific content. We currently use a width of 768 pixels.

Important: Make sure your template follows this structure and naming convention as this is critical to being able to swap templates.

2.3 Themes

A template site can have any number of themes. Templates are exposed to the end-user as themes in that the list of screenshots you see when creating a site is actually the list of themes. The themes let you re-purpose a template for multiple thematic purposes. For example you can take the same site template and by substituting some images make it suitable for a medical

theme, a party theme and business theme. Themes can be viewed under the style tab. Each theme has these attributes:

- ‘Abstract’ and ‘Subject’ codes that let you substitute images into the template for the particular theme. These codes must match the codes in image on the content tab. Images can be grouped in a content folder and assigned different codes. The images that match the codes for the theme are then automatically selected. See the swapping artwork section for more details on this.
- A group code that used to group the theme on the template list. This code appears in the first dropdown of the template selection drop downs on the site creation screens. The actual name of the theme appears in the topics drop down.
- A default color palette which determines in which color the screenshot will appear on the template selection. The end user can select any of the palettes once they click on the screenshot but this determines how it will appear initially.
- A navigation code which determines the default set of pages that the end-user of the template will get. The end-user can change the set of pages or the individual pages during the site creation process but this establishes the default. See page selection to understand how this works.
- A series of screen shots for each color scheme. The color schemes are determined by the color palettes in the palettes list on the style tab. The screenshots must be exactly 800x600 and automatically re-sampled when they are uploaded to form the two different sized screen shots used in the site creation process.

2.4 Page Selection

To review, the names of the pages in a template are the names of the pages as they will appear in the list of pre-fabricated pages. The names are meant to be descriptive of the purpose and format of the page. When someone actually uses the page it is assigned a functional name such as (Home, My Photos, Our People). The mapping of friendly names is done on the pre-fab info tab.

The ‘name’ field determines the default name that will be used for the page when included in a site. The navigation set specifies navigation sets that will include this page. The navigation set choices appears in the purpose drop down in site creation process after the end-user confirms their template selection. Any navigation set codes in any pages will appear in the purpose list, If a name appears to the right of the navigation code, that name will be used if the navigation code is selected by the end-user in the purpose box.

What this let’s you do is to have a page (e.g. Two column layout) that will be called Our People when included in a site whose “purpose” is retail but “My Friends” when used when the purpose is Personal. While the end-user can, of course, easily change the names, this makes the initial site seem more tailored based on the interview process during site creation.

2.5 Palettes

Palettes provide a set of text and background colors that are used throughout the site. Although there is no forced ordering of the colors, it is best to define in a small table the usage for each color slot in the palette. (e.g. 1st color for the page color, 2nd color for the heading etc.)

One of the features that makes the palette truly useful is that graphical artwork can also follow the palette. siteZen has proprietary technology to “shift” the color of GIF images to one or two of the palette slots. Artwork, other than photographs, should always be set up so that they can leverage this feature.

Each palette included with a template surfaces as a ‘color scheme’ in sites built with the template.

2.6 Substituting Artwork

In order to have multiple themes inside a single site template there is a mechanism to swap in and out images when the theme is selected. This is called artwork swapping and is a matter of organizing a group of images into their own folder in the content tab and assigning codes to them that are matched to codes in the themes. There are two codes used to map the themes to artwork.

- Abstract should be used if your theme artwork is not subject specific but you are trying to express a mood or general style
- Subject should be used if your theme is subject specific

Group all images to be swapped in their own folder and apply the codes. When you switch themes, the correct image will automatically be selected. Several important notes:

- For header artwork, the folder name must end in Header Choices (e.g. Header Choices, Main Header Choices, Other Page header Choices)
- Keep all images to be swapped the same size. Swapping images of different sizes will result in undesired centering of the images and will generally have undesired results.

3 Tutorials

3.1 Tweaking Templates

In many cases you don’t want to design a template from scratch, but rather to take a stock template and overlay graphics that will re-purpose the template for a particular topic. This can be done in one of two ways:

1. Replace the large header images with those that you create in a graphics program. These header images can then “follow” the palette and can be setup to change colors automatically. This is only suitable for solid artwork or images that can be “colorized”. It is not suitable for full color images.

Or

2. Float full color images on top of the existing artwork or artwork that you create. By using PNG images for the full color images, the underlying header artwork can “follow” the palette while the color image stays the same. With 24-bit PNGs with alpha channels the floating image will maintain perfect anti-aliasing.

Let’s walk through a simple example where you will replace the header images. To make this example complete we will assume that you want to add two different types of headers for two different subjects. In this example there are separate page headers for the home page and the regular pages but the regular pages have the same header image for both subjects. This means you will require two home page headers images image for the other page headers. You

can, of course, construct the headers as multiple images but this example assumes header images that span the entire width of the browser.

1. Login into siteZen and go to the themes tab. Choose a theme where you like the basic look of the navigation elements and metrics of the site but where you want to replace the header images. Click, 'create local copy' and once the copy is created, edit it by selecting it from the templates tab.
2. In the style tab, under page masters, select the home page and Go to the page masters where you want to replace the headers and delete the existing header picture boxes. Before replacing them check the color drop-down box and note which color is being used for color shifting.
3. In the content tab under artwork>Headers>Header Choices, delete the existing header images and upload new ones. Set each of the headers up for color shifting and using the sample colors with the existing palette, make sure they shift properly. Depending on the color scheme either one or two colors will be shifted. We recommend only shifting one color as two-color shifting can be quite tricky to get right. Set the subject code for your artwork. In this example you have two separate subjects. In the Headers folder add the single header image for the other pages.
4. In the style tab, under page masters, add in the header images and set the color as for the previous header. Adjust the layout of the page master according to the new size
5. In the style tab under palettes adjust the palettes as needed. Be sure to set each palette as default before adjusting it so that you can preview the results.
6. In the style tab under themes, delete all of the existing themes except for the default one. Rename the default theme according to the first of the two subjects, select Neutral for the abstract and set the appropriate subject code that you entered on the header image for Subject. You can also enter a theme group, default palette and navigation selection.
7. Create your second theme and fill it out accordingly. Now click the preview screenshot on both themes to make sure the correct header images appear.
8. Take your 400x300 screenshots for each palette in each theme. Using the cycle to Next Color check box, the context will be set to the next screenshot automatically after uploading. . We recommend using [SnagIt from TechSmith](#). This utility can quickly grab screen shots and scale them to the required 400x300 size and store them in a directory where you can browse.
9. Now exit the site builder using the Done button and go into My Themes to verify that they are showing. Test your site by Going to My Sites and building a site with it. Then further test it by swapping to a different theme and back. It is critical that your new template can survive template swaps.
10. When you are happy with the template within the custom template account, find it in My Themes and check 'Include Theme' to make it available to customers building sites.

3.2 Starting From Scratch

This section describes the step-by-step process for building designs. The sections that follow describe in more detail the various steps but this gives a process-centric overview.

3.2.1 Create the Design using Adobe Photoshop

Although any tool can be used to design web-sites this document assumes Adobe Photoshop which is the most popular tool. A design for siteZen should have the following:

- A PSD file for the home page
- A PSD file (or separate layer) for pages that have a single level menu
- A PSD file (or separate layer) for pages that have two levels of menus

Creating swappable artwork for the major and minor themes is achieved by having layers that are hidden / shown for the various combinations. A naming convention is essential for the layers. Most designs don't incorporate layouts of the pages as that is best done in siteZen itself.

Important Note:

You need to determine which parts of your artwork are going to be color shifted and which ones cannot. Generally line art, textures and colorized (mono-tone) images can be color shifted so they follow the palette. Full color images (e.g. photos) will not follow the palette. Therefore be sure to place any full color images on a separate layer as they must be saved as a separate image and added to the header so they "float" over it. If you wish to place full color images over line artwork or textures then save these as 24 bit alpha channel pngs. siteZen has full support for these images and will generate the correct code to make them work with Internet Explorer.

3.2.2 Slice up the Design

Slicing up the design for siteZen is similar to the way one would go about it for any other tool except for the following:

- Headers and footers are sliced up separately. If part of the header is used for a full color image, slice the image separately and save it as 24 bit alpha channel PNGs if you want proper anti-aliasing.
- Navigation elements need to be sliced into multiple parts to form composite graphic images. Usually this is a left part, middle part and right part.
- Any elements that are shapes around text (e.g. menu bars) are also sliced into individual components. There are a variety of box structures described in subsequent chapters.
- Any other elements that can be made resizable should be made into composite images
- Slice images along color boundaries when possible for best color shifting. Where curved images are present this is not possible.
- Do not slice up basic rectangular shapes as you can easily create them within siteZen.
- You will need to save separately each of your swappable images. The easiest way to do this is to hide/unhide the appropriate layers and then rename the slice and re-save.
- Removing the background layer when saving is the easiest way to ensure that elements have transparent backgrounds.
- When saving for the web all artwork that is to be color shifted must be saved in the GIF format. It is best to use transparent backgrounds so that the images can be placed over any color page. siteZen will automatically anti-alias artwork for different color backgrounds.

Creating Templates for siteZen

As with any tool it is best to name the slices so they will make sense when you upload them.

3.2.3 *Allocate Colors*

Examine the template carefully and determine how colors will be used. Fill out a chart such as the following for the colors:

Background

- 1 White for page background
- 2 Darker Blue from menu elements
- 3 Blue for header (Take a middle position of the blue grid)
- 4 Light Blue under your Slogan goes here
- 5 Light Blue for color blocks in Our People etc AND for sub-heading color in default stylesheet
- 6 Lighter Blue (increase brightness slightly) for color blocks in Our People etc

Text

- 1 Black Headline Text
- 2 Gray for Menu
- 3 Black Normal Text
- 4 Normal Link (dark blue)
- 5 Visited Link (closer to purple)
- 6 White for menu

3.2.4 *Create the Site*

Pick an existing template that has a color configuration close to the one that you need. Not so much the particular colors but more the number of colors and how the colors are used. For example if you have a 3 color scheme pick a template that has one as well. Create the site and then go in and remove all of the header artwork from the page masters and delete the artwork that was specific to the design from the content tab. It is best to do this first so you will be sure and get it all. Things that should be deleted:

- All images in the header folder
- Any backgrounds that were specific to the previous design. Note that if they are being used in style sheets you will have to change the style sheets to use a plain background.
- Any menu buttons that were specific to the previous design

3.2.5 *Create the Color Palettes*

Create a new color palette (or clone one) and name it according to the dominate color. If a palette already exists with the correct name just use it. Set it as the default palette. Using the color dropper in Photoshop transfer all of the colors according the color allocation.

3.2.6 *Adjust the Style Sheets*

Allocate colors in the Style sheets according to the color allocations

3.2.7 Upload the Artwork

You will upload artwork as follows in the Content Tab:

- **Headers** - In the headers folder upload all of the header images. Follow the rules for substituting artwork and tag the images if they are to be substituted based on themes.
- **Composite Backgrounds** - Images that are used for backgrounds to text blocks such as menu bars or other decorative boxes should be loaded into the background folder. Choose the appropriate image type
- **Menu Buttons** - These are loaded into the buttons folder

As you upload the artwork, set up the color shifting by choosing the source colors and color shift algorithm. Then choose the same color from the sample colors to make sure that the color shift gives you the same color back. Then change to a different color to make sure the shift is working. When shifting to the same color yields a slightly different color, try picking a different source color. Also change backgrounds and set the anti-alias check box to ensure anti-alias is working properly.

3.2.8 Create the Page Headers

Determine whether the existing page header structure is sufficient for your design and change the hierarchy accordingly. Then create the new images in the header referring to the images in the content folder that you have just uploaded. Be sure to set the images to the correct color using the paint buckets.

Only use floating images when necessary. Here are some tips for laying out the headers:

- For color blocks you can use the 'Blank' image (new picture and select blank in backgrounds). A tiny image will appear which you must stretch out and position. Finally you can color it with the paint bucket.
- Make sure to check that no boxes overlap (you will see a message in the top right of the screen if they do overlap). If they are supposed to overlap, click float.
- Be sure to place the standard logo images on the headers and make it editable.
- Place a text box somewhere on the home page header to allow the company name and/or slogan to be placed. This should be made editable.
- For menus be sure to set up a color mapping or other visual indication for the selected page. This is usually done with colors. Make sure that the menu bar is big enough for 6 page names.

When you have finished the headers make sure that the pages are assigned to the appropriate headers. The default header should be the 1st level menu header and the 2nd level menu header should be assigned to all of the pages in folders (galleries).

3.2.9 Set Up the Themes

Set up the themes as described in Tweaking Templates

4 How to Use Composite Images

4.1 Overview

One of the most powerful features of siteZen™ is the multi-part image capability. You choose a pre-defined structure for the images (e.g left, center, right) and then upload the various slices of the image. This “composite” image is then treated as a single image and can then be used anywhere an image is used. In particular they can be used to create decorative menu elements and text boxes that are fully scalable. The structures are designed so that they can be resized without disturbing the design.

Decorative graphics that incorporate text must use composite images so they will be independent of the actual text that appears within them. siteZen™ has the capability to let you take these graphical concepts and package them in way that lets the user supply text without breaking your visual concept.

4.2 Image Structures

There are a number of predefined composite image types that define how image slices are combined to create a single composite image that can be stretched while preserving their design integrity. Each type is actually an HTML “snippet” into which images will be substituted. That is the key to understanding how the image is to be inserted. There are three ways that images are used in these structures.

- **Tiled** – Typically used for sides and tops of images or any portion that will stretched as the entire image is stretched.
- **Stretched** – Used for parts of the image that may be stretched slightly.
- **Fixed** – Images that will always retain their size such as corners.

4.2.1 Menu Element - Simple

Typically used for buttons that don’t have a middle part such as small arrows on the right or left. Although they can be used for gradient effects such as 3D buttons this breaks down in practice because the heights are fixed and so the text may spill out if a menu element goes to multiple lines. At present we have no robust way to generate 3D menu elements and so this effect should be avoided.

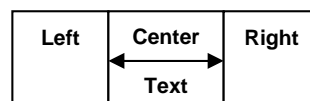


Image	Type	Notes
Left	Fixed	
Center	Tiled	Background image over the text of the menu element that is tiled horizontally and center positioned.
Right	Fixed	

Examples:

In this example the left image contains the small arrow ICON and the rest of the image is transparent. The middle part of the image and the right part of the image are not used. This configuration is fully scalable.

This example uses all three parts of the element. The middle slice would actually be one pixel wide and tile. Since middle part is fixed vertically this type of image is not scalable. If the user has large page names they will go to two lines and spill over the edge of the button. Therefore although this looks good – don't use it.



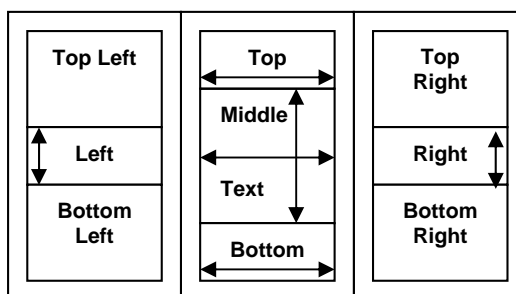
4.2.2 Menu Set – Simple

This is simply three separate sets of menu elements - one for the first, one for the middle and one for last element on a menu. Each set is identical to previously described “Menu Element – Simple”. This can be used to customize dividers between menu elements and decorate ends.

- For graphic dividers, create the first and middle set with the divider graphic in the right image and omit the divider from the last element. This can be used on horizontal and vertical menus.
- For graphic ends (horizontal menus only), place the end graphic in the left element of the first set and the right element of the last set.

4.2.3 Menu Element - Complex

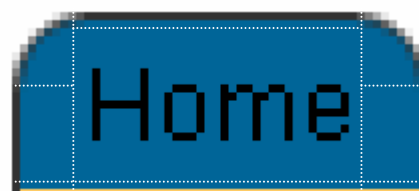
This complex form is used for menu elements is fully scalable to any size. The three main columns are vertically independent. This means, for example that the corners may be much larger than the middle tops and bottoms as would be the case if you want really rounded corners but want to preserve the maximum amount of space in the middle for the text.



The text of the menu element (page name) will be inserted in the middle of the graphic. Although it was designed for menu elements, it may also be used for boxes with very thin tops and bottoms and text almost flush to the top/bottom. In that case, the editable portion of the box will occupy the middle part of the image and will be sized as the user drags the box.

Image	Type	Notes
Top & Bottom	Stretched	Should be a vertical slice of an image that will be stretched Horizontally
Left & Right	Stretched	Should be a horizontal slice of an image that will be stretched vertically
Middle	Tiled	Background image over the text that will be tiled both vertically and horizontally.
Corners	Fixed	

Note the orange line at the bottom of this tab. The section on color shifting will describe how this line can be automatically color shifted so that it becomes a solid black line for all but the selected page, thus creating the standard graphical tab visual metaphor



4.2.4 Box Body Only

This simple form is used for text, menu or image boxes. When used with a text box, the text goes into the part marked body. Similarly an image or menu will also occupy the space marked menu. Because this is a grid, the widths of the corners and right/left images should be the same. The heights of the corners and the top/bottom images should be the same.

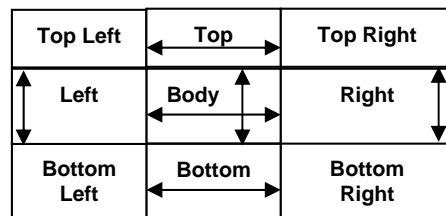
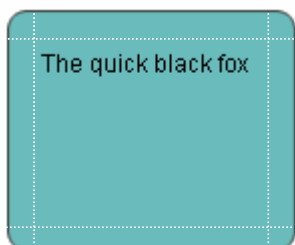


Image	Type	Notes
Top Left, Top Right, Bottom Right, Bottom Left	Fixed	Full images as these are not stretched or tiled
Left & Right	Stretched	Should be a horizontal slice of an image that will be stretched vertically. Note that these images are used both in the header and in the body.



Top	Stretched	Should be a vertical slice of an image that will be stretched horizontally. Note that these images are used both in the header and in the body.
Bottom	Stretched	Should be a vertical slice of an image that will be stretched horizontally

4.2.5 Box Header and Body

This complex form is used for a two part box. There is both a header area for a title and a body area for the main text body of the box. They both are editable areas when used as a text box.

The three outer rows are horizontally independent. This means, for example, that the corners may all be independent widths. There are no images for middle parts of the box. When used in conjunction with color shifting the whole box can take on a specific color.

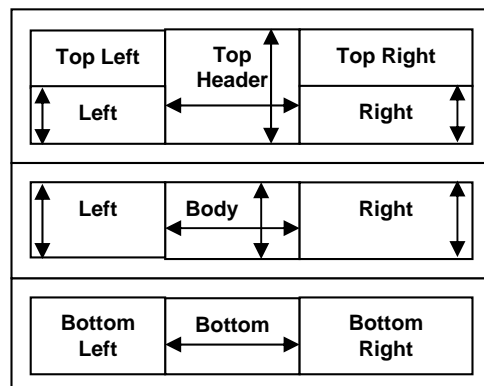
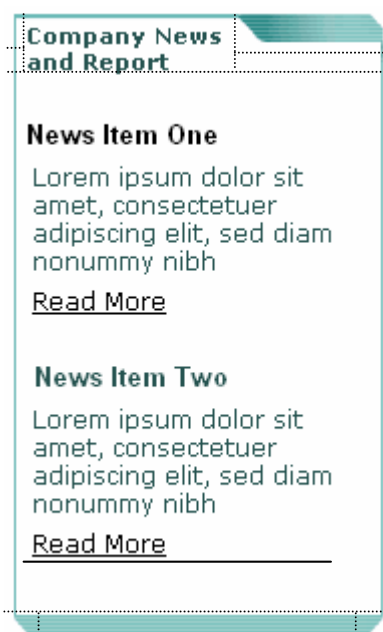


Image	Type	Notes
Top Left, Top Right, Bottom Right Bottom Left	Fixed	Full images as these are not stretched or tiled
Left & Right	Stretched	Should be a horizontal slice of an image that will be stretched vertically. Note that these images are used both in the header and in the body.



Top	Fixed	Background image over the header text that will be tiled horizontally and aligned on top. This is done so that its height is independent of the two corners.
Bottom	Stretched	Should be a vertical slice of an image that will be stretched horizontally

4.3 Color Shifting

Setting up artwork for color shifting requires some care and experimentation. Here we will cover the basics of color shifting. If you find that things are not working the way you expect, try some alternatives. If things still don't work, please contact us immediately and we will help. There are subtleties to color shifting that have yet to be documented. We are here to support you.

Where color shifted images are used:

Menu Elements Images will follow the color selected for the various element states (normal, hover and selected). Note that selected means when the

menu element is actually the current page.

Menu Box Backgrounds A back round image can be selected for a menu bar. One color can be set.

Box Backgrounds Two colors can be selected on the style sheet and also overridden on the page layout toolbar

Places where color shifted images cannot be used:

- Page Backgrounds.
- Images within text boxes.

4.3.1 How it Works

The principal of the shift is quite simple. You pick a “source” color in your image and that color and other colors that are “close” to that color are “shifted” to one of the colors in your palette. You can pick up to two colors to be shifted. The key to all of this is to understand in advance which colors you want to shift and which ones you don’t want to shift. Because there is no way to indicate where in the image you want to shift the color, everything is based on the color itself. There are several ideal scenarios for shifting.

1. You have a single solid color in the middle of image that you want to “shift”. For example the arrows in the “Bizz” template. For this all you have to do is to make sure that the color of the arrows in your source artwork only occurs in the arrow and no where else
2. You want shift the color of an abstract image that has been filtered so that all of the colors are various shades of the same color. This is straight forward and just a question of experimenting with picking the right “shade” as the source color, choosing the right “range” (same idea as “Tolerance” in Photoshop’s magic wand) and choosing the shifting method (linear or bezier). This is the case for the headers of the “Bizz” template.

Where things get interesting is where you want to combine both of these techniques (e.g. shift an abstract image with one color shift but reserve the other to shift some artwork embedded in that image). This is possible, as long the two source colors are far enough apart.

The more challenging case is where you have a color filtered image that has a color image superimposed on top of it (for example a persons face). In this case you are very unlikely to get the results you want because the persons face will likely have some of the same colors as the filtered image. If such artwork is used in a header you are better off creating the super-imposed image separately and “floating” it over the heading using the layout mode in siteZen.

4.3.2 Controlling the Color Shift

Source Color You pick the source color pressing set Color. The colors that you will see are all of the colors in all of the palettes of all of the various image slices (if you are using composite images). They are ordered by how often they are used. Generally the first few colors are the ones you want.

Type of Shift The type of shift greatly influences how well the shift will work:

- **Shift Solid** – used for simple solid color shifts. You can specify that you want to shift a “range” of RGB colors by specifying that you want to shift all pixels which the red, green, and blue no more than X difference from the corresponding color component in the Shift

color you specify. The range is very similar to the Photoshop Magic Wand's "Tolerance" setting.

- **Shift Solid (Antialiased)** – use this when you have curves in the portion of the artwork that have been anti-aliased with other colors in the artwork. Anti-aliasing is the choosing of in-between colors to smooth the jagged edges and is used by most graphics programs such as photo shop when you place one layer on top of another.
- **Shift Gradient**– The gradient shifts are used when you have gradient colors in your source artwork such as 3D shading. The gradient shifts are designed to shift all of the colors that are close to the source color in a way that preserves the gradient. There are two methods – linear and bezier. First try linear as it gives more accurate color shifts. If you are using an image that has a lot of 3D shading try bezier if linear does not give you the results you want. It is beyond the scope of this document to describe the differences.

Anti-Alias to Canvas This feature should be used when you have artwork with a transparent color that was anti-aliased to that color. This will generally be the case when you "save for the web" using Photoshop and set transparency.

In most cases your artwork will be adjusted so that it will anti-alias to whatever background you use for the image. This is important to eliminate the "halo" effect that you might otherwise have.

There are several things that you should know about this feature:

- siteZen needs to know what background color is being used and it bases this on what you select as the background color for the page (or the page zone). If you use an image as your page background then you also need to select a background color that is close to the color in the background image to make this feature work properly.
- Since only one color can be used for anti-aliasing, you cannot have situations where the image overlaps multiple colors.

4.4 Style Sheets

Style sheets serve two purposes. First they define text formatting for use with text boxes. Secondly they provide the ability to incorporate decorative elements on boxes. These decorations are accomplished by specifying a composite image as a background image. Since each box is assigned to a style sheet, a separate style sheet is needed for each style of decorative boxes. This makes it easy for the user to choose how their box will look by simply selecting a style sheet from the layout mode tool bar (full siteZen product only).