

# Warning: Contains Graphic Material

**PRESENTED BY** 

Neil Perlin



#### WHO AM I?



- Neil Perlin Hyper/Word Services.
  - Internationally recognized content consultant.
  - Help clients create effective, efficient, flexible content in anything from hard-copy to mobile.
  - Certified Flare, Mimic, Viziapps, others.
  - Working in online since 1986, mobile since 1998, XML and CSS since 1999, apps since 2011.
  - Certified app development consultant and trainer.
  - Lynda.com® author of training for Flare, others.

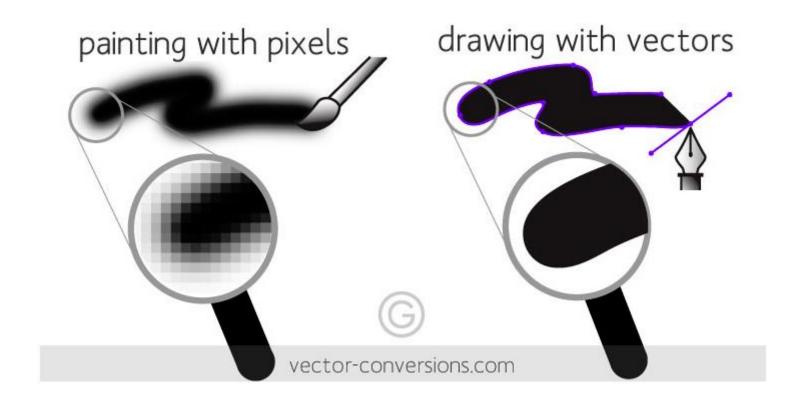
## **OVERVIEW**

- We often use graphics less efficiently than we could.
- Flare offers various features that can fix that.
- In this presentation, I'll discuss:
  - Basic graphics concepts and operations.
  - Advanced and unusual graphics features in Flare.

• The Basics

#### FILE TYPES

Rasters vs Vectors



#### RASTERS

- Commonly used for online outputs.
  - A grid of dots of different color.
  - Allows an almost infinite number of colors.
  - But ...
    - Enlarging the image without adding pixels makes it blurry.
    - Added pixels are randomly inserted, reducing the image's quality.
    - Shrinking the image removes pixels at random, again reducing the image's quality.

## VECTORS

- Commonly used for print outputs.
  - Shapes defined by mathematical formulas.
  - Almost infinitely scalable without the resolution loss of rasters.
  - But...
    - Not as good as rasters for images with a range of colors.

#### FORMATS

- Raster GIF, JPG, PNG, plus older formats like BMP and TIF/TIFF.
- Vector SVG, plus older formats like EPS and WMF.

# FILE FORMATS

- What to use theoretically:
  - GIF, JPG, or PNG for online.
  - SVG or EPS for print.
- But consider using PNG for online and print.
  - Only one file format to manage.
  - PNG may not look as good as SVG or EPS in print but will your readers notice that?

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- General tab.
  - Screen Tip To create "hover help."
  - Alternate Text To specify text to be read by a screen reader for Section 508/WAI compliance.
  - Style Class To apply a custom style class to the image.
  - Style ID To apply a custom style sub-class to the image, like img.thumbnail.

- General tab cont'd.
  - Tab Index To specify the order in which users move from image to image when pressing the Tab key.
    - From the era when Windows users might not have a mouse.
  - Apply alternate... to all images Not sure why I'd ever use this feature.

- Other tabs.
  - Size To resize an image and set its default, minimum, or maximum size.
    - For targets that use the default or custom CSS medium.
  - Print Size Same as Size but for targets that use the print CSS medium.
  - Position To control an image's position using the float feature discussed shortly.

- Other tabs.
  - Thumbnail To convert an image to a thumbnail and control how it expands.
  - Borders & Margins To set an image's borders and/or margins.
  - Background To set an image's background.

# FORMATTING LOCALLY VS. STYLES

- Insert Image dialog box properties are local they apply to one graphic at a time.
- So each image must be modified separately inefficient.
- Instead, use the IMG style class on the stylesheet.

# **STYLESHEET EDITOR – IMG TAG**

#### • Showing all property groups.

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# **STYLESHEET EDITOR – IMG TAG**

- The property groups contain the same options as found on the Insert Image dialog box.
- Setting properties using the IMG style sets them for all images that use that IMG style.
- Want to define and apply different properties for different types of images?
- Create sub-classes of IMG style, like thumbnail.

# **STYLESHEET EDITOR – IMG TAG**

• Showing most commonly used property groups.

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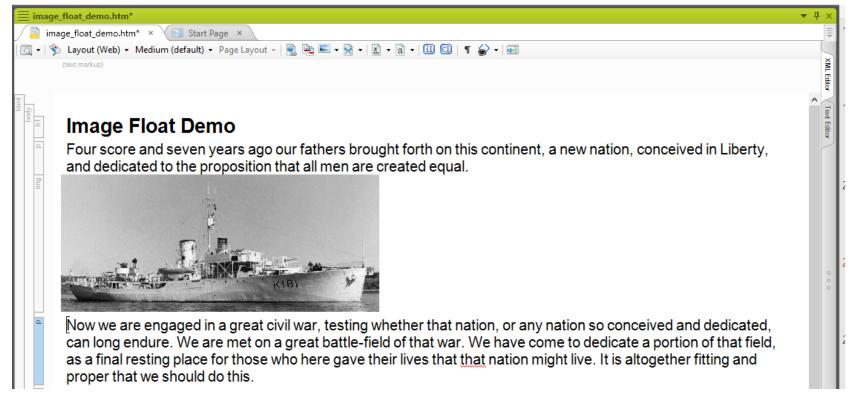
# **IMAGE POSITIONING**

- We often use tables with hidden borders as image positioning tools.
- This works but it's bad practice because:
  - It's not cross-medium compliant if you do responsive output.
  - It's using tables for non-table purposes.
- The solution? "Floats".

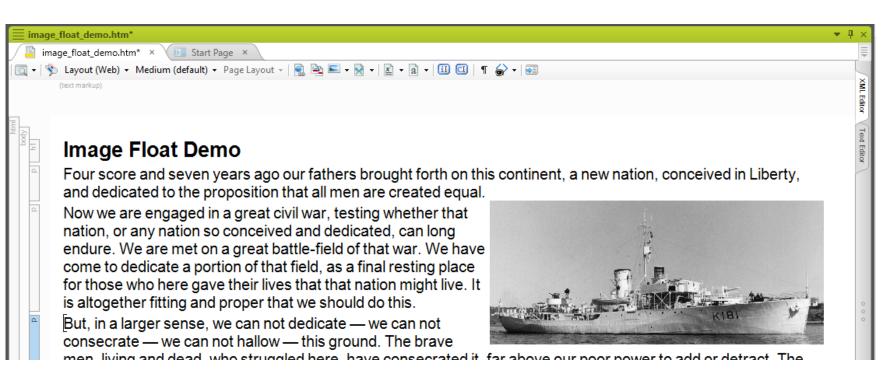
• In the Insert Image dialog box:

Image Properties				?	
General	Position				
Size	Float:	Clear:	Vertical Alignment:		
Print Size	(default) (as is)	(default) (as is)	(default) (as is)		
Position	None Left Right	None Left Side Right Side	Baseline Text Top Text Bottom		
Thumbnail	Center of Column Outside Left Margin	Both Sides	Top Middle		
Borders & Margins	Outside Right Margin Outside Frame Outside Frame, Top Aligned		Bottom		
Background	Left of Frame Right of Frame Center of Frame				

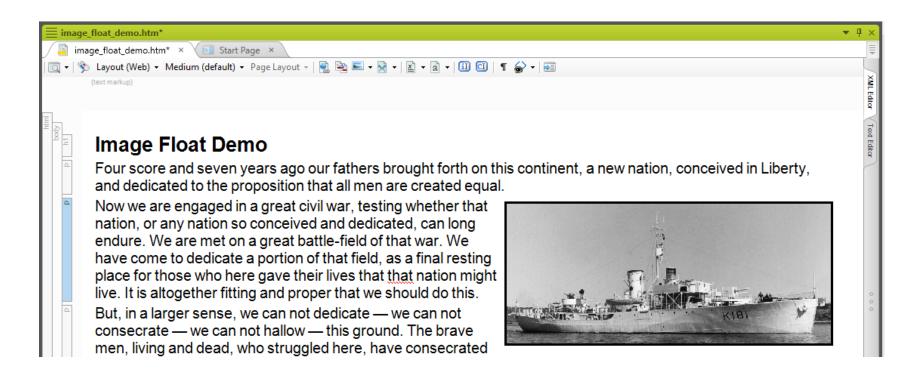
 For example, here's an image that I've inserted but not yet positioned.



#### • The same image positioned using a right float.



• The same image positioned using a right float, 10 px left, right, and bottom margin, and a 3 px solid border.



- This is useful but still local formatting.
- But you can add float properties to IMG styles.
  - Set float, margin, and padding in the Box group and borders in the Borders group.
- This works if you need a few IMG styles.
- But if you need many IMG styles, creating sub-classes with different float properties may not buy you that much.

• Beyond the Basics

# **MADCAP CAPTURE**

• MadCap's screen capture and editing tool.

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# MADCAP CAPTURE

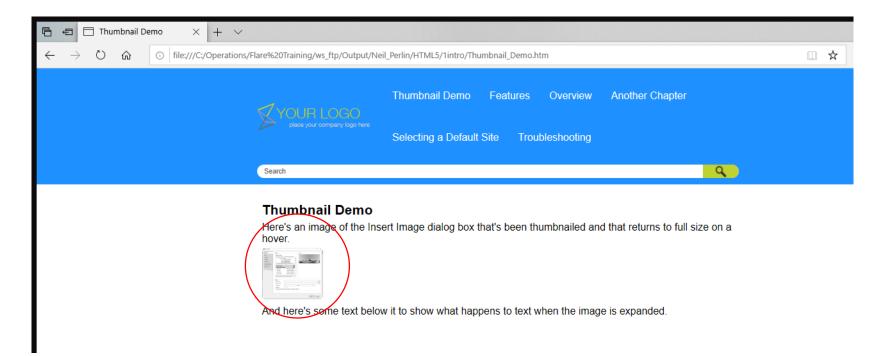
- Free with Flare since Flare 12.
- Excellent option if you don't have a screen capture and editing tool or don't like the one you have.
- Main features:
  - Screen capture options.
  - "Profiles" to automatically add properties to a capture.
  - Ability to add text callouts that Flare recognizes.
  - Auto-update of images that you add to a Flare topic.
- Can demo at end if there's interest and time.

# THUMBNAILING

- You can shrink an image to thumbnail size to use less screen space.
- Then expand it to full size temporarily when the user takes some action, like clicking on it.
- For example...

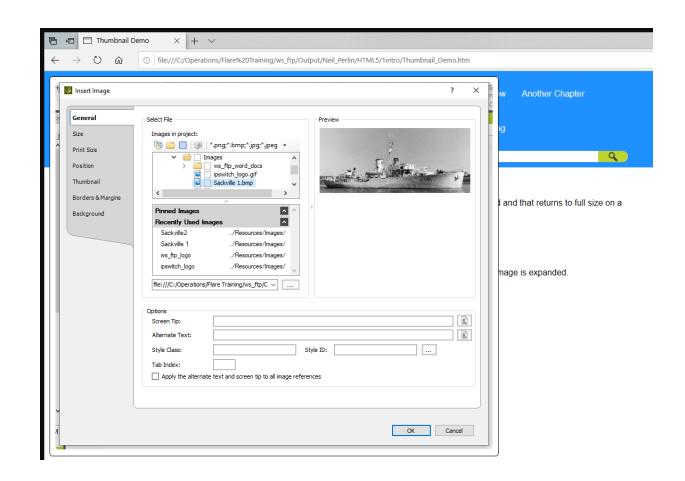
#### THUMBNAILING

• Closed...



#### THUMBNAILING

• Open...



## THUMBNAILING – DESIGN

- Decide if you want all or just certain images thumbnailed.
  - For all, set it up for the IMG tag in the stylesheet.
  - For selected ones, create a sub-class of IMG called "thumbnail" and set it up for that sub-class.

# THUMBNAILING – DEFINING

- Select the IMG style or the sub-class in the CSS.
- Expand the Thumbnail style group.
- Specify the launch action in the mc-thumbnail field.



- Specify the height in the max-height group.
- Select auto in the max-width group to make the browser calculate the width automatically.
- Or vice versa.

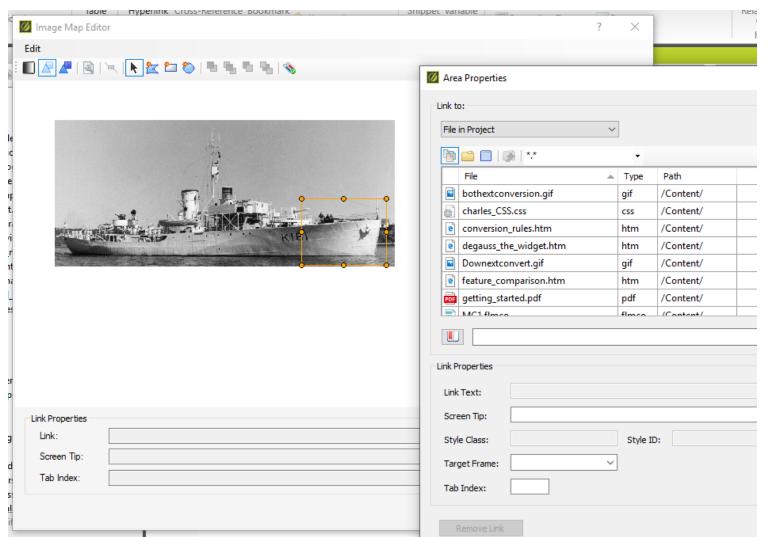
## THUMBNAILING – APPLYING

 Right-click on the image to be thumbnailed and select Style Class > img.thumbnail.

## **IMAGE MAPS**

- Images with individual hot spots.
  - Dialog boxes with each button hot-spotted and linked to an explanatory topic.
  - An exploded view of a machine with each part hot-spotted and linked to a topic with the specs.
  - A map, etc...
- Not used as often as in the past but still useful.
- Create using the Image Map Editor.

#### **IMAGE MAPS – DEFINING**

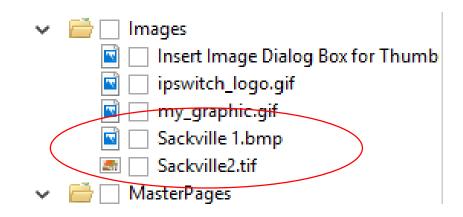


# **AUTO-CONVERT FORMATS**

- Automatically convert graphics in old formats to web-safe formats using "Generate web-safe..." option in the Target Editor's Advanced tab.
- Convert BMP, WMF, EMF, TIF, TIFF images to modern, (web-safe) GIF, JPG, or PNG without a graphics editor.
- Just select the option on the Advanced tab and build.

# **AUTO-CONVERT FORMATS**

- Converted images are in the project's output folder.
- Project's content folder contains the originals.
- Here's the originals in the project...



# **AUTO-CONVERT FORMATS**

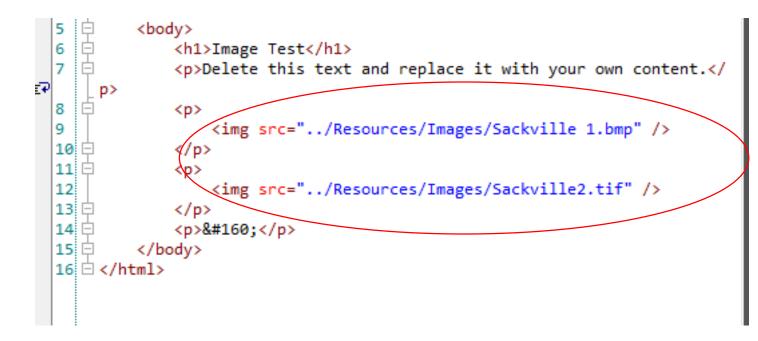
• And the converted ones in the output folder...

Name		Date	Туре	Size
📓 Insert Ima	ige Dialog	2/22/2019 3:25 AM	PNG File	79 KB
📓 Insert Ima	age Dialog	2/22/2019 4:42 AM	PNG File	5 KB
📓 ipswitch_	logo.gif	1/17/2017 11:35 AM	GIF File	1 KB
📓 my_graph	nic.gif	1/17/2017 11:35 AM	GIF File	6 KB
Sackville	1.png	2/22/2019 4:42 AM	PNG File	87 KB
Sackville2	l.png	2/22/2019 4:42 AM	PNG File	83 KB

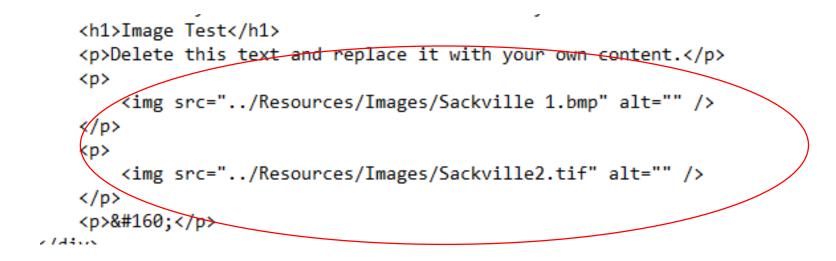
- Use empty ALT text for images that do not have ALT text
  - Adds an empty alt= tag to images for which you did not enter ALT text when you added them.
  - Ditto equations, QR codes (convert to images on output).

- Why use it.
  - Section 508 compliance requires alt tag for all images.
  - Can search for "alt=" if you later have to upgrade your tagging for Section 508.
  - Adding ALT text to images improves searchability for Google.

- Select the option and build the target.
- Here's the result before applying.



• And here's the result after applying.



### AUTO-SIZE CAPTURE OBJECTS...

- If you add text callouts to images in Capture, auto-sizing the callout box makes sure all the text displays if it expands due to translation.
- Select the option on the Advanced tab of the Target Editor.

### AUTO-SIZE CAPTURE OBJECTS...

• For example, with the option disabled.

Image with English callout



Image with Spanish callout, auto-size feature disabled



#### AUTO-SIZE CAPTURE OBJECTS...

• And with it enabled.

Image with English callout

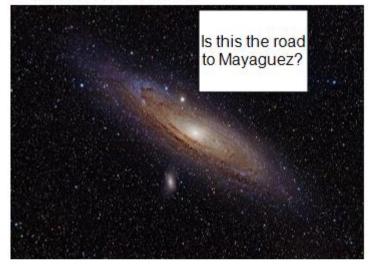


Image with Spanish callout, auto-size feature enabled



### **REMOVE IMAGES...**

- Automatically removes images inserted in text paragraphs used as headings in print targets.
- Available in the Generated TOC section of the Advanced tab for a print target – not for an online target.
- Simple to use just select the option.

### **REMOVE IMAGES...**

- But behaves slightly differently for Word vs. other print outputs.
- See the "Removing Images from Headings in a Generated TOC" topic in the Flare help.

#### HYPER/WORD SERVICES OFFERS...

- Training Consulting Development
  - Assessing readiness for "mobile"
  - Guidance toward Information 4.0
  - Flare
  - ViziApps
  - Single sourcing Structured authoring

# Thank you... Questions?



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