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

painting with pixels

drawing with vectors

vector-conversions.com
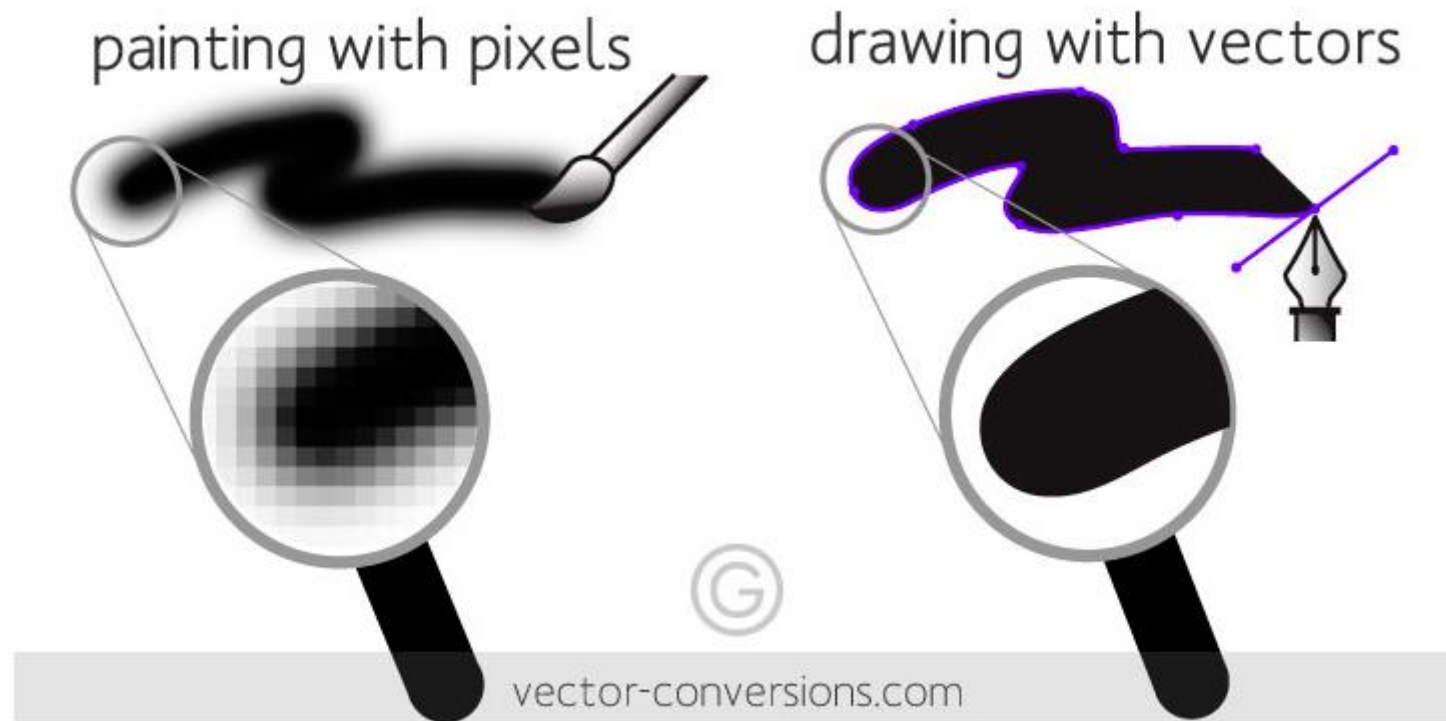
RASTERS

- 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.
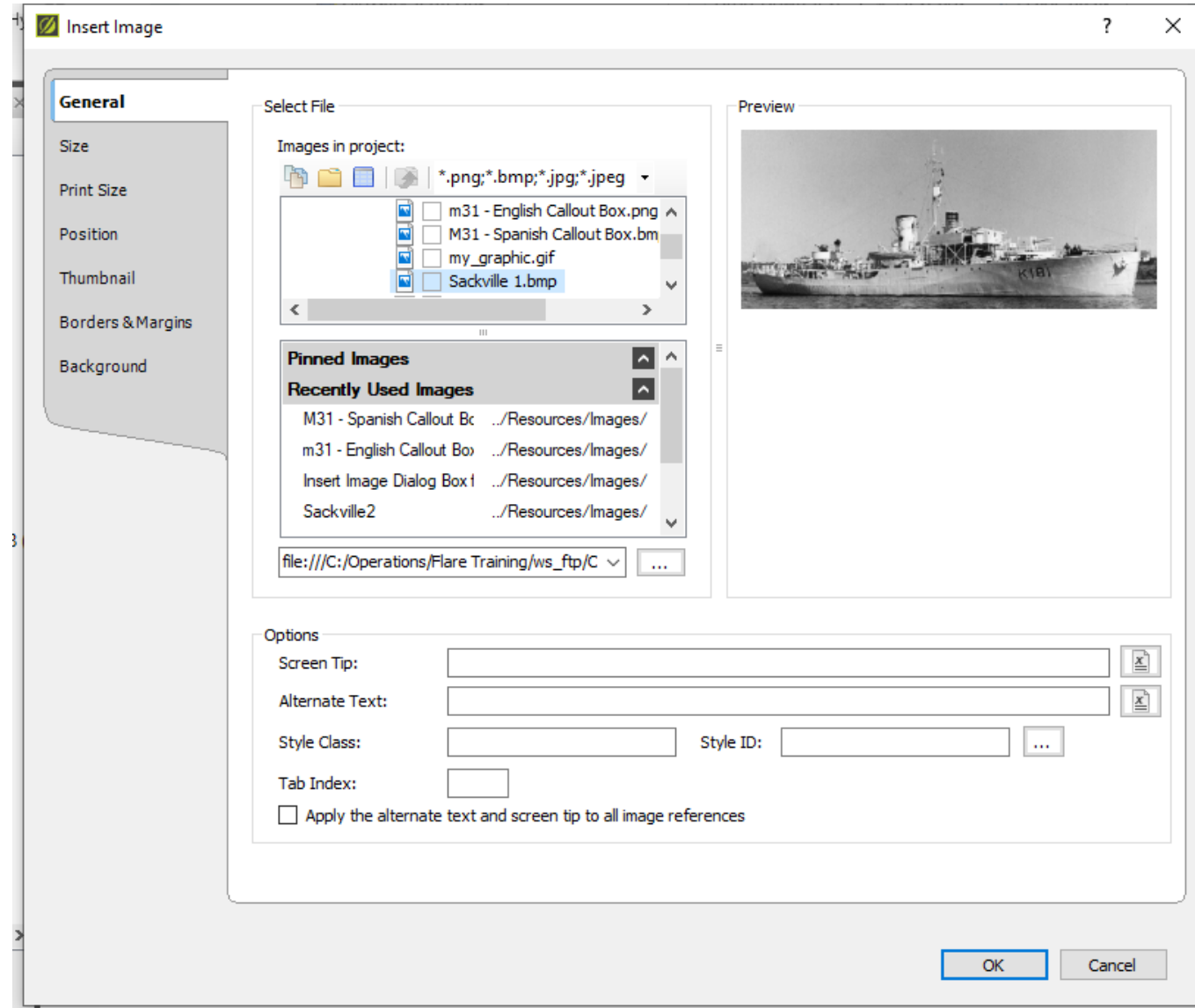
- Vector – SVG, plus older formats like EPS and WMF.

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?

INSERT IMAGE DIALOG BOX

-

INSERT IMAGE DIALOG BOX

- 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.

INSERT IMAGE DIALOG BOX

- 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.

INSERT IMAGE DIALOG BOX

- 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.

INSERT IMAGE DIALOG BOX

- 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.
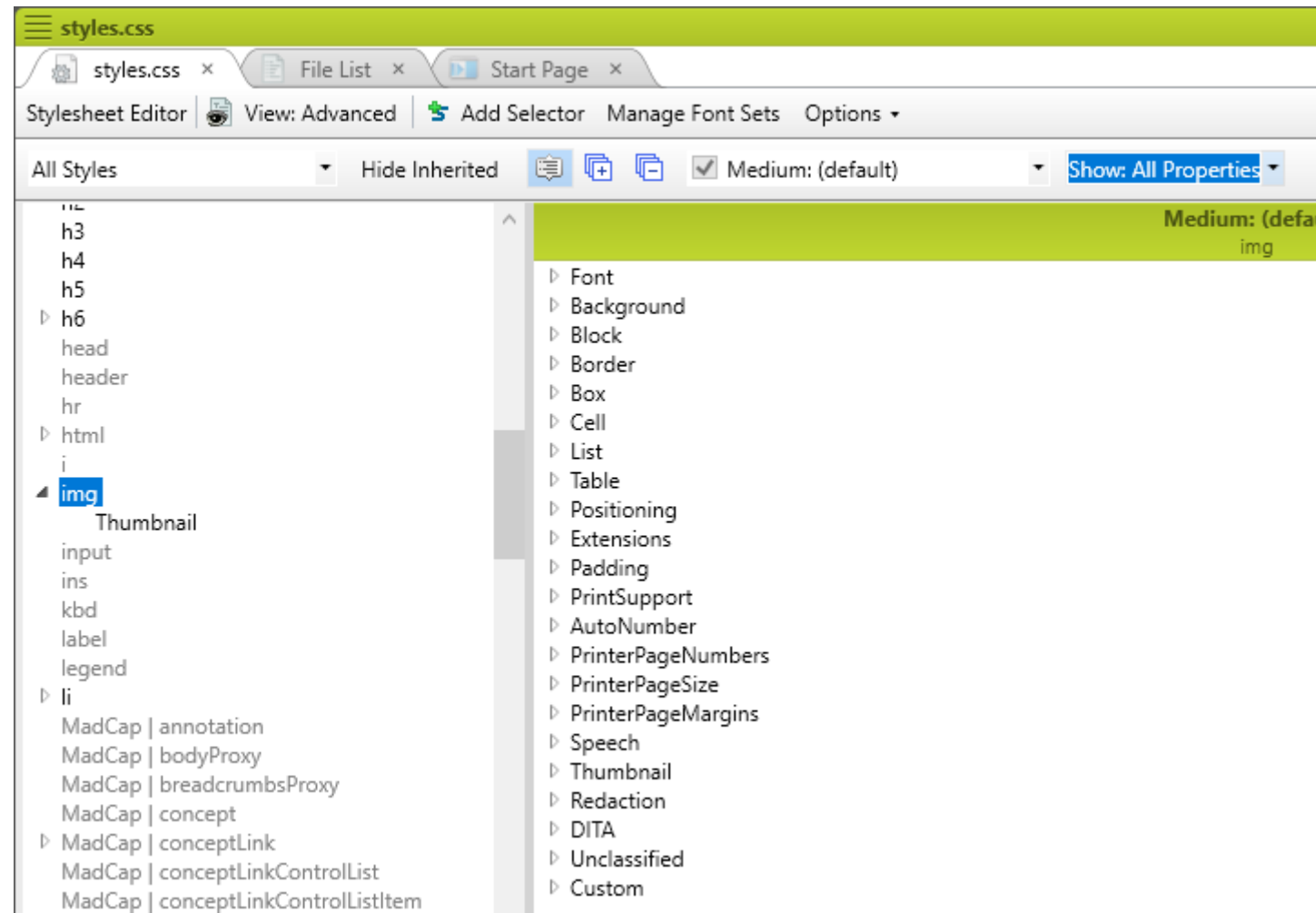
STYLESHEET EDITOR – IMG TAG

- 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.

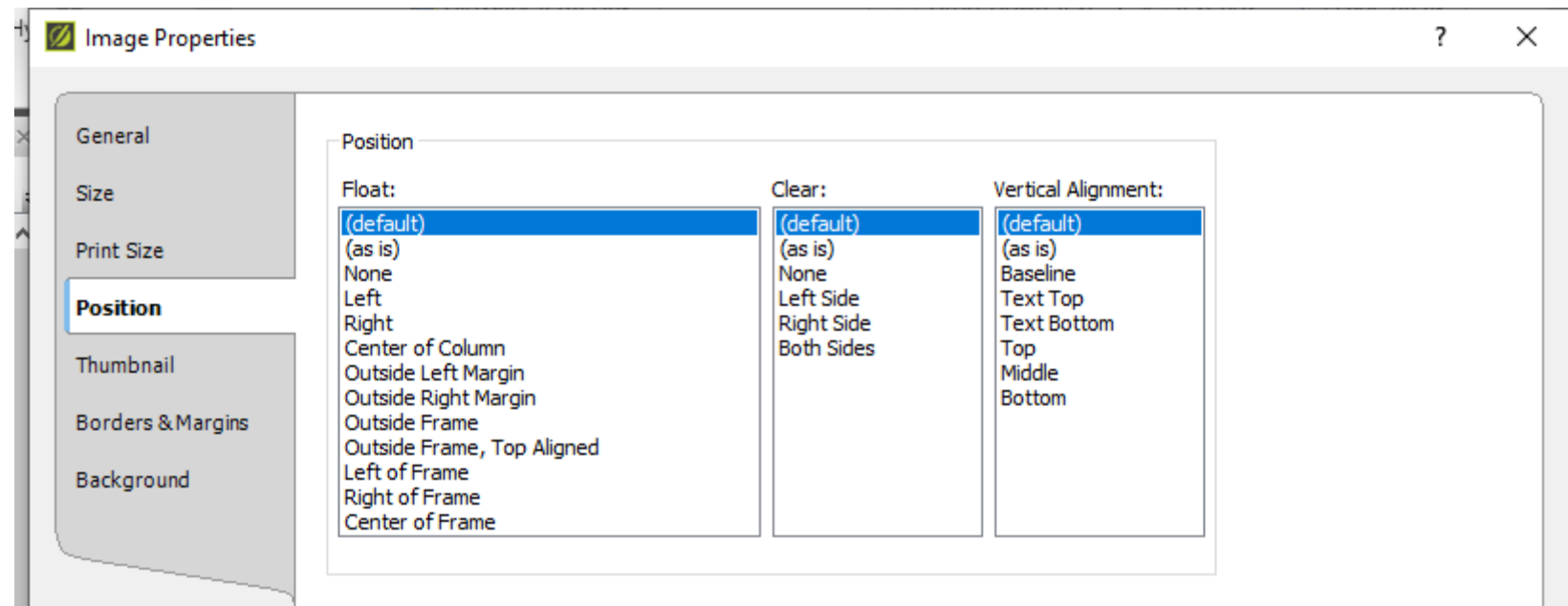# STYLESHEET EDITOR – IMG TAG

- Showing most commonly used property groups.
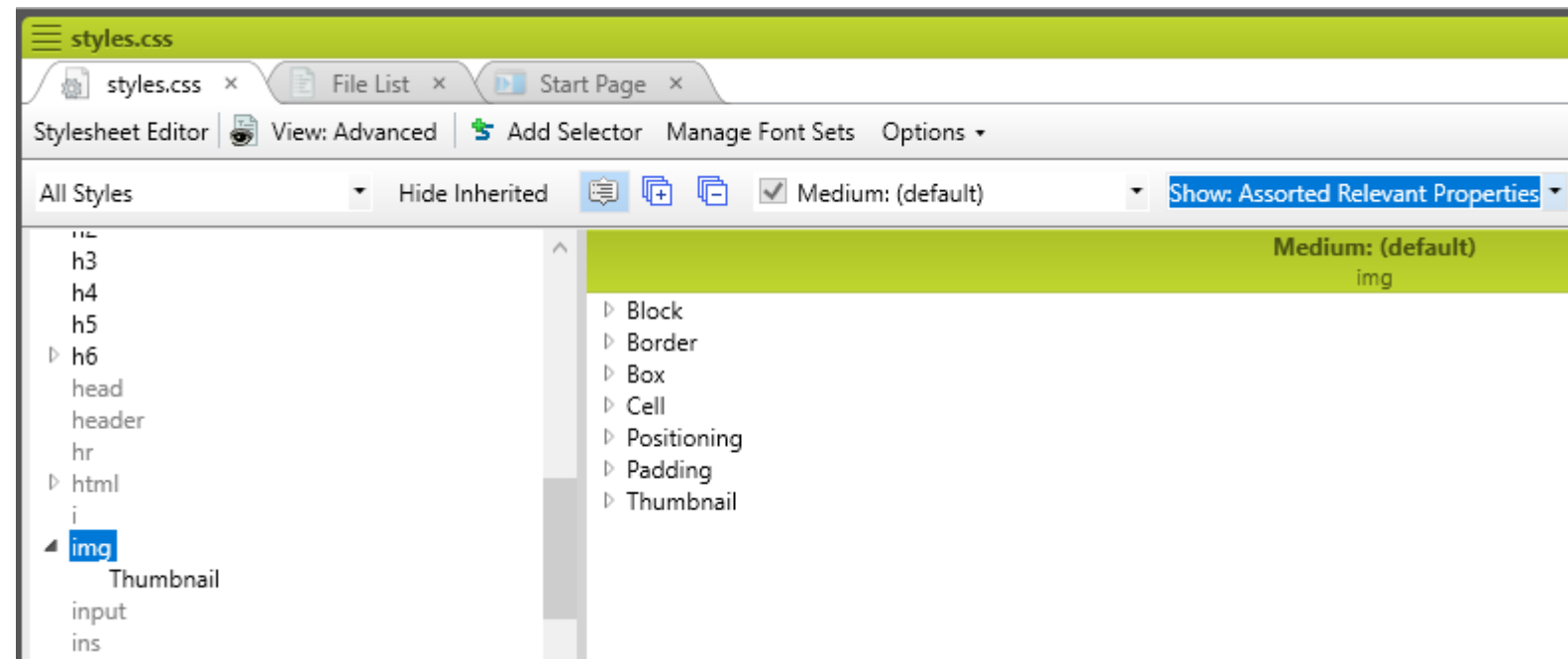
IMAGE POSITIONING

- 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.
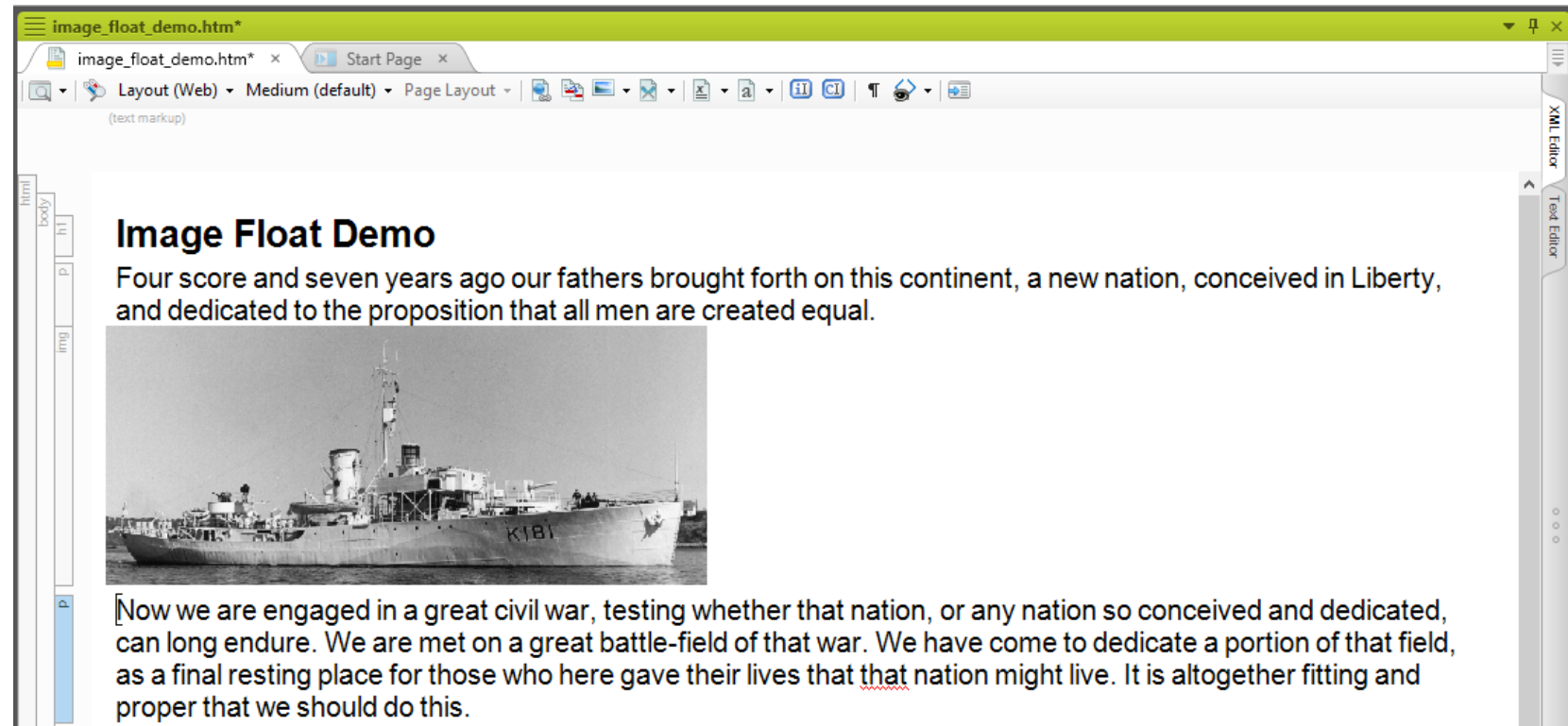
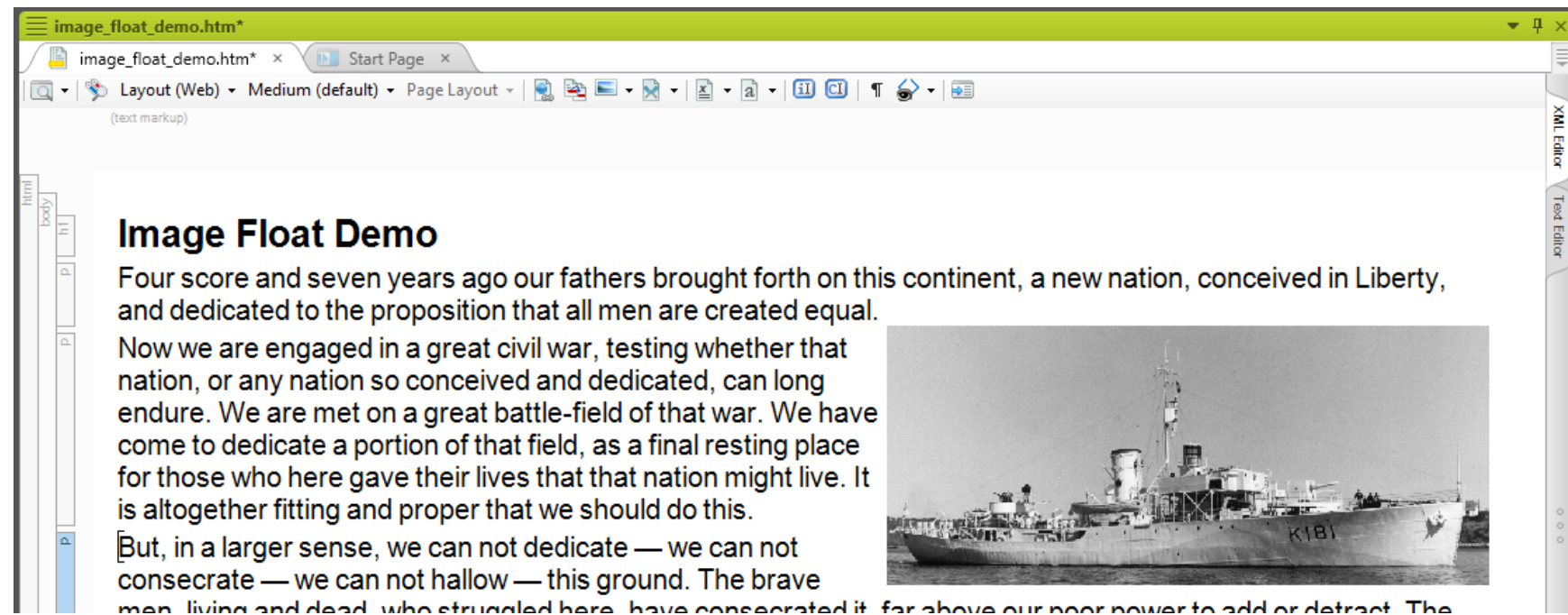- The solution? "Floats".

FLOATS

- In the Insert Image dialog box:

FLOATS

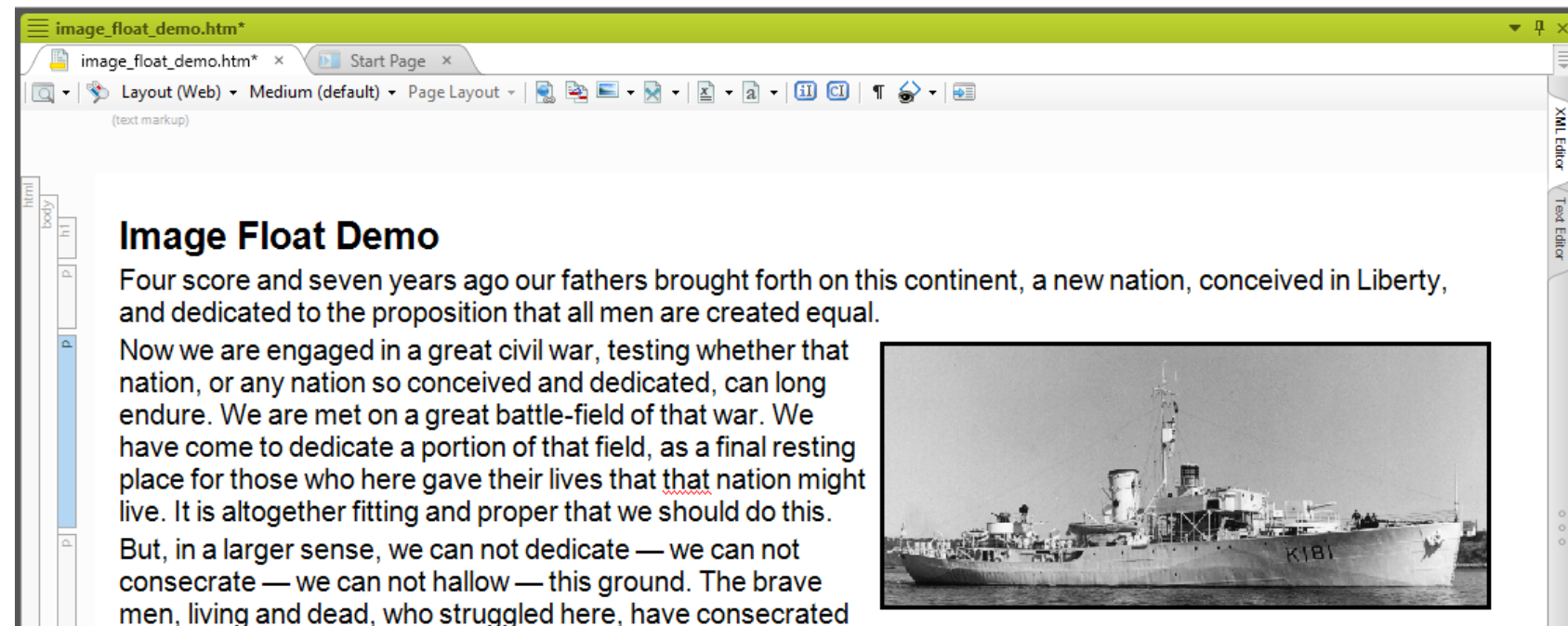- For example, here's an image that I've inserted but not yet positioned.

FLOATS

- The same image positioned using a right float.

FLOATS

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

FLOATS

- 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.
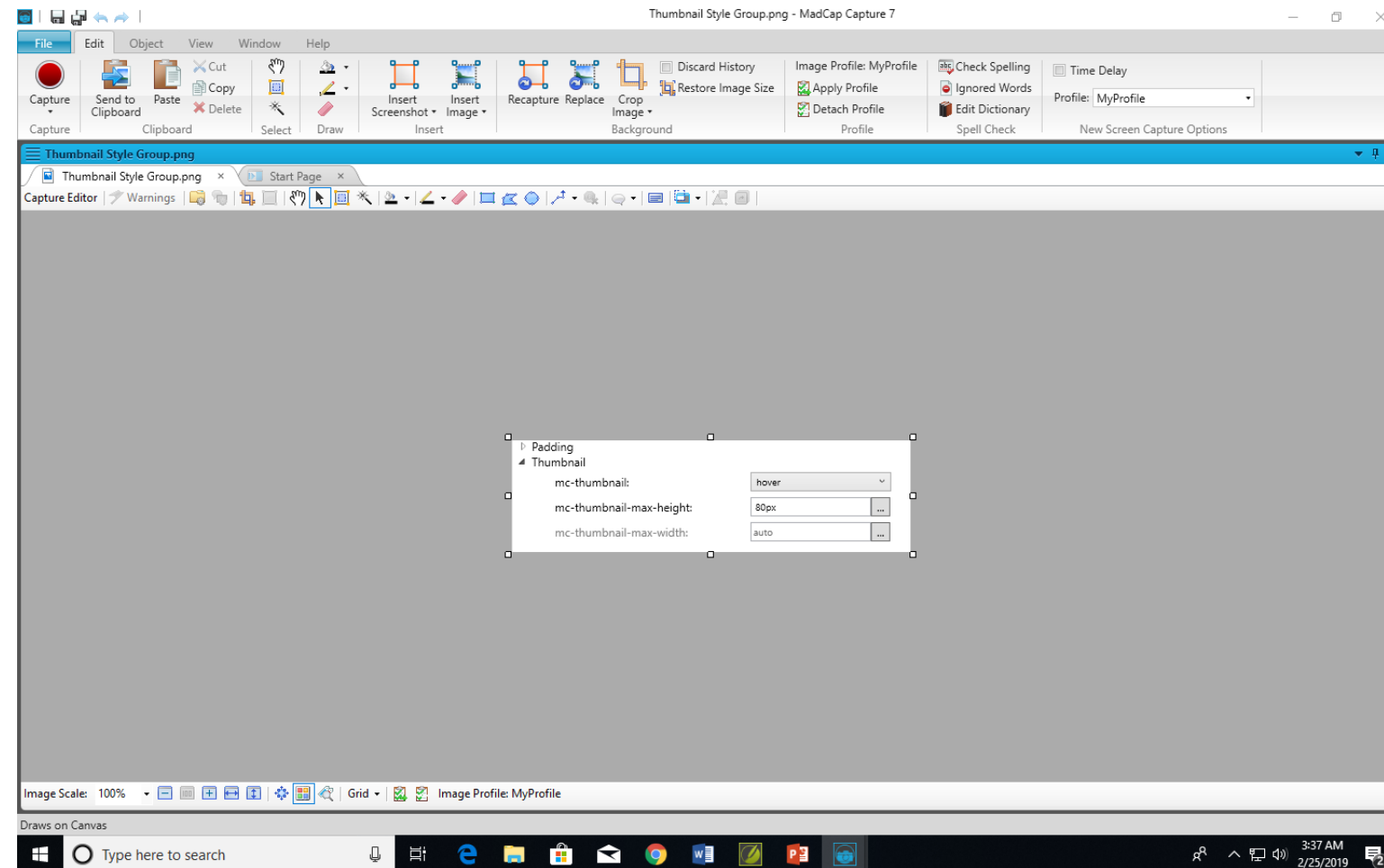
MADCAP CAPTURE

- 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.
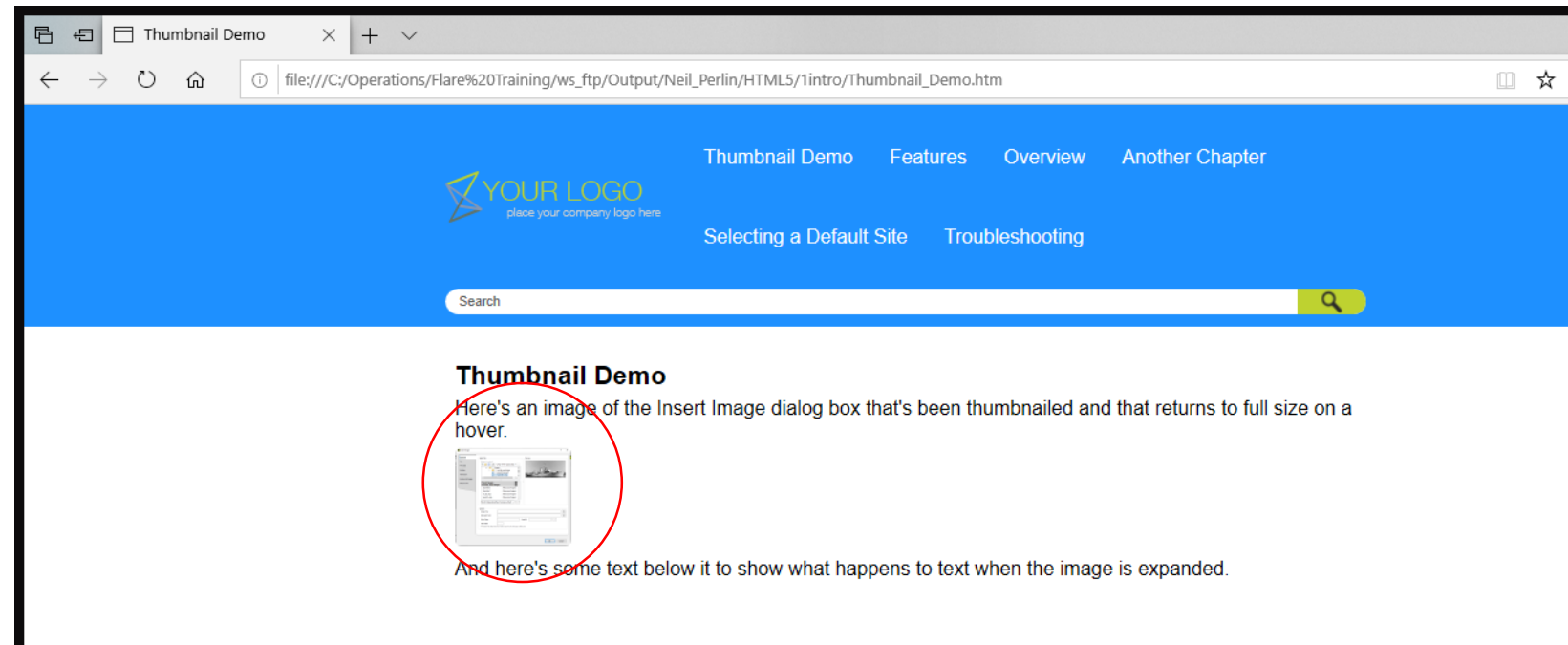- Can demo at end if there's interest and time.

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.
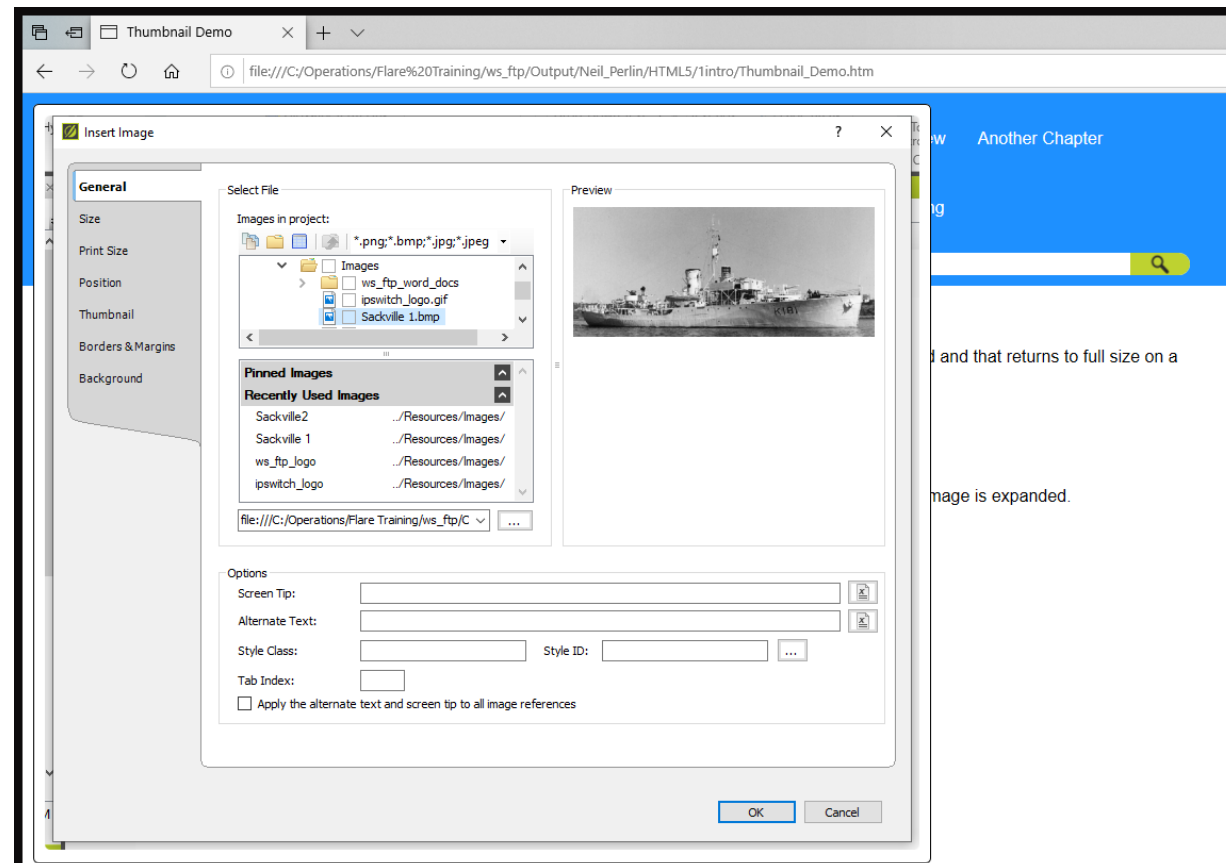
- For example…
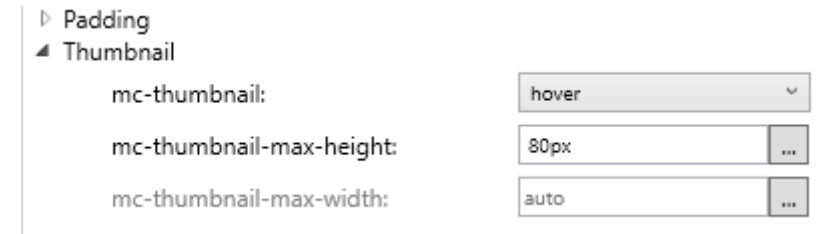
THUMBNAILING

- 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
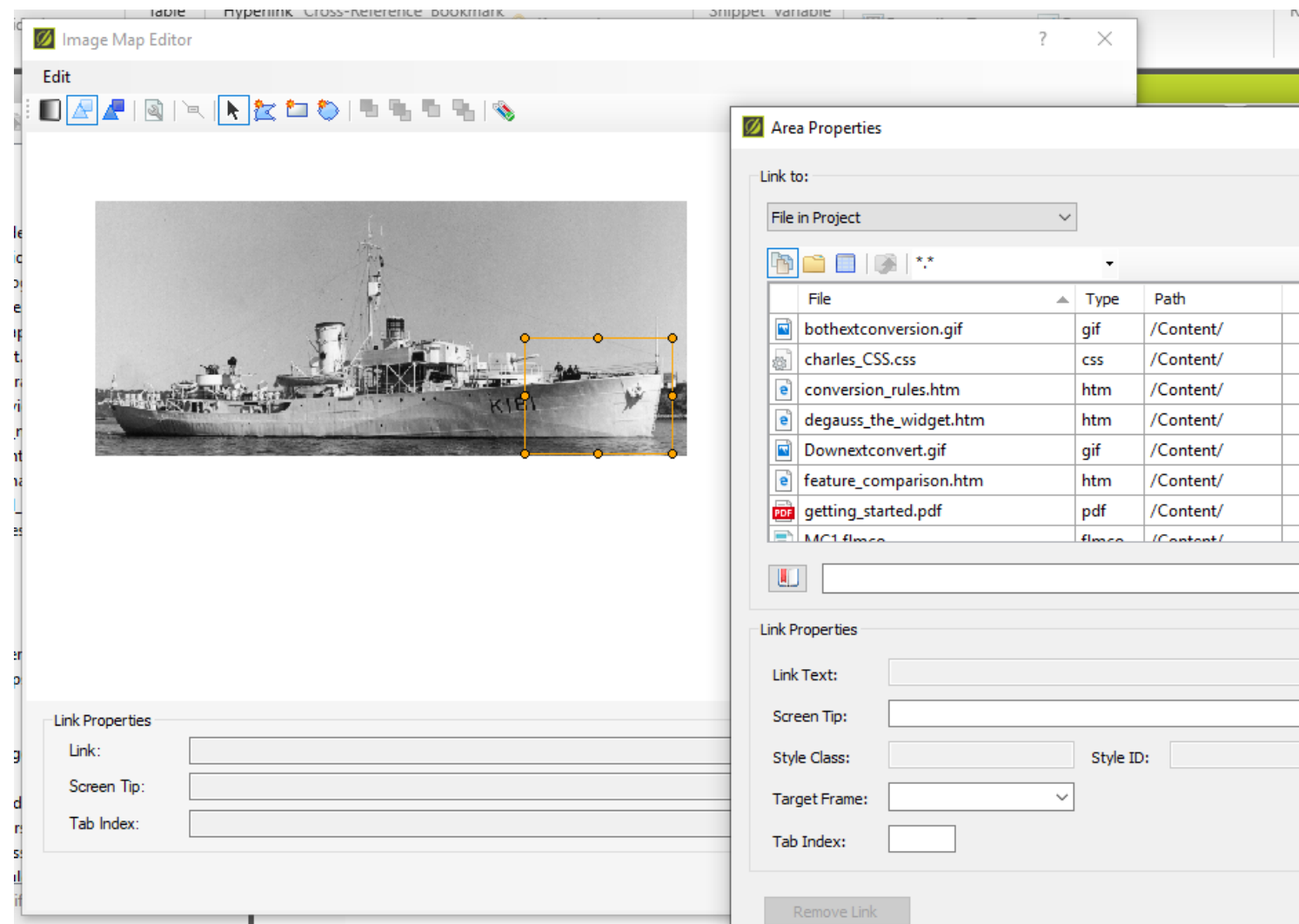
AUTO-CONVERT FORMATS

- 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…
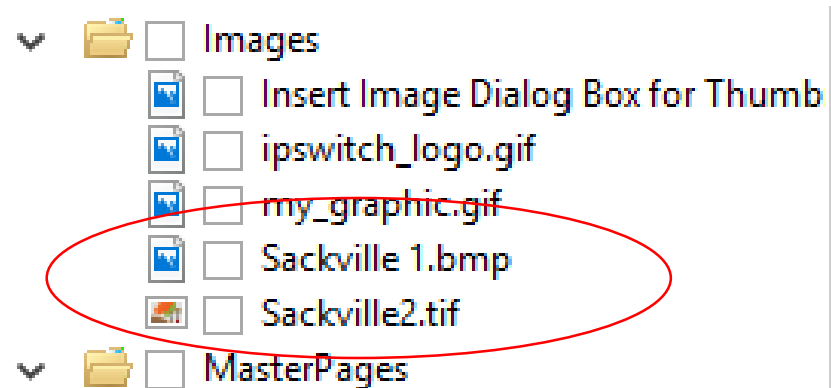
AUTO-CONVERT FORMATS

- And the converted ones in the output folder…

Name	Date	Type	Size
Insert Image Dialog …	2/22/2019 3:25 AM	PNG File	79 KB
Insert Image 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_graphic.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.png	2/22/2019 4:42 AM	PNG File	83 KB

ADD EMPTY ALT…

- 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).

ADD EMPTY ALT…

- 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.

ADD EMPTY ALT…

- Select the option and build the target.

- Here's the result before applying.

ADD EMPTY ALT…

- And here's the result after applying.

```
<h1>Image Test</h1>
<p>Delete this text and replace it with your own content.</p>
<p>
    <img src="../Resources/Images/Sackville 1.bmp" alt="" />
</p>
<p>
    <img src="../Resources/Images/Sackville2.tif" alt="" />
</p>
<p> </p>
</div>
```

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.

AUTO-SIZE CAPTURE OBJECTS…

- And with it 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?

978-657-5464 | nperlin@nperlin.cnc.net

www.hyperword.com | Twitter: NeilEric