

Best Practice Guide

Providing Design Files for Web Conversion

So, you've been asked to design for the web, and you've commissioned eight&four to reproduce your designs online?

Here are our best practice tips providing design files for web conversion:

1. Sign off

Please ensure that the designs you supply to us have been **signed off** by the client. Any re-build work will incur a fee!

2. Format

- Provide your designs to us as **layered PSD files** – in this format we can easily extract all the elements to convert the design online
- Show us how you would like your designs to look in a browser by dropping them into a **PDF with a browser backdrop**



3. Fonts and layout

- Please provide all font files and also information about how headings, subheading and paragraphs should appear on the page
- System fonts – these are the most commonly used fonts in web design as they are installed as standard in computers. System fonts include: Arial, Times New Roman, Georgia, Helvetica (medium), Tahoma, Trebuchet and Verdana
- We can code up using other fonts by using one of two methods: method 1: cufons method 2: embedding the font within the CSS (styling language) and running a script to display it online. If you are looking to integrate a more unusual font please let us know as it will involve some additional work on our side. Take a look at how we've used a more unusual font here: www.neighbourhood.com

Heading 1

Sub-heading

Body text

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor

- invidunt ut labore et
- dolore et sit amet.
- Lorem ipsum dolor sit

4. Dimensions

- Please provide designs with a maximum width of 960px

5. File resolution

- Resolution should be 72px

6. Images and content

- If you are including images in your designs then please try to keep image sizes under 1MB – anything bigger will create a longer loading time when reproduced on the web
- Please ensure you supply all text and image content with the design files

7. Design for open source

If you've been commissioned to create a design for a specific open source platform (such as wordpress, joomla or magento) then make sure you run all designs through us before you get sign off from the client. Using open source platforms is fantastic for tighter budgets with specific functional requirements. However, because they are off-the-shelf there can sometimes be associated design restrictions. If you check the designs through us first we can tell you whether they are compatible with the chosen platform.

8. User Centred Design

When designing for the web it goes without saying that you need to think about your Users.

We're experts in usability and the web, so why not involve us in the design process? We can help to guide you in creating optimum designs by understanding the business objectives first.

If you are interested in this service please get in touch with Kate on 020 8355 3424