EXPORT KIT

YOUR INTERACTIVE TOOL BELT

PSD TO HTML5 CSS3 AND JAVASCRIPT

A COMPREHENSIVE GUIDE TO CONVERTING YOUR PSD INTO A RESPONSIVE HTML5 WEBSITE WITH CSS3, JAVASCRIPT AND PHP SUPPORT.

Contents

PSD to HTML5

This manual will outline all the steps required to convert your PSD to HTML5 in a few clicks. Export Kit makes PSD to HTML5 and CSS websites quick, easy and painless. In minutes you can have clean and valid PSD to HTML5 conversion from Photoshop using Export Kit.

Fast PSD Conversion Process

By hand, the export process can take a couple days for a simple design, and up to several months for a complex PSD to HTML5 design – who wants to work that hard, when you can work smart with Export Kit!

Unlimited Output Content

PSD to HTML5 exports have full CSS support for with layer effects with both text and shape elements. You can directly convert your Photoshop PSD to HTML and CSS using Export Kit in a few minutes. Advanced users can also add JavaScript and PHP support directly inside Photoshop using our Layer Tags.

On your marks, get set… Export!

After reading this manual, you will have all the tools you require to become a Webmaster in the next 24 hours.

Your PSD Design

Considering you want to convert your PSD to HTML5 we can assume you have your Photoshop design handy. Normally the task of converting a PSD to HTML5 can be a difficult one, requiring a basic level of knowledge for clean and valid code. Export Kit takes the headache out of the export process and will save you lots of time and budget with your web projects.

Design Rules

It is important to test your design as you go – do not make changes to the entire PSD – then export and wonder "what went wrong". This is no different than a developer who codes an entire website (without testing and compiling), then opens the browser and wonders… "What went wrong?" **YOU MUST TEST, TEST, TEST!**

Considering you want to convert your PSD, we can assume you have your Photoshop design handy, otherwise we recommend you download our PSD Templates for testing.

No Empty Layers

You cannot have empty layers in Export Kit, otherwise the export will stop on that layer. Here is a list of empty layers:

- A layer with no name
- A layer with no image/shape
- A text layer with no text content
- A folder with no child layers

Use as many Layers as Possible

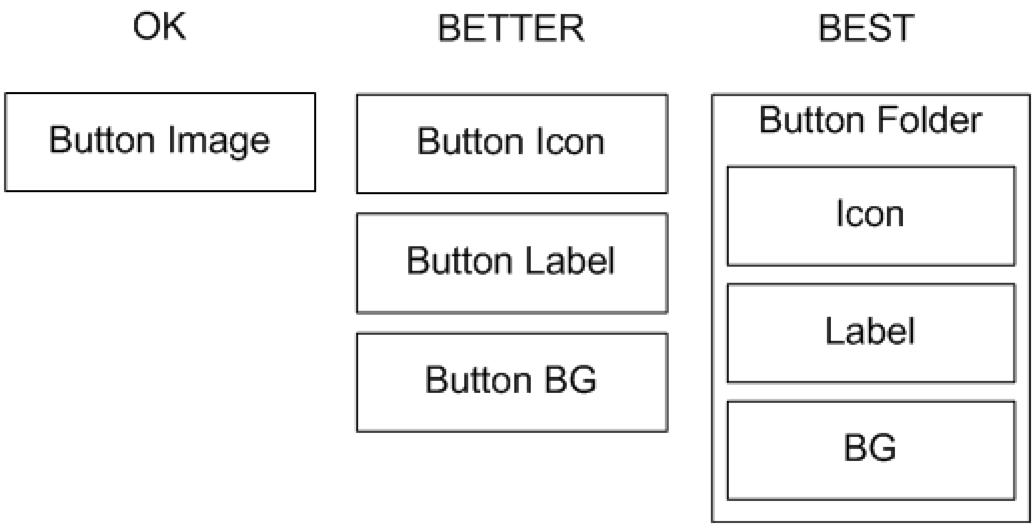
We encourage you to use as many layers to design your PSD as possible. The more layers the better. The Export Process will translate each individual layer to its native type, so the more layers you use – the more control you have over the output.

Organize Layers into Folders

You should always group your layers into folders if they are related, E.G. If you have layers that belong to a menu, then you should group those layers and name the group “menu container”.

Use Lots of Layers and Folders

We encourage you to use as many layers and folders to design your PSD as possible. The more layers the better! You should always group your layers into folders if they are related.



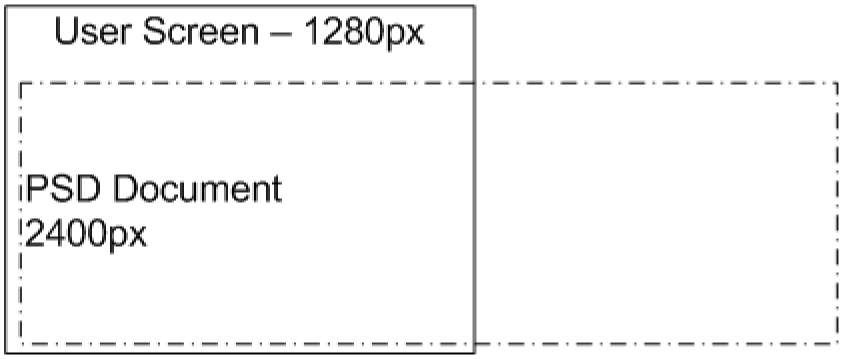
Use RGB Color Settings

Many designs may start as CMYK, but most environments only support RGB color modes. To be safe, always design in RGB.

WYSIWYG - What You See Is What You Get

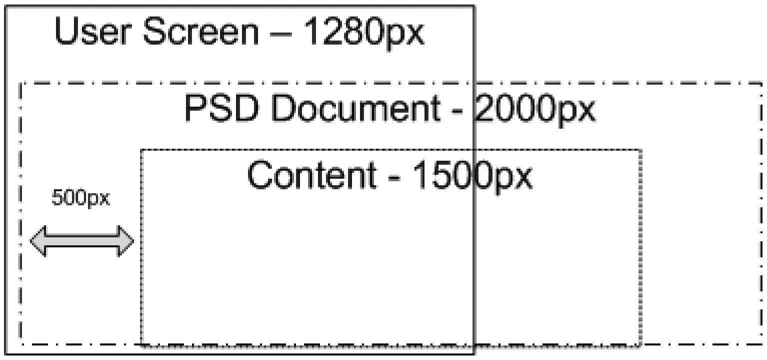
What You See Is What You Get, literally! If you zoom in to 100%, what you see in your PSD – is what you will see in the output.

PSD Document Too Wide



If your Document width is 2400px - your Output width will be 2400px.

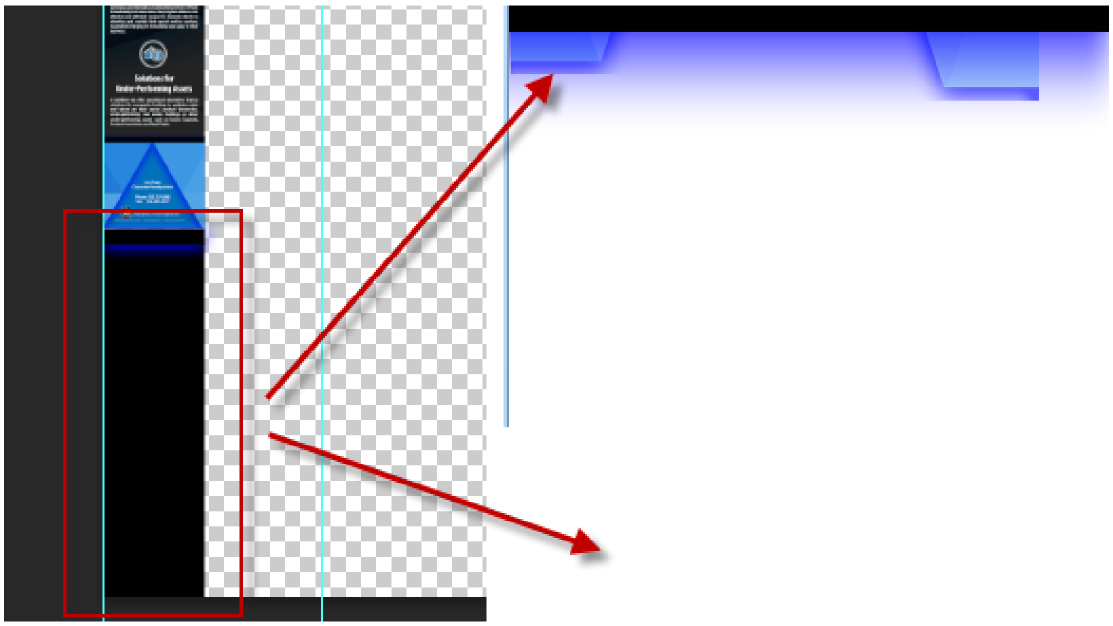
Content Margin Space



If your PSD design has the content margin at 500px - your Output content will start at 500px.

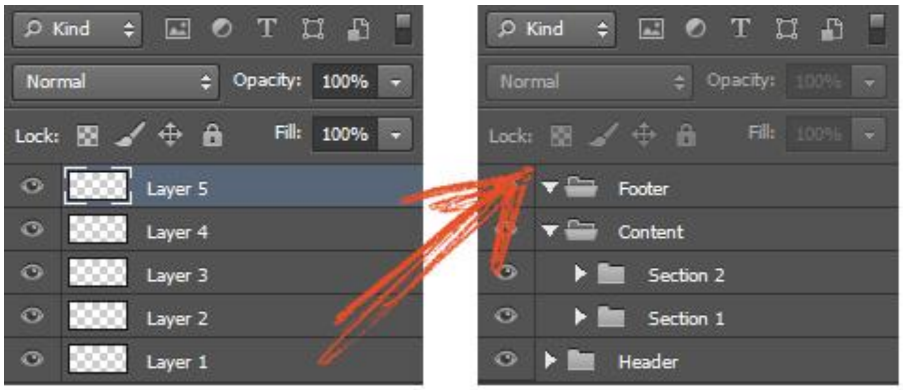
Your Document size will reflect your output size. If you have a visible margin with your design, this margin will translate in your output and may cause an unwanted display. Export Kit will render WYSIWYG, so all White-space is converted AS-IS.

Trim Extra White-space



Your Output will always render based on your design. You should always try to fill your PSD document design or trim the remaining White-space to avoid display errors in the output. If your Photoshop background layer is still visible then your output may contain unwanted White-space.

Layer Order is Important



The Layer Process (part of the export process) for Export Kit is a Bottom-Up process. This means Export Kit works how you would naturally create designs in Photoshop without changing your design style. Each layer is processed starting from the last or bottom layer (typically the "Background" layer), then up.

When new layers or folders are added in Photoshop, the newly created element will be nested on-top of the currently selected layer. So if you were to create a website template, you would start with the Header, then Content, then Footer. You can naturally design any website as you would and Export Kit will handle the rest.

Websites with a Static Height

Changing your layer order will NOT affect your visual output when Dynamic Height is **NOT** enabled.

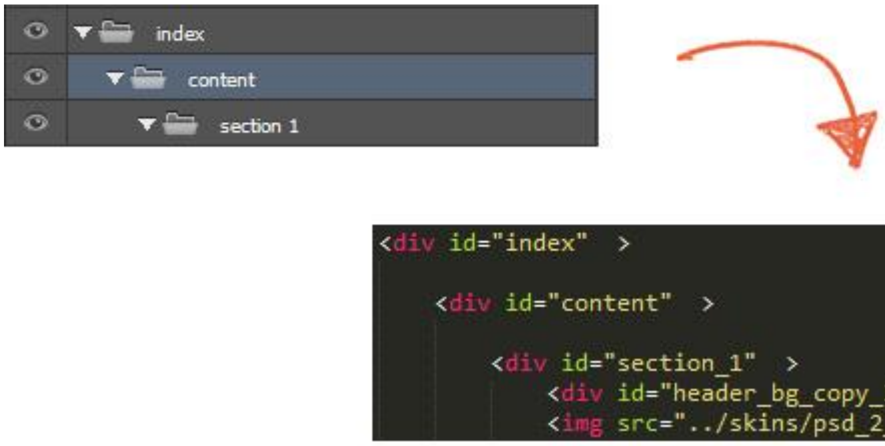
Websites with a Dynamic Height

Incorrect layer order WILL affect your visual output when Dynamic Height **IS** enabled. Because Dynamic Height will stack your content, you will need to have the correct content folders in the correct order - or you **WILL** have display errors.

Layer Naming Rules

Your layer names will be reflective in your Output environment. Because Export Kit will render WYSIWYG, you will need clear layer names to further customize your Output after the export. The export process will convert layers regardless of their names, but having clear layer names will optimize the time it takes you to find your layer in your Output after the export.

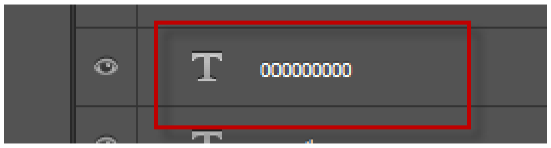
Use Common Names for Elements



```
<div id="index" >
    <div id="content" >
        <div id="section_1" >
            <div id="header_bg_copy_3" ></div>
            <img src="../skins/psd_2_html5/html_5_
```

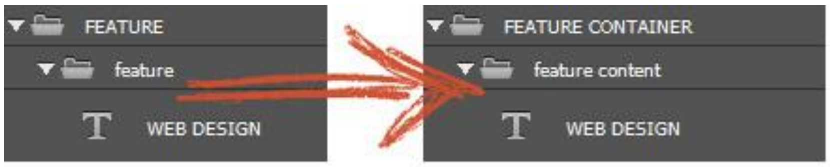
We recommend using common names for elements to both keep consistency with coding practices, and to make it easier on yourself to find elements in the code output. When elements are clearly labeled, you can easily add scripts to manipulate objects in the output. This allows you to create fully functional websites in a single export.

Use Valid Layer Names



You should always use valid and common layer names with your content to ensure readable output. When you use incorrect layer names, most environments will throw errors as not all naming conventions are valid.

Use Unique Layer Names



All code environments require elements with unique names for correct rendering. Export Kit will do its best to add a unique identifier to each element (if the element name was previously used), but this is not 100% guaranteed.

Export Kit will always try to convert each layer name to a unique name, but there are situations where layers with the SAME name can cause display errors in the output. You should always clearly name your layers with a unique name, this will help you to further customize your output after the export – and keep your Photoshop document organized.

Layers with the Same Name

Export Kit will add a unique identifier to each layer name:

- My Image = my_image
- My Image copy 1 = my_image_copy_1
- My Image = my_image_2

Export Kit convert all non-essential characters to underscore "_", if you add non alpha-numeric characters often – you can break the automated unique layer naming.

- My#Image = my_image
- My@Image = my_image

In some environments this will still output correctly depending on the folder structure, but in web based outputs this will conflict with the CSS.

Caution with Invalid Characters

Photoshop will use the text contents of layers as the name by default. There are some cases where a designer may use an icon font, which can result in an invalid layer name. You must clearly label your layer names

Importing from Illustrator

You can easily cut-and-paste any Illustrator object into Photoshop and it will convert into a smart-object. Smart-objects will then render in the output as Smart Object Images.

Illustrator Objects

You can easily cut-and-paste any Illustrator object into Photoshop and it will convert into a smart-object. Smart-objects will then render in the output as Smart Object Images.

Illustrator .AI Document

If you convert your .AI document to a .PSD using a script, it is likely that your document will have a lot of layers named Clip, Group or Path. These are common Illustrator layers which you will need to convert to ensure you document renders as expected. Once you convert these layers to a respected smart object, image or folder – your export will render 100% as expected.

Quick Tip

You can (a) remove the link mask of elements, or (b) create a new folder and drag the contents of the Group to the new folder - then delete the old Group.

<Group>

<Group> will have to rasterize or convert to a folder.

<Clip Group>

<Clip Group> will have to rasterize or convert to a folder – without the mask.

<Path>

<Path> will have to rasterize or convert to a folder.

Break Objects Apart

If you combine/group simple paths in illustrator to create a complex path, E.G. a navigation menu - you will have to cut-and-paste each simple path (E.G. a button) into your PSD. It is important to use individual objects in your PSD as you will want to control each element in the output. If you create a single element in Illustrator, you will get a single element in Photoshop.

Using Free Online PSD Templates

With Export Kit you can use any Free PSD Template you find online to generate your HTML5 and CSS3 website. Free online PSD templates will require some changes to ensure a correct HTML5 web export that visually maintains its consistency with Photoshop. You will likely also want to include Layer Tags to make your PSD design responsive, multi-page and dynamic in size.

Free is not always Easy

Be aware that many Free PSD Templates are **DESIGNS ONLY**, and are not structured or organized for web exports. It is impossible to tell how another Designer may design their layout but there are some common things you can do to ensure the PSD is usable.

1. Get the Output working first if you find Warnings and Errors during the export
2. Remove empty folders and empty layers
3. Do not get “complex” with a free PSD until you have it visually stable
4. Group similar content, if the template has many layers in a single folder then reorganize them as required
5. Re-draw bad text layers with the type tool, do not duplicate the text

Use Smart Objects Often

Use Smart Object Images a lot, if you find an area in the PSD template causes errors, convert the parent folder to a Smart Object – avoid the headache. Once your element is a Smart Object, you can reference the contents later in your export using ${obj} tag.

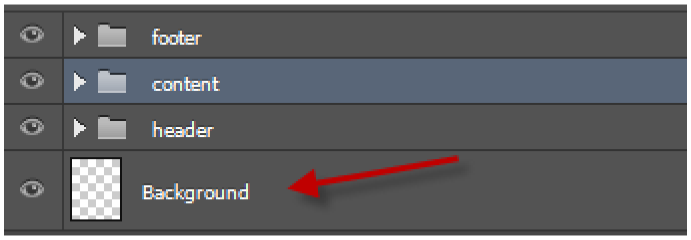
- You can also use ${img} tag to render an image of the layer directly.

Organize Folders and Layers

You Photoshop folder and layer structure is key to all designs as different environments have different requirements. There are situations where incorrect folders or layers can cause unwanted display errors in the output. Organized designs also provide organized output, which is what your client wants!

It is important to plan your design and follow our guides related to your target environment.

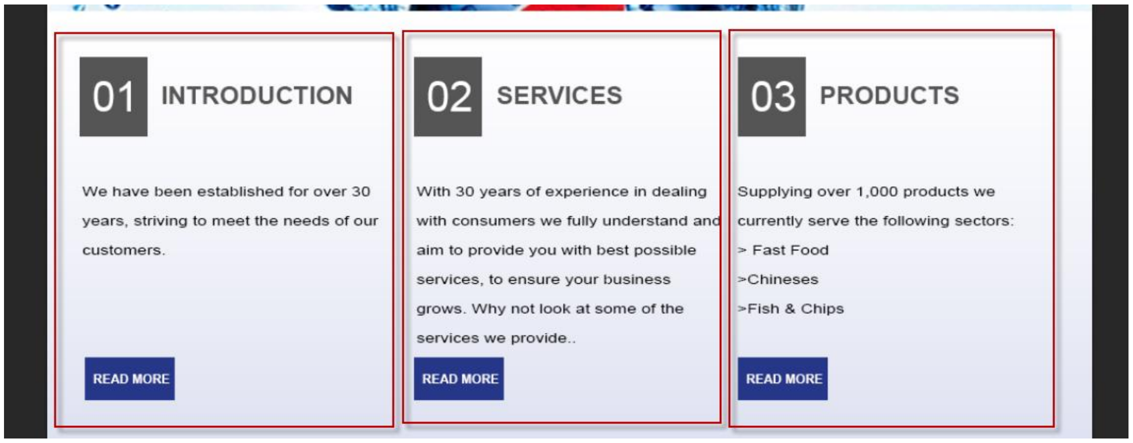
Single Page View



If you are exporting a basic design **WITHOUT** additional Output Options, then there are not many rules to follow. Basic designs convert as-is. Background layers should be bottom most layer in your PSD.

All designs should follow our Design and Layer Naming rules to ensure your design has standard elements. Regardless of your personal design, all designs should generally have a [HEADER], [CONTENT], and [FOOTER] folder – with an optional Background layer.

Content Blocks


01 INTRODUCTION

We have been established for over 30 years, striving to meet the needs of our customers.

READ MORE

02 SERVICES

With 30 years of experience in dealing with consumers we fully understand and aim to provide you with best possible services, to ensure your business grows. Why not look at some of the services we provide..

READ MORE

03 PRODUCTS

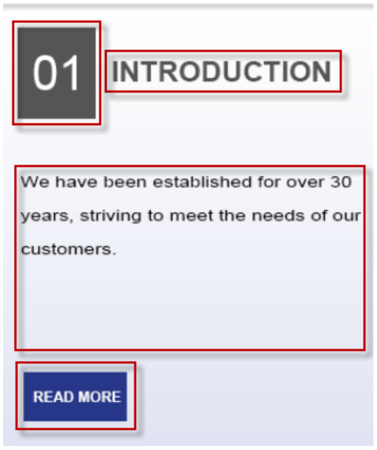
Supplying over 1,000 products we currently serve the following sectors:
> Fast Food
>Chineses
>Fish & Chips

READ MORE

Organize Folders and Layers

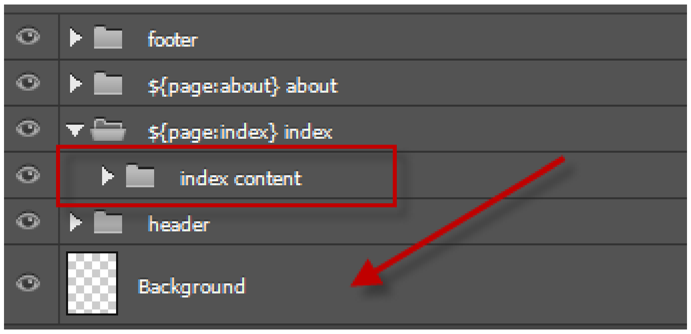
You should always organize your content in individual containers/groups. If you cluster elements into a single folder, that is how you output will render. The more folders you use, the more organized your output.

Inner Content


01
INTRODUCTION
We have been established for over 30 years, striving to meet the needs of our customers.
READ MORE

Once your group your containers, go further by organizing your inner content into additional groups. This will result in much cleaner code.

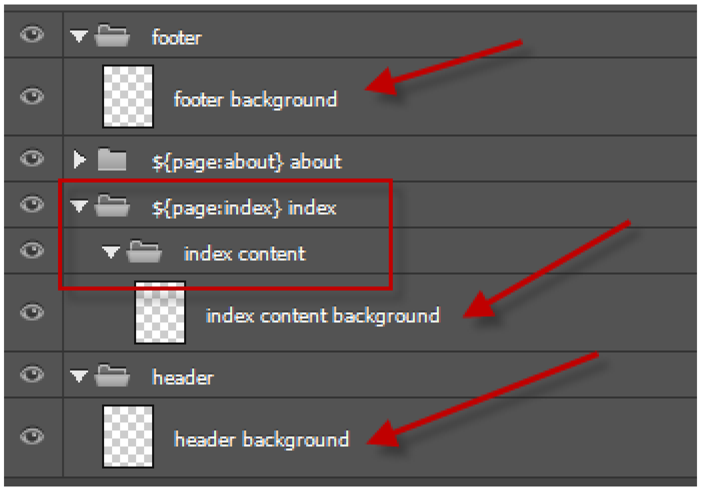
Multiple Pages with a Static Height



If you are exporting a multi-page design **WITHOUT** Dynamic Height, then you can place your background normally. Background layers should be bottom most layer in your PSD.

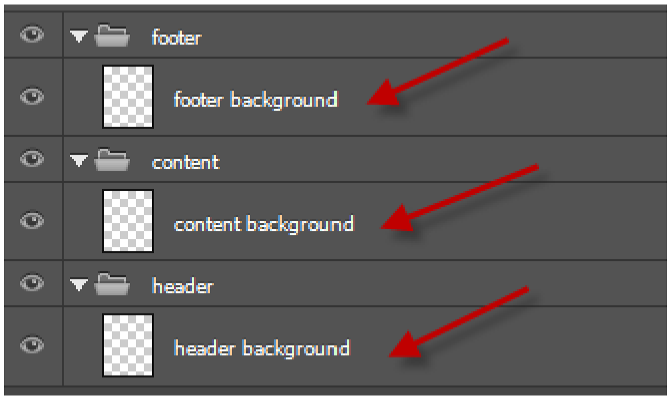
It is important to organize your [HEADER], [CONTENT], and [FOOTER] folders with pages and ensure your page contents are in their respective folders.

Multiple Pages with Dynamic Height



If you are exporting a multi-page design **WITH** Dynamic Height, then you must place your background layers respective to their containers. Your [HEADER], [CONTENT], and [FOOTER] folders will **EACH** require an individual Background layer.

Relative Dynamic Backgrounds

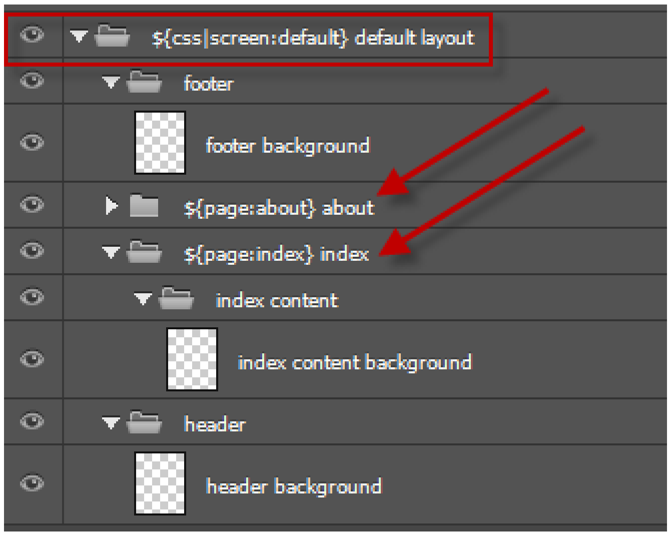


Dynamic Height will measure each Level 1 layer in the output, if you do not place your layers correctly inside folders – you WILL have unexpected display errors.

Quick Tip

If your output does not look right with Dynamic Height, wrap all your content in respective folders – E.G. [HEADER CONTENT], [BODY CONTENT], and [FOOTER CONTENT].

Responsive Target Screens



All Responsive Designs are similar to Dynamic Multiple Pages with additional conditions.

1. All content including pages must be placed inside your screen folder, or they will be considered **static**.
2. You **MUST** have the same folder/layer structure in **ALL** screens.
3. **DO NOT** change the names of layers in different screens.

Simple can quickly become Complex

When you start with a simple PSD design, it's very easy for your design to take on a more complex nature in a short time frame. We always recommend you organize your design with folders and consider that you will likely need to update the PSD in the future.

The trick is to plan ahead and organize early!

Working with Layers

HTML5 goes hand-in-hand with CSS3 allowing for full Layer Support with web shapes and text in your Output. With web-based content, you may not always want to use an image for a background with a solid color; as this will cause unnecessary longer page-load times. You may not require a text image, considering new web-based font support for CSS3. These are examples where shapes and text will come in handy as it "draws" on the webpage rather than loading external content; such as a large image.

Export Kit has full support for images, text, shapes, folders and layer effects in Photoshop without Layer Tags. All functionality is built-in to Export Kit so… just be the creative you! All layers and effects supported work in most common environments.

Double Edge Sword

It is impossible to create a webpage without using both shapes and text in a modern website, on the other hand **HTML5 CANNOT** process shapes or styles without CSS or SVG.

Images

All image layers are rasterized and rendered as shown in your PSD. In reality, an image is an image! You don't save much by applying a drop shadow to an image at runtime vs. loading a PNG.

Images with Layer Effects

- Layer becomes rasterized/flattened

All layer effects and styles are rasterized and rendered with the image in the Output.

External and Rasterized Images

- No change, rendered as is

Any image file you open or rasterize in your PSD (jpg, png, or gif) will render as is in the Output.

Failsafe Image

If your output does not render just the way you like, quick solutions to get a perfect render or to test your output and to get the layer(s) to 100% look the way you expect:

- Rasterize the desired layer(s), or add ${img} tag to the layer(s)

Smart Object Image

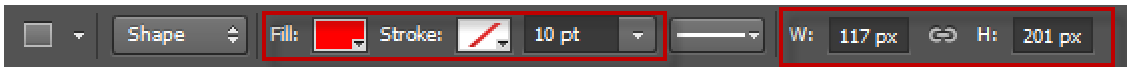
All smart objects are rasterized and rendered as images in your Output. Smart Objects provide both additional features for linking dynamic PSD content, and also a means to access your content in your output when required.

There are a few situations where “image clipping” can happen, and it’s mostly related to scaling images rather than resizing them or complex vectors and shapes. In situations like this, the fastest way to deal with the issue is to use a Smart Object Image.

Shapes

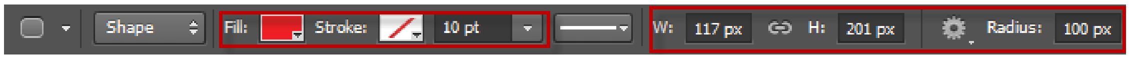
Export Kit has great Shape Support in different ways (these can change in future versions). There are no special settings required for processing shapes, simply use the shape tool and choose your shape, along with your desired shape options; Export Kit will do the rest.

Rectangle



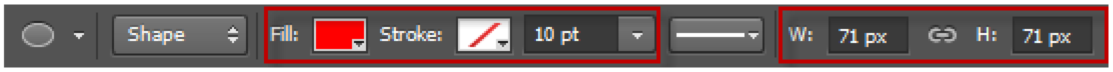
- Fill Color
- Stroke Color
- Stroke Size
- Shape Size

Round Rectangle



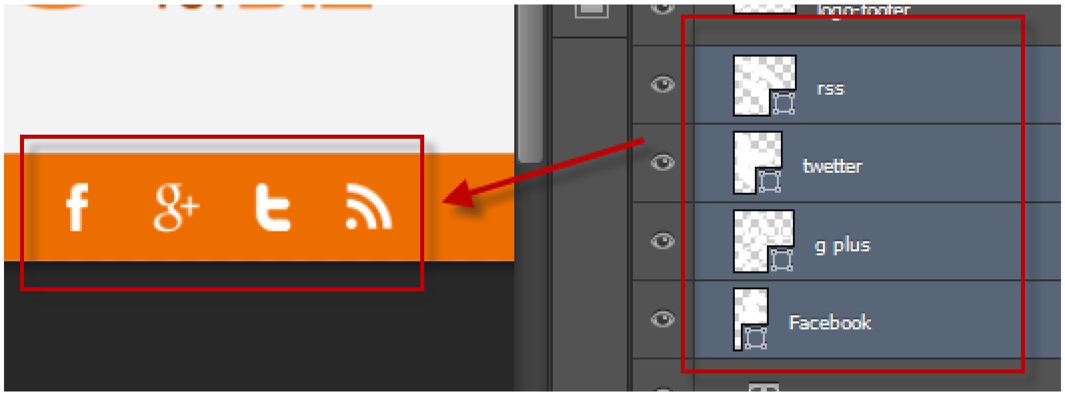
- Fill Color
- Stroke Color
- Stroke Size
- Shape Size
- Corner Radius

Ellipse



- Fill Color
- Stroke Color
- Stroke Size
- Shape Size

Polygons and Vectors



Support for these layer elements will come shortly in Lightning Storm. We suggest your use ${img} tag with your layer or convert the layer to a Smart Object Image (**recommended**). This will ensure your element renders as expected, and provide a means to access the original element when support for polygons and vectors is added.

We strongly recommend using Smart Object Images as they have the added bonus of compiling as a single element or as the contents of the Smart Object in your export. This can be done using our ${obj} tag.

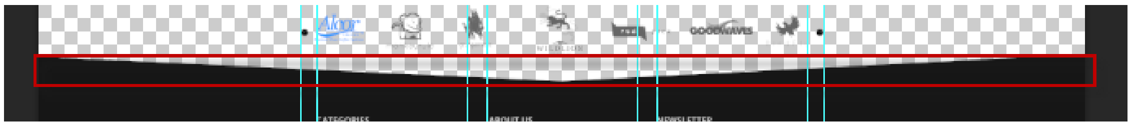
Use Stroke Effect for Borders

Shape borders are considered an effect in many environments so Export Kit uses the Stroke Effect to render shape borders.

Use Shapes to save Bandwidth

If your design has a solid color, or an effect that can be applied to a shape – then use a shape! Images must always download to the client computer costing additional bandwidth. To reduce this, use shapes where possible and Export Kit will render the content accordingly.

Consider the Shape Area



It's very common to mistake a complex shape's visual design as its measured area. Always remember elements in all programming languages are treated as a rectangle area – regardless of the inner shape. Although shape patterns may contain many points, all elements have a standard x, y, width, height pattern – with 3D elements also containing z and depth.

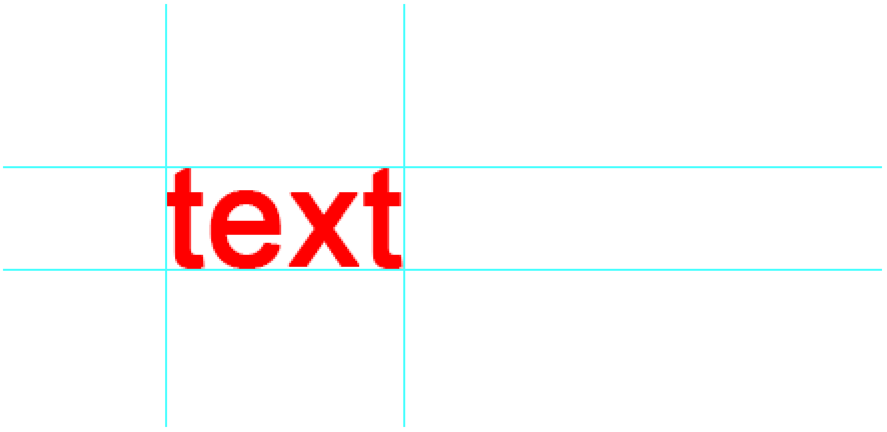
If you are using Dynamic Height with complex shapes that cut-off or bleed into another section block – we recommend you rasterize the element to note its size and position. This is important because visually your element may have a current size.

Text

Export Kit has great Text Support for justification for left, center and right; including various character styles and paragraphs.

Label Text

This is the default rendering of text layers when using the type tool. Label Text will render the content of the text layer based on its calculated pixel size.

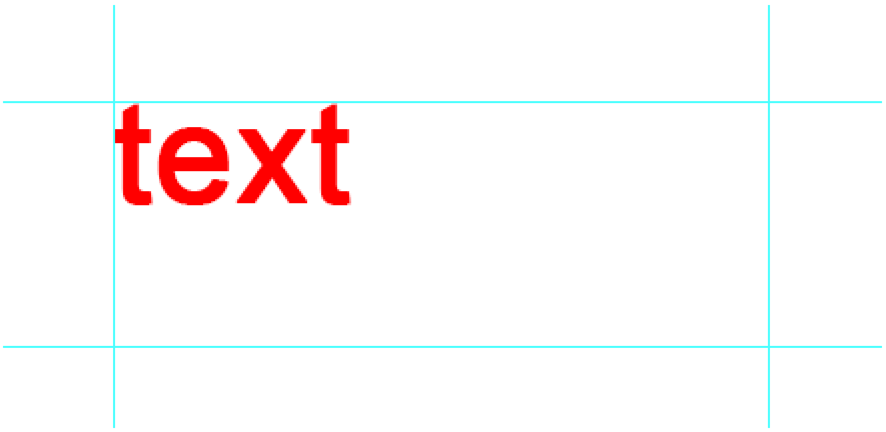


Label Text is used by default if you select the type tool, then click the document and start typing. This action will enable Label Text and calculate the size of the text area based on the pixel size.

You should always avoid using text alignment properties with label text. Label text is calculated based on the **pixel position and size**, so you will have unexpected output results. To correct this, use Paragraph Text instead.

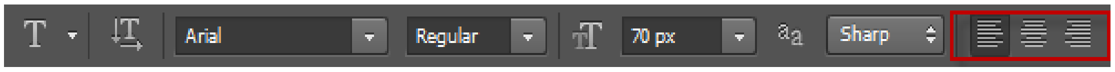
Paragraph Text

This is the secondary rendering of text layers when using the type tool. Paragraph Text will render the content of the text layer based on the size you draw the text layer.



Paragraph Text is used if you select the type tool, then [click + drag] the type tool to draw the text layer, then start typing. This action will enable Paragraph Text and calculate the size of the text area based on the size you draw the text layer

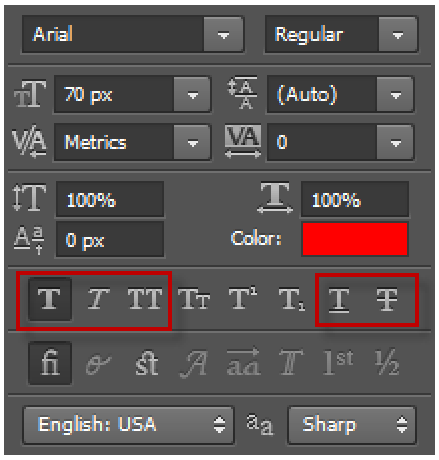
Text Alignment



You can align/justify any text layer using the text align tool.

- Left
- Center
- Right

Character Styles

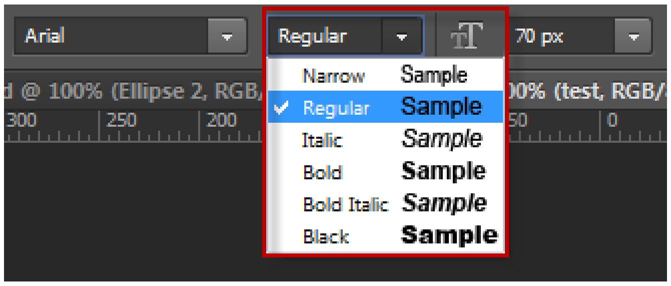


Your PSD character styles are used in your output to support the following:

- Regular
- Bold
- Italic
- Underline
- S~~trike~~
- UPPERCASE

Font Styles

Your PSD font styles are used in your output to support all font styles and variations. In many environments, font styles span far beyond character – so a single font can have unlimited styles.



When using Font Styles with web based outputs, be aware that each browser will render fonts differently. Using “Arial” font (a very common font), your output will still look different when using IE, Chrome and Firefox.

You can disable CSS Fonts in the Output if you want the full Font Style Name.

Use Valid Text Characters

Not all environment support all characters. If you are using special characters in your output, it’s always safer to use the ASCII value – then convert the ASCII to your project encoding. Many environments have specific character encoding settings, which may not match with your current Photoshop settings.

Change Your Text Layer Name

Photoshop will use the text contents of layers as the name. There are some cases where a designer may use a price, phone number or address – which can result in an invalid layer name.

Use Valid Text Layers

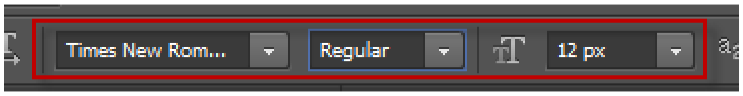
When text layers do not render correctly, the first thing to check is the size of the element in Layers View. If you notice the size is 0, your element may not be a valid Photoshop text layer.

Redraw Fix

Redraw the text layer and copy the contents of the element. This will give Photoshop fresh text properties, then remove the previous layer. You can use this method to fix any text layer causing an issue.

Font Style Fix

Sometimes – not all – when you duplicate a text layer, Photoshop will not set the font styles.

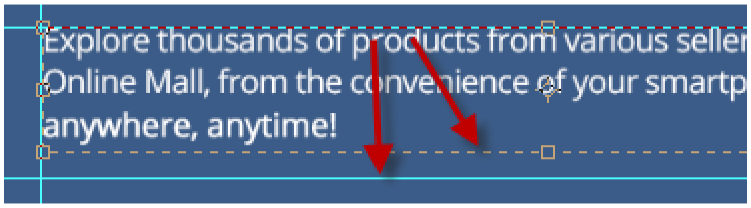


Click each combo box to re-select the font family, style and size – that’s it! This will set the font information in Photoshop correctly – strange bug – we know!

Do Not Scale Text Layers

This is possibly the most common designer error. If you design changes and your text needs to become larger – do not scale the text, but rather change the font size. Export Kit will always use the **ACTUAL** font size, not the **SCALED** font size.

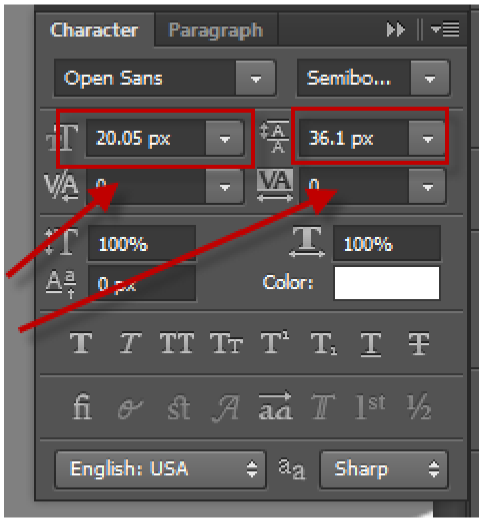
Scale Text Error Fix



Explore thousands of products from various seller
Online Mall, from the convenience of your smartp
anywhere, anytime!

Use Layers View to check the font size, or use Guides View to check the measured size of your element – if you have a display error. If you notice your text outline is different than your guide measurement, or font sizes are different (E.G. image above), then a scale was applied to your text. Redraw your text layer at this point.

Use Correct Text Settings



Open Sans | Semibo...
20.05 px | 36.1 px
0 | 0
100% | 100%
0 px | Color:
English: USA | Sharp

If you have display errors that are text related, you should double check your font size and line-height size in Photoshop. If you have an invalid setting (E.G. your line-height is greater than your font size), then you may have unexpected display errors.

There are situation where this may be the requirement, but often this is due to an invalid text layer. You can easily tell this if your font or line-height size has a decimal, it's unlikely you actually want a font size of 20.05px.

Fonts

Export Kit supports various font rendering systems depending on the environment. For web environments, we support both CSS fonts and google fonts. For Flash based environments, you should load your font file as you normally would.

CSS Fonts

CSS Fonts are supported in Export Kit, but this will depend on the browsers you are viewing the HTML5 export in. Each browser has individual CSS Font support so testing is required for the desired font and target browser.

- You must enable Use CSS Fonts in the Exports Panel – Layer Options.

Sans Serif

Arial, Calibri, Calisto, Candara, Century Gothic, Franklin, Frutiger, Futura, Geneva, Gill, Helvetica, Impact, Lucida, Optima, Segoe, Trebuchet MS, Tahoma, Verdana.

Serif

Baskerville, Didot, Perpetua, Times New Roman, Palatino, Hoefler, Goudy, Garamond, Cambria, Book, Bodoni, Georgia.

Monospaced

Andale Mono, Courier, consolas, Monaco.

System Fonts

For environments which do not support web based fonts, we are working on a Font CDN to compensate – stay tuned! If your output supports raw font files (E.G. Android based Outputs), you will need to load the font file based on the Output.

Using Google Fonts

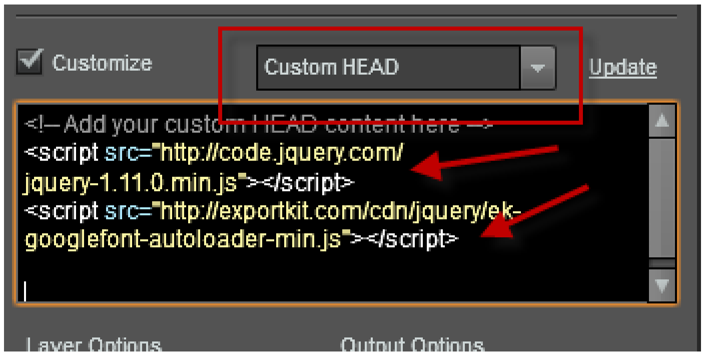
Google Fonts are very common in website designs and are often used as they are widely supported by many browsers. Export Kit makes it easy to add Google Font to your PSD design. You can use Google Fonts with any web-based export including HTML5, CSS3, JavaScript, jQuery and WordPress.

Google Fonts Auto-loader Script

```
<!-- Required jQuery libs -->
<script src="http://code.jquery.com/jquery-1.11.0.min.js"></script>

<!-- Export Kit - Google Fonts Auto-loader -->
<script src="http://exportkit.com/cdn/jquery/ek-googlefont-autoloader-min.js"></script>
```

Automatic Process

Copy the code above and paste it in your Custom HEAD. We have a custom jQuery script for adding Google Fonts to any website. The script is open-source and free as air, so use it any way you feel. Our auto-loader uses jQuery, so you will need a local or web version before using the Google Font auto-loader.

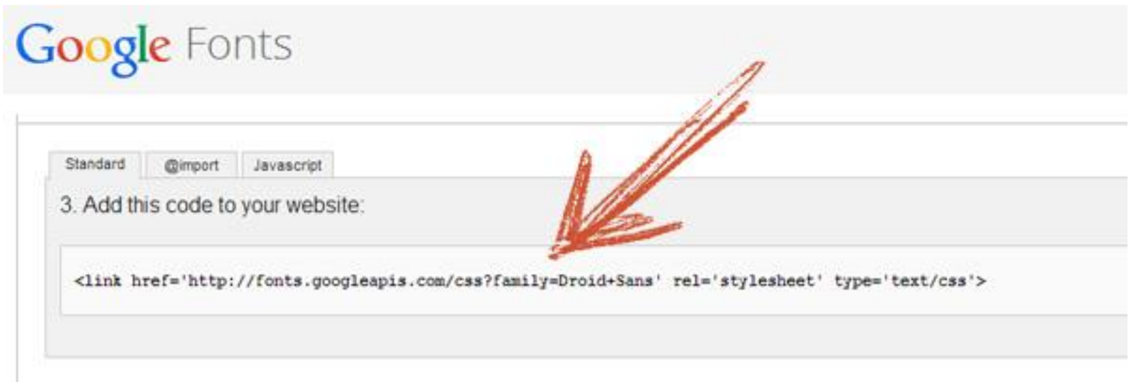


```
<!-- Add your custom HEAD content here -->
<script src="http://code.jquery.com/jquery-1.11.0.min.js"></script>
<script src="http://exportkit.com/cdn/jquery/ek-googlefont-autoloader-min.js"></script>
```

Before you Export you web-based output, you will need to add the script link to your Custom HEAD. Once the script links are added, there are no other options to configure. Google fonts will now auto-load.

Manual Process

All Google fonts are supported by Export Kit but there are a few steps required to correctly include the desired font(s) in your HTML5 export.



3. Add this code to your website:

```
<link href='http://fonts.googleapis.com/css?family=Droid+Sans' rel='stylesheet' type='text/css'>
```

1. Copy the embed code from Google Fonts – Quick Use, E.G. Droid Sans.

Example Google Font Link

<link href='http://fonts.googleapis.com/css?family=Droid+Sans' rel='stylesheet' type='text/css'>

2. Select Custom HEAD, then paste the Google Font Link.

Because Export Kit uses CSS Fonts, you will be required to change your font name(s) in your .css file after you export to match Google Fonts. E.G. Changing DroidSans to Droid Sans, you can do this quickly using Search & Replace in any text editor.

Working with Layer Effects

Layer Effects will enhance your Output with additional rendering features for use with PSD to CSS3. You can add layer effects to any Photoshop layer element and Export Kit will render the effect directly in HTML5 and CSS3.

HTML5 and CSS3 **DOES NOT** support all Photoshop layer effects. Additionally, HTML5 and CSS3 have poor text effects support for glow, stroke, and gradient fill.

- You must enable Layer Effects in the Exports Panel – Layer Options.

Drop and Inner Shadow

Export Kit supports the Drop and Inner Shadow structure of your layers in your PSD, you will need to test your output as all environments render effects differently:

- Shadow Color
- Opacity
- Angle
- Distance
- Choke/Spread
- Size

Outer and Inner Glow

Export Kit supports the Outer and Inner Glow structure of your layers in your PSD, you will need to test your output as all environments render effects differently:

- Glow Color
- Opacity

Color Overlay

Export Kit supports the Color Overlay color of your layers in your PSD:

- Fill Color
- Opacity

Gradient Overlay

Export Kit supports the Gradient Overlay structure of your layers in your PSD, you will need to test your output as all environments render effects differently:

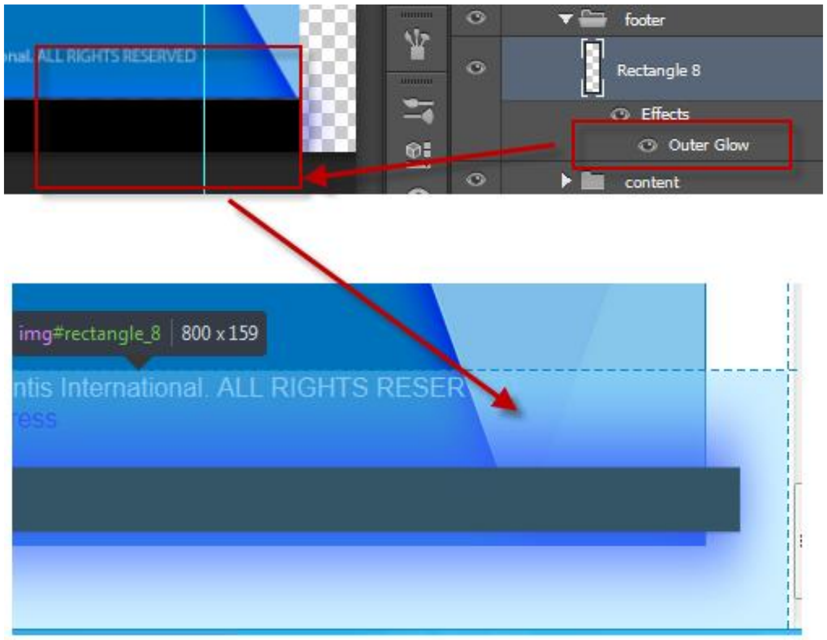
- Gradient Colors
- Opacity
- Angle
- Style

Stroke

Export Kit supports the Stroke structure of your layers in your PSD, you will need to test your output as all environments render effects differently:

- Stroke Color
- Size
- Opacity

Caution with Your Effect Size



Depending on your effect and the angle, your element size may change to reflect the effect applied to the element. Web-based environments such as HTML and CSS, do not use run-time filters – but rather element filters. Element filters apply directly to an element and cause the all coordinate properties of the element to change.

An example of this is the Glow Effect. In HTML (and other environments), the size of the glow must reflect the size of the element. If you have a rectangle 100x100, with a 5px glow = actual HTML size 110x110.

No Overflow your Layer Effects

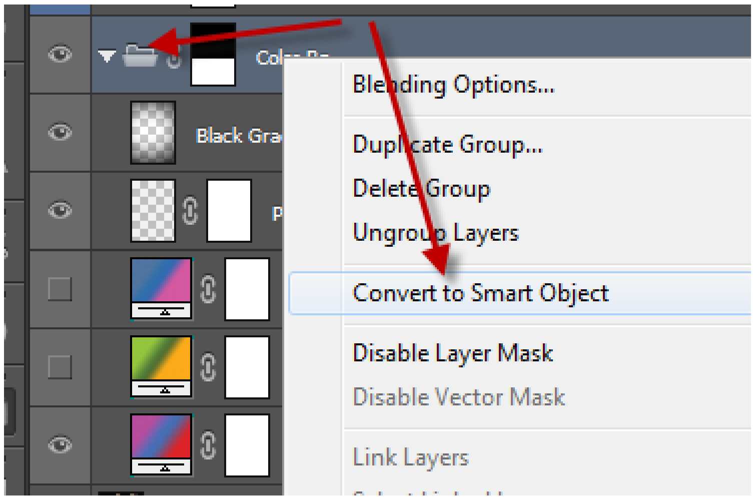
Convert the element to a Smart Object, then mask the unnecessary area. Or you can use CSS and add a custom class to your Custom HEAD.

Example No Overflow CSS Style

.nooverflow{ overflow:hidden; }

Then add ${css|style:nooverflow} to your parent folder, this will prevent the effect from bleeding.

Convert Adjustments and Masks



We do not currently support Adjustments and Masks, so we recommend you convert these elements to Smart Objects.

Using Layer Tags

Layer Tags are custom names you can apply to elements in your document to convert them to respective objects in each environment. Layer Tags are very powerful and allow you to enhance your interactive output with common environment elements out-of-the-box.

Not all environments support all Layer Tags, but we are working towards making all Layer Tags universal in all supported environments.

Syntax Markup

Layer Tags are specific in their markup:

- ${ tag } - Layer Tag Template

In detail:

- ${ - start the tag
- tag - the layer tag content
- } - end the tag

Tag Content

Export Kit will process Layer Tag Content with a specific syntax structure:

- ${ name |type :args }

In detail:

- name - name of the layer tag
- |type - optional, a tag type
- :args - optional, tag arguments

Add Layer Tags before Names

When using Layer Tags, we suggest you add the Layer Tag before the layer name to avoid confusion. You should always make your Layer Tags easy to read, adding the tag before the layer name makes this possible.

E.G. Assume we are adding a link tag, with the layer name “my contact link”:

- ${link:contact.html} my contact link - CORRECT
- my contact link ${link:contact.html} - INCORRECT
- my contact ${link:contact.html} link - INCORRECT

Although all 3 examples above will work, you should add the Layer Tag before the name for easy viewing.

Tag List

Layer Tags offer additional support with your Output to make your design responsive, multi-page and dynamic in size. Layer Tags are custom names you can apply to layers in your PSD document to convert Photoshop layer elements into native HTML5 and CSS3 objects.

Skip Tag

This tag can be used on both layers and folders to skip the element from processing during the export. This tag is great for keeping notes or custom elements within your document, used for reference rather than output.

This will allow you to do as it says, skip either a layer or folder from processing in the output. Add developer notes, comments, etc.

- ${skip} - ALL LAYERS

Image Tag

This tag will rasterize the contents of both layers and folders, converting the element to an image in the output. This will both save the image as the default image type and render the native environment image element.

- ${img} or ${image} - ALL LAYERS

Link Tag

This tag will create a web link element, respective to the environment, to open a new browser page or tab – using the web address in the args. This tag is individually processed by each environment to open a web link only. The args must be a valid url, anchor or web script.

- ${link:[URL_ADDRESS]} - TEXT LAYERS ONLY

Example Absolute Link

Create a web link to "http://google.com":

- ${link:http://google.com}

Example Relative Link

Create a web link to "/path/to/server":

- ${link:/path/to/server}

Example Anchor Link

Create a web anchor to the HTML element with the name "elementName".

- ${link:#elementName}

Paragraph Tag

This tag will allow you to render text ranges in your Label or Paragraph text layers.

- ${p} - TEXT LAYERS ONLY

Text Range Styles

When using ${p} tag, all layer effects are rendered with each range of the text element as a <span /> element in the output. The text ranges are converted to inline HTML styles and not in the CSS.

Styles within a text block are just that - inline. Adding span styles to the CSS file is pointless, as you will likely use the style for that span only once.

Line Height

This tag will also calculate the line height but **ONLY** for the text element as a whole, and **NOT** each span.

HTML5 and CSS3 do not calculate the line-height of a span within a div - to work around this, change the font size of " " (space) character and HTML will remap that line using the "line height" of the font.

Media Object Tag

Object Tags will allow you to create media elements in the export. All supported object tags will use native HTML5 controls for rendering media. The args must be a valid url.

When you draw a shape and add the Object Tag, the media element will use the size and position of the shape layer.

- ${object|[TYPE]:[URL_ADDRESS]} - SHAPE LAYERS ONLY

Object Type Support

Object types will render with the default styles used by the device or browser. You will have to tweak the output to get a full customized media element.

- youtube
- wav
- mp4
- oog-video
- oog-audio
- webm
- swf
- wmv

Example WAV

- ${object|wav:http://localhost/path/to/music.wav}

Example MP4

- ${object|mp4:/path/to/video.mp4}

Form Tag

This will allow you to wrap the document folder contents into a Form element respective of the output environment. The Form element will enhance your interactive outputs adding the ability to build data-driven interactive applications from a single PSD file.

Most forms will require minimal tweaking as all web browsers render forms and input elements differently.

- ${form|[TYPE]:[URL_ADDRESS]} - FOLDERS ONLY

GET and POST Support

Form supports two tag types: get and post, along with args for the action url address of the form. The args must be a valid url address.

Example using GET

- ${form|get:http://localhost/get-script.php}

Example using POST

- ${form|post:http://localhost/post-script.php}

Form Handling

Form Tags will allow you to build data driven HTML5 web forms which will directly export with the required settings usage. Web forms will take the user input and send data to server-side script, so you will need a server-side script to process the form.

Input Tag

This will allow you to define many data elements and export them directly in your HTML5 webpage. The contents of the text layer will be used as the value of the input element when processing the form.

- ${input:[TYPE]} - TEXT LAYERS ONLY

Using Input Tags

You should only use Input Tags with Paragraph Text layers, otherwise your output will have unexpected results.

Input Types Support

Input Tags work with Form Tags to provide customization support for web forms. Input Tags will allow you to define many input elements and export them directly in your HTML5 webpage. Most input elements will require minimal tweaking as all web browsers render forms and input elements differently.

- checkbox
- file
- hidden
- password
- radio
- reset
- text
- textarea
- submit

Example Submit Input

- ${input:submit}

Example Text Input

- ${input:text}
- ${input:textarea}

Example Hidden Input

- ${input:hidden}

Smart Object Tag

This tag will copy and parse the **FIRST FOLDER LAYER** in the Smart Object. This allows you to have modular designs and reuse object groups in multiple pages and .psd files.

- ${obj} – SMART OBJECTS ONLY

Layer Style Tag

This tag adds custom CSS class styles to your PSD element. You can add any CSS class style, or customized PSD styles included in your ${css|styles} folder.

- ${css|style:[name]} - ALL LAYERS

Mapping your Styles

All styles in your ${css|styles} folder can be reused an unlimited number of times with any PSD layer. Each class will follow the nesting structure of your ${css|styles} layers to fully personalize your output.

You must have a similar layer structure (parent-child relationship) in your design matching your ${css|styles} layers to ensure your output is correct. Export Kit works naturally with HTML5 and CSS3 to follow the design rules of each.

Multiple Layer Styles

You can assign multiple CSS classes to your layer by adding a " " (space) between each CSS class name.

- ${css|style:style1 style_2 my_style3}

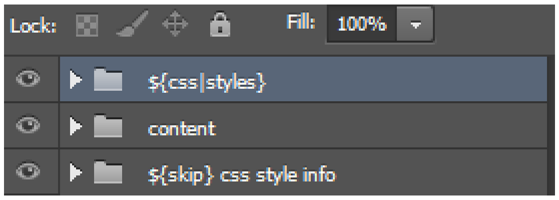
Class Styles Tag

This tag will group all your custom CSS classes created with your PSD elements. All child layers and folders are converted to CSS classes in the output using our Layer Naming Rules.

- ${css|styles} - FOLDERS ONLY

CSS Styles require Relative Positions to be enabled in your output to process folders.

CSS Rules Apply



${css|styles}
content
${skip} css style info

CSS is compiled in order - last in, last out. This means that you **MUST** add your custom styles at the **TOP** of your PSD document, otherwise the layer elements will maintain their layer effects/styles without change.

Parent-Child Relationship Matters

Be aware of your parent-child nesting with the ${css|style} layers and folders as classes will maintain this structure. All layers and folders can be personalized to respond only to its parent style.

Custom Style Names

In order to define your CSS styles in Export Kit, you only need to change the layer name of each element in your ${css|styles} folder. These names will reflect true CSS3 support. The name of each layer element will become the CSS style name in the output.

- my_style

Pseudo Selectors

Create pseudo selectors to the full extent of CSS3. You only need to change the layer names to reflect your desired output.

- my_style:hover
- my_style:first-child

Direct Selectors

You can add direct selectors to each layer in styles folder to native HTML elements. You will have to use ">>" (without space) when adding selectors.

- my_style>>a
- my_style>>span

Advanced Selectors

You can use any valid CSS3 selector with Export Kit to define your custom classes.

- my_style>>a[href$=".pdf"]
- my_style>>input[type="submit"]
- my_style>>div+p

Mix and Match Selectors

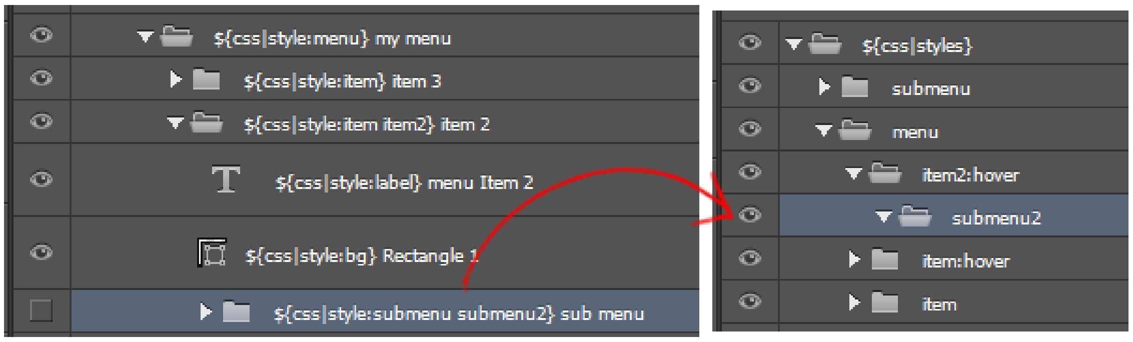
You can mix and match both pseudo and selectors with your layer names to create fully customized CSS classes.

- my_style>>a:nth-child(2)

Only Styles and Effects Matter

When you create your custom CSS classes, don't worry about the size, position or content of the layer. **Only the styles and effects will convert in your output.**

Hidden Layer Support


${css|style:menu} my menu
${css|style:item} item 3
${css|style:item item2} item 2
${css|style:label} menu Item 2
${css|style:bg} Rectangle 1
${css|style:submenu submenu2} sub menu
${css|styles}
submenu
menu
item2:hover
submenu2
item:hover
item

CSS styles also support Hidden Layers which will allow you make layers visible/hidden only when required or triggered by the user. Hidden layers can be used to create dropdown menus, steppers, and more – only limit is your imagination!

Code Tag

This tag will allow you to add raw code/script within the PSD Text Layer contents. You can draw any paragraph text layer in your PSD, but you should try to keep the size and position of your code layer relative to your design.

Using Layer Tags

Add inline CSS, JavaScript or PHP (PHP requires a server) - as text contents in the layer. You must draw the size and position of your code layer inside your PSD, all raw elements will render **INSIDE YOUR CODE LAYER**.

- ${code} – PARAGRAPH TEXT LAYERS ONLY

Code Rendering

Photoshop takes longer than expected to process text layers with many characters, you should try to keep your code layers minimal or link external files. Remember you can also Link External Files if required, or add external links inside your code layers.

Raw HTML

You can add raw HTML code to your text layer and it will convert as is. You will likely require an external style sheet, or styles applied to the elements for them to render correctly.

Example Raw HTML

```
<p style="text-align:center;">
   <a href="http://exportkit.com">Click here</a> to return home.
</p>
```

Raw CSS

You can add raw CSS styles to your text layer inside an additional <style /> element, or you can use <link />. We recommend that you use external links for large CSS files.

Example Internal CSS Style

```
<style>
#contacts_link {
   float:right;
   padding-right:10px;
}
</style>
```

Example External CSS Link (Recommended)

```
<link rel="StyleSheet" href="your_style_sheet.css" />
```

Raw JavaScript

You can add raw JavaScript to your text layer inside an additional <script /> element, or link an external .js file. We recommend that you use external scripts to link large JavaScript files.

Example Internal JavaScript

```
<script>
jQuery('<img/>', {
   id: 'contact_icon'
}).appendTo('#details')
.css('left','3px')
.css('top','0px')
.css('width','163px')
.css('height','162px')
.attr('src','../your/path/your_image.png');
</script>
```

Example External JavaScript Link (Recommended)

```
<script type="text/javascript" src="your_script.js"></script>
```

Raw PHP

You can add raw PHP to your text layer as is, but Industry Standard rules apply, you must enclose your PHP code correctly: eg. <?php //your code here ?>. We recommend that you use include or require to link large PHP files.

Example Internal PHP

```
<?php
$version = "1.2.8";
echo "Current version: ".$version;
?>
```

Example External PHP Link (Recommended)

```
<?php include "your_code.php"; ?>
```

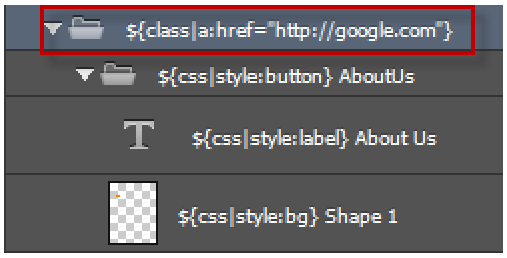
Class Tag

This tag allows you to add dynamic elements to your output. You can add any raw element, eg. H1 – along with properties. These elements will **ONLY** use the properties you assign in the Arguments. Elements added with this tag **DO NOT** store position, size or layer styles. These are **RAW** elements, you must link external files for scripts and styles.

There is no limit to the number of classes/elements you can add, but you must add these on folders.

- ${class|[CLASS_NAME]:[PROPERTIES]} – FOLDERS ONLY

Using Class Tag



```
${class|a:href="http://google.com"}
    ${css|style:button} AboutUs
        ${css|style:label} About Us
        ${css|style:bg} Shape 1
```

We strongly recommend you add your Class Tag as the **PARENT** folder of your elements, this will maintain your element properties. E.G. Assuming you want to add an Anchor to our button folder, you should group your button folder and add your class tag to the parent group.

Class Tags are RAW Containers

Class Tags do not store properties such as size or position. This means that you will need a parent container to ensure your elements render in the correct location in your output. You should treat Class Tags as RAW Containers.

Class Types

Export Kit will support any native class/element type for Web and Android (note: WordPress uses HTML elements):

- ${class|div}
  = <div />
- ${class|ul}
  = <ul />
- ${class|section}
  = <section />
- ${class|header}
  = <header />
- ${class|footer}
  = <footer />

You can create any valid HTML element in your output and control the element externally. Elements added with this tag **DO NOT** store position, size or layer styles, link external files to control these.

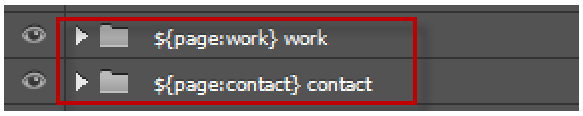
Class Args

Arguments are passed as direct attributes to the element. This allows you to add any type of dynamic content to your custom class elements.

You must include your required position and styles inside the Class Args, or link to external files.

- ${class|div:onclick="alert(window.location)"}
  = <div onclick="alert(window.location)" />
- ${class|ul:class="menu" role="nav"}
  = <ul class="menu" role="nav" />
- ${class|p:style="margin-top:10px;text-align:center;"}
  = <p style="margin-top:10px;text-align:center;" />
- ${class|p:class="my-external css_class"}
  = <p class="my-external css_class" />

Page Tag



This tag allows you to create additional pages from your document based on the output type. The Page tag will accept an args value which it will use to create the new page. Great for use with the Link tag to connect content!

- ${page:[PAGE_NAME]} - FOLDERS ONLY

Extension Free Pages

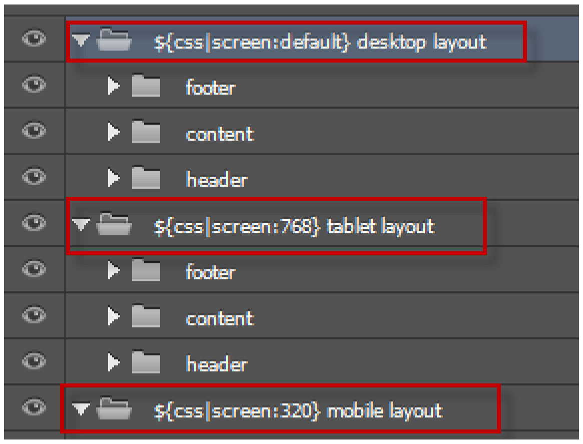
DO NOT use file extensions (E.G. “.html”) with Page Tags as they will naturally use the correct extension when rendering.

- ${page:services} – **CORRECT**
- ${page:services.html} – **INCORRECT**

Enable Page Tags

Consider that 1 page will reflect 1 folder in Photoshop – **DO NOT** create 100 page folders in one PSD file, it will take forever to export!

Screen Tag



${css|screen:default} desktop layout
footer
content
header
${css|screen:768} tablet layout
footer
content
header
${css|screen:320} mobile layout

CSS Screen Tags give you the power to create responsive HTML5 and CSS3 websites from your PSD file. You can define multiple screen sizes to support any number of devices including desktop, tablet and mobile.

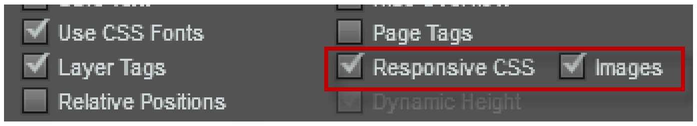
- ${css|screen:[SCREEN_SIZE]} - FOLDERS ONLY

Common Screen Sizes

You can set the screen size to any custom size, but generally here are a few common sizes:

- ${css|screen:default} widescreen layout
- ${css|screen:760} tablet layout
- ${css|screen:1280} desktop layout
- ${css|screen:320px} mobile layout

Enable Screen Tags



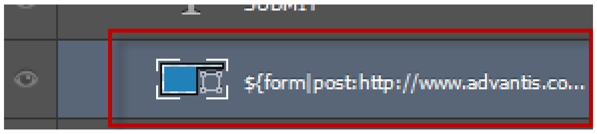
[✓] Use CSS Fonts
[✓] Layer Tags
[ ] Relative Positions
[ ] Page Tags
[✓] Responsive CSS
[✓] Images
Dynamic Height

To enable Responsive CSS layouts, you must enable Customize and Responsive CSS in exports view. You can also include responsive image assets to reduce the bandwidth on smaller devices such as mobiles.

Tag Reference Table

Tag	Example	Layer Support
Skip	${skip}	All
Image	${img} or ${image}	All
Link	${link:http://google.com}	Layers
Language	${char}	Text
Paragraph	${p}	Paragraph Text
Media Object	${object|mp4:/path/to/video.mp4}	Shape
Smart Object	${obj}	Smart Object
Form	${form|post:http://path/to/script.php}	Folder
Input	${input:submit} or ${input:text}	Text
Layer Style	${css|style:mystyle my_style2}	All
Class Style	${css|styles}	Folder
Code	${code}	Text
Class	${class|div:role="section"}	Folder
Page	${page:index}	Folder
Screen	${css|screen:default}	Folder

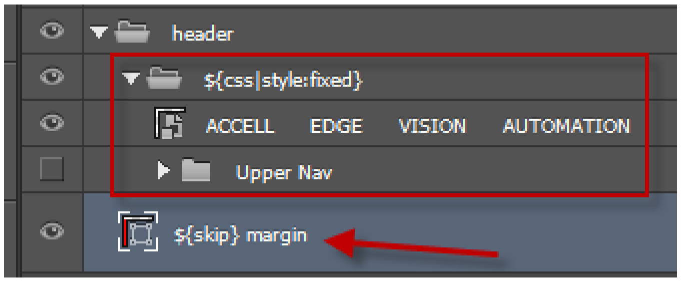
Use Valid Tags for Elements



${form|post:http://www.advantis.co...

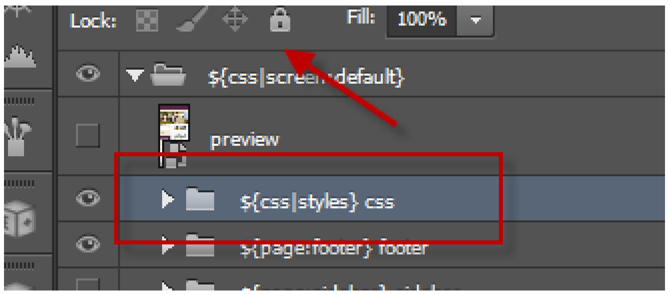
When adding Layer Tags to elements, you should always be aware of which tags work with which elements. If you place a Layer Tag on an incorrect element, you may have unexpected results – but not always.

Place Skip Margins Respectively



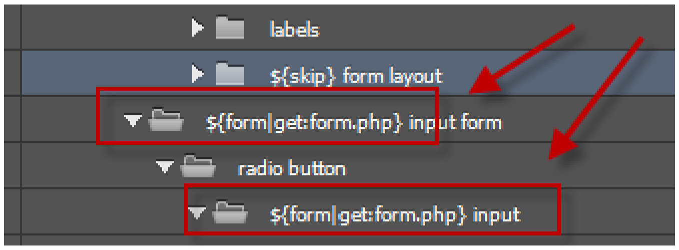
Margins should always be placed within their respective container. If you want to add a margin to the Header, then you must place your margin within the Header folder.

Move CSS Styles Folder Up



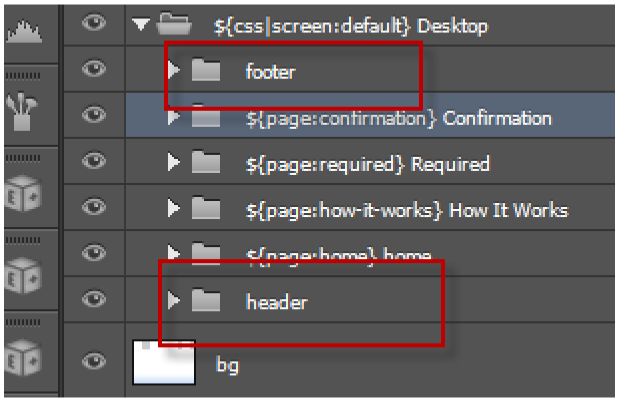
CSS Styles are unique in nature to Export Kit and require you to place the folder at the very **TOP** of your document. If you do not place your styles here, then you must pay attention to your design and ensure you do not override your styles with other elements.

Industry Standard Rules Apply



Export Kit makes it easy to create complex elements inside your PSD, but if you incorrectly tag elements – or place elements in an illogical order – you will have unexpected display errors. In the example above, it is impossible to have a form within a form - this is a **HTML** rule.

Tag All Required Pages


${css|screen:default} Desktop
footer
${page:confirmation} Confirmation
${page:required} Required
${page:how-it-works} How It Works
${page:home} home
header
bg

Some environments such as WordPress and PHP have strict rules for generating content, and require default pages to render. If your environment requires a ${page:header} and ${page:footer} – then you must include theses tags.

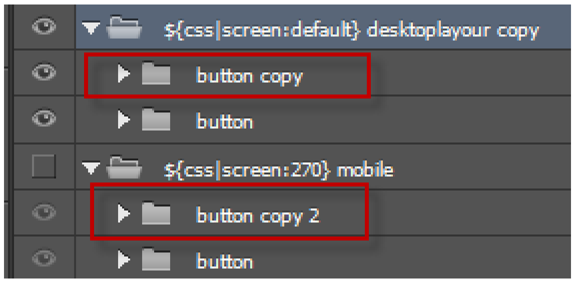
Do Not Nest Pages

You cannot NEST pages – simple.

Place Responsive Elements on All Screens

If your project is a Responsive Design, then you must follow our guide to Creating Responsive Screens to ensure all elements are correctly labeled and placed where required. Responsive Designs can become very complex depending on your project requirements, so we recommend you follow all instructions found in our guide.

Maintain Responsive Layer Names



DO NOT change the layer name of your responsive elements. You can change anything else – but **DO NOT** change the layer name – this is a CSS rule.

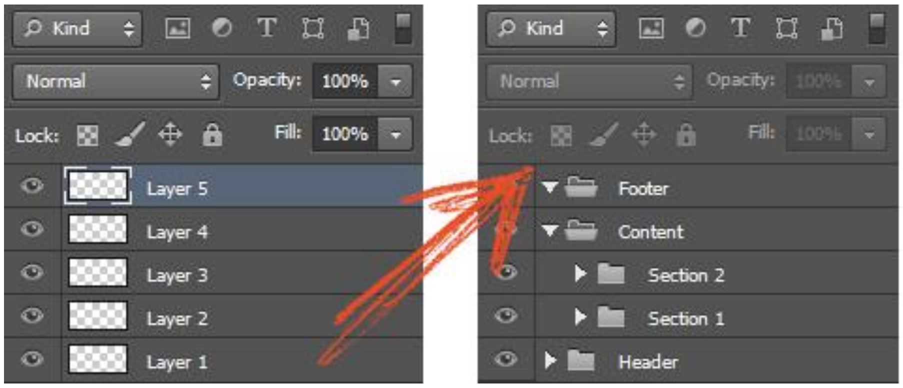
Your First Export

PSD to HTML conversion translates layers in your PSD to HTML elements with CSS support. If you export a basic PSD to HTML website, there very few options required to get a pixel-perfect translation. Most modern websites require common features such as CSS3 effects, responsive CSS and scripting support – Export Kit does it all!

Before You Export

There are a few things to look for before you export your Output to ensure you get a pixel-perfect render that looks 100% like your PSD. Remember, all browsers and devices render fonts, sizes and effects differently!

Bottoms-Up, Literally



Regardless of the project requirements, you should always organize your PSD layers in folders/groups. The Export Process is a Bottom-Up process. This means Export Kit works how you would naturally create designs in Photoshop without changing your design style. Each layer is processed starting from the last or bottom layer (typically the “Background” layer), then up.

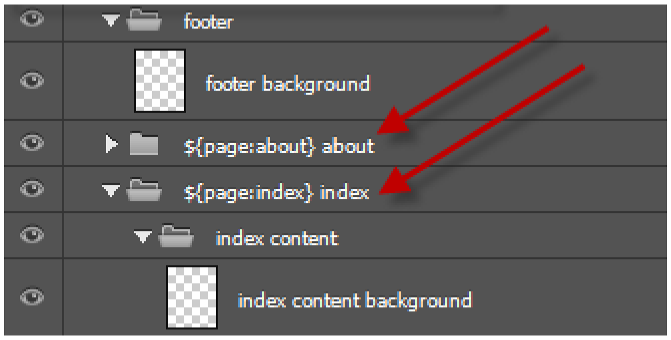
Simple Layers

Changing your layer order will **NOT** affect your visual output when Dynamic Height or Page Tags is **NOT** enabled.

Complex Layers

Incorrect layer order **WILL** affect your visual output when Dynamic Height or Page Tags **IS** enabled.

Organize Your Content



It is important to organize your folders to target your respective output environment. There are situations where incorrect folders or layers can cause unwanted display errors in the output.

Photoshop vs. Output Rendering

Photoshop and Output environments each render differently and will display object differently. Photoshop has much better support for blending, effects and graphic processing than most Output environments.

They say you can get "Photoshop-like" effects in HTML5, note the "like"!

What You See Is What You Get

Follow our PSD Design Rules to ensure your Output has correct dimensions and positioning. There are situations where a designer may draw a text area, or copy another text layer with a fixed size. If the text layer (or any layer) spans beyond the document size, Export Kit will assume that's what you wanted.

Your elements should only be the required size, consider a developer may have to use the object after.

- **DO NOT** scale text
- Take care with elements that bleed OUTSIDE the document canvas

Layer Names are Important

Export Kit will correct layers names to ensure an accurate conversion, but there are situations where incorrect layer names will cause unwanted display errors. Many environments also do not support incorrect layer names, mostly those that start with numbers.

- tablet 780 – **CORRECT**
- 780 tablet – **INVALID**

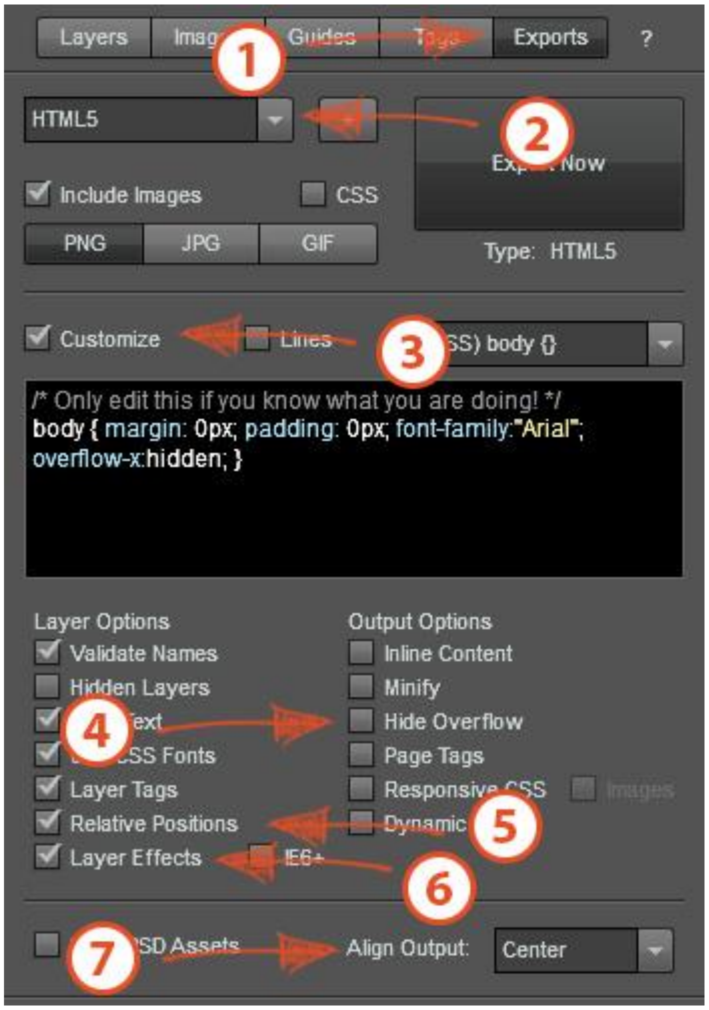
Use Unique Names

Export Kit will do its best to convert each layer to a unique name to prevent visual errors in the output, but you should also note your layer names and do your best not to duplicate names.

Common Bugs Due to Non-Unique Names

- Incorrect images in the output
- Elements in the wrong place
- Elements not visible
- IDEs complain elements "already exist"

Export Settings



HTML5

Type: HTML5

✓ Include Images ☐ CSS

✓ Customize ☐ Lines SS) body {}

```
/* Only edit this if you know what you are doing! */
body { margin: 0px; padding: 0px; font-family:"Arial";
overflow-x:hidden; }
```

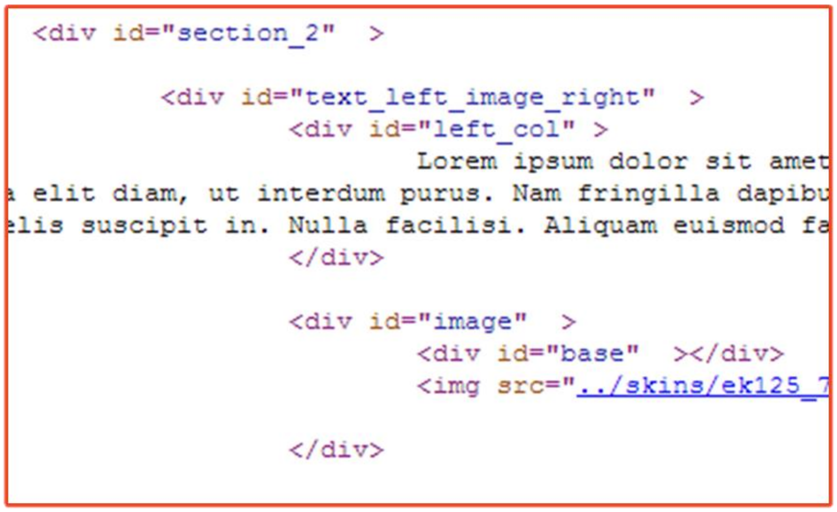
Layer Options	Output Options
✓ Validate Names	☐ Inline Content
☐ Hidden Layers	☐ Minify
✓ ext	☐ Hide Overflow
✓ SS Fonts	☐ Page Tags
✓ Layer Tags	☐ Responsive CSS ☐ Images
✓ Relative Positions	☐ Dynamic
✓ Layer Effects ☐ IE6+	

☐ SD Assets Align Output: Center

Export Kit allows you to customize your Output with Layer and Output Options before you export to personalize your project.

1. Open Export Kit Suite, select 'Exports'
2. Click the dropdown, select 'HTML5'
3. Check 'Customize'
4. Uncheck 'Hide Overflow'
5. Check 'Relative Positions'
6. Check 'Layer Effects'
7. Click the 'Align Output' dropdown, select 'Center'

Relative Positions (Clean Code)



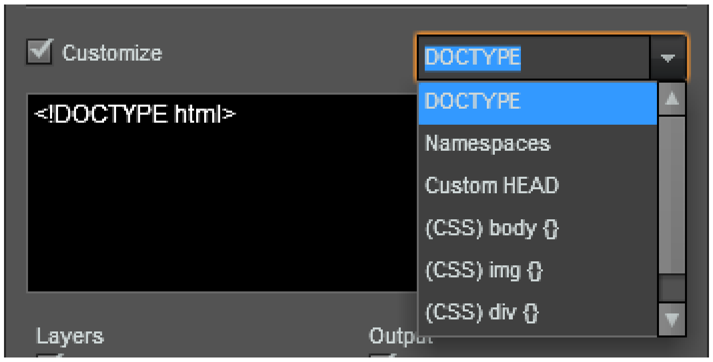
```
<div id="section_2"  >

        <div id="text_left_image_right"  >
                <div id="left_col" >
                        Lorem ipsum dolor sit amet
a elit diam, ut interdum purus. Nam fringilla dapibu
elis suscipit in. Nulla facilisi. Aliquam euismod fa
                </div>

                <div id="image"  >
                        <div id="base"  ></div>
                        <img src="../skins/ek125_7

                </div>
```

You must enable Relative Positions to translate your folders and keep content in a parent-child relationship.

Layer Effects

You must enable Layer Effects to translate your PSD layer styles into CSS3 elements. If your PSD design uses layer styles, then we strongly recommend you enable Layer Effects otherwise you may have display errors with some effects.

Customize your HTML5 Content



```
<!DOCTYPE html>
```

HTML5 custom content will allow you to further personalize your interactive project, and pre-configure common requirements.

DOCTYPE

This is the HTML5 doctype for rendering web pages. If you need support for older browsers, you can change this value to the standard HTML doctype. By default this value is set to:

- <!DOCTYPE html>

Namespaces

This defines the default namespaces used by the markup. By default this value is set to:

- xmlns=http://www.w3.org/1999/xhtml

Custom HEAD

This is the HEAD content of the HTML page. You can add custom <meta/>, <link/> and <script/> tags here.

(CSS) body {}

This will allow you to define the global [body] style. By default this value is set to:

- body { margin: 0px; padding: 0px; font-family:"Arial" }

(CSS) img {}

This will allow you to define the global <img/> style. By default this value is set to:

- img { position: absolute; display: block; margin: 0px; border: none; padding: 0px; }

(CSS) div {}

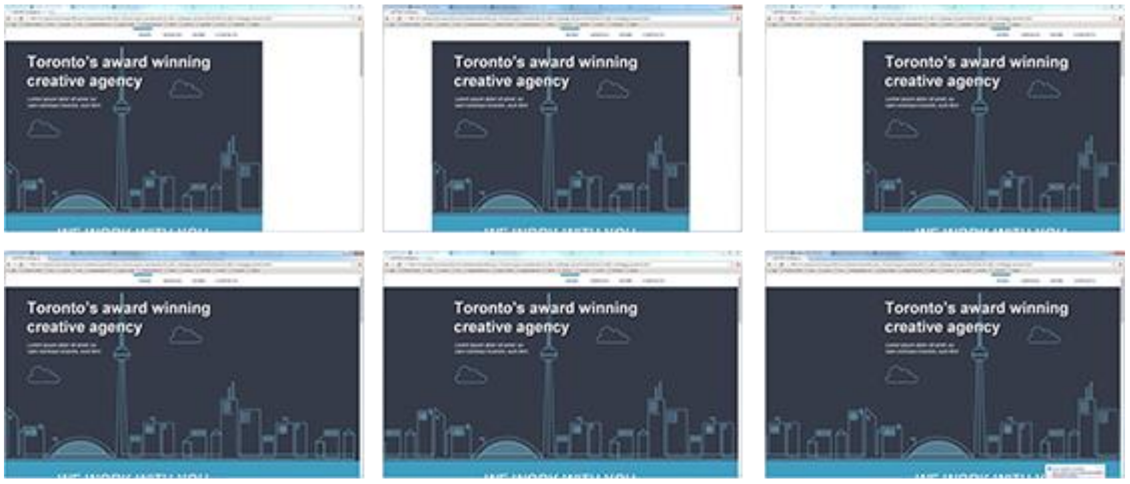
This will allow you to define the global [div] style. By default this value is set to:

- div { position: absolute; }

Custom CSS

This is your personal custom content of the style sheet, anything goes!

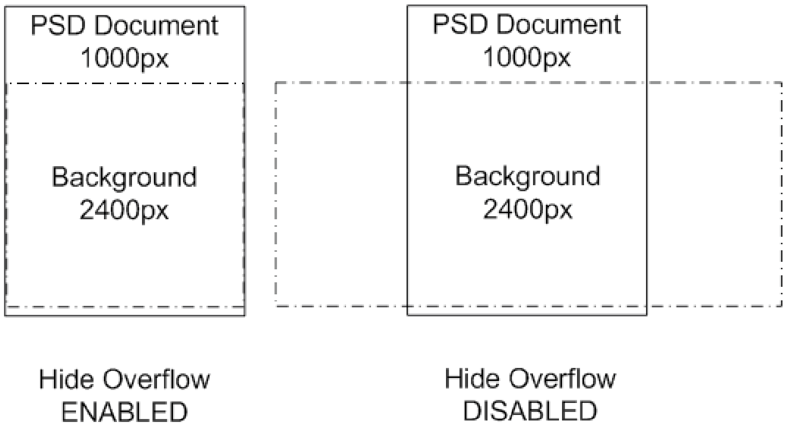
Using Align Output and Hide Overflow



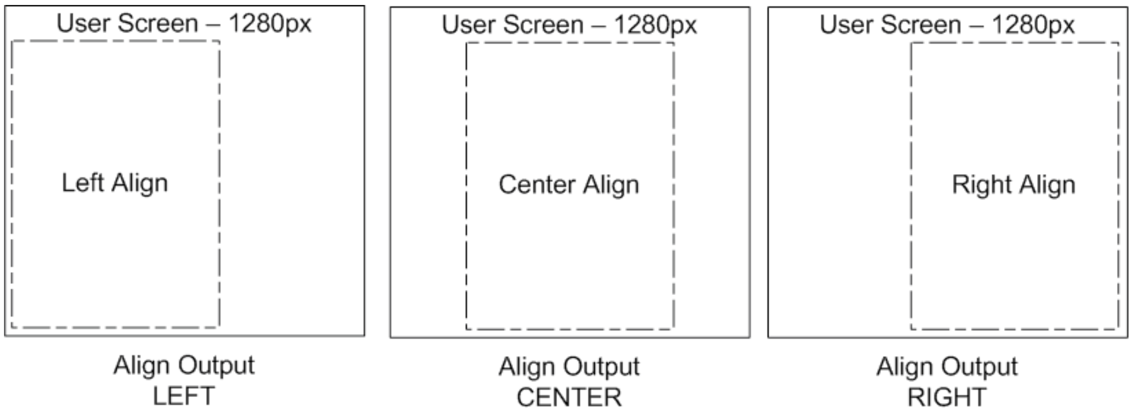
With Export Kit you can align your page output and hide the content overflow to create both Flush and Fluid layouts. You can easily create stunning backgrounds that are responsive to the user screen size in a few easy steps.

- Flush refers to the content of the PSD document remaining within the document size – this happens when Hide Overflow is **ENABLED**
- Fluid refers to the content of the PSD document spanning outside the document size – this happens when Hide Overflow is **DISABLED**

Hide Overflow

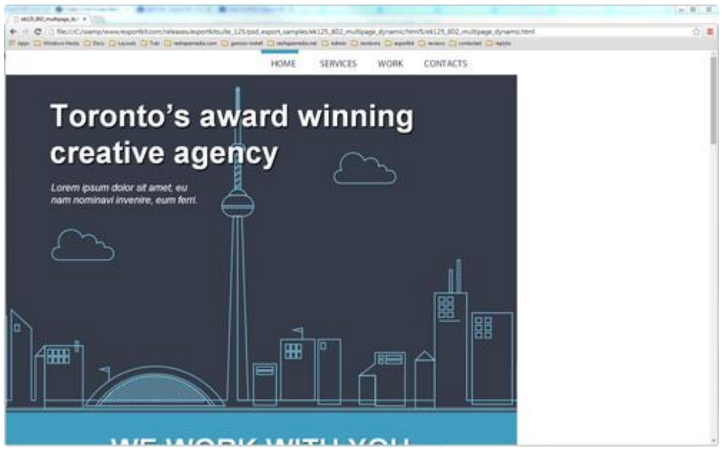


Align Output



Align Output will allow you to align your content with the user screen to the left, center and right. Align Output can only work if your PSD document width is less than the user screen width.

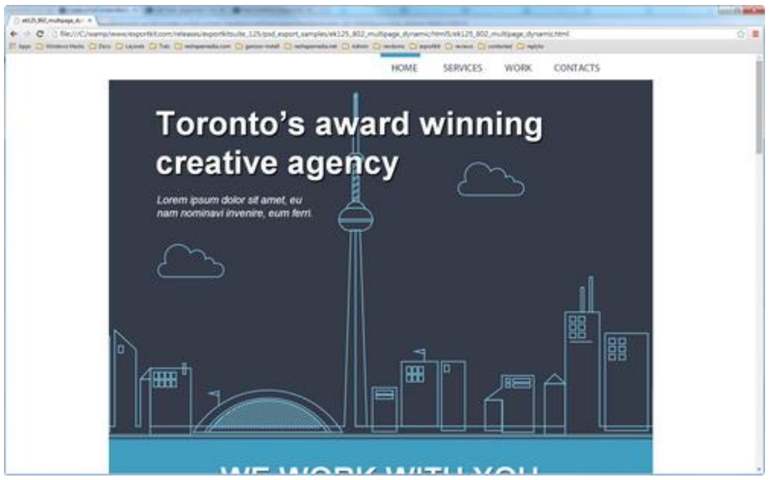
Flush Left


HOME
SERVICES
WORK
CONTACTS
Toronto's award winning creative agency
Lorem ipsum dolor sit amet, eu nam nominavi invenire, eum ferri

This will box-in the content and left align it to the user screen.

- Hide Overflow – **ENABLED**
- Align Output – **LEFT**

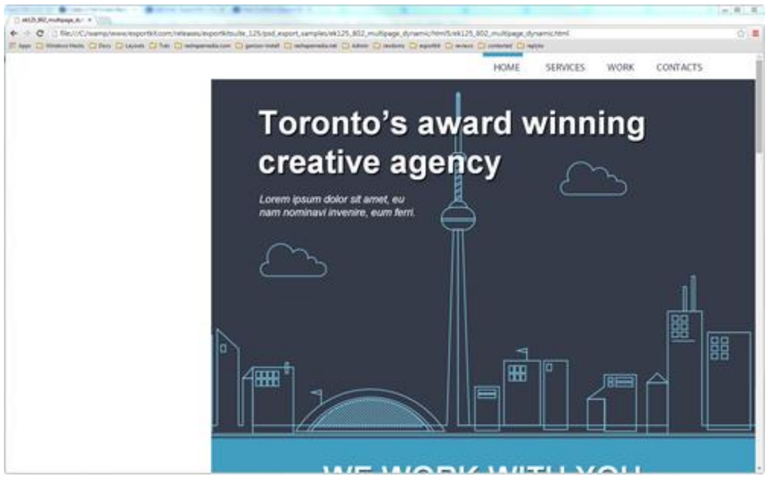
Flush Center


HOME
SERVICES
WORK
CONTACTS
Toronto's award winning creative agency
Lorem ipsum dolor sit amet, eu nam nominavi invenire, eum ferri.

This will box-in the content and center align it to the user screen.

- Hide Overflow – **ENABLED**
- Align Output – **CENTER**

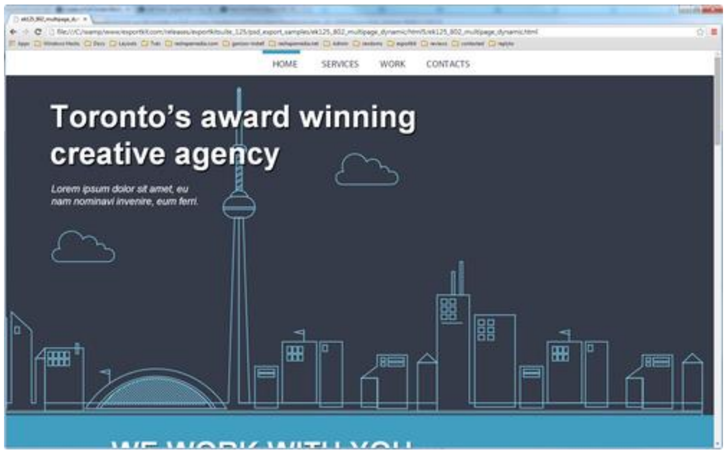
Flush Right


HOME
SERVICES
WORK
CONTACTS
Toronto's award winning creative agency
Lorem ipsum dolor sit amet, eu nam nominavi invenire, eum ferri.

This will box-in the content and right align it to the user screen.

- Hide Overflow – **ENABLED**
- Align Output – **RIGHT**

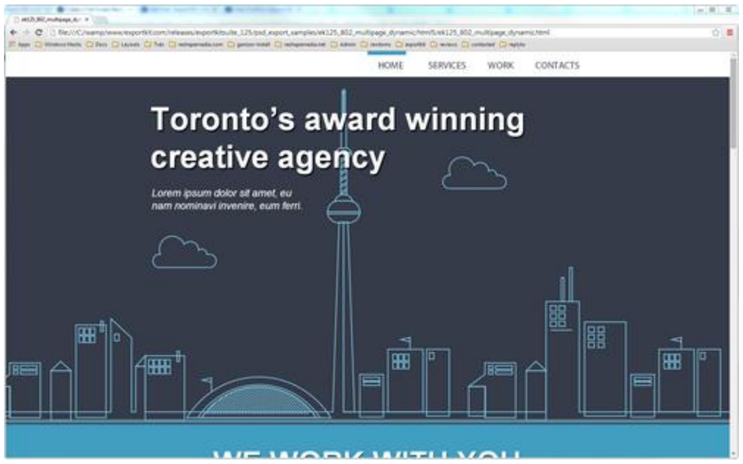
Fluid Left


HOME
SERVICES
WORK
CONTACTS
Toronto's award winning creative agency
Lorem ipsum dolor sit amet, eu nam nominavi invenire, eum ferri.

This will overflow the content and left align it to the user screen.

- Hide Overflow – **DISABLED**
- Align Output – **LEFT**

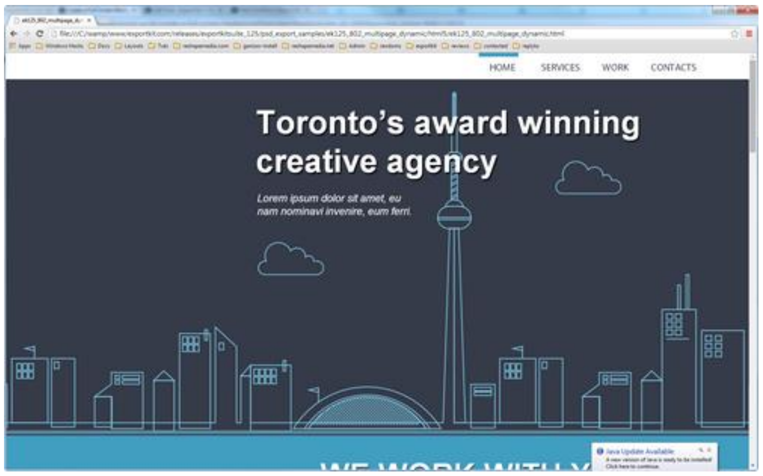
Fluid Center


HOME
SERVICES
WORK
CONTACTS
Toronto's award winning creative agency
Lorem ipsum dolor sit amet, eu nam nominavi invenire, eum ferri.

This will overflow the content and center align it to the user screen.

- Hide Overflow – **DISABLED**
- Align Output – **CENTER**

Fluid Right


HOME
SERVICES
WORK
CONTACTS
Toronto's award winning creative agency
Lorem ipsum dolor sit amet, eu nam nominavi invenire, eum ferri.

This will overflow the content and right align it to the user screen.

- Hide Overflow – **DISABLED**
- Align Output – **RIGHT**

The Export Process

Once you have your settings ready, click Export Now - then watch the magic!

The Export Process, although different for each Environment, is similar in its architecture. There are two main process methods which occur depending on if you are exporting a Photoshop document or layer.

Layer Process

This process involves translating each Photoshop layer into individual into its respective code environment. Each layer name will validate to ensure it uses common coding practices, then images related to layers will save and the layer will process depending on its environment.

Layer Names

Export Kit will remove all characters which are not required by the output environment. In most code environments and servers, many character ranges are not accepted, and can cause unwanted display and code errors in the output. Export Kit ensures your output will works by validating your layer names.

Images

Each layer will process the related image and render as the selected image type if available. The layer element will be captured and rasterized, then saved to the Export Folder.

Reusable Images with Additional Image Assets

For single images, you need to both enable CSS Images and use our CSS Style Tag. You can then reuse the CSS class for the image anywhere, this will sill create additional assets per layer, but only use one file link.

Reusable Images with One Image Asset

For single image assets, you need to use advanced CSS Styles with shapes rather than another image. Export Kit will use your custom class with the shape element to render your image. Because it’s a shape, no additional assets will be used, this also allows you to create your designs from Wireframes and basically add classes at runtime to render your content

Layer Elements

Layers are processed to check for native Photoshop layer types such as shapes, smart objects and folders. Each layer type will render differently depending on the selected output environment.

Layer Effects

Layers are then rendered as the selected environment output element. There are default reflections for rendering Photoshop layers in each environment e.g. an Image is an Image, but also specific requirements in some environments, e.g. HTML has poor gradient support for Text effects.

All environments process elements and effects differently!

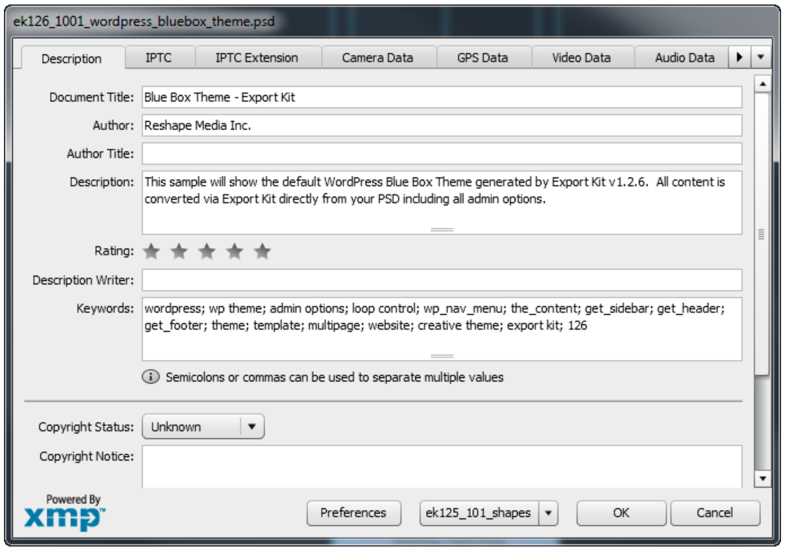
Layer Tags

Custom layer object, relevant to the selected environment are processed using our native Layer Tags to provide additional functionality to Photoshop layer elements. Layer Tags require a specific naming convention of layers in your Photoshop document.

Document Process

This process translates your complete PSD into your selected environment including the Layer Process (mentioned above) and additional processing to ensure your output is pixel-perfect.

Document Meta



Document Title:	Blue Box Theme - Export Kit
Author:	Reshape Media Inc.
Author Title:	
Description:	This sample will show the default WordPress Blue Box Theme generated by Export Kit v1.2.6. All content is converted via Export Kit directly from your PSD including all admin options.
Rating:	★ ★ ★ ★ ★
Description Writer:	
Keywords:	wordpress; wp theme; admin options; loop control; wp_nav_menu; the_content; get_sidebar; get_header; get_footer; theme; template; multipage; website; creative theme; export kit; 126
	Semicolons or commas can be used to separate multiple values
Copyright Status:	Unknown
Copyright Notice:	

All Meta Information is collected from your PSD document to be used in the output; mainly as comments but some environments provide additional usage for Meta Info. Meta info is used by Photoshop to describe the contents of the PSD file, including information such as Title, Author, Keywords, Description and more.

Environment Output

Export Kit customizes the output for each individual environment selected providing you with a pixel-perfect translation of your PSD document. Each environment has variations on how and where it can render, along with what objects the individual environment supports. Export Kit takes the worry out of this process and make it automatic.

Process Each Layer

This is a layer-by-layer action, running the Layer Process on each element in your document.

Custom Environment Objects

This will create custom Class objects for the selected environment. Different environments have rules to process both display and data for elements. Some environments require different settings for objects to be displayed and are mapped in this process.

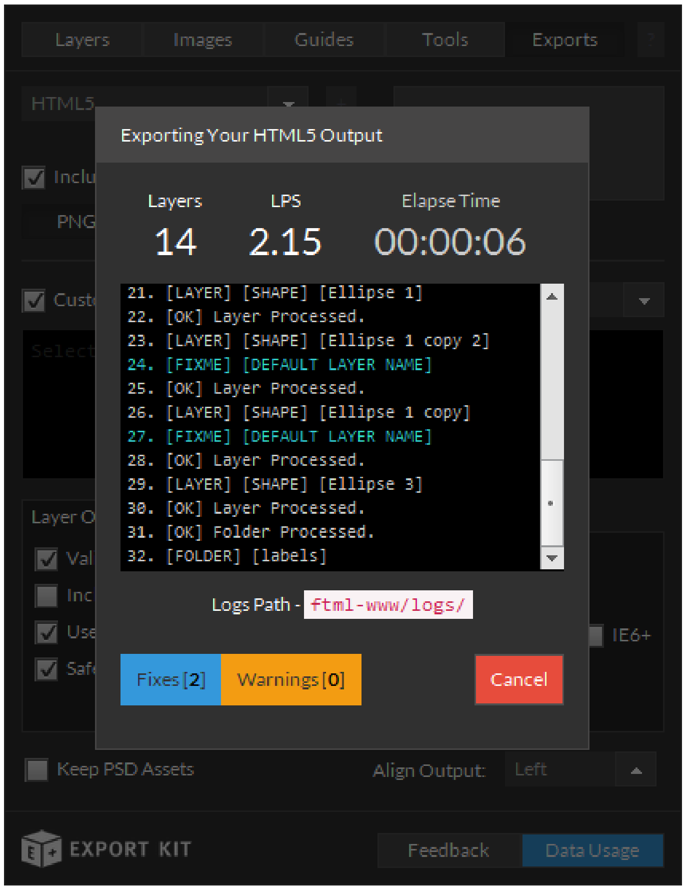
Export Project Files

Your document will render and save as an environment-ready project into your **ftml-www** folder **RELATIVE** to your Photoshop PSD file. All required assets and code files are saved to the respective output folder and is ready for use once complete.

Average Export Time

Time	Type
2 - 5 sec	Module (e.g. Navigation Menu)
30 - 40 sec	Basic Webpage
1 - 2 min	Complex Webpage
6 - 8 min	One-pager Website
8 - 10 min	5 Page Website
20 - 25 min	5 Page Responsive Website (3 Screens)

Export Log



Layers 14 LPS 2.15 Elapse Time 00:00:06

```
21. [LAYER] [SHAPE] [Ellipse 1]
22. [OK] Layer Processed.
23. [LAYER] [SHAPE] [Ellipse 1 copy 2]
24. [FIXME] [DEFAULT LAYER NAME]
25. [OK] Layer Processed.
26. [LAYER] [SHAPE] [Ellipse 1 copy]
27. [FIXME] [DEFAULT LAYER NAME]
28. [OK] Layer Processed.
29. [LAYER] [SHAPE] [Ellipse 3]
30. [OK] Layer Processed.
31. [OK] Folder Processed.
32. [FOLDER] [labels]
```

Logs Path - ftml-www/logs/

Export Kit will log each process as your document exports. You can track the progress of your export, along with your layers per second (LPS) speed, fixes and warnings.

Faster LPS (Layers per Second)

- Close all folders
- Use Smart Object Tags with folders that have many children

Fixes

You should always do your best to correct fixes, but these bugs will **NOT** affect your output.

Warnings

You must correct warnings, as these bugs will affect your output.

Errors

Export Kit will cancel an Output if it finds an error in the Photoshop layer. If Export Kit cancels / stops the Output, what you should do is:

- Note the layer the Output canceled on
- This is the layer causing the issue (check the logs)
- **DO NOT** save the document, **CLOSE** the document and **REOPEN** it
- Fix the problem, **SAVE** and re-export

Element Conversion Tables

This will provide you with a quick reference to many common HTML, CSS, JavaScript and PHP elements which you can create with Export Kit. You can further customize your output with any HTML5 element using our Class Tag with your folders. All elements support custom properties so you can map them any way you like.

HTML Tag	**Usage**
<div>	(natural) - Folders - Shapes - Images with [CSS Images] enabled
<img>	(natural) - Images (+rasterize) - Smart Objects (layer tag) - Any Layer - ${img} or ${image}
<a>	(layer tag) - Layers Only - ${link:http://google.com}
<span>	(layer tag) - Paragraph Text Layers Only - ${p}
<form>	(layer tag) - Folders Only - ${form|get:http://yourserver.com/path/to/script.php}
<input>	(layer tag) - Text Layers Only - ${input:textarea}

Custom HTML Class Elements

You can create ANY element including iframe, canvas and object, the following are just examples. Note that Class tag only works with Folders.

HTML Tag	**Usage**
<div>	${class|div}
<img>	${class|img}
<span>	${class|span}
<form>	${class|form:action=”/path/to/script.php”}
<input>	${class|input:type=”textarea”}
<p>	${class|p}
<a>	${class|a:href="http://google.com" title="google link"}
<textarea>	${class|textarea:rows=”5”}
<ul>	${class|ul:class="menu nav"}
<ol>	${class|ol:class="menu footer"}
<li>	${class|li:class="nav nav-item"}
<section>	${class|section:role="content" data="val1"}
<header>	${class|header:id=”page_content_header”}
<footer>	${class|header:id=”page_content_footer”}
<script>	${class|script}
<style>	${class|style}

After You Export

All browsers and devices render content, objects and effects differently - this means you may have to tweak your output to meet your project requirements. Test with: IE, Chrome, Firefox, Smartphones, Tablet, etc. It also helps to see how each device and browser processes HTML and how each renders its elements.

Things We Found While Testing

- IE has the best font rendering
- IE has the best form rendering
- Chrome has the best CSS font support
- IE has poor CSS3 support
- IE fonts are smaller than others
- Chrome font styles are wider than others
- Firefox character styles are wider than others

Common Errors

- **Bug:** Your export stops on the first Layer
  Fix: Use **LOWERCASE** file extensions such as my_file.psd when you name your files

- **Bug:** You export stops on a Shape Layer
  Fix: You must use RGB color mode when exporting

- **Bug**: Your webpage has text and NO images at all
  Fix: Rename your PSD file with "**.psd**" (lowercase)
  Fix: Remove " " (space) characters from your PSD name

- **Bug:** Your HTML5 element did not render 100% like the PSD layer
  Fix: Add ${img} to the layer name to render the layer as an image
  Fix: (Text Only): Add Google Fonts for additional font support

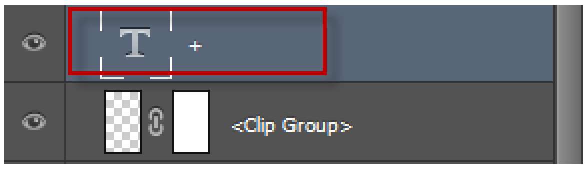
- **Bug:** Your Text is not the same font size as the PSD layer
  Fix: Redraw the text layer with the type tool, do not duplicate or scale

- **Bug:** Elements do not render correctly with Dynamic Height enabled
  Fix: Group all your content inside a container folder

Bug Fixing

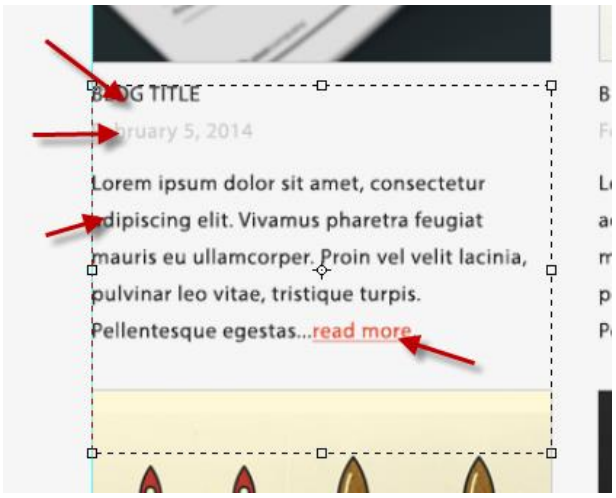
You're stuck, and you have a question, you're human, so are we! Check our FAQ: http://exportkit.com/answers for general answers, or contact us: support@exportkit.com and we are happy to help.

Check Your Layer Names



Be careful when using text layers with invalid names. Photoshop by default will use the contents of the text layer as the layer name, you will have to manually change this to ensure the layer will process correctly. Layer names should always start with a letter.

Split Your Design into Layers



BLOG TITLE

February 5, 2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus pharetra feugiat mauris eu ullamcorper. Proin vel velit lacinia, pulvinar leo vitae, tristique turpis. Pellentesque egestas...read more

We strongly suggest that you use as many layers and folders a possible to create design elements. When designing a layout, it’s easy to use Photoshop to create a single text block that contains all the information you want to display, and then style that text block.

As a designer you can create a single text block in your PSD with styles, but as a developer you would need 4 objects:

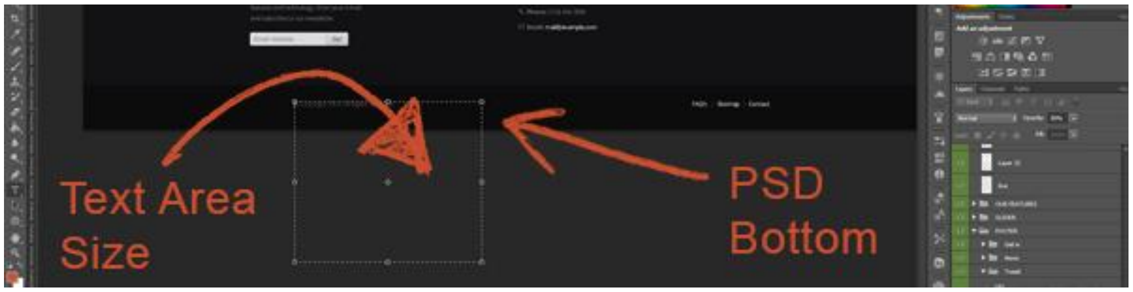
a) Title
b) Date
c) Description
d) Read more link

Consider the Developer

In a live production environment, the developers would have to deal with each object individually, not as one text block. You should split your text layers (and graphics where applicable) into individual object so they are easier to work with in the output.

Assume you need to add a link to the "read more" element. If you add a link to a single text block, then the entire text block will become a link - where you only wanted the "read more" element only.

Size Your Elements Accordingly



As a designer it is very easy to draw elements anywhere on the screen. There are cases where the size of the element may not affect the PSD visually, but in the output the code will cause unexpected rendering.

This mainly effects outputs with Dynamic Height enabled - including Responsive CSS designs.

Remember What You See, Is What You Get

You must use the correct size for your designs. Unlike a print design where only the visible content is used, Export Kit will translate all elements in your document. There is no assumption that you did not want your element to “bleed” as this may be your desired result.

What you see is what you get, if you have elements that go beyond the document size, then your output will equally have the same rendering.

If All else Fails, use Failsafe Images

When individual layers do not render correctly, its best to use a failsafe image first to get a full render - then debug and fix the layers causing the issues. Use failsafe images (${img} tag or Smart Object) when:

- Importing from Illustrator
- Using polygons or vectors
- Using adjustment/layer masks
- Layers that do not render correctly

External CSS and JavaScript Files

Because Export Kit allows you to customize your HTML5 Content before export, you can add both custom CSS and JavaScript. This can further enhance your Output to incorporate your existing code.

All layer names will follow the Layer Naming Rules:

PSD Name	JS/CSS Element Name
My Layer Name	my_layer_name
***wild and CR@zy...**	_wild_ad_cr_zy___
MY #1	my__1

External JavaScript

You can add external JavaScript to your Custom HEAD by using the HTML script tag. Once you add the script tag to your Custom HEAD, the Output will process the external JavaScript as normal in any website:

- <script src="myscripts.js"></script>

Using External JavaScript

Your JavaScript files can take-over any layer element in your PSD file. You can use JavaScript to control all aspects of your Output including button actions, events and animation.

E.G. Assume you have a layer in your PSD named “Custom Gallery”, you can use external JavaScript to take over the PSD element by using:

- JavaScript: document.getElementsByName('custom_gallery')
- jQuery: $('#custom_gallery')

External CSS

You can add external JavaScript to your Custom HEAD by using the HTML link tag. Once you add the link tag to your Custom HEAD, the Output will process the external CSS as normal in any website:

- <link rel="stylesheet" type="text/css" href="mystyles.css" />

Using External CSS

Your CSS files can take-over any layer element in your PSD file. You can use CSS to control all visual aspects of your Output.

E.G. Assume you have a layer in your PSD named “Home Button”, you can use external CSS to take over the PSD element by using:

- #home_button{}

Using Margins and Fix

Clear fix and margins are common in every website design. The nature of HTML forces us to clear our content or use margins for spaces, to prevent clipping. Export Kit will output your designs as-is, so there are cases where what you see – is not what you expect! Export Kit will measure the contents of a folder based on the children layers.

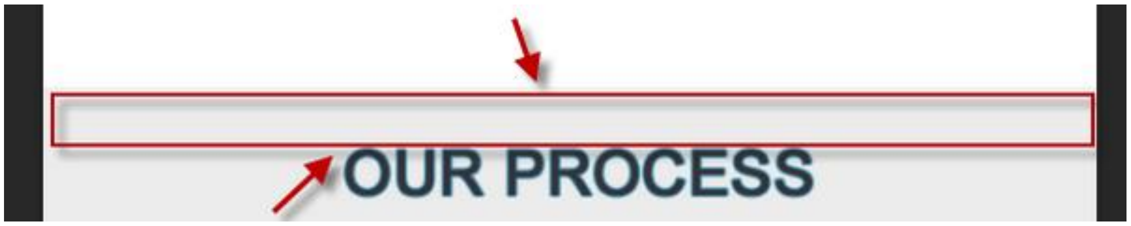
Parent Container equals All Children

Export Kit will calculate the position and size of a container based on its child-elements. If you expect the container to have padding and margins with elements, then you must use a shape background or skip margin to define the area. This mainly affects Dynamic Height and Responsive Designs.

In the image above – assume we are working on the “Our Process” content block. You’ll note that we show where the content "starts" and "stops" in the design area with the red squares. This is where Export Kit will measure the region of the content block.

If you do not set the area of the folder container with a background shape - your content position and size may have unexpected display errors.

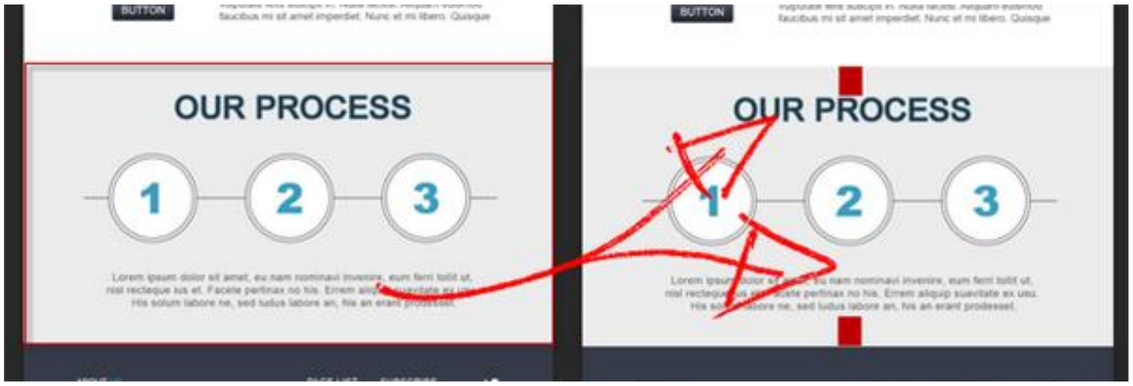
Note the Required Margin



You will need to specify the space or area of your design blocks. Because Export Kit will measure your folders as-is, you need to add elements to each section to state the true size of the design.

If the "Our Process" area design includes the margins around the text to create the "box", then we need to tell Export Kit that using a shape background or skip margin. If you do not specify the true content area, the output will clip the excess space.

Fix Your Margins



- Add a background shape so the content area has a background and natural margin
- Add custom ${skip} fix elements to state the output margins.

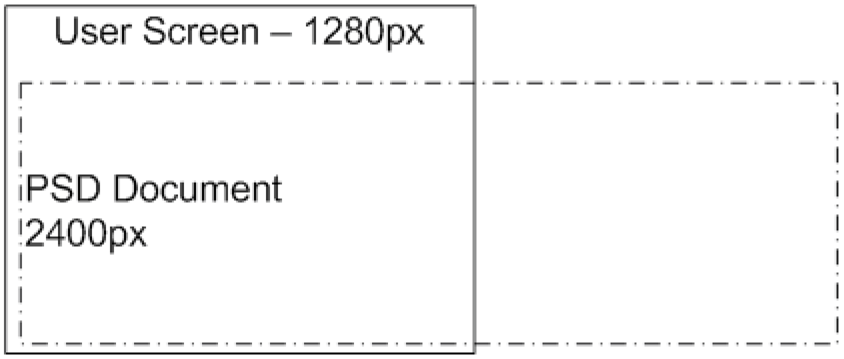
Both methods will tell Export Kit that the “Our Process” area fills the region of the box, and your text starts and stops inside that area – rather than the text clipping in the output.

The ${skip} Fix Margin

A skip fix margin is a shape layer with a ${skip} tag applied so it is not included in the output. Fix margins are an easy way to denote content areas and margins in the output. Only the y and the height of the fix margin is calculated in the output.

Full Screen Backgrounds

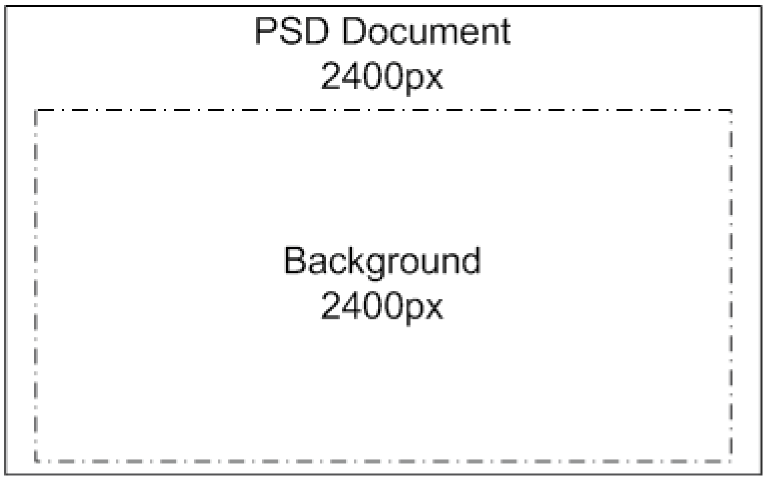
Before you create a full screen background, you have to consider the size of your PSD Document vs. the size of the user screen.



If your PSD Document is larger than the user screen, you will likely have unexpected results in your Output.

Full Screen Background Concept

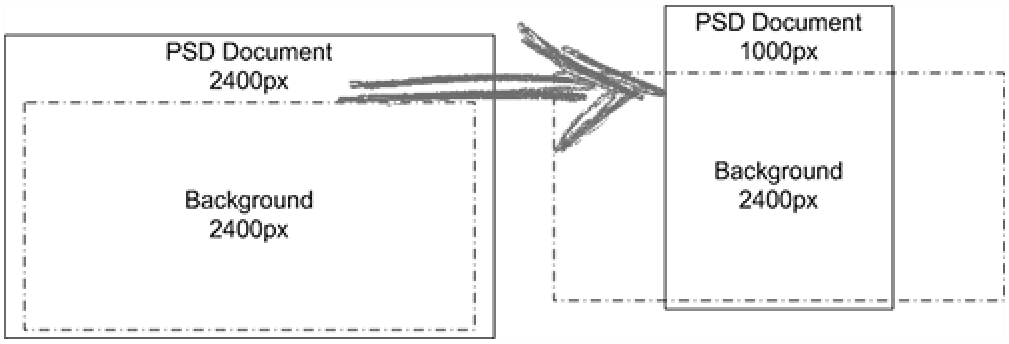
You need to have a default Document size for your design. Your document should show WYSIWYG (What You See Is What You Get) – your background can change via Output Options with Export Kit Pro.



Many PSD designs will include the background in the design itself. This will change the PSD Document size in the Output, causing unexpected results.

Resize the PSD and Background

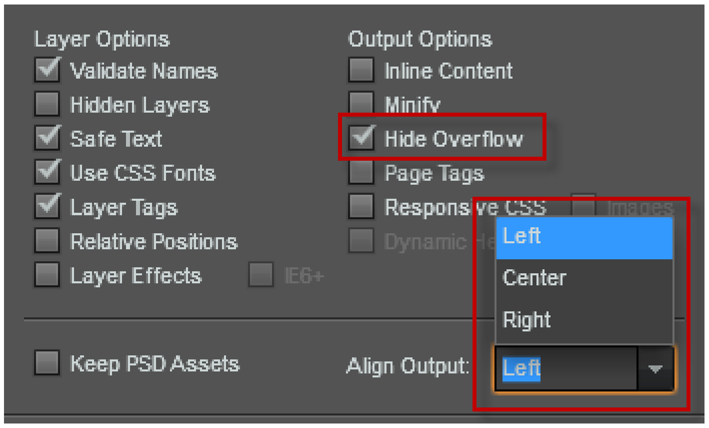
Your PSD Document size = your Output size. Change the image size of the PSD design to match your content width. Your PSD design at this point should reflect WYSIWYG (What You See Is What You Get).



The concept is to have your PSD Document size MATCH the size of your content, and have the background span outside the document. If your content width is 1000px, the PSD Document width should be 1000px.

Once you have your desired width, extend the size of the background elements to a very wide size, E.G. 2400px (something wider than most desktop screens). Your Background should be larger than the Document.

Align and Overflow the Background



Layer Options
- [✓] Validate Names
- [ ] Hidden Layers
- [✓] Safe Text
- [✓] Use CSS Fonts
- [✓] Layer Tags
- [ ] Relative Positions
- [ ] Layer Effects [ ] IE6+

Output Options
- [ ] Inline Content
- [ ] Minify
- [✓] Hide Overflow
- [ ] Page Tags
- [ ] Responsive CSS [ ] Images
- [ ] Dynamic He

[ ] Keep PSD Assets

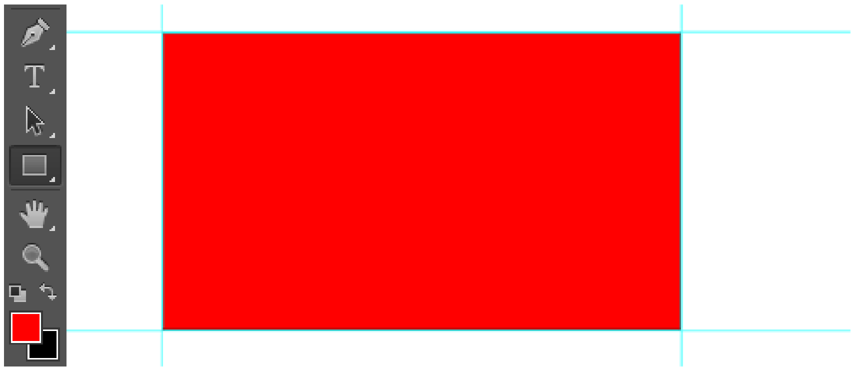
Align Output: Left (Left / Center / Right)

You can now customize the look and feel of you Output before you begin your export.

Media Elements (Audio, Video)

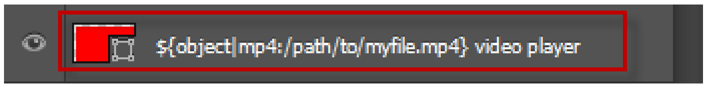
You can create native Media Objects such as streaming audio, video and SWF. Please note that all browsers and devices will render native Media Objects differently, so you may have to tweak the Output.

Draw the Media Container



Use the shape tool and draw a Rectangle where you want the media element to be placed.

Add the Media Tag



${object|mp4:/path/to/myfile.mp4} video player

Add the Media Object Tag for your desired Media Type to the shape, your Media Object will render as a native player in the Output with the properties of the shape, for example:

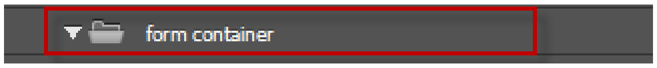
- ${object|mp4:/path/to/myfile.mp4}

Building Web Forms

You can create unlimited web forms and input items with Export Kit, using only a few layer tags. Export Kit allows you to fully customize your web forms and data to create data-driven websites in a matter of minutes, without coding.

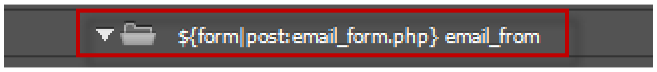
Before building web forms you should read Form Tags and Input Tags for a general understanding of web forms and data.

Create the Form Container



You will need a folder to contain the form and the input elements, much like a normal web form. We recommend you create a general container/folder, E.G. form container. Use this folder as a container for all the form elements, including labels and design. The nesting of the form and container do not matter.

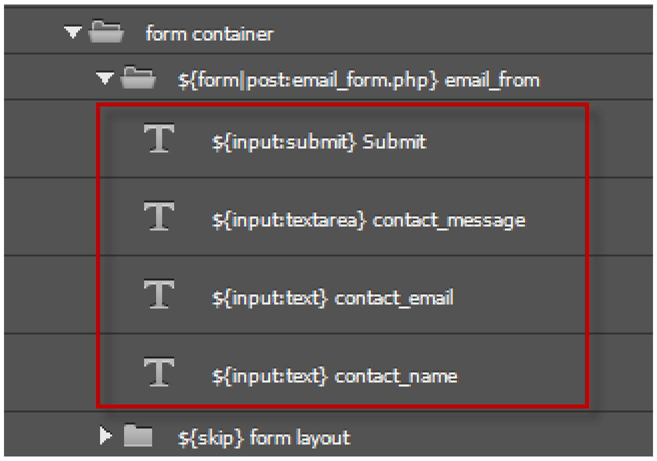
Create a From



You will need to create a web form to process the input data. You can optionally create a POST or GET form, depending on your PHP form handling script, for example:

- ${form|post:email_form.php} my contact form

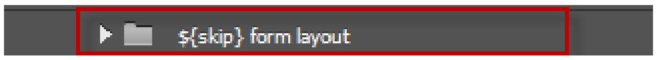
Add Input Elements



form container
${form|post:email_form.php} email_from
${input:submit} Submit
${input:textarea} contact_message
${input:text} contact_email
${input:text} contact_name
${skip} form layout

All web forms require Input elements to process data on the server. You can add unlimited input items to your web form using our Input Tag. Take care when adding layer names for Input items, the layer name will be used as the Input item name in the output. Learn more about Layer Naming Rules.

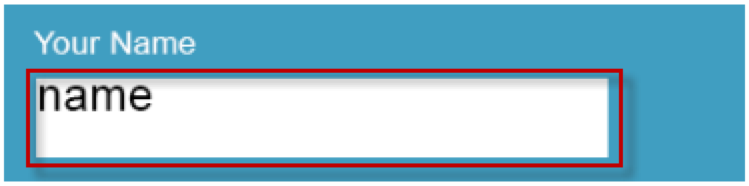
Form Layout



${skip} form layout

Because all browsers and devices render forms and input item differently, you will likely need to optimize the final output.

Input items in Export Kit are created with Paragraph Text. Because Input items are text layers, you will not have the same graphical options to display the item in your PSD – it's a text layer, not an image. You can create a general layout using the Skip Tag, and then create the input design within.



E.G. You want the PSD design to show the input area for "name":

- Draw a shape of the input area
- Move that shape to the skip folder
- Add the Input Tag for “name”

Server Side Form Handling

You will need to have an understanding of server-side scripts (EG.. a PHP email script) to process the web form and data. Depending on your form needs, you may want to Google “Free PHP Form Handler” and download a free PHP script to get you started with handling forms.

Working with Developers

If you are a designer and you work with developers, then you only need to ask: “What variables and input types are you looking for?” Then you can add the Input Tags based on the input types, and the layer name based on the variable.

- ${input:#INPUT_TYPE#} #VARIABLE#
- ${input:text} contact_name

Input Element Styles

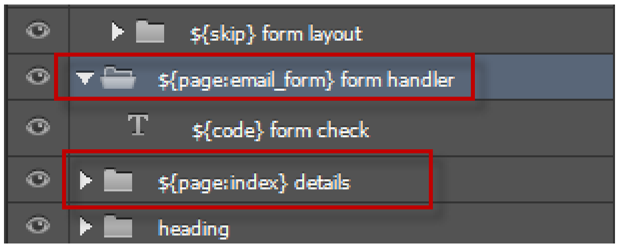
You will need to use Custom CSS Class Styles to add colors, effects and other custom properties to input elements.

PHP Form Handlers

Use Export Kit to create PSD to PHP Email Form Handlers and other modules in a few clicks. Export Kit makes it easy to build data-driven websites in a matter of minutes with full support custom code scripts and frameworks.

When creating dynamic pages such as the form handler page, you must enable Page Tags in your options to render each individual page.

Create the Form Pages

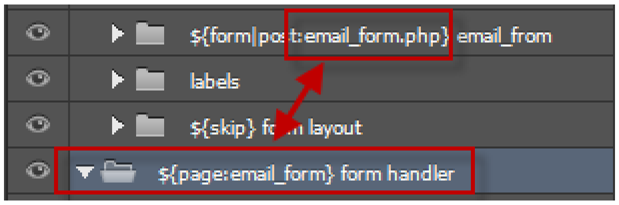


${skip} form layout
${page:email_form} form handler
${code} form check
${page:index} details
heading

Create your individual pages required to render the form using our ${page} tag. These pages may change from project-to-project, but at minimum we recommend you create an index page, and a page to process the script – in the example email_form.

There are no limitations on page designs, your form handler will render where you tell it render!

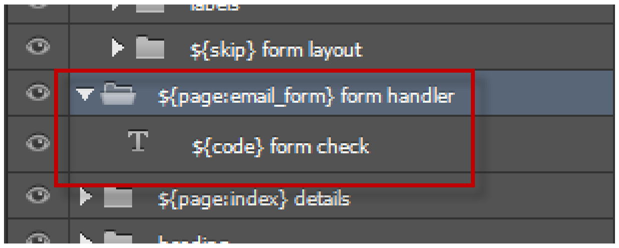
Link the Form and Script



${form|post:email_form.php} email_from
labels
${skip} form layout
${page:email_form} form handler

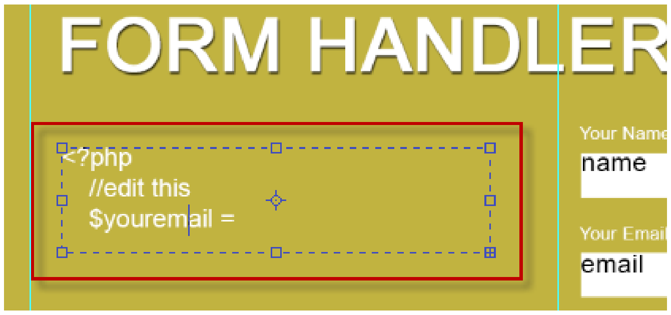
Ensure your form link and your page name are the same to send the form data to the correct page. Once the form link and script page match, all layers marked as ${input} will send data to the script page. You can always link to an external file, but this tutorial shows how to do this directly inside your PSD.

Create your Code Layer



Using Code Tag with your layers will allow you to add raw scripting elements such as HTML, CSS, JS or PHP directly inside your text layers.

Layer Size and Position



```
<?php
    //edit this
    $youremail =
```

Your layer placement is very important as all elements rendered via code will likely render inside the area of the layer. This means that you must draw your text layer to match the size you expect your rendered content.

E.G. If you are creating a label for a name, and you expect long names - then draw the text layer to the max size you expect.

Code Scripts

Depending on your form needs, you may want to Google “Free PHP Form Handler” and download a free PHP script to get you started with handling forms. **DO NOT** edit your code script inside Photoshop - it is not a text editor. Edit it outside of your PSD then cut-and-paste.

Custom CSS Class Styles

You can create custom PSD to CSS3 classes and styles directly in your Photoshop document. Export Kit will translate your parent-child relationship in your folders, to give you full control over your PSD to CSS classes in your output.

You PSD to CSS3 Class Styles can be used to customize run-time designs to add different styles and effects, themes and skins, reusable images, and more.

Create Basic Elements

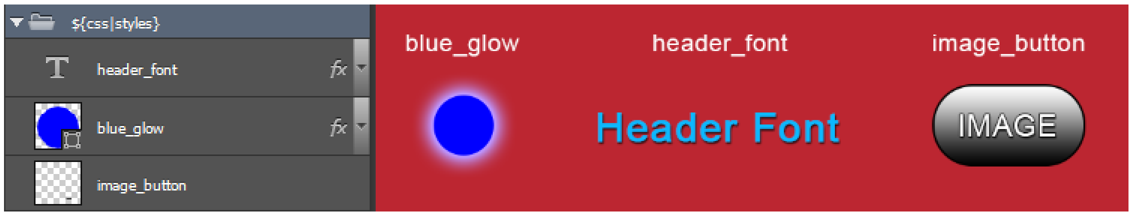
CSS classes in your PSD are applied directly to your Photoshop layer elements regardless of the layer type. This allows you to create global PSD to CSS styles that you can apply to any element in your HTML output.

Our CSS Styles Folder supports all HTML and CSS elements - beyond those found in Photoshop. You can customize the CSS style for any external CSS Library by using the CSS class name as the layer name in your CSS Styles Folder.

K.I.S.S. Basic

Keep the basic design of your PSD layers simple. We support full Photoshop wireframe designs, as you do not need to add additional styles or effects to the element. All element styles will override with the CSS class style.

Create your Styles Group



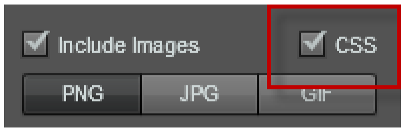
Add layers to your ${css|styles} folder to create custom CSS classes based on the layer. All layer will maintain effects and styles in the output. You should use "_" (underscore) with layer names and NOT " " (space). CSS classes will output following our Layer Naming Rules.

Keep your styles visible in your PSD document so the end-designer can see what options they have in the output, and skip any labels or guides with ${skip} tag.

CSS Styles Folder

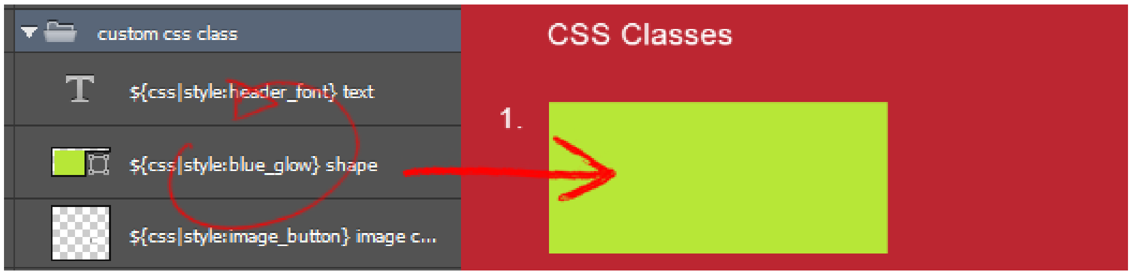
Your ${css|styles} folder will contain all the custom CSS class styles to reuse in your document. All elements added to this folder will render as a CSS class in the output using the element name, styles and effects.

Reusable Images



Make sure you have CSS Images enabled if you want to use custom CSS class images. You can reuse the same image class an unlimited number of times in your PSD design and Export Kit will load only one image.

Add your Custom Style


custom css class
${css|style:header_font} text
${css|style:blue_glow} shape
${css|style:image_button} image c...
CSS Classes
1.

Use ${css|style} tag with your basic element to customize your element. You can now use your custom CSS style anywhere in your PSD document and Export Kit will translate the custom class to that element.

The name you use with your layer element, is the same name you should use with your custom style. If your custom CSS class name is blue_glow then your CSS style tag should be ${css|style:blue_glow}.

CSS Rollover / Hover Effects

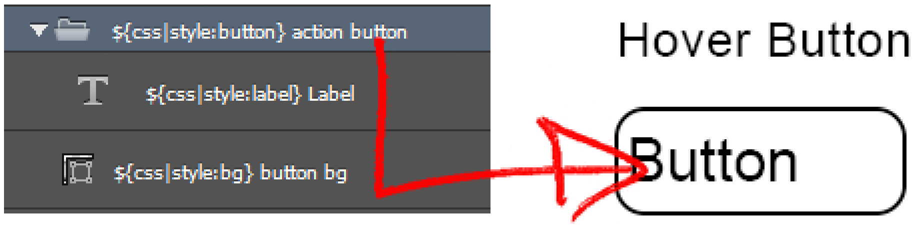
Your PSD to CSS export supports unlimited hover and rollover effects, including other CSS states also. PSD to CSS rollovers support text, images, shapes and folders in your Photoshop document. Using a few layer tags you can customize the look and feel of your PSD elements with any native CSS/CSS3 state.

The PSD logic to using CSS rollovers and other CSS3 states, is similar to real CSS behavior in webpages. If you only define a single PSD style for a CSS state, then only that style will render.

You should use best practices of the web when creating CSS states, E.G. a Button has 3 typical states:

- Normal
- Rollover/Hover (:hover)
- Click/Press (:active)

Add Styles to your Button



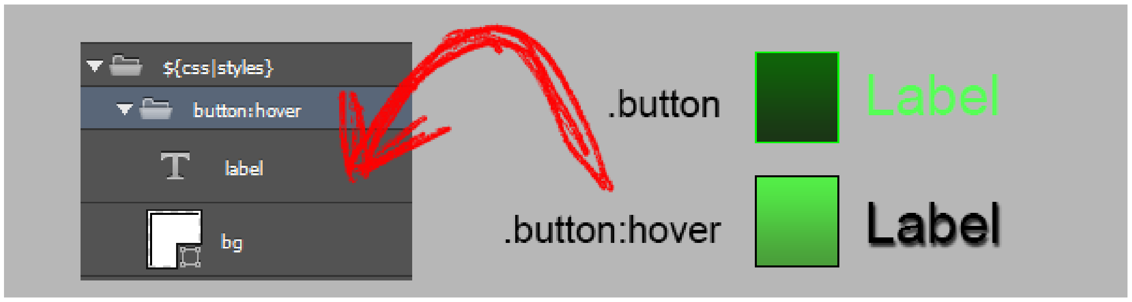
Use CSS Style Tag to add custom PSD to CSS styles to your Photoshop layer elements. You are not restricted as to which Photoshop layers you apply your CSS styles to, but you must note the parent-child relationship with your PSD to CSS styles. This will add CSS classes in the output for each layer element.

Parent-Child Relationship is Important

Your parent-child relationship in your PSD will allow you to add custom CSS selectors, and specify direct CSS3 styles applied to elements within specific parents. This is important when using CSS styles in your Photoshop design as this allows you to add custom CSS states (E.G. :hover) to both the parent and the child elements independently.

If you add a ${css|style:label} within a ${css|style:button} then that label style will only apply if the parent object has the button style applied. You can now control both the button:hover and label:hover CSS states independently.

Add a custom Hover State



Create a similar parent-child structure within your CSS Styles Folder Tag, as you did in Step 1. This will maintain the specific CSS selectors required to control the :hover states of all elements included within the button CSS style. Add the custom effects you want enabled when the mouse hovers over the button element.

All children of the button:hover folder will render with the supplied styles based on the parent-child relationship in your CSS styles folder. This will force each child element to render its :hover state using the supplied style.

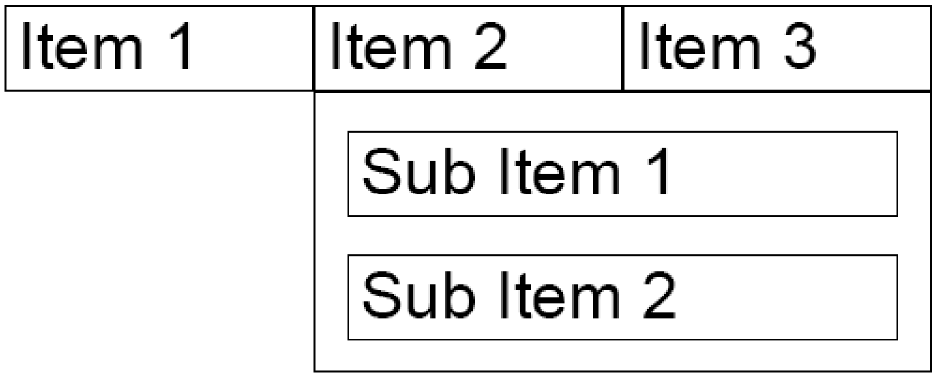
Add additional States

This method also applies to other CSS states such as button (normal), or button:active (press).

CSS Dropdown Menus

Create a pure PSD to CSS Dropdown menu in only a few steps with unlimited potential. Many websites have complex CSS menu systems which require more than a traditional single-level menu. CSS Dropdown menus can help a user to navigate to more sections of a website from a single entrance point.

Design your Menu

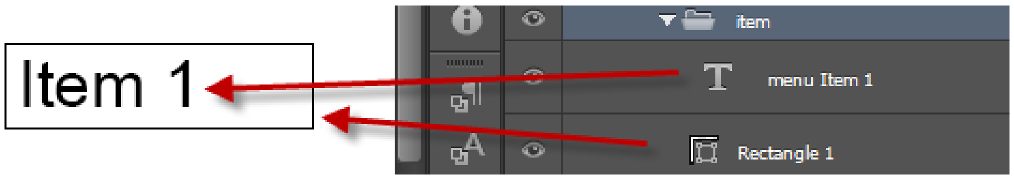


Your PSD to CSS dropdown menu design can be anything – go nuts! You are not limited to your creativity with your design, but there are a few design elements you must incorporate to generate a functional dropdown menu.

CSS Dropdown menus can have 1 or more sub-menus attached to items. This allows you to create complex navigations - but not too complex where you confuse the user!

We recommend you design your items first, then create your sub-menus as required per item.

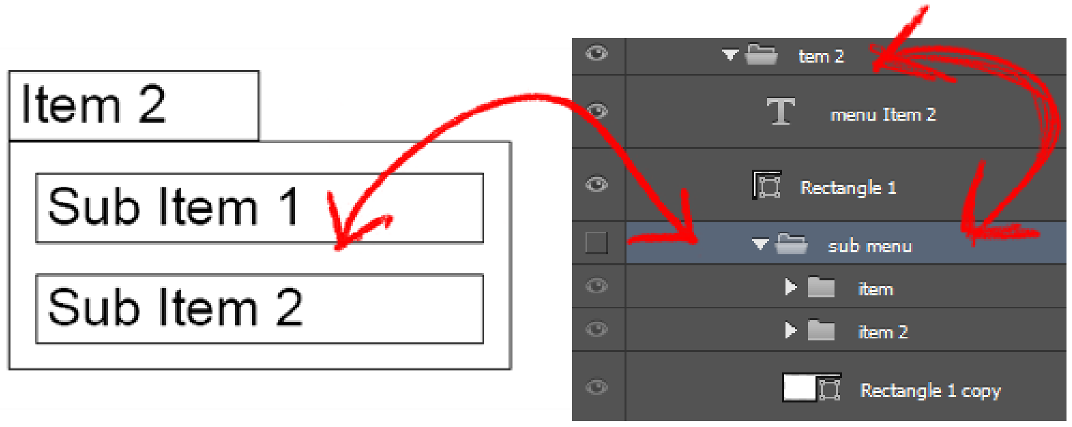
Menu Items



Each menu item is normally a button or link text element. You want all buttons in our menu to reflect the same design in your PSD, this will allow you to better control all buttons with CSS classes in the output. A button will typically have a label and a background (bg) element.

Once you create your button design in Photoshop, copy the folder, and change the text labels; as many times as required.

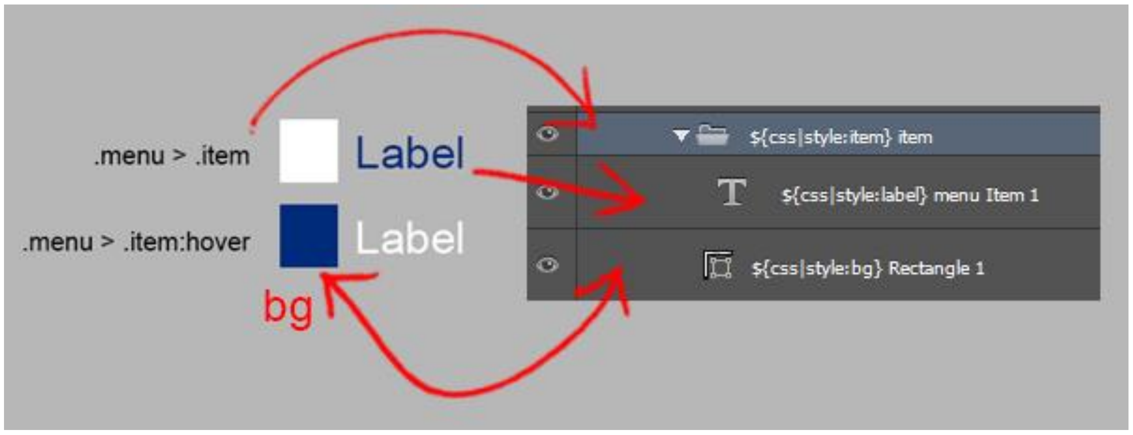
Sub-Menu



Your sub-menu will have a secondary list of menu items. You can design your sub-menu in the PSD to look the same or different from the main menu items – it's up to you. It's important though to note where you place the sub-menu in your Photoshop layers.

Sub-menus should be designed in such a way that the user does not have to move their mouse too far from the menu item, to navigate the sub-menu items. You should always place sub-menus as children of their parent item in your PSD design. Use a background layer to add natural margins to the submenu.

Define Your CSS Layer Style



Next we want to customize the look and feel of our menu. To do this we Create Custom CSS Styles to use with our menu items. The PSD to CSS styles we create will "tell" our element (eg. button) how to display, and what to display based on view states; eg. hover or active.

We suggest you create your CSS Style for each layer in your design first.

Sub Styles

Export Kit has a very powerful PSD to CSS engine so you can create unlimited PSD to CSS targeted styles which can apply to any or specific elements in your output. You should always create sub styles for your classes to keep them organized.

Assume we have 3 menu items:

- ${css|style:item} item1
- ${css|style:item} item2
- ${css|style:item} item3

The very first style you would naturally apply is an item style. To create sub styles, you go in more detail with your nesting, E.G.:

- ${css|style:item item1} item1
- ${css|style:item item2} item2
- ${css|style:item item3} item3

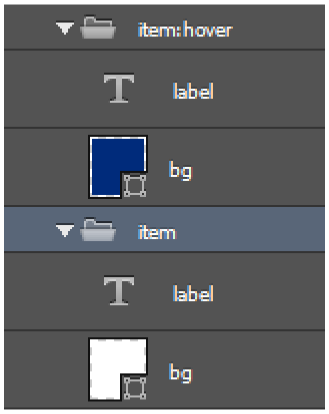
Doing this will allow you to have greater control with your CSS Styles Folder elements. You can then render CSS styles for item as a group, or individually to each; item1, item2, item3. Because each item also has children (label and bg), you can now directly target children element also; eg. item2>>label.

Create Custom CSS Classes

Your CSS Styles Folder in your PSD may end up with a lot of styles defined – this is normal. The more you define your PSD to CSS classes, the more you can personalize your output to meet your creative requirements.

We suggest you use as many styles as possible to control the elements you require.

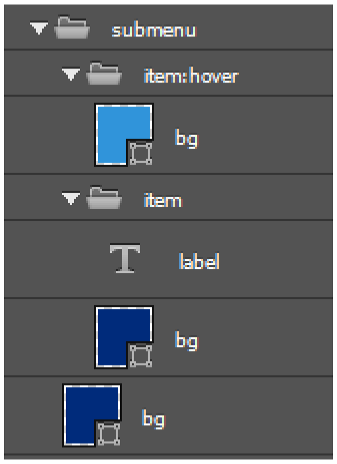
Menu Item CSS Style



You can control the children element of item with our CSS class nesting. Because your elements for label and bg are within the item folder, these styles will now target directly child elements; E.G. item>>label. Using CSS selectors, you can also add styles for states such as :hover or :active. Child layers you add in any selector folder will only apply to that CSS layer query.

E.G. We want the menu item background to be white, but change to dark blue when the user hovers.

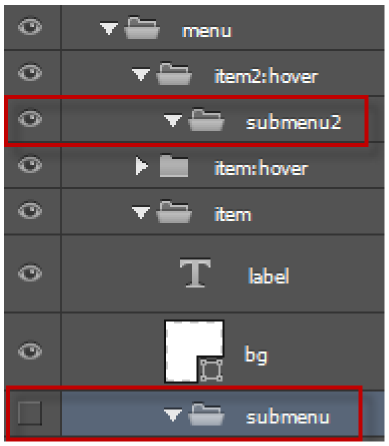
Sub-menu Item CSS Styles



Because you added an individual style to the submenu in the PSD, you can now control each child element independently, but also have a parent child CSS relationship. This means that submenu styles will inherit item styles when rendering.

E.G. We want an item in the submenu to have a dark blue background, but change to light blue when the user hovers.

Dropdown Logic



This is assuming you are using Sub Styles such as:

- ${css|style:item item2}
- ${css|style:submenu submenu2}

When you enable Hidden Layers in your output, you open your PSD to CSS capabilities to include elements which will only become visible under your custom circumstances. You can use this logic to create multiple nested menus.

Hide the Sub-menu by Default

You don't want your submenu to be visible unless the user hovers over item2. So your submenu is not visible by default, therefor you hide the folder submenu in our CSS Styles Folder.

Show the Sub-menu on Rollover

To show the submenu when the user hovers over item2, we can simply make the folder visible in our CSS Styles Folder.

Bootstrap 3x Child Themes

Your PSD to Bootstrap CSS designs are easy to edit, including any other CSS framework, to both create and modify individual CSS styles in your PSD. Your custom PSD styles are converted to native CSS styles in your output. You can create CSS child themes for any CSS framework with Export Kit using your PSD.

Bootstrap CSS Crash Course

Like many other CSS frameworks, Bootstrap is a component based library of CSS, designed to create HTML/CSS elements for any website. Each element is styled via CSS and may have some internal functionality via JavaScript.

Using your PSD with Bootstrap, along with other CSS frameworks is very easy. HTML elements only need to reflect the CSS class styles of the framework in your PSD. This allows you customize the view elements of your HTML, then style the elements with Bootstrap CSS using our CSS Style tag.

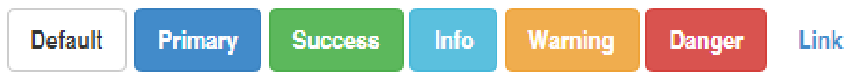
Example Bootstrap Button

```
<div class="btn btn-lg btn-warning">
  Warning
</div>
```

Example PSD Layer Tag

- ${css|style:btn btn-lg btn-warning} warning button

Bootstrap Simple Components



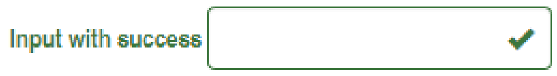
```
<!-- Standard button -->
<button type="button" class="btn btn-default">Default</button>
```

Bootstrap CSS is a structured library of components which can be manipulated provided you know the class names and parent-child relationship. When looking a basic Bootstrap component such as a Button, there are basic CSS classes used to create the button.

Example Bootstrap Simple Class

- .btn
- .btn-default

Bootstrap Complex Components



```
<form class="form-inline" role="form">
  <div class="form-group has-success has-feedback">
    <label class="control-label" for="inputSuccess4">Input with success</label>
    <input type="text" class="form-control" id="inputSuccess4">
    <span class="glyphicon glyphicon-ok form-control-feedback"></span>
  </div>
</form>
```

Bootstrap also supports complex element nesting to create some components, and depending on the webpage – these structures can also be reused in other elements to create dynamic elements. Dropdowns, lists, pills, etc. are all examples of complex components.

Example Bootstrap Complex Class

- .form-inline > .has-success > .control-label
- .form-group > input

Your PSD and Bootstrap

You will need to create your CSS Styles in your PSD similar to the Bootstrap component structure to manipulate the elements. Once you add CSS classes to your PSD layers, you will override the native Bootstrap settings for the respective element.

Remember, direct selectors **>** need to use **>>** (double greater than) in the PSD layer name.

Example ${css|styles}

- Bootstrap Class
  .nav-tabs>li>a
- PSD layer name
  .nav-tabs>>li>>a

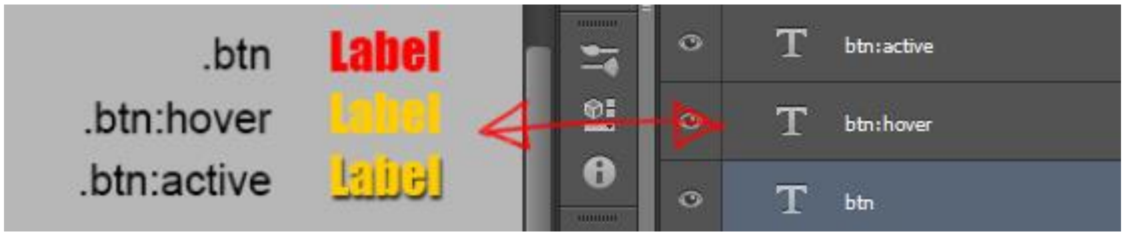
Create your CSS Styles

Depending on the component you wish to manipulate with CSS, you will need to create CSS Styles similar to the component. Assuming you want to create a theme for Bootstrap Buttons, there are several ways you can do this. Regardless of how you style your elements, you will need to add the respective CSS class name to your PSD CSS Styles folder.

Dual CSS Styles

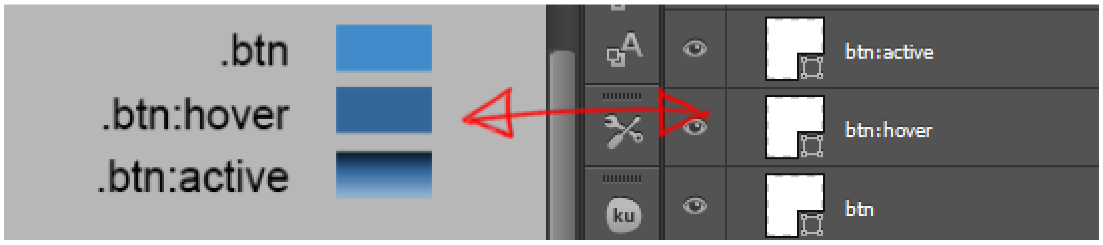
Several components in Bootstrap will render their styles for both text and shapes based on a single CSS class name, eg. .btn. These elements will accept both Text and Shape layer styles when creating custom Bootstrap Child Themes with your PSD.

.btn Text Example



Using Text layers with your CSS Styles, you can manipulate the label and how it renders with Bootstrap buttons.

.btn Shape Example



Using Shape layers with your CSS Styles, you can manipulate the background color and overall shape of elements.

Single CSS Styles

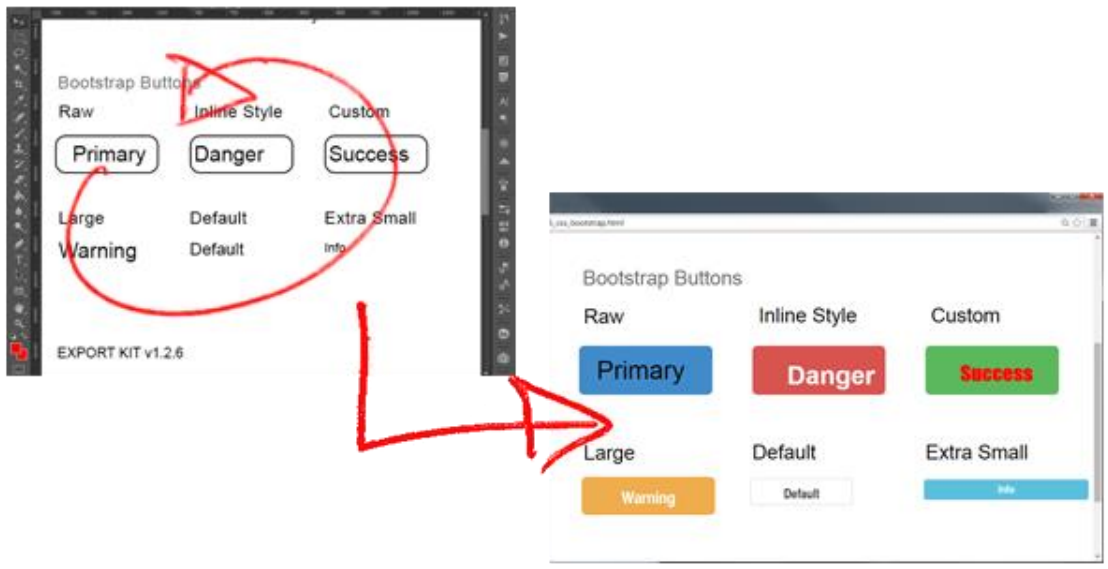
There are some components in Bootstrap that are restricted to a single layer type when using CSS Styles such as: Headings (Text styles only) and Rows (Shape styles only). Using a layer style that is not supported with a Bootstrap component will not break the design output, it will only add extra CSS.

Know your Bootstrap Elements

Export Kit will create a CSS child theme using ONLY the theme elements you include in your PSD. Bootstrap is a well-organized CSS library with many options, styles and components to use. When creating Bootstrap Child Themes, you will need to modify many CSS Styles to fully skin your Bootstrap theme.

You will have to style all the required elements your PSD CSS Styles folder, including any additional element states.

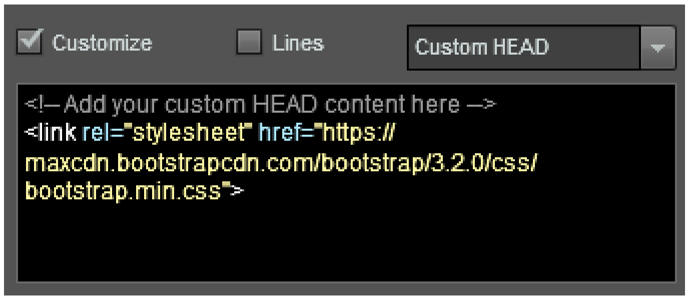
Wireframe your Layout



Because you are using CSS Styles with your PSD, you can add a custom Bootstrap layout to show-off your Child Theme using simple wireframes in your PSD design. Export Kit will render the wireframe design with your custom Bootstrap CSS styles to output your personalized Bootstrap Child Theme.

Include Bootstrap with your Export

You have the option of downloading Bootstrap or using the official CDN found on getbootstrap.com. This will allow you to use Bootstrap with your export or any HTML project.



```
<!-- Add your custom HEAD content here -->
<link rel="stylesheet" href="https://
maxcdn.bootstrapcdn.com/bootstrap/3.2.0/css/
bootstrap.min.css">
```

Before you export your custom Bootstrap Child Theme you will need to add a link to your local Bootstrap CSS file, or the official CDN to your Custom HEAD.

Bootstrap CDN

```
<!-- Required -->
<link rel="stylesheet"
href="https://maxcdn.bootstrapcdn.com/bootstrap/3.2.0/css/bootstrap.min.css">

<!-- Optional -->
<link rel="stylesheet" href="https://maxcdn.bootstrapcdn.com/bootstrap/3.2.0/css/bootstrap-
theme.min.css">
<script src="https://maxcdn.bootstrapcdn.com/bootstrap/3.2.0/js/bootstrap.min.js"></script>
```

JavaScript and jQuery Slideshows

Convert your Photoshop PSD to a JavaScript or jQuery slideshow in a snap. JavaScript slideshows with jQuery support is made simple and easy from any PSD in Photoshop with Export Kit. There are a few simple requirements to build your PSD to JavaScript or jQuery slideshow – once these are met, you can export unlimited JavaScript slideshows from any PSD file.

Requirements

1. JavaScript slideshow script
2. Matching PSD layout

Your Slideshow Script

Depending on your slideshow needs, you may want to Google "free javascript slideshow script" and download a free JavaScript slideshow script to get you started with your slideshow. You will need to have a general understanding of HTML and JavaScript to create your own custom slideshow or modify an existing one. If you do not understand JavaScript, ask us a question or hire a developer!

The setup of your JavaScript file is important because the HTML elements the script looks for, are the same PSD layer elements you are required to create. Export Kit makes it easy to map your JavaScript elements to any Photoshop layer element, you only need to know the name, or the class to include in your PSD.

Example JavaScript using HTML elements

```
//HTML element with the id: #ekslider_nav_left
//Previous Nav
function ekslider_nav_left(){
   return document.getElementById('ekslider_nav_left');
}

//HTML element with the id: #ekslider_nav_right
//Next Nav
function ekslider_nav_left(){
   return document.getElementById('ekslider_nav_right');
}
```

Pure JavaScript Slideshows

Using document.getElementById is very common in JavaScript and requires a PSD layer with the name of element_id. If your JavaScript slideshow is looking for a layer called slide_images then you will need to create that layer/folder in your PSD.

Pure jQuery Slideshows

Using both queries for id and class are very common in jQuery, so you will need to check the actual script file to see which is used. If your jQuery slideshow is looking for a class called .slider-nav-next then you will need to add a ${css|style} tag to a layer in your PSD.

Know your Slideshow Elements

Regardless of a free or custom JavaScript slideshow script, each slideshow will require its own HTML elements to render correctly. Your JavaScript will add functionality to your PSD layer elements in your slideshow output. This will require you to have a related layer names so your JavaScript file will reference the correct PSD layers.

If you download a JavaScript slideshow script then you will also likely receive instructions on including that script with your website, you will need to mimic the slideshow install instructions in your PSD file. This process will mostly involve making sure your PSD layer names match the names/classes of the elements in your JavaScript file.

Custom Slideshows

If you created your own custom slideshow script then you will only have to ensure correct id or class references. You will need to have all JavaScript slideshow elements in your PSD file - or the script may cause an error.

Both your JavaScript and PSD file must contain the same elements:

1. images_container
2. view_more_icon
3. nav_next
4. nav_previous
5. nav_pause

Your Slide Show PSD

Your PSD layout must be in-sync with your JavaScript slideshow script file. You should have both (a) the same layer/element structure, and (b) have the required layer names/classes in your PSD.

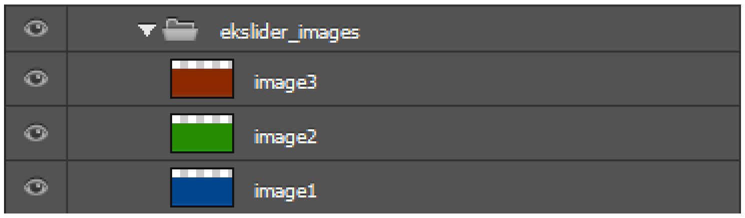
Consider your PSD as the view or GUI for your slideshow and JavaScript will control or add functionality to the view elements.

Example JavaScript Requirements

All JavaScript slideshows will have various features and functionality. You will need to know how your individual slideshow script works and what layers it looks for.

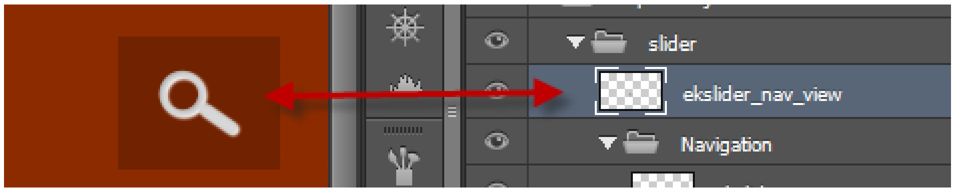
Assuming we have a script that works like this:

Rotates images inside ekslider_images div



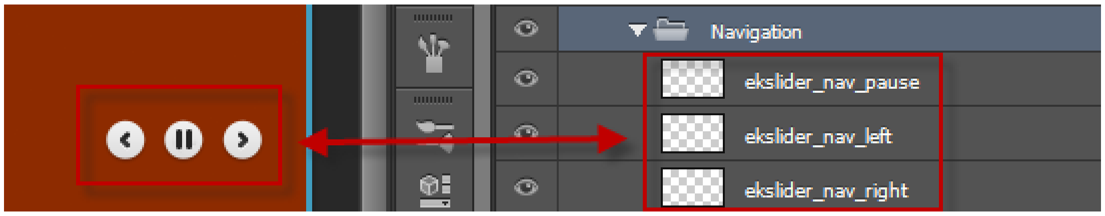
In Photoshop: The developer expects you to add image layers inside a folder named ekslider_images, add as many images as you like in your PSD folder.

Adds ekslider_nav_view preview icon on hover



In Photoshop: The developer expects you to add an image layer named ekslider_nav_view anywhere inside your PSD.

Has navigation



In Photoshop: The developer expects you to add 3 image layers named ekslider_nav_left, ekslider_nav_right and ekslider_nav_pause anywhere inside your PSD.

Add the Script Link

When both your JavaScript file and PSD design are in-sync with the layer names and or CSS classes, you can add your script file to your Custom HEAD.

Example Script Link

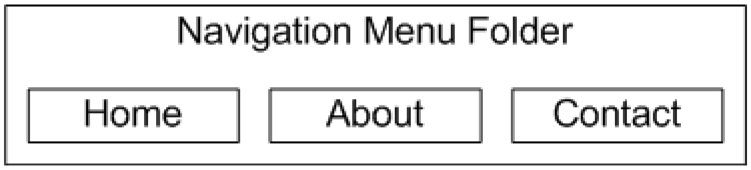
```
<!-- adds a meta script link to your slideshow -->
<script src="ek126_206_js_slider.js" ></script>
```

Navigation Menus

Navigation or Nav Menus are a group of anchor links used to direct users to both internal and external pages. Nav Menus are involved in all common designs for both websites and applications. You can create navigation menus in a few easy steps with Export Kit.

Before creating a Navigation Menu you should read about Link Tags.

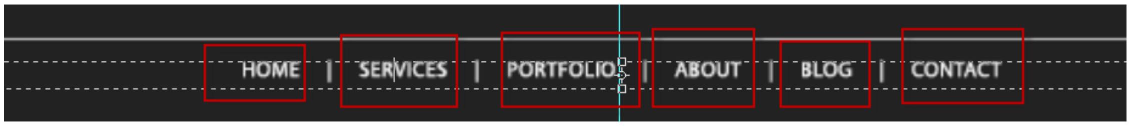
Design Your Menu



Your menu design should reflect how a menu is coded and not how you visualize a menu. Keep in mind a menu is used to give users navigation points, so do not use a single text block to create a nav menu.

You must design your menus to reflect the number of navigation items you require. E.G. If you need 4 nav links, then you must create 4 individual elements in your PSD design.

Avoid Paragraph Menus



It’s very common for designers to draw the area of the nav menu with paragraph text, then write the nav menu labels in the single text block. Consider a nav menu will require individual buttons to navigate to each page link.

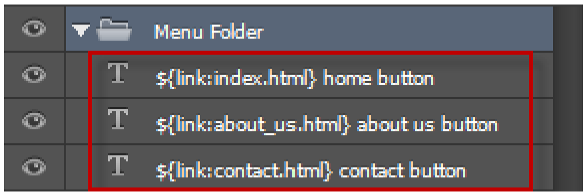
You will need an individual text layer per button to correctly place links and organize your content. When you use a single paragraph block for your menu, you are forcing all actions to reflect **ONE** object.

Whitespace Menu Warning

Do not create a paragraph, and add your Menu labels inside the paragraph – then go further by adding spaces between. This is a **MOCK-UP** Menu, not an actual one. HTML will treat

Whitespace in text very differently if you do not use the ASCII value for space - expect display errors if you do not split your elements.

Layer Links

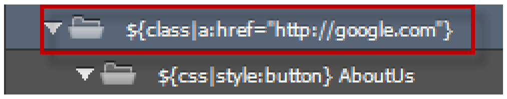


Menu Folder
${link:index.html} home button
${link:about_us.html} about us button
${link:contact.html} contact button

- ${link:http://google.com}
-

Add the Link Tags to the layers you want to use as buttons. Once you add the tags, each layer will become a native button in the Output. When selected, the user will navigate to the supplied URL based on the Link Tags.

Folder Links



${class|a:href="http://google.com"}
${css|style:button} AboutUs

- ${class|a:href="http://google.com"}
-

We strongly recommend you add your Class Tags as the PARENT folder of your elements, this will maintain your element properties.

Link Groups

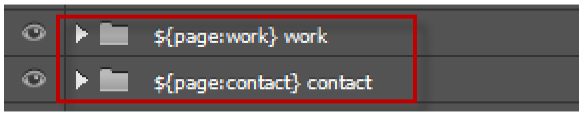
Remember with folder groups, you can still control the mouse actions (over, out, click, etc.) of the folder object in code after the export. The link will pre-set the elements you want as web links.

Multiple Pages and Files

You can export multiple pages from a single PSD with Export Kit Pro. You can output unlimited PSD to HTML webpages to create your full websites. Our Page Tags will allow you to customize content for a particular page by assigning a tag to a folder.

Each Photoshop layer in that folder will then be converted to an individual HTML page based on the PSD folder. This makes it easy to personalize your design to create a full PSD to HTML website.

Page Tag Syntax



${page:work} work
${page:contact} contact

- ${page:[PAGE_NAME]} - **FOLDERS ONLY**

Where to use Page Tags

Use Page Tags with your Photoshop **FOLDERS** only. Once a folder is marked with ${page:[YOUR_PAGE_NAME]}, all folder contents will render only on that page. This will allow you to create multiple pages with individual content for each page, along with content shared by all pages – eg. a header and footer, or nav menu.

- ${page:index} main page
- ${page:contact} contact us page

DO NOT Add Extensions to Pages

DO NOT add file extensions to Page Tags. Export Kit will add the correct file extension depending on the environment.

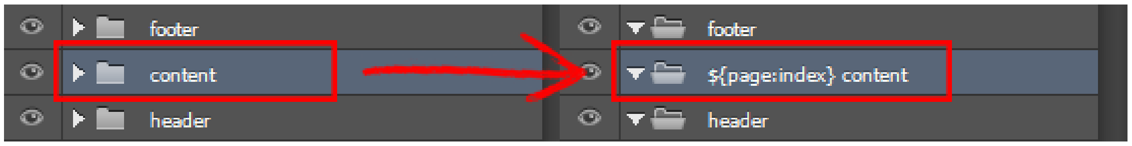
- ${page:contact} – **CORRECT**
- ${page:contact.html} - **INVALID**

Index Page

If you are using Page Tags then it is assumed you have multiple pages, so you MUST have {$page:index} and at least one other page.

All websites must have an index page!

Design and Layout of Page Folders

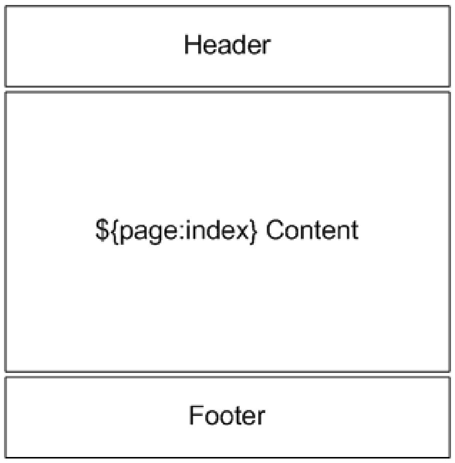


You will need to organize your main design into a minimum of 3 folders (see image above). The concept of these folders is to have (1) elements that are on ALL pages, and (2) elements that are on individual pages.

To do this, first add ${page:index} to your main [content] folder.

Single Page Concept

Use Page Tags to control the **CONTENT** of the page. All pages will share similar content, eg. [header] and [footer], but your tags will control individual content; eg. [index], [about_us] and [contact].

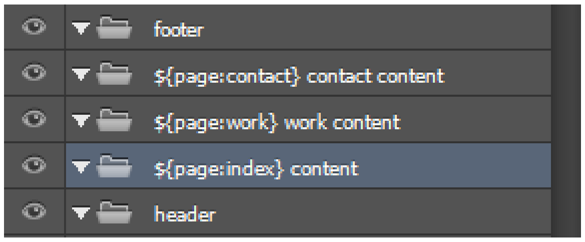


A typical page or screen view will contain a [header], [content] and [footer]. The [header] and the [footer] content are meant to be the same (to an extent, you can customize individual page headers and footers if you like), while the "page content" changes depending on the page.

Page Setup

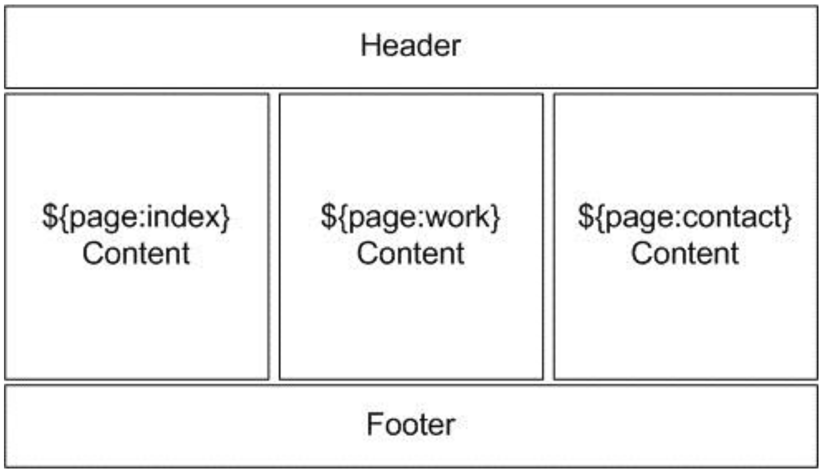
Before creating pages, first think about the content you want to include in each page. Each Page Tag folder will render as an individual page containing both (1) the contents NOT included in pages, and (2) the content ONLY included in the current page.

Layout of Multiple Page Folders



Assuming you want to create 3 web pages, you will only need Page Tags for the content of the pages – not the header and footer.

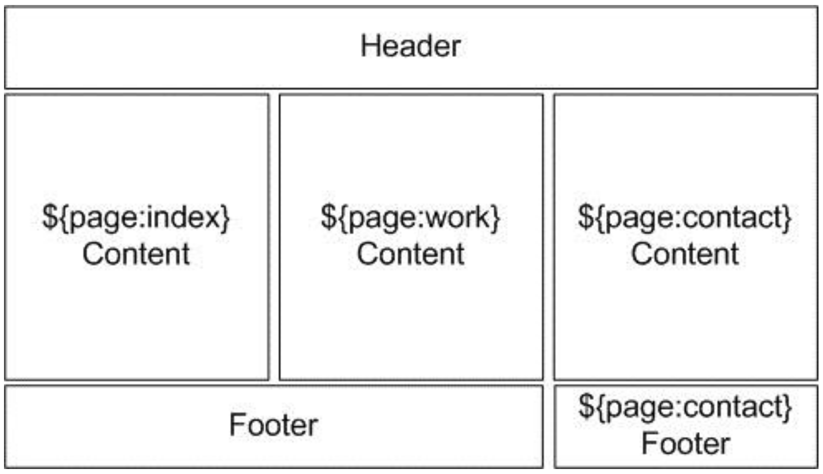
Multiple Pages Concept



In most designs the [header] and [footer] portions of the website are reused on each page – although you have the option of creating a custom header or footer for each page.

Dynamic Pages Concept

You can add Page Tags anywhere in your PSD document, eg. [header] or [footer] to have custom content rendered on that page.



Assuming you want the [footer] of your “contact” page to have a [contact form], you can add a Page Tag within the [footer] folder and customize the [footer] for the “contact” page only.

The custom [footer] for "contact" page could now contain:

a) Google Maps
b) Newsletter signup
c) Different background
d) Etc...

Add Page Elements

Add the desired page design elements in each Page Tag folder, and you content will export on that page only. If you want content to render on all pages, then you should move the layer outside of the Page Tag folder.

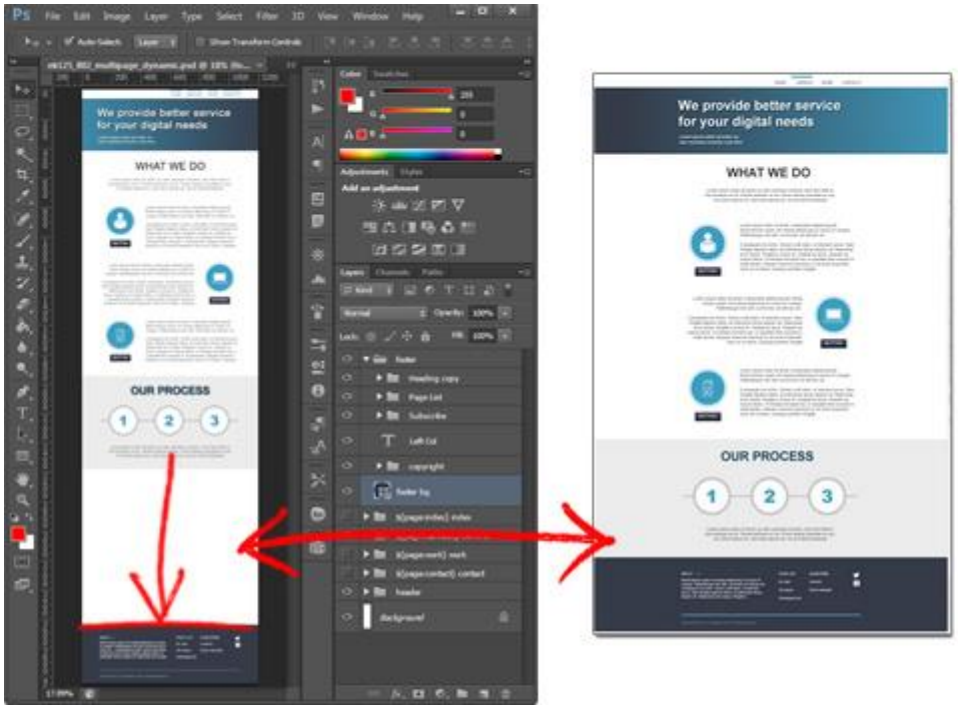
Pages with Dynamic Height

Export Kit allows you to create pages with dynamic height to ensure your page outputs maintain their individual designs. Its common in multiple page PSD designs to have pages that are not the same size, Export Kit makes this an easy fix – with no effort.

Dynamic Height will stack your content similar to a VBox or VList in other environments.

Once you have an idea of the page contents, we recommend you wrap the page contents in a folder, E.G. “content”. This will allow Dynamic Height to use the “content” folder size in the output.

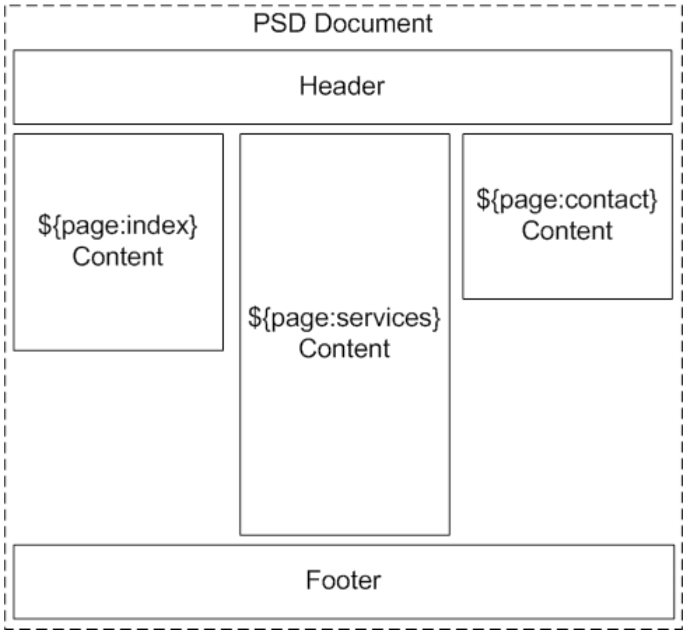
Dynamic Page Height Concept



Adding your page contents to a group/folder, E.G. Content will allow you to have pages which are unique in size. You will have different page designs that may have different heights – this is normal. Export Kit will remove the extra space in the Output.

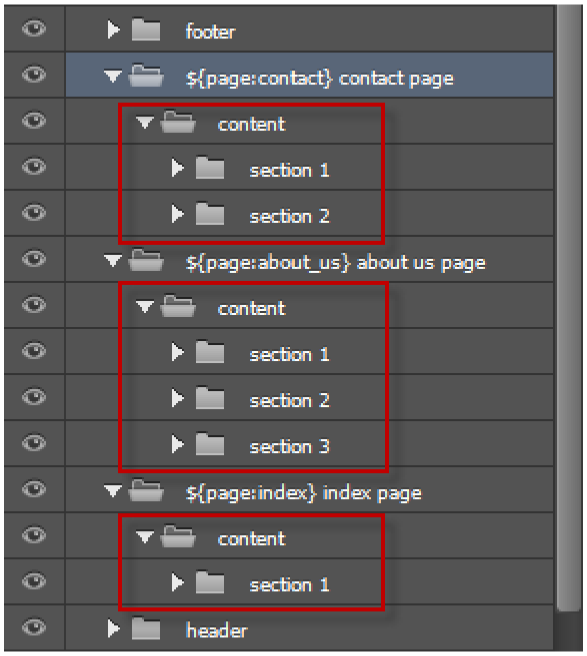
Dynamic Pages Layout

It's very common to have Dynamic Page designs that are "miss-leading" in design. You will have extra space with some page folders, but Export Kit will remove this in the Output. Your PSD should contain a [header], [content] (per page) and [footer] folders.



You should try to make your PSD document large enough to accommodate for the full height of all pages. This will make your design easier to edit.

Adding Dynamic Page Content



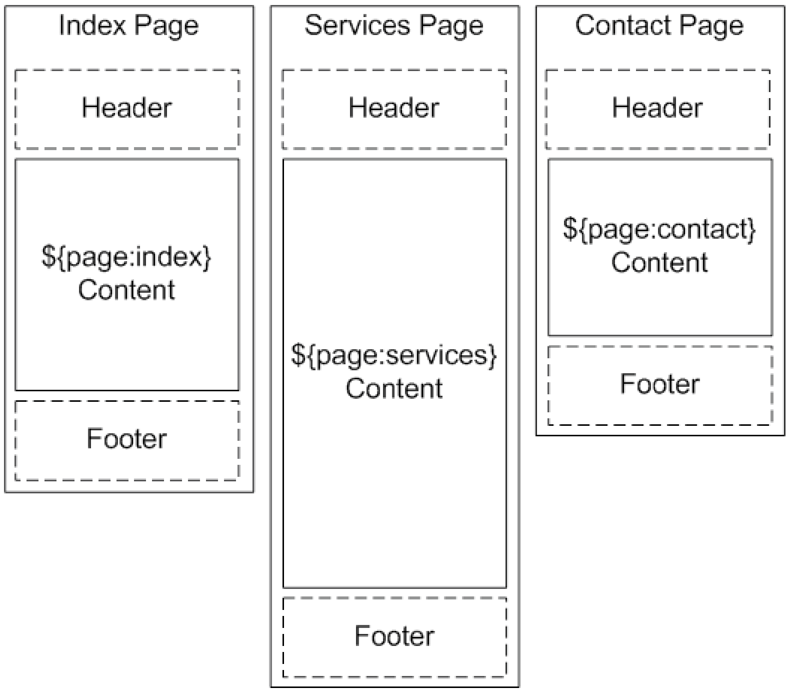
Group all your content layers and call the folder “content”. Then add the folder group to your ${page:index} index folder. The index page will now calculate its size using the “content” folder. The fastest way to create Dynamic Pages is to group all your page folder layers - call the folder group content (See image above).

Repeat per Page

Repeat this step when adding dynamic content to other pages, eg. Services:

- Create the ${page:services} folder
- Group the layer(s) you want to include – select the layers and press ctrl+g
- Name the folder group “content“
- Add the “content” folder to the ${page:services} folder

What Dynamic Pages Do



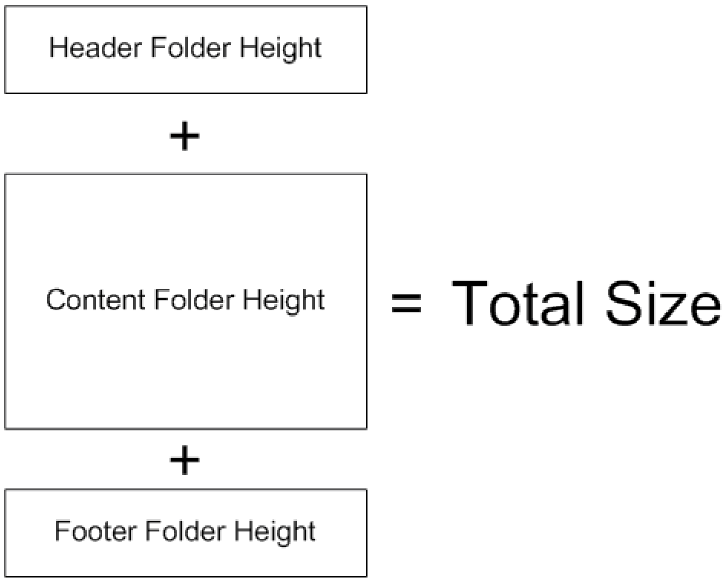
Once you add your individual page content folders, Export Kit will position your [header] and [footer] folder accordingly with your content folders. This will allow you to create page designs of any size. Each page design can have an individual size which will render in the Output.

How Dynamic Pages Work

Export Kit will process and resize each individual page based on the page content folders and the general [header] and [footer] content folders.

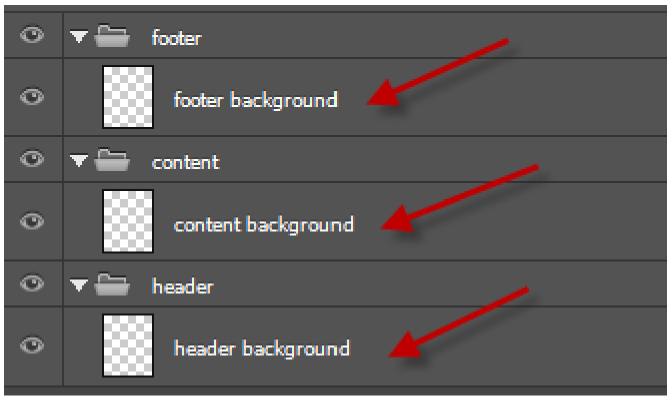
When using Dynamic Height you have to consider the following:

- You MUST use many layer folders
- You MUST have a [header], [content] and [footer] or similar folder structure
- You MUST ONLY add the resizable content in the [content] folder



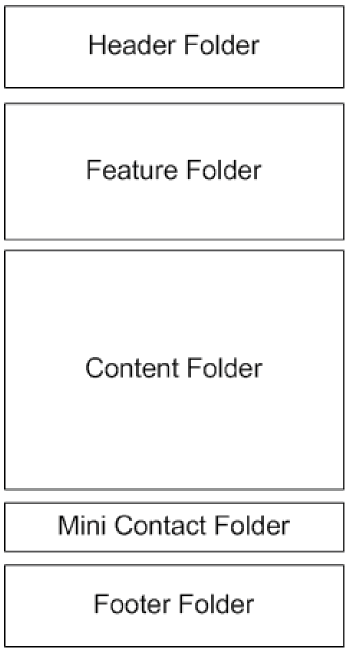
Dynamic height will calculate the size of each view, based on the size of the elements. When you use a [header], [content] and [footer] folder structure – Export Kit will measure in the same way:

Where to add Dynamic Content

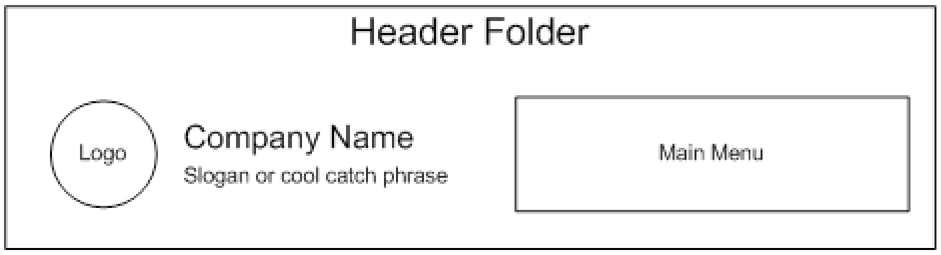


Once you create a [content] folder (or similar), you can add any layer structure within the [content] folder and Export Kit will measure the size of the [content] folder when calculating the document height. If you do not create individual backgrounds for dynamic content, you may need to add ${skip} margins to correctly position elements.

Custom Dynamic Content

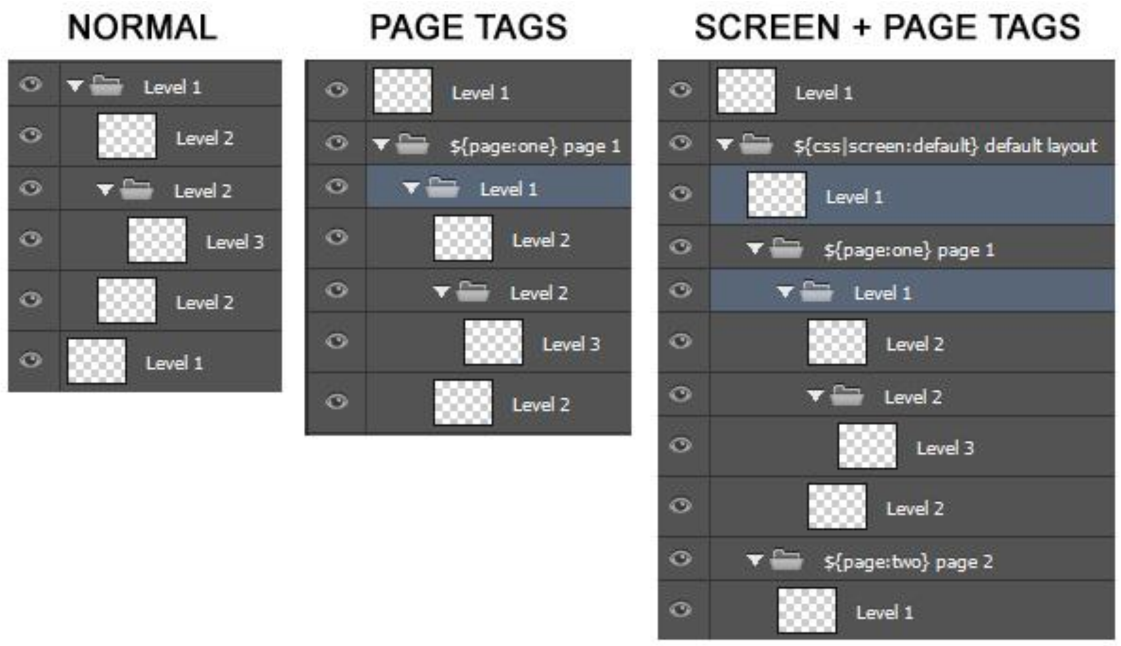


You can add unlimited [container] folders with your PSD design to better control both content and backgrounds. Dynamic Height calculates each Level 1 Layers (see below) depending on pages and css screens. To get the correct height settings, you should always use folders to organize your Level 1 content.



Once you have your folder structure, you can add unlimited layer elements within each folder. Dynamic Height will stack your content similar to a VBox or List in other environments, so use folders and not layers.

Only add FOLDERS to Level 1 Layers

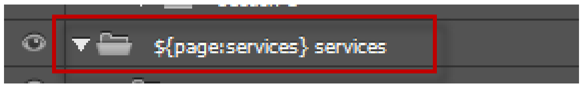


You should only add folders to Level 1 layers (or the first level within a Page/CSS Screen folder). All layers are stacked with Dynamic Height, so if you add individual layer items to Level 1 – you may get unexpected output results!

Connect Pages to Links

After you’ve created your pages in your PSD design, it’s likely you will require a menu or anchor links to navigate to them. You can use Link Tags to link any Photoshop PSD layer to any page. Before connecting pages and links, you should read Page Tags and Link Tags for a general understanding of links and pages.

Create a Page



Create the page you need, E.G. A Services page. Once you’ve created the page, you will reuse the page name in the link.

- ${page:services} services page

Create a Link to the Page

Create a link to connect to your page. You will need to reuse your page name in the link to have a valid connection.

- ${link:services.html} - my services html page
- ${link:services/} - my services path

Responsive CSS Screens

Customize your PSD to HTML and responsive CSS output for any device and browser using custom CSS target screens. Use unlimited PSD to responsive CSS target screens to personalize your responsive export.

Before you Begin

DO NOT create CSS screen folders **BEFORE** you have approved the overall design of **ALL** pages included in the Output. This will save you lots of editing time.

At this point you should save a copy of your current [.psd] file, this is just a backup.

You design the responsive CSS screen, not us!
Export Kit will not assume you want an element in a particular position or size when you output your responsive CSS screen. Your design is just that – your design! Export Kit allows you to customize each target screen so you can personalize your Output for that screen. Your responsive design should look the way you want it to look, not the way we think it should!

We recommend using a Default screen
You will need a default responsive CSS screen when using CSS Screen Tags. You can do this quickly by grouping your entire PSD document and naming the folder group "${css|screen:default}".

You need 1 screen folder per Target screen
If you have 3 target screens – E.G. Desktop, Mobile and Tablet, then you will need 3 CSS screen folders to support the design.

You CAN change the Size, Position, and Effects of Layers
Each responsive CSS screen folder allows you to change the look and feel of your Output to target the user screen size. You can customize the element size, position and effects for each individual CSS screen folder.

You CANNOT change the Layer name
This is a CSS3 rule, where media screens must reflect the same element in the HTML page. **DO NOT** change the layer names in CSS screen folders!

Common Responsive Screen Sizes

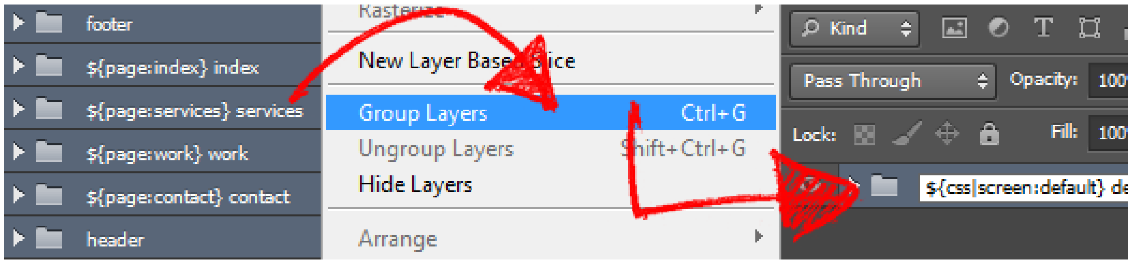
You can cut and pates any of the following tags and use them as your responsive CSS folder group name.

- ${css|screen:160} Smartphone All
- ${css|screen:240} Smartphone Portrait
- ${css|screen:321} Smartphone Landscape
- ${css|screen:760} Tablet
- ${css|screen:768} iPad
- ${css|screen:1224} Desktop/Laptop
- ${css|screen:1824} Widescreen

You are not required to create all these screen folders. This is only a list of common screen sizes to use. You will likely need to target only 2 or 3 screen sizes for a single project, with Android possibly more – view common screen sizes.

Create your Default Screen

Close all your folders. Group all your folders including Page Tag folders and name the new layer group "${css|screen:default} default screen". This will create your default responsive view based on your PSD document size.



Group all your layers, even if you do not have Page Tags. We recommend you start with the **LARGEST** responsive target screen size and **work-down** in size when creating CSS screen folders. This will save you lots of time when creating additional CSS screens.

Adding Elements After you Export

You should always finalize your design **BEFORE** you create responsive CSS screen folders. There are situations where you may want to add elements to your responsive design that are **NOT** included in your default screen.

First add the Element to the Default screen folder

You **MUST** add the element to the ${css|screen:default} folder first. You can control elements in any CSS screen folder, but you MUST add the element to the ${css|screen:default} folder first. This will register the element for the output.

Add the Element to ALL other screen folders

You MUST copy the element to **ALL** CSS screen folders. If you have multiple target screens you want to include the new element in, you will have to copy the element to ALL CSS screen folders, then hide the layer inside CSS screen folder that you are not targeting.

This will give you access to the element for that target screen, and make the element invisible on other screens. Once you copy your new element layer, Photoshop will add “Copy X” to the layer name; where X is the number of times the layer has been copied. E.G. “New Responsive Layer Copy 2” - Delete “Copy X” from your layer name.

All layers copied to CSS screen folders **MUST** have the **SAME** layer name.

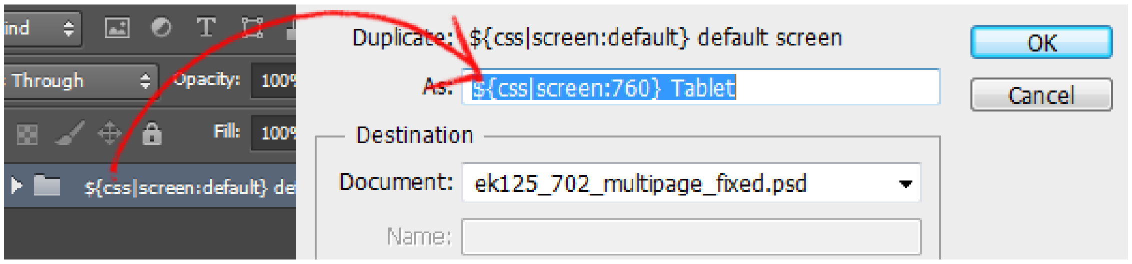
Single Screen Elements

If you **DO NOT** want the element visible in a target screens then:

- Hide the element and enable Include Hidden Layers
- Or, set the element alpha to 0

Create a Target Screen

Copy a CSS screen size from the list above, E.G. ${css|screen:760} Tablet. Select your default screen folder, ${css|screen:defulat} and duplicate the folder group.



Duplicate: ${css|screen:default} default screen
As: ${css|screen:760} Tablet
Destination
Document: ek125_702_multipage_fixed.psd
Name:

Then paste the CSS screen you copied from above, E.G. ${css|screen:760} Tablet into the new folder name. This will create your target screen based on your CSS Screen Tags folder size.

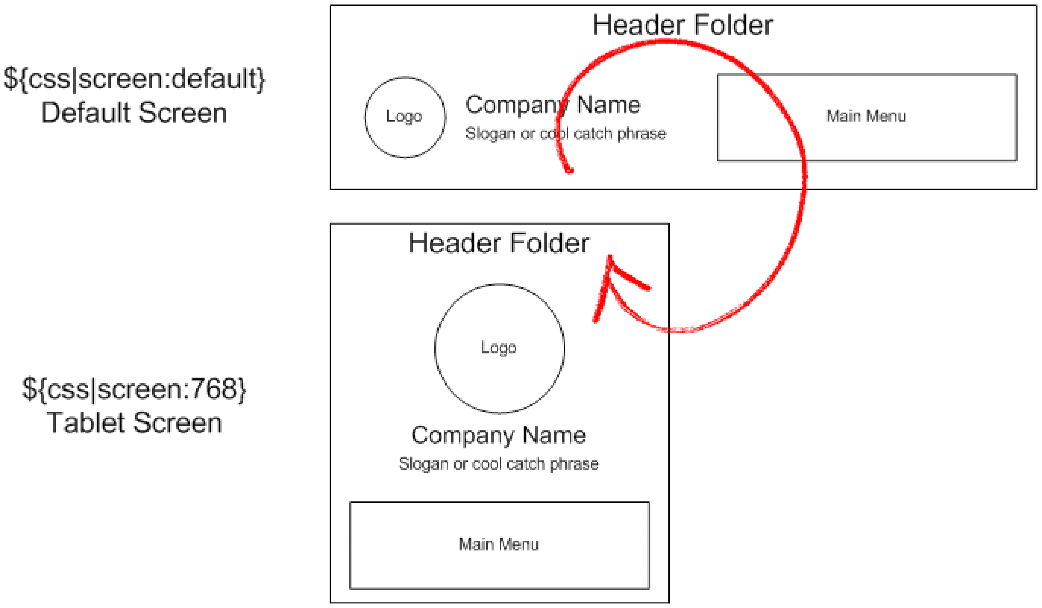
Smaller Screen Below

CSS3 has strict rules when rendering responsive designs, you need to have the smaller target screen rendered before larger ones. Because the Export Process is a bottom-up process, you need to place your smaller screen folders below the larger ones in your PSD document.

Hide the Previous Screen

To make it easier to edit the PSD, you should hide the previous screen you just duplicated. You can un-hide the screen before you export the Output.

Modify the Design



You can now modify your new CSS screen folder and its contents to match your target screen design. You can resize any or all content, change layer effects and positions of all elements in the new CSS screen folder. You can change **ANY** layer property including color, size, and effects; but **DO NOT** change the layer names in CSS screen folders!

Adding Additional Target Screens

Repeat this step for each target screen you require in your project. You can add unlimited CSS screen folders to personalize your Output. Try to add as many screens as you can to target the devices your project requires.

There are many ways to handle additional target screens when Using Align Output and Hide Overflow with your export. This will allow you to use fewer target screens to support multiple sizes.

CSS3 Rule

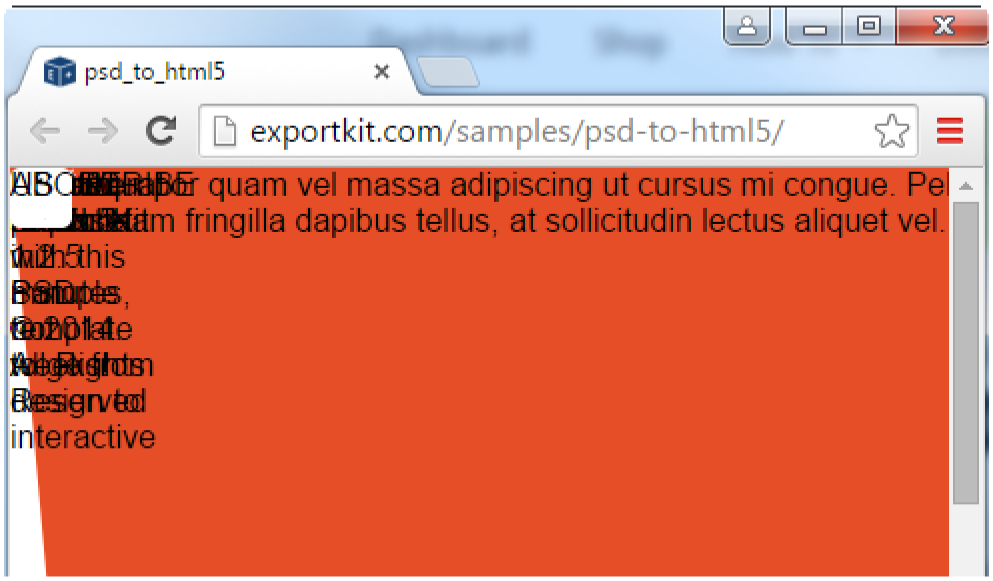
You **MUST** place your smaller CSS target screens **BELOW** the larger ones or you will have unexpected results in your output.

Add a Minimum Target Size

You should always add a base or minimum target screen along with your default to prevent display errors. When using Responsive Screens, each screen you create in Photoshop will ONLY render if that target size is met.

Export Kit does not limit the number of CSS screen folders you use, but the more layers and folders in your PSD - the longer the export time.

Minimum Target Error

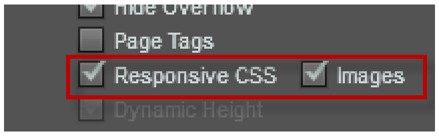


When you add a minimum target you can cover all devices that are larger than the minimum; E.G. ${css|screen:320} will target most common devices and display on that screen as long as the device is wider than 320px.

E.G. ${css|screen:1080} will only trigger if the screen is a minimum of 1080px wide. This means that any screen below 1080px WILL NOT render - because CSS requires that target size!

Your Responsive Settings

You **MUST** enable Relative Positions to use Responsive CSS. Once you enable Responsive CSS, you can optionally use responsive image assets as well.



- [✓] Hide Overflow
- [ ] Page Tags
- [✓] Responsive CSS [✓] Images
- [ ] Dynamic Height

Responsive Image Assets will resize images per target screen. This will allow your server to save bandwidth when a user is on a desktop vs. mobile.

Update your Website or Blog

You can update any existing website or blog using Export Kit, with accurate conversion of your PSD design to match your custom project or framework. Learn the steps required to convert your PSD to your website or blog update. This works for any custom website, CMS (WordPress, Magneto, Blogger, etc.), or HTML based application.

Take a Modular Approach

You may want to take a more modular approach to your concept and build smaller components – rather than the entire site. If you take each section of your design and export it individually, then you can easily add new components to any website or blog.

Export Kit Default CSS

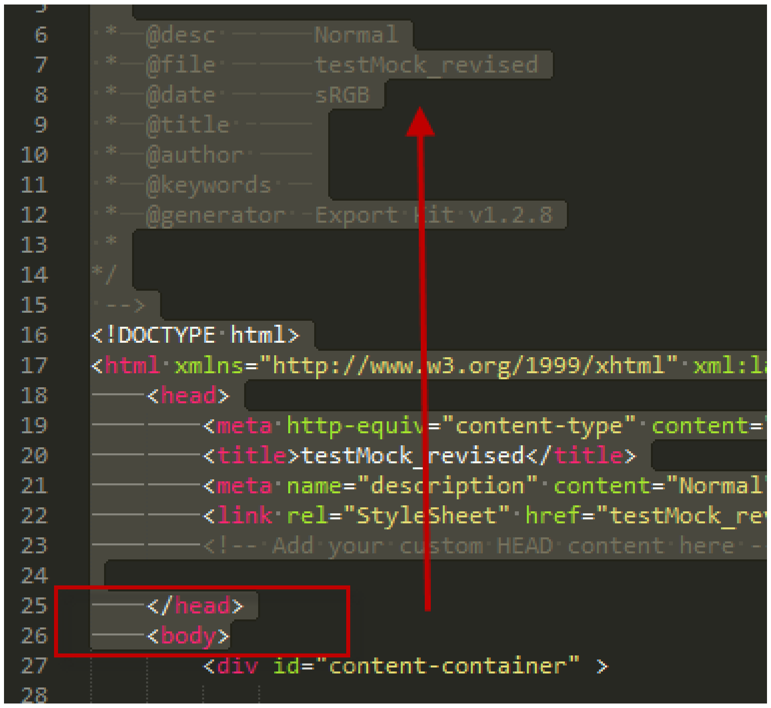
Export Kit uses specific CSS content to allow your PSD design to convert pixel-perfect. In most situations, a current website will not use the same base CSS settings, and will likely have a custom CSS framework.

Example Export Kit Base CSS

```
body { margin: 0px; padding: 0px; font-family:"Arial"; overflow-x:hidden; }
img { position: absolute; display: block; margin: 0px; border: none; padding: 0px; }
div { position: absolute; }
```

Remove the Tags

Remove the html, head, and body tags from your Output file. Export Kit will render your Output for drop-and-go usage. Due to the nature of PSD designs, our CSS content will need to change to accommodate other HTML environments.

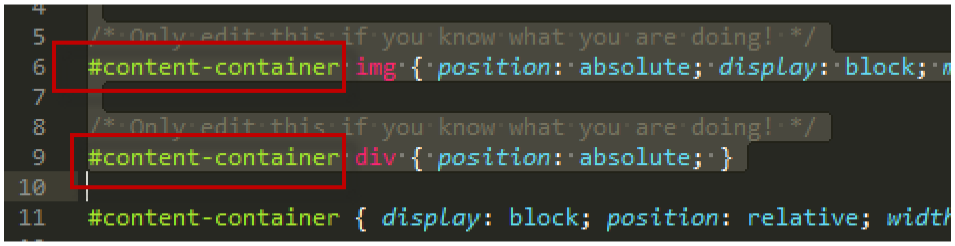


```
 * @desc         Normal
 * @file         testMock_revised
 * @date         sRGB
 * @title
 * @author
 * @keywords
 * @generator    Export Kit v1.2.8
 *
*/
 -->
<!DOCTYPE html>
<html xmlns="http://www.w3.org/1999/xhtml" xml:la
    <head>
        <meta http-equiv="content-type" content=
        <title>testMock_revised</title>
        <meta name="description" content="Normal
        <link rel="StyleSheet" href="testMock_re
        <!-- Add your custom HEAD content here -

    </head>
    <body>
        <div id="content-container" >
```

This should leave you with only the **#content-container div**, you will use this to generate the elements for your website or blog update.

Don't forget to remove the closing html and body tags also (at the bottom of the file).

Change and Copy the CSS

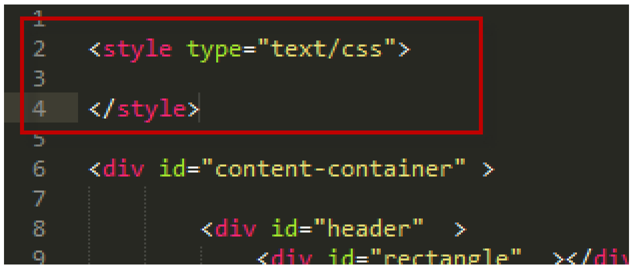


```
/* Only edit this if you know what you are doing! */
#content-container img { position: absolute; display: block; m

/* Only edit this if you know what you are doing! */
#content-container div { position: absolute; }

#content-container { display: block; position: relative; widt
```

Change the CSS so the div{} and img{} tags are relative to #content-container, this will allow Export Kit content to render normally. Remove the body tag in the CSS file similar to the image above. The body tag is not required for custom websites or blogs.

- #content-container div { position: absolute; }

Add the CSS Inline



```
<style type="text/css">

</style>

<div id="content-container" >

        <div id="header"  >
            <div id="rectangle"  ></di
```

Copy and paste the CSS inside a style tag. This will give you all the markup required to update your content.

Final Image Check

Ensure you also have the correct image path on your server. Export Kit will output content **RELATIVE** to the files… in other websites and CMS blogs, you will likely have an images folder that is relative to your server-path, and not the current page. You will need to change the image paths in the HTML file so they reflect your server/upload path.

Copy and Paste

Copy and paste the contents of the file you created including the CSS style and the #content-container div tags. Then refresh your page and presto – that's all you need to do!

What you are doing is creating a single-page HTML render – you can now copy the full page contents and paste them **ANYWHERE**!

- WordPress
- Blogger
- Intranet
- Wix
- Square
- GoDaddy
- etc…

Output Folders and Code

All exports using will output to the [ftml-www] folder **RELATIVE** to your Photoshop PSD file. You can easily find your output by looking in the same directory your PSD is located in.

ftml-www Folder Structure

All exports are contained within their respective folders. You can delete these folders at any time to re-export a fresh copy. Each environments has its own folder tree for easy project reference.

- your_project.psd
- ftml-www
  - html5
  - skins

Skins Folder

All web-based outputs render image assets in a general [skins] folder. Each PSD will have its own sub-folder which will contain all relevant image assets for the Output.

Packaging for Clients

If your PSD design is for a client, we have a few features which can make your client very happy with the project package you deliver. Export Kit can generate all the assets your client will need to feel empowered when using/modifying your Output files.

Image Assets

Use Image Kit +Pro to save your layer images, and take a Snapshot or Watermark of your work as-you-go. Plus Web Icons for your HTML pages.

Keep PSD Assets

Enable Keep PSD Assets to generate project related PSD templates. Each folder in your document will be saved as a [.psd] file for easy reference and modification.

Responsive Image Assets

Enable Responsive Images to generate responsive image assets. Each image in your CSS screen folders will be saved as a new resized image.

Modifying the Code after the Export

Export Kit has custom HTML and CSS settings to render your PSD content correctly. When using standard HTML you will want to reset the HTML elements. This is quick and easy.

Reset CSS Class

Using "position:initial;" with any CSS element will reset that element for standard HTML use. Add the Reset CSS Class to any custom element in your HTML file **AFTER** your output to correct display errors.

- reset div, .reset img { position: initial; }

Reset PSD Layers

If your PSD layer name is "My Custom Container", your CSS element is "#my_custom_container":

- #my_custom_container div, #my_custom_container img { position: initial; }

Testing the Export Kit PSD Templates

We strongly recommend you test our PSD Templates to both see how you design should be organized, and to test how your design renders in your respective environment.

We have a large collection of PSD Templates and cover many different features and aspects of Export Kit. Our PSD Templates will demonstrate all aspects of converting your design, from basic fundamentals to high-level concepts.

Visit our www.exportkit.com/psd-templates to download all PSD Templates and get started.