How to create a page banner

The purpose of a page banner is to establish a consistent identity on all pages so viewers know they are on a page of your website and recognize what the website is about.

Create a page banner

1. Start Adobe Fireworks CS3.

2. Create a new file with dimensions at least 400 pixels wide and 100 pixels high. (Match your banner width to the pixel width of the web page you're designing.)

3. Turn on Guides and turn on Rulers from the View menu so you can align banner elements easily.

4. Use the Rectangle tool or the Ellipse tool to create a background shape (such as a rectangle or oval) for the page banner.

5. Add effects to the background shape.

6. Add text to the banner.

7. Add effects to the text, as you desire (**Figure 1**).

8. Add images to your banner, as you desire.

    The illustrations to the right show the effects used in the Property inspectors for the text (**Figure 2**) and the background ellipse (**Figure 3**) in the sample banner.

9. Save the file.

10. Export the file as a GIF or JPG image, depending on the level of color gradation or the presence of photographic elements in the banner. Use the 2 Up Preview or the 4 up Preview to determine the best choices for exporting your image.

Figure 1 Sample banner

Figure 2 Text effects in sample banner

Figure 3 Shape effects in sample banner