DESIGNING AN EFFECTIVE SPLASH PAGE

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DOWNLOAD THE TEMPLATE FOR THIS TUTORIAL AT:
http://learning.sidearmsports.com/splashpage.zip

INITIAL SET UP

To ensure that most viewers do not have to scroll to see your graphic, recommended size is no greater than 1000px wide by 800px tall.

Download the photoshop template for this tutorial at:
http://learning.sidearmsports.com/splashpage.zip

Within the Photoshop Template there are two folders:

"Splash Page Assets" is where you will place any logos, photos & text for your page - it is set up to bind your files to the correct dimensions automatically.

"Background" is where you can adjust the background color of the page itself to match your splash page design.

DESIGN TIPS

One Big Photo
Catch the attention of your audience by using one large photo that adequately represents the purpose of the page.

Large Text, Small Text
Include one set of large text (just a few words) and supplemental smaller text. The change in size creates a visual hierarchy that engages users to keep reading.

10 Words or Less
No need to write a novel - just give your visitors a teaser of what you're promoting and convince them to click to learn more.

DESIGN TIPS CONTINUED

A Call to Action
"Buy Gear Now!" "Tickets on Sale Now!" are examples of being very transparent about what you'd like visitors to do - don't be afraid to be bold!

Clearly Defined Links
If you'd like your users to click, make it obvious. Styling links to look like "buttons" can help subconsciously do this, or you can always use "Click here to..." as an option too.

Break the Mold
Even though your department has a visual "brand" that your site defines, don't be afraid to break that mold with splash pages - you want something that will catch visitor's eyes as they visit your site. If your site is primarily black, make the splash page white. Very clean, simple style? throw a little grungy text/style out there to make a statement.

Use Resources
If you'd like to give your design that extra touch, there's a bunch of free resources you can try.

Typefaces:	fontsquirrel.com or dafont.com
Brushes & Textures:	brusheezy.com
Stock Photos:	sxc.hu
Icons:	iconfinder.com

Always be sure to double check the licensing agreements with any resources you choose to use, but in large these sites contain lots of free assets that you can use to enhance your design.

SAVING

Save the PSD (File > Save)
You never know when you might need to make a quick change.

Save your Graphic (File > Save for Web)
If you're using the template, you'll see a "slice" in the middle of the page where your design is (denoted by a light orange border) - double click on this slice.

On the "slice options" window that opens, give your design a name (no spaces or special characters!) once you're done, hit "save" on the bottom right corner of the Save for Web dialog box, choose where you'd like your file to save to, and you're good to go!