Chapter 14

WEB SITE CASE STUDY #3: E-COMMERCE

Earlier in this book, you learned that Fireworks is unique because of its strengths as a prototyping tool. In this case study, we’re going to showcase that strength as we create a prototype for a fictitious T-shirt store and related checkout pages common on most e-commerce sites. Along the way, you’ll also get an in-depth view of Fireworks’ abilities as a graphic design workhorse as you learn how to create a wide range of custom graphics for this faux store.

Checking out with shared layers and pages

This glimpse into the world of designing for e-commerce is made possible by the fictional T-shirt company Boxtees. Boxtees approaches you, the designer, to create a new logo, a fresh visual design, and some new pages for their online store that will better market their shirts and get customers through the checkout process easier.

With this as the backdrop, we’ll show you step by step how to create a simple, yet attractive logo with vector shapes and text. We’ll also demonstrate how to draw a stylized T-shirt graphic with the Pen tool that is modular, making for easy and efficient mass production. And what is an e-commerce site without buttons? We’ll reveal a quick-and-easy way to create a custom-made button to match the site’s visual design instead of depending on those ugly default browser buttons.