

# How to design a website in Photoshop (Part 1): Create a theme for the craft shop

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1. 45 smart Photoshop tips you need to know (Part 1)

## Documents :

You need:

1. Main interface image and product image
2. The font , in this example, uses two fonts, Source Sans Pro and Source Serif Pro from Font Squirrel

## Determine business goals

Before you start designing the layout, you first need to define your business goals. The top priority to improve brand awareness or to sell products to new customers, or provide value first, get information and then sell products. You need to think about business goals and user needs to design convincing customer layouts.

Start identifying business goals by asking the following questions:

1. What are you going to sell?
2. Who will care about the product?
3. Why should they buy from you?
4. How to provide value?

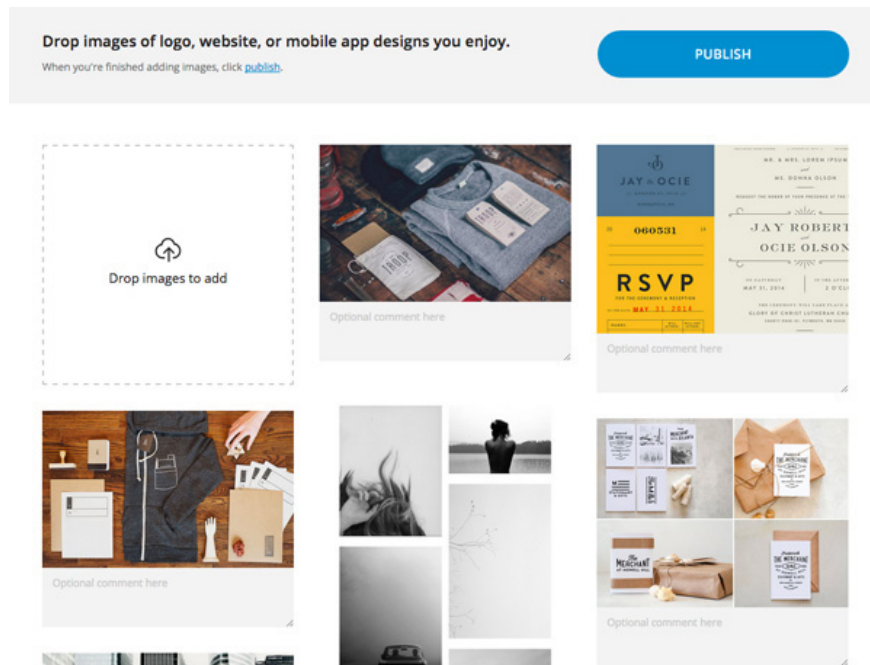
This tutorial focuses on powerful images and widely uses negative space to create a comfortable feel for luxurious design and appeal to those who care about the image.

## Prepare

Before embarking on Adobe Photoshop , determine the general colors, styles and orientations.

### Step 1

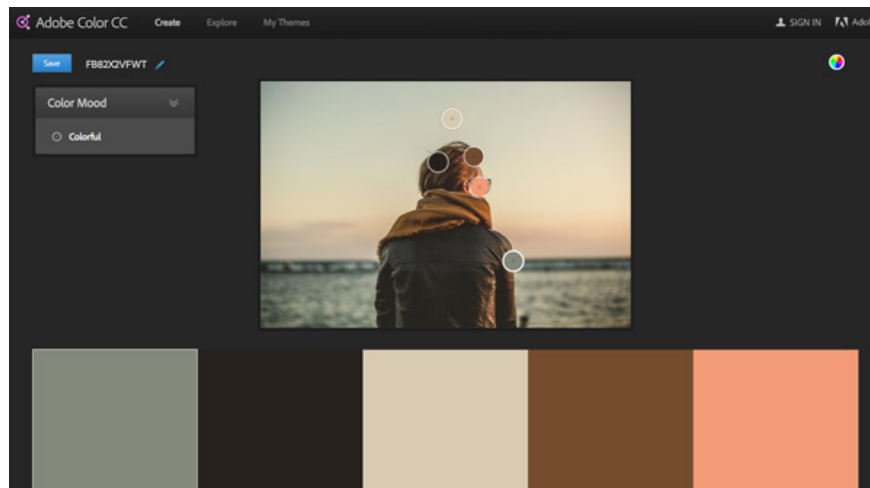
Collect images you like for moodboard table and color palette palette. Many people use Pinterest, but gomoodboard.com is very useful and completely designed to create moodboard tables.



## Step 2

Next create a color palette for the design because a product is related to the brand and will attract customers. It's best to use a color palette tool like the Adobe Color CC (formerly named Kuler) to save time choosing colors.

Upload the image to the moodboard board and see what color is created. Adjust the color palette to fit your needs and save colors for future reference.



## Select typeface (typeface)

Inspired by some moodboard items, we will choose Source Pro font, including sans and serif versions. Using a combination of two fonts will create a sense of balance and make the title look strong.

## Prepare documents

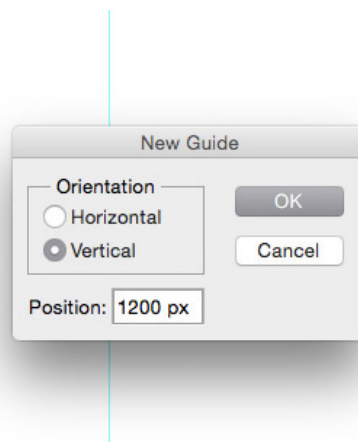
### Step 1

Open Adobe Photoshop and create a new document **CMD + N**. Determine the size to your liking, in this example **1400x3564px**.

### Step 2

Then go to **View > New Guide** . to set up some guideline to make the layout have enough space and balance. Usually, users choose 1000px as the starting point and add some paths from the corner.

**Note:** The paths used for this tutorial: vertical with 200px, 500px, 550px, 700px, 850px, 900px and 1200px.



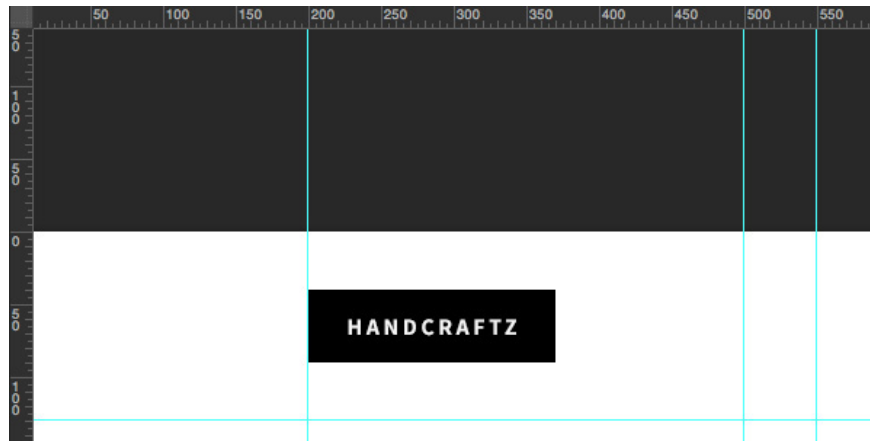
**Tip:** You can also use the GuideGuide Photoshop plugin to make this process faster.

## Welcome new customers

We will start designing the store by creating an attractive upper area that attracts the visitor's attention and sends an instant message about the site.

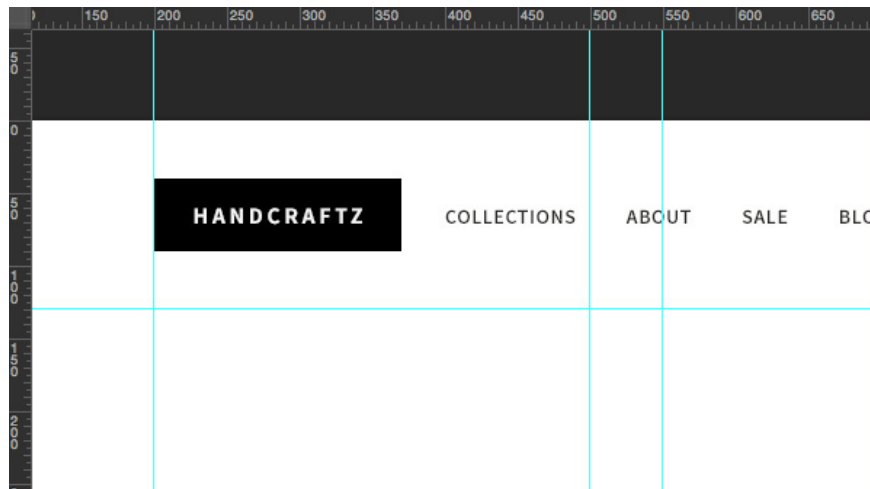
### Step 1

Create a new group called "Navigation" and place a new horizontal path with a value of **130px** . This is where logos, navigation and search links will "reside." Put the logo on the left, if not, create a rectangle and put the text into it.



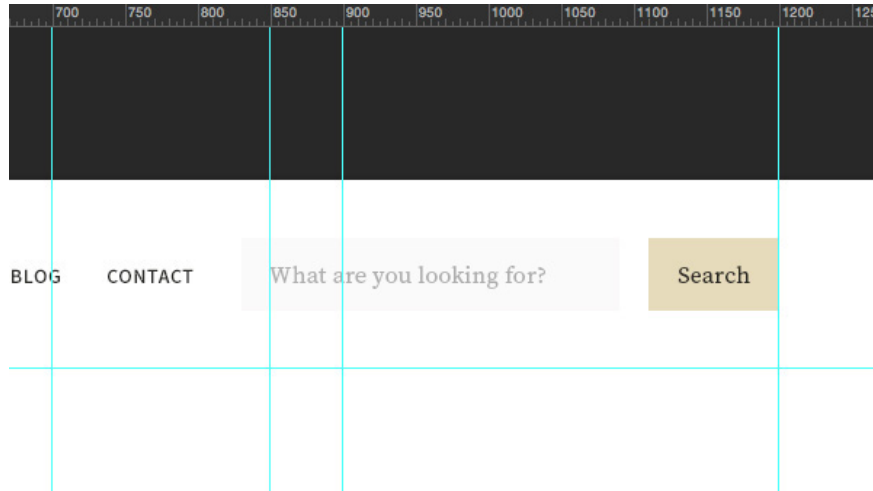
## Step 2

Now set navigation items as plain text. From the planning stage, you should know what to put into navigation so potential customers find it useful. Use the **Horizontal Type Tool (T)** to write the link titles and place them next to the logo at a reasonable distance.



## Step 3

Searching is an extremely important function. Make your search field stand out and easily accessible by placing it on the right on the top navigation bar. To create it use the **Rectangle Tool (U)** and **Horizontal Type Tool (T)**. Note that the color is inspired by the image we used with Adobe Color CC.

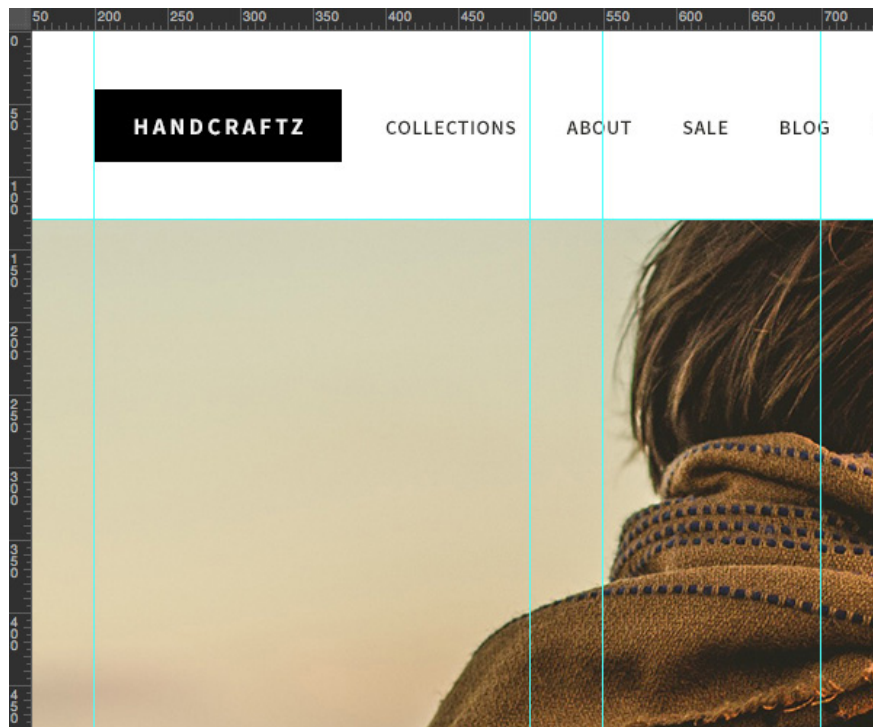


#### Step 4

Now it's time to put a striking image that will be the highlight of the entire site when visitors first see it. As you can see in today's websites, we should choose high quality images with a clear focus, allowing text and user interfaces to be overlaid.

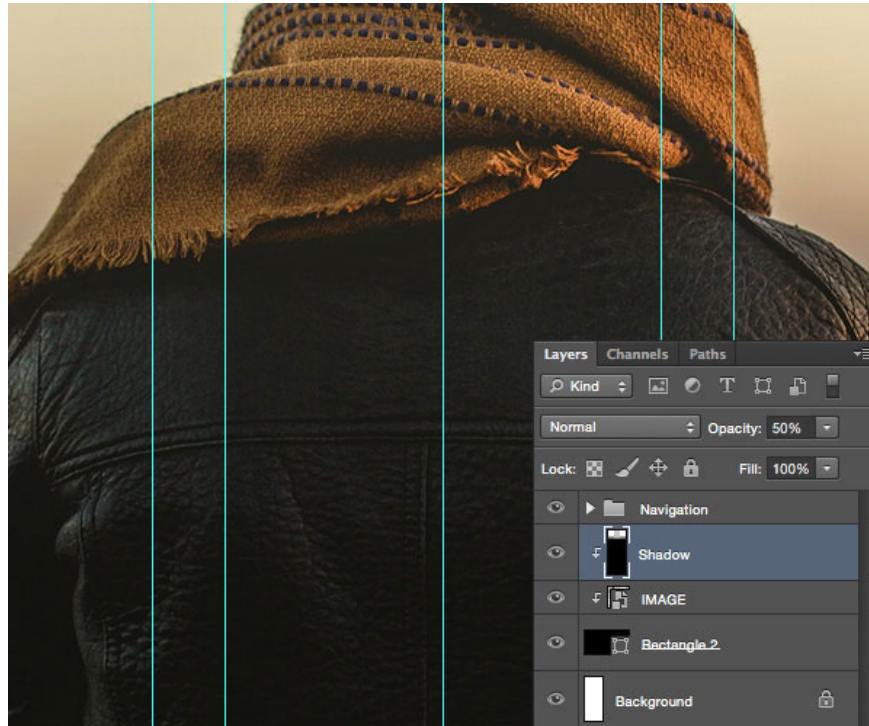
Use the **Rectangle Tool (T)** to draw a rectangle of **1400x700px** (any color) and place it just below the top navigation bar (remember to set the horizontal path to 130px for this image). Then, drag a selected image and place this layer above the rectangle layer.

Hold down **Alt** and hover over the image layer until you see a small arrow pointing down, then release the mouse to create a Clipping Mask so that the image is only displayed in the rectangular area. Press **CMD + T** to resize the image, remember to hold down **Shift** to change the size of the image.



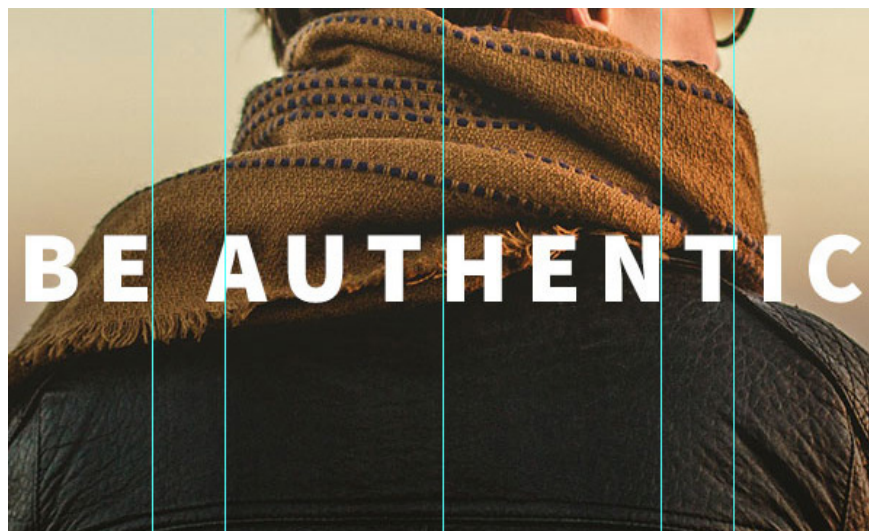
## Step 5

To make the image more appealing, add a color gradient that goes from transparent to black at the bottom. Select the **Gradient Tool (G)** and customize it to go from black # **000000** to transparent. Then hold down **Shift** and drag the mouse from the bottom of the image to the middle to create a gradient. After that, bring it to a Clipping Mask and reduce the **Opacity** to **50%** . Rename this layer to "Shadow" for easy identification.



## Step 6

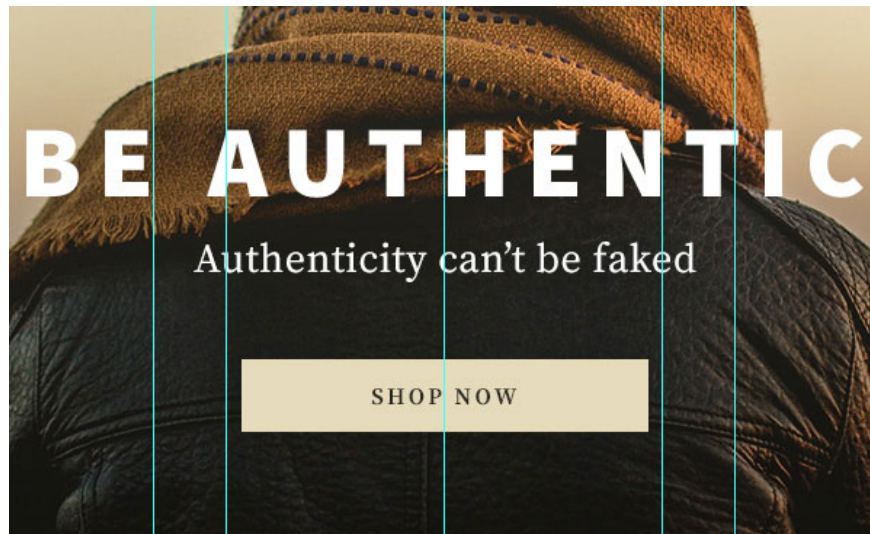
Now it's time to use a strong subject line that attracts the visitor's eye and encourage them to learn more. Use large Sans Pro font size and bold with short title. Here use **Source Sans Pro ( Black )** font size **70px** and **160** for text tracking.



## Step 7

You have attracted the attention of users, now provide a subheading and most importantly an invitation. Here, for example, use the **28px** font for **Source Serif Pro** font ( **Regular format** ) for the subheading and reuse the search button to keep the interface uniform.

Note the space used here. Always leave enough space around the elements so that they can see faster and more organized. Also, if you look closely, you will see that the text layers are closer together.



## Create trust for customers

So you're done welcoming customers. After attracting attention and interest from customers, it is time for us to show some benefits that the store offers.

### Step 1

Keep the top of the page to a minimum to create a simple and clean aesthetic for the rest of the layout. Heading to attract visitors and a brief description will encourage them more. Here use font **Source Sans Pro (Semibold)** **24px** and dark gray # **282723** . Be sure to leave plenty of space above the subject line to match the area above the head.

For descriptions use light colors to weaken visibility and know this is a subheading. In this example, use **Source Serif Pro ( Regular )** font size **16px** and gray #**adada d** .



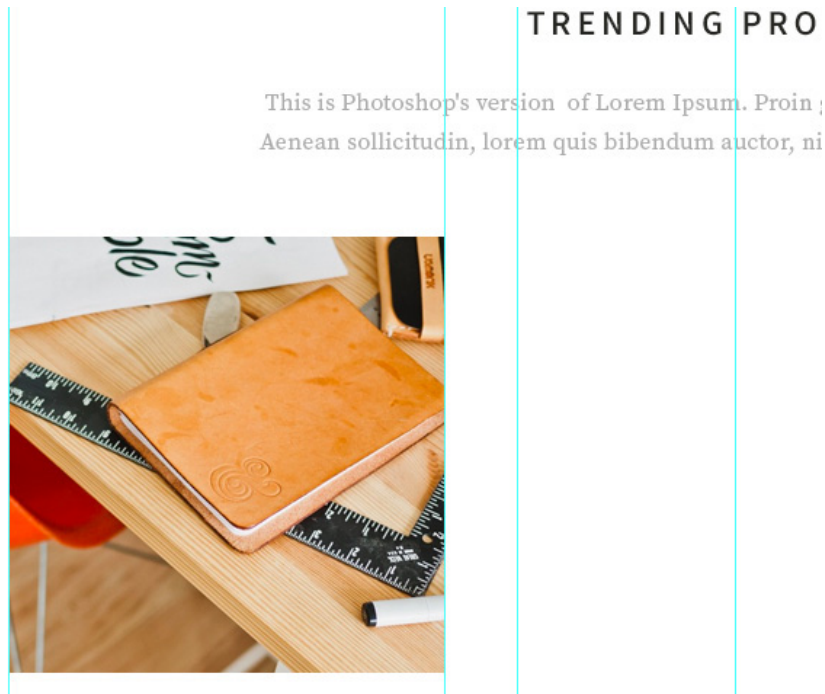
## TRENDING PRODUCTS

s is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquam  
eae sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagi

### Step 2

An effective way to create trust is to use attractive, high-quality images that stimulate and create desires from guests. Be sure to invest time to take great photos of your product or hire a professional photographer. For this tutorial, we will use fictitious products taken from Unsplash and Stock Up.

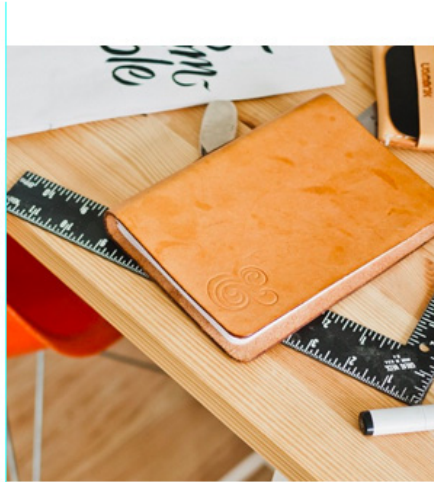
Select the **Rectangle Tool (U)** and draw a rectangle. Then drag the product image into Photoshop, place it on the rectangle and create a Clipping Mask. Resize the image if necessary by pressing **CMD + T**.



### Step 3

To keep things simple, we will only provide basic information about the product including the title and price (this may cause curiosity to the buyer).

Select the same **Source Serif Pro** font and enter the title in dark gray as used for the headline of this section. Then use a lighter gray for the price, as it is a secondary information and does not require too much visual power. Another thing to keep in mind is that store elements such as titles, call-to-action buttons and description blocks need to be focused.



Super Handy Notebook

\$24.00

#### Step 4

Now place all the product layers into a group and copy them by pressing **CMD + J**, placing them between the previously defined vertical paths to create the distance.

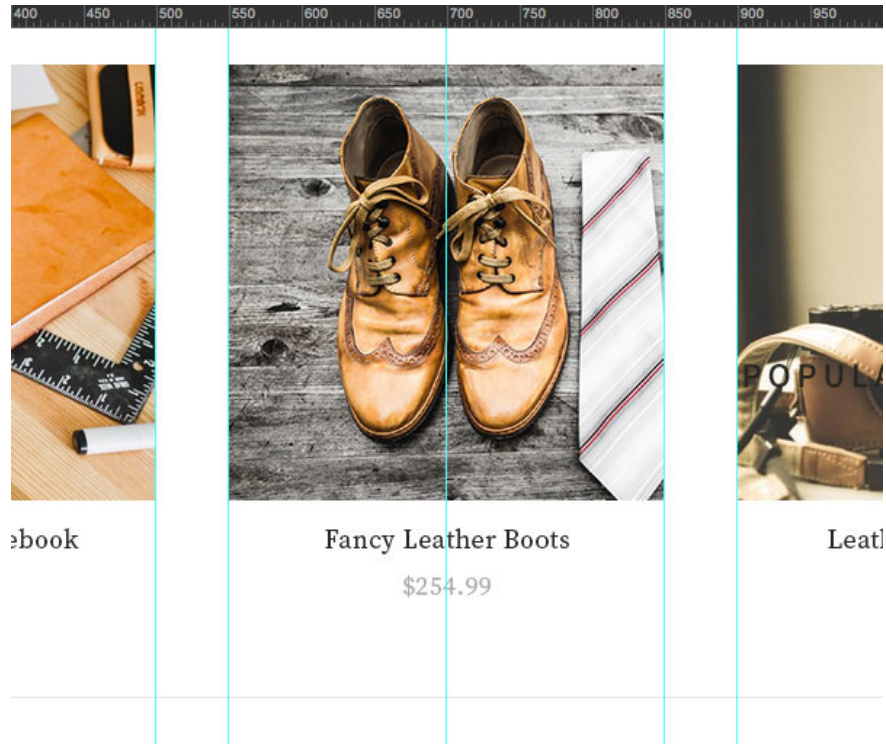
Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. lacinia, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis.



## Step 5

In the " **Trending** " section, you should leave three products because it is a more convincing option. Now we will set the separator to divide the layout into sections. In this example use the **1px** light gray **Line Tool (U) #e6e6e6** to display but not too strong.

**Tip:** Hold **Shift** to easily draw a perfect horizontal line.



## Step 6

Now let's create another part that shows more products and call it " **Popular** ". This section should choose popular products and attract users.

Create a copy by pressing **CMD + J** and customize the title, description and product of the "Trending" section. Copy more products and create a 3x2 grid for the best product.

## POPULAR PRODUCTS

s is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquam. Aenean sollicitudin, lorem quis bibendum auctor.



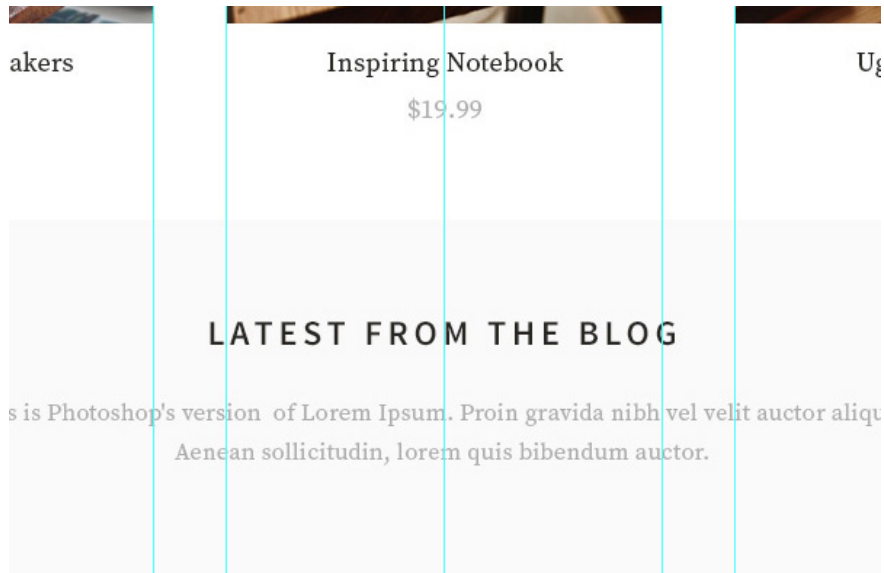
## Collect buyer information

After exposing most images to evoke interest from buyers, now is the time to gather visitor information in case they don't want to buy now, so you can continue after.

### Step 1

We will create a simple blog section using the same title format, description and some excerpts from blog posts to redirect users to content that may interest them.

Select the **Rectangle Tool (U)** and draw a large rectangle that will be the background for this new part. Using subtle light gray to create a slight separation between products, the color used here is **#fbfafa**. Now copy the title and description of the previous section and place them on the new background.



## Step 2

Now select the **Horizontal Type Tool (T)** and enter the title, date and short excerpt of the blog post. Again use **Source Serif Pro** font for title and description and **Source Sans Pro** for the day.

Even in this blog block, you will notice a clear visual hierarchy, the title is the darkest and largest and the other elements are smaller and lighter in color. Always use visual hierarchy to achieve rationality and keep consistency for large blog posts like product blocks.



## Step 3

Now put all the blog posting layers into a group and copy it twice by pressing **CMD + J**, placing it between the vertical paths leaving the space as with the product.



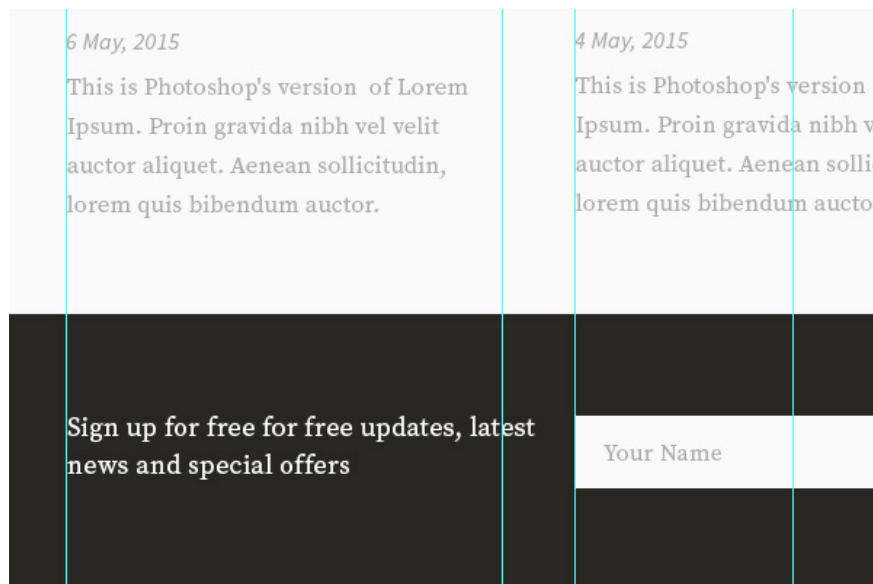
#### Step 4

After displaying some valuable blog products and articles, it's time to create a template with a clear call to action to register. Using the **Rectangle Tool (U)**, choose a dark color, like color # **282723** and draw a background for the registration form. By using a darker background, you will create contrast that draws the attention of the viewer.



#### Step 5

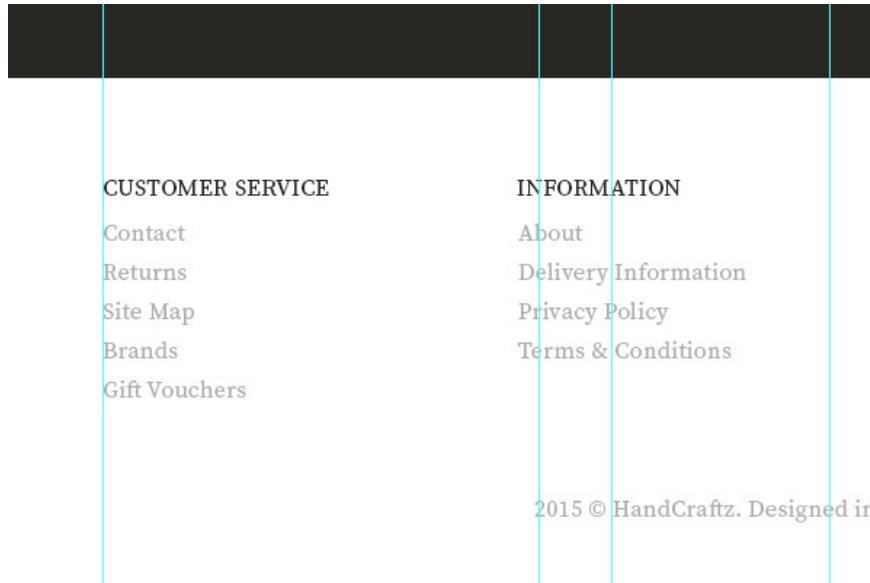
Now write a short advertisement explaining why people should sign up, showing benefits rather than features. Then navigate to the design and copy the search button field to reuse for the registration form. Drag the copied layers and place them on the newly created background, then customize the input field and the call-to-action button.



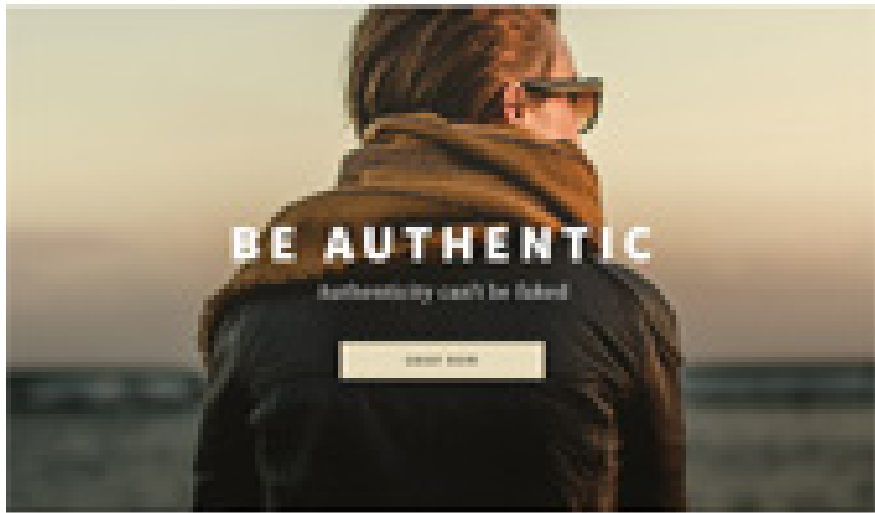
## Step 6

Finally, each template must have a footer with links so that people can scroll down and find navigation to the main pages like customer support, contact information, social networks and more.

Copy the blog posting text layers and customize them to display the link you choose. Divide different link groups and create evenly spaced columns in a row. Note, you should add the copyright line at the end of the layout.



So we've completed the craft shop theme design, now go ahead and review the document layers, delete unnecessary documents to make it more perfect.



### TRENDING PRODUCTS

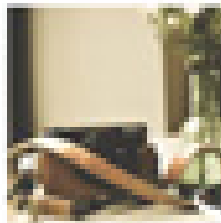
This trending category of products is the most popular and best-selling in our store. Browse through our trending products to find all the latest and greatest items.



Super Sleek Notebook  
\$24.99



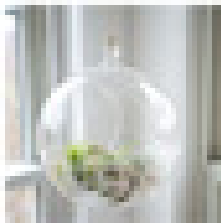
Stylish Leather Boots  
\$129.99



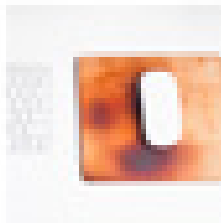
Leather Messenger Bag  
\$89.99

### POPULAR PRODUCTS

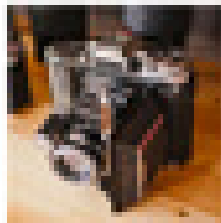
This popular category of products is the most popular and best-selling in our store. Browse through our popular products to find all the latest and greatest items.



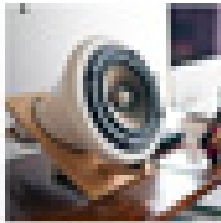
Minimalist Planter  
\$39.99



Leather Mouse Pad  
\$29.99



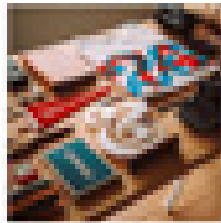
Vintage Motorcycles  
\$1,299.99



Modern Desk Organizer  
\$49.99



Stylish Notebook  
\$24.99



Organized Desktop  
\$39.99

### LATEST FROM THE BLOG

This trending category of products is the most popular and best-selling in our store. Browse through our trending products to find all the latest and greatest items.

I wish you all success!

You finished reading the article "**How to design a website in Photoshop (Part 1): Create a theme for the craft shop**" edited by the [TipsMake](#) team. We hope this article has provided you with many useful tech tips and tricks. You can search for similar articles on tips and guides. Thank you for reading and for following us regularly.

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