



Adobe Academy Digital Design



Objective 4.00

Apply procedures for Web authoring using Adobe Dreamweaver CC.



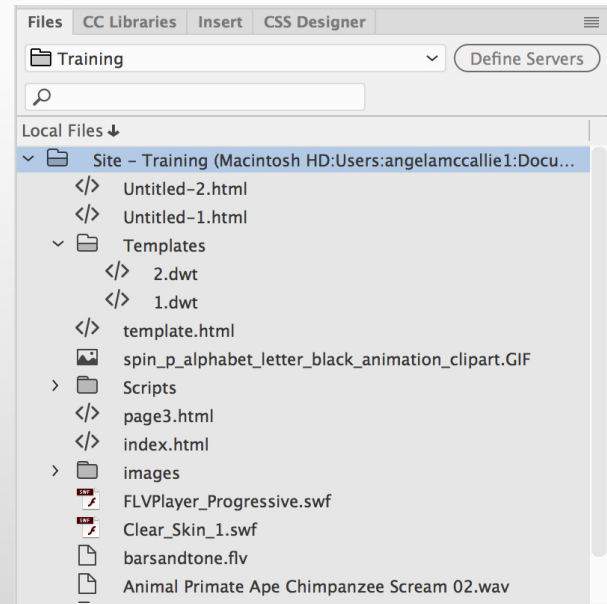
AA **FILE NAME CONVENTIONS**

- File and folder names in websites should never contain spaces or symbols.
- Most file and folder names end up as part of a web page's URL, so keep them short, but meaningful.
- Using all lowercase letters for file and folder names avoids problems with files not being found. **NO UPPERCASE.**
- Home page should always be named `index.html`.



ROOT FOLDER

- A central location of storage for every file involved in designing a website; allows the website to be moved from computer to computer.
- First step in creating website, should be to define the site which requires the following:
 - Name the website
 - Choose local folder (root folder)





AA **DEFINE SITE**

- In Dreamweaver, use Site>New Site to access Site Setup dialog box.
- Once the root folder is set, the file list in the Files panel acts as a file manager, allowing you to copy paste, delete, move, and open files just as you would on a desktop.
- This organizes all files associated with website including:
 - Track and maintain links
 - Manage files
 - Transfer files to web server



QUESTIONS TO CONSIDER

- Explain some rules to naming files for web design.
- What is the first thing you should do when creating a new website?
- What is the importance of a root folder?

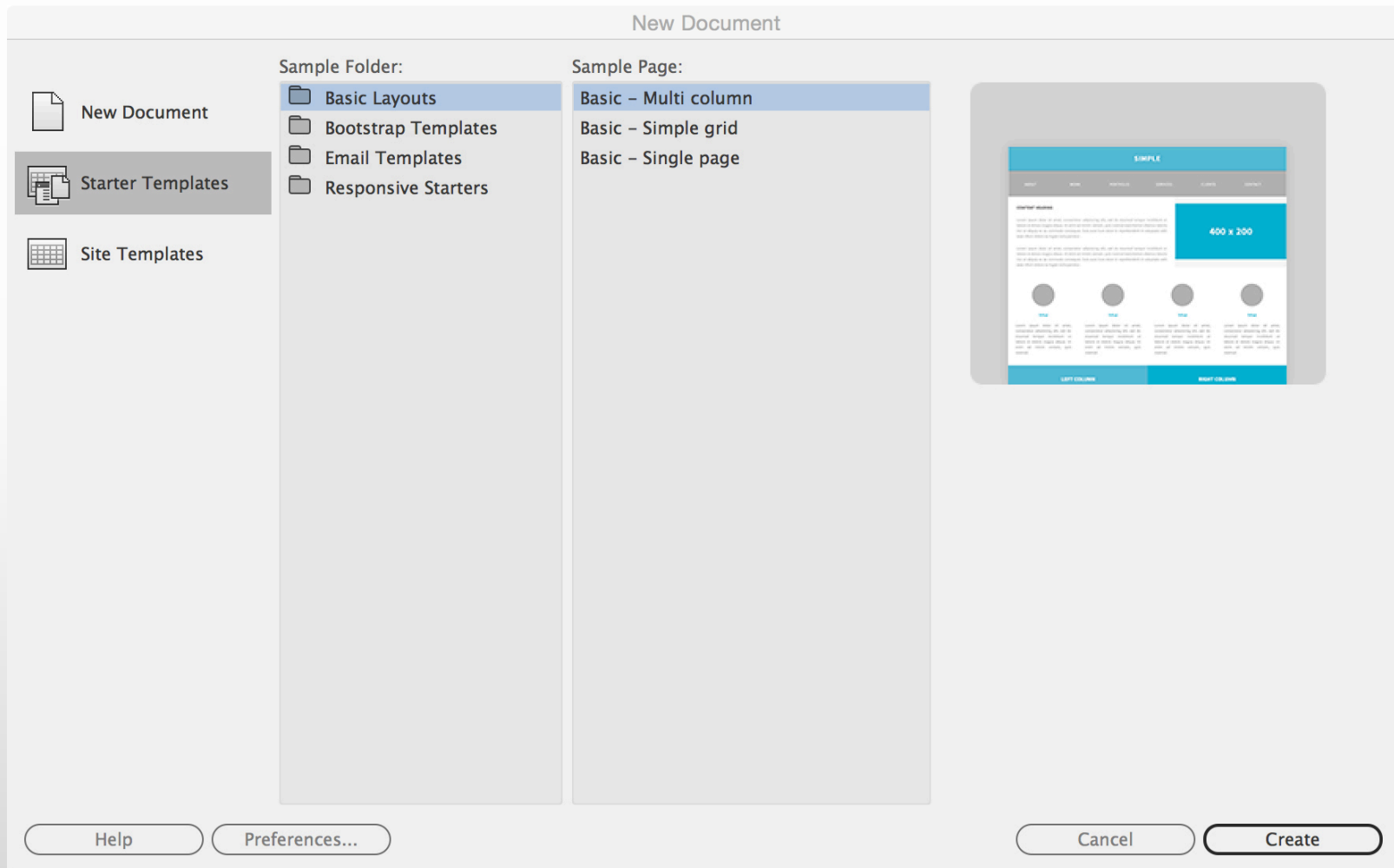


AA TEMPLATES

- A template is a special type of document that you use to design a “fixed” page layout; you can then use the web page to create a template that inherits its page layout.
- Templates allow a Web designer to construct a site that
 - Is flexible
 - Easy to update, and
 - Consistent between HTML pages.



USING TEMPLATES





USING TEMPLATES

- Designers can make changes to the overall design of the site quickly by revising the .DWT files directly.
- The pages that are linked to the template files are automatically updated allowing for site-wide modifications in minutes.
- Make sure not to move the .DWT file from the Templates folder. Do not rename or move the Templates folder. As long as the .DWT file remains inside the Templates folder, the links from the HTML pages to the template will not be broken.



QUESTIONS TO CONSIDER

- Why is it important for pages on the same website to use the same or similar templates?
- What information would you need prior to selecting or designing an appropriate template for a company?



EDITABLE REGIONS

- As you design a template, you specify as “editable” which content users can edit in a document based on that template.
- Selected content may be set as editable regions or an editable region may be inserted into the template.
- Editable regions enable template authors to control which page elements template users—such as writers, graphic artists, or other web developers—can edit.



EDITABLE REGIONS

- You can create a template from an existing document or from a new document.
- As you work in the **template**, you can make changes to both editable and locked regions.
- In a **document** based on the template, however, a template user can make changes only in the editable regions; the locked regions can't be modified.
- This keeps the overall template design consistent across multiple pages.



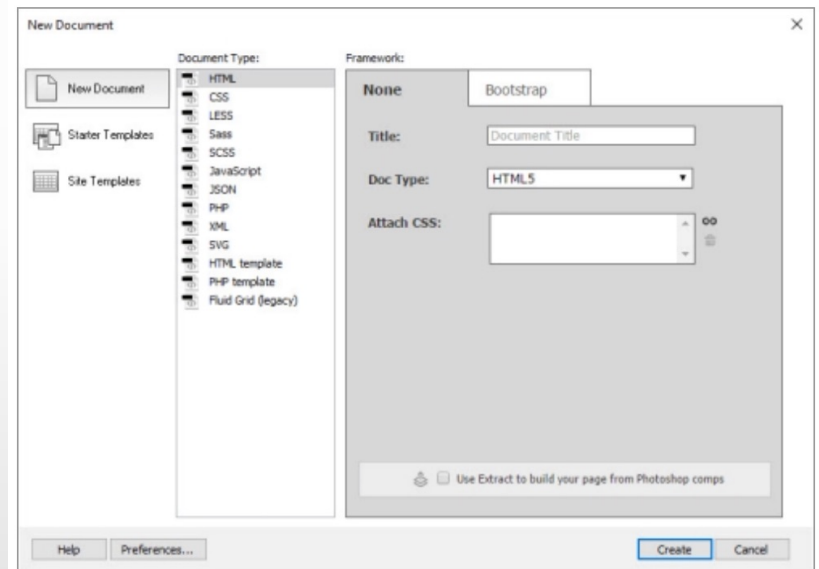
QUESTIONS TO CONSIDER

- Predict what could happen if a team of web designers were all able to change every part of a website under construction?
- What roles could you assign to different people so that each person was responsible for different aspects of the website?



CREATE NEW WEB PAGE

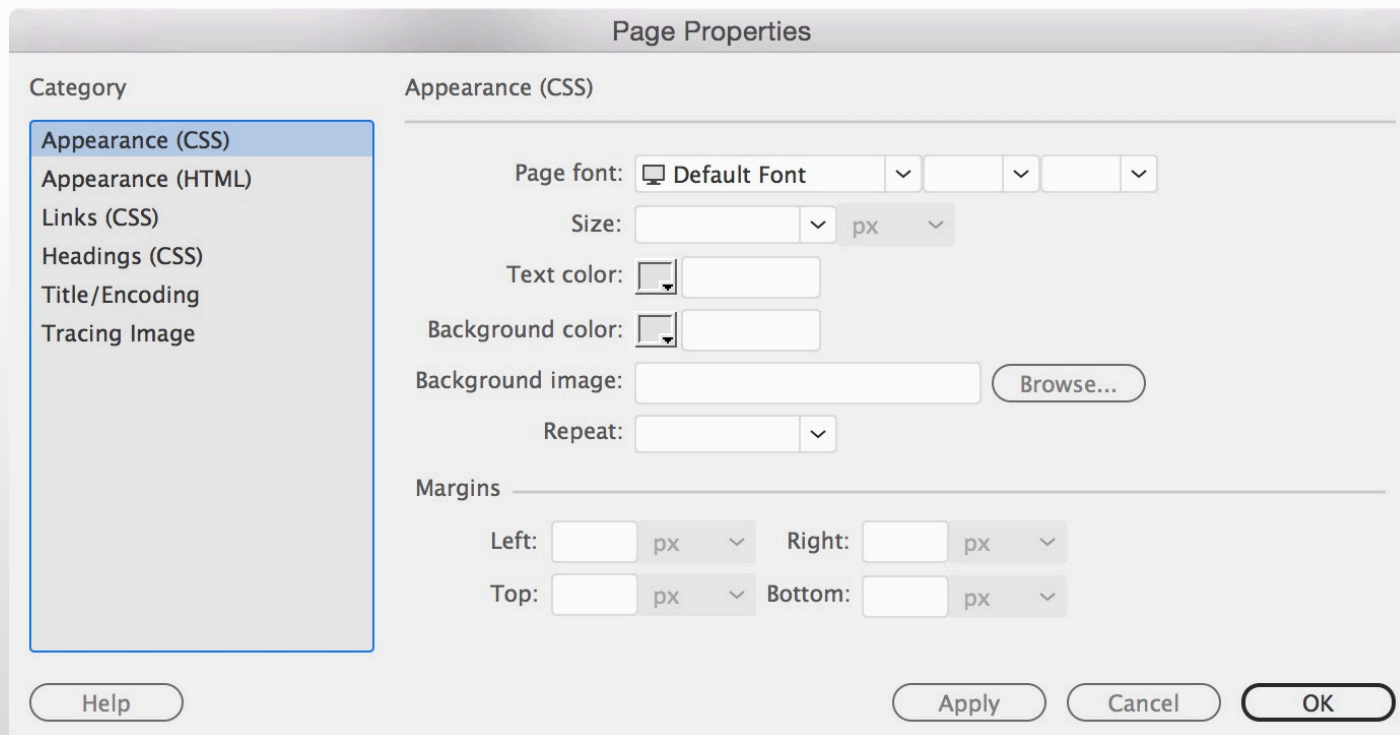
- In Dreamweaver, use File>New to open New Document dialog box.
- Select the following:
 - New Document
 - Title
 - Doc Type: HTML5
 - Create
- Choose File>Save
 - Check for root folder





SET PAGE PROPERTIES

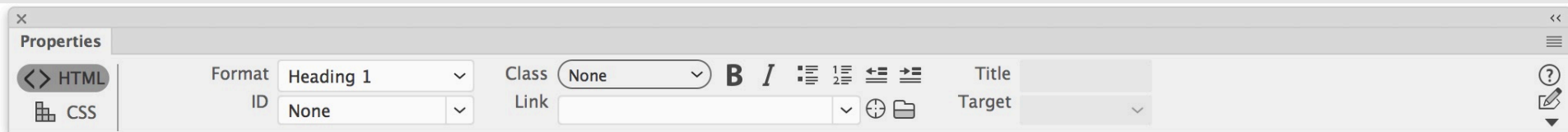
- You can specify layout and formatting properties for each page using the Page Properties dialog box.





ADD CONTENT - TEXT

- You can type text directly in the Document window, or you can cut and paste text. You can also import text from other documents.
- Use the text Property Inspector to apply HTML formatting or Cascading Style Sheet (CSS) formatting.
- Select the text to be formatted before applying formatting change.





GRAPHICS FOR WEB USE

○ Graphics Optimization

- Design graphics with the specific purpose of using it on a website.
- Allows for quicker loading times.
- Adobe PhotoShop has save for Web or optimize options.
- Choose appropriate file format for web.



ADD CONTENT - IMAGES

- In Dreamweaver, images may be inserted using a variety of commands.
- One such way is:
 - Place insertion point where you want image.
 - Select Insert>Image
 - File will be copied to root folder (if not already there).



IMAGES PROPERTY INSPECTOR

- The Images Property Inspector allows you to set properties for an image. If you do not see all options click the expander arrow in corner.
- Use the ALT area to add alternative text.
 - Textual descriptions of graphics and other design components on a web page; aids in screen reader use for accessibility.

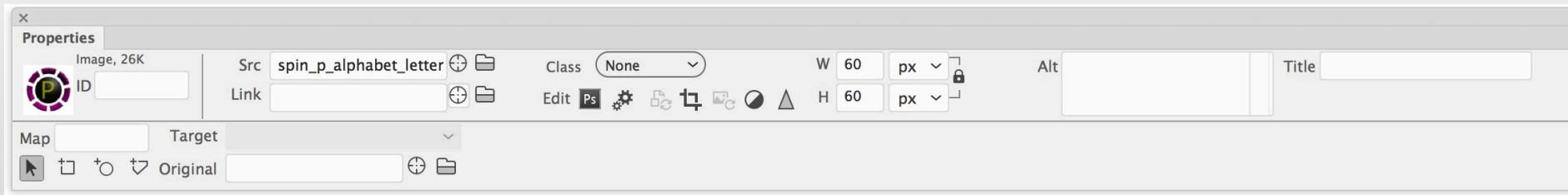


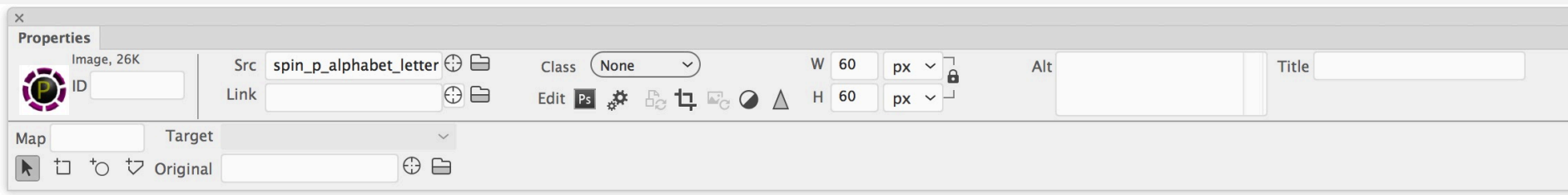


Image Map

- A single graphic that is divided into sections and linked to different locations. [Example](#)

Hotspot

- Specify a particular area as a link; can be drawn over a block of space, words, or an image.





QUESTIONS TO CONSIDER

- Explain some situations where an image map would be very useful.
- What is a hot spot in relation to an image map?



Hyperlinks

- Clickable connections that link text or images to other pages of the website, out to external websites, or to files posted on a website.



Email Link (mailto)

- Does not link to an Internet location; causes the user's computer to open the default email program and prepares a blank email to the specified address.



AA **ADD HYPERLINKS**

- In the Properties Panel use the Link area to create a hypertext link of the selected text:
 - Click the folder icon to browse to a file in your site.
 - Type the URL.
 - Drag the Point-To-File icon to a file in the Files panel
 - Drag a file from the Files panel into the box.



ADD HYPERLINK TARGETS

- In the Properties Panel use the Target area to specify the frame or window in which the linked document will load:
 - `_self` -- opens in the same window and frame.
 - `_top` -- opens in the same window, making the frame full size.
 - `_parent` -- opens in the parent page's frame.
 - `_blank` -- opens in a new window and frame.



ABSOLUTE LINK

- Contain a complete web address; always includes domain name of website.
- Great explanation here!
<http://www.coffeecup.com/help/articles/absolute-vs-relative-pathlinks/>
- Absolute Path Examples
 - <http://www.mysite.com>
 - <http://www.mysite.com/graphics/image.png>



RELATIVE LINK

- Starts from the home page or root folder of the website and creates a path to the destination of the link.
- **Relative Path Examples**
 - index.html
 - /graphics/image.png



QUESTIONS TO CONSIDER

- What hyperlink target is most likely to have the viewer return to the original website once they have clicked on the link? Why?
- Why would you want to make sure your viewer returns to your site after clicking a hyperlink?
- Why would you use an absolute link instead of a relative link?



DIV TAGS

- A tag that defines logical divisions within the content of a web page.
- Use div tags to center blocks of content, create column effects, create different areas of color, and more.
- You can build page layouts by inserting div tags and applying CSS positioning styles.
- This can be used instead of tables.



AA **USE DIV TAGS**

- Place your insertion point where you want the div tag
- Use Insert>HTML>Div
- Select options and click OK.
- Add content to the div tag by placing your insertion point inside the tag, and then adding content.
- When you select a div tag, you can view and edit rules for it in the CSS Styles panel.

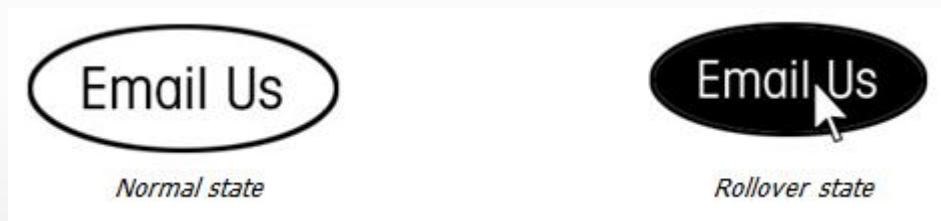


ABSOLUTE VS RELATIVE DIV TAGS

- Absolute positioning (AP) allows you to place any page element exactly where you want it.
- AP elements' positions will NOT adjust on the page according to the size of the browser window.
- Relative tag is "relative to itself". Used with other positioning attributes will move from where it would NORMALLY be.
- Relative position can be used to align form elements, for example.

AA ROLLOVER

- Feature that indicates interactivity to the user; normally causes a component of a web page to visually change when the user's cursor hovers over it.



- Can be made in a graphic editing program or found online.
- Need two images for each rollover.



INSERT ROLLOVER

- Create a simple rollover effect with two images:
 - Insert cursor where you want rollover.
 - Choose Insert>HTML>Rollover Image.
 - Give the rollover a name.
 - Choose the original and rollover images.
 - Add alternate text.
 - Choose location.
 - Click OK.

Insert Rollover Image

Image name:

Original image:

Rollover image:

Preload rollover image

Alternate text:

When clicked, Go to URL:



INSERT NAVIGATION BAR

- Rollover buttons may be used to create navigation bars.
- Use the web design conventions of placing navigation bar:
 - Horizontally across top of page
 - Vertically on left side of page

Vertical

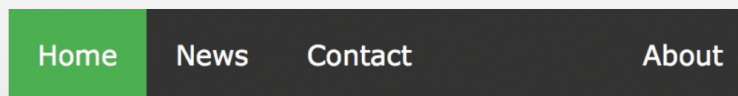


News

Contact

About

Horizontal



Home

News

Contact

About

- Be sure that buttons are consistent in size and color.



LAYOUT DESIGN WITH TABLES

- Tables are a powerful tool for presenting tabular data and for laying out text and graphics on an HTML page.
- Using a table with specific size properties can ensure the page layout shows as designed.
- Cells, columns, and rows can be merged, split, resized, etc. the same as in other programs.
- Properties such as color, alignment, etc. can be applied to the table cells.
- In Dreamweaver, use Insert>Table to specify table settings.



CREATE FORMS

- Web Form
 - An interactive feature that allows a user to submit information.
- Forms can be created within the web editor program.
- Or forms can be created using an external program such as Google Forms and linked to the page.
- Using a form editor is often easier and will include a database to collect the data.



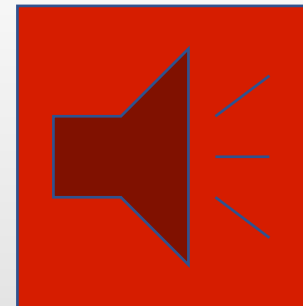
QUESTIONS TO CONSIDER

- On a shopping site, when is it essential to include a form?
- What other ways could a form be used on a website?



USING MEDIA

- Media will not be visible in Design view, the file must be previewed in a browser to test media.
- Animated GIF's
 - Use the same process as inserting an image.
- Audio
 - Insert audio files using Insert/HTML.
 - Apply properties such as controls, autoplay or loop playback.





AA **USING MEDIA**

- Video
 - Video formats include .SWF, .FLV, .AVI, .MOV or .MPEG.
 - May need plugin files for playback.
 - Insert movie files using Insert/HTML.
 - Apply properties such as skin, controls, autoplay or loop playback.
- All media files must be in root folder for proper playback.
- Or use YouTube/Vimeo to store video and link to page.



QUESTIONS TO CONSIDER

- What alternative could a web designer use if they don't want a video or audio file to play immediately when the page is opened?
- Predict what would happen if image, audio or video files are not saved in the root folder?
- What advantage does uploading a video to YouTube and then linking it have for the website?