

Making Everything Easier!™

# Adobe® Dreamweaver® CC

## FOR DUMMIES®

A Wiley Brand

### Learn to:

- Design an interactive website with a great user experience
- Transform your designs with drop shadows, rounded corners, and different fonts
- Create a site that looks great on small and large screens

**IN FULL COLOR!**

**Janine Warner**

Author, video host, and web designer





***Dreamweaver*<sup>®</sup> CC**

FOR  
**DUMMIES<sup>®</sup>**  
A Wiley Brand



***Dreamweaver*<sup>®</sup> CC**

FOR  
**DUMMIES<sup>®</sup>**  
A Wiley Brand

**by Janine Warner**

FOR  
**DUMMIES<sup>®</sup>**  
A Wiley Brand

**Dreamweaver® CC For Dummies®**

Published by  
**John Wiley & Sons, Inc.**  
111 River Street  
Hoboken, NJ 07030-5774  
[www.wiley.com](http://www.wiley.com)

Copyright © 2013 by John Wiley & Sons, Inc., Hoboken, New Jersey

Published simultaneously in Canada

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748-6011, fax (201) 748-6008, or online at <http://www.wiley.com/go/permissions>.

**Trademarks:** Wiley, For Dummies, the Dummies Man logo, A Reference for the Rest of Us!, The Dummies Way, Dummies Daily, The Fun and Easy Way, Dummies.com, Making Everything Easier, and related trade dress are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates in the United States and other countries, and may not be used without written permission. Dreamweaver is a registered trademark of Adobe Systems Incorporated. All other trademarks are the property of their respective owners. John Wiley & Sons, Inc. is not associated with any product or vendor mentioned in this book.

**LIMIT OF LIABILITY/DISCLAIMER OF WARRANTY: THE PUBLISHER AND THE AUTHOR MAKE NO REPRESENTATIONS OR WARRANTIES WITH RESPECT TO THE ACCURACY OR COMPLETENESS OF THE CONTENTS OF THIS WORK AND SPECIFICALLY DISCLAIM ALL WARRANTIES, INCLUDING WITHOUT LIMITATION WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE. NO WARRANTY MAY BE CREATED OR EXTENDED BY SALES OR PROMOTIONAL MATERIALS. THE ADVICE AND STRATEGIES CONTAINED HEREIN MAY NOT BE SUITABLE FOR EVERY SITUATION. THIS WORK IS SOLD WITH THE UNDERSTANDING THAT THE PUBLISHER IS NOT ENGAGED IN RENDERING LEGAL, ACCOUNTING, OR OTHER PROFESSIONAL SERVICES. IF PROFESSIONAL ASSISTANCE IS REQUIRED, THE SERVICES OF A COMPETENT PROFESSIONAL PERSON SHOULD BE SOUGHT. NEITHER THE PUBLISHER NOR THE AUTHOR SHALL BE LIABLE FOR DAMAGES ARISING HEREFROM. THE FACT THAT AN ORGANIZATION OR WEBSITE IS REFERRED TO IN THIS WORK AS A CITATION AND/OR A POTENTIAL SOURCE OF FURTHER INFORMATION DOES NOT MEAN THAT THE AUTHOR OR THE PUBLISHER ENDORSES THE INFORMATION THE ORGANIZATION OR WEBSITE MAY PROVIDE OR RECOMMENDATIONS IT MAY MAKE. FURTHER, READERS SHOULD BE AWARE THAT INTERNET WEBSITES LISTED IN THIS WORK MAY HAVE CHANGED OR DISAPPEARED BETWEEN WHEN THIS WORK WAS WRITTEN AND WHEN IT IS READ.**

For general information on our other products and services, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

For technical support, please visit [www.wiley.com/techsupport](http://www.wiley.com/techsupport).

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at <http://booksupport.wiley.com>. For more information about Wiley products, visit [www.wiley.com](http://www.wiley.com).

Library of Congress Control Number: 2013934756

ISBN 978-1-118-64614-4 (pbk); ISBN 978-1-118-65879-6 (ebk);  
ISBN 978-1-118-65890-1 (ebk); ISBN 978-1-118-65894-9 (ebk)

Manufactured in the United States of America

10 9 8 7 6 5 4 3 2 1

## About the Author

**Janine Warner's** best-selling books and videos about the Internet have won her an international following and earned her speaking and consulting engagements around the world.

She is also the founder and managing director of DigitalFamily.com, a full-service interactive design and training agency that offers web and mobile design, content strategy, and Internet marketing services.

Janine's skills as a "techy translator" helped her land the deal for her first book in 1996. Since then, she's written or coauthored more than 25 books, including *Web Sites For Dummies*, *Mobile Web Design For Dummies*, and every edition of *Dreamweaver For Dummies*. She has also created more than 50 hours of training videos about web design and content strategy for Lynda.com and Kelby Training.com.

Janine has taught courses at the University of Miami and the University of Southern California. She's also been a guest lecturer at more than 20 other universities in the United States and Latin America, and she helped create an Internet Literacy program for high school students in Central America.

She is a member of the TV Academy's Interactive Media Peer Group and has served as a judge in the Interactive Emmy Awards, the Knight News Challenge, and the Arroba de Oro Latin American Internet Awards.

In 1998, Janine's experience as a journalist and Internet consultant, combined with her fluency in Spanish, took her to *The Miami Herald* as Online Managing Editor. A year later, she was promoted to Director of New Media. She left that position to serve as Director of Latin American Operations for CNET Networks.

Since 2001, Janine has run her own business as an author, a consultant, and a speaker. Over the years, she's worked with one of Russia's largest publishing companies in Moscow; traveled to New Delhi to speak at Internet World India; and worked with media companies and other businesses in Colombia, Chile, Brazil, Panama, Costa Rica, Nicaragua, El Salvador, Mexico, and Spain.

When she's not traveling, she is based in Southern California, where she lives with her husband, David LaFontaine, manages DigitalFamily.com and occasionally takes a break to run on the beach.



# *Dedication*

To all those who aspire to share their stories and passions on the web: May all your dreams come true.



# *Author's Acknowledgments*

More than anything, I want to thank all the people who have read my books or watched my videos over the years. You are my greatest inspiration, and I sincerely enjoy it when you send me links to your websites. You'll find my e-mail address on my site at [www.DigitalFamily.com](http://www.DigitalFamily.com).

Special thanks to David LaFontaine, my partner in all things digital and analog, whose patience and support keep me fed, loved, and (mostly) sane, even when I'm up against impossible deadlines.

For letting me feature their websites in this book, a heartfelt thanks to my friends and clients Laurie Ann Schag and Casey Stoll ([www.Cinembargo.com](http://www.Cinembargo.com)), and James Kober ([www.AssetShield.com](http://www.AssetShield.com)).

Thanks to the entire editorial team on this book: Susan Pink for her attention to detail and quick turnaround on the editing, Jon McFarland for reviewing all the technical details, and Bob Woerner for shepherding this book through the development and publishing process (again and again and again).

Over the years, I've thanked many people in my books — family, friends, teachers, and mentors — but I have been graced by so many wonderful people now that no publisher will give me enough pages to thank them all. So let me conclude by thanking everyone who has ever helped me with a website, book, video, or any other aspect of the writing and research that goes into these pages. Okay, now I think I can go to sleep tonight without fearing that I've forgotten anyone. Thank you, thank you, thank you.

## Publisher's Acknowledgments

We're proud of this book; please send us your comments at <http://dummies.custhelp.com>. For other comments, please contact our Customer Care Department within the U.S. at 877-762-2974, outside the U.S. at 317-572-3993, or fax 317-572-4002.

Some of the people who helped bring this book to market include the following:

### *Acquisitions and Editorial*

**Project Editor:** Susan Pink

**Acquisitions Editor:** Bob Woerner

**Copy Editor:** Susan Pink

**Technical Editor:** Jon McFarland

**Editorial Manager:** Jodi Jensen

**Editorial Assistant:** Annie Sullivan

**Sr. Editorial Assistant:** Cherie Case

**Cover Photos:** Front cover image courtesy of Janine Warner; computer monitor © iStock-photo.com/MorganLeFaye; back cover images courtesy of Janine Warner

### *Composition Services*

**Project Coordinator:** Sheree Montgomery

**Layout and Graphics:** Carrie A. Cesavice,  
Jennifer Goldsmith, Amy Hassos,  
Joyce Haughey

**Proofreaders:** Melissa Cossell,  
Lisa Young Stiers

**Indexer:** BIM Indexing & Proofreading Services

---

### *Publishing and Editorial for Technology Dummies*

**Richard Swadley**, Vice President and Executive Group Publisher

**Andy Cummings**, Vice President and Publisher

**Mary Bednarek**, Executive Acquisitions Director

**Mary C. Corder**, Editorial Director

### *Publishing for Consumer Dummies*

**Kathleen Nebenhaus**, Vice President and Executive Publisher

### *Composition Services*

**Debbie Stailey**, Director of Composition Services

# Contents at a Glance

---

<i>Introduction</i> .....	<b>1</b>
<i>Part I: Getting started with Dreamweaver CC</i> .....	<b>7</b>
Chapter 1: The Many Ways to Design a Web Page .....	9
Chapter 2: Opening and Creating Sites .....	35
Chapter 3: Creating Web Graphics .....	63
Chapter 4: Managing, Testing, and Publishing a Website.....	89
<i>Part II: Creating Page Designs with Style</i> .....	<b>125</b>
Chapter 5: Introducing Cascading Style Sheets .....	127
Chapter 6: Creating and Editing CSS Styles .....	161
Chapter 7: Designing with CSS3 .....	207
Chapter 8: Creating Responsive Designs with Fluid Grid Layouts .....	219
Chapter 9: Saving Time with Templates and More.....	241
Chapter 10: Coming to the HTML Table .....	267
<i>Part III: Making Your Site Cool with Advanced Features</i> .....	<b>283</b>
Chapter 11: Adding Interactivity with Behaviors .....	285
Chapter 12: Using jQuery UI and Mobile Widgets.....	307
Chapter 13: Showing Off with Multimedia .....	321
<i>Part IV: The Part of Tens</i> .....	<b>353</b>
Chapter 14: Ten Resources You May Need .....	355
Chapter 15: Ten Ways to Promote Your Site.....	363
<i>Index</i> .....	<b>373</b>



# Table of Contents

*Introduction* ..... 1

- About This Book ..... 2
- Using Dreamweaver on a Mac or PC ..... 2
- Conventions Used in This Book ..... 2
- What You're Not to Read ..... 3
- Foolish Assumptions ..... 3
- How This Book Is Organized ..... 4
  - Part I: Getting Started with Dreamweaver CC ..... 4
  - Part II: Creating Page Designs with Style ..... 4
  - Part III: Making Your Site Cool with Advanced Features ..... 5
  - Part IV: The Part of Tens ..... 5
- Icons Used in This Book ..... 6
- Where to Go from Here ..... 6

## *Part I: Getting started with Dreamweaver CC* ..... 7

**Chapter 1: The Many Ways to Design a Web Page** ..... 9

- Comparing Static and Dynamic Sites ..... 10
- Working with Templates in Dreamweaver ..... 12
  - Creating and editing Dreamweaver templates ..... 13
  - Editing WordPress, Joomla!, and Drupal templates ..... 13
- Assessing Other Web Design Tools ..... 14
- Understanding How to Build a Website in Dreamweaver ..... 15
  - Managing your site's structure ..... 16
  - Exploring HTML, XHTML, and HTML5 ..... 17
- Comparing Tables, Frames, and Layers ..... 21
  - Creating page designs with HTML tables ..... 21
  - Considering design options with HTML frames ..... 23
- Appreciating the Benefits of Cascading Style Sheets ..... 24
- Understanding Browser Differences ..... 26
- Introducing the Dreamweaver CC Workspace ..... 27
  - Changing workspace layouts ..... 28
  - The menu bar ..... 29
  - The Document toolbar ..... 29
  - The Document window ..... 30
  - The docking panels ..... 30
  - The Insert panel ..... 32
  - The Property inspector ..... 32
  - The status bar ..... 33
  - Changing preference settings ..... 34

<b>Chapter 2: Opening and Creating Sites</b> .....	<b>35</b>
Setting Up a New or Existing Site.....	36
Switching among Sites .....	39
Managing Sites in Dreamweaver.....	39
Creating Pages .....	41
Starting from the Welcome screen .....	41
Creating an HTML page with the New Document window .....	42
Naming new page files .....	44
Naming the first page index.html.....	46
Bestowing a page title .....	46
Changing Page-Wide Styles with the Page Properties Dialog Box.....	47
Changing background and text colors .....	48
Changing link styles with Page Properties .....	49
Adding and Formatting Text .....	51
Adding text to a web page .....	52
Formatting text with the heading tags .....	53
Adding paragraphs and line breaks.....	54
Setting Links in Dreamweaver.....	55
Linking pages within your website.....	55
Setting links to many pages at once .....	58
Linking to another website .....	59
Setting a link to an e-mail address .....	60
Linking to PDFs.....	60
Adding Meta Tags for Search Engines .....	61
<b>Chapter 3: Creating Web Graphics</b> .....	<b>63</b>
Creating and Optimizing Web Graphics .....	64
Resizing graphics and photos .....	65
Choosing the best image format .....	68
Saving images for the web: The basics .....	69
Optimizing JPEG images for the web.....	70
Optimizing images in GIF and PNG formats.....	72
How small is small enough?.....	75
Inserting Images in Dreamweaver .....	75
Image Editing in Dreamweaver .....	80
Cropping an image.....	81
Adjusting brightness and contrast .....	83
Sharpening an image .....	83
Opening an image in Photoshop or Fireworks	
from Dreamweaver.....	84
Inserting a Background Image .....	86
<b>Chapter 4: Managing, Testing, and Publishing a Website</b> .....	<b>89</b>
Understanding Why Web Pages Can Look Bad in Some Browsers .....	90
Understanding browser differences.....	93
Targeting browsers for your design.....	94

Previewing Your Page in a Browser .....	95
Adding web browsers to the preview feature.....	95
Previewing pages in many web browsers.....	97
Testing sites with online browser services .....	98
Testing your designs with mobile, tablet, and desktop previews.....	99
Testing Your Work with the Site Reporting Feature .....	101
Finding and Fixing Broken Links.....	105
Checking for broken links .....	105
Fixing broken links.....	107
Making Global Changes to Links.....	109
Managing Files and Folders in Your Site.....	109
Moving and renaming files and folders.....	110
Creating files and creating and deleting folders .....	111
Publishing Your Website .....	112
Setting up Dreamweaver’s FTP features .....	113
Publishing files to a web server with FTP.....	118
Synchronizing local and remote sites .....	121
Setting cloaking options.....	122
Using Design Notes to Keep in Touch.....	123

**Part 11: Creating Page Designs with Style..... 125**

**Chapter 5: Introducing Cascading Style Sheets . . . . . 127**

Introducing Cascading Style Sheets .....	128
Understanding the basics of styles .....	129
Combining CSS and HTML .....	130
Understanding style selectors .....	130
Using internal versus external style sheets.....	137
Looking at the code behind the scenes .....	139
Introducing the CSS Designer Panel.....	140
Identifying and selecting styles.....	141
Reviewing CSS Selector Options.....	141
The Layout options.....	142
The Text panel .....	146
The Border panel .....	152
The Background panel .....	153
The Box-Shadow panel.....	156
The List panel.....	157
The CSS Transitions panel.....	157
Switching between CSS and HTML Mode in the Property Inspector....	159

**Chapter 6: Creating and Editing CSS Styles . . . . . 161**

Organizing Style Sheets .....	162
Creating an internal style sheet .....	163
Creating an external style sheet .....	163

Attaching an external style sheet to a page .....	165
Moving and copying styles .....	166
Creating Style Rules .....	169
Defining styles with the tag selector .....	169
Creating styles with class and ID selectors .....	173
Applying class and ID styles .....	176
Resetting HTML elements with CSS .....	178
Creating Layouts with CSS and Div Tags .....	178
Using Dreamweaver's CSS Layouts .....	180
Creating a new page with a CSS layout .....	181
Editing the styles in a CSS layout .....	182
Creating a Navigation Bar from an Unordered List of Links .....	188
Comparing Margins and Padding in CSS .....	195
Aligning and Centering Elements in CSS .....	197
Centering a page layout with CSS margins .....	197
Aligning the contents of an element .....	200
Aligning elements with floats .....	200
Editing, Renaming, and Removing Styles .....	203
Editing a style .....	203
Renaming existing styles .....	204
Removing or changing a style .....	204
<b>Chapter 7: Designing with CSS3 .....</b>	<b>207</b>
Comparing Browser Support for CSS3 .....	208
Adding drop and text shadows .....	210
Adding drop shadows to images and divs .....	212
Softening Edges with Rounded Corners .....	213
Enhancing Your Site with Custom Fonts .....	214
How does the @font-face rule work? .....	215
Using custom fonts from the Google Web Fonts site .....	216
<b>Chapter 8: Creating Responsive Designs with Fluid Grid Layouts .....</b>	<b>219</b>
Understanding Responsive Web Design .....	220
Designing Pages with Fluid Grid Layouts .....	224
Creating a new fluid grid layout .....	225
Adding fluid elements to a layout .....	228
Positioning elements to create three layouts in one fluid grid .....	230
Creating Custom Media Queries .....	236
Applying styles to your page designs .....	237
Using media queries in external style sheets .....	237
Creating media queries in Dreamweaver .....	238
<b>Chapter 9: Saving Time with Templates and More .....</b>	<b>241</b>
Templating Your Pages .....	242
Creating Templates .....	245
Creating editable and uneditable regions .....	246
Creating a new Dreamweaver template .....	248
Saving any page as a template .....	252

Making attributes editable.....	253
Creating a Page from a Template .....	256
Making Global Changes with Templates.....	257
Opening a template from any page created from a template.....	258
Reusing Elements with the Library Feature .....	260
Creating and Using Library Items .....	260
Creating a library item .....	261
Adding a library item to a page.....	261
Highlighting library items .....	262
Making global changes with library items.....	263
Editing one instance of a library item .....	263
Using a Tracing Image to Guide Your Design Work .....	264

## **Chapter 10: Coming to the HTML Table ..... 267**

Understanding HTML Tables .....	267
Creating Tables in Dreamweaver .....	269
Changing your table's appearance .....	272
Making tables more accessible .....	274
Specifying cell options .....	275
Aligning table content in columns and rows.....	277
Merging and splitting table cells.....	279
Sorting Table Data.....	280
Nesting Tables within Tables.....	281

## **Part III: Making Your Site Cool with Advanced Features ..... 283**

### **Chapter 11: Adding Interactivity with Behaviors ..... 285**

Brushing Up on Behavior Basics .....	286
Creating a Simple Rollover Image.....	288
Adding Behaviors to a Web Page.....	292
Creating swaps with multiple images.....	292
Using the Open Browser Window behavior .....	299
Attaching Multiple Behaviors .....	302
Editing a Behavior .....	303
Installing New Extensions for Behaviors .....	303

### **Chapter 12: Using jQuery UI and Mobile Widgets ..... 307**

Making Magic with jQuery.....	307
Creating Collapsible Panels.....	308
Creating Tabbed Panels.....	313
Using jQuery Mobile Widgets.....	317

### **Chapter 13: Showing Off with Multimedia ..... 321**

Understanding Multimedia Players .....	323
Using YouTube, Vimeo, and Other Online Services to Host Videos.....	323

Using SoundCloud to Host Audio Files .....	326
Using Adobe Flash .....	327
Inserting Flash SWF files .....	329
Setting Flash properties .....	331
Using scripts to make Flash function better .....	334
Working with Adobe Edge Animate Files.....	334
Working with Video and Audio on the Web .....	337
Comparing popular video formats .....	337
Comparing popular audio formats .....	341
Adding Audio and Video Files to Web Pages .....	343
Linking to audio and video files .....	343
Inserting audio and video files .....	345
Setting options for audio and video files .....	347
Adding Flash audio and video files.....	349

## **Part IV: The Part of Tens .....** 353

### **Chapter 14: Ten Resources You May Need .....** 355

Registering a Domain Name .....	356
Dressing Up the Address Bar with a Favicon.....	357
Add Forms with Online Services .....	357
Selling Stuff on the Web .....	358
Sharing Your Computer Screen Remotely.....	359
Keeping Track of Traffic .....	360
Taking Your Site's Temperature with a Heat Map .....	360
Surveying Your Visitors .....	361
Keeping Up with Web Standards at W3.org .....	362
Extending Dreamweaver at Adobe.com .....	362

### **Chapter 15: Ten Ways to Promote Your Site .....** 363

Scoring High in Search Engines .....	363
Buying Traffic (Yes, You Really Can!) .....	364
Using Social Networking Sites for Promotion .....	366
Increasing Your Ranking on Social Bookmarking Sites .....	368
Spreading the Love with Social Media Share Buttons .....	368
Enticing Visitors to Return for Updates.....	369
Marketing a Website to the Media.....	370
Unleashing the Power of Viral Marketing.....	370
Blogging, Blogging, Blogging .....	371
Gathering Ideas from Other Websites .....	371

## **Index .....** 373

# Introduction



**I**n the last few years, the Internet has experienced extraordinary growth and has gone through incredible changes. As more and more users access the web with smartphones, tablets, Apple TVs, dashboard-mounted touchscreens in cars, and even tiny head-mounted displays on Google Glass, web designers have been forced to design sites that work on devices from tiny mobile screens to giant television sets.

Simultaneously, the technologies that work best on the web are changing. The once popular design tool Adobe Flash is losing its audience because videos and animations created in Flash don't work on the iPad or iPhone. Fortunately, HTML5 and CSS3 (the latest flavors of the Hypertext Markup Language and Cascading Style Sheets, respectively), make it possible to add new design features and greater interactivity without the need for Flash.

I can't cover every detail of all these technologies in this book, but I do give you a solid introduction to modern web design. You discover how the newest features in Dreamweaver CC make it easier to create web pages that meet modern standards and adapt to all the screens used to view websites today.

In this fully updated version of *Dreamweaver For Dummies*, I added a new chapter to show you how to create responsive web page designs that adjust to fit different screen sizes, using Dreamweaver's fluid grid layout features.

Over the years, web design has evolved into an increasingly complex field, and Dreamweaver has evolved with it, adding features that go way beyond the basics of combining a few words and images. Adobe's dedication to keeping up with changing standards and adding new features with each new version is why Dreamweaver is such a popular program among professional web designers, as well as among a growing number of people who want to build sites for their hobbies, clubs, families, and small businesses.

In the 15-plus years that I've been writing about web design, I've seen many changes — from the early days (before Dreamweaver even existed) when you could create only simple pages with HTML 1.0, to the elaborate designs you can create with Dreamweaver today using HTML5, CSS3, jQuery, multimedia, and more.

If you're not sure what those acronyms mean yet, don't worry. I remember what it was like to figure out all this stuff, so I designed this book to introduce you to the basic concepts before you get into the more advanced features. To prepare you for the ever-changing world of web design, I show you how to use Dreamweaver to create websites that take advantage of the latest advances in web technology — including CSS3, covered in the Chapter 7, and responsive design, covered in the brand-new Chapter 8.

One of the challenges of web design today is that web pages are not only displayed on different kinds of computers but also downloaded to computers with monitors as big as widescreen televisions — or as small as the little screens on cell phones. As a result, creating websites that look good to *all* visitors is a lot more complex than it used to be — and standards have become a lot more important. This book shows you not only how to use all the great features in Dreamweaver but also how to determine which of those features best serve your goals and your audience.

## About This Book

I designed *Dreamweaver CC For Dummies* to help you find the answers you need when you need them. You don't have to read through this book cover to cover, and you certainly don't have to memorize it. Consider this a quick study guide and a reference you can return to. Each section stands alone, giving you easy answers to specific questions and step-by-step instructions for common tasks.

Want to find out how to change the background color in page properties, design CSS style rules to align images, or add an interactive photo gallery with the Swap Image behavior? Jump right to the pages that cover those features. (Hint: the Table of Contents and index can help you find the sections that interest you most.) Don't worry about getting sand on this book at the beach or coffee spilled on the pages at breakfast. I promise it won't complain!

You find templates, artwork, and other goodies to use with this book at [www.DigitalFamily.com/bonus](http://www.DigitalFamily.com/bonus).

## Using Dreamweaver on a Mac or PC

Dreamweaver works almost identically on Macintosh or Windows computers. To keep screenshots consistent throughout this book, I've used a computer running Windows 7. However, I've tested the program on both platforms, and whenever I find a difference in how a feature works, I indicate that difference in the instructions.

## Conventions Used in This Book

Keeping things consistent makes them easier to understand. In this book, those consistent elements are *conventions*. Notice how the word *conventions* is in italics? I frequently put new terms in italics and then define them so you know what they mean. It just makes reading so much nicer.

When I type actual *URLs* (web addresses) in regular paragraph text, they look like this: `www.digitalfamily.com`.

I also assume that your web browser doesn't require the introductory `http://` for web addresses. If you use an older browser, remember to type that quaint prefix before the address (also make sure you include that part of the address when you're creating links in Dreamweaver).

Even though Dreamweaver makes understanding HTML pages easier, you may want to wade into HTML waters occasionally. I include HTML code in this book when I think it can help you better understand how things work in Design view. Sometimes it's easier to remove or edit a tag in Code view than Design view. When I do provide examples — including filenames, file extensions, attributes, and tags, such as the following code that links a URL to a web page — I set off the HTML in monospaced type:

```
<a href="http://www.digitalfamily.com">Learn more about  
Dreamweaver at Janine's DigitalFamily website</a>
```

When I introduce you to a new set of features, such as options in a dialog box, I set those items apart with bullet lists so you can see that they're all related. When I want you to follow instructions, I use numbered step lists to walk you through the process.

## What You're Not to Read

If you're like most of the web designers I know, you don't have time to wade through a thick book before you start working on your website. That's why I wrote *Dreamweaver CC For Dummies* in a way that makes it easy for you to find the answers you need quickly. You don't have to read this book cover to cover. If you're in a hurry, go right to the information you need most and then get back to work. If you're new to web design or you want to know the intricacies of Dreamweaver, skim through the chapters to get an overview — and then go back and read what's most relevant to your project in greater detail. Whether you're building a simple site for the first time or working to redesign a complex site for the umpteenth time, you find everything you need in these pages.

## Foolish Assumptions

Although Dreamweaver is designed for *professional* developers, I don't assume you're a pro — at least not yet. In keeping with the philosophy behind the *For Dummies* series, this book is an easy-to-use guide designed for readers with a wide range of experience. If you're interested in web design and want to create a website, that's all I expect from you.

If you're an experienced web designer, *Dreamweaver CC For Dummies* is an ideal reference for you because it gets you working quickly with the program — starting with basic web-page design features and progressing to more advanced options. If you're new to web design, this book walks you through all you need to know to create a website, from creating a new page to publishing your finished project on the web.

## How This Book Is Organized

To ease you through the learning curve associated with any new program, I organized *Dreamweaver CC For Dummies* as a reference. This section provides a breakdown of the four parts of the book and what you can find in each one. Each chapter walks you through the features of Dreamweaver step by step, providing tips and helping you understand the vocabulary of web design as you go along.

### Part I: Getting Started with Dreamweaver CC

Part I introduces you to the basic concepts of web design as well as the main features of Dreamweaver. In Chapter 1, I give you an overview of the many approaches to web design, so you can best determine how you want to build your website before you get into the details of which features in Dreamweaver are best suited to any particular design approach. In Chapter 2, I start you on the road to your first website — including creating a new site, importing an existing site, creating new web pages, applying basic formatting, and setting links. To make this chapter more interesting and help you see how all these features come together, I walk you through creating a real web page as I show you how the features work.

In Chapter 3, I move on to graphics, with an introduction to creating graphics for the web, an overview of the differences in formats (GIFs, JPEGs, and PNG files), and detailed instructions for adding and positioning graphics in your pages. In Chapter 4, you discover Dreamweaver's testing and publishing features, so you can make sure that all your links work and that your website will look good in the most important web browsers. You also find everything you need to start uploading pages to the Internet.

### Part II: Creating Page Designs with Style

Chapter 5 provides an overview of how Cascading Style Sheets work and how they can save you time. CSS has become *the* way to create page designs and manage formatting on web pages, and these features have been dramatically improved in Dreamweaver CC. In this chapter, you find descriptions of

the style definition options available in Dreamweaver as well as instructions for creating and applying styles. In Chapter 6, I take you further into CSS, introducing you to the power of `<div>` tags, how to create CSS layouts, how to create centered CSS designs, and how to use Dreamweaver's newest CSS testing features. In Chapter 7, I show how Dreamweaver CC has more fully integrated some of the hot new design options, such as drop shadows and gradients, which were made possible by CSS3.

In Chapter 8, I introduce fluid grid layouts, which make it easier to create websites using a new technique called *responsive design*. The advantage of responsive design, sometimes called adaptive design, is that it enables you to create page layouts that adjust to different screen sizes so that they look as good on tiny smartphone screens as they do on giant desktop monitors. In Chapter 9, I cover the use of templates and Dreamweaver's Library items, which come in handy for commonly used elements, such as the copyright on all your web pages. In Chapter 10, I take a look at HTML Tables, and show where and how this time-honored technique is still relevant with modern web design.

### *Part III: Making Your Site Cool with Advanced Features*

In Part III, you discover how cool your site can look when you add interactive images, audio, video, and drop-down menus. In Chapter 11, you find instructions for creating an interactive photo gallery with the Swap Image behavior, as well as how to use other features in Dreamweaver's Behaviors panel — including the Open New Browser behavior. In Chapter 12, you discover how great the Spry features are for adding AJAX interactivity to your site. You find instructions for creating and customizing drop-down lists, collapsible panels, and more. In Chapter 13, you find out what it takes to add multimedia to your web pages, including how to insert and create links to a variety of file types — from Flash to HTML5 animations, and video and audio files.

### *Part IV: The Part of Tens*

Part IV features two quick references to help you develop the best websites possible. Chapter 14 provides a collection of online resources where you can register domain names and find hosting services, as well as a few services that can help you take care of more advanced challenges (such as setting up interactive forms and e-commerce shopping carts). In Chapter 15, you find ten ways to promote your website, from search engine optimization to social media and beyond.

## Icons Used in This Book



This icon points you toward valuable resources on the web.



This icon reminds you of an important concept or procedure that you'll want to store away in your own memory banks for future use.



This icon signals technical stuff that you may find informative and interesting, though it isn't essential for using Dreamweaver. Feel free to skip over this information.



This icon indicates a tip or technique that can save you time and money — and a headache — later.



This icon warns you of any potential pitfalls — and gives you the all-important information on how to avoid them.

## Where to Go from Here

To familiarize yourself with the latest in web design strategies and options, don't skip Chapter 1, which guides you through the many ways to create websites that you have to choose from today. If you're ready to dive in and build a basic website right away, jump ahead to Chapter 2. If you want to find out about a specific trick or technique, consult the Table of Contents or the index; you won't miss a beat as you work to make those impossible web design deadlines. Most of all, I wish you great success in all your web projects!

Occasionally, we have updates to our technology books. If this book does have technical updates, they will be posted at

[dummies.com/go/dreamweaverccfdupdates](http://dummies.com/go/dreamweaverccfdupdates)

## Part I

# Getting started with Dreamweaver CC

getting started  
with

**Dreamweaver CC**



*For Dummies* can help you get started with lots of subjects. Visit <http://www.dummies.com/extras/dreamweavercc> to learn more and do more with *For Dummies*.

## *In this part . . .*

- ✓ Compare different layout techniques you can use in Dreamweaver.
- ✓ Explore the toolbars, menus, and panels that make up Dreamweaver's interface.
- ✓ Set up a website, create web pages, and add text, links, and meta data for search engines.
- ✓ Optimize web graphics, with instructions for using Photoshop (or Photoshop Elements) to convert images to GIF, PNG, and JPEG formats.



# The Many Ways to Design a Web Page

---

## *In This Chapter*

- ▶ Comparing static and dynamic site options
  - ▶ Organizing your site's design and files
  - ▶ Saving time with static and dynamic templates
  - ▶ Choosing between tables, frames, layers, and CSS
  - ▶ Handling browser differences in web design
  - ▶ Customizing your Dreamweaver workspace
- 

**I**n the mid-1990s, learning to create websites — and teaching others how to do it — was easy. Almost 20 years and as many books later, the process has become much more complex. I've come to realize that one of the first things to understand about web design is that there isn't just one way to create a website anymore.

In this chapter, I begin with an introduction to the many ways you can create a website and the tools Dreamweaver offers to make those designs possible. I also introduce you to the basics of HTML and how websites and browsers work. At the end of this chapter, you find a quick tour of the Dreamweaver CC interface to help you get comfortable with the workspace.



## Comparing Static and Dynamic Sites

Websites fall into two very broad categories: static sites, which are generally built with a program such as Adobe Dreamweaver, and dynamic sites, which combine advanced programming with a database to generate web pages dynamically.

A *static site* is like a unique book, where each page has been created by hand. The process can be compared to illuminated manuscripts, where monks toiled for years and each page was an individual work of art. Static websites are made up of a collection of individual pages with the `.html` or `.htm` extension. You might think that all websites are made up of individual pages (and in a way they are), but with a static site, each page is saved as a separate file.

In contrast, a *dynamic site* works more like a warehouse full of words, images, videos, and colors with a super-fast clerk who can run at light speed through the aisles, grabbing items and assembling them into pages as you read them. With a dynamic site, the pages you view in a web browser are created as they are delivered to the browser, so they're not saved as individual pages but as pieces of pages that can be mixed and matched. That gives dynamic sites many advantages, but it also makes them a lot more complicated to create. On a large website such as Amazon.com, for example, this dynamic process makes it possible for Amazon to create a page with recommended books for you that looks different from the page it recommends to me, even though we're both entering the same URL into a web browser.

**TIP**

If you're just creating a simple profile or small business site, go with a static site. Dynamic websites are often not worth the extra effort, unless you're creating a site that you expect to grow to 100 pages or more.

**TECHNICAL STUFF**

Although you can create custom dynamic websites in Dreamweaver using popular technologies such as PHP or ASP.NET, most programmers who are creating sites with Amazon.com levels of complexity use more advanced programming tools, such as Eclipse or Microsoft Visual Studio.

I used to teach the basics of dynamic site creation in Dreamweaver, but today better options exist. Instead of reinventing the wheel by creating their own dynamic site system with Dreamweaver, many web designers are using a content management system (CMS), such as WordPress and Drupal.

Following are some of the most popular content management systems:

- **WordPress** ([www.wordpress.org](http://www.wordpress.org) or [www.wordpress.com](http://www.wordpress.com)): One of the most popular and powerful blogging tools, WordPress is increasingly used as a CMS for more complex sites. You'll find many great extensions for WordPress. After a site is built, teaching people to use the administrative

tools to update the site (even if they don't know HTML) is relatively easy, making this an especially popular tool among web designers who are creating sites that they want their clients to be able to update themselves.

- ✔ **Joomla!** ([www.Joomla.org](http://www.Joomla.org)): Joomla! offers many of the features of WordPress. Joomla! is a good choice for magazine-style sites and directories because it enables you to create categories and subcategories far more easily than in WordPress.
- ✔ **Drupal** ([www.drupal.org](http://www.drupal.org)): Designed by programmers for programmers, Drupal offers more advanced functionality for creating highly complex, interactive websites. Sites where security is a concern (such as the sites for the U.S. State Department, Congress, or many universities) often use Drupal. Drupal is a powerful CMS, but the learning curve is steeper than for WordPress or Joomla!.



You can use Dreamweaver to create and edit templates for any of the content management systems listed here. Before you do, however, you have to set up a web server on your local computer. You learn more about how to work with these programs in the section, “Working with Templates in Dreamweaver,” later in this chapter.

If you're interested in learning more about WordPress, check out *WordPress For Dummies*, 5th Edition, by Lisa Sabin-Wilson (Wiley).

Most of this book is dedicated to helping you create static websites — but that doesn't mean you can't get many of the same benefits of dynamic sites, including the capability to update pages quickly. As you find in this book, you can combine Cascading Style Sheets, or CSS (covered in Chapters 5–8), with Dreamweaver's `.dwt` template features (covered in detail in Chapter 9) and get many features of a big-budget website without all the complicated programming skills. (You find a general description of Dreamweaver's template features, as well as a look at the differences among templates, later in this chapter.)

Static pages work well for small- and medium-sized websites, such as a professional profile or online gallery. Because static web pages are written in plain text, you can create them in a program as simple as Notepad or SimpleText, although tools such as Dreamweaver make designing pages a lot easier because you don't have to remember all the cryptic HTML tags.

A static website offers a few advantages, especially if you're just starting out. A static website

- ✔ **Is easy to learn to develop:** Anyone who can resize a photo has a head start on the skills needed to create and arrange graphic elements on a static page.

- ✓ **Gives you complete control over the design of each page:** You can tweak the size, colors, fonts, and arrangement of the elements on each page individually, and you can edit templates for these kinds of sites more easily than the templates for dynamic sites.
- ✓ **Is easy to build, test, and publish to a web server:** You can create and test static web pages on any personal computer and then host them on any commercial web server — and you need only FTP access (built in to programs such as Dreamweaver) to publish pages to the Internet.

## Working with Templates in Dreamweaver

The term *template* is used in different ways for different kinds of design work (on and off the web), but essentially a template is a shortcut in the design process. By working with Dreamweaver templates, you can set or adjust almost any aspect of a site's design or functionality, including a header, logo, navigation bar, or sidebar. Whatever you include in a Dreamweaver template, you can then apply to any new page based on the template, which automatically applies the settings you want to appear throughout your site. Moreover, if you want to adjust the overall settings in your site, you can make those updates once in the template, update your pages, and — voila — all pages based on the template are updated automatically.

But not all templates are created equally. Although they all share those basic characteristics, many kinds of templates are in use on the web today. For example, templates for static websites (which you find instructions for creating in Chapter 9) are quite different from the kinds of templates you would use if you were creating a blog with WordPress.



You can download many kinds of templates from the web, but they don't all work in all programs. For example, if you download templates designed for Adobe Flash, you won't be able to use them in Dreamweaver (although you can insert Flash files in Dreamweaver, as you discover in Chapter 13).

You can edit many kinds of templates in Dreamweaver. Before you start using Dreamweaver to create or edit templates, however, it's helpful to better understand how they are different. The following sections cover two of the most common types of templates in use on the web today (and what you should know about how they differ). See the nearby sidebar, “So many Dreamweaver template options,” for a complete list of template options.

## *Creating and editing Dreamweaver templates*

Dreamweaver templates (extension `.dwt`) offer many advantages without requiring advanced programming skills. When you create Dreamweaver templates with the `.dwt` extension, you can use HTML and CSS to create static websites that include many of the high-end features found on dynamic sites — such as the capability to create new pages quickly and to update every page in your site with the click of a button.

Although you can use Dreamweaver to create templates that use advanced programming (such as PHP or Java), the `.dwt` Dreamweaver template is a much simpler option that's ideal for small- to medium-size websites — which is why I've dedicated much of Chapter 9 to making the most of Dreamweaver templates.

## *Editing WordPress, Joomla!, and Drupal templates*

Templates like the ones you get with a blogging program such as WordPress use the extension `.php` because they're written in the PHP (Hypertext Preprocessor) programming language. Although you can create PHP pages and templates in Dreamweaver and use them for more than just WordPress, these types of files are far more complex to create than `.dwt` Dreamweaver templates.

Because so many people use WordPress (such as the blog shown in Figure 1-1) and so many sites offer WordPress template downloads, many people are confused about why WordPress templates don't work in Dreamweaver in the same way that `.dwt` Dreamweaver templates work.

## **So many Dreamweaver template options**

Dreamweaver supports many kinds of technologies, as well as the templates that go with each. When you create new pages in Dreamweaver by choosing File→New, you have the option of creating a blank page or a blank template. When you create a simple HTML template, Dreamweaver uses the `.dwt` extension. Dreamweaver also supports Microsoft ASP and ASP.NET, and you can create templates using either ASP JavaScript or ASP VBScript (both of which use the `.asp` extension) — or

you can use ASP.NET C# or VB (which use the `.aspx` extension). The templates for a site created using Java end in `.jsp`. And if you use Adobe's ColdFusion technology, your templates end in `.cfm`.

The big lesson is this: Make sure you have the right kind of template for the kind of site you're creating — and rest assured that Dreamweaver supports just about any kind of technology you can use to create a website.



**Figure 1-1:** I used WordPress to create this blog on my DigitalFamily.com site.

WordPress templates offer many of the same benefits as Dreamweaver templates — except that templates for blogs such as WordPress draw their content from a database. As a result, they include HTML and CSS (as do the Dreamweaver templates), plus much more complicated code in the PHP programming language, which describes how content from the database should be displayed in a web page.

As a result, to make WordPress, Joomla!, or Drupal templates work in Dreamweaver, you must first set up your computer as a web server and install MySQL and WordPress. Because so many people are using these programs, you can get all the software you need in one nifty package from MAMP.com (for Mac) and XAMP.com (for Windows). You will find links to these tools, as well as instructions for using them to set up your computer as a web server, at [www.digitalfamily.com/tutorials/set-up-a-testing-server-on-your-computer/](http://www.digitalfamily.com/tutorials/set-up-a-testing-server-on-your-computer/).

## Assessing Other Web Design Tools

People who just want to set up a web page as quickly and simply as possible can turn to services that offer what designers call a “website in a box.” Web-based services such as SquareSpace, Sitegrinder, and Zenfolio provide templates you can use to design your site and as well as basic customization, usually for a monthly fee.

Although this approach works for simple sites, these services often promise more than they deliver, especially when it comes to customization or adding new features. Your site may also be vulnerable: If the service ever changes their business model or goes out of business, you can be left at their mercy.

In contrast, Dreamweaver enables you to create a completely custom website and host it on your choice of hundreds of hosting services. If your hosting service raises rates or goes out of business, you can simply move your site to a new host.

## Understanding How to Build a Website in Dreamweaver

In a nutshell, building a website involves creating individual pages and linking them to other pages. You need to have a *home page*, the first page visitors see when they arrive at your web address (also known as your URL), and that page needs to bring them into the rest of the pages of the site, usually with links to each of the main sections of the site. Those pages, in turn, link to subsections that can then lead to deeper subsections.

After you create a website, you can test all the links on your own hard drive and then upload the pages to a web server when everything is ready and working well. You can read more about setting up a site and using Dreamweaver to create pages on your local computer in Chapter 2. In Chapter 4, you discover how to upload your pages to a web server when you're ready to publish your site on the Internet.

The most important thing to remember is that you need to create a folder on your local computer that will mirror your website on your web server when you publish your site. The site setup process in Chapter 2 is so important because it sets up Dreamweaver to help you create these two versions of your site: the version you create and edit on your computer and the copy you need to maintain on the web server.

Although you have to save all the files in your site in one main folder, you can create subfolders to organize the site. Thus, a key part of planning a website is determining how to organize the pages of your site into sections and how those sections should link to one another. Dreamweaver makes creating pages and setting links easy, but how you arrange the pages and links is up to you.



If you're just planning to create a small website, you may think you don't need to worry about how your site will grow and develop. Think again. All good websites grow, and the bigger they get, the harder they are to manage. Planning the path of growth for your website before you begin can make a

tremendous difference later. Neglecting to think about growth is probably one of the most common mistakes among new designers. This oversight becomes even more serious when more than one person is working on the same site. Taking a little time to organize the structure of your site, and developing a few consistent conventions for tasks such as naming files, can make everything else go more smoothly.

## *Managing your site's structure*

Managing the structure of a website has two sides: the side that users see, which depends on how you set up links, and the side that's behind the scenes, which depends on how you organize files and folders.

### *What the user sees*

The side that the user sees is all about design and navigation. When users arrive at your home page, where do you direct them? How do they move from one page to another in your site? A good website is designed so that users navigate easily and intuitively and can make a beeline to the information most relevant to them. As you plan, make sure that users can

- ✓ Access key information easily from more than one place in the site
- ✓ Move easily between pages and sections
- ✓ Return to main pages and subsections in one step

Setting links is easy in Dreamweaver; the challenge is to make sure that those links are easy for visitors to follow. One of the best ways to ensure that visitors can easily move around your site is to create on every page of your site a navigation or menu bar that includes links to the main pages of your site. You find instructions in Chapter 6 for creating a menu bar with CSS. In Chapter 12, you find out how to use Dreamweaver's jQuery UI features to create interactive menus with tab groups and collapsible panels. And in Chapter 9, you find instructions for using Dreamweaver's template and library features, which make menus easier to include on your pages — as well as faster to update if you add or change a menu link later.

### *What's behind the scenes*

The second side to managing your website structure happens behind the scenes (where your users can't see the information, but you want some kind of organizational system to remember what's what). Before you begin designing and linking the pages in your site, think about how to keep track of all the text, images, animations, and other files that make up your site. At minimum, consider the following:

- ✔ **A file-naming system:** For example, naming image files consistently can make them easier to find if you need to edit them later. For example, if you use thumbnail images as well as bigger versions, give both files similar names to make it easier to match them later. An easy way to do that is to add *th* to the thumbnail versions, like this: `bird.jpg` and `bird-th.jpg`. Similarly, giving the main section pages in your site names that match the text of the links on your pages can make setting the links easier. For example, if the navigation bar on your home page includes an About Us page and a Contact page, you can easily figure out what page a link should point to if your pages are named `aboutus.html` and `contact.html`.
- ✔ **A folder structure:** When your website grows past a handful of pages, organizing them in separate folders or directories can help you keep track. Fortunately, Dreamweaver makes this easy by providing a Files panel where you can see all the files of your site — and even move and rename files and folders (see Chapter 2 for more on how to use Dreamweaver’s Files panel).

## Exploring HTML, XHTML, and HTML5

Contrary to popular belief, HTML isn’t a programming language. Rather, it’s a *markup* language: That is, HTML is designed to mark up a page, or to provide instructions for how a web page should look. HTML is written by using *tags*, which are markup instructions that tell a web browser how to display the page. For example, to apply italic formatting to text, you (or Dreamweaver) insert the HTML tag `<em>`, which stands for emphasis, where you want the italics to begin and end. Most tags in HTML include both an open tag and a close tag, indicated by the forward slash `/`. Thus, to make the name of this book appear in italics, I would write the code like this:

```
<em>Dreamweaver CC For Dummies</em>
```



Another challenge of HTML is that the tags have changed over time, and so has the acronym. When I’m referring to the code in a general way, I use the acronym HTML, but the two most popular versions of HTML today are really called XHTML and HTML5.

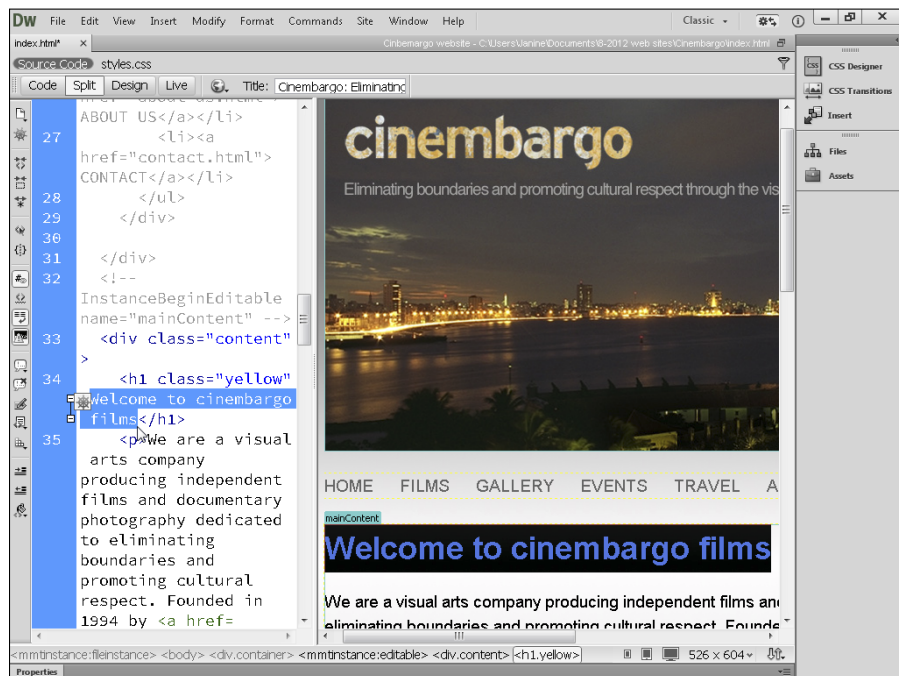
XHTML, a stricter version of HTML, is still in use on a majority of websites. HTML5, which has garnered lots of hype, is the newest version, and most forward-thinking designers or people who are redesigning older sites are moving to HTML5. Although HTML5 hasn’t been officially approved as a standard, most of the new tags introduced in this latest version are already supported by the latest versions of all major web browsers.

You have two ways to see what the code behind a web page looks like:

- ✓ In most browsers, choose View⇨Source.
- ✓ If you're using Dreamweaver (as shown in Figure 1-2), you can click the Split button (upper-left corner of the workspace) to see the code and the design areas of the program at the same time in *Split view*.



If you want to see only the code, click the Code button. However, while I'm working on the site design, I find Split view is a useful way to keep an eye on what's going on behind the scenes — and, as a bonus, you can learn a lot of HTML as you go along. Split view also makes it easy to find code related to a specific element or section of text. In Figure 1-2, for example, I've selected the headline in Design view, and Dreamweaver automatically highlighted the same text in Code view, making it easy to see that the headline is formatted with the `<h1>` tag.



Photos by Casey Stoll

**Figure 1-2:** Use Split view in Dreamweaver to display the page design and the code behind the page.

## How web browsers work

Web browsers such as Internet Explorer, Firefox, Chrome, and Safari are designed to decipher HTML, CSS, JavaScript, and other code — and display the corresponding text, images, and multimedia on a computer screen. Essentially, browsers read the code in a web page and interpret how to display the page to visitors. Unfortunately, because web browsers are created by different companies and the

code they display has evolved dramatically over the years, not all web browsers display web pages the same way. Differences in browser display can lead to unpredictable (and often frustrating) results because a page that looks good in one browser may be unreadable in another. For more information on browser differences and testing your pages to make sure they look good to all your visitors, see Chapter 4.

Dreamweaver offers four view options:

- ✔ **Code view:** In Code view, you see only the HTML and other code.
- ✔ **Split view:** In Split view, the page is divided so you can see the code in one part of the workspace and a view of how the page should be displayed in a web browser in the other part.
- ✔ **Design view:** In Design view, you see only the page as it should be displayed in older web browsers.
- ✔ **Live view:** In Live view, you get a more accurate preview of how your pages will look in the latest web browsers, and you get an interactive view, where you can test rollovers and other interactive features without having to leave Dreamweaver and launch another program.

In Dreamweaver's Split view, the Code and Design views are integrated. If you select something in Design view — say, the headline shown in Figure 1-2 — you see the same text highlighted in Code view, enabling you to find your place easily in the code.



Here are a few points to help you better understand the similarities and differences among older versions of HTML as well as XHTML and HTML5:

- ✔ **All versions of HTML include tags that are designed to be hierarchical.** Examples are the `<h1>` (heading 1) through `<h6>` (heading 6) tags, which are ideally suited to formatting text according to its importance on a web page. Reserve the `<h1>` tag for the most important text on the page, such as the top headline. The `<h2>` tag is ideal for subheads or secondary headings, `<h3>` for the third level of headings, and so on. A headline formatted with the `<h1>` tag looks like this:

```
<h1>This is a headline</h1>
```

- ✓ **HTML5 adds new tags.** HTML5 adds a collection of tags designed to make webpages more *semantic*, or more meaningful. New tags, including `<header>` and `<footer>`, can be used to identify the type of content in a webpage.
- ✓ **XHTML tags must be written in lowercase.** HTML5 and older versions of HTML are not case sensitive.
- ✓ **In XHTML, all tags must include the closing slash.** A few tags can stand alone, such as the `<br />` tag, which adds a line break. As a rule, XHTML tags must have a close tag, even if there's only one tag, and the close tag must always contain a forward slash (`/`). Thus the line break tag is `<br>` in HTML and `<br />` in XHTML.
- ✓ **Some tags are more complex, and the open and close tags don't always match.** More complicated tags, such as the tags used to create links or insert images into pages, are more challenging to use because they include link information, and the close tag doesn't always match the open tag. For example, the code to create a link to another website looks like this:

```
<a href="http://www.digitalfamily.com">This is a link to  
DigitalFamily.com</a>
```



At their heart, all versions of HTML are just text — and believe it or not, you can write HTML in a plain-text editor as simple as Notepad, SimpleText, or TextEdit. However, you have to be careful to type all the code perfectly because there is no room for error or typos in HTML. After writing code yourself, even to create a simple page, you're sure to appreciate how wonderful it is to let Dreamweaver write the code for you.



If (at first glance) you think that HTML code looks like hieroglyphics, don't give up too quickly. With just a little practice, you can start to recognize at least the most common tags, such as `<h1>` (heading 1) tag used to format the headline shown in Figure 1-3.

```
Dw File Edit View Insert Modify Format Commands Site Window Help  
index.htm x Cinemargo website - C:\Users\Venice\Documents\05-2012 web files\Cinemargo\index.htm  
@cinemargo styles.css  
Code Split Design Live Title: Cinemargo: Eliminating  
33  
34  
35 <div class="content">  
36  
37 <h1>welcome to cinemargo films</h1>  
38  
39 <p>We are a visual arts company producing  
independent films and documentary  
photography dedicated to eliminating  
boundaries and promoting cultural respect.
```

Figure 1-3: A heading 1 tag highlighted in Code view.

## Comparing Tables, Frames, and Layers

If you've already done a little web design, you may be wondering what happened to some of the old ways of creating web page layouts. For years, web designers used the HTML feature called tables to create page layouts. Then frames came along, and many people were excited by the capability to display multiple pages in one browser window (which frames and iFrames make possible). Then came layers, which were especially popular among designers because they seemed to offer precise design control.

Today, most professional designers agree that the best way to create a web page design is to use HTML with Cascading Style Sheets, which are covered in detail in Chapters 5–7. In Chapter 8, you find out how to use Dreamweaver's new fluid grid layouts to combine one HTML file with multiple sets of style sheets to create responsive designs that work well on both small mobile screens and large monitors.

Over the years, all these other options have become less desirable except in a few special cases. In this section, you find a quick review of when tables, frames, and layers may still be useful.

### *Creating page designs with HTML tables*

In the early days of web design, most page layouts on the web were created with tables. By merging and splitting table cells and even adding background images, designers created complex web designs. CSS expands upon this concept by adding many new design options — including the capability to add precise margins and padding around elements, which offers better control of how and where background images appear.

Figure 1-4 provides an example of an old-school site created with the HTML `table` tag. Most designers turn off table borders by setting the table border to 0 to create cleaner layouts, but in Figure 1-4, I've set the borders to 2 pixels so you can see the outline of the table. Table cells surround each of the photos and captions in this two-column layout; I've merged the columns at the top of the design to make room for the banner image, which spans the full width of the page.

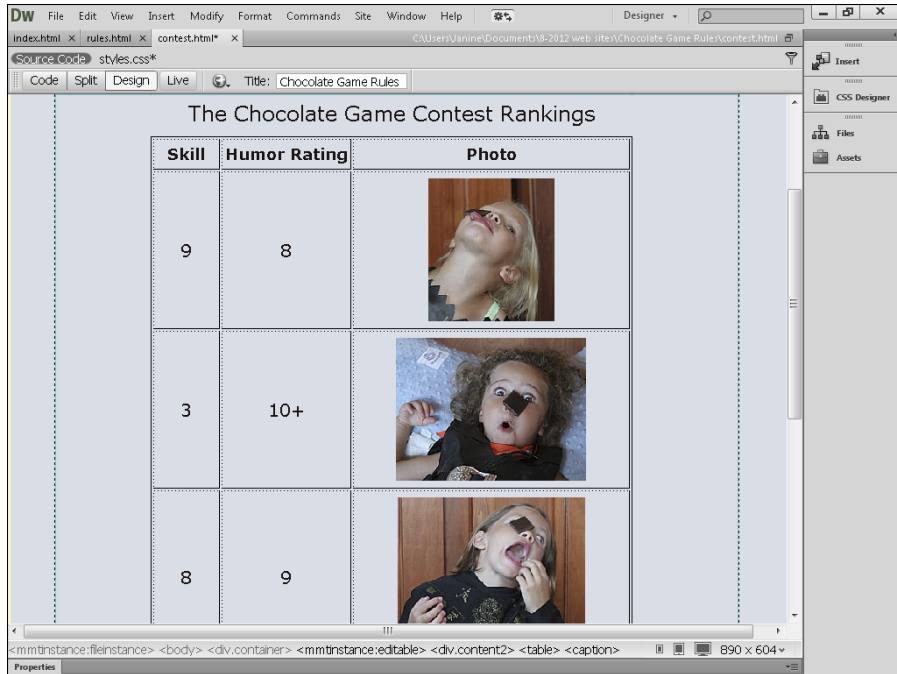


Photos by Janine Warner

**Figure 1-4:** In the old days, complex web page designs used HTML tables to control text and image placement.

Although tables are no longer recommended for creating page layouts, they're still considered the best way to format tabular data like that you'd find in a spreadsheet program. You can use tables to format a consistent collection of information — such as the table listing the winners of the chocolate game, as shown in Figure 1-5. (You find out how to create tables to format tabular data, like the table shown in Figure 1-5, in Chapter 10.)

Although I recommend that you redesign sites like the one shown in Figure 1-4 with CSS and `<div>` tags, I do understand that some designers still find it easier to create layouts with tables, and not everyone has time to redesign their websites right away. I have to admit, I've been guilty of leaving online a few sites designed with tables long after I knew better. I recommend using only CSS today for all your web page layouts — except when you're creating a layout for tabular data. Even then, I still urge you to use CSS to add any styling (such as background colors or padding) that you might want in your tables.



Photos by Janine Warner

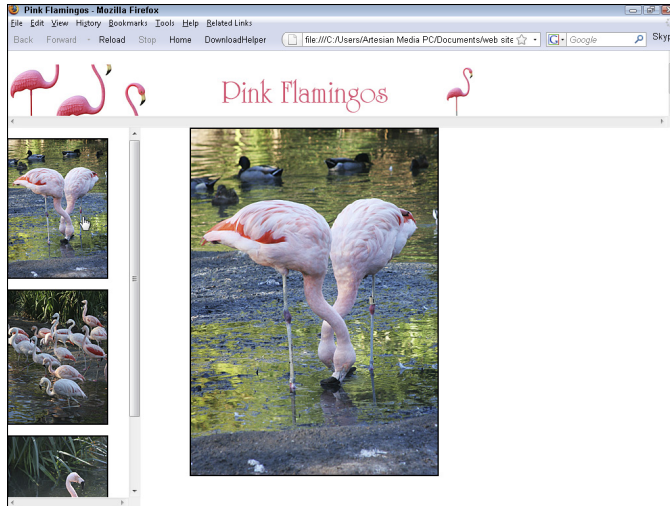
**Figure 1-5:** Tables are still the best way to display tabular data in columns and rows.

## Considering design options with HTML frames

You won't find any instructions in this book for creating websites that use frames, such as the website about flamingos shown in Figure 1-6. Frames enable you to display multiple web pages in one browser window. Although frames are still used on a few sites on the web, most designers don't like them because they can make navigation confusing to site visitors.



Frames are also problematic because when you use frames, the URL at the top of a web browser does not change, even when you click links and change the pages displayed within the frames. As a result, you can only *bookmark* (create a link to) the first page of a site that uses frames. Worse yet, search engines have a hard time properly indexing a site designed with frames — which can diminish your site's search engine ranking.



**Figure 1-6:** Frames enable you to display multiple web pages in one browser window.

For all these reasons, Adobe removed the features that supported frames in Dreamweaver CC. If you discover that a website you're redesigning was created with multiple pages displayed in one browser window, I suggest that you redesign the site to remove the use of frames. Using CSS is a far better way to create page layouts today.

## *Appreciating the Benefits of Cascading Style Sheets*

The concept of creating styles has been around since well before the web. Desktop publishing programs (such as Adobe InDesign) and even word processing programs (such as Microsoft Word) have long used styles to manage the formatting and editing of text on printed pages. In a word processor, you can create and save styles for common features, such as headlines and captions. In print design, styles are great timesavers because they enable you to combine a collection of formatting options (such as Arial and bold and italic) into one style — and then apply all those options at once to any selected text in your document, using only a single style. The advantage is that if you change a style, you can automatically apply the change everywhere you've used that style in a document.

On the web, you can do all that and more with CSS — because you can use style sheets for more than just text formatting. For example, you can use CSS to create styles that align images to the left or right side of a page, add padding around text or images, and change background and link colors. You can even create more than one style sheet for the same page — say, one that makes your design look good on computers, another for cell phones, and a third for a printed page.

For all these reasons (and more), CSS has quickly become the preferred method of designing web pages among professional web designers. One of the most powerful aspects of CSS is that it enables you to make global style changes across an entire website. Suppose, for example, that you create a style for your headlines by redefining the `<h1>` tag to create large, blue, bold headlines. Then, one fine day, you decide that all your headlines should be red instead of blue. If you aren't using CSS, changing all your headlines could be a huge undertaking — a matter of opening every web page in your site to make changes to the font tags around every headline. But if you're using CSS in an external style sheet, you can simply change the style that contains formatting information for the `<h1>` tag in the style sheet and all your headlines turn red automatically. If you ever have to redesign your site (and believe me, every good site goes through periodic redesigns), you can save hours (or even days) of work if you created your design with CSS in the first place.

A website designed with CSS separates content from design. Keeping the content of your site (such as the text and headings) separate from the instructions that tell a browser how the content should look benefits both you as a designer and your site visitors. Here are some of the advantages:

- ✔ **CSS simplifies design changes.** CSS styles can be saved in the header section at the very top of an HTML page, or they can be saved in a separate file that can be attached to multiple HTML pages. Either way, if you use a style to format many headlines, you can make formatting changes by simply editing the style.
- ✔ **Separating content from design enables you to create different style sheets for different audiences and devices.** Today's websites are as likely to be viewed on giant, wall-size screens as they are to be seen on screens small enough to hide in the palm of your hand during a lunch date. CSS enables you to create web page designs that are more adaptable so they look good on big *and* small screens, as well as everything in between.

As you get more advanced with CSS, you can even create multiple style sheets for the same web page. For example, you can create one that's ideally suited to a big computer monitor, another that's designed to get the best results when the page is printed, and yet another designed with

a larger font size for anyone who may have trouble reading the small print that's so common on web pages.

- ✔ **Using CSS makes your site comply with the current standards.** Today, the W3C, which sets standards for the Internet, recommends using CSS for nearly every aspect of web design because the best CSS designs are accessible, flexible, and adaptable.
- ✔ **Websites designed in CSS are accessible to more visitors.** Today, a movement is growing among some of the best designers in the world to get everyone to follow the same standards, create websites with CSS, and make sure sites are accessible to everyone.

When web designers talk about *accessibility*, they mean creating a site that anyone who might ever visit your pages can access — including people with limited vision who use special browsers (often called *screen readers*) that read web pages aloud, as well as many others who use specialized browsers for a variety of other reasons.

If you work for a university, a nonprofit, a government agency, or a similar organization, you may be required to create accessible designs. Even if you're not required to design for accessibility, know that pages that meet accessibility standards also tend to score better in search engine rankings because accessible designs also enable search engines to access and interpret site content more easily.

In Chapters 5 and 6, you find an introduction to creating styles and page designs with CSS. In Chapter 7, you find an introduction to some of the new features introduced in CSS3. In Chapter 8, you find out how to use the latest web design techniques to create responsive designs that work on small mobile screens as well as large monitors by targeting multiple style sheets based on the size of the browser window.

## Understanding Browser Differences

HTML was created to share information in a way that could be displayed on every computer on the planet — one of the greatest advantages of the web. However, for web designers, this advantage is also a challenge because not all those computers use the same browsers, the same fonts, or the same monitor size. On top of that, a lot of older web browsers that can't display the latest web features are still in use and even newer browsers don't all

display pages that use those features in the same way. So before you start creating web pages, know that no matter how carefully you create your designs, your pages will never look exactly the same to every possible visitor to your site.



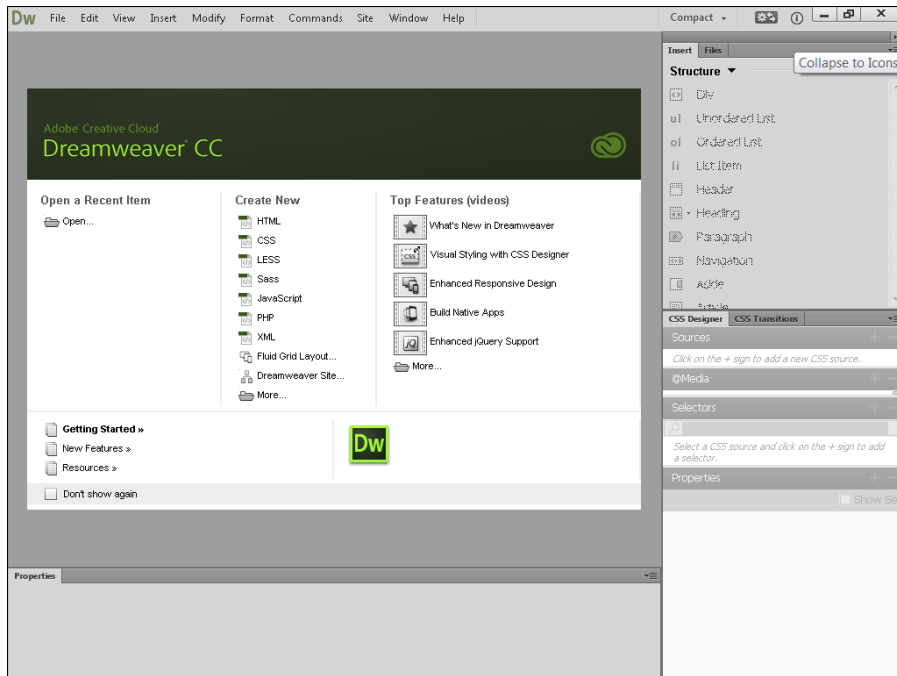
If you want to create page designs using the latest technology and reach the broadest possible audience, pay special attention to Dreamweaver's Live view, browser preview, and compatibility features — and be prepared to move on to training that's more advanced than this book. Entire books and websites are dedicated to teaching you how to create highly complex CSS layouts that are displayed well on various computers and browsers — and to combining CSS and other special code to make complex pages look good in older and newer web browsers.

In Chapter 4, you find more information about browser differences, as well as Dreamweaver's testing and compatibility features, which can help ensure that your pages work well for a broad audience.

## Introducing the Dreamweaver CC Workspace

Dreamweaver can seem a bit overwhelming at first. You can easily get lost with so many features spread among so many panels, toolbars, and dialog boxes. If you prefer to build an understanding by poking around, have at it (and feel free to skip to Chapter 2, where you start building your first web page). If you want a tour before you get started, read this last section, which introduces you to the interface and gives you a quick overview of the features in this powerful program.

When you launch Dreamweaver, the Welcome screen, shown in Figure 1-7, appears in the main area of the program (and reappears anytime you don't have a file open, unless you close the Welcome screen by selecting the Don't Show Again option). After you select an option on the Welcome screen (these options are explained in Chapter 2), Dreamweaver creates a new blank HTML page in the main workspace, the main area of the program where you design your page. The *workspace* consists mainly of a Document window, which displays the page you're working on and is where you add text, images, and other elements that will appear on your web pages. The *Document window* is surrounded by a collection of panels, toolbars, and menus that provide easy access to Dreamweaver's many features. Details of these controls follow.



**Figure 1-7:** When Dreamweaver opens, the Welcome screen provides easy access to commonly used items, such as recently opened files.

## Changing workspace layouts

One of the bigger changes in Dreamweaver CC is the simplification of the various workspace layout choices. In the past, many choices were available from the layout drop-down list (located in the top right of the workspace). In Dreamweaver CC, most of the layouts, which were designed to meet the different work styles of programmers and designers, were removed. The layout drop-down list has been reduced to just two workspace layouts: Classic and Expanded. However, you're not limited to these two ways of using Dreamweaver. Almost every panel and toolbar in Dreamweaver CC is highly customizable, making it easy to change the workspace to best match the way you work. And because you can save your own workspace layouts, many designers create multiple layouts, each optimized for different tasks.

You can create your own custom layout by following these steps:

- 1. Open, close, move, or resize any of the panels, toolbars, inspectors, and other features in Dreamweaver's workspace.**

## 2. Choose Window⇨Workspace Layout⇨New Workspace.

The Manage Workspaces dialog box opens.

## 3. In the Manage Workspaces dialog box, give your new workspace a name and click OK.

Your custom workspace is added to the layout drop-down list, so you can easily reset the program to match your favorite settings.



The name that the layout drop-down list displays matches the last layout you chose and used. If your last choice was Classic, it says Classic; if your last choice was a custom layout you named My Layout, it says My Layout.

If you move a panel or an inspector and then want to return it to the location you saved in the layout, click Reset [layout name] in the layout drop-down list. Dreamweaver will restore the workspace to match the layout you saved.



Create a collection of workspace layouts optimized for common tasks, such as creating and applying CSS, or working with database content, and save them so you can easily arrange the program to best suit your preferences.

## The menu bar

As with most programs you've used, the menu at the top of the screen provides easy access to most program features, including the options you find in the Insert bar, Property inspector, and panels, as well as a few others that are available only from the menu.

## The Document toolbar

Across the top of the workspace — just under the menu bar and document tabs, and just above the workspace — is the Document toolbar. Here you find the following options:

✓ **Code, Split, Design, and Live views:** This series of options controls how Dreamweaver displays a document that's open in the Document window. Code view displays only the code editor, Design view displays only the visual editor (which hides the code), Split view cuts the page in half and displays both the Code and Design views. **Note:** In Split view, you can drag the edge of the Document window to reveal more or less of the code.

Live view, the newest view option, displays a preview of how the page will appear in the latest versions of the Safari and Chrome web browsers, which display most of the new CSS3 and HTML5 options not sup-

ported by many older web browsers. The Safari and Chrome web browsers and the Dreamweaver Live view feature are built on webkit, the open-source browser engine. When Live view is selected, a Refresh button is added to the toolbar that looks like a circle with an arrow in it. The Refresh button works like the refresh button in a web browser and can be used to reload the contents of the Document window.

- ✓ **Live Code:** Available only when Live view is activated, the Live Code option displays both Code and Design views with the Live preview activated.
- ✓ **Inspect button:** Available only when Live view is activated, the Inspect option helps you identify and troubleshoot CSS by highlighting the styles that apply to any element you select in the page.
- ✓ **Preview/Debut in Browser:** Provides quick access to a drop-down list of all the web browsers you can use to preview a page open in the Document window. Choose Edit Browser List, at the bottom of the drop-down list, to add more browsers (see Chapter 4 for detailed instructions).
- ✓ **Title field:** Displays the *page title*, which is the text that appears at the top of a browser window when a page is displayed. The title page text also identifies the page when bookmarked.

## The Document window

The big, open section in the main area of the workspace is the Document window, which is where you work on new and existing pages.



If you use the Classic workspace layout, the Document window is displayed in Split view, showing the code on the left and the Design view on the right. To change the Split view from left-right to top-bottom, choose View⇨Split Vertically to deselect the Split Vertically option (which is selected by default in version CC). If you want to hide the code to focus only on your design, click the Design view button in the Document toolbar.

## The docking panels

The docking panels are located to the right of the work area. The docking panels display a variety of features, including the following:

- ✓ **The CSS Designer panel** displays the style sheets, media queries, selectors, and properties associated with any page open in the Document window.
- ✓ **The Insert panel** is described in detail in the following section.

- ✓ **The Files panel** displays all the files and folders in a site.
- ✓ **The CSS Transitions panel** displays a list of all transitions as well as the New Transition panel, to allow you to animate elements on your page using CSS3.

You work with the panels in the following ways:

- ✓ **To open and close panels**, double-click the gray bar. Or single-click a specific tab in a panel to open or close it.
- ✓ **To move panels anywhere on the screen**, click the dark gray bar at the top of the panel and drag it to the desired location.
- ✓ **To display more panels**, select the panel name from the Window menu.
- ✓ **To expand or collapse all the visible panels at once**, click the double arrow just above the top-right corner of the topmost panel, as shown in Figure 1-8.
- ✓ **To expand or collapse a single panel when the panel collection is collapsed**, click the name of the panel.



Photos by Casey Stoll

**Figure 1-8:** Expand or collapse all the panels at once by clicking the double arrow at the top-right corner of the topmost panel.

## The Insert panel

The Insert panel, located at the top of the panel section, includes eight *subcategories*, each with a different set of icons representing common features. Click the small arrow to the right of the name to access the drop-down list and switch from the buttons of one subcategory to the buttons for another. The options are

- ✓ **Common Insert panel:** Displays icons for many of the most common features, including links, tables, and images
- ✓ **Structure Insert panel:** Displays Div, List, Paragraph, and Navigation options (essential for creating page layouts)
- ✓ **Media Insert panel:** Allows you to simply and quickly insert Edge animations, HTML5 video, or multimedia plug-ins
- ✓ **Forms Insert panel:** Features the most common form elements, such as radio buttons and boxes
- ✓ **jQuery Mobile panel:** Displays options for adding jQuery functionality to web pages that are intended to be viewed on mobile devices
- ✓ **jQuery UI panel:** Allows you to insert common jQuery functions, such as a progress bar, a slider, or an accordion menu that expands or collapses
- ✓ **Templates Insert panel:** Displays common functions that allow you to create or edit templates
- ✓ **Favorites Insert panel:** Enables you to right-click (Windows) or Control-click (Mac) to add any icons from the other Insert bar options as a favorite, so you can create your own collection of favorite features, such as symbols for foreign currency or even ASP functions

At the end of the drop-down list is the option that controls the display of the list of options in the Insert panels:

- ✓ **Hide Labels/Show Labels:** Enables you to display the names of the Insert panel features next to each icon, or to remove the names

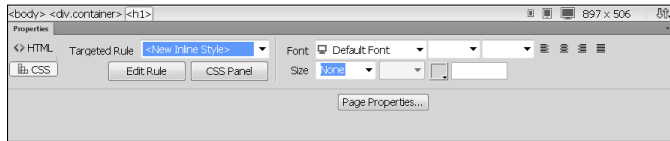
## The Property inspector

The Property inspector is docked at the bottom of the workspace in Dreamweaver. If you prefer, you can click the gray bar at the top of the inspector and drag it to detach it so it floats in the workspace. You can move the inspector anywhere on the screen or you can drag and dock it in the panel group. When you dock the Property inspector with the other panels, you can expand and collapse it just as you would any other panels.

To restore the inspector to its location in the saved workspace, choose Window⇨Workspace Layout⇨Reset [layout name]. (I rather like that the Property inspector is handy but out of the way, at the bottom of the screen.)

The Property inspector displays the *properties*, or options, for any selected element on a page, and it changes based on what's selected. For example, if you click an image, the Property inspector displays image properties. If you click a Flash file, the Property inspector displays Flash properties.

For many elements, the Property inspector is split into two sections, one for HTML features and the other for CSS. Use the CSS and HTML buttons on the left side of the Property inspector (as shown in Figure 1-9) to switch from one to the other. (You find detailed instructions for how to use these two modes of the Property inspector in Chapters 5–7.)



**Figure 1-9:** The status bar and the Property inspector in CSS mode.



TIP

The Property inspector is divided into top and bottom parts. If the bottom part is not open, as shown in Figure 1-9, double-click in the bottom-right corner of the inspector to reveal additional attributes, such as the image map options when a graphic is selected. Double-click the gray bar at the top of the inspector to close and open the entire inspector.

## The status bar

The status bar is located at the bottom of the Document window and just above the Property inspector, as shown in Figure 1-9. As with the workspace layout list, the status bar has been simplified, and some features that users of previous versions of Dreamweaver may have grown accustomed to, have been removed. The status bar includes access to a number of features that control the display of a page in Dreamweaver's workspace:

- ✓ **Tag selector:** On the far left of the status bar, as shown in the top of Figure 1-9, you find the tag selector, which displays the HTML tags and CSS rules that apply to any selected element on the page. In Figure 1-9, the cursor is inside a text block that's formatted with the `<h1>` tag,

which is inside a `<div>` tag with a `#container` ID, which is inside the `<body>` tag.

- *Clicking* any tag in the tag selector selects the tag and its contents in the workspace.
- *Right-clicking* (*Control-clicking on a Mac*) a tag opens a pop-up menu with options to add, edit, or remove tags and CSS rules.

✓ **Mobile, Tablet, and Desktop Size buttons:** These buttons provide a quick view of what your web design might look like when viewed using one of these three platforms. The results are not exact: So many possible screen resolutions exist that your computer screen couldn't hold buttons for them all.

## *Changing preference settings*

The more you use Dreamweaver, the more you're likely to appreciate how readily you can customize its features. Remember that you can always change the workspace to better suit the way you like to work, and you can easily alter Dreamweaver's preference settings using the Preferences dialog box.

To open the Preferences dialog box, choose `Edit` ⇨ `Preferences` on a Windows computer, or `Dreamweaver` ⇨ `Preferences` on a Mac. Dreamweaver includes 19 categories in the Preferences dialog box and makes it possible to change the appearance, default settings, and many other options throughout the program.

# Opening and Creating Sites

## In This Chapter

- ▶ Starting with the site setup process
- ▶ Creating new web pages
- ▶ Inserting and formatting text
- ▶ Creating links
- ▶ Adding search engine keywords to meta tags

Whether you're building a new site or need to make changes to an existing site, this chapter is the place to start. Here you discover an important preliminary step: the *site setup process* that enables Dreamweaver to keep track of the images and links in your site. After you set up your website in Dreamweaver, you're ready to create web pages. (You find instructions for creating a page, inserting text and images, and setting links in this chapter, too.) But whatever you do, don't skip the first step of defining a site — the process takes only a minute or two.

**REMEMBER**

Although you can use Dreamweaver without doing this initial site setup, you run the risk of breaking links when you publish your site using the built-in FTP features. Other features, such as templates, automated link checking, and the library, won't work at all if you don't first define each site in the Site Setup dialog box, covered in this chapter.

**REMEMBER**

The best approach to web design with Dreamweaver is to first create a website on your computer's hard drive. If you're working on an existing site, start by copying it to your computer's hard drive. (In Chapter 4, you find detailed instructions for downloading an existing website from a web server.) Then you can edit your site, add pages, and set links, in the privacy of your own computer and use Dreamweaver's preview options to test your



work before you publish it on the Internet. When you're ready, you can use Dreamweaver's built-in publishing features to transfer your site (or individual pages of your site) to a web server.

A *web server* is a computer with a permanent connection to the Internet and special software that enables it to communicate with web browsers, such as Internet Explorer and Firefox. Find detailed instructions for previewing and publishing a website in Chapter 4.

## Setting Up a New or Existing Site

To set up a site in Dreamweaver, you need to store all your site's resources in one main folder or directory on your hard drive. Dreamweaver calls this folder the *local site folder*, and when you set up a new site, you essentially just identify that folder in Dreamweaver. The site setup process is a crucial first step because all the elements of your site must remain in the same relative location on your web server as they are on your hard drive for your links, images, and other elements to work properly. Identifying the local site folder on your computer and keeping all images, text, and other files in your website in that one main folder help Dreamweaver set all your links properly and ensure that they still work when you publish your site to a web server (which you find out how to do in Chapter 4).



In earlier versions of Dreamweaver, the local site folder was called the local root folder and the site setup process was called the site definition process.

The Site Setup dialog box also contains a category called Servers (accessible by a link on the left side) where you can set up your site to use Dreamweaver's file transfer features, including its FTP (File Transfer Protocol) capabilities to transfer files from your computer to a web server (and vice versa). FTP is a common method of copying files to and from computers connected across a network, such as the Internet, and one of the most popular options for publishing a website online. To keep things simple for now, you can skip all the categories except the Site category covered in the section that follows. In Chapter 4, you find detailed instructions for using Dreamweaver's FTP and other publishing features, as well as instructions for downloading an existing website hosted on a remote web server.



If the site setup process seems a little confusing at first, don't worry. Site setup is a quick, relatively painless process that you must do only once for each site. After you've set up a site in Dreamweaver, the site is stored in the Files panel, where you can easily load the site into Dreamweaver whenever you want to work on it. You can set up one site or many sites in Dreamweaver.

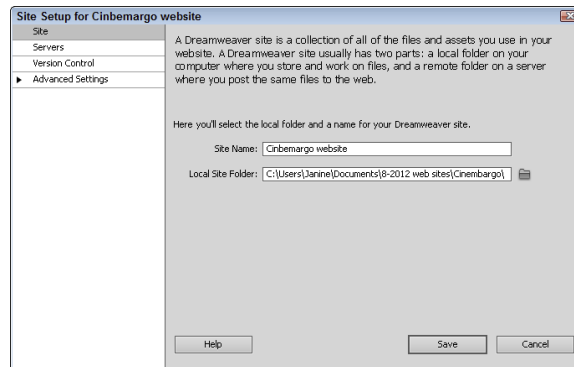
Whether you're creating a site or working on an existing site for the first time, the following steps walk you through the process of defining the *local site folder*, a folder where you store all the images, text, and other files in your site:

1. **Choose Site→New Site.**

The Site Setup dialog box appears.

2. **On the left side of the dialog box, click the Site category.**

When you open the Site Setup dialog box, the Site category should be selected by default. This dialog box contains three other categories (shown in Figure 2-1), where you can manage server connections and other options, but you don't need to open these categories to complete the basic site setup process.



**Figure 2-1:** Use the Site Setup dialog box to identify the local site folder for any new or existing website.

3. **In the Site Name text box, type a name for your site.**

You can call your site whatever you like; this name is used only to help you keep track of your sites in Dreamweaver. Many people work on more than one website. The name you enter here is listed in the Files panel, where you select which site you want to work on in Dreamweaver. (The next section discusses moving among sites using the Files panel in more detail.)

4. **Click the Browse (file folder) icon, which is next to the Local Site Folder text box, and browse your hard drive to locate the folder you want to serve as the main folder for all the files in your website.**

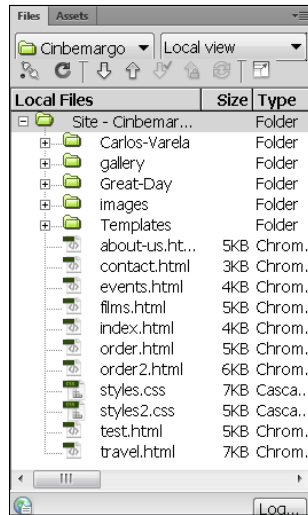
If you're working on an existing site, select the folder that already contains the files for that site. If you're creating a site, you can create a new folder as follows:

- **In Windows:** Click the Create New Folder icon at the top of the Choose Root Folder dialog box.
- **In Mac OS X:** Click the New Folder icon at the bottom of the Choose Root Folder dialog box.

The goal is to simply select the folder so that Dreamweaver can identify where all the files and folders for your site will be stored. When you've completed this step, the name of the folder and the path to that folder's location on your hard drive appear in the Local Site Folder field.

**5. Click Save to close the Site Setup dialog box and save your settings.**

If the folder you selected as your local site folder already contains files or folders, all the files and folders in your site are displayed in the Files panel. As you see in Figure 2-2, I already had many files in my personal profile site, which I'm using as the example in this chapter, so they're listed in the Files panel. If I were creating a new site with a new empty folder, the Files panel would contain only the main site folder.

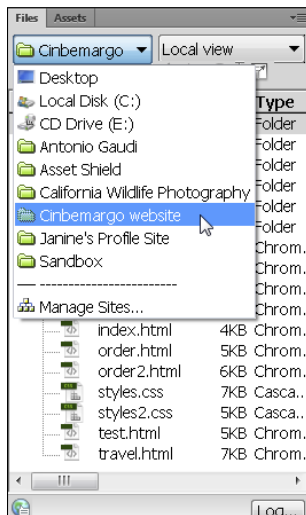


**Figure 2-2:** When site setup is complete, the files and folders are displayed in the Files panel.

## Switching among Sites

You can set up as many sites as you like in Dreamweaver and change from one site to another by selecting the site name in the Files panel. To load a different site into the Files panel, use the drop-down arrow next to the site name and choose the name of the site you want to display. If you're editing more than one website in Dreamweaver, make sure you switch to the site you want so that it's displayed in the Files panel.

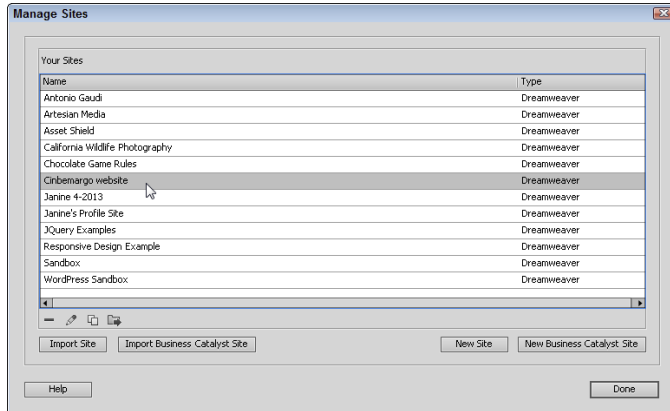
In Figure 2-3, I'm selecting the Cinbemargo website from a list of sites I've defined in Dreamweaver. When you select a site, the files in that site replace the ones of any currently open site in the Files panel.



**Figure 2-3:** Use the drop-down list in the Files panel to choose among defined sites.

## Managing Sites in Dreamweaver

After you complete the site setup process covered in the preceding exercise, you can make changes and additions to the site setup by choosing Site > Manage Sites to open the Manage Sites dialog box, as shown in Figure 2-4.



**Figure 2-4:** You can edit any site setup by selecting it from the Manage Sites dialog box.

To edit a site that you've already set up, select the name of the site in the Manage Sites dialog box, and then click an icon at the bottom left of the dialog box to make changes. Your options using the icons, from left to right, are as follows:

- ✓ **The minus sign icon** deletes a site from the Manage Sites dialog box. When you delete a site from the list, you don't delete the site's files or folders from your hard drive; you simply remove the site setup in Dreamweaver.
- ✓ **The Edit icon** looks like a pencil and opens the site in the Site Setup dialog box, where you can change the name by replacing the text in the Site Name field and change the local site folder by clicking the Browse icon (which looks like a file folder) and selecting a different folder. In Figure 2-4, I selected the Cinbemargo site.
- ✓ **The Duplicate icon** (the third icon from the left) makes a copy of the site setup but does not make a new copy of the files and folders of the site on your hard drive. To make a copy of all files in a website, duplicate the site folder on your hard drive (outside Dreamweaver), just as you'd make a copy of any other folder or file on your computer.
- ✓ **The Export icon** (the fourth icon from the left) exports the site setup definition. Similar to the duplicate option, the option does not create a copy of the files in the site. Instead, the Export icon exports the `.ste` file, which can be used to share site setup information from one computer to another. This feature is especially useful if you've set up the web server information as part of your site setup, which is covered in Chapter 4.

At the bottom of the Manage Sites dialog box, you find four buttons:

- ✔ **Import Site:** The Import Site button lets you import a `.site` file to add site setup information to Dreamweaver.
- ✔ **New Site:** Click this button to define a new site. (The process is the same as choosing Site→New Site, as explained in “Setting Up a New or Existing Site,” earlier in this chapter.)
- ✔ **Business Catalyst buttons:** You also find two buttons specifically for importing and creating new sites using Adobe’s Business Catalyst service. Business Catalyst is a hosted web service that extends the features of Dreamweaver to include advanced features, such as a shopping cart e-commerce service. You can learn more about this optional service at [www.BusinessCatalyst.com](http://www.BusinessCatalyst.com).

## Creating Pages

Every website begins with a single page. Visitors are first greeted by the front page — or *home page* — of your site, and that page is usually a good place to start building.

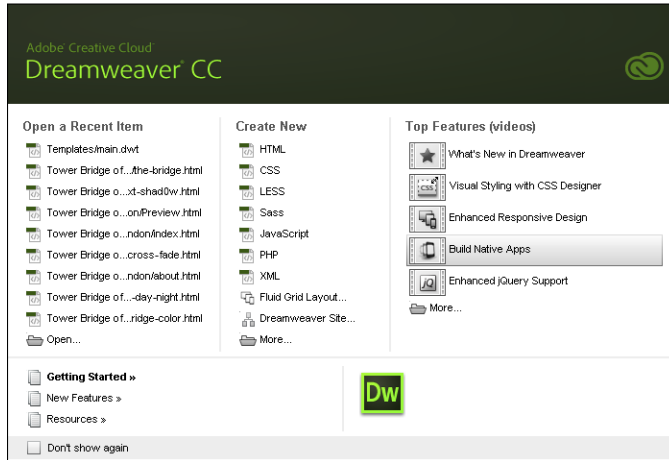
Dreamweaver makes creating pages easy: You can work from the Welcome screen or use the New Document window, which provides more options. The following sections explain both methods, and you find details about the best names to use for new pages so that they’ll work well when you publish your site to the web.

### Starting from the Welcome screen

When you open Dreamweaver, a Welcome screen greets you with shortcuts to many handy features for creating pages in a variety of formats:

- ✔ The left column provides a list of shortcut links to recently opened files. Click the name of any file in the list to open the file in Dreamweaver.
- ✔ If you want to create a simple, blank web page, choose HTML from the Create New list in the middle column (see Figure 2-5). Remember that choosing HTML doesn’t mean that you have to write the HTML code yourself. Rather, you’re just telling Dreamweaver that you want to create a page written only with HTML, not with one of the more complex technologies, such as PHP. You still have the option to work in the code editor or the design editor and let Dreamweaver write the underlying HTML for you.

- ✓ Choose one of the other page format options under New to create a CSS, JavaScript, PHP, XML, or other more complex file type.
- ✓ The Top Features (videos) list on the right side of the dialog box includes links to a collection of video tutorials where you can learn more about Dreamweaver's most popular features.



**Figure 2-5:** View a list of shortcuts for creating files or opening pages.



If you prefer not to use the Welcome screen, you can turn it off by selecting the Don't Show Again check box in the bottom-left corner. If the Welcome screen is not visible, you can turn it back on by choosing **Edit** ⇨ **Preferences (Windows)** or **Dreamweaver** ⇨ **Preferences (Mac)**, and then selecting the first check box in the General settings next to Show Welcome Screen.

## Creating an HTML page with the New Document window

You can also create a new HTML page by using the New Document window, which offers more options than the Welcome screen, including access to any templates you've created with Dreamweaver (covered in Chapter 9) as well as a collection of predesigned layouts, which can give you a head start on your designs.



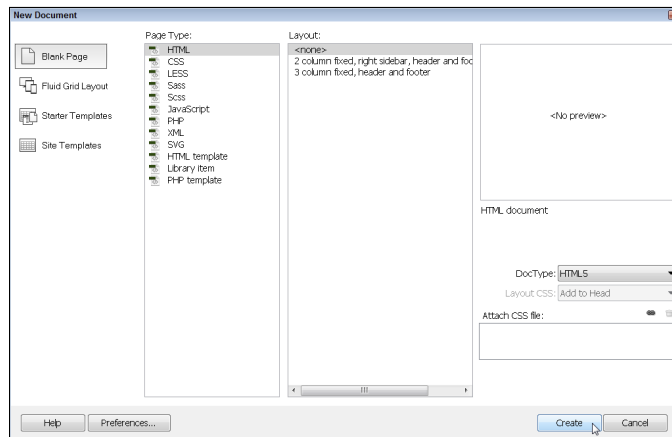
You can create many kinds of files using the New Document window, and you can mix and match the options. This versatility can be confusing at first because you have so many choices. In Dreamweaver CC, this dialog box was simplified so that you need to choose only one option from each of the three sections.

To create a new HTML page, follow these steps:

### 1. Choose File→New.

The New Document window opens, as shown in Figure 2-6. In the first section, on the far left, you choose the type of page you want to create:

- **Blank Page:** Choose this option to create HTML pages, as well as pages in the more complex PHP or JSP format.
- **Fluid Grid Layout:** This option opens the fluid grid layout features, which you can use to create responsive web designs that adjust to different screen sizes automatically. These features are covered in Chapter 8.
- **Starter Templates:** If you create templates using Dreamweaver's .dwt template format, you can create pages based on those templates using this option. Templates are covered in Chapter 9.
- **Site Templates:** Choose this option to create customizable mobile web app designs using jQuery Mobile. To learn more about creating mobile web apps with jQuery, read *jQuery For Dummies* by Lynn Beighley.



**Figure 2-6:** The New Document window offers many options when you are creating a file.

2. From the left side of the screen, select **Blank Page**.
3. In the Page Type list, select **HTML**.

**4. In the Layout section, choose <none>.**

The layouts are included to provide a head start on designing HTML pages with CSS. How to create pages using these layouts is covered in Chapter 6.

**5. If you want to change the document type, use the drop-down list next to DocType.**

By default, Dreamweaver CC creates pages using HTML 5, which most designers consider the best option for web pages today. If you're working on a site that uses an earlier version of HTML, such as XHTML 1.0 Transitional, make sure to change this setting.

**6. Click Create, in the bottom right of the window.**

The New Document window closes, and a new blank page is created and opened in the workspace.

**Note:** If you're using a Macintosh, the Create and Cancel buttons are swapped.

**7. Choose File→Save to save your page and give it a filename.**

Dreamweaver automatically names all new files Untitled, followed by 1, 2, and so on in the order created. I *highly* recommend that you get in the habit of giving your files names that have more meaning to you. Also note that filenames in websites should not include spaces or special characters (although the hyphen and underscore are okay). For more on how best to name files and folders in your website, see the upcoming sections "Naming new page files" and "Naming the first page index.html."



Get in the habit of saving new web pages in your local site folder as soon as you create them, even though the pages are still blank. As you create links or add images to your pages, Dreamweaver needs to be able to identify the location of your page within your site folder. Although Dreamweaver sets temporary links until your page is saved (and will give you a warning about this when it does), saving a page first is best because many Dreamweaver features won't work until a page is saved.

## *Naming new page files*

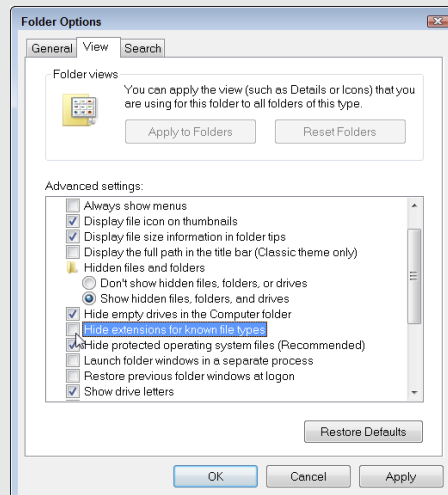
Over the years, I've received many e-mail messages from panicked web designers because of broken links caused by filename conflicts. These problems usually don't occur until after a website is published on a server, so they can be especially confusing and difficult to understand. If you're publishing your website to a web server that runs on a Mac or under Windows, the following may not apply to you. But if you're using a web server that runs Unix or Linux (used by many commercial web-hosting companies), the following

instructions are especially important. If you're not sure, be safe and follow these rules when you save web pages, images, and other files on your site:

- ✔ **Include an extension at the end to identify the file type.** Examples include `.html` for HTML files and `.gif` for GIF images. Dreamweaver automatically adds the `.html` file extension to the end of HTML files, which works for most web servers. However, in the rare case that you need to change the extension to `.htm` for your web server, you can do so in Dreamweaver's Preferences dialog box by choosing Edit ⇨ Preferences (Windows) or Dreamweaver ⇨ Preferences (Mac). See the "Displaying file extensions in Windows" sidebar for tips on how to view file extensions, which are hidden in Windows.
- ✔ **Don't use spaces or special characters in filenames.** For example, don't name a web page with an apostrophe or spaces, such as `cat's meow page.html`. If you want to separate words, you can use the underscore (`_`) or the hyphen (`-`). For example, `meow-page.html` is a fine filename. Numbers are okay in most cases, although it's best not to start a file name with a number. Capital letters generally don't matter, but most designers stick with lowercase. Doing so keeps filenames consistent and makes setting and checking links easier because the name of the file and its reference in any links must match.

## Displaying file extensions in Windows

When you view pages in Windows Explorer, you won't see the file extension of your GIFs, JPEGs, or HTML pages (although these extensions will be displayed in the Files panel in Dreamweaver) unless you change the settings on a Windows computer. To change the settings so that you can see extensions in Windows Explorer, open the Folder Options dialog box, as shown in the figure, choose the View tab, and then look through the long list of options and deselect Hide Extensions for Known File Types. How you open the Folder Options dialog box depends on which version of Windows you're using. You should be able to find the dialog box easily if you search for Folder Options in the Help section.





The reason for all this fuss? Filenames are especially important in websites because they're included in the HTML code when you set links. A link from one page to another, as you discover later in this chapter, is essentially made up of the name of the file. Links with names that include spaces and special characters work just fine in most browsers when you test pages on a Mac or a PC computer, but many web servers on the Internet use software that doesn't accept spaces or special characters in links. Thus, links that don't follow these rules may get broken when you publish the site to a web server. By following these three simple rules — no spaces, no special characters, and keep everything lowercase — you ensure that your links will work on any system.

### *Naming the first page `index.html`*

Another confusing rule — and one of the most important — is that the main page (or the front page) of your website must be called `index.html` (on some Windows-based servers, the first page should be named `default.html`). Most servers on the Internet are set up to serve the `index.html` or `default.html` page first, but you should check with your web-hosting service or the administrator who manages your web server to confirm the name required for your server.

Essentially, when a web browser comes to a domain name, such as `DigitalFamily.com`, the first page that opens is `index.html`. Similarly, when a web browser is directed to a subfolder within a site, it also displays the `index` page first. As a result, if you create a subfolder with the name `books`, for example, and inside that subfolder you create a page named `index.html` as the main page, you can tell visitors to your site to simply enter **`www.DigitalFamily.com/books`** to arrive at the books page within your site. If you name the first page anything else, such as `books.html`, visitors have to type **`www.DigitalFamily.com/books/books.html`** to open the page. The rest of the pages in your site (or any subfolder) can be named anything you like. Just remember: Don't include spaces or special characters (except the hyphen or underscore).



It doesn't matter if you use uppercase or lowercase letters when typing a domain name, but everything that comes after the `.com` (or `.net`, or whatever the ending of your domain name) must match the case of the file and folder names. Thus, `www.DigitalFamily.com` and `www.digitalfamily.com` are the same, but if you create a folder named `books`, the address typed into a browser must use a lowercase *b*, as in `www.DigitalFamily.com/books`. If someone enters `www.DigitalFamily.com/Books` in a browser, he or she will get a 404 error, indicating that the link is not valid.

### *Bestowing a page title*

When you create new pages, adding a page title right away is also good practice. A *page title* is the text that appears in the title bar when a visitor opens your site in a browser window.

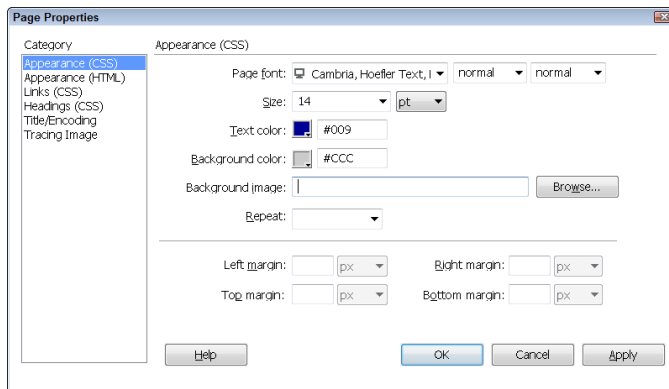
In Dreamweaver, you can add a page title by changing the text in the Title box at the top of the workspace. This detail is easy to forget, but page titles play an important role in your site's appearance as well as behind the scenes:

- ✓ The title won't appear in the main part of your web page, but it does appear at the top of a browser window, usually just to the right or left of the name of the browser. Pages on the web look unfinished when the words *untitled document* appear at the top of the browser window.
- ✓ The page title is also the text that appears in a user's Favorites or Bookmarks list.
- ✓ Many search engines give special priority to the words that appear in the title of a web page and display title text in the list of search results, so including the name of your site and a few keywords can help you score better in search results.

## Changing Page-Wide Styles with the Page Properties Dialog Box

You can change many individual elements on a page in the Property inspector. If you want to make changes that affect the entire page — such as changing the background color of the entire page or changing the way links and text are formatted — use the Page Properties dialog box.

As shown in Figure 2-7, the Page Properties dialog box includes a list of categories on the left. Each of these reveals different options for specifying page settings. Some of these options are covered in other parts of the book, such as the Background Image feature, covered in Chapter 3.



**Figure 2-7:** Use the Page Properties dialog box to change text color, font face, font size, background, and margins for the entire page.

## Changing background and text colors

This section focuses on changing the background and the text colors available from the Appearance categories, as shown in Figure 2-7. Note that the CSS options are recommended over HTML options. When you use the Appearance (CSS) options, Dreamweaver creates corresponding styles for the body tag automatically. When you use any CSS options in the Page Properties dialog box, Dreamweaver creates corresponding styles automatically and lists them in the CSS Styles panel. You find more about editing CSS in Chapters 5–7.



Although you can apply global settings, such as text size and color, in the Page Properties dialog box, you can override those settings with other formatting options in specific instances. For example, you could set all your text to Helvetica in Page Properties and then change the font for headlines to Arial using CSS (covered in Chapter 5).

To change the font settings, background color, text color, and page margins for an entire page, follow these steps:

- 1. Choose **Modify** ⇨ **Page Properties**.**

The Appearance (CSS) category of the Page Properties dialog box appears (refer to Figure 2-7).

- 2. In the **Page Font** drop-down list, specify the fonts you want for the text on your page.**

In this example, I set the font face to the collection that begins with the Cambria font. If you don't specify a font, your text appears in the font specified in your user's browser, which is usually Times. (You find instructions for using custom fonts in Chapter 7.)

- 3. If you want all the text on your page to appear bold or italic, choose the corresponding font options in the drop-down lists to the right of the **Page Font** options.**

If you select one of these options, all your text appears bold or italic in the page. Most designers leave these two fields blank because they want to limit the use of bold or italics to drawing special attention to a word or words.

- 4. In the **Size** drop-down list, specify the font size you want for the text on your page.**

Again, you can override these settings for specific text on the page, such as headlines. In Chapter 5, you find more information about the many size options you can use when formatting text with CSS.

5. **Click the Text Color swatch box to reveal the color palette. Choose any color you like.**

The color you select fills the color swatch box but won't change the text color on your page until you click the Apply or OK button.

6. **Click the Background Color swatch box to reveal the color palette. Choose any color you like.**

The color you select fills the color swatch box, but the color doesn't fill the background until you click the Apply or OK button.

7. **If you want to insert a graphic or photograph into the background of your page, click the Browse button next to the Background Image box and select the image in the Select Image Source dialog box.**

When you insert a background image, it automatically repeats, or *tiles*, across and down the page unless you choose an option from the Repeat drop-down list. No-Repeat prevents the background image from repeating at all. Repeat-X and Repeat-Y repeat the image vertically (x axis) or horizontally (y axis), respectively, across the page.

8. **Use the margin options at the bottom of the dialog box to change the left, right, top, or bottom margins of your page.**

Most web browsers add a little space to the top and left sides of the browser window around any web page. Entering 0 in all four of these fields removes any default margin space, enabling you to create designs that begin flush with the edge of a browser.

9. **Click the Apply button to see how the colors look on your page.**
10. **Click OK to finish and close the Page Properties dialog box.**

## *Changing link styles with Page Properties*

If you're like many designers, you probably don't like the underline that automatically appears under all the linked text in a web page. In this section, you discover how easy it is to remove that underline and change the color, font, and size of your links with Dreamweaver's Page Properties dialog box. You can also change other page-wide settings, such as the background color and page margins, from the Page Properties dialog box.

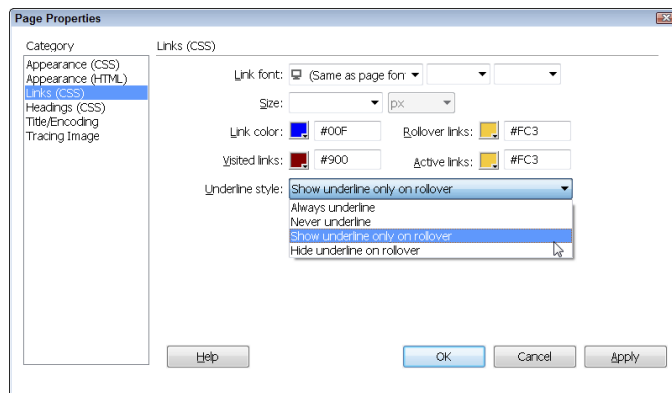
The easiest way to alter all your link styles at once is to change them in the Page Properties dialog box. When you use this option, Dreamweaver creates the corresponding tag selector styles automatically and lists them in the CSS Styles panel. Other page-wide settings in this dialog box work similarly, and you can edit all these options by using the CSS tools covered in Chapters 5–7.

To change hyperlink and other styles with the Page Properties dialog box, open an existing page or create a new one and follow these steps:

**1. Choose Modify ⇨ Page Properties.**

Alternatively, you can click the Page Properties button in the Property inspector. The Page Properties dialog box appears.

**2. On the left of the Page Properties dialog box, select the Links (CSS) category, as shown in Figure 2-8.**



**Figure 2-8:** Change the style definitions for all four hyperlink states.

**3. Specify a font and size for your links.**

If you want to use the same font size and face for your links as you use in the rest of the text on your page, it's best to leave these options blank. Then, if you change the text settings for the page, you won't have to remember to change them for your links as well.

**4. Specify colors for each hyperlink state by clicking the corresponding color well and selecting a color from the Color dialog box.**

You can change any or all link color settings. If you don't specify a link color, the browser uses the default link color. Here's an explanation of each of the four link states:

- **Link Color:** The color in which your links appear when the page is first loaded and the linked page hasn't yet been visited by the browser. The corresponding HTML tag is `<a:link>`.
- **Visited Links:** The color your links change to after a browser has already viewed the linked page. The corresponding HTML tag is `<a:visited>`.



- **Rollover Links:** The color a link changes to as a user rolls a cursor over a link. The corresponding HTML tag is `<a: hover>`.
- **Active Links:** The color a link changes to as a user is actively clicking a link. The corresponding HTML tag is `<a: active>`.

#### 5. Select a style from the Underline Style drop-down list.

By default, links displayed in a web browser are underlined. Many designers prefer to remove the underline that automatically appears under linked text by choosing Never Underline. I like to give visitors the visual cue of the underline, but only as they roll a cursor over a link, so I generally prefer the option Show Underline Only on Rollover option (refer to Figure 2-8).

#### 6. Click OK.

The Page Properties dialog box closes, the style settings are applied automatically to any links on the page, and the corresponding styles are added to the CSS Styles panel.



To fully test link styles, preview your page in a web browser or click the Live View button at the top of the workspace. It's good practice to test link settings in a browser when you make changes like the ones in the preceding exercise. Take a look at how your links appear. For example, check whether the active and visited link colors look good against the background color of the page. Remember that any styles you create using the Page Properties dialog box affect *all* links on your page unless you specifically apply a different style to an individual link that overrides the redefined tag style. If you want to use different link styles in different parts of the same page, you can create compound styles to create different link styles (see Chapter 6 for instructions on creating compound styles).

## Adding and Formatting Text

Many people are pleasantly surprised by how easily they can create a basic web page with text and images in Dreamweaver. This section focuses on text and the next section describes images.



In this chapter, I do basic text formatting by using Dreamweaver's HTML formatting options, including the heading and paragraph tags. I start with these basic HTML tags to keep things simple at this stage and to introduce you to what many designers consider the fundamental building blocks of a good web page. In Chapters 5–7, you find detailed instructions for using CSS to change the size, color, font, and other style options of text formatted with these HTML tags.

## Adding text to a web page

To add text to a page, you can simply click to insert your cursor at the top of a page and type. If you want to add text that you have somewhere else, such as in a file created in Microsoft Word, you can copy and paste the text into Dreamweaver instead of retyping it.

Dreamweaver offers many ways to maintain formatting when you copy and paste text from another program. This feature is especially important when you copy text from Microsoft Word because if you just paste text as is, you risk including a lot of extra code that is unique to Microsoft Word and can cause problems in your web page.

You can change the default for how Dreamweaver handles formatting when you choose Edit⇨Paste by altering the Preferences in the Copy/Paste category. You can also choose Edit⇨Paste Special to display these options any time you paste new content.

Following are your four main options for inserting text when you choose Edit⇨Paste Special as well as three ways to refine your choice:



- ✓ **Text Only:** Dreamweaver strips any formatting and inserts plain text.
- ✓ **Text with Structure:** Dreamweaver includes paragraphs, lists, tables, and other structural formatting options. (This choice is my favorite because it removes any code specific to a program such as Word if you use the Clean Up Word Paragraph Spacing check box, described a little later, while preserving basic formatting.)
- ✓ **Text with Structure Plus Basic Formatting:** Dreamweaver includes structural formatting as well as basic formatting, such as bold and italic.
- ✓ **Text with Structure Plus Full Formatting:** In addition to the previous options, Dreamweaver includes formatting created by style sheets in programs such as Microsoft Word.
- ✓ **Retain Line Breaks:** Line breaks are preserved, even if you don't keep other formatting options. This option is not available if you choose Text Only.
- ✓ **Clean Up Word Paragraph Spacing:** This option removes special formatting code unique to Microsoft Word and is unnecessary (and not recommended) for text on the web.
- ✓ **Convert Smart Quotes to Straight Quotes:** Smart quotes — the common name for those fancy curly quotes that designers love to use in print documents — require a special character to be displayed properly on the web, and that special character does not work in all web browsers. As a result, smart quotes are often displayed as strange characters in documents and look terrible. To avoid this potential problem, select this box and convert all your smart quotes to straight ones.

I describe many more text formatting options in Chapter 5, which covers CSS, because formatting on the web is best done with CSS and you need to understand the basics of CSS before you start using styles to format text beyond the basic HTML tags covered in the next section.

## Formatting text with the heading tags

One of the best formatting options for headlines is the collection of heading tags. In HTML, using heading tags (`<h1>`, `<h2>`, and so forth) to format text that serves as a title or headline offers many advantages. Heading tags are designed to be displayed in relative sizes, with `<h1>` the largest, `<h2>` smaller, `<h3>` smaller still, and so on through `<h6>`. So no matter what a web page's default text size is (and text sizes can vary due to browser settings and computer platform), any text formatted with an `<h1>` tag is always larger than text formatted with `<h2>`.



In Chapter 5, you find instructions for creating styles that can change the appearance of heading tags while preserving these benefits. So even if you're using CSS, you'll still want to start by formatting your headlines using the heading tags.



Popular belief is that many search engines give priority to keywords in text formatted with an `<h1>` tag because the most important text on a page is generally included in the largest size headline. Similarly, search engine experts will tell you that you should use the `<h1>` tag only once per page.

To format text with a heading tag, follow these steps:

- 1. Highlight the text you want to format.**
- 2. In the Property inspector, at the bottom of the workspace, make sure the HTML button on the left side of the inspector is selected.**
- 3. Use the Format drop-down list to select a heading option.**

In Figure 2-9, I'm applying the `<h1>` tag to a headline. When heading tags are applied, the text automatically changes to become big and bold in Design view.



In general, I find the Property inspector the easiest way to apply basic formatting, but you can find these HTML formatting options also by choosing Format->Paragraph Format and then selecting a heading option from the submenu that appears.

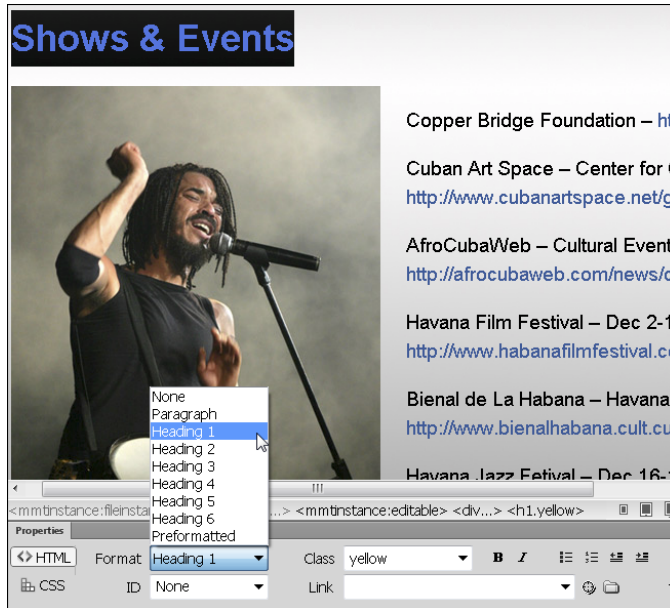


Photo by Casey Stoll

**Figure 2-9:** The Property inspector provides easy access to common HTML formatting features, such as the Heading 1 tag.

## Adding paragraphs and line breaks

When you create page designs for the web, you must work within many limitations that may seem confusing at first. Web design and print design are fundamentally different, and that can make even seemingly simple tasks more complicated than you might expect. How you create paragraph and line breaks is a good example.

If you're working in Design view in Dreamweaver and press the Enter key (Windows) or the Return key (Mac), Dreamweaver inserts a paragraph tag, or `<p>`, in the code, which creates a line break followed by a blank line. If you want a line break without the extra blank line, hold down the Shift key while you press Enter (or Return) to tell Dreamweaver to insert the `<br />` tag into the code, creating a single line break.



Best practice is to avoid using multiple paragraph or break tags to create extra space in a web page (and not all browsers will maintain the blank space if you create it that way). If you want to add a lot of space between paragraphs or other elements on a page, your best option is to use CSS, which I cover in Chapters 5–7.



If you're working in Code view and add space using the Enter or Return key, you add blank space within the code. Extra space in HTML code can be useful because extra space can make code easier to read, but in general, it doesn't affect the way a page is displayed in Design view or in a web browser.

## Setting Links in Dreamweaver

Dreamweaver is truly a dream when it comes to setting links. As you set links, remember that a link is essentially an address on the Internet (a URL, or Universal Resource Locator) that tells a viewer's browser what page to open and where it is located when a viewer clicks the text or image containing the link.

To link to a page within your website, you can create a *relative link* that includes a path describing how to get from the current page to the linked page within your local site folder. A relative link doesn't need to include the domain name of your site; this type of link just has instructions for a browser to get from one page within your site to another.

Linking to a page on another website — called an *external link* — is even easier than linking to an internal link. All you need is the URL of the page to which you want to link, and you're most of the way there.

In the following sections, you find step-by-step instructions for creating internal and external links, and e-mail links.

### Linking pages within your website

Linking from one page to another page in your website is easy. Just make sure to save your pages in your local site folder (as described in the "Setting Up a New or Existing Site" section, at the beginning of this chapter) before you start setting links.

Here's how you create a link from one page in a website to another:

- 1. In Dreamweaver, open the page where you want to create a link.**
- 2. Select the text or image that you want to serve as the link (meaning the text or image that a user clicks to trigger the link).**

Click and drag to highlight a section of text or click once to select an image.

## Creating multiple pages to set links

Creating a new page to start a website may seem obvious, but consider this: Before you get too far in your development, you may want to create a few new pages and start organizing the new pages in subdirectories, even if you don't add text or images to them. Doing so enables you to organize the structure of your site before you start setting links. After all, you can't use Dreamweaver's link features to link to a page that doesn't exist. If you plan to have three links on your front page that link to the three main sections of your site, go ahead and create those three main pages, even if you don't put anything but a little text on each page as you create it. (You can always edit or replace those pages later and add more pages to each section, but setting up the main links to the main sections is a great way to start designing the structure of your site.)

For example, say you're creating a site for your small business. You likely want a few main pages, such as a page about your staff, another page about your products or services, and a third page with general information and resources. At this initial stage, you could create four pages — one for the front page of the site and one for each subsection. Name the front page `index.html`

and the other pages `staff.html`, `about.html`, and `general.html`.

If you expect to create many related pages in each section, consider creating subfolders for each, with a main page in the subfolder. For example, you could create a main `index.html` page inside a `services` subfolder and another `index.html` page inside a `staff` subfolder. Remember, naming the main page within a subfolder `index.html` enables you to use addresses to subpages that include the folder name, such as `www.domain.com/services`. Your site can include as many `index.html` pages as you like, as long as each is in a separate subfolder.

As you start creating your site, setting up all these main section pages helps you to organize your site and makes setting up the main links on all the site pages easier.

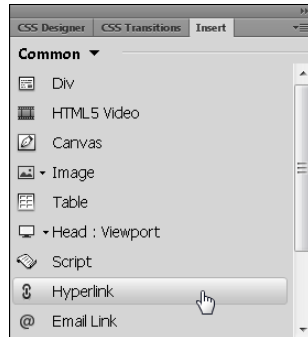
**Note:** If you're adding more than a few pages to a website, creating a template and then using it to create the rest of your pages can save you time and make updating your site much faster. You find instructions for using Dreamweaver's template features in Chapter 9.

3. Click the **Hyperlink icon in the Common Insert panel (see Figure 2-10), at the top right of the workspace.**

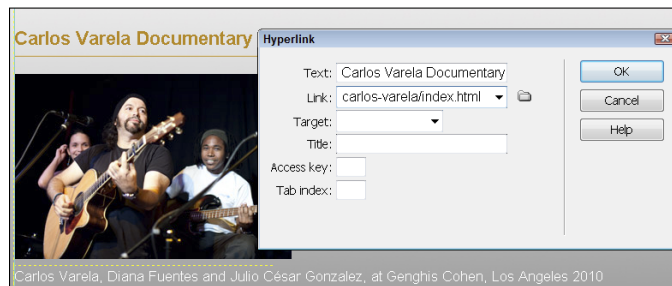
Alternatively, you can set a link by clicking the **Browse icon (which looks like a file folder)** just to the right of the **Link field** in the **Property inspector**, or choose **Insert > Hyperlink**.

4. **In the Hyperlink dialog box, shown in Figure 2-11, click the Browse (file folder) icon to the right of the Link drop-down list.**

The **Select File dialog box** opens.



**Figure 2-10:** Click the Hyperlink option to create a link.



*Photo by Casey Stoll*

**Figure 2-11:** The Hyperlink dialog box has several link settings not available when setting a link from the Property inspector.

5. **Click the filename to select the page that you want your image or text to link to, and then click OK (Windows) or Choose (Mac).**

When you click OK, the Select File dialog box closes, but the Hyperlink dialog box remains open.

6. **(Optional) Use the Target field in the Hyperlink dialog box to define where your linked page opens.**

To open the linked page in a new browser window or in a new tab within a browser, choose the `_blank` option. The `New` option is not recommended because it is not standard. Choose `_self` to open the linked page in the same window (the default). Choose `_top` to force the page to open in a fresh browser window, even if the page is displayed within a frame. The `_parent` option is almost never used anymore, but if you page is



within a frameset, you can select this option to open the linked page a level above the current page in the frame structure.

#### 7. Click OK.

The Hyperlink dialog box closes and the link is set automatically. Note that to test your links, you have to view your page in a web browser, such as Google Chrome or Apple Safari. Dreamweaver makes it easy to preview pages in multiple web browsers, a process I cover in Chapter 4.

## Setting links to many pages at once

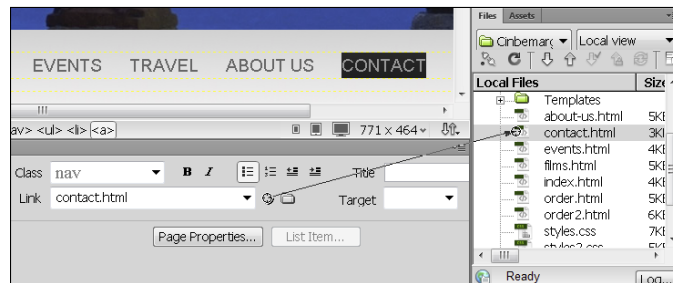
After you become used to setting links, here's a great shortcut that is especially useful if you're setting many links to many pages at the same time:

1. Select the image or text that you want to serve as the link.
2. Click the Point to File icon in the Property inspector.

The icon is a crosshair (a circle with a dot in the middle) and is located just to right of the Link field and to the left of the Browse icon (which looks like a folder).

3. Drag your cursor across the page (without taking your finger off the left mouse button) and rest it on the name of any file in the Files panel.

When you click and drag from the Point to File icon to a filename in this way, Dreamweaver extends a line to help you visualize that you're setting the link properly, as shown in Figure 2-12.



**Figure 2-12:** Drag from the Point to File icon to any file in the Files panel to set a link.



The file must be visible in the Files panel, so you may need to open a subfolder to reveal the file before you can set a link this way.

## Linking to another website

To link to a page on another website — sometimes called an *external link* — all you need is the URL of the page to which you want to link, and you're most of the way there.

To create an external link, follow these steps:

1. In Dreamweaver, open the page where you want to create the link.
2. Select the text or image that you want to act as the link.
3. In the Link text box in the Property inspector, type the URL of the page to which you want your text or image to link.

The link is set automatically. In the example in Figure 2-13, I created a link using the text *Wikipedia* to link to `http://wikitravel.org/en/Cuba`, the specific section of the Wikipedia website that covers Cuba.

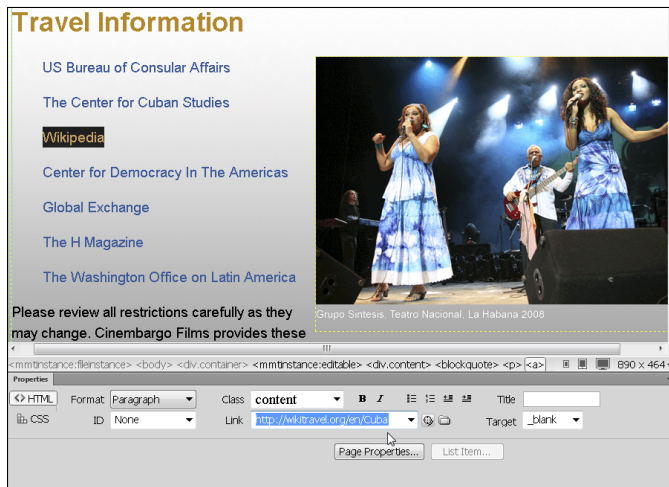


Photo by Casey Stoll

**Figure 2-13:** In the Link text box, enter the URL of any website to which you want to link.



Although you don't have to type the `http://` or even the `www.` at the beginning of a website address to get to a site in most web browsers, you must always use the full URL, including the `http://`, when you create a link to another website in HTML. Otherwise, the browser can't find the correct external site address, and the visitor will probably end up on an error page.

## Setting a link to an e-mail address

Another common link option goes to an e-mail address. Visitors can send you messages easily with e-mail links. I always recommend that you invite visitors to contact you because including contact information helps establish credibility on the web and because visitors to your site can point out mistakes and give you valuable feedback about how you can improve your site. Setting a link to an e-mail address is just as easy as setting a link to another web page. All you need to know is the e-mail address you want to link to and what text or image you want to use when you set the link.

To create an e-mail link, select the text you want to link and then click the Email Link icon in the Common Insert panel. In the Email Link dialog box, enter the e-mail address in the Email field and then click OK. If you want to use an image as an e-mail link, select an image in Dreamweaver's main work area, click the Email Link icon in the Common Insert panel, and then type the e-mail link into the Email field.

You can also set e-mail links using the Link field in the Property inspector, but you must enter the code `mailto:` (no `//`) before the e-mail address. For example, if you typed a link to my e-mail address into the Property inspector, you'd need to type **`mailto:janine@digitalfamily.com`**. Here's what the full line of code behind that e-mail link would look like:

```
<a href="mailto:janine@digitalfamily.com">Send a message to  
Janine</a>
```



When visitors to your website click an e-mail link, their computer systems automatically launch their e-mail program and create a blank e-mail message to the specified e-mail address. Although this trick is cool, your users may find an e-mail's sudden appearance disconcerting if they don't expect it to happen, and the e-mail link won't work if your users don't have e-mail programs on their computers. That's why I always try to let users know when I use an e-mail link. For example, instead of just linking the words *Contact Janine*, I link the words *E-mail Janine*. Even better, I often link the actual e-mail address.

## Linking to PDFs

Adobe's Portable Document Format (PDF) is popular on the Internet, and with good reason. Now that Adobe's Acrobat Reader is widely distributed and even built into more recent browser versions, you can assume that most of your audience can read files in PDF.

PDF is a great option for files that you want to make easy to download in their entirety to be saved on a hard drive, as well as documents that you want printed exactly as they're designed. Because the PDF viewer is free, your

users don't need expensive software, such as Microsoft Word or Lotus Notes, to view your documents.

In the early days, PDFs were limited to text and images, but the most recent versions support audio, video, and even Flash files, so you can now create complex multimedia presentations in PDF format.

To add a PDF file to your website, simply copy the file into your local site folder and link to it as you'd link to any other web page on your site. When you upload the page with the link to your PDF file, make sure to upload the PDF as well.

## *Adding Meta Tags for Search Engines*

If you've heard of meta tags, you probably associate them with search engines, and you'd be right. Meta tags are used for a variety of things, but one of the most common uses is to provide special text in the code at the top of the page. This code doesn't appear in a web browser when your page is viewed but can be read by crawlers, bots, and other programs that scour the web cataloging and ranking web pages for Bing, Google, and a long list of other search-related sites.

In Dreamweaver you find features that help you add meta tags for keywords and descriptions. Here's a brief explanation of each tag; the steps for filling each tag with text are coming up:

- ✓ **Meta keyword tag:** A meta keyword tag enables you to include a list of keywords you would like search engines to match if someone searches for those words. Unfortunately, meta keywords have been so abused by web designers attempting to mislead visitors about the true content of their web pages that most search engines ignore the meta keyword tag and its contents. That said, using this meta tag won't hurt your ranking with any search engines and many search engine experts still include them.
- ✓ **Meta description tag:** This tag is important and should be included in every page in your website. The meta description tag is designed to let you include a written description of each page — a worthwhile endeavor because most search engines, including Google, use the meta description as the brief description that appears in search results pages. Make the description a call to action, almost like a short advertisement, for the page that will get potential visitors to click your link when they are reading through a list of matches to a search. If you don't include your own text in a meta description tag, many search engines use the first several words that appear on your page as the description. Depending on your design, the first few words may not be the best description of your site.



The advent of social media has made the meta description tag even more important. When someone posts your web page by entering the URL into a social media site, the text you include in the meta description tag is included automatically with their post. Similarly, the meta description is included when someone shares a page on your site using a social media icon. (See Chapter 15 for tips on adding social media icons to your website.)



You can include the same meta description on every page of your site, but the best strategy is to include a description specific to the contents of each page on your site.

Follow these steps to add a meta description tag to your page:

- 1. Open the page where you want to add a meta description.**
- 2. Choose Insert ⇨ Head ⇨ Description.**

(Alternatively, you can use the Head option from the Common Insert panel.) The Description dialog box appears.

- 3. In the Description text box, enter the text you want for your page description.**

Don't add any HTML to the text in this box. Most search engine experts recommend that you limit this text to no more than 160 characters because that is all that will be included in the search results page on sites such as Google.

- 4. Click OK.**

The description text you entered is inserted between the `<head>` tags area at the top of the page in the HTML code. Meta content doesn't appear in the body of the page, but you can find it just below the `<title>` tag if you look at the code behind the page.

If you want to add keywords, repeat Steps 1–4, choosing Insert Head ⇨ Keywords in Step 2. Type a list of keywords, separated by commas, in place of a description in Step 3.

Dreamweaver's meta tag tools are somewhat limited. You can use them to add these tags but not to edit them. To edit the text in meta description or keyword tags after you've inserted them, you have to view the code in Dreamweaver and edit the text in Code view. You'll find this text near the top of the HTML code, just below the `<title>` tag in the area surrounded by the `<head>` tags.

# Creating Web Graphics

## *In This Chapter*

- ▶ Creating and optimizing images for the web
- ▶ Inserting and aligning images
- ▶ Editing images in Dreamweaver
- ▶ Including a background image

**N**o matter how great the writing on your website may be, the graphics always get people's attention first. The key to making a good first impression is to use images that look great and download quickly.

If you're familiar with using a graphics-editing program, such as Adobe Photoshop or Fireworks, to create graphics for the web, you're a step ahead. If not, you'll appreciate this chapter's pointers on how to convert images for the web, what image formats to use, and how to optimize images for faster download times. The examples in this chapter were created using Adobe Photoshop CS6, but the features I used are nearly identical in both Photoshop CS6 and Photoshop Elements, so you can use the same instructions in either program. (See the sidebar "Comparing Adobe web graphics programs" to find out more about the differences.)

If your images are already in GIF, JPEG, or PNG format and ready for the web, you can jump ahead to the "Inserting Images in Dreamweaver" section, where you find out how to place and align images and use an image as a background. You also discover some of Dreamweaver's built-in image-editing features, which enable you to crop images and even adjust contrast and brightness without ever launching an external image-editing program.



## Comparing Adobe web graphics programs

Most professional designers strongly prefer Adobe Photoshop, although I have to say I've been impressed with Photoshop Elements, which is a light version but offers many of the same features for a fraction of the cost. The following is a list of some of the most popular image-editing programs on the market today. All these image programs are available for both Mac and Windows:

- ✓ **Adobe Photoshop** ([www.adobe.com/photoshop](http://www.adobe.com/photoshop)): By far the most popular image-editing program on the market, Photoshop is a widely used standard among graphics professionals. With Photoshop, you can create original artwork, edit and enhance photographs, and so much more. Photoshop has a wealth of powerful painting and selection tools, special effects, and filters that enable you to create images far beyond what you can capture on film or create with many other illustration programs.
- ✓ **Adobe Photoshop Elements** ([www.adobe.com/elements](http://www.adobe.com/elements)): If you don't need all the bells and whistles offered in the full-blown version of Photoshop, Photoshop Elements is a remarkably powerful program — for about a sixth of the price. If you're a professional

designer, you're best served by Photoshop. But if you're a hobbyist or small-business owner and want to create good-looking images without the high cost and learning curve of a professional graphics program, Elements is a great bargain.

- ✓ **Adobe Fireworks** ([www.adobe.com/fireworks](http://www.adobe.com/fireworks)): Fireworks was one of the first image-editing programs designed to create and edit web graphics. Created by Macromedia, the program is now part of Adobe Web Suite and is fully integrated with Dreamweaver. Fireworks gives you everything you need to create, edit, and output web graphics, all in one well-designed product. Fireworks lacks many of the advanced image-editing capabilities of Photoshop but shines when creating web graphics and is especially popular among web designers who rave about the capability to create a design in Fireworks that can easily be sliced and converted into a web page in Dreamweaver.

If you have an Internet connection and want to do basic image editing for free, visit [www.gimp.org](http://www.gimp.org). The site makes it possible to edit and optimize images online without purchasing a software program.

## Creating and Optimizing Web Graphics

The most important thing to keep in mind when creating images for the web is that you want to *optimize* your images to make your file sizes as small as possible so that they download as quickly as possible.



How you optimize an image depends on how the image was created and whether you want to save it as a JPEG, PNG, or GIF. You find instructions for optimizing images with Photoshop in the sections that follow, but the bottom line is this: No matter what program, format, or optimization technique you

choose, your biggest challenge is finding the best balance between small file size and good image quality. Essentially, the more you optimize, the faster the image will download, but the compression and color reduction techniques used to optimize images can make them look terrible if you go too far.

As a general rule, do any editing, such as adjusting contrast, retouching, or combining images, before you reduce their size or optimize them because you want to work with the highest resolution possible when you're editing. Also, resize an image before you optimize it. You find instructions for resizing an image in the next exercise and instructions for optimizing in the sections that follow.

### *Resizing graphics and photos*

Resizing is important for two reasons: The images must be small enough to be displayed well on a computer monitor, and you want them to download quickly to a user's computer. The smaller the image is, the faster it will download.



TIP

Although you can change the display size of an image in a web page by altering the height and width settings in Dreamweaver, you get much better results if you change the dimensions of an image in a program such as Photoshop.



TECHNICAL STUFF

When you alter an image's height and width in the HTML code (by using the height and width settings in Dreamweaver), you simply instruct a web browser to display the image in a different size. Unfortunately, browsers don't do a good job of resizing images because browsers don't change the image itself but just force it to fit in the assigned space when the browser loads the page. If you set the image to display larger than its actual size, the image is likely to look fuzzy or distorted because it doesn't contain enough pixels for all the details to look good in a larger size. If you set the code to display the image smaller than it is, the image is likely to look squished, and you're requiring that your users download an image that's larger than necessary.

Reducing an image's size for use on the web requires two steps. First, you reduce the resolution of an image, which changes the number of pixels in the image. When you're working with images for the web, you want to reduce the resolution to 72 pixels per inch, or ppi. (If you're wondering why 72, see the sidebar that's appropriately named "Should I use 72 ppi or a higher resolution?") Second, you reduce the image's physical size by reducing its dimensions. You want to size your images to fit well in a browser window and to work within the design of your site.

## Should I use 72 ppi or a higher resolution?

For years, most web designers have saved images for the web at a resolution of 72 pixels per inch (better known as *ppi*). Most computer monitors displayed no more than 72 ppi, so any resolution higher than that was wasted on the web and you'd be making your visitors download more pixels than they could see.

One of the emerging questions on the web is whether designers should start increasing the resolution of the images we're using to keep pace with the higher resolution offered by the new breed of mobile devices, such as Apple's iPhones with ultra-high-density pixel resolution, Retina display laptops, and widescreen monitors.

Of course, other manufacturers followed suit, and we are now seeing that the old 72 ppi standard is quickly becoming outdated. Most modern computer monitors are capable of displaying images at 96 to 100 ppi resolution or higher.

So what should you do? Well, as with everything web-related, there are tradeoffs. More pixels mean better appearance but also an increased image size — and longer page load times. Here are your options:

- ✔ **Stick with 72 ppi.** *Upside:* It's what most designers still use, and it still looks good in even the latest browsers. You won't have to go back to all your sites and resize and resample your photos. *Downside:* In a few years, your photos and graphics could look grainy and pixelated when compared to higher-resolution sites.
- ✔ **Make an incremental change to 96 or 100 ppi.** *Upside:* The increased resolution will make your images look better on the more advanced displays, without really hitting your page load times. *Downside:* A few years from now, you may have to go through this process again when even higher resolutions are in vogue.
- ✔ **Use the @2x tag.** *Upside:* This option enables you to swap a lower resolution image for a higher resolution image using CSS media queries. *Downsides:* Not all devices support this option, so it works only for a limited audience. And Dreamweaver does not support this feature, so you'll have to write the CSS yourself. Here's an example of a background image that use the @2x option:

```
.background-image {
    background: url(../images/cool-
        background.png) repeat;
    background-size: 100px 100px;
}

@media only screen and (-webkit-min-
    device-pixel-ratio: 2) {
    .background-image {
        background: url(../images/
            cool-background@2x.png)
            repeat;
    }
}
```

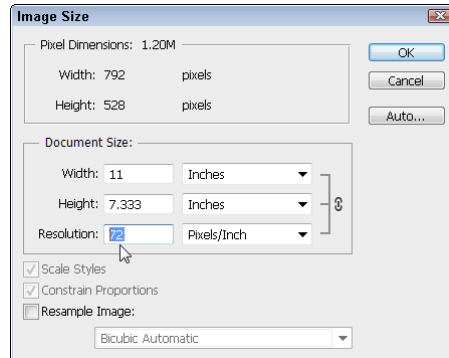
Follow these steps to lower the resolution and reduce the size of an image in Photoshop. (In Photoshop Elements or Fireworks, you follow a similar process although the specific steps may vary.)

### 1. With an image open in Photoshop, choose **Image** → **Image Size**.

The Image Size dialog box opens, as shown in Figure 3-1.



If you don't want your original image to lose quality (or you just want to play it safe), make a copy of your image and resize the *copy* for your website.



**Figure 3-1:** Change the image resolution to 72 ppi for a faster download.

**2. To change the resolution of your image, first deselect the Resample Image check box at the bottom of the Image Size dialog box.**

For best results, you always want the Resample Image check box deselected when you change the resolution.

**3. Click and drag to highlight the number in the Resolution field and replace it by typing the number 72.**

**4. Select the Resample Image check box.**

With the Resample Image check box deselected, you can't change the Pixel dimensions, so it must be checked when you change the image size.

**5. Enter a height and width for the image in the Height and Width fields.**

As shown in Figure 3-2, I'm changing the size of this image to 528 pixels high. If the Constrain Proportions check box at the bottom of the dialog box is selected (as it is in this example), any changes you make to the height automatically affect the width (and vice versa) to ensure that the image proportions remain constant. I prefer to work this way, but if you do want to change the image and not maintain the proportions, deselect this box.

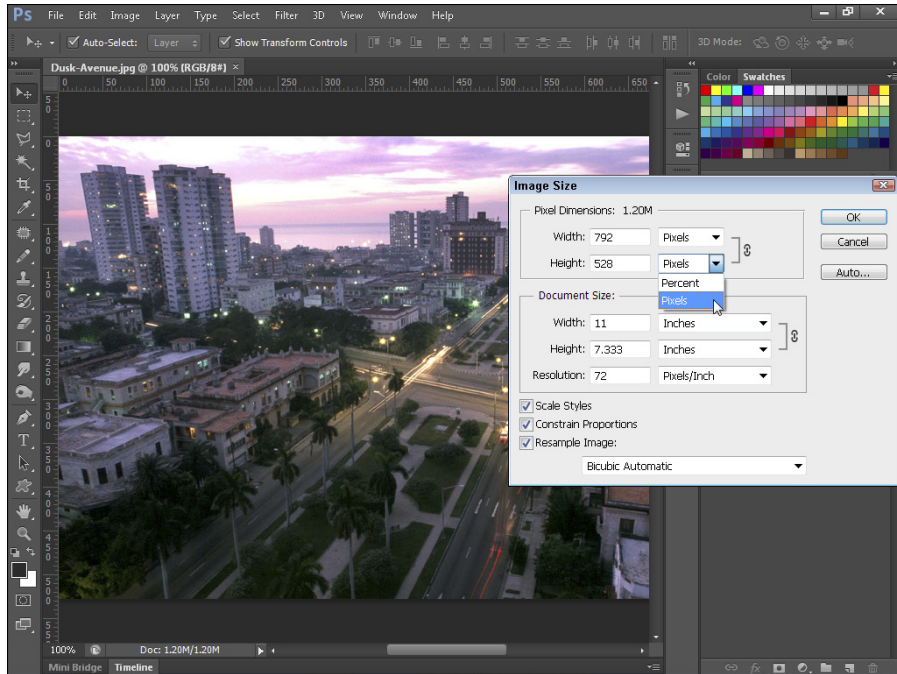


Photo by Casey Stoll

**Figure 3-2:** Specify a new image size in pixels or as a percentage of the original size.

#### 6. Click **OK** to resize the image.

If you want to return the image to its previous size, choose **Edit**⇨**Undo Image Size**. Beware that when you save the image, the changes become permanent.

### *Choosing the best image format*

One of the most common questions about images for the web concerns when to use GIF or PNG and when to use JPEG. Table 3-1 provides the simple answer.

**Table 3-1** Image Formats for the Web

<i>Format</i>	<i>Best Use</i>
GIF (.gif)	For line art (such as one- or two-color logos), simple drawings, animations, and basically any image that has no gradients or blends. GIF is also the best format when you want to display an image with a transparent background.
Animated GIF (.gif)	The simplest way to animate a web page. Animated GIFs work in almost every web browser used on the Internet, even very old browsers. Animated GIFs are a special type of GIF made up of a series of image frames, displayed in succession. These simple animations can include time delays between frames and can loop so that the series of images plays over and over.
PNG (.png)	PNG generally produces better-looking images with smaller file sizes than GIF for the same kinds of limited-color images. Really old browsers, such as IE 3, don't support the PNG format, but most web designers today choose the PNG format over GIF because so few people use such old browsers.
JPEG (.jpg or .jpeg)	JPEG is the best format for colorful, complex images (such as photographs); images containing gradients or color blends; and any other images with millions of colors.

### *Saving images for the web: The basics*

If you're new to saving images for the web, the following basics can help you get the best results from your files, your image-editing program, and ultimately your web pages. You can

- ✔ **Convert an image from any format into the GIF, PNG, or JPEG format.** For example, turn all your TIF, BMP, and PSD image files into a web-friendly file format.
- ✔ **Optimize images that are already in GIF, PNG, or JPEG format.** Even if your files are already in a web-friendly format, following the instructions in this chapter to optimize images with Adobe's Save for Web dialog box further reduces their file sizes for faster download over the Internet.
- ✔ **Use many programs to create web graphics.** However, Photoshop is one of the most popular ones to use. Under the File menu in Photoshop (and Photoshop Elements), you'll find the Save for Web option. (In Photoshop CS5, the option was changed to Save for Web and Devices.) Fireworks provides a similar feature, and although each program's

dialog boxes are slightly different, the basic options for compressing and reducing colors (which are covered in this chapter) are the same.

See the upcoming sections “Optimizing JPEG images for the web” and “Optimizing images in GIF and PNG formats” for details about using the Save for Web & Devices feature.



- ✓ **Make image edits before you optimize.** When you’re editing, using the highest quality image possible is always best. Make sure to do all your editing, sharpening, and resizing before you use the Save for Web option. Similarly, if you want to make further changes to an image after you’ve optimized it, you’ll achieve the best results if you go back to a higher resolution version of the image rather than editing the version that’s been optimized for the web. (When you use the Save for Web feature, Photoshop creates a new copy of your image and leaves the original unchanged.)

## Optimizing JPEG images for the web

The JPEG format is the best choice for optimizing continuous-tone images, such as photographs and images with many colors or gradients. When you optimize a JPEG, you can make the file size smaller by applying compression. The more compression, the smaller the image, but if you compress the image too much, the image can look terrible. The trick is finding the right balance, as you discover in this section.

If you have a digital photograph or another image that you want to prepare for the web, follow these steps to optimize and save it in Photoshop (in Photoshop Elements or Fireworks, the process is similar although the specific steps may vary):

- 1. With the image open in Photoshop, choose File⇨Save for Web.**

The Save for Web dialog box appears.

- 2. In the top-left corner of the dialog box, choose either the 2-Up or 4-Up tab to display multiple versions of the same image for easy comparison.**

In the example shown in Figure 3-3, I chose 2-Up, which makes it possible to view the original image on the top and a preview of the same image as it will appear with the specified settings on the bottom. The 4-Up option, as the name implies, displays four different versions for comparison (as shown later in this chapter in Figure 3-4).

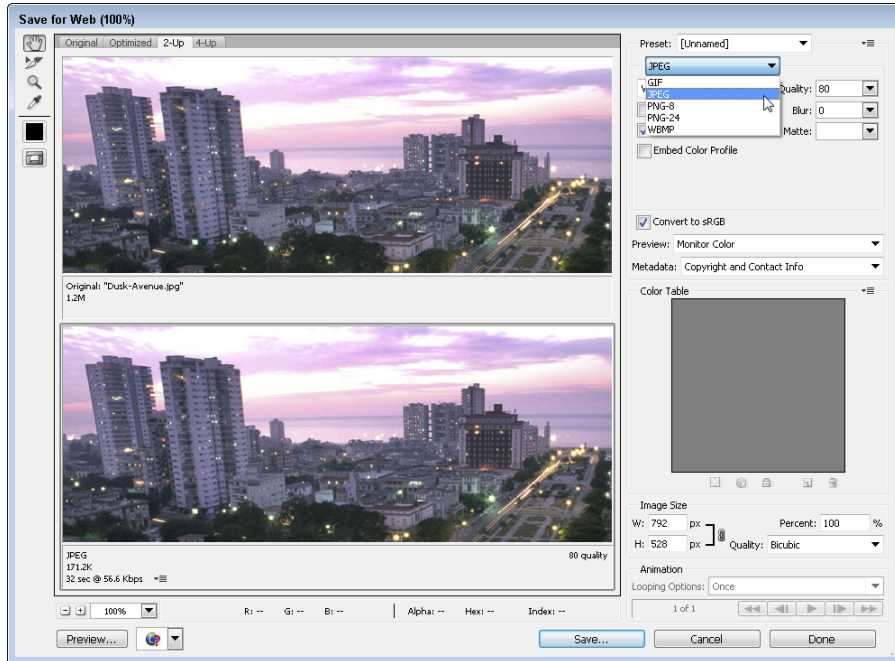


Photo by Casey Stoll

**Figure 3-3:** Use JPEG for photographs and other images with millions of colors.

**3. On the right side of the window, just under Preset, click the small arrow to open the Optimized File Format drop-down list and choose JPEG (this list is open in Figure 3-3).**

**4. Set the compression quality.**

Use the preset options Low, Medium, High, Very High, or Maximum from the Compression Quality drop-down list. Or use the slider just under the Quality field to make more precise adjustments. (The slider appears when you click the arrow.) Lowering the quality reduces the file size and makes the image download more quickly, but if you lower this number too much, the image will look blurry and blotchy.

Photoshop uses a compression scale of 0 to 100 for JPEGs in this dialog box, with 0 the lowest possible quality (the highest amount of compression and the smallest file size) and 100 the highest possible quality (the least amount of compression and the biggest file size). Low, Medium, and High represent quality values based on the amount of compression. The more compression applied, the lower the image quality.

**5. Specify other settings as desired (the compression quality and file format are the most important settings).**

**6. Click Save.**

The Save Optimized As dialog box opens.

**7. Enter a name for the image and save it to the images folder in your website folder.**

Photoshop saves the optimized image as a copy of the original and leaves the original open in the main Photoshop work area.

Repeat these steps for each image you want to optimize as a JPEG.



At the bottom of the image preview in the Save for Web dialog box, Photoshop includes an estimate of the time required for the image to download at the specified connection speed. In the example shown in Figure 3-3, the estimate is 32 seconds at 56.6 Kbps. As you adjust the compression settings, the size of the image changes and the download estimate will automatically adjust. You can change the connection speed used to make this calculation by clicking the small arrow just to the right of the connection speed and using the drop-down list to select another option, such as 256 Kbps for cable/DSL modem speed. Use this estimate as a guide to help you decide how much you should optimize each image.

## Optimizing images in GIF and PNG formats

If you're working with a graphic that can be displayed in 256 colors or less, such as a logo, cartoon character, or drawing, your best bet is to use the PNG format and reduce the total number of colors used in the image as much as possible to reduce the file size. (If you're concerned about visitors using a very, very old web browser, use GIF instead.)

To help make up for the degradation in image quality that can happen when colors are removed, GIF and PNG use a dithering trick. *Dithering* involves alternating pixels in a checkerboard-like pattern to create subtle color variations, even with a limited color palette. The effect can smooth the image's edges and make it appear to have more colors than it actually does.

To convert an image to a GIF or a PNG in Photoshop, follow these steps (in Photoshop Elements or Fireworks, the process is similar although the specific steps may vary):

**1. With the image open in Photoshop, choose File⇨Save for Web.**

The Save for Web dialog box appears.

2. In the top-left corner of the dialog box, choose the 2-Up or 4-Up tab to display multiple versions of the same image for easy comparison.

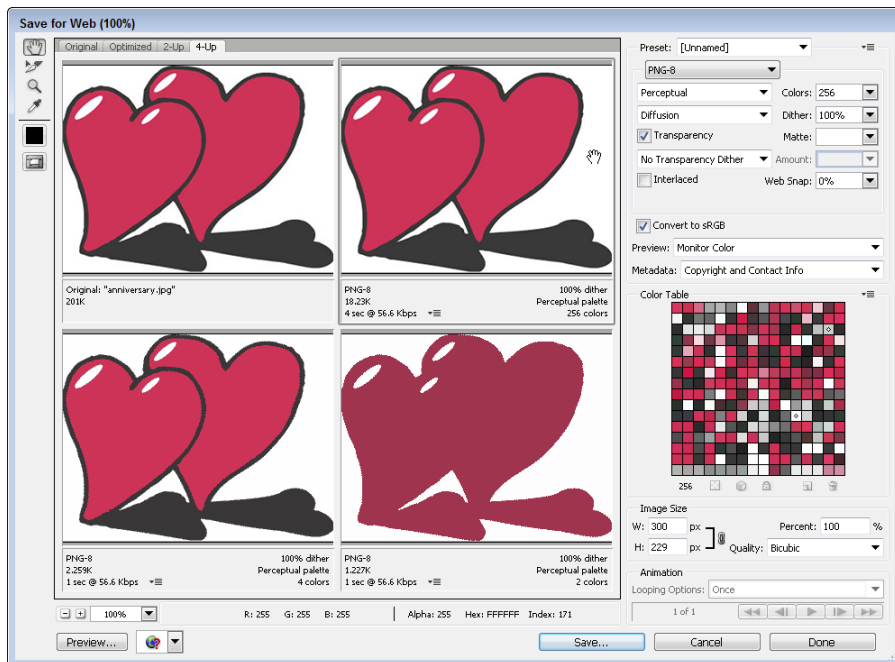
In the example shown in Figure 3-4, I chose 4-Up, which makes it possible to view the original image (in the upper-left corner), as well as three different previews of the same image.

3. Select a preview image to begin changing its settings.

Changing the preview images in the 4-Up view enables you to compare the original image with up to three versions using different color, transparency, dither, and other settings, covered in the steps that follow.

4. On the right side of the dialog box, just under Preset, click the small arrow to open the Optimized File Format drop-down list and choose PNG-8.

Although PNG-24 does produce a better quality image, not all web browsers support PNG-24, so PNG-8 is the safer option if you want the image to display consistently for the broadest audience on the web.



**Figure 3-4:** GIF and PNG are best for images with limited colors.

*Illustration by Tom McCain*

**5. In the Colors box, select the number of colors.**

The fewer colors you use, the smaller the file size and the faster the image will download. But be careful; if you reduce the colors too much (as I have in the bottom-right preview shown in Figure 3-4), you lose details. The ideal number of colors depends on your image; if you go too far, your image will look terrible.

**6. If you want to maintain a transparent area in your image, select the Transparency check box.**

Any area of the image that was transparent when you created the image in the editor appears transparent in the preview window. If you don't have a transparent area in your image, this setting has no effect.



Transparency is a good trick for making text or an image appear to float because a transparent background doesn't appear on the web page. You can select transparency as a background option in the New File dialog box when you create a new image in Photoshop or Photoshop Elements.

**7. If you choose Transparency, also specify a Matte color.**

You want the matte color to match the background of your web page so that the dithering along the transparent edge will blend with the background. If you don't specify a matte color, the transparency is set for a white background, which can cause a halo effect when the image is displayed on a colored background.

**8. Specify other settings as desired.**

The remainder of the settings in this dialog box can be left at their defaults in Photoshop.

**9. Click Save.**

The Save Optimized As dialog box opens.

**10. Enter a name for the image and save it into the images folder (or any other folder) in your local site folder.**

Repeat these steps for each image you want to optimize as a GIF or PNG for your site.



Trial and error is a great technique in the Save for Web dialog box. In each of the three preview windows displaying optimized versions of the cool cartoon image in Figure 3-4, I used fewer and fewer colors, which reduced the file size with an increasingly degrading effect.

### *How small is small enough?*

After you know how to optimize GIFs and JPEGs and appreciate the goal of making them as small as possible, you may ask, “How small is small enough?” The answer is mostly subjective, but the following points are good to remember:

- ✓ **The larger your graphics files, the longer people have to wait for them to download.** You may have the most beautiful picture of Mount Fuji on the front page of your website, but if it takes forever to download, most people won’t be patient enough to wait to see it.
- ✓ **When you build pages with multiple graphics, consider the cumulative download time of all the graphics on the page.** Even if each individual image is a small file size, the cumulative image size can add up. Unlike most things in life, smaller is definitely better on the web.
- ✓ **Most web pros consider anything from about 75K to 150K a good maximum cumulative size for all the elements on a given page.** With the increasing popularity of DSL and cable modems, many websites are starting to become a bit more graphics heavy and go beyond that size limit. However, anything over 150K is pushing the limit, especially if you expect people with dial-up modems (56K and under) or those surfing on mobile phones to stick around long enough to view your pages.

## *Inserting Images in Dreamweaver*

Now for the fun part. Adding an image to your web page may seem almost magical at first because the process is so simple with Dreamweaver. The challenge with web graphics isn’t adding them to your pages but creating good-looking images that load quickly in your viewer’s browser. You need another program, such as Photoshop, Photoshop Elements, or Fireworks, to create, convert, edit, and optimize images. *Optimizing* images makes file sizes smaller so your images download faster. Dreamweaver provides some basic image-editing tools, but mostly you use Dreamweaver to insert and position images on your page.

Dreamweaver makes placing images on your web pages easy and provides multiple ways to do so:

- ✓ Click the Images icon in the Common Insert panel and then select an image using the Insert Image dialog box.
- ✓ In the Files panel, click and drag an image name onto the page where you want the image to appear.
- ✓ Use the Insert menu, as I explain in the following steps.

If you don't have a web-optimized JPEG, GIF, or PNG image handy, you can download free images that are already optimized by going directly to [www.DigitalFamily.com/free](http://www.DigitalFamily.com/free). (You find instructions for downloading the free images when you get to this special page on my website.)

To place an image on a web page using the Insert menu, follow these instructions:

- 1. Open an existing page or create and save a new page.**
- 2. Place your cursor where you want to insert the image on the page.**

You can insert images into the top left of a new blank file, and you can insert images into `<div>` tags and elements in a web page, but you can't just place an image in the middle of a page without using additional HTML tags or CSS formatting to position it. See the "Why can't I place images anywhere I want them?" sidebar, later in the chapter, for more on how to position images in a page.

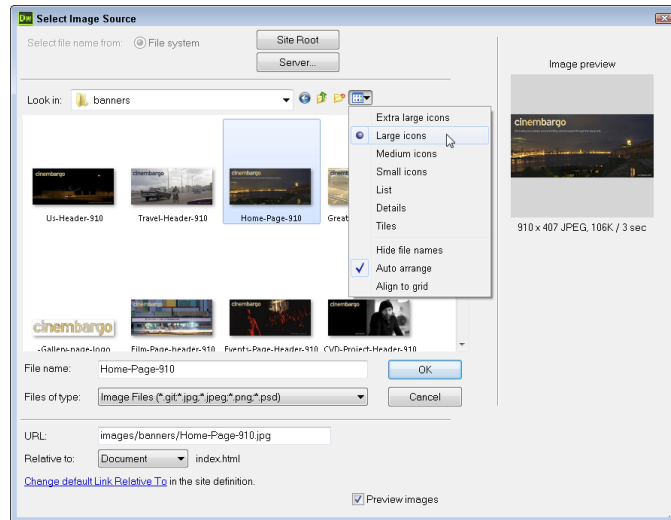
- 3. Choose Insert⇨Image⇨Image.**

The Select Image Source dialog box appears.

- 4. Browse to locate the image you want to insert.**

Depending on your computer system, you can preview images as you insert them in different ways. Here are three common options:

- **On a PC with Windows XP**, choose Thumbnails from the View menu drop-down list to the right of the Look In field to display thumbnail versions of all the images in any open folder. You can also view a single preview of any selected image in the far right of the dialog box.
- **On a PC with Windows Vista or Windows 7** (as shown in Figure 3-5), choose one of the icon options (Small Icons, Medium Icons, Large Icons, or Extra Large Icons) from the View menu drop-down list to the right of the Look In field to display thumbnail versions of all the images in any open folder. You can also view a single preview of any selected image to the far right of the dialog box.
- **On a Mac**, choose the View As Columns option from the top left of the dialog box. You can view a single preview of any selected image in the far right of the dialog box.



*Photos by Casey Stoll*

**Figure 3-5:** Locate and preview images in the Select Image Source dialog box.

- 5. To insert the image, double-click the image name or click once and then click OK.**



If you insert an image into a page and the image isn't saved in your local site folder, Dreamweaver prompts you with a warning dialog box and offers to copy the image into your local site folder. (Find out how to set up a local site folder in the section in Chapter 2 on setting up new or existing sites.) Many designers create a subfolder called *images* inside the local site folder where they store all the images in their site, but you can organize images in multiple subfolders if you prefer.

- 6. Select the image on your web page to view and edit image properties.**

Image options are displayed automatically in the Property inspector at the bottom of the page when an image is selected, as shown in Figure 3-6.

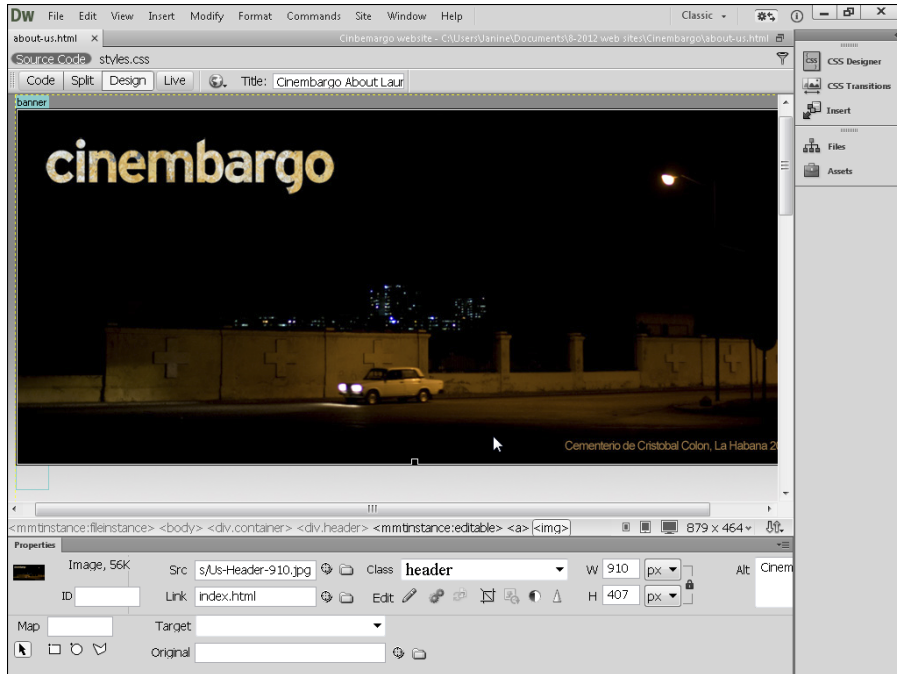


Photo by Casey Stoll

**Figure 3-6:** The Property inspector provides easy access to common image attributes.

Table 3-2 describes the many image attributes available in the Property inspector when an image is selected. If you don't see all the attributes listed in the table on your screen, double-click the bottom-right corner of the Property inspector to expand it to reveal all the image options shown in Figure 3-6.

**Table 3-2** Image Attributes in the Property Inspector

<i>Abbreviation</i>	<i>Attribute</i>	<i>Function</i>
Image	N/A	Displays the file size.
ID	Name	Identifies the image uniquely on the page — an important detail if you use behaviors or other scripts that target an image. Can be left blank.
Map	Map Name	Assigns a name to an image map. All image maps require a name.
Hotspot tools	Image Map Coordinates	Creates image map hotspots for links in the shape of a rectangle, an oval, or a polygon.

<b>Abbreviation</b>	<b>Attribute</b>	<b>Function</b>
Src	Source	Automatically sets the source (the filename and path from the current document to the desired image). Required.
Link	Hyperlink	Displays the address or path if the image is used as a link.
Target	Link Target	Controls how a link opens in a web browser. For example, if you want the link to open a new browser window, choose <code>_blank</code> .
Original	N/A	Identifies the original version of the image, if you're using the Smart Objects features in Photoshop or Firefox. (See your Photoshop or Firefox documentation for more on these features.)
Class	CSS Setting	Enables you to apply any class styles defined in Dreamweaver. To use this option, select any element in the workspace and then select any class style you want to apply in the drop-down list.
Edit	Edit	Launches the image editor associated with Dreamweaver. (You can change these settings in Dreamweaver's Preferences dialog box.)
Edit	Edit Image Settings	Launches the Image Optimization dialog box, where you can make basic edits to an image.
Edit	Update from Original	Ensures that edits are made using the original image. <b>Note:</b> This setting works only if you've used an associated Adobe image editor to edit the image before inserting the image on the page.
Icons for	Crop; Resample; Brightness and Contrast; and Sharpen	Make minor alterations to an image in Dreamweaver. <b>Note:</b> Any changes made using these options permanently alter the image when the page is saved.
W	Width	Specifies the width of the image based on the actual size of the image dimensions.
H	Height	Specifies the height of the image based on the actual size of the image dimensions.
Alt	Alternate Text	Enables you to add or edit alternate text.

## Why can't I place images anywhere I want them?

You can't just place your cursor anywhere on a page and insert an image where you want it. This isn't a limitation of Dreamweaver; the way HTML is displayed on the web restricts how you can place images.

By default, all images, text, and other elements are inserted starting at the top-left corner of the

browser window. To create more complex layouts and position images precisely on a page, your best option is to create a layout with CSS (which I cover in Chapters 5-8). You can also use an HTML table to position elements on a web page (which I cover in Chapter 10).

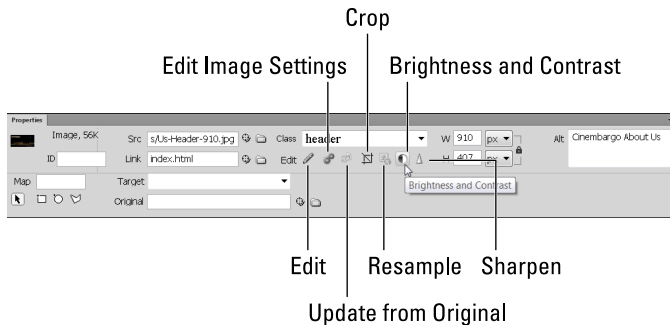


When you insert an image file onto a page, you don't actually add a copy of the image to the page; you create a reference to the image. The underlying code looks much like the code for a link from one page to another. Both image references and links include the name of the file (the page you link to or the image you insert) and the path from the page to that file. Essentially, you're creating an instruction for a web browser to find the image when it displays the page.

To display an image on your web page, you need to upload both the page and the image when you publish your website. If your image files and the pages that refer to those files aren't in the same relative location on your hard drive as they are on your web server, you break the reference to your images, and an ugly Broken Image icon appears on your page. The best way to make sure that your images and files stay where they're supposed to in relation to one another is to let Dreamweaver keep track of them for you. That's why it's so important to complete the site setup process at the beginning of Chapter 2 and to make sure you never move or rename an image, except in the Files panel.

## Image Editing in Dreamweaver

Dreamweaver includes basic image-editing features, including the Crop, Resample, Brightness and Contrast, and Sharpen options. You find these tools just below the Class field in the Property inspector, as shown in Figure 3-7. Image-editing features in Dreamweaver enable you to make minor changes to images without opening Fireworks, Photoshop, or any other graphics-editing program.



**Figure 3-7:** Use the image-editing tools to do basic image editing.

Before you get carried away editing your images, remember that Dreamweaver is primarily an application for creating web pages and isn't designed to edit graphics. Although these tools can be useful, they shouldn't take the place of doing serious work on your graphics in a graphics application, such as Fireworks or Photoshop.



When you use Dreamweaver's image-editing tools, beware that you're changing the actual image (not just a copy of it). Make sure you're happy with these changes before you save the page you're working on. You can use the Undo feature in Dreamweaver to revert several steps, but after you save the page, you can't undo changes made to an image with these tools. To protect your original image, save a copy before editing it.

## Cropping an image

Essentially, *cropping* an image involves trimming its edges. If you're trying to fit an image into your design and need the image to be just a touch smaller, Dreamweaver's cropping tool can come in handy. To crop a graphic or photo, open the page that contains the image you want to edit, and follow these steps:

- 1. Select the image you want to crop by clicking it.**

The Property inspector changes to display the image's properties.

- 2. Click the Crop icon.**

A dialog box appears, warning you that cropping changes the original image.

If you're concerned about keeping the entire image available, don't make the change. Instead, make a copy of the image before you crop it.



**3. Click OK in the Dreamweaver dialog box.**

A solid crop line with selection handles at the sides and corners appears over the image, as shown in Figure 3-8.

**4. Click and drag the selection handles to outline the area of the image you want to keep.**

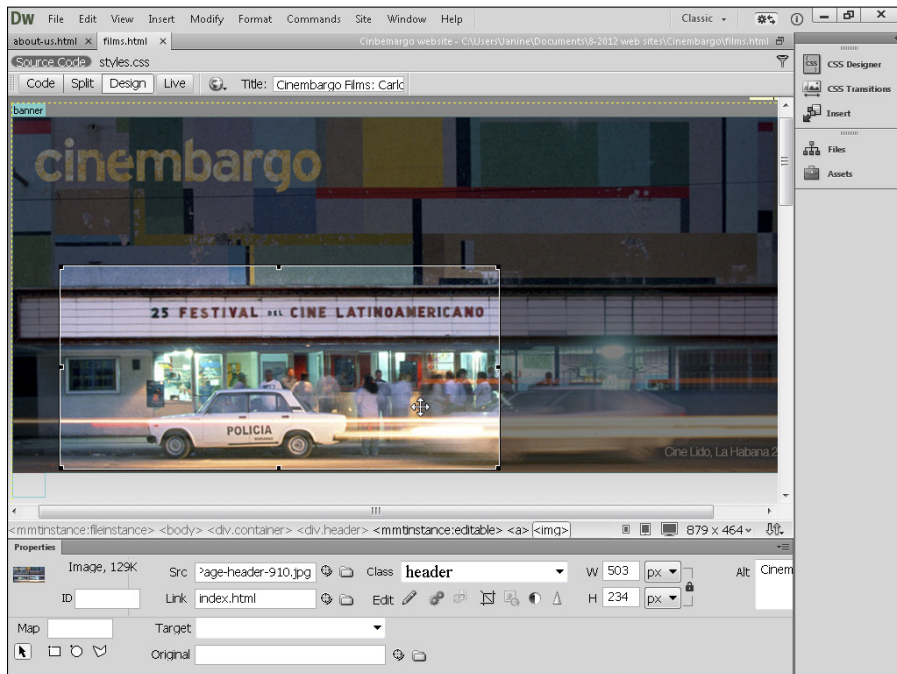
Any part of the image outside the crop line (and shaded) is deleted when the crop is completed.

**5. Double-click inside the box or press Enter (Return on a Mac).**

The image is cropped.



You can undo cropping by choosing Edit⇨Undo Crop. However, after you save the page, changes are applied permanently to the image and can't be undone.



*Photo by Casey Stoll*

**Figure 3-8:** Drag the outline edges to define the area to crop.

## Adjusting brightness and contrast

Adjusting an image's *brightness* allows you to change the overall amount of light in an image. *Contrast* controls the difference between the light and dark areas of an image.



Using Dreamweaver's editing tools permanently alters the image when the page is saved. If you're concerned, the best thing to do is to make a copy of the image and make your adjustments to the copy.

To adjust brightness and contrast, follow these steps:

- 1. In the Document window, select the image you want to alter.**

The Property inspector shows the image properties.

- 2. Click the Brightness and Contrast icon (labeled in Figure 3-7).**

A dialog box appears, indicating that the changes you make will affect the original file.

- 3. Click OK in the Dreamweaver dialog box.**

The Brightness/Contrast dialog box appears.

- 4. Use the sliders to adjust the brightness and contrast settings of the image.**

Make sure to select the Preview check box if you want to see how the changes affect the image as you move the sliders around.

- 5. Click OK.**

The settings take effect permanently when you save the page.

## Sharpening an image

When you apply *sharpening* to an image, you increase the distinction between areas of color. The effect can increase the definition of shapes and lines in an image.



Using Dreamweaver's editing tools permanently alters the image when the page is saved. If you're concerned, the best thing to do is to make a copy of the image and make your adjustments to the copy.

To sharpen an image, follow these steps:

- 1. In the Document window, select the image you want to sharpen.**

The Property inspector shows the image properties.

**2. Click the Sharpen icon (labeled in Figure 3-7).**

A dialog box appears, warning that your change is made to the original file.

**3. Click OK in the Dreamweaver dialog box.**

The Sharpen dialog box appears.

**4. Use the slider to adjust the sharpness of the image.**

Select the Preview check box to see how the changes affect the image as you move the slider.

**5. Click OK.**

The image is sharpened, and changes to the image become permanent when you save changes to the page.

## *Opening an image in Photoshop or Fireworks from Dreamweaver*



The Property inspector includes an icon that enables you to easily open an image in Photoshop or Fireworks from Dreamweaver. The Edit icon changes to the icon of the program specified in Dreamweaver's preferences. To open an image in your preferred program, simply select the image in Dreamweaver, click the icon in the Property inspector, and watch your image appear as you've commanded.

Adobe has done great work integrating the Photoshop and Fireworks programs into Dreamweaver. When you save changes to the image in Fireworks or Photoshop, they're automatically reflected in the version you've already inserted into a page in Dreamweaver.

To specify the image editor you want to associate with a file type in Dreamweaver's preferences, follow these instructions:

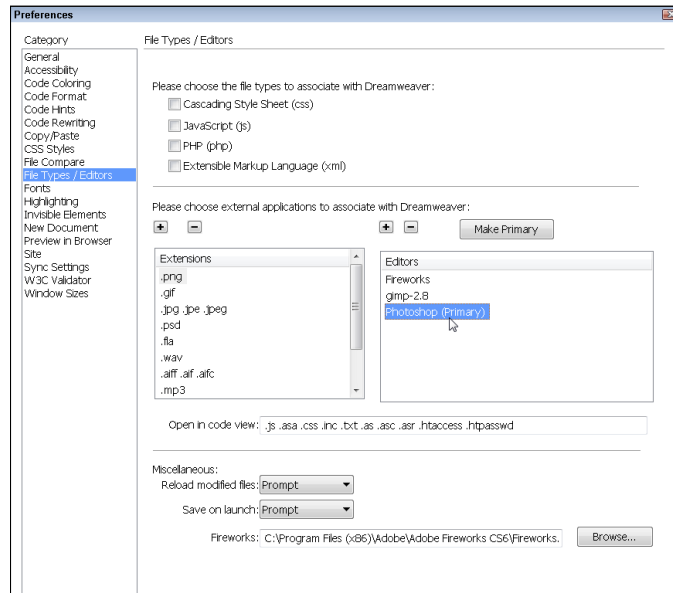
**1. Choose Edit⇨Preferences (Windows) or Dreamweaver⇨Preferences (on a Mac).**

The Preferences dialog box opens.

**2. On the left, select the File Types/Editors category, as shown in Figure 3-9.****3. In the Extensions pane, select an image format.**

Dreamweaver lists a wide variety of file types here, and you can associate any or all of them with your favorite editors. To associate image editors with these graphic formats, select the GIF, PNG, and JPEG options

one at a time and then continue with these steps. In the example shown in Figure 3-9, I've selected the .png format and I'm associating it with Photoshop.



**Figure 3-9:** Use the preferences settings to associate your favorite image editor.

**4. In the Editors pane, select the editor you want associated with the .png format.**

In the example shown in Figure 3-9, Photoshop is already included in the list of options, so you can simply click Photoshop to select it. If you want to associate an editor that isn't on this list, click the plus sign (+) just above the Editors pane, browse to find the program on your hard drive, and select it to make it appear on the list.

**5. With the file type and program name selected, click the Make Primary button to associate the editor with the file type.**

The editor specified as primary is launched automatically when you select an image in Dreamweaver and click the Edit icon in the Property inspector.

**6. Select .jpeg from the Extensions pane and repeat Steps 4 and 5.**

You can continue with this process for any or all the other formats listed.

To add additional file formats to Dreamweaver, click the plus sign (+) over the Extensions pane and type the extension, beginning with a dot (.).

## Inserting a Background Image

Background images can add depth and richness to a page design. Used cleverly, a background image that downloads quickly and efficiently helps create the illusion that the entire page is one large image. The trick is to use an image with a small file size that creates the impression of a large image. One way this works on the web is to use the default settings for a background image, which cause the image to *tile* (repeat) across and down the page (see Figure 3-10).

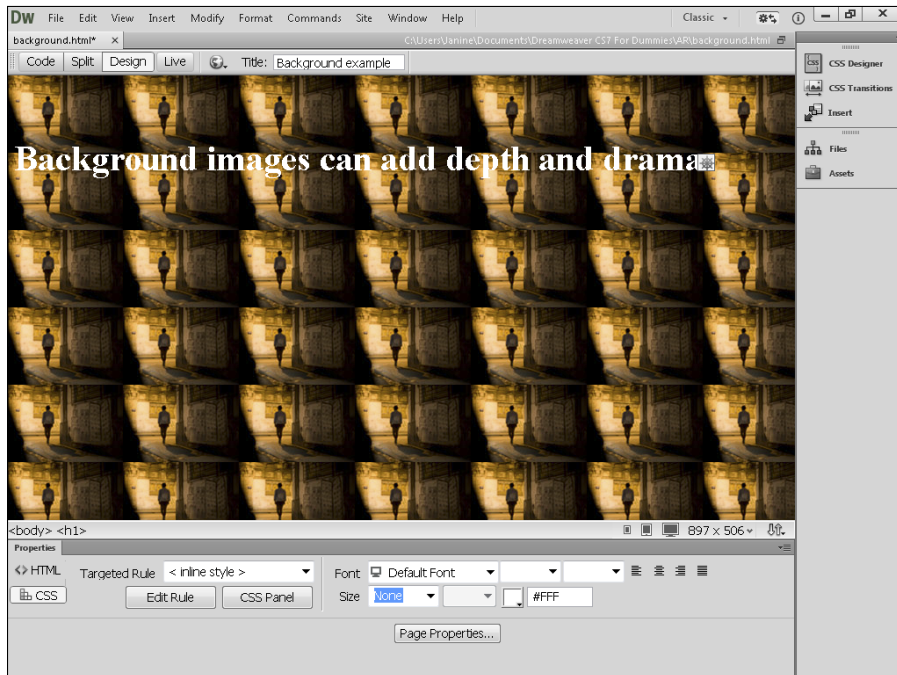


Photo by Casey Stoll

**Figure 3-10:** You can repeat a background image across and down a page.

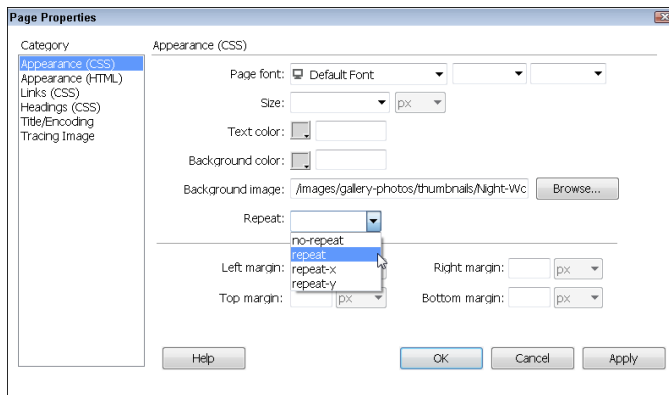


Text placed on certain backgrounds (such as the one shown in Figure 3-10) can be difficult to read. Choose your background images carefully and make sure your background and your text have plenty of contrast. Reading on a computer screen is hard enough.



With CSS, you can have far greater control over the display of a background image. When you create a CSS background style, you can insert a background image that doesn't repeat or that repeats only across the Y axis or down the X axis of the page.

To insert a background image in Dreamweaver, choose **Modify**⇨**Page Properties**, click the **Browse** button to the right of the **Background Image** field (see Figure 3-11), and select the image you want to use as your background. If the image isn't already in your local site folder, Dreamweaver offers to copy it there when you click **OK**.



**Figure 3-11:** Control how a background image is repeated on a page.

When you insert an image using Dreamweaver's **Page Properties** feature, you can use the **Repeat** drop-down list to specify how the image repeats on the page, as shown in Figure 3-11. When you specify a repeat option, Dreamweaver automatically creates a style for the page with these background settings. If you use the **CSS Definition** dialog box to further edit the background options in the body style (covered in Chapter 5), you can also specify where the background image is displayed on a page.



# Managing, Testing, and Publishing a Website

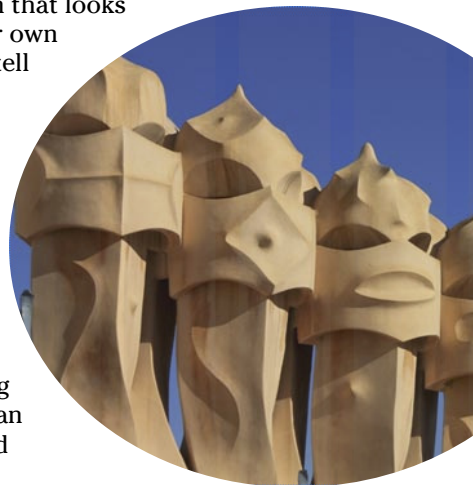
## *In This Chapter*

- ▶ Previewing your site in different web browsers
- ▶ Testing your site with the Dreamweaver site-reporting features
- ▶ Finding and fixing broken links
- ▶ Renaming files and adjusting links
- ▶ Setting up FTP and other file transfer options
- ▶ Publishing your site to a web server

**T**he scenario is shocking: You create a page design that looks just perfect in your favorite web browser on your own computer. You publish your site on the Internet and tell all your friends. And the next thing you know, your cousin in Chicago and your friends in Italy are telling you that the site looks terrible, the text is unreadable, and your video files won't play at all.

Don't let this happen to you. Take time to test your work before you publish it to ensure that your site works well in the many different web browsers, operating systems, and monitor sizes that your visitors are likely to use on today's increasingly diverse Internet. Web pages can look very different depending on the browser, especially older versions, and they can fall apart if you design on a giant desktop monitor and then try to use the site on a tiny cell phone screen.

No matter how your pages are viewed, you also want to use Dreamweaver's tools to check that your site code is valid, all the links work, and everything



is in tip-top shape. As you work with the files in your site, you may appreciate that Dreamweaver includes tools for managing files and folders so that your links stay current as your site grows. And when you're ready to publish or update your site on the web, Dreamweaver has tools to help you transfer files, too. In this chapter, you discover how to test and publish a website, and you find a few tips I've learned about designing websites that look good to everyone who visits your site.



If you're looking for information about where to host your website, how to choose a web-hosting service, or how to register a domain name, find recommendations and tips for choosing the best services on my site at [www.digitalfamily.com/hosting/](http://www.digitalfamily.com/hosting/).

## Understanding Why Web Pages Can Look Bad in Some Browsers

A confusing and frustrating aspect of web design is that different browsers and computer systems affect a page's appearance. You can create a page that looks great in Dreamweaver and test it in a browser to confirm that it looks fine only to discover later that the page looks terrible in another web browser or on a different computer system. Web pages can look different from one system to another for many reasons, but the following issues are the most common culprits:

- ✓ **Browser differences:** Today, dozens of browsers are in use on the web, not counting the different versions of each browser. For example, at the time of this writing, Internet Explorer (IE) 10 is the newest release from Microsoft, but a significant percentage of web users haven't upgraded yet and are still using IE7 or even earlier versions. (More on browser differences in the next section.)
- ✓ **Mobile phones and tablets:** The biggest challenge of today's web is creating websites that look good on tiny mobile phone browsers, as well as giant screens. Just because you can open your website on a smartphone doesn't mean it's usable on the tiny screen. (For more on designing for mobile and other small screen sizes, see Chapter 8.)
- ✓ **Unsupported design features:** One of the most exciting improvements in web design in the last several years is the addition of design options such as drop shadows, gradients, transparency, and the capability to use almost any font. You can add these design features to your web pages, even though they won't be visible on older browsers. However,

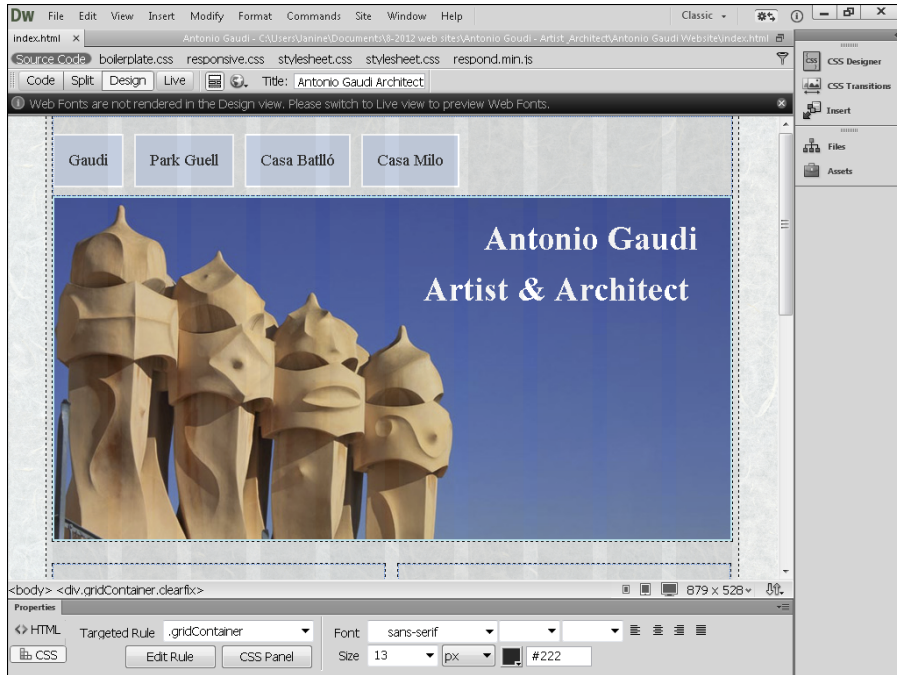
make sure your pages are still *readable*, even if the drop shadows and other features don't work. (See the two upcoming figures for examples of how CSS3 styles aren't displayed in older web browsers.)

- ✓ **Hardware differences:** Another challenge comes from the differences between Macintosh and Windows computers. For example, most fonts appear smaller on a Macintosh than on a PC. (Times 12 on a PC looks like Times 10 on a Mac, which makes text harder to read and can change the layout of a page.) Image colors and brightness can also vary from one computer to another.
- ✓ **Individual preferences:** Most web browsers include preference settings that individual users can adjust to suit their needs. For example, someone may increase the text size in his or her browser settings to make text more readable, which may cause the text on your carefully designed pages to wrap and ruin the page design.
- ✓ **Monitor resolution settings:** In addition, the same web page may look very different on a 21" monitor than it does on a 15" monitor. And even on the same monitor, different resolution settings can alter the way a page looks. On a PC, a common resolution is 1024 x 768; on a Mac, the resolution is generally set much higher, making the design look much smaller, even if the monitor sizes are the same.

As a result of all these differences, the same web page can look very different to the people who visit a website. For example, Figure 4-1 shows a web page displayed in Dreamweaver's Design view with the monitor resolution set to 1024 x 768. The screen is typical for a web page viewed in an old browser on a relatively small, low-resolution monitor.

To get around the limitations of Dreamweaver's Design view, Adobe added the Live view option in Dreamweaver version 5. In version 6, Adobe shortened the name to Live and placed the option to the right of the other view options, Code, Split, and Design. The Live option changes the display engine to the webkit engine, which is used in the Safari and Chrome web browsers. In version 7, Adobe updated the Live view options to provide even better support for CSS3, but Design view still works much like a very old web browser.

For example, Figure 4-2 shows the same page displayed in Figure 4-1 but in the Google Chrome browser on a large monitor set to a higher resolution, 1280 x 800. Note how the Chrome web browser supports my use of an unusual font and the transparent background in the main text box in the middle page. Also note that more of the page is visible on a larger monitor with a higher resolution.



**Figure 4-1:** A web page in Dreamweaver’s Design view with 1024 x 768 resolution.



**Figure 4-2:** The web page in Figure 4-1 displayed in the Google Chrome browser with the monitor set to 1280 x 800.

This challenging aspect of the web is at the root of many of the limitations and complications of creating good web designs. People who visit your site will use different web browsers and some of them may not be able to see the latest features. Your website will be viewed on very small screens on mobile phones as well as on giant television monitors. With patience, testing, and an understanding of the most problematic tags and styles, you can create great websites that look good to most — if not all — of the people who visit your website.

### *Understanding browser differences*

The many reasons why web pages can look different from one browser to another can be boiled down to the following:

- ✔ Over the years, web browsers have evolved to support new web technologies. Thus, many older browsers still in use have trouble displaying some of the latest, most advanced features that you can use on your web pages today, such as rounded corners and drop shadows.
- ✔ Compounding this problem, the companies that make web browsers — including Microsoft, Google, and Apple — don't all agree or follow the same rules (although most are getting better at complying with at least most of the standards in their latest browser versions).
- ✔ Dozens of browsers are now in use on the web, not counting the different versions of each browser. For example, Google Chrome has become increasingly popular and is one of the best for supporting pages designed to follow modern web design standards. Unfortunately, a significant percentage of Internet users haven't yet changed or upgraded and many people are still using the browser that came with their computer. If that browser is IE6, your pages will face a real challenge because IE6 is notoriously bad at displaying CSS (Cascading Style Sheets) and other modern web features.

Browser limitations and differences are the root of many complications when creating and testing websites. Entire books and websites are dedicated to how best to design for the differences among browsers. I can't possibly cover all the issues or tricks to working around them in this book. However, in this chapter, I do include tips and testing sites to help you ensure that your pages look their best. In addition, throughout this book I try to stick to design strategies and techniques that most browsers in use today support.



The best way to make sure your site looks good to your visitors is to write clean code, test it for errors (using the testing tools included in this chapter), and then preview how the site looks in a variety of web browsers, screen sizes, resolutions, and operating systems. In the following sections, you find instructions for adding browsers to Dreamweaver's preview options and using online services to test in browsers that you don't have on your computer.

## Targeting browsers for your design

Some web designers have decided to ignore users with older browsers or to simply include a warning message, such as: “This page looks best in the latest version of Firefox; upgrade now.” Other designers carefully test their pages in dozens of browsers to make sure they look good to as many people as possible on the Internet. As you decide how to approach this issue, I suggest taking your audience into account. For example, consider the following scenarios and design accordingly:

- ✓ **Your visitors are advanced computer users.** If you run a website for high-end game developers or web geeks and are confident that they update their software regularly, you may not need to concern yourself with older browsers. Similarly, if you’re a photographer or designer interested in winning over creative directors, you can probably assume that they have large monitors and fast computers on their desk, but keep in mind they probably also have iPhones and iPads and may be using those to review your work.
- ✓ **Your site attracts users from large organizations.** People at large corporations, universities, or other big organizations often are not allowed to update their own software. They’re stuck with older browsers until some official decides to update their systems, which can take a notoriously long time. In this scenario, make sure your site is at least readable in older web browsers. That said, if you’re designing a site for use by people in only one company or organization, you can often find out exactly what software they are using and design specifically for their systems.
- ✓ **Your audience is made up of people with older computers who are unlikely to have upgraded their web browsers.** If you’re designing a website for a doctor’s office, real estate agency, little league team, or another group likely to attract old and young visitors who may be using older computers at home, you need to design for the broadest possible audience on the Internet. Although web browsers are generally free and relatively easy to install, some people are afraid to download any software over the Internet, and many don’t appreciate the benefits of using a newer browser.



The movement toward more standardized web development is growing, but getting your pages to look exactly the same on every computer on the planet is still difficult if not impossible. As a result, most designers strive to create pages that look as good as possible on as many browsers as they consider important, even if the same pages don’t look *exactly* the same on all browsers.

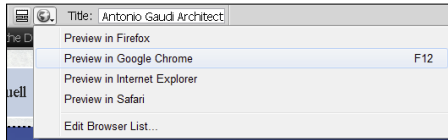
## Previewing Your Page in a Browser

Although Dreamweaver's Design and Live views display web pages much like old and new web browsers, not all interactive features work in Dreamweaver. To test links, for example, you have to preview your work in a web browser.



You can test your pages using any web browser on your computer, but I recommend that you set up at least two (and preferably, all four) of the latest versions of the most popular browsers: Internet Explorer, Firefox, Chrome, and Safari. (You find instructions for adding browsers to Dreamweaver in the next section.)

The simplest way to preview your work is to save the page you're working on and then click the Preview/Debug in Browser icon (it looks like a small globe), which is located at the top of the workspace, as shown in Figure 4-3. You can also choose File⇨Preview in Browser.



**Figure 4-3:** The Preview/Debug in Browser icon opens any Dreamweaver page in the selected web browser.

### Adding web browsers to the preview feature

To help you test your pages, Dreamweaver makes it possible to add multiple browsers to the preview. The first step is to download and install a variety of browsers on your hard drive (see the sidebar “Downloading new browsers”).

After you've installed one or more new browsers on your computer, follow these steps to add them to Dreamweaver's browser preview list:

- 1. Choose File⇨Preview in Browser and then choose Edit Browser List from the fly-out menu.**

The Preferences dialog box opens with the Preview in Browser settings displayed. **Note:** You must have a page open in Dreamweaver for these menu options to be available.

- 2. Click the plus sign (+) at the top of the Preferences dialog box.**

The Add Browser dialog box opens.



**3. Enter a name for the browser.**

To help make sure you're using the latest browsers, include the version number as well as the name, as I have in Figure 4-4, where I'm adding the latest version of Firefox.

**4. Click the Browse button.**

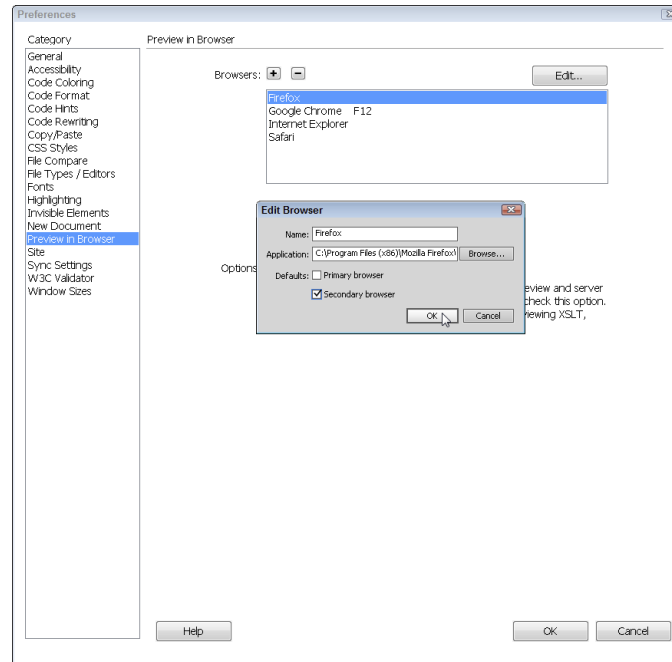
The Add Browser dialog box opens.

**5. Navigate your hard drive until you find the browser you want to add.**

Look for the browser's executable or application file (indicated with an .exe extension under Windows and stored in the Applications folder on a Mac). Don't use a shortcut to the actual program file.

You can add a browser to Dreamweaver only if the browser is on your hard drive. (See the nearby sidebar, "Downloading new browsers," for more about finding and downloading new browsers for testing.)

**6. Double-click the name of the program file to select it and add the browser to the Application field in the Add Browser dialog box.**



**Figure 4-4:** Add web browsers to the Preview in Browser list.

## Downloading new browsers

So how do you put new browsers on your hard drive so that you can use them to preview your pages? The simplest way is to visit the websites of the companies that create the most popular browsers. You can download the latest version for free from each of these sites, and all four browsers are available for Mac and Windows computers:

- ✓ Microsoft Internet Explorer: [www.microsoft.com/ie](http://www.microsoft.com/ie)
- ✓ Mozilla Firefox: [www.firefox.com](http://www.firefox.com)
- ✓ Apple Safari: [www.apple.com/safari](http://www.apple.com/safari)
- ✓ Google Chrome: [www.google.com/chrome](http://www.google.com/chrome)

7. **Click OK to add the browser to the Browsers list in the Preferences dialog box and close the Add Browser dialog box.**
8. **If you want this browser to be the first browser listed in the Browser drop-down list, select the Primary Browser check box. Otherwise, select the Secondary Browser check box.**

You can also launch the designated primary browser by pressing the F12 key. To launch the secondary browser, press Ctrl+F12 in Windows or ⌘+F12 on a Mac.

9. **Repeat Steps 2–8 to add more browsers to the list.**
10. **After you add all the browsers you want, click OK to close the Preferences dialog box.**

## *Previewing pages in many web browsers*

When you're designing web pages for the broadest audience on the web, it's best to test your site by previewing the pages in a variety of web browsers. The following steps walk you through the process of previewing the same web page in multiple browsers:

1. **Open a web page that you want to preview in Dreamweaver.**
2. **Choose File⇨Preview in Browser, and select a web browser from the list of browser options.**

You find out how to add more browsers to the Preview in Browser list in the preceding section, "Adding web browsers to the preview feature."

**3. Study and test the page.**

Carefully test all links, rollovers, and other special effects to make sure that the page appears the way you want it to in this browser.

**4. Close the browser window and return to Dreamweaver to make any necessary changes to the page.**

Often, you can make the page look better with minor changes, such as swapping the position of an image with a block of text, or adding a paragraph return using a `<p>` tag after a video.

**5. Preview the same page again in the same browser to make sure the changes you made had the desired effect.**

Return to Dreamweaver to make further changes as necessary.

**6. Follow Steps 2–5 to preview the same page in another web browser.**

## *Testing sites with online browser services*

Unless you own a dozen computers with different operating systems and a vast collection of web browsers, you can't fully test your website — at least not on your own. Fortunately, a growing number of online services are available to help you preview your pages on many different operating systems and browsers — without your having to manage multiple computers and browsers yourself.

Like many professional web designers, I have three computers on my desk (Macs and Windows), and many different browsers installed on each. I also have an Apple iPad, a Samsung Galaxy tablet, and an iPhone because I like having several options handy to test my pages while I'm developing a design.

After a page design looks good in all the browsers and systems I have on my desk, I upload the site to a server and do a final test in even more browsers using these online services.

Following are some of the best places to test your website online:

✓ **Browser Sandbox** ([spoon.net/browsers/](http://spoon.net/browsers/)): With Browser Sandbox, you can test a website using any of the eight most popular browsers, but you do have to go through a time-consuming installation process to use them. After you've set up each browser, you can launch it and surf the web as if the browser were installed on your computer. That means you can test interactive features, such as those that require JavaScript, AJAX, forms, and other advanced programming.

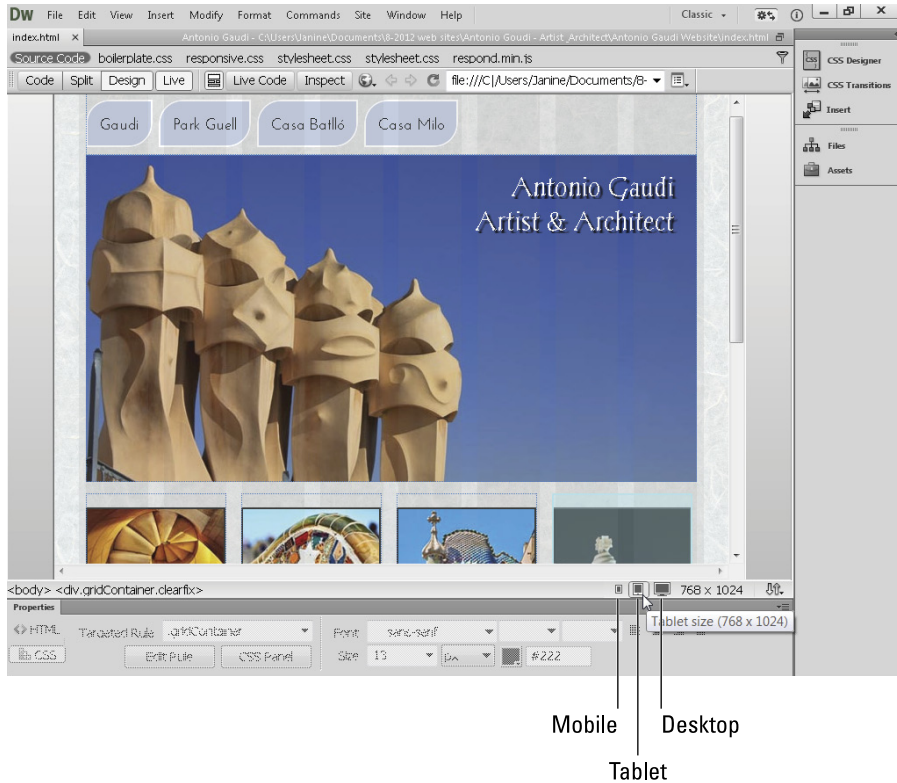
- ✓ **Cross Browser Testing** ([crossbrowsertesting.com](http://crossbrowsertesting.com)): The Cross Browser Testing site takes website testing to another level. Instead of simply providing screenshots of a web page in different browsers, or letting you launch a few browsers in which to test pages, this site lets you take over other computers connected to the Internet so that you can do sophisticated testing of interactive features using a variety of browsers and operating systems. For example, suppose you use a computer that runs Windows 7 and want to see what your site will look like on a Mac. Simply choose to use a computer with the Mac OS and then view your site on that computer in any of a dozen browsers. This high-end service requires that you purchase a monthly subscription but also offers a free 30-day trial period at the time of this writing.
- ✓ **Browsershots** ([www.browsershots.org](http://www.browsershots.org)): Browsershots is a popular online testing tool. You simply enter a page's URL and choose the options you want to use for testing. Browsershots then tests the page you submitted on each computer system selected with the specified browser and takes a screenshot. Although you can't test interactive features with this service, it's one of the easiest options and provides the largest collection of browsers to choose from. The basic service is free, but testing can take from a few minutes to a few hours. If you don't like waiting, you can upgrade to their priority processing for a fee.

### *Testing your designs with mobile, tablet, and desktop previews*

Dreamweaver CC includes preview features that make it possible to view the same web page in three screen sizes. This capability is useful when you use the latest in CSS options to design HTML pages that use more than one style sheet, each designed for a different screen size.

To switch among the three view sizes, open any page in Dreamweaver, and then click the three small icons at the bottom right of the workspace in turn, as shown in Figure 4-5.

In Chapters 5–8, you find instructions on how to use Dreamweaver's CSS features, including how to use the CSS media query options and the fluid grid layout features to design pages that adapt to different screen sizes. Using media queries is an advanced topic, even for those familiar with the basics of CSS, but if you're interested in designing websites that work on mobile phones, as well as large monitors, it's worth the extra effort to learn how to use these features.



**Figure 4-5:** A web page as it appears in tablet size.

Figure 4-5 shows a web page when viewed on a tablet-sized screen, and Figure 4-6 shows the same screen on a small mobile device. In Chapter 8, you find instructions for using Dreamweaver's fluid grid layouts to design multiple sets of styles for one page to achieve the kind of variation in page design you see in these two figures.

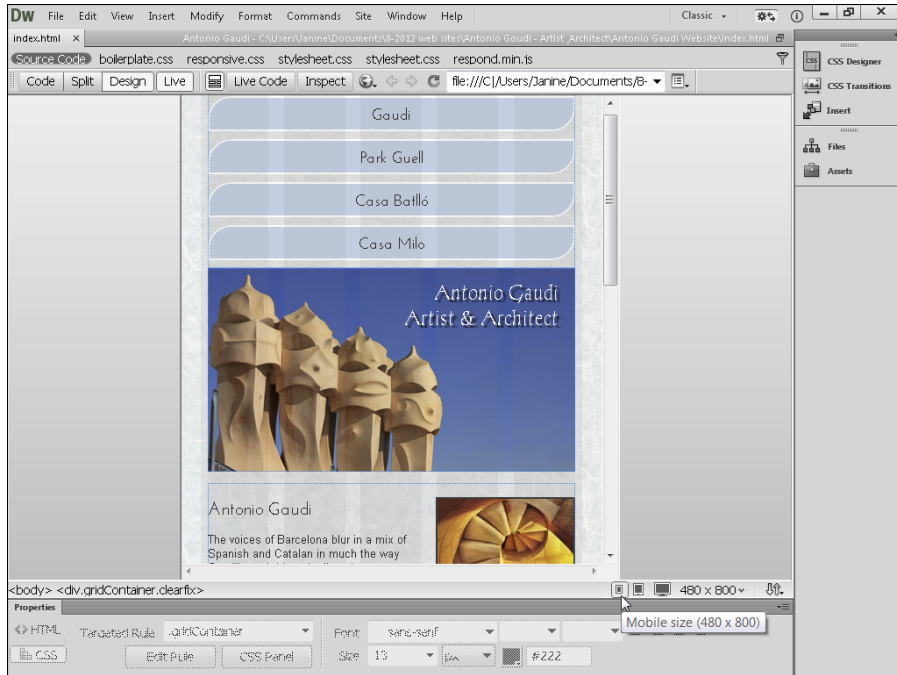


Figure 4-6: A web page as it appears mobile screen size.

## Testing Your Work with the Site Reporting Feature

Before you put your site online for the world to see, check your work using the Dreamweaver site reporting feature. You can create a variety of reports to identify problems with external links, redundant and empty tags, untitled documents, and missing alternate text — important errors that are easily missed. Before Dreamweaver added this great feature, finding these kinds of mistakes was a tedious, time-consuming task.

## Designing a simple page for mobile devices

You can follow several approaches when designing for different screen sizes. If you have the time, budget, or skills, I recommend that you redesign your site using one of the two most popular approaches to designing for multiple screen sizes: responsive or adaptive, covered in Chapter 8. If you just want to make sure that the most important information on your site is accessible to mobile phone users, I recommend that you create a second very simplified version of your website designed to best serve the limited display options of mobile devices and then link your main website to the alternate mobile design. If you have experience writing server scripts (or can hire someone to do it for you), create an autodetect script that can determine whether visitors to your site are using a mobile device or a computer and then direct them to the best version of your site. (You can learn more about autodetect scripts and mobile web design on my site at [www.DigitalFamily.com/mobile](http://www.DigitalFamily.com/mobile).)

Consider the following important tips when designing a version of your website for mobile devices:

- ✔ The screen size on a mobile device is extremely limited.
- ✔ Use a minimum of images because download times are much slower on cell phones.
- ✔ Avoid outdated HTML styling and layout options, such as frames and iframes, which may not be displayed at all on mobile devices.
- ✔ Adjust your design to require as little scrolling and user movement as possible and make your links big and separated so they can be activated by a fat fingertip. Mobile phone users point not with a mouse but with up and down arrows and at best a touch-screen.
- ✔ Always validate your web page code (numerous validation services are available for free online, such as the popular one at [validator.w3.org](http://validator.w3.org)). Mobile browsers are even less forgiving than traditional website browsers about errors in your code.
- ✔ Avoid using Flash and Flash video because many mobile devices don't support them. Use multimedia sparingly and consider using video-hosting services such as YouTube or Vimeo (covered in Chapter 13). Services such as Vimeo offer sophisticated video servers and optimize video for different devices for you.

To read more about designing for mobile devices, check out my books *iPhone & iPad Web Design For Dummies* and *Mobile Web Design For Dummies* (Wiley).

Follow these steps to produce a site report of your entire website:

- 1. In the drop-down list at the top of the Files panel, select the site you want to work on.**

If you already have the site you want to test open in Dreamweaver, you can skip this step. **Note:** Your site appears in the Files panel list only if you've completed the site setup process covered in Chapter 2.

- 2. Make sure any documents you have open in Dreamweaver's workspace are saved by choosing File ⇨ Save All.**

### 3. Choose Site↔Reports.

The Reports dialog box appears, as shown in Figure 4-7.

### 4. In the Report On drop-down list, choose Entire Current Local Site.

I regularly use this option to test an entire site just before publishing it to the web, but you can choose to check only a single page by opening the page in Dreamweaver and then choosing Current Document in the Report On drop-down list. You can also run a report on selected files or on a particular folder. If you choose Selected Files in Site, you must first select the pages you want to check in the Files panel.

### 5. In the Select Reports section, click the check boxes to select the reports you want.

Table 4-1 describes the kind of report you get with each option. You can select as many reports as you want.

### 6. Click the Run button to create the report(s).

If you haven't already done so, you may be prompted to save your file, set up your site, or select a folder.

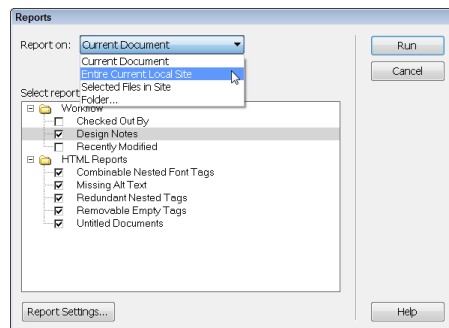
The Site Results panel appears, displaying a list of problems found on the site. To sort the list by category (filename, line number, or description), click the corresponding column heading.

### 7. Double-click any item in the Site Results panel to open the corresponding file in the Document window.

The file opens, and the error is highlighted in the workspace.

You can also right-click (Windows) or Control+click (Mac) any line of the report and choose More Info to find additional details about the specific error or condition.

### 8. Use the Property inspector or another Dreamweaver feature to correct the identified problem, and then save the file.



**Figure 4-7:** Run reports on a single page or the entire site.

<b>Table 4-1 Site Report Options</b>	
<b>Report Name</b>	<b>What It Does</b>
Checked Out By	Lists files checked out of the site and identifies the person who checked them out. This feature is necessary only if you're working with other web designers on the same site and there's a risk of overwriting each other's work.
Design Notes	Lists Design Notes used in the site.
Recently Modified	Lists files that have been edited within a specified time period. You can set the time period for the report by selecting the Recently Modified check box and then clicking the Report Settings button at the bottom of the dialog box.
Combinable Nested Font Tags	Lists all instances where you can combine nested tags. For example, <code>&lt;font color="#000000"&gt;&lt;font size="2"&gt;Great Websites You Should Visit&lt;/font&gt;&lt;/font&gt;</code> is listed because you can simplify the code by combining the two font tags into <code>&lt;font color="#000000" size="2"&gt;Great Websites You Should Visit&lt;/font&gt;</code> .
Missing Alt Text	Lists all the image tags that do not include Alt text. Alt text is a text description for an image tag included in the HTML code as an alternative if the image is not displayed. Alt text is important to anyone who uses a special browser that reads web pages.
Redundant Nested Tags	Lists all places where you have redundant nested tags. For example, <code>&lt;h1&gt;Good headlines &lt;h1&gt;are harder to write&lt;/h1&gt;</code> than you might think</h1> is listed because you can simplify the code by removing the second <code>&lt;h1&gt;</code> tag to make the code look like this: <code>&lt;h1&gt;Good headlines are harder to write than you might think&lt;/h1&gt;</code> .
Removable Empty Tags	Lists the empty tags on your site. Empty tags can occur when you delete an image, a text section, or another element without deleting all the tags applied to the element.
Untitled Documents	Lists filenames that don't have a title. The <code>&lt;title&gt;</code> tag is easy to forget because it does not appear in the body of the page. Instead, the <code>&lt;title&gt;</code> tag specifies the text that appears at the very top of the browser window and the text that appears in the Favorites list when someone bookmarks a page. You can enter a title for any page by entering text in the Title field just above the work area or in the Title field in the Page Properties dialog box.

## Finding and Fixing Broken Links

If you're trying to rein in a chaotic website or you just want to check a site for broken links, you'll be pleased to discover Link Checker. You can use this feature to verify the links in a single file or an entire website. Link Checker can also automatically fix all the referring links at once if a link is broken. (You find instructions for creating links in Chapter 2.)

Here's an example of what Link Checker can do. Assume that someone on your team (because you would never do such a thing yourself) changed the name of a file from `new.htm` to `old.htm` without using the Files panel or any of Dreamweaver's automatic link update features. Maybe this person changed the name using another program or simply renamed it in Explorer (Windows) or Finder (Mac) the way you would change the name of most other files on your computer. Changing the filename was easy, but what this person may not have realized is that the links are now broken if he or she didn't change the links to the file when the file was renamed.

If only one page links to the file that your clueless teammate changed, fixing the broken link isn't such a big deal. As long as you remember which file the page links from, you can simply open that page and use the Property inspector to reset the link the same way you created the link in the first place.

But many times, a single page in a website is linked to many other pages. When that's the case, fixing all the link references can be time-consuming and forgetting some is all too easy, which is why Link Checker is so helpful.



Link Checker may not work properly if you're working on a dynamic website that uses a database or a content management system such as WordPress, Joomla!, or Drupal. The Checker works best for sites with static HTML pages and sites created using `.dwt` Dreamweaver templates.

### Checking for broken links

To check a site for broken links, follow these steps:

- 1. In the drop-down list at the top of the Files panel, select the site you want to work on.**

If you already have the site open in Dreamweaver, you can skip this step.



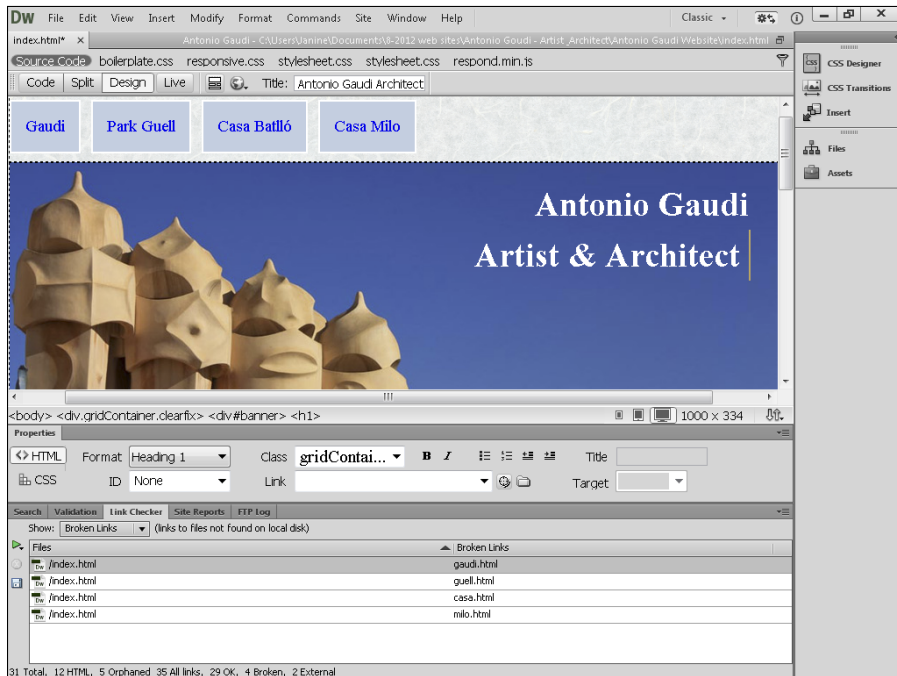
You must have the entire site on your hard drive and you must have completed the site setup process (covered in Chapter 2) for Link Checker to work properly.

## 2. Choose Site↔Check Links Sitewide.

The Link Checker tab, shown in Figure 4-8, opens in the Results panel at the bottom of the page, just under the Property inspector. The tab displays a list of internal and external links. The tab also lists any pages, images, or other items not linked from any other page and identifies them as unused files. Large unused files, such as images and videos, can waste space on your server, so this list is handy if you want to clean up old files you no longer use on your site.



Remember, just because you delete a file from your hard drive doesn't mean the file is deleted from the server where you host your website. Make sure you remove files from both the Remote Site window in the Files panel as well as the Local Site panel. (For more on using FTP and synchronization to update or delete files automatically on your server, see the section “Publishing Your Website,” later in this chapter.)



**Figure 4-8:** The Link Checker report displays broken links, external links, and unused files.

## Fixing broken links

Broken links are one of the worst problems you can have on a website. Nothing turns off visitors faster than clicking a link and getting a *File Not Found* error page. After you identify a broken link in a site, fix it as soon as possible. Fortunately, Dreamweaver makes fixing broken links simple by providing quick access to files with broken links and automating the process of fixing multiple links to the same file.

After using the Link Checker tab described in the preceding section to identify broken links, follow these steps to fix them by using the Results panel:

- 1. With the Results panel open at the bottom of the page, double-click a filename that Dreamweaver identifies as a broken link.**

The page and its corresponding Property inspector open. The Results panel remains visible.

- 2. Select the broken link or image on the open page.**

For example, you can fix a broken image by selecting the Broken Image icon on the page and then reinserting the image using the Property inspector to find the correct image file.

- 3. In the Property inspector, click the Browse icon (which looks like a folder) to the right of the Link text box.**

(Instead of using the Browse button to find the correct image, you can type the correct filename and path in the text box.) The Select Image Source dialog box appears.

- 4. Select the filename of the correct image and then click OK.**

The link automatically changes to reflect the new filename and location. If you replace an image, the image file reappears on the page.

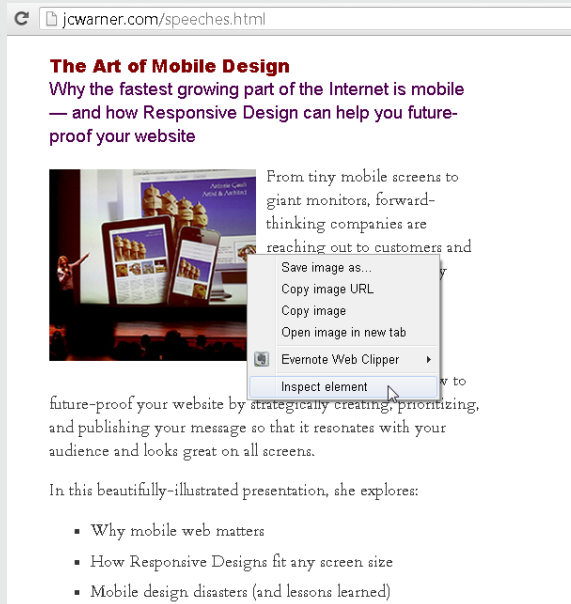
If the link that you correct appears in multiple pages and you fix the link using the broken link's Results panel, Dreamweaver prompts you with a dialog box asking whether you want to fix the remaining broken link references to the file. Click the Yes button to automatically correct all other references. Click the No button to leave the other files unchanged.

## Finding files by their addresses

If you're not sure where you saved a file or what you called it, but you can get to it with your browser, you can determine the filename and location by looking at the URL in the browser's address bar. Each folder in a website is included in the address to a page within that folder. Folder names are separated by the forward slash, /, and each filename can be distinguished because it includes an extension. For example, the URL in the browser's address bar of the Speeches page on my site tells me that the file is named `speeches.html`. (See the URL in the top of the figure in this sidebar.)

Similarly, you can identify the name and location of any image you're viewing on a web

page. If you're using Google Chrome or Firefox, place your cursor over the image and right-click (Windows) or Control+click (Mac) and then choose Inspect Element. (In Internet Explorer, choose Properties.) The Element Properties dialog box includes the specific URL of the image, which has the name and folder (path). If you're using the Safari browser on a Mac, you won't find this option, but you can Control+click any image and choose Open Image in New Window. Then, in the new window, look in the URL field and you'll find the name and path for the image.



## Making Global Changes to Links

If you want to globally change a link to point at a new URL or to some other page on your site, you can use the Change Link Sitewide option to enter the new URL and change every reference automatically. You can use this option to change any kind of link, including mailto, FTP, and script links. For example, if an e-mail address that you use throughout your site changes, you can use this feature to fix it automatically — a real timesaver. You can use this feature also when you want a string of text to link to a different file. For example, you can change every instance of the words *Enter This Month's Contest* to link to `/contest/january.htm` instead of `/contest/december.htm` throughout your website.

To change a collection of links with the Change Link Sitewide feature, follow these steps:

**1. Make sure the site you want to work on is displayed in the Files panel.**

See the preceding exercise for instructions on selecting a site.

**2. Choose Site ⇨ Change Link Sitewide.**

The Change Link Sitewide dialog box appears.

**3. Enter the old address and then enter the new address, or click the Browse button to identify files where you want to change the links.**

You can use this feature to change any link, including e-mail links, links from one page to another within a site, or links to a different website.

**4. Click OK.**

Dreamweaver updates any documents that include the specified links.



Any changes you make to links using Dreamweaver's automated link features occur only on the local version of your site on your hard drive. Make sure you upload all affected files to your web server to ensure that all changes are included on your published site. To automatically reconcile changes on your local and remote sites, use Dreamweaver's Synchronize Files feature, which I describe later in this chapter.

## Managing Files and Folders in Your Site

Dreamweaver includes a variety of tools that help you manage the files, folders, and subfolders within a site without breaking links or image references. You can use the Files panel to rename and rearrange files and folders, as well as create new folders, all with drag-and-drop ease.



You need to complete the simple site setup process for Dreamweaver's Files panel features to work. If you haven't already set up your site, turn to the instructions at the beginning of Chapter 2. (If you're getting tired of my reminding you of this point throughout this book, realize that you'd probably be even more annoyed if you didn't know the site setup process was necessary and couldn't get these features to work.)

## *Moving and renaming files and folders*

To move or rename files and folders in a website, follow these steps:

- 1. Open the site you want to work on (if it's not already open in Dreamweaver) by selecting the site name from the drop-down list at the top of the Files panel.**

When you select a site by clicking the site name, the folders and files in that site appear in the Files panel.

- 2. Click the plus sign (Windows) or the small arrow (Mac) to open the local site folder or any subfolder to display the files within the folder.**

Click the minus sign to close a folder or subfolder.

- 3. To *move* a file or folder:**

- a. In the Files panel, select the file or folder you want to move.**

- b. Drag the selected file, group of files, or folder onto a folder.**

Dreamweaver automatically moves the files into the folder and changes all the related links. The Files panel works much like the Explorer window on a PC or Finder on a Mac, except Dreamweaver tracks and fixes links when you move files through the Files panel.

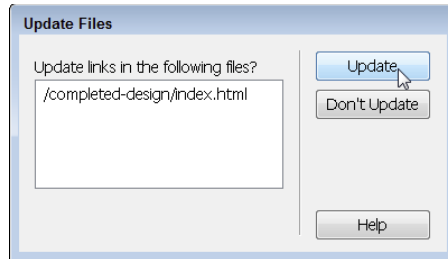
If you move or rename files or folders in Finder or Explorer instead of in the Files panel, you will break any links set to or from those files and any image references within them.

When you move a linked file into a new folder in Dreamweaver, the Update Files dialog box appears, listing any linked pages that need to be updated, as shown in Figure 4-9.

- c. To adjust the links so they don't break, choose Update.**

If you choose Don't Update, any links to or from that file are left unchanged. Of course, you can always move the file back to its original location to restore the links.





**Figure 4-9:** You see all files that will be changed during the update process.

#### 4. To *rename* a file or folder:

a. In the Files panel, select the file or folder you want to rename.

b. Click twice on any filename or folder name.

Much like Finder or Explorer on your computer, you need to click twice with a slight pause between clicks to select the name (instead of double-clicking, which opens the file).

c. Choose Update to adjust the links.

## Creating files and creating and deleting folders

In this section, you find out how to create a folder as well as how to delete folders and files:

1. **Open the site you want to work on (if it's not already open in Dreamweaver) by selecting the site name from the drop-down list at the top of the Files panel.**

When you select a site by clicking the site name, the folders and files in that site appear in the Files panel.

2. **Click the plus sign (Windows) or the small arrow (Mac) to open the local site folder or any subfolder to display the files within the folder.**

Click the minus sign to close a folder or subfolder.

3. **To create a new folder in the Files panel:**

a. **Right-click (Option-click on a Mac) the main site folder or any subfolder where you want to create a new folder.**

A list of options appears.

**b. Choose New Folder from the list.**

A new, untitled folder appears inside the folder just selected in the preceding step.

**c. Name the new folder by typing new text to replace the word *Untitled*.**

After you've created a new folder, you can drag files or other folders in the Files panel into the new folder.

**4. To *delete* a folder or file from the Files panel, select the file or folder and then press the Delete or Backspace key.**

This action will permanently delete the folder or file from your hard drive.



## Publishing Your Website

If you're looking for the section where you find out how to upload your site (or any or all pages in your site) to your web server, you've found it.

After you create and test your website so that it's ready to publish on the web, you can put Dreamweaver's publishing tools to work. Which features you use depend on the kind of web server you use. If you're using a commercial service provider, you'll most likely need Dreamweaver's FTP features, which I cover in detail in the following section.

Note that you need the following information from your web-hosting service before you can configure Dreamweaver's FTP features. Most service providers send this information in an e-mail message when you first sign up for an account. If you don't have this information, you will need to contact your service provider for it, because it's unique to your account on your web-hosting service. Here's what you need:

- ✓ The FTP host name.
- ✓ The path to the web directory (optional but highly recommended), such as `/web/htdocs/jcwarner`.
- ✓ Your FTP login or user name.
- ✓ Your FTP password.

- ✓ Any special instructions from your server, such as if you need to use passive FTP or any of the other advanced settings covered in Step 11 in the exercise that follows. These settings vary from server to server, so you need to ask your web-hosting service. (If you're having trouble connecting and you're not sure about these options, you can always experiment by selecting and deselecting these options to see whether a setting enables you to connect.)

## Setting up Dreamweaver's FTP features

After you gather all your FTP information, you're ready to set up Dreamweaver's FTP publishing features. This process can seem daunting and often takes a few tries to get right, but the good news is that you have to do it only once. (Dreamweaver saves these settings for you so you don't have to set them up every time you want to upload new pages to your site.)

Follow these steps to set up Dreamweaver's FTP features and publish files to a web server:

- 1. Choose Site ⇨ Manage Sites.**

The Manage Sites dialog box opens.

- 2. In the list of defined sites, double-click the name of the site you want to publish.**

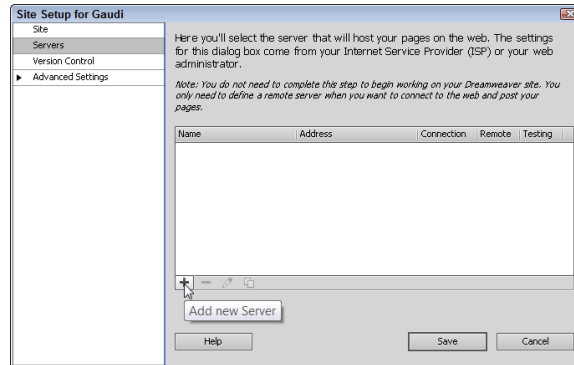
If your site is not listed in this dialog box, you haven't set up your site. Refer to the instructions for site setup in Chapter 2 and then return to complete these steps.

- 3. Select Servers from the categories listed in the left panel of the Site Setup dialog box.**

The server list appears. If you haven't yet set up any web servers in Dreamweaver, this list is blank

- 4. Click the small plus sign at the bottom left of the server list area, as shown in Figure 4-10.**

The Basic category opens in the servers dialog box and FTP is automatically selected. (If you need to use an option other than FTP, see the list explaining all the Dreamweaver options by the Technical Stuff icon at the end of these steps.)



**Figure 4-10:** Click the small plus sign to open the Basic server configuration dialog box.

**5. Enter a name in the Server Name field.**

You can name your server anything you like. Choose a name that will enable you to easily choose among the servers you've set up. (If you use only one web server to host your site, the choice doesn't matter as much as it does if you host your site on multiple servers — something generally done only by very large or international sites.)

**6. Enter the FTP address for your web server account.**

Again this information depends on how your web server is set up, but most use one of the following: *ftp.servername.com*, *ftp.yourdomainname.com*, or simply *yourdomain.com* without anything at the beginning of the domain.

**7. In the Username and Password fields, type your username (sometimes called a login name) and password.**

Again, this information is unique to your account on your web server.

**8. Select the Save box to the right of the Password field if you want Dreamweaver to store your access information.**

This step is handy because you can then automatically connect to the server anytime you want to upload or download pages. However, selecting Save could enable anyone with access to your computer to gain access to your web server.

**9. Click the Test button to make sure you've entered everything correctly.**

Making a mistake is easy, so the capability to test the connection and make any needed adjustments before you close this dialog box is

helpful. If you connect with no problems, you see a message stating that Dreamweaver connected to your web server successfully. (**Note:** You must save the password to use the test feature, but you can deselect the Save Password box after you test if you prefer not to save the password in the program.)

If you do have trouble connecting to your site, skip ahead to Step 11 for a few advanced options that may help.

- 10. In the Root Directory field, type the directory on the remote site in which documents visible to the public are stored (also known as the local site folder).**

The root directory usually looks something like this: `public_html/` or `www/htdocs/`. Again, how your server directory is set up may vary depending on your service provider.



If you upload your files to the wrong directory on your server, they won't be visible when you view your site through a browser. The nearby sidebar, "Why can't I see the files on my server?" helps you work around this potentially frustrating problem with tips on identifying where to upload your website after you log into your server and finding the root directory to enter in this field if you can't find it in the information you get from your web-hosting company.

- 11. Click the small arrow to the left of More Options, as shown in Figure 4-11.**

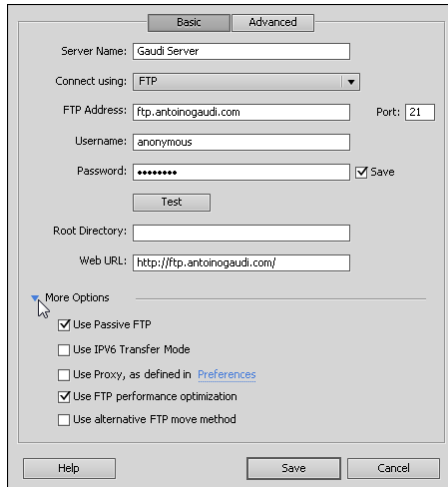
You may not need to change any of these settings, but if you're having trouble connecting to your server, and you're sure you've entered your user name, password, and FTP address correctly, adjusting these settings may enable you to connect.

I recommend selecting and deselecting each option in this area in turn, and then clicking the Test button after each change, to see if any of these adjustments makes the difference and enables you to connect to your server.



A little experimentation with settings before waiting on hold with tech support is usually worth the effort. But if you're really having trouble establishing a connection with your server, call or e-mail the tech support staff at your web server. The only people who can help you are those who run your web server, because the settings are specific to your service provider and can vary dramatically from one hosting company to another.

- 12. After clicking Test successfully connects to your server, click Save to save your settings.**



**Figure 4-11:** Enter all the information from your web-hosting company

Dreamweaver saves all your FTP settings (assuming you opted to save the password). After you enter these settings properly and know that the connection works, you never have to enter them again. You can then access your web server from the Files panel in Dreamweaver, as you discover in the exercise that follows.



Dreamweaver provides seven Access options. If you work at a large company or university, you are likely to use one of these options rather than FTP. The options available from the Connect Using drop-down list in the Server Setup dialog box are as follows:

- **FTP (File Transfer Protocol):** Select this option to use Dreamweaver's built-in File Transfer Protocol features, which I cover in detail in the following section. You're most likely to need these settings if you're using a commercial web-hosting service.
- **SFTP (Secure File Transfer Protocol):** Select this option if your web server requires a more secure connection.
- **FTP over SSL/TLS (implicit encryption):** This option provides a more secure FTP connection, but the server can allow the client to work in an unsecure mode.
- **FTP over SSL/TLS (explicit encryption):** This option provides a more secure FTP connection and the server drops the connection if it is not deemed secure.

- ✔ **Local/Network:** Select this option if you're using a web server on a local network, such as your company or university server. For specific settings and requirements, check with your system administrator.
- ✔ **WebDAV (Web-based Distributed Authoring and Versioning):** Select this option if you're using a server with the WebDAV protocol, such as Microsoft IIS.
- ✔ **RDS (Rapid Development Services):** Select this option if you're using ColdFusion on a remote server.

## Why can't I see my files on the server?

Including the root directory in Dreamweaver's FTP settings is optional, but doing so makes transferring files using Dreamweaver's Upload and Download options easier. Thus, you reduce your chances of uploading your files to the wrong directory on your server, where they won't be visible when you try to view your site through a browser.

To find the root directory and the path to that directory on your server, you may need to log into your web server and do a little experimenting before you can figure out the path to the root directory. To perform these tasks, you need to complete the steps in the "Setting Up Dreamweaver's FTP Features" and "Publishing files to a web server with FTP" sections. Trust me, the effort is worthwhile. Here's why.

When you log into most commercial web servers using the login information they provide you, you access your main folder on their server. This folder often includes several subfolders, such as a folder that stores your e-mail on the server, another folder that stores log reports of traffic to your site, and possibly several others for storing things such as CGI scripts. Among all these subfolders, finding the one in which you

need to upload your pages can be tricky. The subfolder you need is usually named something like `htdocs`, `web`, or `webfiles`. You have to upload your web pages to the right folder so that your website becomes public on the Internet and your pages are visible when you open your domain name in a web browser.

If you're not sure which folder you should use, try uploading just one file to any folder that looks like a good candidate (using the instructions in the "Publishing files to a web server with FTP" section in this chapter). Then visit your domain with a web browser to see if the page is visible. (Each time you upload another page, remember to click the Refresh button in your browser to see any changes.) After you figure out which folder corresponds to your domain name, upload all the rest of your site to that same subfolder, making sure that you mirror the local site folder on your hard drive with the main root folder on your server.

Also note that if you want to use Dreamweaver's synchronization features, also covered in this chapter, you need to include the root directory in the FTP folder.

## Publishing files to a web server with FTP

You can upload pages to your server and download pages from your server using the built-in FTP capabilities of Dreamweaver.

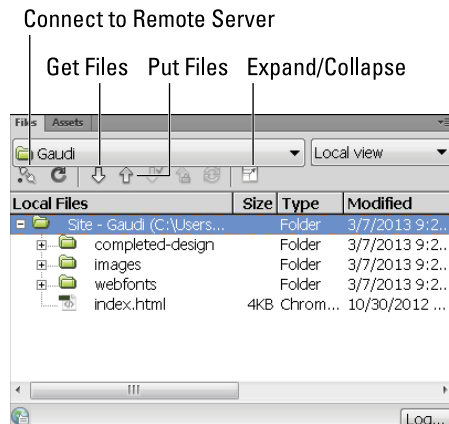
To transfer files between your hard drive and a remote server (after you've successfully set up the FTP features covered in the preceding section), follow these steps:

1. **Make sure the site you want to work on is selected in the Files panel.**
2. **In the top left of the Files panel, click the Connect to Remote Server icon (labeled in Figure 4-12).**

If you're not already connected to the Internet, the Connect to Remote Server icon starts your Internet connection. If you have trouble connecting this way, try establishing your Internet connection as you usually do to check e-mail or surf the web, and then return to Dreamweaver and click the Connect to Remote Server icon after you're connected to the Internet. When your computer is online, Dreamweaver should have no trouble automatically establishing an FTP connection with your host server.



If you still have trouble establishing a connection to your web server, refer to the preceding section, "Setting up Dreamweaver's FTP features," and make sure that you specified the server information correctly.



**Figure 4-12:** The row of icons across the top control FTP functions.

- 3. After you establish a connection between your computer and your web server, click the Expand/Collapse icon (labeled in Figure 4-12).**

When you click this icon, Dreamweaver displays both the local folder with your site on your hard drive and the remote folder with the site on your server. I prefer the dual view, because seeing both side-by-side makes moving files from one place to another easier. It also helps me visualize the structure of the site on the server, but it does take up more space on your computer screen.

You can also view your local site folder by choosing Local View from the drop-down list at the top right (visible in Figure 4-12). Or choose Remote View to see only the files on the server.

- 4. To upload a file, select the file from the Local View panel and click the Put Files icon (the up arrow) in the Files panel.**

The Local View panel displays the files on your hard drive.

The files are copied automatically from your hard drive to your web server when you transfer them. You can select multiple files or folders to be transferred simultaneously.



After you upload files to your server, test your work by using a web browser to view them online. Sometimes things that look and work fine on your computer (such as links) won't work on the server.

- 5. To download files or folders, select the files or folders from the Remote View panel and click the Get Files icon (the down arrow) in the Files panel.**

The Remote View panel displays the files on your server.

The files are copied automatically from your web server to your hard drive when you transfer them.



Be aware that when you copy files to or from your server, the files you're transferring overwrite the files already at the destination. Dreamweaver notifies you about the overwriting if it notices you're replacing a newer file with an older one, but it can't always correctly assess the proper time differences. Take note of these warnings, but keep in mind that you can get warnings that aren't always accurate when they're based on the age of a file, especially if you use more than one computer to work on your website.

When the transfer is complete, you can open the files on your hard drive.

- 6. To close this dual-panel dialog box and return to Dreamweaver's main workspace, simply click the Expand/Collapse icon again.**

## Downloading an existing website

If you want to work on an existing website and you don't already have a copy of it on your computer's hard drive, you can use Dreamweaver to download any or all files in any website (that you have the login information to access). Then you can edit the existing pages, add new pages, or use any of Dreamweaver's other features to check links and manage the site's further development. The first step is to get a copy of the site onto your computer by downloading it from the server.

To download an existing website, follow these steps:

- 1. Create a new folder on your computer to store the existing site.**
- 2. Use Dreamweaver's site setup features to specify this folder as the local site folder.**

Follow the instructions at the beginning of Chapter 2 to set up a site, if you're not sure how to do this yet.

- 3. Enter the FTP settings in the Basic server dialog box (refer to Figure 4-11).**

I explain how to do this in the "Setting up Dreamweaver's FTP features" section.

- 4. Connect to the remote site by clicking the tiny Connect to Remote Server icon, which looks like the ends of two cables, in the Files panel.**
- 5. Click the Get Files icon, which looks like a down arrow, to download the entire site to your local drive.**

Sometimes your web host has files on the remote server that you don't need to download. If you want to download only specific files or folders from the site, select only those files or folders in the Remote Site pane of the Files panel and click the Get Files icon. (See the sidebar "Why can't I see my files on the Server?" to find the folder on your web server that corresponds to the local site folder on your hard drive.) Re-creating the folder structure on your local computer is important because Dreamweaver needs to know the relative location of all the files in your site to set links properly. The safest option is to download the entire site; but if you're working on a large web project, downloading part of the structure will enable you to work on a section of the site without downloading it all.

If you're working on only one page or section of a site, I recommend that you choose to include *dependent files*, meaning any files linked from those pages, as you download them. Choosing this option ensures that the links are set properly when you make changes and that all related files are downloaded to your hard drive.

- 6. After you download the site or specific files or folders, you can edit them as you do any other file in Dreamweaver.**

## *Synchronizing local and remote sites*

One of the most valuable features in Dreamweaver's FTP options is the capability to automatically synchronize the files on your hard drive with the files on your server. This cool feature helps you keep track of which pages you've edited and ensures that they've been updated on the server. This capability may not matter much to you the first time you upload your site, or if you have only a few pages in your site. But if you have a large site and make frequent updates, this feature is a wonderful way to make sure you upload all the changes you make to your server. Dreamweaver also confirms which files are updated after you complete the synchronization.

Follow these steps to synchronize your website:

- 1. Make sure the site you want to work on is selected and displayed in the Files panel.**
- 2. Click the Connect to Remote Server icon (labeled in Figure 4-12), in the top left of the Files panel, to log on to your remote site.**
- 3. Click the Expand/Collapse icon (labeled in Figure 4-12) to expand the dialog box and view the remote and local sites simultaneously.**

The Files panel displays both the remote and local views of the site. (To collapse this dialog box, click the Expand/Collapse icon again.)

- 4. Choose Site ⇨ Synchronize.**

The Synchronize Files dialog box appears.

- 5. In the Synchronize drop-down list, choose whether to synchronize the Entire Site or Selected Files Only.**
- 6. In the Direction drop-down list, choose which option you want to use to copy the files:**

- **Put Newer Files to Remote:** This option copies the most recently modified files from your local site to the remote site. Select the Delete Remote Files Not on Local Drive option *only* if you're sure you want those files removed from your web server.
- **Get Newer Files from Remote:** This option copies the most recently modified files from your remote site to the local site. If you want to remove those files from your local copy, select the Delete Local Files Not on Remote Server box.
- **Get and Put Newer Files:** This option updates both the local and remote sites with the most recent versions of all the files.



Be careful of the Delete Remote Files Not on Local Drive feature when using Get or Put. As a general rule, I recommend that you leave this option deselected because you may have folders and files on the server, such as log files, that don't exist on your hard drive, and you don't want to delete them inadvertently.

**7. Click the Preview button.**

The Site FTP dialog box displays the files that are about to be changed.

Now you have the option to verify the files you want to delete, put, and get. If you don't want Dreamweaver to alter a file, deselect it from the Site FTP dialog box now or forever live with the consequences.



**8. Click OK.**

All approved changes are automatically made, and Dreamweaver updates the Site FTP dialog box with the status.

**9. When the synchronization finishes, you can choose to save or not save the verification information to a local file.**

I recommend that you save the verification information because it can be handy if you want to review your changes after synchronization is complete.

## Setting cloaking options

The Dreamweaver Cloaking option enables you to exclude folders or files from site-publishing features, meaning they won't be uploaded to the live site when you're synchronizing or uploading a batch of files to the server. If you're wondering why you might want to prevent files from uploading to your web server, consider this: The Cloaking feature is a handy way to prevent large graphics, such as Photoshop files, from being uploaded and taking up room on your server, while still storing your high-resolution graphics in your local site folder so you can easily keep track of them. This capability is useful, for example, if you have a layered `.psd` or `.tiff` file that you want to store near the optimized JPEG versions you use in your site. (You find information about converting images into JPEG and other web-friendly formats in Chapter 3.)

You can use the Cloaking feature to save any type of files in your local site folder, with the assurance that no one can accidentally publish the files with Dreamweaver until you uncloak them and publish them. This feature is best used for large files you don't want on your web server, such as `.psd`, `.tiff`, `.avi`, and other high-resolution image or video formats.

## Using a dedicated FTP program

If you prefer to use a dedicated FTP program instead of Dreamweaver's built-in features, you can download the following FTP programs for the Mac and PC:

- ✓ FireFTP ([fireftp.mozdev.org/](http://fireftp.mozdev.org/)): This nifty little FTP program is an add-on to Firefox and a great alternative to Dreamweaver's FTP features. Ideal for fixing things when you're on the road and don't have Dreamweaver handy or just want to view the files on your server without using Dreamweaver, this program can be added to any version of Firefox (for free).
- ✓ Filezilla ([filezilla-project.org](http://filezilla-project.org/)): This popular open source option works on computers running the Windows, Mac, and Linux operating systems.
- ✓ WS\_FTP ([www.ipswitch.com](http://www.ipswitch.com)): A popular FTP program for the PC, WS\_FTP is such a sophisticated FTP program that many web designers are willing to pay the cost of this program. A free trial version is also available.
- ✓ CuteFTP ([www.cuteftp.com](http://www.cuteftp.com)): Another popular Windows FTP program.
- ✓ Fetch ([www.fetchsoftworks.com](http://www.fetchsoftworks.com)): This FTP program is a popular option for those with a Macintosh computer.
- ✓ Transmit ([www.panic.com/transmit](http://www.panic.com/transmit)): Transmit is another popular FTP program for the Macintosh computer.

## Using Design Notes to Keep in Touch

If you sometimes forget the details of your work or neglect to tell your colleagues about updates to pages in your website, the Dreamweaver Design Notes feature may save you some grief. If you're the only person working on a website, you probably don't need the features described in this section because they're intended for use on sites developed by a team of people who need to communicate with each other and make sure they don't overwrite each other's work.

Design Notes are ideal if you want to hide sensitive information from visitors, such as pricing structures or creative strategies, but make that information available to members of your development team. Comments, instructions, and other text saved as a Design Note in Dreamweaver can travel with any HTML file or image, even if the file transfers from one website to another or from Fireworks to Dreamweaver.

Essentially, Design Notes enable you to record information (such as a message to another designer on your team) and associate it with a file or folder.

Design Notes work a lot like the *comment tag* (HTML code that enables you to embed in a page text that won't appear in a browser) but with a bit more privacy. Unlike the comment tag, which is embedded directly in the HTML code of a page (and can be seen if someone views the source code behind a page on the web), Design Notes are never visible to your visitors. The only way for a visitor to view Design Notes is to deliberately type the path to your notes subdirectory and view the notes files directly. You can even explicitly block someone from accessing your files directly, but only if you have administrative access to your server. To be even more secure, you can keep the notes on your hard drive and prevent them from ever being uploaded to your server — though, of course, then your team members won't see your witty remarks.

To access the Design Notes page, choose Design Notes in the Category list in the Site Setup dialog box. The settings on this page enable you to control how Dreamweaver uses Design Notes:

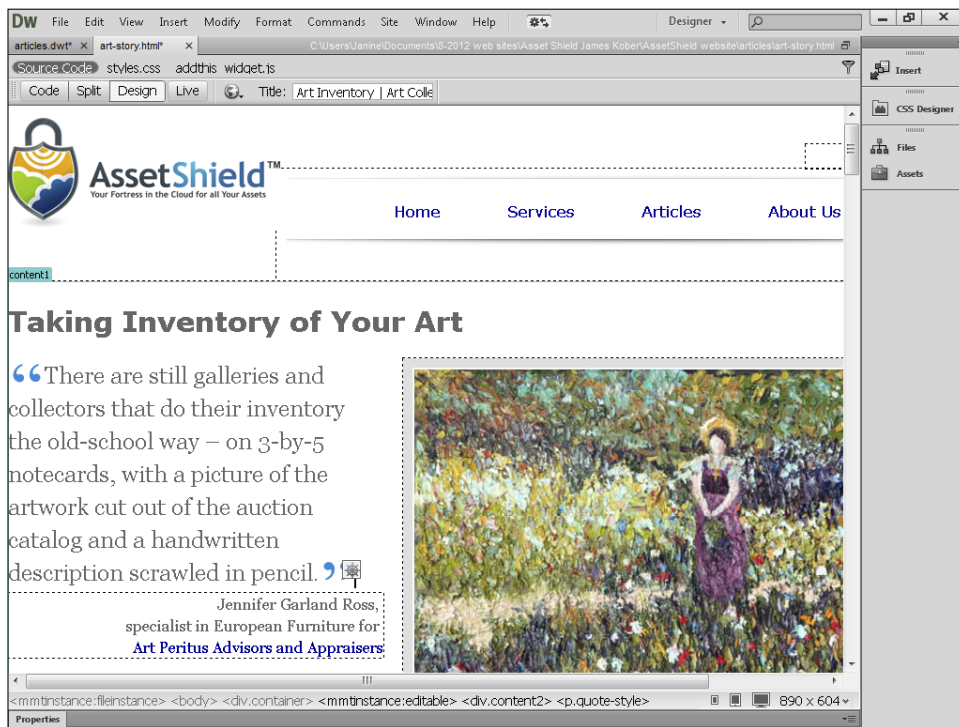
- ✓ **Maintain Design Notes:** Select this option to ensure that the Design Note remains attached to the file when you upload, copy, or move it.
- ✓ **Enable Upload Design Notes for Sharing:** Choose this option to include Design Notes when you send files to the server by using FTP.
- ✓ **Clean Up Design Notes:** Use the Clean Up Design Notes button to delete Design Notes that are not associated with any files in the site.



When you create graphics in Adobe Fireworks, you can save a Design Note for each image file that is also available in Dreamweaver. To use this integrated feature, create a Design Note in Fireworks and associate it with the image. Then when you save the Fireworks image to your local website folder, the Design Note goes with it. When you open the file in Dreamweaver, the Design Note appears when you right-click the image (Control+click on the Mac). This feature is a great way for graphic designers to communicate with other members of the web development team.

# Part II

# Creating Page Designs with Style



You'll find more tips for writing cleaner, more concise CSS code at <http://www.dummies.com/extras/dreamweavercc>.

## *In this part . . .*

- ✓ Discover the power and advantages of CSS.
- ✓ Review all the great CSS features in Dreamweaver.
- ✓ Create CSS layouts that work well across the most popular web browsers.
- ✓ Add drop shadows, gradients, and other advanced design features.
- ✓ Create web pages faster and easier and update multiple pages at once by using Dreamweaver templates.
- ✓ Create tables, split and merge cells, and use table attributes.

# Introducing Cascading Style Sheets

---

## *In This Chapter*

- ▶ Introducing CSS
  - ▶ Comparing internal and external style sheets
  - ▶ Looking at CSS rule options
  - ▶ Working in the CSS Styles panel
  - ▶ Switching between CSS and HTML
  - ▶ Working with style sheets
- 

**W**ant to add a little style to your pages? *Cascading Style Sheets (CSS)* offer the best way to create websites that are accessible, flexible, and designed to work on a wide range of screen sizes and devices. Today, CSS is the clear choice when it comes to formatting web pages.

Unfortunately, most people find working with styles far more complicated and confusing than previous approaches to web design. In my experience, this confusion fades after you learn the basics and start working with styles, but brace yourself as you start into these next few chapters. CSS is confusing to everyone at first. Until you start to understand all the basics, none of it makes much sense.

If you've used a previous version of Dreamweaver, you should note that the CSS features were completely redone in version CC. Many of the dialog boxes that were in previous versions have been removed, and all CSS panels have been revised. The good news is that the new CSS Designer panel is a definite improvement, most notably because all style tools are consolidated into one area of the program,



which makes adding and editing styles more efficient. If you've used previous versions of Dreamweaver, however, you may have to unlearn a few habits as you work with the new features. Either way, CSS is a fundamental part of any modern website.

This chapter explains how styles work, the different kinds of styles (and what they're best used for), and how to use the features in Dreamweaver to create and edit styles. In Chapter 6, you apply these basic skills to creating CSS layouts and complete page designs, and in Chapter 7, you discover how to add the latest CSS3 features, including drop shadows and gradients.

## *Introducing Cascading Style Sheets*

The concept of creating styles has been around long before the web. Desktop publishing programs, such as Adobe InDesign, and even word processing programs, such as Microsoft Word, have long used styles to manage the formatting and editing of text on printed pages. In a word processor, you can create and save styles for common features, such as headlines and captions. In print design, styles are great timesavers because they enable you to combine a collection of formatting options, such as Arial, bold, and italic, and then apply all those options at once to any selected text in your document using a single style. In addition, if you change a style, you can apply the change automatically — and everywhere you've used that style in a document.

On the web, you can do all that and more with CSS because you can use style sheets for more than just text formatting. For example, you can use CSS to create styles that align images to the left or right side of a page, add margins and padding space around text and images, and change background and link colors. For all these reasons (and more), CSS is the preferred method of designing web pages among professional web designers.

CSS is a powerful tool because you can use it to make global style changes across an entire website. Suppose, for example, that you create a style for your headlines by redefining the `<h1>` tag to create large, green, bold headlines. Then one fine day, you decide that all your headlines should be purple instead of green. If you aren't using CSS, changing all your headlines could be a huge undertaking — a matter of opening every web page in your site to make changes to the font tags around your headlines. But if you're using CSS in an external style sheet, you can simply change the style that controls the headline in the style sheet and — voilà — your headlines all change from green to purple automatically.



If you ever have to redesign your site (and believe me, every good site goes through periodic redesigns), you can save hours or even days of work if you've created your design with CSS.

## Understanding the basics of styles

Many people find CSS confusing at first because it's such a different approach to design than what they may be used to if they've worked in print. Following are four of the more confusing aspects of CSS for beginners:

- ✓ **Getting used to thinking about the styles on your site separately from your text, images, and other content:** For example, you can type text right into the design area in Dreamweaver, and you can format that text with HTML tags, such as the heading 1 tag, which adds the `<h1>` tag to the code next to the text. However, if you want to change the size or color of your text beyond these basic HTML tags, you do that in a separate area of the program (using the CSS panels covered in this chapter) and that style information is not saved anywhere near the text that it formats in the HTML code. In the early days of the web, we used HTML attributes to format text in a page, but the latest versions of Dreamweaver won't even let you use HTML attributes anymore. If you want to change things such as the size or color of text, you have to use CSS.
- ✓ **Understanding how you combine CSS and HTML to create web pages:** It's easy to confuse HTML and CSS because they are used so closely together, but they are very different animals and the better you appreciate the difference, the more all of this makes sense. Think of HTML as the building blocks that you use to create the structure of your web page and to put basic space and just a little formatting around your text. For example, when you format a headline with the `<h1>` tag, it changes to 24 pt and bold because that basic formatting is included in the HTML tag. Similarly, the `<div>` tag divides elements on a page. However, if you want to change the spacing between the content in `<div>` tags, or add a border around each box created by a `<div>` tag, you do that by defining a style and applying it to the `<div>` tag.
- ✓ **Understanding all the different kinds of style selectors you can choose from, such as class, ID, and tag selectors:** No matter how you create your styles, each style definition, or *rule*, contains a selector and a declaration. The *selector* identifies the name and type of style, for example, `#container` or `.caption`. (Multiple types of style selectors are available so that you can create different kinds of styles depending on what kind of formatting you want to do with the style.) The *declaration* defines the style and describes its properties, such as bold, blue, or 300 pixels wide. If those terms don't mean much to you yet, don't worry — Dreamweaver's four selector types are described later in the chapter in the "Understanding style selectors" section. And as you discover how styles work, new terms such as *selectors* and *declarations* begin to make a lot more sense.

✓ **Understanding when it's best to create external style sheets, internal style sheets, or inline styles:** *Internal style sheets* are saved in the HTML file where the formatting is applied. *External style sheets* are saved as separate files that can be attached to the pages in your website. External style sheets offer the greatest advantages because they enable you to use the same styles across any or all pages in a website. Sometimes, however, internal style sheets are useful, such as when you want to apply a style to only a single page. The section “Using internal versus external style sheets” explains how best to use the different types of style sheets.

If you're starting to feel baffled already, hang in there. I'm just giving you an overview before I take you farther and farther down the rabbit hole. CSS is a topic that's hard to grasp until you learn a number of basic concepts. Even if you're not quite sure you understand everything I've described, keep reading. As you make your way through the three chapters on CSS, it should all start making more and more sense.

## Combining CSS and HTML

Essentially, web pages are created by combing HTML and CSS. You can also add more advanced programming, such as PHP or JavaScript, but the basic structure and formatting of just about every page on the web is created using HTML and CSS. Here's the simplified version of how the two work together:

1. Use HTML to create the structure of a page with tags, such as division (`<div>`), heading (`<h1>`, `<h2>`, and so on), and paragraph (`<p>`).
2. Create styles in CSS that specify the size of these elements, where they appear on a page, and a variety of other formatting options, such as the color, size, and font face.

Similarly, you use HTML to insert images and create links, and then add styles to change formatting options, such as adding more space around your images or removing the underline from your links.

## Understanding style selectors

When you create new styles, you first have to choose which selector to use for which job. The selector corresponds to the kind of style you create. Each selector option has its own naming conventions, restrictions, and uses. If you're completely new to working with styles, this may not make much sense yet, but understanding the basics of selectors is a fundamental part of working with styles. I encourage you to read through all these descriptions of selectors so you can appreciate your options before you move on.



Don't feel you have to memorize all this, however. Instead, consider folding down the corner on this page so you can refer to this list of selectors as you create and edit styles later. If you don't have this book handy, you can refer to this page I created as a CSS selector reference on my website: [www.digitalfamily.com/tutorials/css-selectors/](http://www.digitalfamily.com/tutorials/css-selectors/).

The following sections offer descriptions of each of the four selection types that you can use when you create styles.

### Class selectors

The class selector is the most versatile selector option. *Class styles* can format any element (from text to images to multimedia), and you can use them as many times as you like on any page in a website.

Class style names always begin with a period (often called a “dot”). You can create class styles with any name as long as you don't use spaces or special characters. (Hyphens and underscores are okay.) Thus, if you create a style called *caption* for the text that appears under your pictures, it should be written like this with the dot followed by the name:

```
.caption
```

When you create styles with the class selector, you must include a dot at the beginning of the name, but don't include any space between the dot and the style name. In the style sheet, and in Dreamweaver's CSS panels, class style names appear with the dot in front of the name.

However, the dot appears only in your style sheet code. When you *apply* a class style to a `<div>` tag, or to any other element in a web page, the dot doesn't appear with the name in your HTML code. If you think that's inconsistent, you're not alone, but upon closer inspection of the HTML code, you will notice that all class styles are indicated by the word *class* in HTML code. Thus, if you applied the `.caption` style to a paragraph tag to format the text under an image, the HTML code would look like this:

```
<p class="caption">Flooding is on the rise, even in places  
that have never flooded before.</p>
```



Class styles must be applied to an element, such as the paragraph tag shown in this example. Class tags can also be used in combination with other styles, making it possible to apply more than one style to an element.

When you create a class style in Dreamweaver, the style is displayed in the CSS Designer panel on the right side of the workspace, as shown in Figure 5-1. You can apply class styles by using the CSS drop-down list in the Property inspector at the bottom of the workspace, also shown in the figure.

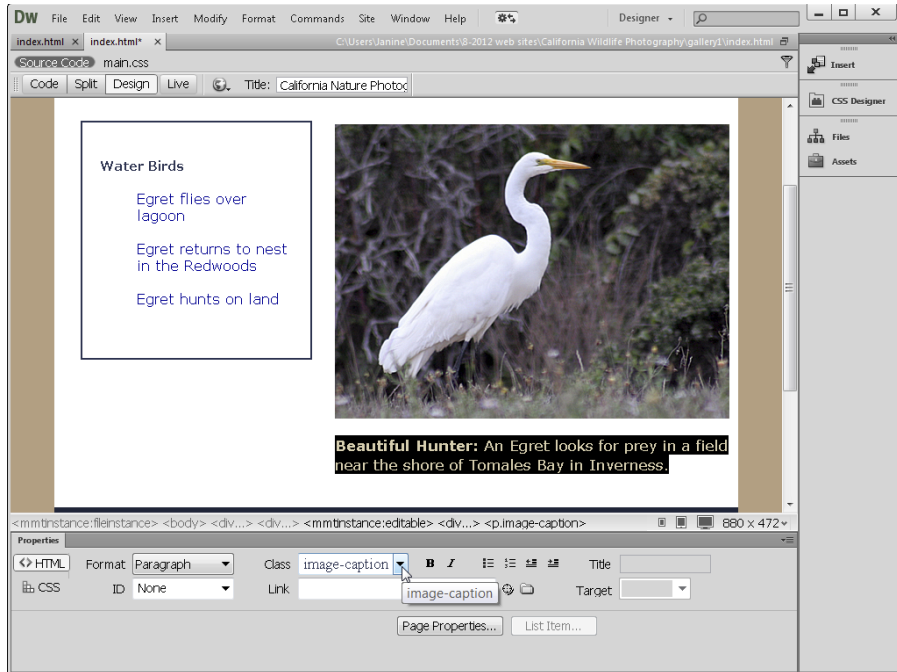


Photo by Janine Warner

**Figure 5-1:** Styles created with class selectors are available from the CSS drop-down list in the Property inspector.

For more details and step-by-step instructions for creating and applying styles with class selectors, see Chapter 6.

### *ID selectors*

Think of styles created with the *ID selector* as the building blocks of most CSS page layouts. ID styles, unlike other styles, must be unique, so they can be used only once per page. This characteristic makes them well suited to formatting `<div>` tags and other block-level elements that are used to create distinct sections, such as the header or footer of a page, which will be used only once. You can create as many ID styles as you want for each page, and you can use them on as many pages as you like, but you can use each one only once on each page.



Being unable to use ID styles more than once per page has some advantages, especially when you are creating complex websites with many compound styles, because this rule can help you avoid style conflicts. But this limitation is also the reason why many designers use the ID selector sparingly, opting instead to create most styles with the class selector, which can be used as many times as you want on any page.

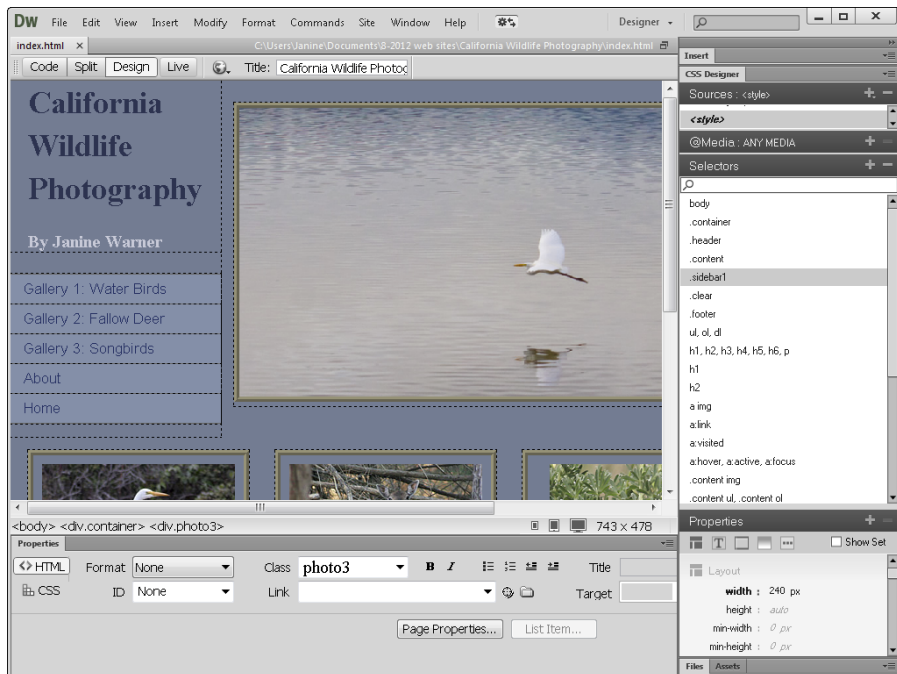
ID styles must begin with a pound, or number, character (#). Similar to class styles, you can name ID styles anything you like as long as you don't use spaces or special characters (again, hyphens and underscores are okay). An ID style used to identify the bottom section of a page could look like this:

```
#footer
```

Similar to class styles, # isn't used in the HTML code. When a style is applied to an element, such as a <div> tag, the HTML code looks like this:

```
<div id="footer">Between these tags with the footer ID  
style, you would include any information you want  
at the bottom of the page, such as copyright  
information.</div>
```

Although using ID styles is common practice in many websites, the pre-designed CSS layouts included in Dreamweaver were created by combining a series of <div> tags with class styles using names such as .container, .header, and .footer to identify the main sections of the design. In Figure 5-2, you can see how a collection of class, tag, and compound styles are displayed in the CSS Designer panel.



Photos by Janine Warner

**Figure 5-2:** The CSS Designer panel displays all class, tag, ID, and compound styles available on any open page.

### Tag selectors

The tag selector is used to redefine existing HTML tags. Use this option if you want to change the appearance of an existing HTML tag, such as the `<h1>` (heading 1) tag or the `<ul>` (unordered list) tag.

In many cases, redefining existing HTML tags with your desired formatting using CSS has advantages over creating new styles with the class or ID selectors. For example, content formatted with the heading 1 tag is presumed to be the most important text on a page. For that reason, many search engines give priority to text formatted with the `<h1>` tag. Similarly, the hierarchical structure of the `<h1>`–`<h6>` tags helps ensure that, even if visitors to your site change the text size in their web browser, text formatted with the heading 1 tag is still larger relative to text formatted with a heading 2 tag, which is larger than text formatted with the heading 3 tag, and so on.

When you use the tag selector, the style definition is applied automatically to any text or other element that's been formatted with the corresponding tag. Thus, if you've formatted a heading with an `<h1>` tag and then create a new `<h1>` style, the formatting you used to define the style will apply automatically to the heading as soon as the style is created.

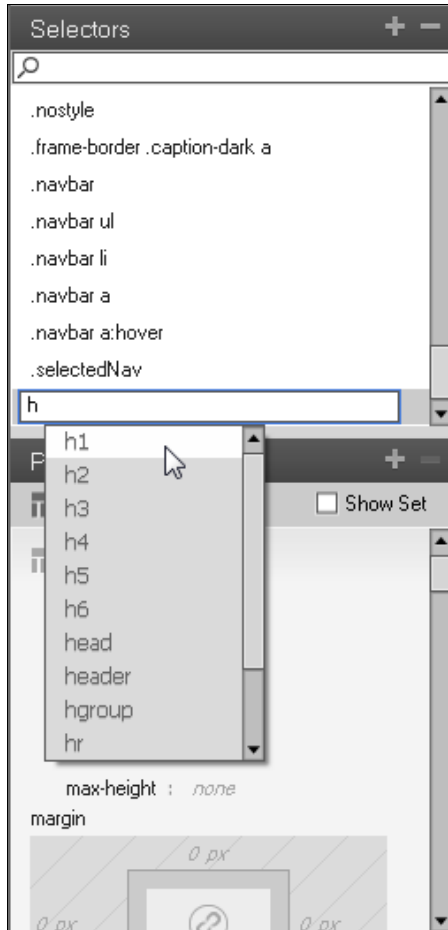
As you type the name of any HTML tag in the selector panel in Dreamweaver, a drop-down list appears providing easy access to the HTML tags. This shortcut can save on typing and help ensure that you enter the name correctly. After the tag names appear, simply choose the tag you want to use, as shown in Figure 5-3.

### Creating compound styles

The *compound selector* can be used to combine two or more style rules to create a style definition that is displayed only when one style is contained within another. Compound styles are useful, for example, when you want to use the heading 2 tag multiple times to format headlines in different ways on the same web page. For example, you could create one style for headlines that appear in the main story area of a page and another style for headlines that appear in the sidebar on the page but use the heading 2 tag to format both.

Compound styles are created by combining ID, class, or tag styles. Following is an example:

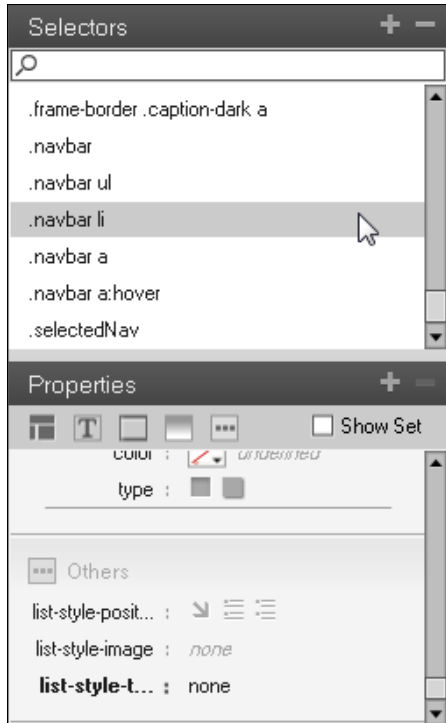
```
.sidebar h2
```



**Figure 5-3:** Redefine the appearance of any HTML tag by creating a style with a tag selector.

See Figure 5-4 for an example of how the list item tag, the `<li>` tag, appears when it is defined within a class style named `.navbar`. For a compound style, you must

- ✓ Include a space between each name or tag in a compound style
- ✓ Not include the brackets around the tag in a style name



**Figure 5-4:** Use the compound style selector to combine styles to apply more specific formatting.

In this example, the style definition will apply only to `<li>` tags that appear within another element, such as a `<div>` tag with the `.navbar` class style. Combining styles in this way enables you to use the same HTML tags with different formatting in different parts of the same page. For example, you might define one set of styles for text in an unordered list in your navigation bar, and another set of styles for text in an unordered bulleted list set off in the main text.

If a compound style combines more than one tag, it's written like this:

```
#sidebar h1 a:link
```

Again, you must include a space between each style name or tag. In this example, you see a style that defines the appearance of the active link tag only when the link is located inside an element formatted with the `<h1>` tag that's also inside an element formatted with an ID style named `#sidebar`. A compound style like this enables you to create links in a sidebar headline that look different than links in another part of the sidebar.

## Replacing ID and class styles with HTML5 tags

Dreamweaver CC includes two CSS layouts designed with the new HTML5 tags. So many people create class or ID styles with the names *header* and *footer* that the W3C decided to make

these and several other new tags standard. Most of the new HTML5 tags are designed, in part, to help make the formatting in web pages more consistent.

After you figure out the differences among these style selector options and when they're best used, you're well on your way to mastering the art of creating and applying styles in Dreamweaver, which is covered in Chapter 6.

### Using internal versus external style sheets

In CSS, you have the option of creating internal, external, or inline styles. You can even use a combination of these options, or attach multiple external style sheets to the same web page. Here's an explanation of these options:

- ✓ **Internal styles:** If you create internal styles, the CSS code is stored in the `<head>` area at the top of the HTML page, and you can apply the styles on only that page. If you're just creating a one-page website or styles used on only one page, an internal style sheet is fine, but for most sites, external style sheets offer many advantages.
- ✓ **External styles:** If you save your styles in an external style sheet, they're stored in a separate file with a `.css` extension. You can attach external style sheets to any or all pages in a website in much the same way that you can insert the same image into multiple pages. You can also attach multiple external style sheets to the same page. For example, you can create one style sheet for styles that format text and another for layout styles. You can also create external style sheets for different purposes, such as one for print and one for screen display. For a web designer, external style sheets offer two big advantages: They enable you to create new pages faster and more easily and to update styles across many pages at once.
- ✓ **Inline styles:** Inline styles are created within a document at the place that a style is used and apply only to the element to which they're attached in the document. Inline styles are generally considered the least useful of the three style sheet options because to change the defined style you must change the code that contains the element, which means you lose the benefits of making global updates and creating clean, fast-loading code. For example, creating one style for all your headlines and saving it in an external style sheet is more efficient than applying the style formatting options to each headline separately.

At the top of the CSS Designer panel, shown in Figure 5-5, you find the Sources panel with a drop-down list that makes it easy to specify whether you want to save each new style that you define in an internal or external style sheet. The options are

- ✓ **Create a New CSS File:** Launches the Create a New CSS File dialog box, where you can enter a name, specify a few settings, and click OK to both create and attach a new external style sheet.
- ✓ **Attach Existing CSS File:** Launches the Create a New CSS File dialog box, making it easy to browse and select any .css file already on your computer's hard drive.
- ✓ **Define in Page:** Adds `<style>` tags to the top of the open HTML file, where new styles can be saved in an internal style sheet.



**Figure 5-5:** When you create new styles you can choose to save them in internal or external style sheets.



You can attach multiple external style sheets to the same HTML page and you can use internal and external style sheets in the same document. When you create new styles, it's important that you select the name of the style sheet in the Sources panel (refer to Figure 5-5) where you want each new style saved.



If you're creating a style that you're likely to use on more than one page in your site, saving the style to a new or an existing external style sheet is your best choice. If you save a style in an internal style sheet and later want to add it to an external style sheet, you can move the style by dragging the style name in the Selector panel to the name of the style sheet list you want to move it into in the Sources panel.

### Looking at the code behind the scenes

Even if you *prefer* not to look at the code behind your web pages, it's helpful to have at least some familiarity with different kinds of tags, CSS, and other code that Dreamweaver creates for you when you design web pages. For example:

```
#container {
  width: 780px;
  margin-right: auto;
  margin-left: auto;
}
.caption {
  font-family: Verdana, Geneva, sans-serif;
  font-size: .8em;
  font-style: italic;
  font-weight: bold;
}
h1 {
  font-family: Arial, Helvetica, sans-serif;
  font-size: 1.3em;
}
```

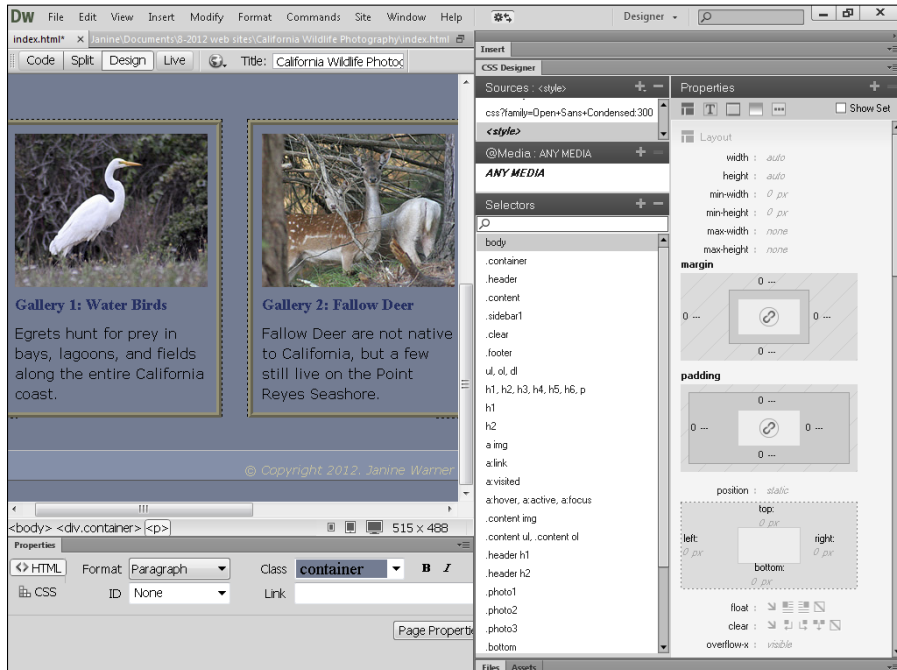
These examples show what the CSS code in an internal or external style sheet would look like in Dreamweaver for the following styles:

- ✓ An ID style created with the ID selector, named `#container`, and defined as 780 pixels wide with the left and right margins set to auto (a cool trick for centering a CSS design, covered in Chapter 6).
- ✓ A style created with a class selector, named `.caption`, and defined as Verdana, Geneva, sans-serif, small, italic, and bold.
- ✓ A style created with a tag selector to redefine the HTML tag `<h1>` as follows: Arial, Helvetica, sans-serif, large, and bold. (**Note:** Because the heading tags already include bold formatting, it's not necessary to include bold in the style definition.)

## Introducing the CSS Designer Panel

The CSS Designer panel provides a great place to create, attach, view, manage, organize, and edit CSS styles. To open the CSS Designer panel, choose **Window**⇨**CSS Styles**. If you've set your layout options to one of the compact layouts or you've diminished the size of the panels in the right side of the workspace, you need to click the small double-arrow at the top of the panel to expand and view the panel.

The CSS Designer panel, a new feature in version CC, combines all Dreamweaver CSS tools in one collection of panels. In Figure 5-6, you see the panels docked on the right side of the page and expanded to take up two columns of space. Like other panels in Dreamweaver, the CSS Designer panel can be adjusted in a number of ways by clicking and dragging the top, bottom, or side of the entire panel set or any of the individual panels, such as the Properties panel, shown in the far right in Figure 5-6.



**Figure 5-6:** The CSS Designer panel, docked on the right side of the screen in the Designer layout, provides easy access to all CSS features.

## Identifying and selecting styles

At the top of the CSS Designer panel, you can view all the style sheets *currently* applied to any open page in Dreamweaver. In Figure 5-6, an internal style sheet (indicated by the `<style>` tag) is selected in the Sources panel. For comparison, refer to Figure 5-5 to see an external style sheet, named `main.css`, selected in the Sources panel.

When you select a style sheet name in the Sources panel, a list of all style rules defined in that style sheet appears in the Selectors panel, just below the Sources and Media panels.



If you don't see any style rules listed in the Selectors panel, you probably haven't defined any styles in the selected style sheet. Also note that before you can create a style, you must create or attach a style sheet in the Sources panel. You find step-by-step instructions for creating a style sheet as you create styles in Chapter 6.

## Reviewing CSS Selector Options

After you determine what selector type is best for your style — and decide whether you want to save it in an external or internal style sheet — you're ready to move on to the CSS rule options and define the color, size, and other formatting options you want to include in your style. You find instructions for creating style rules in Chapter 6. This section continues the overview to help you better understand your choices before you start creating a style.



In previous versions of Dreamweaver, most features that are now included in the CSS Property panel were located in a separate CSS Rule Definition dialog box. Although the new CSS Property panel includes a few new visual tools that can help you better understand how CSS properties work, all these choices can seem a bit daunting at first. As you go through the following sections, keep in mind that my goal is to give you an overview of the options in each category of the CSS Property panel so that you'll have a better understanding as you go through the instructions for using these options in Chapter 6. Again, don't feel that you have to memorize the details of each feature; you can always refer to this section when you're creating styles.

Also remember that you don't *have* to specify any of the settings in this panel. When you leave an option blank, you let the default browser settings (or other styles) already applied to the page take control. For example, if you don't specify a text color when you define a style, any text formatted with the style remains black (the default color in most web browsers) unless another style applied to the text contains formatting instructions for a different color.

In most cases, you select only a few options from one or two categories in the CSS Property panel for each new style you create. I've included the full list here so you can appreciate all your choices.



Not all options in the CSS Property panel are supported by all the web browsers in use today, so the way styles are displayed on a web page can vary depending on the browser. Similarly, some CSS options aren't included in Dreamweaver because they're not commonly supported. The following sections describe the options in each category offered in the CSS Property panel. Remember, if you know how to write a CSS rule, you can always edit the CSS code in Dreamweaver's Code view.

## The Layout options

At the top of the CSS Designer Properties panel (see Figure 5-7) you find the CSS properties commonly used to create page layouts. You use these options to specify height, width, alignment, positioning, and spacing. As you can read in Chapter 6, these settings are ideal for creating page layouts with class and ID styles to do things such as align images and position `<div>` tags to create multicolumn layouts.

You can use the Layout options in the CSS Property panel to set these values:



- ✓ **Width:** Specify a width for any element that can have its dimensions specified, such as a `<div>` tag. Size options are pixel (px), point (pt), pica (pc), percent (%), em, rem, ex, and ch. (See the “Comparing CSS size options” sidebar, later in this chapter, for the basics of sizing with ems, exs, and percentages on the web.)
- ✓ **Height:** Specify a height for any element that can have its dimensions specified.  

The Height field is often left empty to enable elements (such as `<div>` tags) to expand to fit their contents.
- ✓ **Min and Max Width:** Specify minimum and maximum widths for `<div>` tags and other block elements. These options are useful when you specify the width as a percentage of the browser window. For example, you can set the width of your design to take up 80 percent of the browser window, and then set a Max Width of 1000 px to prevent your layout from getting stretched wider than 1000 pixels, even on a very large monitor.
- ✓ **Min and Max Height:** Specify minimum and maximum heights for `<div>` tags and other block elements.



**Figure 5-7:** The top portion of the Layout options in the CSS Property panel.

- ✓ **Margin:** Set the amount of space around an element (refer to Figure 5-7). Margins can be used to create space between the edge of an element and other elements on the page, such as between an image and text or between two `<div>` tags. You can set the margin separately for the top, right, bottom, and left. Padding is measured in pixels, points, inches, centimeters, millimeters, picas, ems, exs, and percentages.
- ✓ **Padding:** Sets the amount of space within the borders of an element (refer to Figure 5-7). For example, you can use padding to create space between the borders of a `<div>` tag and its contents. You can set padding separately for the top, right, bottom, and left. Padding is measured in pixels, points, inches, centimeters, millimeters, picas, ems, exs, and percentages.

WARNING!



Setting padding and margin spacing can be tricky. When you add margin and padding to an element, such as an image or `<div>` tag, you increase the overall size of that element and the amount of space it requires in the layout. For help on setting these options to best fit your designs, see Chapter 6.

- ✓ **Position:** As shown in Figure 5-8, the Position option, available from the lower part of the Layout section of the Properties panel, alters the way elements are positioned on a page. As you can read in Chapter 6, positioning can dramatically change the way block-level elements (such as table, list, header, paragraph, and `<div>` tags) appear in a browser.

Positioning is always determined relative to something else, such as another element on the page or the browser window. How you set up positioning depends on where your element is on the page — and on whether the element is inside another element (such as the `<h1>` tag inside the `<div>` tag). The Position drop-down menu includes

- **Inherit:** You do not need to specify this default option. Unless another option is selected, each element inherits the positioning of its parent element.
  - **Static:** Place the content at its location within the flow of the document. By default, all HTML elements that *can* be positioned are static.
  - **Absolute:** Use the top and left coordinates to control the position of an element relative to the upper-left corner of the browser window or the upper-left corner of an element that contains the element. (For example, the positioning of an AP Div contained within another AP Div is based on the position of the first AP Div.)
  - **Fixed:** Position an element relative to the top-left corner of the browser. The content of an element using fixed positioning remains constant even if the user scrolls down or across the page.
  - **Relative:** Use a position relative to the point where you insert the element into the page or relative to its container.
- ✓ **Float:** Align elements, such as images and `<div>` tags, to the left or right of a page or other container causing text or other elements to wrap around it. Click the icons in the Float field, as shown in Figure 5-8, to specify the following four options: Inherit, Right, Left, or None.
  - ✓ **Clear:** Prevent floating content from overlapping an area to the left or right, or to both sides of an element. This option is useful when a floated element, such as a `<div>` tag used to create a sidebar, overlaps another block-level element, such as a `<div>` tag used to create the footer of a page.

REMEMBER





**Figure 5-8:** The bottom portion of the Layout options in the CSS Property panel.

- ✓ **Overflow-x and -y:** Tell the browser how to display the contents of an element if the container, such as a `<div>` tag, can't fit the element's entire height or width. Overflow options are
  - **Visible:** Keep content, such as an image or text, visible, even if it expands beyond the defined height or width of a container.
  - **Hidden:** Cut off the content if it exceeds the size of the container. This option doesn't provide scroll bars.
  - **Scroll:** Add scroll bars to the container regardless of whether its content exceeds the element's size.
  - **Auto:** Make scroll bars appear only when the content of a container exceeds its boundaries.
- ✓ **Display:** Indicate if, or how, to render an element in a browser. For example, you change the positioning of an unordered list from horizontal to vertical by choosing Inline or hide an element, rendering it invisible, by choosing None. You can use the Display option with a scripting language (such as JavaScript) to change the display of elements dynamically. For example, you can cause an element to appear on a page only when a user clicks a button — and then make the element disappear when the button is clicked again.



✓ **Visibility:** Control whether or not the browser displays an element. The Visibility options are

- **Inherit:** The element has the visibility of the element in which it's contained (the default).
- **Visible:** The element is displayed.
- **Hidden:** The element isn't displayed.
- **Collapse:** For use with HTML tables. Collapse can be used to remove a column or row without affecting the rest of the table layout.

An important difference exists between setting the Display to None and setting the Visibility to Hidden. When you set Visibility to Hidden, the element is not displayed on the page but still takes up the same amount of space. In contrast, if you set Display to None, the element is not rendered at all.

✓ **Z-Index:** Control the position of an element on the Z-coordinate, which controls the stacking order of elements in relation to each other. Higher-numbered elements overlap lower-numbered elements. (**Note:** This setting works only on elements that use absolute or relative positioning settings.)

✓ **Opacity:** Control the opacity level for an element from 0.0 (fully transparent) to 1.0 (fully opaque). For example, if you enter .5 in the opacity field, the opacity of an element will be reduced to 50 percent.

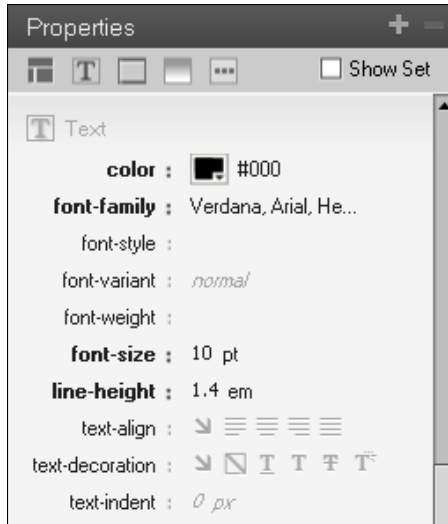
## The Text panel

The Text panel features a collection of options that control the display of (you guessed it) the text in your pages. You can access the Text panel options by scrolling down the Property panel until you get below the Layout options, or by clicking the T icon at the top of the panel (see Figure 5-9).

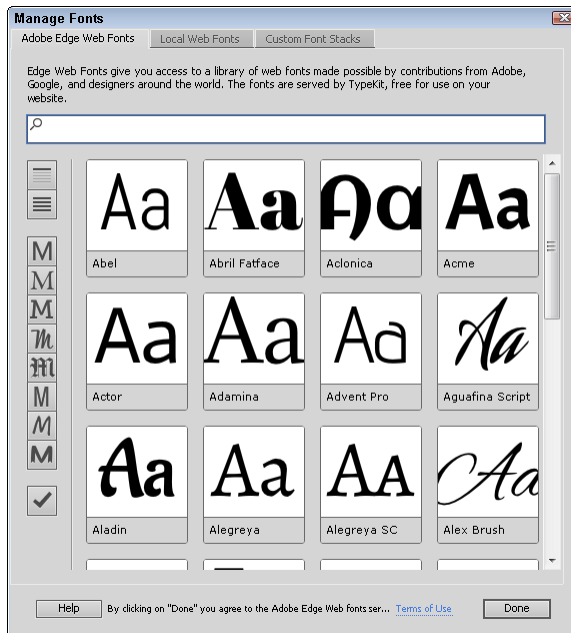
The Text panel includes the following formatting options:

✓ **Color:** Set the text color. You can click the color well and choose a color, use the eyedropper to sample any color on the screen, or enter a hexadecimal color code in the color field. If you enter a hexadecimal color code, include the beginning pound sign (#). For example, you would enter #ffffff for white. You can also abbreviate these codes with shorthand hex notations, such as #fff for white.

✓ **Font-Family:** Define a font family or a series of families. You can add fonts from your local hard drive or from Adobe TypeKit by choosing Manage Fonts in the bottom of the drop-down list and launching the Manage Fonts dialog box, shown in Figure 5-10. (For an explanation of why Dreamweaver includes font collections — and a look at how to create new ones — see the upcoming section, “Why so many fonts?”.)



**Figure 5-9:** The Text panel in the CSS Designer Properties panel.



**Figure 5-10:** The Manage Fonts dialog box provides access to local fonts and fonts from Adobe TypeKit.

- ✔ **Font-Style:** Enter Normal, Italic, or Oblique. However, italic and oblique are rarely different in a web browser, so stick with italic unless you have a specific reason not to.
- ✔ **Font-Variant:** Change text to small caps. Test your designs carefully because this attribute is not supported by all browsers.
- ✔ **Font-Weight:** Make text appear bold by selecting Bold or Bolder from the drop-down list. You can also enter a number between 100 and 900 to more precisely control how bold the text appears (100 is a light bold, 900 is a dark bold). To remove bold formatting, choose Normal or Lighter.
- ✔ **Font-Size:** Define the size of the text. You can choose a specific numeric size or a relative size. Size options are pixel (px), point (pt), pica (pc), percent (%), em, rem, ex, and ch. Pixels, ems, and percentages are the most commonly used options for text sizes. (For more on these options, see the upcoming sidebar, “Comparing CSS size options.”)
- ✔ **Line-Height:** Specify the height of the line on which the text is placed. (The spacing between lines of text is called *leading*.) Much like text size, you can specify line height in a variety of ways, including pixels, ems, and percentages. It is good practice on the web to add line height because increasing space around your text makes it easier to read on a computer screen. (For more on these options, see the upcoming sidebar, “Comparing CSS size options.”)
- ✔ **Text-Align:** Left align, right align, center, or justify your text by clicking the corresponding icon (refer to Figure 5-9). The first icon, for Inherit, is the default. For example, you could center the text in the footer of your web page by including Text-Align set to Center in the definition of a style you apply to the `<div>` tag at the bottom of the page. (You find details about styling `<div>` tags to create footers in Chapter 6.)
- ✔ **Text-Decoration:** Specify whether text is underlined, overlined (a line appears over the text), displayed with a strikethrough (Line-Through), or displayed with the blink effect (which makes text appear to flash on and off). You can also choose None, which is frequently used to remove the underline from linked text.

Use the decoration options sparingly, if at all. Links are underlined automatically; if you underline text that isn't a link, you risk confusing viewers. Overlined and strikethrough text can be hard to read, so use these options only if they enhance your design. And by all means, resist the blink effect; it's distracting and can make the screen difficult to read.
- ✔ **Text-Indent:** Specify the amount that text will be indented from the left side of the page by entering a number in one of the size options, such as pixels, ems, or percentages. (For more on these options, see the upcoming sidebar, “Comparing CSS size options.”)



### *Why so many fonts?*

You may have heard that you can now use any font you want on your web pages, thanks to the latest version of Cascading Style Sheets, CSS3. This statement is true (at least for anyone using the latest web browsers) but with some limitations: You must have the legal right to publish the font, and the font must be hosted on a web server. In Chapters 6 and 7, you find detailed instructions for using the @font-face options with the included font collections as well as hosted web services, such as Google Web Fonts.

To help ensure that your text appears as you intend, Dreamweaver includes collections of the most common fonts on Windows and Macintosh computers (popular fonts that your visitors are most likely to have). These fonts are grouped in families, such as

- ✓ Gotham, Helvetica Nue, Helvetica, Arial, sans serif
- ✓ Cambria, Hoefler Text, Liberation Serif, Times, Times New Roman, Times, and serif

When you apply a collection of fonts, the browser displays the formatted text in the first font available in the list. For example, if you choose the font collection that starts with Gotham and your visitors have Gotham on their hard drives, they see your text in Gotham. If they don't have Gotham, the text is displayed in the next font on the list — in this case, Helvetica Nue. If they don't have that font either, the text is displayed in Helvetica. And if they don't even have Helvetica (which is more common on Macintosh computers), the browser uses Arial (which is common on Windows computers). And finally, if they don't have any of the fonts on the list, the browser looks for any serif font. (*Serif* describes fonts, such as Times, that have those little curly things on the edges of letters; *sans serif* means no curly things, which is what you get with a font such as Arial.)

You can create your own font collections using the Manage Fonts dialog box (refer to Figure 5-10), which is accessible by selecting the Manage Fonts option at the bottom of the Font-Family drop-down list in the Text panel in the CSS Designer panel. This dialog box is covered in more detail in Chapters 6 and 7.



In the early days of the web, the only way to ensure that text appeared in the font you wanted was to create the text as a graphic in a program such as Photoshop or Fireworks, and then insert the graphic with the text into your page. That's still not a bad option for special text, such as logos. For all other text, however, don't save text in an image because graphics take longer to download than text, text saved in a graphic is harder to update later, and search engines can't read the text in an image.

## Comparing CSS size options

When you create CSS styles, you can specify sizes for fonts and other elements in so many ways that confusion (and frustration) can set in pretty quickly. When you design web pages, you can choose from many size options, but these are the most popular:

- ✓ **Pixels:** Pixels are an easy choice because they offer many designers a familiar size option. In addition, if you specify the text size in pixels, the size won't change (although the display size may change between Mac and Windows computers). Pixels are especially useful when you're working with complex style sheets because you don't have to worry about the cumulative effect of relative sizes, but that's why so many of us are now moving on to rems.
- ✓ **Percent-based relative sizes:** Many designers use percentages to make text larger or smaller relative to a base text size. For example, if you define the text in a caption style as 90 percent, it would appear at 90 percent of the size of the rest of the text on the page. You might then make headlines 150 percent and subheads 125 percent. This system is easy to understand but it is no longer the best choice.
- ✓ **Em:** For some time, the most popular option among experienced web designers (and anyone who wanted to follow good standards on the web), was the em size. Em is based on the amount of space taken up by the capital letter *M* in the font face specified in a style. Expressing the size of your text using ems may seem complex (especially when you're new to web design), but this option is ideal on the web because the size is adjusted relative to the displayed text size. Ems work much like percentages but they adapt even better to different font face sizes and do a better job of maintaining a good display when users change their font size settings.
- ✓ **Ex:** Similar to em, the ex option is based on the size of a lowercase *x* in the specified font face. The em size is generally preferred.
- ✓ **Small, medium, and large relative sizes:** Although these relative sizes were popular in the early days of the web, most web designers today prefer to use ems, pixels, or percentages.

The problem with relative sizes, like ems or percentages, is that they are cumulative. If I set the size of all text on the page to 80 percent of the default size, and then I set the size of my captions at 75 percent, the captions will be 75 percent of the 80 percent of the default size, which is a lot smaller than 80 percent of the default size. The same problem exists with ems and exs. If you're creating one simple size, you're fine, but if you're applying multiple styles on a page (as most of us do), the cascading effect of styles causes a problematic cumulative effect.

One of the new options in CSS version 3 is the rem (root em) size option. The key to using rems is to set a base font size. In theory, you can specify any base font size, but in practice, many designers choose 62.5 percent. That seemingly arbitrary size enables you to specify rems in a way that corresponds nicely to pixels. For example, with the base font size set to 62.5 percent, 1.4rem is equivalent to 14 pixels, a popular size for the text used throughout a web page, and 2.4rem is equivalent to 24 pixels.

Here's how these basic styles look when you use rem:

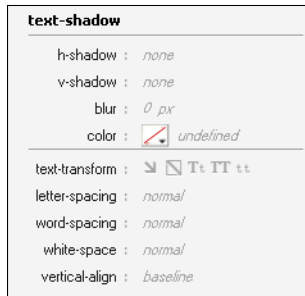
```
html { font-size: 62.5%; }
body { font-size: 1.4rem; }
h1 { font-size: 2.4rem; }
```

**Note:** Like many of the other new CSS3 features in use on the web, not all web browsers support rems. As of this writing, you can expect good results in most popular browsers, including Safari 5+, Chrome 1+, Firefox 3.6+, and Internet Explorer 9+.

### The Text-Shadow section of the Text panel

The Text-Shadow section of the Text panel provides tools for adding text shadows, one of the newest CSS properties included in the CSS3 definition. You find step-by-step instructions for using these options in Chapter 7. The Text-Shadow options are shown in Figure 5-11. The most popular options are the following:

- ✓ **H-shadow:** Add a shadow to your text on the horizontal axis. First choose a size option, and then enter a number in the field. For example, enter 2px, to add a horizontal shadow that is 2 pixels wide.
- ✓ **V-shadow:** Add a shadow to your text on the vertical axis. First choose a size option, and then enter a number in the field. (See the sidebar “Comparing CSS size options.”)
- ✓ **Blur:** Control the amount of blur in the shadow. The larger the number, the more the shadow is spread out, or blurred.
- ✓ **Color:** Enter a hexadecimal color code to specify the color of the shadow, or use the eyedropper to sample any color on the screen.



**Figure 5-11:** The Text-Shadow and other options at the bottom of the Text section in the CSS Designer Properties panel.

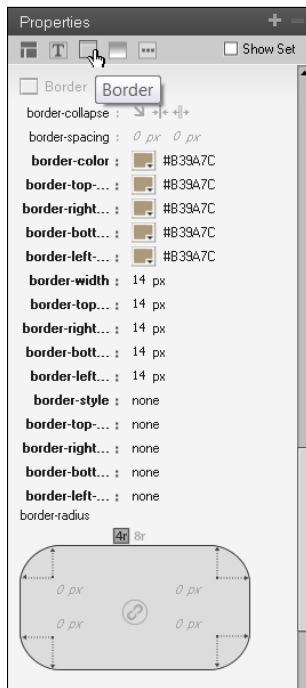
The features at the bottom of the Text panel, which are not as common as the other Text panel options, are as follows:

- ✓ **Text-Transform:** Change the case of your text. Options are Capitalize (which capitalizes the first letter), Uppercase, and Lowercase. Click the corresponding icon to set this property.
- ✓ **Letter-Spacing:** Defines the amount of white space inserted between letters. Size options are pixel (px), point (pt), pica (pc), percent (%), em, rem, ex, and ch. (See the preceding sidebar “Comparing CSS size options.”)

- ✓ **Word-Spacing:** Defines the amount of white space inserted between words. Size options are pixel (px), point (pt), pica (pc), percent (%), em, rem, ex, and ch. (See the preceding sidebar “Comparing CSS size options.”)
- ✓ **White-Space:** Tell the browser how to handle line breaks and spaces in a block of text. Your options are Inherit, Normal, Nowrap, Pre, Pre-line, or Pre-wrap. Nowrap is especially useful because it prevents elements from being separated if they must wrap to fit within a browser window or another container.
- ✓ **Vertical-Align:** Align inline elements, such as text and images, in relation to the elements that surround them. You can set a numeric value or choose Baseline, Sub, Super, Top, Text-Top, Middle, Bottom, and Text-Bottom.

## The Border panel

The Border panel defines the appearance of borders around images, tables, `<div>` tags, and other elements. As shown in Figure 5-12, you can specify border settings on one, two, three, or four sides of an element.



**Figure 5-12:** The Border section in the CSS Designer Properties panel.

You can use the border settings to create dividing lines between `<div>` tags that create columns or add separating lines above or below elements. The Border panel options are

- ✔ **Border-Collapse:** Specify whether table borders are combined into a single border or detached as they appear in standard HTML when you use the `<table>` tag. The choices are Collapse, Separate (the default), and Inherit.
- ✔ **Border Spacing:** Set the spacing between borders of adjacent table cells when the Border-Collapse option is set to Separate.
- ✔ **Border Color:** Specify the border color for all four sides of an element by entering a hexadecimal color or by clicking the color well and using the color picker.
- ✔ **Border Top, Right, Left, and Bottom Color:** Specify different colors for any or all borders of an element.
- ✔ **Border Width:** Specify the width, or thickness, of the border. You can choose thin, medium, or thick, or you can specify the size in pixels, ems, or any of the other size options.
- ✔ **Border Top, Right, Left, and Bottom Width:** Specify different widths for any or all of the borders of an element.
- ✔ **Border Style:** Choose from any of the border style options, including Solid, Dashed, or Double.
- ✔ **Border Top, Right, Left, and Bottom Style:** Specify different border styles for any or all borders of an element.
- ✔ **Border Radius:** Create rounded corners on your borders. Click to place your cursor in any of the four fields located near the corners of the border preview box and enter a number to specify the amount of the radius. You can choose from any of the CSS size options by using the drop-down list.

## The Background panel

Using the Background panel in the CSS Designer panel (see Figure 5-13), you can specify a background color or image for a style — and control how the background is displayed on the page. You can use background style settings for any element of your web page that can display a background — including the `<body>`, `<div>`, heading, and image tags.



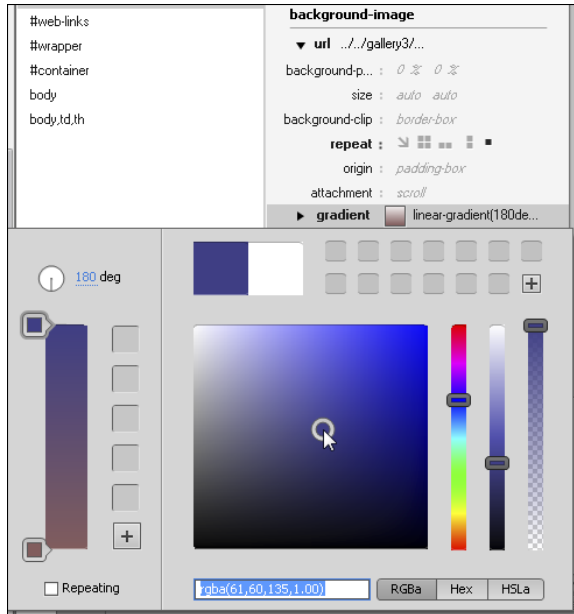
**Figure 5-13:** The Background section in the CSS Designer Properties panel.

For example, you could alter the `<body>` tag to include background settings that apply to the entire page, or you could create a style with the class or ID selector and specify a background that appears only behind an individual `<div>` tag. By including the background in the class or ID style of a `<div>` tag, you can limit the background to appear on-screen only where the `<div>` tag is used. Note that the Background option works with an image only if you first set a margin around the image.

You can choose from these Background options:

- ✔ **Background-Color:** Specify the background color of a defined style using one of several methods. You can click the color well and select a pre-defined color or create a custom color. Or use the eyedropper to sample any color on the screen. Finally, you can enter a hexadecimal color code — make sure to include the #, as in #000000 for the color black or #ffffff for the color white. You can also use abbreviated hexadecimal colors, such as #000 or #fff for black and white.
- ✔ **Background-Image:** Select an image to serve as the background in your style definition. Enter any URL to an image on your computer or on the Internet, or click the folder icon to browse your hard drive and select an image.
- ✔ **Background-Position:** Specify the position of the background image from the left and top of the parent element by entering a number in each field. This option is visible only if you click the small arrow next to the URL field in the Background section to reveal the additional fields that follow.
- ✔ **Size:** Select the measurement in pixels, ems, or another option, and then enter the size you want for the background. Leaving the Size field set to auto (the default) displays the image at actual size.

- ✓ **Background-clip:** Specify whether the background begins the border, the padding, or the content of a box element, such as a `<div>` tag.
- ✓ **Background-Repeat:** Click the corresponding icon to specify how and whether the background image repeats, or tiles, across and down the page. Background images tile by default, so you must choose an option if you don't want your background to repeat or you want to specify how it repeats. Also note that if the image is larger than the element to which it is applied, only as much of the image as will fit in the display area of the element will be visible. For example, if you use a 600-pixel-wide image as the background of a `<div>` tag that is set to 300 pixels wide, only half the image will be visible. The Repeat options, listed in order of the appearance of their icons, follow:
  - **Inherit:** Unless another option is selected, each element inherits the behavior of its parent element. This default option does not need to be specified.
  - **Repeat:** The background image repeats vertically and horizontally in the background of the element.
  - **Repeat-X:** The background repeats horizontally, but not vertically, in the background of the element.
  - **Repeat-Y:** The background repeats vertically, but not horizontally, in the background of the element.
  - **No-Repeat:** The background is displayed once at the top left of the element.
- ✓ **Origin:** Specify whether the origin of the background begins at the border, the padding, or the content of a box element, such as a `<div>` tag.
- ✓ **Attachment:** Determine how the background behaves when the page is scrolled. The options are
  - **Inherit:** Unless another option is selected, each element inherits the behavior of its parent element. This is a default option and does not need to be specified.
  - **Fixed:** The background remains glued to one place in the viewing area and doesn't scroll out of sight, even when the web page is scrolled.
  - **Scroll:** The background scrolls along with the web page.
- ✓ **Gradient:** Click the color well next to Gradient to open Dreamweaver's new visual gradient selector, shown in Figure 5-14.

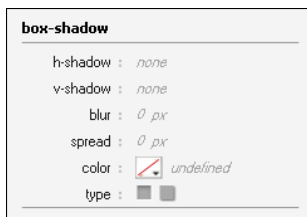


**Figure 5-14:** The gradient selector opens when you click the color well next to Gradient in the Background panel.

## The Box-Shadow panel

The Box-Shadow options (see Figure 5-15) make it possible to add shadows to `<div>` tags and other box elements. The options are

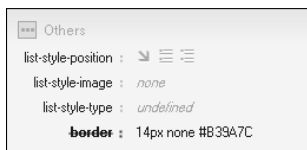
- ✓ **H-shadow:** Add a shadow to your text on the horizontal axis. First choose a size option, and then enter a number in the field. For example, enter 2px to add a horizontal shadow that is 2 pixels wide.
- ✓ **V-shadow:** Add a shadow to your text on the vertical axis. First choose a size option, and then enter a number in the field. (See the previous sidebar “Comparing CSS size options.”)
- ✓ **Blur:** Control the amount of blur in the shadow. The larger the number, the more the shadow is spread out, or blurred.
- ✓ **Spread:** Control how far the shadow spreads away from the box element.
- ✓ **Color:** Enter a hexadecimal color code to specify the color of the shadow.
- ✓ **Type:** Display the shadow in the inset or outset style.



**Figure 5-15:** The Box-Shadow section of the CSS Designer Properties panel includes options for adding shadows to box-level elements.

## The List panel

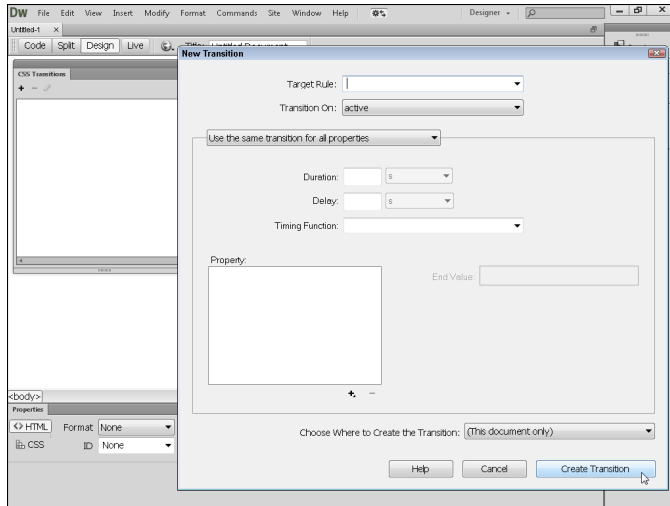
The List panel can be used to define the size and type of bullets displayed with list tags. Use the icons at the top of this section to specify whether the bullet should be inside or outside the list. Use the drop-down list next to List-Style-Type to select the style of the bullet. The options are Disc, Circle, Square, Decimal, Lower-Roman, Upper-Roman, Lower-Alpha, Upper-Alpha, or None (see Figure 5-16). Choose None if you want to use the list tag with no bullet, a common option when you're formatting a list of links in a navigation bar (covered in Chapter 6). If you want to use a custom bullet made with your own graphic, choose URL from the drop-down list next the List-Style-Image field and then click the Browse button to select an image.



**Figure 5-16:** The List options are at the very bottom of the CSS Designer Properties panel.

## The CSS Transitions panel

The CSS Transitions panel, shown in Figure 5-17, provides access to the New Transition dialog box, also shown in Figure 5-17. Use these features to create and manage CSS3 *transitions*, which enable you to add gradually changing interactive effects to elements. For example, you can use a CSS3 transition to slowly change the background color of a `<div>` tag from red to blue.



**Figure 5-17:** Click the plus sign in the top left of the CSS Transitions panel to open the New Transition dialog box, shown on the right.

The CSS Transitions panel is not grouped with the other CSS Designer panels, but you can dock it there after it's opened. To open the CSS Transitions panel, choose **Window** ⇨ **CSS Transitions**. To open the New Transition dialog box and create a new transition, click the small plus sign in the top-left corner of the CSS Transitions panel.

The Transition category has the following options:

- ✓ **Target Rule:** The CSS style definition, or rule, that contains the properties you want to change with the transition.
- ✓ **Transition On:** Choose any option from the drop-down list to specify the action that will trigger the transition. For example, choose **Hover** if you want the transition to begin when a user rolls a cursor over the element.
- ✓ **Property drop-down list:** Specify whether the same transition will apply to all properties defined in the target rule or whether each property will have a different transition.
- ✓ **Property:** Specify which CSS property you are targeting with the effect. Click the plus sign (+) to add a property or the minus sign (–) to remove one.
- ✓ **End Value:** Enter the final value you want used when the transition is complete.
- ✓ **Choose Where to Create the Transition:** Specify whether the transition should be saved in an internal or an external style sheet.

## Switching between CSS and HTML Mode in the Property Inspector

The Property inspector, which is accessible from the bottom of the Dreamweaver workspace, displays the properties available to any selected element on the page. Thus, the options in the Property inspector are different when an image is selected than when text is selected, for example.

When nothing is selected, or when you select text on a page, the Property inspector is split into two sections: HTML and CSS. In Figure 5-18, you see the HTML mode of the Property inspector; Figure 5-19 shows CSS mode. Note that buttons on the left side of the Property inspector make switching between these two modes easy.

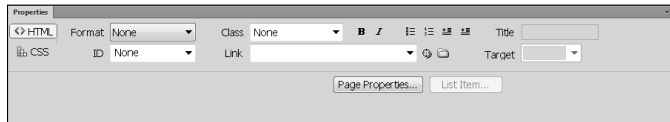


Figure 5-18: The HTML mode of the Property inspector.

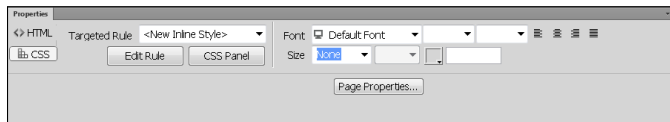


Figure 5-19: The CSS mode of the Property inspector.

If you're new to CSS and HTML, understanding the differences between these two modes can be a little confusing. Essentially, if you use a formatting icon such as bold in HTML mode, Dreamweaver adds the HTML `<strong>` tag, which makes text appear bold in most web browsers. If you use the same icon in CSS mode, Dreamweaver automatically creates a style rule that includes the bold formatting option.

In CSS mode, you can also choose to edit existing styles to add new formatting options to styles that are already applied to text, images, or other elements on a page. You can edit an existing style by simply selecting the style in the Targeted Rule drop-down list and then using the Font, Size, and other fields in the Property inspector to make changes or additions.



Whenever you edit an existing style that has already been applied to elements on a page, the changes you make to the style are applied automatically anywhere the style is used. This feature is wonderful when you want to change several things at once but can be problematic if you want to make an element (such as a heading) appear one way on one page and another way somewhere else.

Anytime you want to create or edit a style, use the Property inspector in CSS mode. On the other hand, to apply an existing style to an element on the page, make sure you're in HTML mode. For example, to align an image with a class style or apply an ID style to a `<div>` tag, you need to be in HTML mode. To apply a style in HTML mode, select the image, text, or other element in the page where you want to apply the style and then use the Class or ID dropdown lists to select the style; Dreamweaver automatically applies it.

Similarly, to apply an HTML tag, such as the `<h1>` tag, you should be in HTML mode. But you create or edit a CSS rule for the `<h1>` tag in CSS mode. Of course, you don't have to create or edit styles with the Property inspector. Consider this a shortcut method; you may still prefer to use the CSS Designer panel (covered in detail previously in the chapter) to make significant changes to a style.

# Creating and Editing CSS Styles

## *In This Chapter*

- ▶ Using class and tag selectors
- ▶ Creating page layouts with CSS and Div tags
- ▶ Understanding the box model
- ▶ Using Dreamweaver's CSS layouts
- ▶ Creating custom CSS layouts
- ▶ Styling unordered lists for links
- ▶ Testing and editing CSS
- ▶ Comparing margins and padding
- ▶ Aligning elements

Whether you're new to CSS or you've been struggling (I mean *designing*) with styles for years, Dreamweaver's many CSS features offer welcome assistance. If you've used the CSS tools in previous versions of Dreamweaver, beware that the CSS features were redesigned in version CC. Although the basic rules of CSS remain the same, the way you define style rules in Dreamweaver has changed dramatically.

This chapter walks you through the process of creating and applying styles with the class, tag, and ID selectors using Dreamweaver's new CSS Designer panel. You also find instructions for customizing the CSS layouts included with Dreamweaver. And you discover not only how to create styles for text, but also how to position and align images, text, and other elements on a web page. Finally, you discover how Dreamweaver makes it easy to edit, rename, and even remove styles.





TIP

If you're new to CSS or Dreamweaver, I recommend that before you start this chapter you at least skim through Chapter 5, where you find an introduction to CSS and a review of the new CSS Designer panel and how you can use it to create, apply, and edit styles in Dreamweaver.

Brace yourself: You're getting into some of the most complex web design features that Dreamweaver offers, but you're also getting into the core of web design today. If you want to design web pages that can be edited and maintained efficiently, look good in a variety of screen sizes, and meet the latest web standards, CSS is clearly your best option.

## Organizing Style Sheets

One of the first decisions to make when you create new styles is whether to save the style information in an internal or an external style sheet. In an *internal style sheet*, the style rule is saved at the top of the same HTML document where you want to apply the style. In an *external style sheet*, new styles are saved in a separate document that can be attached to any or all files in your website.

External style sheets offer the greatest advantages because using one set of styles across many pages is more efficient than creating styles for each page in your site. That said, sometimes internal style sheets are a good choice, such as when you're creating a style that will apply only to elements on one page.

The following sections walk you through the process of creating, attaching, moving, copying, and editing styles in internal or external style sheets. In the first section, you find out how to create internal and external style sheets. The remaining exercises in this chapter work the same way whether you save styles in an internal or external style sheet. (For more on the differences and relative advantages of internal and external style sheets, see Chapter 5.)

This chapter focuses heavily on the features in the CSS Designer panel, which is new in Dreamweaver CC and replaces nearly all CSS features in previous versions of Dreamweaver. In Chapter 5, you find a detailed review of all sub-panels in the CSS Designer panel. Use that chapter as a reference if you need to check on a specific feature. In this chapter, you find step-by-step exercises designed to show you how the different sections of the CSS Designer panel work together.



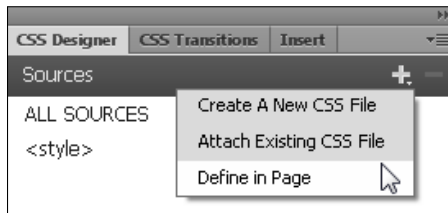
REMEMBER

If the CSS Designer panel is not already open, you'll need to open it before following along with any of the exercises. To open this feature-rich panel set, choose Window⇨CSS Styles.

## Creating an internal style sheet

Internal style sheets are saved in the same HTML file where they are applied. Thus, you don't create a file when you create an internal style sheet, as you do when you create an external sheet (covered in the next section). Instead, when you create an internal style sheet, you simply add `<style>` tags within the `<head>` tags at the top of the HTML file you have open in Dreamweaver. Then, when you create styles, you save the new style rule definitions within the `<style>` tags in your file.

Creating a new internal style in Dreamweaver requires just two steps. First click the plus (+) icon in the Sources panel at the top of the CSS Designer panel, shown in Figure 6-1. Then select Define in Page from the drop-down list. You're done. Dreamweaver inserts the `<style>` tags into the code in your file, and lists the internal style sheet in the Sources panel with the `<style>` tag, which is also visible in Figure 6-1.



**Figure 6-1:** Select Define in Page from the CSS Designer Sources panel to create a new internal style sheet.

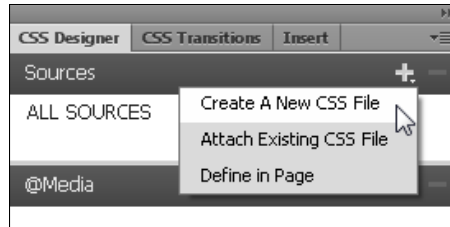
## Creating an external style sheet

At the very top of the CSS Designer panel, you find the Sources panel. This panel displays the name or names of any style sheets available to the open page. This same panel is used to create or link to style sheets as you create or apply styles.

To create an external style sheet, first create and save a new HTML file or open an existing file in Dreamweaver, and then follow these instructions:

- 1. Click the plus (+) icon in the Sources panel at the top of the CSS Designer panel, shown in Figure 6-2.**

A drop-down list opens with three options: Create a New CSS File, Attach Existing CSS File, and Define in Page.



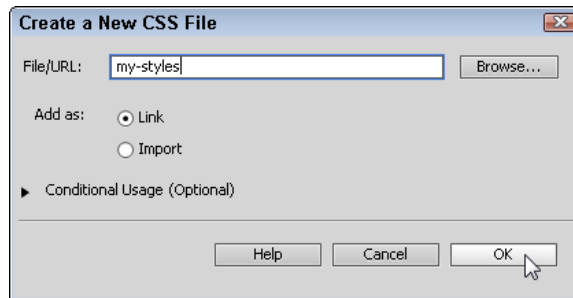
**Figure 6-2:** You can create a new external style sheet using the Sources panel.

**2. Choose the Create a New CSS File option from the drop-down list.**

The Create a New CSS File dialog box opens.

**3. Enter a name for your new style sheet file, as shown in Figure 6-3.**

You can name style sheets anything you like, as long as you don't include spaces or special characters other than the hyphen (-) or underscore (\_).



**Figure 6-3:** Name your new external style sheet in the Create a New CSS File dialog box.

**4. Select the Link option.**

Link is considered the best practice in most cases and is selected by default in Dreamweaver.

For the most part, the Import option is used only when you would want to apply multiple external style sheets to the page but only want to link to one style sheet. In that case, you could use the Import option to associate multiple style sheets with one.



**5. Click the arrow next to Conditional Usage to view additional settings.**

The Conditional Usage settings are used to set up media queries for style sheets. To learn how, and when, to use media queries, see Chapter 8.

**6. Click OK.**

The style sheet is saved and linked to the HTML page you have open in Dreamweaver. **Note:** If you're working on a new HTML page, make sure that you've saved the page; otherwise, you'll be unable to create and link a new CSS file.



After you create an external style sheet, you can link that same style sheet to as many pages as you like by following the steps in the exercise that immediately follows. You can also add as many style rules as you like to any external style sheet, which is covered in various exercises that follow on creating class, tag, and other types of styles.

### *Attaching an external style sheet to a page*

After you've created an external style sheet, you can attach it to any web page. In the step-by-step instructions that follow, you can use any of the pre-defined style sheets included in Dreamweaver (as I do in this exercise), or you can use these instructions to attach any style sheet you create using the steps in the previous exercise. Begin by opening the page to which you want to attach the style sheet and then follow these steps:

**1. Click the plus (+) icon in the Sources panel at the top of the CSS Designer panel and choose Attach Existing CSS File from the drop-down list (refer to Figure 6-2).**

The Attach Existing CSS File dialog box opens.

**2. Click the Browse button and locate the CSS file in your local site folder.**

You can also enter a URL if you want to use a remote CSS file located on another website, but it's most common to use a style sheet contained in the website you're working on.

**3. Select the Link or Import option.**

If you're attaching a style sheet to an HTML file, your best choice is almost always to choose Link, which is the default. Choose Import if you want to create one master external style sheet that contains references to other style sheets, an advanced option that enables one style sheet to refer to another.

#### 4. (Optional) Choose options from the Conditional Usage section.

Use the Conditional Usage features to define a media query as you attach your style sheet. Media queries are covered in Chapter 8.

#### 5. Click OK.

The dialog box closes, and Dreamweaver sets the link to the style sheet by adding a line of code to the top of the HTML file. After you link an external style sheet, any applicable styles are automatically applied to the content in the page in Dreamweaver and the selector names of the styles defined in the style sheet become visible in the Selectors panel of the CSS Designer panel set.



You can attach multiple style sheets to the same HTML page, and you can use internal and external style sheets in the same document. For example, you can save your text styles in one style sheet, save your layout styles in another, and then attach both to the same document — which makes all the defined styles available to the page. Similarly, you create different style sheets for different purposes, such as one for printing the file and another for browser display.

### *Moving and copying styles*

After you attach an external style sheet to a document, you can move, copy, and edit styles as follows:

- ✓ **Moving styles:** You can move styles from one style sheet to another with click-and-drag ease. First, in the Sources panel, select the name of the style sheet with the styles you want to move. Then, in the Sources panel, drag the name of any style in that style sheet onto the name of the style sheet you want to move it into. In Figure 6-4, I'm moving an `h1` style from the internal style sheet, identified in the Sources panel with the `<style>` tag, into an external style sheet named `new-styles.css`. If you've attached more than one external style sheet to a document, you can also move styles from one external style sheet to another using the same click-and-drag technique.
- ✓ **Copying styles:** You can copy styles from one document to another by right-clicking (Control-clicking on a Mac) a style name in the Sources panel and choosing Duplicate. This makes a copy of the style, which you can then edit or move into another style sheet.



**Figure 6-4:** Move styles from an internal to an external style sheet.

- ✓ **Editing styles:** You edit styles in an external style sheet the same way you edit styles in an internal style sheet — by first selecting the name of the style sheet in the Sources panel, then selecting the style name in the Sources panel, and finally editing the style definition in the Properties panel. If you want to edit a CSS file used in a website on a server, you must first download the file to a local hard drive and save it in your site's root folder. (You find detailed instructions for editing CSS files in the next section. You find instructions for uploading and downloading files in Chapter 4.) **Note:** Any changes you make to a style in an external style sheet are applied automatically to all the files to which the external style sheet is attached.



When you edit an HTML page linked to an external style sheet, you must upload both the HTML file and the CSS file to your server before the style changes become visible on your website online. Be sure to save the CSS file when you finish editing it!

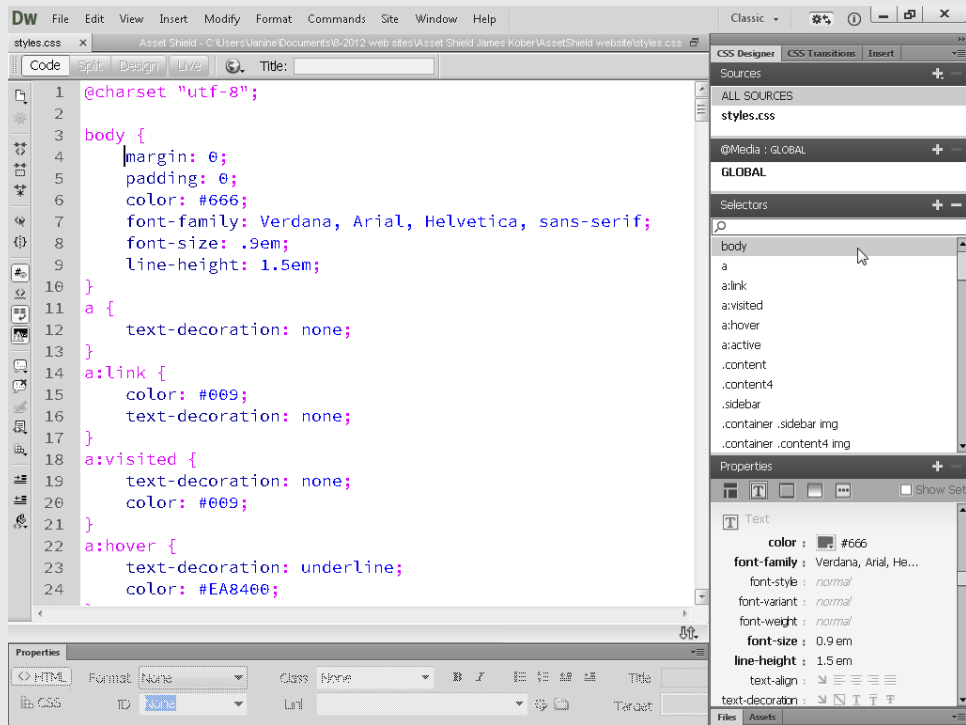
## Editing styles in code view

Although you don't ever have to look at the code in your CSS files, Dreamweaver does include a great text editor that color-codes CSS selectors and properties to make them easier to read, as you see in this figure.

In Dreamweaver, you can open .css files by double-clicking them or by choosing File⇨Open and then double-clicking the name. The style sheet opens in Code view. When you view an external style sheet using the Code view editor,

you can still use the CSS Designer panel to edit or review the styles in the style sheet — even if the style sheet isn't linked to an HTML page.

If you prefer, you can also edit the code by hand in Code view. The figure shows an example of a style sheet opened in Dreamweaver's Code view. Note that the CSS Designer panel displays all relevant style information and gives you access to the CSS editing tools.



## Creating Style Rules

Get ready to create your first styles. Whether you're creating styles using class, tag, or ID selectors, most of the steps are the same.

As you go through the steps to create a style in Dreamweaver, you may be surprised by the number of options in the many panels in the CSS Designer panel group. However, you will use only a few of the available options to create most styles.



You can always refer to Chapter 5 for more detailed descriptions of the different selector types as well as the many options in the Properties panel in the CSS Designer panel, which you can use when you create or edit styles.

### Defining styles with the tag selector

You can create completely new styles using the call or ID selectors, but you can also create styles that change the formatting of existing HTML tags. These styles are created using the *tag selector*, which is also known as the *element selector* (because HTML tags are also called HTML elements). When you define a style using the tag selector, you can alter the appearance, position, and other features of any existing HTML tag.

Many HTML tags already include formatting options. For example, the heading tags include formatting to style text using a large bold font. When you create a style with a tag selector, you have to consider the formatting options already associated with that tag. Any options you define will either be added to the existing formatting or override the formatting. For example, in the steps that follow, I create a CSS rule for the `<h1>` tag, which is displayed using the Times font in most web browsers. In the rule, I change the font by selecting the Gotham font collection included in Dreamweaver. That means Gotham will override Times when the `<h1>` tag is used in my page. If I want my headlines to be bold, I don't need to include bold in the style definition because bold is in the default style of the `<h1>` HTML tag. In this case, if I don't want headlines to be bold, I need to add a style rule that removes the bold formatting by setting the Font-Weight to Normal.

You may ask, "Why would I redefine the `<h1>` tag instead of just creating a new headline style using the class or ID selector?" Although you can define a new class style instead of redefining an HTML tag, sometimes using an existing HTML tag is better. Heading styles are especially important on the web because text formatted in an `<h1>` tag is well recognized as the most important text on a page. Among other things, text formatted in an `<h1>` tag may get special consideration from search engines.



When you create a style for an existing HTML tag, you don't need to apply the style itself the way you do with class and ID styles, covered later in this chapter. Wherever you've used the HTML tag, the style definition settings are applied. Thus, in the exercise that follows, as soon as I create a style that redefines the font face, color, and formatting for the `<h1>` tag, any text that is already formatted with the `<h1>` tag will automatically change to reflect the new style. Similarly, any time I use the `<h1>` tag again, it will format the text using the formatting I've defined in the new tag style.

To create a style that redefines an HTML tag (such as the `<h1>` tag) with the tag selector, first create a file or open an existing one and then follow these steps:

**1. In the Selectors panel of the CSS Designer panel, select the style sheet to which you want to add the new style.**

If you haven't yet created or attached a style sheet to the page, see the earlier exercises in this chapter for instructions on how to complete this required initial step.

**2. If you want to target the style to a specific media type or screen size, choose or define a media query in the @Media panel.**

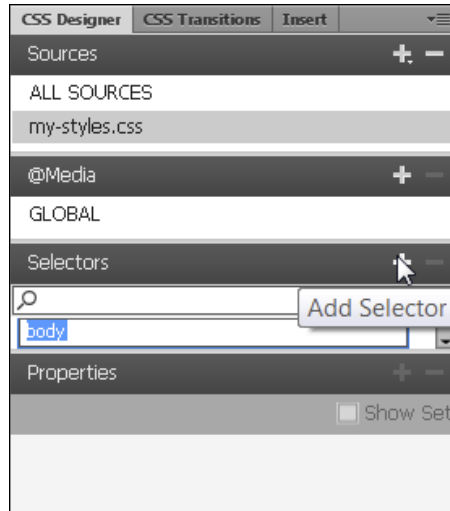
Using media queries with styles is optional. If you do not specify a media query, Dreamweaver will use the Global property and your style will work in all media formats and screen sizes. (You find more on media queries in Chapter 8.)

**3. Click the plus sign (+) in the Selectors panel.**

A new selector is added to the Selectors panel.



When you click the plus sign (+) to create a new selector, a few things can happen, depending on what's already on the page open in Dreamweaver. The first time you create a style in a blank web page, Dreamweaver enters `body` in the Selectors panel, as shown in Figure 6-5. If you're working on a page with text or other content that is formatted with HTML tags or styles, Dreamweaver may add a compound selector based on the elements surrounding whatever you've selected with your cursor. For example, if your cursor is resting in a headline formatted with an `<h1>` tag, and that headline is inside a `<div>` tag styled with an ID style named `#container`, Dreamweaver will add a compound selector, like this: `#container h1`. Remember, you can always change any selector name by double-clicking to select the name in the Selectors panel, and then editing or replacing the name with whatever you want to use for your selector.



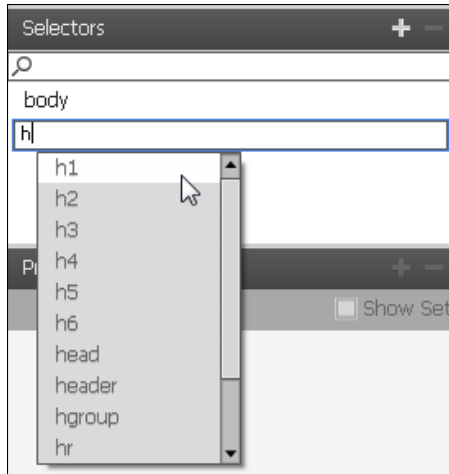
**Figure 6-5:** Click the plus sign in the Selectors panel to create a new style.

- 4. In the Selectors panel, double-click the selector name. Begin to enter the name of the HTML tag, and then select the tag from the drop-down list that appears.**

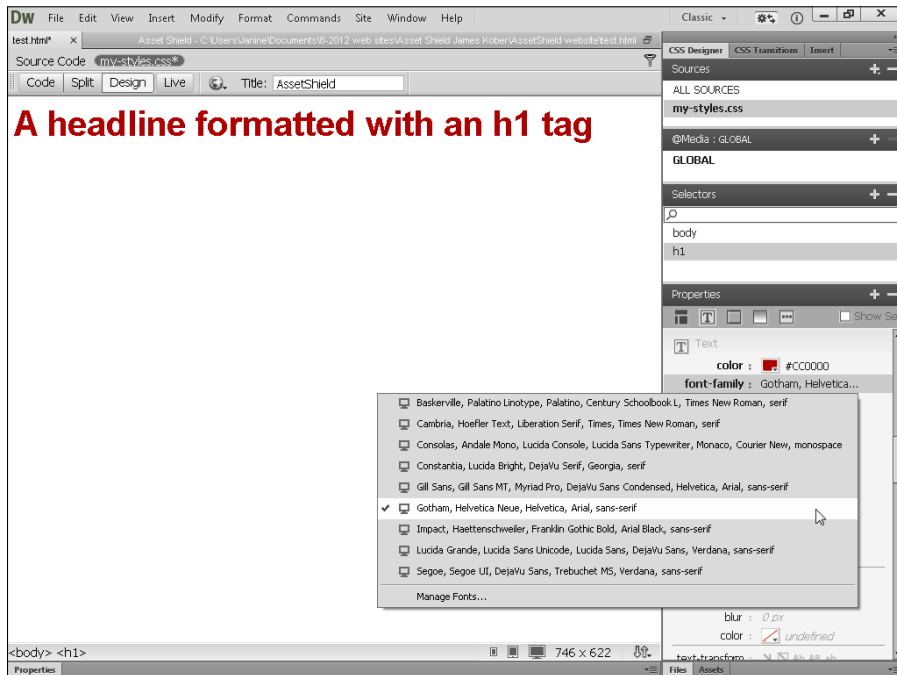
You can enter the name of any HTML tag to create a style using the tag selector. As you can see in Figure 6-6, as you type an HTML tag, a drop-down list appears with tags that begin with the same letter you've typed. Selecting the desired tag from the list rather than typing the entire tag name yourself is good practice because you avoid typos.

- 5. In the Properties panel, specify the settings you want in your style rule.**

For this example, I redefined the `<h1>` tag to use the Gotham font collection, instead of the default browser font, and changed the text color to red. As you see in Figure 6-7, the font and color are immediately applied to the text in the page formatted with the `<h1>` tag.



**Figure 6-6:** Dreamweaver includes code hints for HTML tags.



**Figure 6-7:** When you create a style using the tag selector, the formatting you define in the style rule is immediately applied to any content formatted with the HTML tag.



If you want to be able to use the same HTML tag with different formatting in different parts of the same page, you can create compound styles, as described in the “Creating compound styles” sidebar. Compound styles are handy, for example, if you want text formatted with the `<h2>` tag to look different in the main part of your page than it does in a sidebar.

## Creating styles with class and ID selectors

Class and ID selectors have many similarities and one key difference. ID styles can only be used once per page but class styles can be used as many times on the same page as you like.

Class and ID styles have the following similarities:

- ✓ You can name styles created with the class and ID selectors anything you like. Seriously, you can name a style Fred if you like, although most of us prefer to use names that have some meaning, such as footer for the name of the style that goes at the foot, or bottom, of the page. You should not include spaces or special characters in style names, although the underscore and hyphen are okay. The use of all lowercase is a common but not required practice.
- ✓ You can apply class and ID styles to any element on a page, but they are most commonly applied to header tags, div tags, unordered list tags, paragraph tags, image tags, and the new HTML5 tags.
- ✓ Using styles created with the class and ID selector is a two-step process. First, you create a new style using the class or ID selector and give it a name; then you apply the style to an element on the page.

In this section, you find step-by-step instructions for creating styles with the class and ID selectors. In the next section, you see how to format text and other elements by applying a style created with the class or ID selector. These same instructions can be used to create and apply any class or ID style in Dreamweaver.

To define a new class or ID style, create and save a new document or open an existing file, and then follow these steps:

- 1. If you're defining a new style you want to apply to an existing element, click to place your cursor over the element that you want to format with the new style.**

Although this step is not required (you can create styles for elements that are not yet on the page), Dreamweaver automatically creates selector names based on the page element that your cursor is currently selecting. In the example shown in this exercise, my cursor is inserted at the beginning of the headline text.

2. In the Selectors panel of the CSS Designer panel, select the name of style sheet to which you want to add the new style.

If you haven't created or attached a style sheet to the page, see the earlier exercises in this chapter for instructions on how to complete this required initial step.

3. If you want to target the style to a specific media type or screen size, define a media query in the @Media panel.

If you don't specify a media query, Dreamweaver will use the Global property and your style will work in all media formats and screen sizes. (You find more on media queries in Chapter 8.)

4. In the Selectors panel, click the plus sign (+).

A new selector is added to the Selectors panel. In Figure 6-8, Dreamweaver has added a compound selector name, which includes all the styles already applied to the headline where my cursor was resting when I started to define the style. (To learn more about using compound styles, see the sidebar, "Creating compound styles," later in this chapter.)

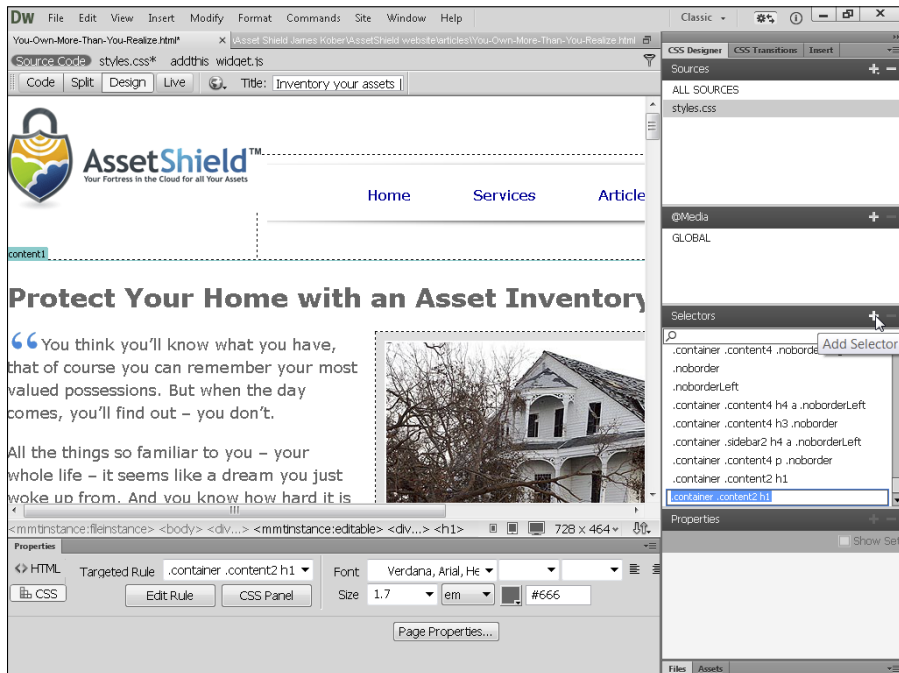


Figure 6-8: Click the plus sign to create your new style.

**5. Double-click the selector name, and edit or replace it with the name you want to use for your style.**

You can name class and ID styles anything you like, as long as you don't use any spaces or special characters other than the hyphen (-) or underscore (\_).



If you want to create a style using the class selector, you must begin the style name with a dot, or period. If you want to use the ID selector, the style name must begin with a pound sign (#). See Chapter 5 for a detailed explanation of the differences between class and ID styles.

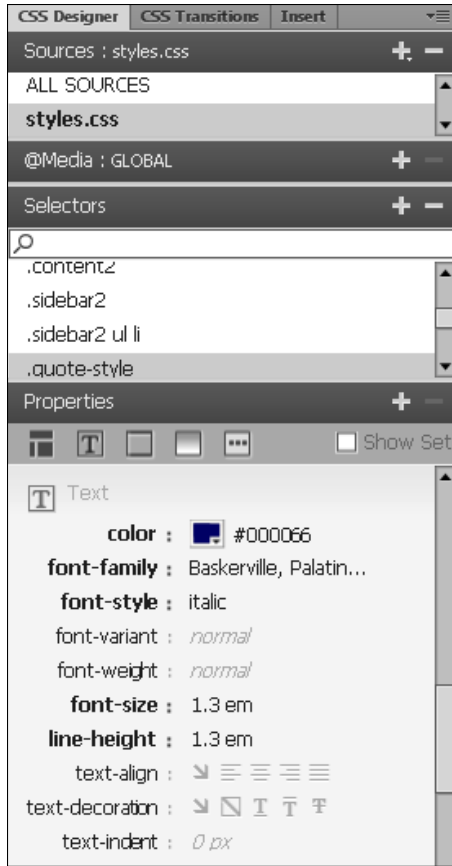
**6. In the Properties panel, specify the settings in your style rule, as shown in Figure 6-9.**

For this example, I created a style called `.quote-style`. I defined the rule using the following settings in the Text section of the Properties panel:

- For the **Color** field, I clicked the color well (the square icon) and selected a dark blue color. Sticking to the default color swatches in the color well is the quickest way to choose a color, but you can also create custom colors by clicking the icon that looks like a rainbow-colored globe in the upper-right corner of the color well and selecting a color from the system color picker.
- In the **Font-Family** field, I chose the Baskerville font collection from Dreamweaver's font list. To format your text with almost any font using the new font embedding options in CSS3, see Chapter 7.
- In the **Font-Style** drop-down list, I chose Italic as the font style.
- In the **Font-Size** field, I chose 1.3em for my quote style, which will make the quote text appear just a little larger than the rest of the text on the page. You can specify text sizes in pixels, percentages, ems, and several other measurements. (For an explanation of options, see the section "Understanding CSS size options," in Chapter 5.)
- In the **Line-Height** field, I chose 1.3em to provide more space between the lines of text, to compensate for the larger size I set in the Font-Size field.



In this example, I chose to define the style using the class selector (indicated by the period at the beginning of the name) so that I could apply the style to more than one quote on the same HTML page. As you see in the exercise that follows, class and ID selectors are easy to apply to content after you create them because Dreamweaver adds these styles to the Class and ID drop-down lists in the Property inspector, located at the bottom of the workspace.



**Figure 6-9:** Define style rules using the options in the Properties panel.

## Applying class and ID styles

Defining class and ID styles in Dreamweaver is the *time-consuming* part. Applying them after you define them is the *time-saving* part. How you apply a style depends on the kind of style you've created. To apply a class or ID style in Dreamweaver, create a new file or open an existing one and follow these steps:

- 1. Click and drag to select the text or other element to which you want to apply a style.**

In this example, shown in Figure 6-10, I've selected the text to the left of the photograph.

**2. In the Property inspector (with the HTML features displayed), select the style from the Class or ID drop-down list.**

Note that in the example, I'm selecting a style from the Class drop-down list and Dreamweaver provides a preview of the style by formatting the way the name appears in list based on the style definition. (For example, in Figure 6-10, the `.quote-style` style name is displayed as italic and blue in a large size.) When you choose a style, the selected element (in this case, the text to the left of the image) changes to reflect the application of the style. Figure 6-10 shows the quote style created in the preceding section applied to the text.

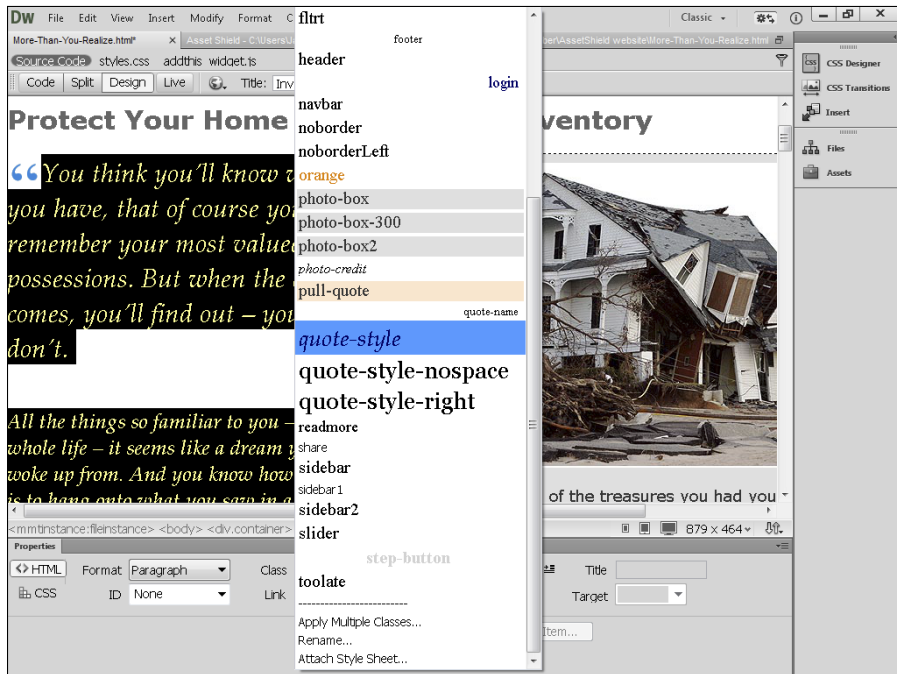


Photo by istockphoto.com

**Figure 6-10:** To apply a class style, select an element in the main workspace, and then choose the style from the Class list.

## Resetting HTML elements with CSS

Because not all browsers interpret HTML and CSS in the same way, many web designers begin designing pages by creating styles that remove any border, padding, or margins included in an HTML tag by defining a style that sets those values to 0 (as you see in the following example).



Resetting common HTML tags to remove any padding or margins means that all your tags start with the same blank slate. In this way, you help ensure that any styles you create will be displayed more consistently across different web browsers.

In the CSS layouts included in Dreamweaver, you find styles that reset common tags, including the heading and list tags. In this example, I've set the border, padding, and margins to 0 to ensure a more consistent display across different web browsers:

```
h1, h2, h3, h4, h5, h6, p, ul, ol, li, {  
border:0; margin:0; padding:0;
```

## Creating Layouts with CSS and Div Tags

The key to understanding how CSS works in a page layout is to think in terms of designing with a series of infinitely adjustable containers, or *boxes*. Indeed, this approach to web design is commonly called the *box model*.

Think of the box model this way: First you use HTML tags, such as the `<div>` (division) tag or `<p>` (paragraph) tag, to create boxes around each section of your content. Then you use CSS to style each box, using CSS rules to control the position, width, and alignment of each box by specifying such settings as Width, Margin, Padding, Float, and Border. The combined effect is one beautiful page, created by combining CSS styles with HTML tags.

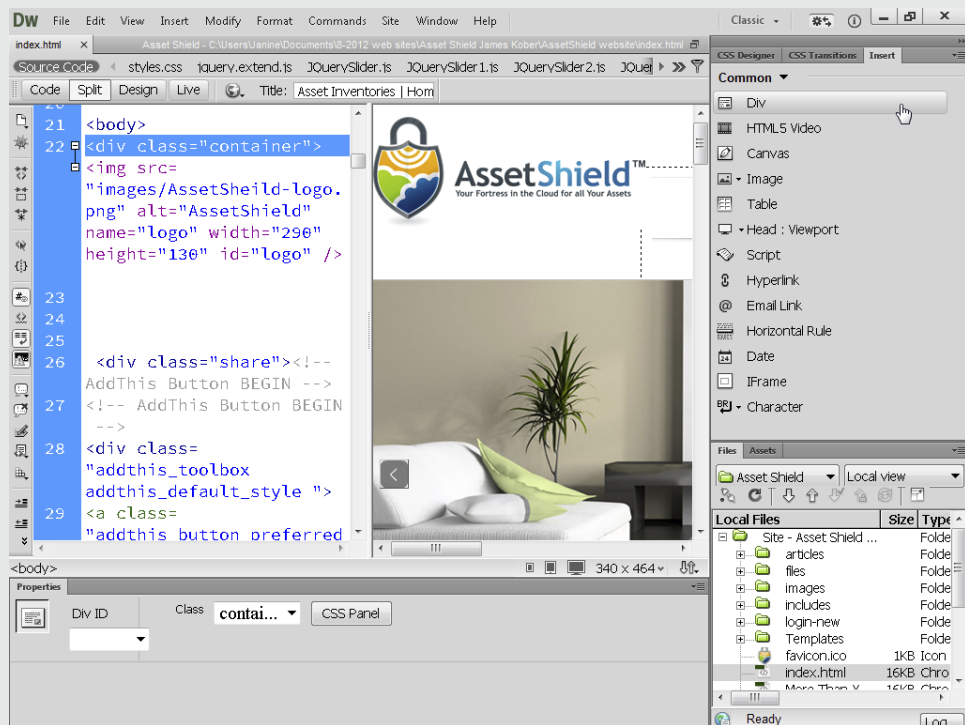
Although you can use any HTML tag as part of your page layout, the `<div>` tag is used most often to create the boxes for main sections of a page, such as the banner area, commonly used at the top of a page, the main content area, the sidebars, and the footer. Think of `<div>` tags as generic containers designed to contain text, images, or other content. Essentially, `<div>` tags create divisions on the page, separating one section of content from another. Unlike other HTML tags, `<div>` has no inherent formatting features. Unless CSS is applied to a `<div>` tag, it's invisible on a page when viewed in most web browsers; yet the tag has a powerful purpose because you can easily format with CSS any content surrounded by opening and closing `<div>` tags.

## Splitting the view

If you're creating a series of `<div>` tags to position content on a web page, you may find it easier to keep track of the `<div>` tags if you use Dreamweaver's Split view, as shown in the figure. Split view enables you to see Code view and Design view simultaneously. To split the workspace area, choose **View** → **Code and Design** or click the Split button, located just under the Insert panel at the top of the workspace.

If you select an image, text, or another element on a page in Design view, it's highlighted

automatically in Code view — a great feature that makes it easier to find your place in the code when you're trying to troubleshoot what's happening behind the scenes. I like to use Split view to keep an eye on the code as I create page designs — especially when I'm inserting `<div>` tags. When you're using only Design view, keeping track of how `<div>` tags are arranged and nested can be hard.



Adobe uses the box model to create all the CSS layouts included in Dreamweaver. In these layouts, each `<div>` tag on the page has a corresponding style. As a result, to change the size or positioning of the header, footer, or any of the other main areas of the page separated by `<div>` tags, you need to edit the corresponding style. You find detailed instructions for how to identify and edit these styles in the sections that follow.

## Using Dreamweaver's CSS Layouts



Dreamweaver includes two CSS layouts designed with HTML5 tags that you can customize to create a seemingly infinite variety of page designs. These layouts give you a head start when you create a new page, and they're designed to work well in a variety of web browsers, so they can help you avoid common problems caused by the different ways web browsers display HTML5 and CSS. For all these reasons, I recommend starting your design work in Dreamweaver with a CSS layout chosen in the New Document window, especially if you want to use HTML5.

One of the challenges with CSS is that it continues to change and design features are introduced with each new version. Unfortunately, browser support — which can make the difference between a beautiful web page and a jumbled, unreadable design — hasn't always kept up, and the companies that make browsers haven't always agreed on how to display CSS. (You find more about browser differences and testing in Chapter 4.)

To help you get around the problems caused by browser differences, Adobe dedicated the equivalent of decades of time (at least in Internet years) to designing CSS layouts with HTML5 that display well in many different web browsers, even older versions of browsers.

Before you rush off to check out these cool CSS layouts in Dreamweaver, let me warn you: They're not much to look at when you first open them. They're intentionally designed with the most basic of formatting options and a dull green color scheme — but fortunately color styles are some of the easiest styles to alter in CSS.

No matter what your experience level, the following sections are designed to help you appreciate how Dreamweaver's CSS layouts work and to help you create your own page designs by customizing the layouts step by step. You find out how to change the width of columns, the formatting styles for text, and the alignment of any element on the page in one of Dreamweaver's layouts. If you're new to CSS, altering one of these layouts may seem confusing at first; trust me, altering an existing layout is much easier than creating a design from scratch.

## Creating a new page with a CSS layout

To create a new page using one of Dreamweaver's CSS layouts, follow these instructions:

1. **Choose File → New.**

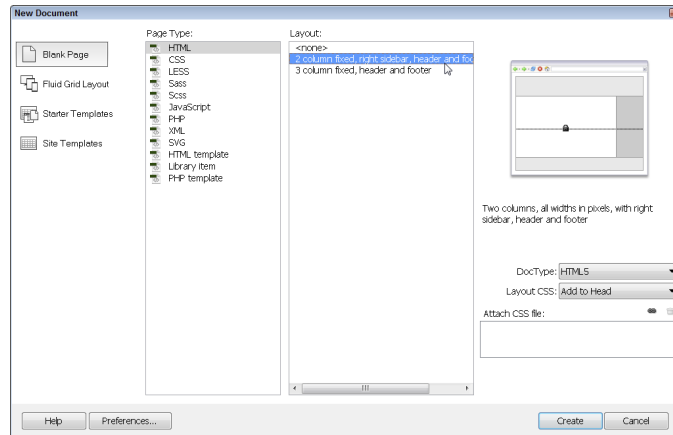
The New Document dialog box appears.

2. **Choose Blank Page from the left column and HTML from the Page Type column in the middle.**

Alternatively, you can choose an option in the bottom part of the Page Type section that corresponds to the programming language used on your site, such as ASP.NET, PHP, or ColdFusion, and then progress to Step 3. (If you're not familiar with these programming options, stick with HTML.)

3. **In the Layout section, select either CSS layout.**

For this example, I chose 2 Column Fixed, Right Sidebar, Header and Footer. In Figure 6-11, note that when you select a CSS layout, a preview of the layout is displayed at the top right of the dialog box.



**Figure 6-11:** When you select the name of a CSS layout, a preview appears in the top-right corner.

4. From the **Layout CSS drop-down list**, choose the type of style sheet you want to create as you design the page:

- **Add to Head** creates an internal style sheet and includes all the styles for the layout in the header area of the new document.
- **Create New File** creates a new external style sheet with all the page styles as you create the new document with the design.
- **Link to Existing File** adds the style sheet information for the new document to an existing external style sheet.

*Note:* You can always change how the style sheet is set up later by moving styles from an internal style sheet to an external one or from one external style sheet to another. (You can find instructions for creating external style sheets and moving styles at the end of Chapter 5.)

5. **Click Create.**

The new page is created and opened in the main workspace.

6. **Choose File→Save to save the page and styles.**

If you saved the styles in an external style sheet, a second box prompts you to save the style sheet separately. If the styles are contained in an internal style sheet, they're saved automatically when you save the page.

Save all the pages of a website, including external styles sheets, in your local site folder. (For more about defining a website and specifying a local site folder in Dreamweaver, see Chapter 2.)



## Editing the styles in a CSS layout

After you create a new page with a CSS layout, you have a seemingly infinite number of options for editing it, but first you have to determine which styles in the style sheet correspond to the elements you want to edit.

The steps in the following sections explain how to edit the overall design of a page created with a Dreamweaver CSS layout. I've broken the process into several step lists to help you follow along more easily. *Note:* The steps assume you're proceeding through the sections in order.

As you can probably imagine, you can edit the styles in a CSS layout in many ways to create your own designs, but the process I explain in the following sections should serve you well as you get started with any of these layouts.



After you adjust the existing styles to get the basic page design the way you want it, you can create as many additional styles as you desire.

### Checking out the available styles and making basic edits

You can use these same basic instructions with any CSS layout included in Dreamweaver. To edit styles in a CSS layout, follow these steps:

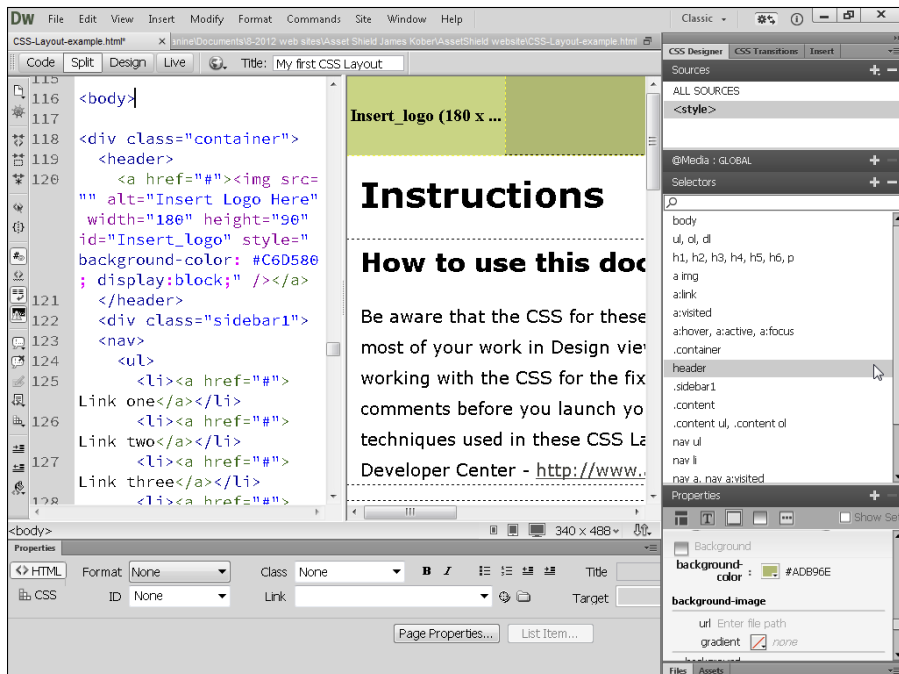
1. **Open a page file that's based in a Dreamweaver CSS layout, and choose Window⇨CSS Styles (or click the CSS Designer tab to expand the panel).**

The CSS Designer panel opens or expands.

2. **Click to select the name of the style sheet in the Sources panel at the top of CSS Designer.**

All the styles associated with the new page are listed in the Selectors panel, as shown in Figure 6-12.

To change any element in the design of this page, you edit the corresponding style.



**Figure 6-12:** Alter the formatting options in a CSS layout by editing the corresponding style definition in the CSS Designer panel.

**3. Select the name of any style listed in the CSS Designer Selectors panel.**

The corresponding CSS rules defined for the style are displayed in the Properties panel, at the bottom of the CSS Designer panel (refer to Figure 6-12). Clicking through the list of styles and reviewing their corresponding rules is a good way to get a quick overview of the design and to see where the various page-formatting options are stored.



The HTML5 `header`, `.nav`, and `footer` tags control the main sections of the page. For example, the `header` style, which is shown in Figure 6-12, includes a rule that makes the background color green. Thus, to change the color of the header area at the top of the page, you change the background color setting in the `header` rule. (You find detailed instructions for editing the `header` and other main styles in this CSS layout in the “Customizing content areas” section, later in this chapter.)

### *Editing page-wide settings*

To edit page-wide settings — such as the background color of the page or the main font face, size, and color of the text used throughout the page — follow these steps:

**1. In the CSS Designer Selectors panel, select the style named `body`.**

The properties defined in the selected style rule are displayed in the Properties panel, as shown in Figure 6-13.

**2. Click the T icon at the top of the Properties panel, and change or add your desired font and other text settings.**

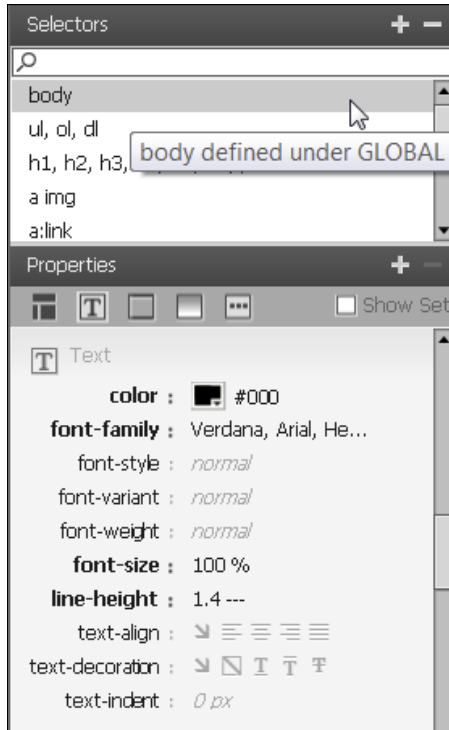
You can change the font face, size, style, and weight. To change the space between lines of text, change the line height.

**3. Scroll down to the Background area of the Properties panel and use the color well in the Background-Color field to specify a color for the entire background of the page.**

Alternatively, you can enter any hexadecimal color code in the Background-Color field or use the eyedropper to sample any color on the screen. To add a background image, click in the URL field in the Background section and then click the Browse button that appears and select the image that you want to serve as the background. Use the Background-Repeat icons to specify how the background image should repeat (if at all) on the page.

**4. Make any other changes or additions to the style rule.**

Changes to style rules in the Properties panel are automatically saved and applied to content formatted with the rule.



**Figure 6-13:** Define page-wide settings in the style for the <body> tag.

## Creating compound styles

Compound styles make it possible to create more specific styles. Of the many uses for compound styles, one of my favorites is the capability to create tag styles that appear differently in different parts of the same page.

When you redefine a tag (as with the unordered list and link tags), the new style applies to all uses of that tag within a page, unless you define the tag as a compound style by including the name of its container in the style name.

For example, in the “Creating a Navigation Bar from an Unordered List of Links” section, instead of creating a new tag style with just

the name of the <ul> tag, I created a compound style called #navbar ul to redefine the <ul> tag *only* when it’s contained within a <div> tag with an ID of navbar.

When you create compound styles like this, make sure you separate each style name by a single space. In this example, I also created styles for the <li> and <link> tags in the same way, creating styles with the names #navbar a:link, #navbar a:hover, and #navbar ul li. You can create compound styles with multiple tags and style names to create more specific CSS rules.

### Customizing content areas

To change the width or other settings of the main content areas, which control the overall size of the page and the header, footer, and sidebar, follow these steps:

**1. To change the width of the entire main design area:**

- a. Click the `.container` style in the Selectors panel of the CSS Designer panel.**

The properties of the `.container` style rule are displayed in the Properties panel, where you can also edit the style.

- b. Change the size in the Width field or type a new number for your desired page width.**

The width of the page design is automatically changed based on the size you entered. When you alter the width of the `.container` style, as I did here, you change the width of the entire design because all the `<div>` tags and other elements are contained in the `<div>` formatted with the `.container` style — and they're all set to expand to fill the `.container <div>`. (For more on the best width for a web page, see the sidebar “How wide should I make my web page’s design?”)

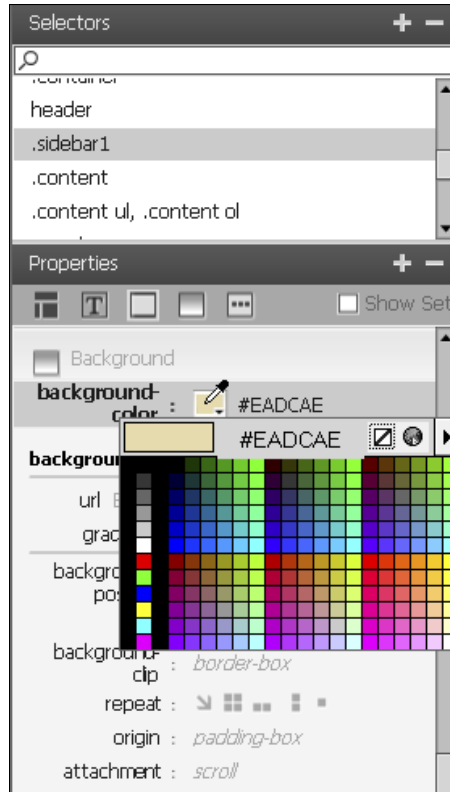
**2. To alter the size of the content area of the page, select the style named `.content` and specify the size and other options you desire in the Properties panel.**

If you change the width of the content area in a layout that includes a sidebar, you must change the width of the sidebar as well. For example, in the layout used in this exercise, the content section is 780 pixels wide and the sidebar is 180 pixels wide, and they fit perfectly in the 960-pixel-wide container. Thus, if you increase the width of the content style by 30 pixels, you'll need to decrease the width of the sidebar by 30 pixels so that the total remains 960 pixels.

**3. To change the background color of any style on the page, click the name of the corresponding style and change the settings in the Background section of the Properties panel.**

For example, in the CSS layouts in Dreamweaver, the sidebar is defined in a style named `.sidebar1`. Thus, to change the background color, I clicked `.sidebar1` in the Selectors panel, selected the Background category in the Properties panel, and then clicked the color well (as shown in Figure 6-14) and selected the color I wanted. Similarly, to change the background color of the header, select the style named `header` in the Selectors panel and use the color well in the Properties panel.





**Figure 6-14:** Change the background color in the Properties panel.

4. **To add an image to the header:**
  - a. **Select the placeholder image labeled Insert Logo and press the Delete or Backspace key.**
  - b. **Choose Insert ⇨ Image ⇨ Image and select an image using the Select Image Source dialog box.**
5. **Replace text and insert images in the sidebar and main content areas.**

You can add or replace text and insert images in any page created from a CSS layout, just as you would in any other web page.
6. **Choose File ⇨ Save All to save the page and styles.**



You can combine CSS layouts with Dreamweaver's template features to create a *template* — a page design you can use to create additional pages without repeating all the steps to customize the styles for each page. (As you discover in Chapter 9, Dreamweaver's template features offer many advantages when you're designing a site with more than a few pages; for example, you can make changes that affect many pages at once.)

Here's a related tip: If you intend to use the design as a template, make sure you save your styles in an external style sheet so you can edit the style rules outside the template. (Find instructions for creating external style sheets and for moving internal styles into an external style sheet in Chapter 5.)

## Creating a Navigation Bar from an Unordered List of Links

Here's a great CSS trick for turning a bulleted list (or unordered list) into a navigation bar with a simple rollover effect. Using a bulleted list for navigation bars is a well-accepted convention for websites that meet current accessibility standards. A bulleted list is a logical choice for navigation elements; even if the style rules are removed, the links still stand out from the rest of the elements on the page and are clearly grouped together in a list.

In Figure 6-15, for example, you see how the links, which are contained in an unordered list, appear without styles applied to them. In Figure 6-16, those same links are still contained in the unordered list, but the application of the styles changes their appearance dramatically.

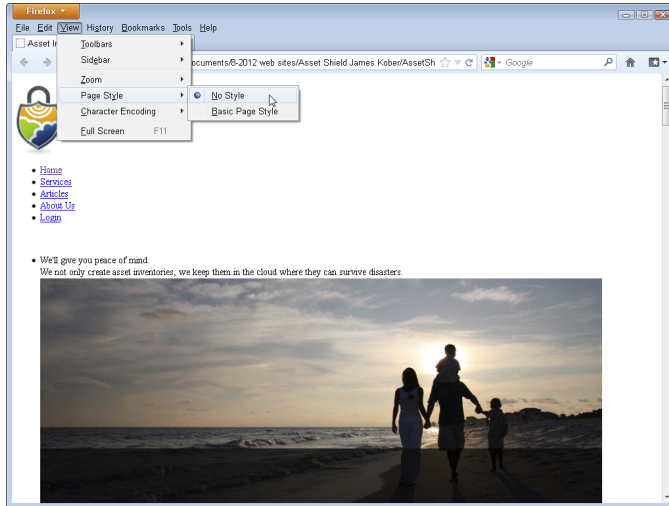


To see how any web page looks without its styles applied when using the Firefox web browser, as shown in Figures 6-15, choose View⇨Page Style⇨No Style.

Thanks to CSS, you can gain the benefits of styling a list of links with the unordered list tag and still format your links with any style you choose. For the same reason, most designers use the heading tags to format headlines and then create styles to change the way they appear. Formatting a list of links with the unordered list tag adds meaning to the code, but you don't have to keep those boring bullets, and you can align your links horizontally or vertically. CSS applied to text also enables you to create a rollover effect because you can change the style of the different link states, as you see in the following exercise.

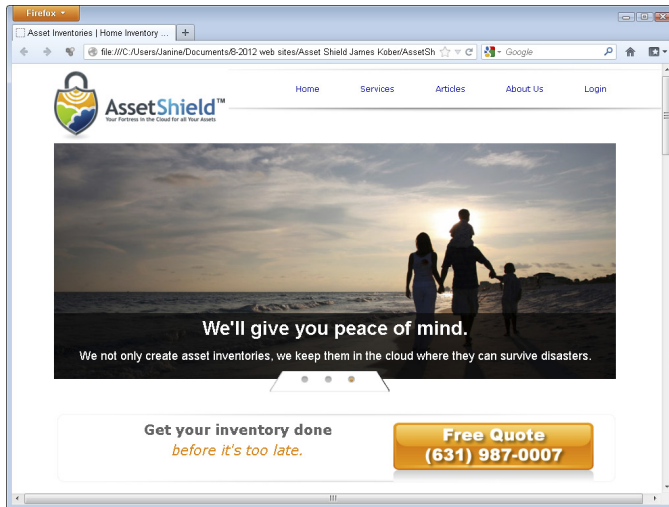


You can use the following steps to add a list of links to any CSS layout included in Dreamweaver, as well as to any custom CSS layout you create yourself.



*Photos by istockphoto.com*

**Figure 6-15:** The same web page shown in Figure 6-16 with the No Style option selected in the Firefox browser.



*Photos by istockphoto.com*

**Figure 6-16:** The same page shown in Figure 6-15 but with styles applied.

To create a navigation bar using CSS to redefine the unordered list and link tags, follow these steps:



- 1. Click to place your cursor where you want to create your navigation bar in the page.**

When you're creating a list of links to serve as your navigation bar, it's good practice to position those links at the top or side of the page, where visitors to your site can find them easily.

- 2. Enter the text you want to serve as the links, separating each by pressing the Return or Enter key to create a paragraph return.**

To format the links as an unordered list, separate each line of text that you want to link with a `<p>` tag.



You can type any text you want, but the general recommendation is to keep the main navigation links in your site very short. For example, use a single word when possible (such as *Home*) instead of something longer (such as *The front page of the site*).

- 3. Create links by selecting each piece of text in turn, clicking the Hyperlink icon in the Common Insert panel, and then selecting the page you want to link to or entering a URL.**

Essentially, you set these links as you would set any other links in your site. (You find detailed instructions for creating a variety of different types of links, including links to other websites and e-mail links, in Chapter 2.)

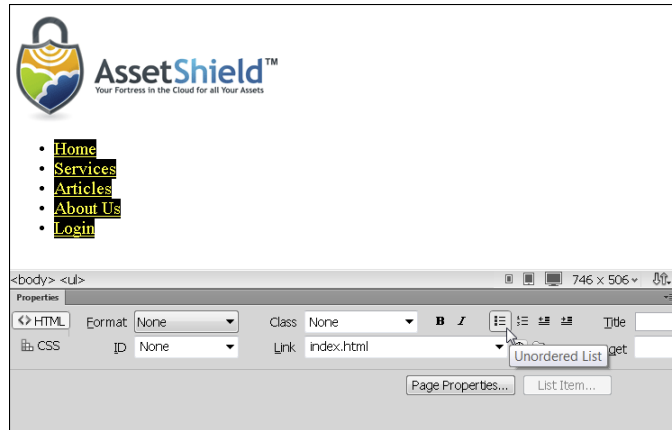
- 4. Drag to select the entire set of links, and then click the Unordered List icon in the Property inspector, as shown in Figure 6-17.**

A bullet point appears at the beginning of each link. If any link isn't set off with a separate bullet, click to delete the space between it and the link before it, and then press Return or Enter to separate the links with a paragraph return (which will be automatically converted into a bullet in the unordered list).

- 5. To add a `<div>` tag around a list of links (or any other content that is already on a page), select the content and then click the Div icon in the Common Insert panel.**

The Insert Div dialog box opens.

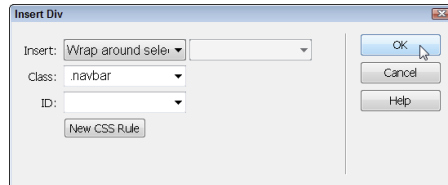
Adding a `<div>` tag around the unordered list of links is helpful if you want to add formatting, such as the background color that fills the entire navigation row in this example.



**Figure 6-17:** Formatting a collection of links as an unordered list.

**6. Choose Wrap Around Selection from the Insert drop-down list, as shown in Figure 6-18.**

For more precise control over where you add a new `<div>` tag, you can choose options from the Insert drop-down list at the top of the Insert Div dialog box. Choosing the Wrap Around Selection option, for example, adds open and close `<div>` tags to the code before and after the selected content, in this case, the bulleted list of links.



**Figure 6-18:** Adding a `<div>` tag around content to create a class style.

**7. Enter a name in the Class field or the ID field.**

A `<div>` tag with the class or ID name you entered is added automatically to the page surrounding the list of links.

In this example, I chose to create a class style with the name `.navbar` (as shown in Figure 6-18).



You can create a class or ID style to format the `<div>` tag that surrounds your list of links. If you plan to have only one navigation bar on the page, an ID style is a fine option. If you plan to repeat the navigation bar in more than one place (as I did in this example by adding a navigation bar to the top and bottom of each page), create a class style so you can use it twice on the same page. (For more about the differences between class and ID styles, see Chapter 5.)

- 8. At the bottom of the Insert Div dialog box, click the New CSS Rule button.**

The new CSS rule name is added to the list of style names in the CSS Designer Selectors panel.

- 9. In the Properties panel, specify your desired settings for color, background, size, margins, and padding.**

The style formatting is automatically applied to the content of the `<div>` tag because you applied the style as you created it in Steps 5–7.

- 10. To create a compound style that will format the unordered list only when it is used in the navigation bar, create a compound style that includes the class name `.navbar`:**

- a. Place your cursor anywhere in the bulleted list.**
- b. Click the plus sign (+) at the top of the Selectors panel.**
- c. In the Selector Name field, make sure that Dreamweaver automatically entered `.navbar` as the name of a new style in the Selectors panel.**

If the name of the new style is not `.navbar ul`, double-click to select the name and change it to `.navbar ul`. (For an explanation of how compound styles like this work, see the sidebar “Creating compound styles.”)

- d. In the Properties panel, set the margins and padding to 0.**

- 11. Create a compound style to redefine the list item tags:**

- a. Place your cursor anywhere in the bulleted list.**
- b. Click the plus sign at the top of the Selectors panel.**
- c. In the Selector Name field, make sure that Dreamweaver automatically entered `.navbar ul li` as the name of a new style in the Selectors panel.**

If the name of the new style is not `.navbar ul li`, double-click to select the name and change it to `.navbar ul li`.

**d. In the Properties panel, set the Display to Inline.**

This step changes the style of the `<li>` tag and the list of text changes from vertical to horizontal.

**e. Change the List Style Type to None to remove the bullet.**

**f. Set the left and right margins to 20 pixels.**

This step separates the list items from one another in the horizontal list. You can change the setting to create the amount of space between links that best fits your design.

**12. Create a style to redefine the link tag:**

**a. Click to place your cursor within a link in the navbar.**

**b. Click the plus sign at the top of the Selectors panel.**

Dreamweaver automatically enters a compound style name:  
`.navbar ul li a:link`

**c. If you want to change the style name, double-click the name in the Selectors panel and enter the name you want to use.**

You can make compound styles as specific as you choose. For example, the style `.navbar a:link` will change the appearance of any links in the `.navbar <div>`. However, if you create the style `.navbar ul li a:link`, that style will apply only to links that appear in the `.navbar <div>` and inside the unordered list tags. Because these are the only links I use in the `.navbar <div>`, I don't need to be so specific; both styles will work the same in this example.

**d. In the Text section of the Properties panel, set Text-Decoration to None.**

This step removes the underline from linked text.

**e. Still in the Text section, choose a color from the color well to specify the color of links when they're loaded on a page.**

Make sure to select a color that provides good contrast with the background color of the page so that the links are easy to read.

**13. Create a new style to redefine the hover-link tag so that the link color will change when a user rolls a cursor over the link:**

**a. Click the plus sign at the top of the Selectors panel.**

**b. In the Selector Name field, enter `.navbar a:hover`.**

Again, I could create a more specific compound link by entering `.navbar ul li a:hover`, but it's not necessary here.

## Comparing block and inline elements

As a general rule, HTML tags can be divided into block elements and inline elements. *Block elements*, such as the `<div>` tag, interrupt the flow of the page, creating a box or block around which other page elements align. In HTML, block elements include the paragraph (`<p>`) tag, which creates a line break before and after it's used and doesn't allow anything to appear alongside it. Heading tags, such as `<h1>`, `<h2>`, and `<h3>`, and list tags, such as `<ul>` and `<ol>`, are also block elements.

In contrast, *inline elements* follow the flow with text. For example, the `<strong>` and `<em>`

tags, which apply bold and italics, respectively, are inline elements. You can place these elements one after another, and a new line break doesn't appear between each element. They simply flow with the text. For that reason, the `<span>` tag, which is an inline element, is a good choice for applying styles that you want to affect a small amount of text within a block, such as when you want to add a little color to text contained within `<p>` tags. Dreamweaver often adds `<span>` tags when you apply a class style to text in the middle of a paragraph.

- c. In the Text section of the Properties panel, set Text-Decoration to None.

This step removes the underline from linked text. If you prefer to have the underline appear when a user rolls a cursor over a link, select Underline.

- d. Still in the Text section, choose a color from the color well to specify the link's color when users roll their cursor over the link.

The more dramatic the color difference between the `a:link` and `a:hover` colors, the more dramatic the rollover effect.

14. Create a new style to redefine the visited link tag so the link color changes after a user clicks a link:

- a. Click the plus sign at the top of the Selectors panel.

- b. In the Selector Name field, enter `.navbar a:visited`.

- c. In the Text section of the Properties panel, set Text-Decoration to None.

- d. Still in the Text section, choose a color from the color well to specify the link's color after it's been visited.

If you want the color to remain the same, set the `a:visited` link to the same color as the `a:link`.

15. Click the Live button at the top of the workspace or click the Preview button to view the page in a browser to see the effect of the link styles, as shown in Figure 6-19.



**Figure 6-19:** Click the Live button to preview the hover color in link styles.

## Comparing Margins and Padding in CSS

When creating or editing CSS styles, new web designers are often confused by how and when to use margins and padding. Both settings add space between elements — for example, a margin between text and an image or a little padding between the border of a `<div>` tag and its contents. Here's how margins and padding work:

- ✓ **Padding** adds space inside an element. Think of padding as a way to add a cushion around the inside of a box so your content doesn't bump into the sides of your box.
- ✓ **Margins** add space outside an element. Think of margins as a way to add space between boxes, on the sides of images, or around any other element on a page, so things don't bump into each other.

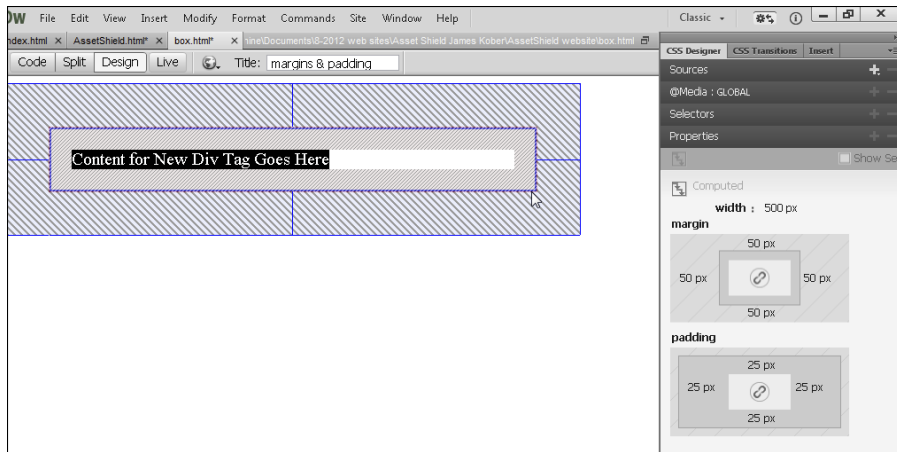
Figure 6-20 shows a `<div>` tag with a corresponding ID style that creates the thin black border around the `<div>` tag and defines it as follows:

- 500 pixels wide
- 25 pixels of padding inside the `<div>` tag border
- 50 pixels of margin spacing outside the `<div>` tag border
- 2-pixel border around the entire `<div>` tag

### How wide should I make my web page's design?

For nearly a decade now, most web designers have been setting the width of their web pages to 960 or 960 pixels wide. That size is based on the most common screen resolution on most computer desks. If you want your web pages to look good on computers with monitors set to 1024 by 768, design your pages to take up 960 to 980 pixels and you leave enough room for the borders of a web browser. This size also

displays well on iPads and many other tablets. However, if you want your pages to look as good on tiny smartphone screens as they do on large monitors, consider creating multiple style sheets and designing your pages to work at more than just one fixed width. In Chapter 8, you find out how to create responsive web designs that work on small and large screens.



**Figure 6-20:** Padding is added to the inside of an element and margins are added to the outside; both add to the width needed for an element on a page.

Here's the confusing part:

- ✓ **Padding adds to the specified width.** If you specify a width for a `<div>` tag (or any other box element) — as I have in Figure 6-20 — the padding increases the total width. In my example, the `<div>` tag will fill 550 pixels of space on the page: 500 pixels for the width plus 25 pixels on each side of padding.
- ✓ **Margins add to the total space taken up by an element in a page.** The margins of the `<div>` tag style are set to 50 pixels, so the `<div>` tag is positioned 50 pixels from the top and left of the page and no other element will appear on-screen closer than 50 pixels on the right or at the bottom. Adding margin space prevents elements from bumping up against each other, but you need to remember, that the `<div>` tag will then effectively take up all that space on the page — the combined width, plus padding, plus margins.
- ✓ **Borders add to the specified element width.** The ID style for the `<div>` tag also includes border settings, which cause the dark border to surround the `<div>` tag. In this example, I created 1 2-pixel border, which adds 4 pixels to the width. If you choose the thick border setting, it adds 4 pixels to each side of the `<div>` tag (8 pixels total).

Thus the `<div>` tag fills a total space on the page of 654 pixels:

500 pixel width

50 pixels total of padding (25 pixels on each side)

4 pixels of border

100 pixels total of margin (50 pixels on each side)

## Aligning and Centering Elements in CSS

In addition to formatting text, you can use CSS to align elements and position them in relation to one another on a page. In this section, you find out how to use floats to align images and other elements, how to use margin settings to center an element, such as a `<div>` tag on a page, and how to use the text alignment option to center text or other elements contained in a `<div>` tag.

### Centering a page layout with CSS margins

Many web page designs are centered on the page so they seem to float between the sides of the browser window no matter how wide or narrow the window becomes. This helps create the illusion that the design fills the page, even if the browser window is much wider than the page design.

Most web page designs created with CSS achieve this effect by creating one `<div>` tag that surrounds all the page content and then applying a style to that `<div>` tag that includes a style rule that centers that `<div>` tag. As you discover in the following step-by-step instructions, creating a style to center a `<div>` tag is not as obvious as you might imagine but is easy to implement after you understand the technique.



Common practice is to use an ID style for the `<div>` tag that centers your design, and to name it `#wrapper` or `#container`. However, you can achieve the same effect with class styles named `.container` or `.wrapper`. I like to name the style I use for this purpose `#container` because the style *contains* all the other tags and content on the page.



If your page isn't already set up with a `<div>` tag around all your content, here's a tip for adding one. First click and drag to select all text, images, and other content on the page. Then choose **Insert** → **Layout Objects** → **Div Tag**. In the **Insert Div Tag** dialog box, make sure the **Wrap around Selection** option is selected from the **Insert** drop-down list. Leave the rest of the fields blank and click **OK** to add a `<div>` tag around all the contents of your page, and you're ready for the steps that follow.



## When margins collapse

A little-understood rule of HTML called Margin Collapse is not specific to CSS but does affect how margins in CSS are displayed in a web browser. Margin Collapse causes top and bottom margins between elements to overlap. The goal of Margin Collapse is to keep elements that appear one above the other, such as paragraphs created with `<p>` tags, from displaying with twice as much space as you'd want between them.

Not doubling the margins is useful with the paragraph tag, but it can cause confusing problems when you set margin space above and below adjacent elements, such as `<div>` tags, and the total margin space doesn't add up the way you'd expect. For example, suppose that you have two `<div>` tags, one above the other, and have set the bottom margin of the top `<div>` to 10 pixels and the top margin of the `<div>` below it to 20 pixels. You'd expect those pixels to combine to create 30 pixels of space between the

two `<div>` tags (because you'd get 30 pixels of space if those same margins were set on the left and right and the `<div>` tags were side-by-side). However, with `<div>` tags stacked on top of each other, the Margin Collapse rule causes the margins to overlap, resulting in a space that is equal to the larger of the two margins. In this case, the 10-pixel and 20-pixel margins combine to take up 20 pixels of space between the `<div>` tags, not the 30 pixels of space you might expect, because 20 pixels is the largest of the two margins.

The exception to the Margin Collapse rule? (Of course, there's an exception to this rule.) If you add a border or padding in addition to margins between `<div>` tags, the Margin Collapse rule is ignored and the margin space will be the total of the two margins, plus the padding or border size. In that case, the total space created by the margins will add up just like you might expect.

To center an entire page design, make sure that a `<div>` tag surrounds all of the contents of the page, and follow these steps:

- 1. Click the plus sign in the CSS Designer Selectors panel.**

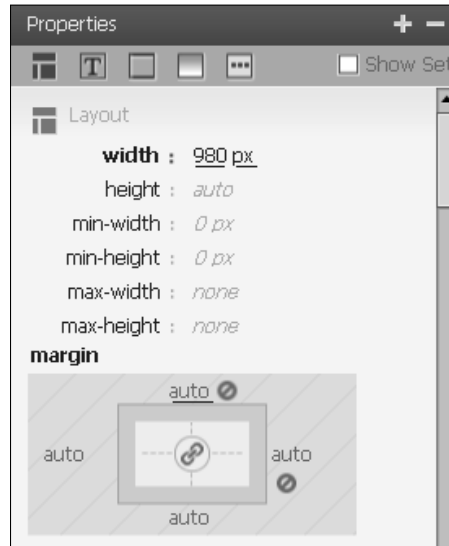
Depending on what is on the page, a new style name or a blank field where you can enter a style name is added to the Selectors panel.

- 2. Double-click to select the name that Dreamweaver added to the panel and change it to the name you want for your new style, or click to select the blank field and enter a name.**

If no name is added, enter the name you desire in the empty field. You can name the style anything you like, but make sure to enter a period before the name if you create a class style, or a # sign for an ID style.

3. In the Properties panel, specify the width, margins, and any other formatting settings you want to define.

As shown in Figure 6-21, I set the width for the container `<div>` tag to 980 pixels. Here's the trick to centering a `<div>` tag like this: Set the left and right margins to Auto. That way, a browser automatically adds an equal amount of margin space to each side of the `<div>` tag, effectively centering it on the page.



**Figure 6-21:** To center a `<div>` tag, set the left and right margins to Auto.



4. Select the ID that surrounds all the content on the page.

To make sure you've selected the right `<div>` tag, click to place your cursor anywhere in the main part of the page, and then click the `<div>` tag listed to the farthest left in the Quick Tag Selector at the bottom of the workspace.

5. With the `<div>` tag selected, select the name of the style you created from the ID drop-down list in the Property inspector.

The style rules you defined when you created the style are automatically applied to the `<div>` tag. In this example, the result is that the size of the `<div>` tag is changed to 980 pixels wide and the `<div>` tag and all its contents are centered on the page.



Not all features work when Dreamweaver is set to Live view. Although Live view (activated by the Live button at the top of the workspace) is a great way to preview how your page designs will look in most modern web browsers, the use of the Live view feature makes many of Dreamweaver's editing tools unusable. If, for example, the Property inspector appears dimmed when you want to use it, make sure that the Live button is deselected.

### *Aligning the contents of an element*

If you want to align the contents of an element, for example, centering text within a `<div>` tag, you can use the text align option. This technique is also useful for aligning a horizontal list of navigation links to the right side of a page. A common approach to using this option is to create an ID or a class style that you will apply to an entire `<div>` tag and include the text alignment option as part of the style rule.

### *Aligning elements with floats*

Designers often align an image, a `<div>` tag, or another element to the left or right of a web page and then wrap any text or other content around that element. In Figure 6-22, I've used a style to align the image to the right of the column so that the text wraps next to it on the left. In the steps that follow, you find out how to create styles like this one.

CSS offers many advantages when it comes to aligning elements like this, but the way you set up these styles is not as obvious as you might expect at first because you use the float option.

After you understand that you can float elements, such as images, to the left or right side of a page, it's pretty easy to create styles that accomplish this goal. In this exercise, you learn to create two styles that are ideal for aligning images to the left and right of a page, complete with a little margin just where you need it.



In all my sites, I create two styles like this, one to align images and other elements to the left, and another to align to the right. It is good practice to define these two alignment styles using the class selector and to save them in an external style sheet so that they can be used multiple times in any or all pages in your site. **Note:** The CSS layouts included in Dreamweaver CC already have float styles that you can use to align elements to the right and left. These class styles are named `.floatleft` (for, you guessed it, float left) and `.floatright` (for float right).

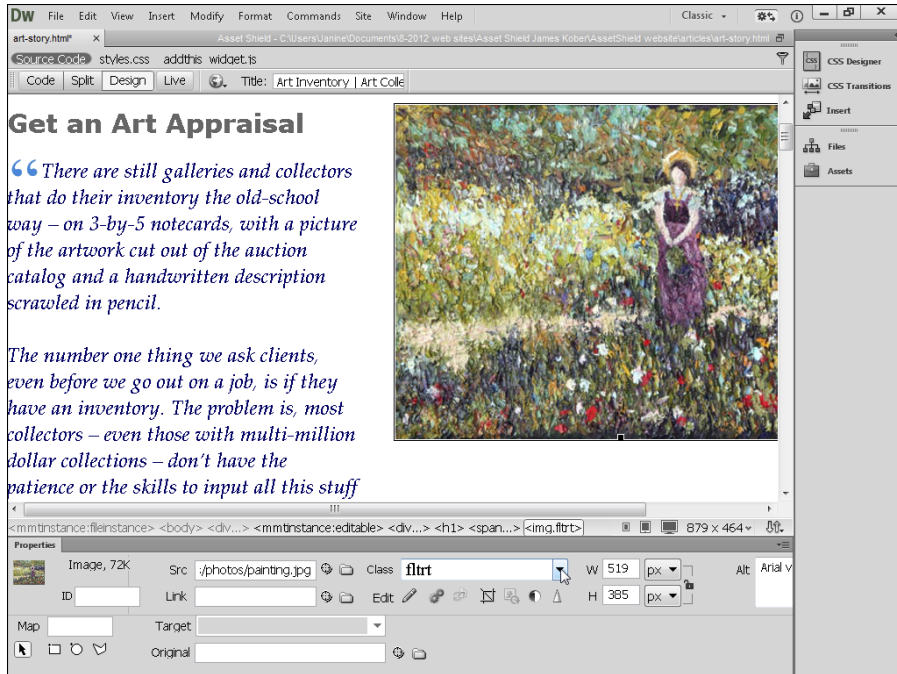


Image from istockphoto.com

**Figure 6-22:** When you align an image to the left or right using floats, adjacent text wraps around the image.

To create two class styles that you can use to align images and other elements to the left and right of a page, follow these steps:

- 1. Click the plus sign in the CSS Designer Selectors panel.**

Depending on what is on the page, a new style name or a blank field where you can enter a style name is added to the Selectors panel.

- 2. Double-click to select the name that Dreamweaver added to the panel and change it to the name you want for your new style, or click to select the blank field and enter a name.**

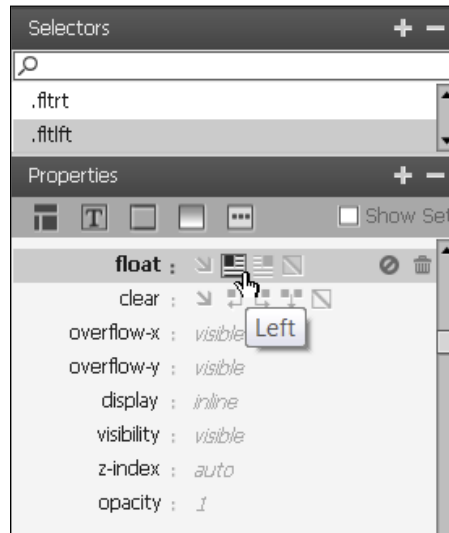
If no name is added, enter the name you desire in the empty field. You can name the style anything you like, but make sure to enter a period before the name if you create a class style or a # sign for an ID style.

- 3. Double-click the new name and edit it as desired.**

Although you can name these styles whatever you prefer, alignment styles are commonly named with the abbreviated fltrt and fltft, which stand for float right and float left respectively.

For example, if you create a style to align elements to the left, you would name it `.fltleft`.

4. In the Properties panel, click the icon that sets Float to Left, as shown in Figure 6-23.



**Figure 6-23:** To define alignment in a style rule, select the Float Left or Float Right icon.

5. Use the Margin settings in the Properties panel to create a margin around the floated element.

It's good practice to add margin space to the opposite side from the float setting. For example, if you're creating a style to float an image to the left, add 5 or 10 pixels of space to the Right margin field. Then, when you use the style to align an image to the left side of the page, a margin will also be created between the image and any text or other element that wraps next to the image.

6. Select the image or other element you want to align in the page.
7. Select the name of the style you created from the Class drop-down in the Property inspector.

The style rules you defined when you created the style are automatically applied. If you had selected an image in a page of text, the image would move to the left side of the page and the text would wrap around it with a margin between the image and text.

8. Repeat Steps 1–7, once with the float set to Right and 5 to 10 pixels of margin space in the Left margin field in the Box category, and again with the Float set to Left and 5 to 10 pixels of margin space in the Right margin field in the Box category.

## Editing, Renaming, and Removing Styles

After you create and apply a few styles, you're likely to want to go back and edit some of them. Fortunately, Dreamweaver makes it easy to rename, edit, and even remove styles, as you learn in the sections that follow.

### Editing a style

You can change the attributes of any style after you create it by editing its style definition. This is where some of the biggest advantages of Cascading Style Sheets come into play. You can make global changes to a page (or even to an entire website) by changing a style; when you edit the style, the changes are applied automatically to every element that uses the style.

One of the reasons why external style sheets are so valuable is that you can create styles that are used on any *or* all pages in a site. Beware, however, that this capability can also lead to problems. If you decide to edit a style when you use it on a new page, don't forget that you'll be changing the formatting everywhere else you've already used that style.



You can create new styles by duplicating an existing style, giving it a new name, and then altering the style definitions. This time-saving trick is useful when you want to create a new style that's similar to an existing one.

To edit any existing style (whether it was created using the class, tag, or ID selector), follow these steps:

1. Open the CSS Designer panel by choosing Window⇨CSS Styles.
2. In the CSS Designer Selectors panel, select the name of an existing style.

The style rules are displayed in the Properties panel.



If you want to edit a style that has already been used to format text, images, or other content in the page open in Dreamweaver, select the content. The name of the style applied to that content will be displayed in the Selectors panel, making it easy to find and edit.

### 3. Edit the settings for the style to your liking.

- **If you edit a style in the CSS Rule Definition dialog box**, changes are applied automatically when you click the Apply button or when you click OK.
- **If you edit a style definition in the Properties panel**, the changes are applied automatically as soon as you press the Return or Enter key or click outside the formatting field in the panel.

## Renaming existing styles

You can rename a style in the CSS Designer Selectors panel by double-clicking to select the name and then typing a new name.



If you change a name in the Selectors panel, you must also change the name in the corresponding page code, or reapply the style using the Property inspector — which can get complicated if you've used the style in many places.

For example, let's say you create a class style and name it `#footer`. You then apply the style to the `<div>` tag that surrounds the content at the bottom of your web page using the Property inspector (as I did in the first exercises in this chapter). Then suppose you decide to change the name of the style to `#copyright` because you want to add another `<div>` that you'll use as the footer later. Changing the name from `#footer` to `#copyright` in the CSS Designer Selectors panel is easy enough, but then you have to make sure to update every place you've used that style in your site — either by reapplying the style using the Property inspector or by changing the name in the code wherever the style has been applied.



If you want to change the name of a class style, Dreamweaver includes a feature that updates the corresponding code automatically, but only for class styles and only if you change the name using the right-click (or Control-click) option described in the instructions that follow. If you change the name of an ID style, you must reset the style using the Property inspector, or change the corresponding references in the code manually using Code view or the Quick Tag Editor.

## Removing or changing a style

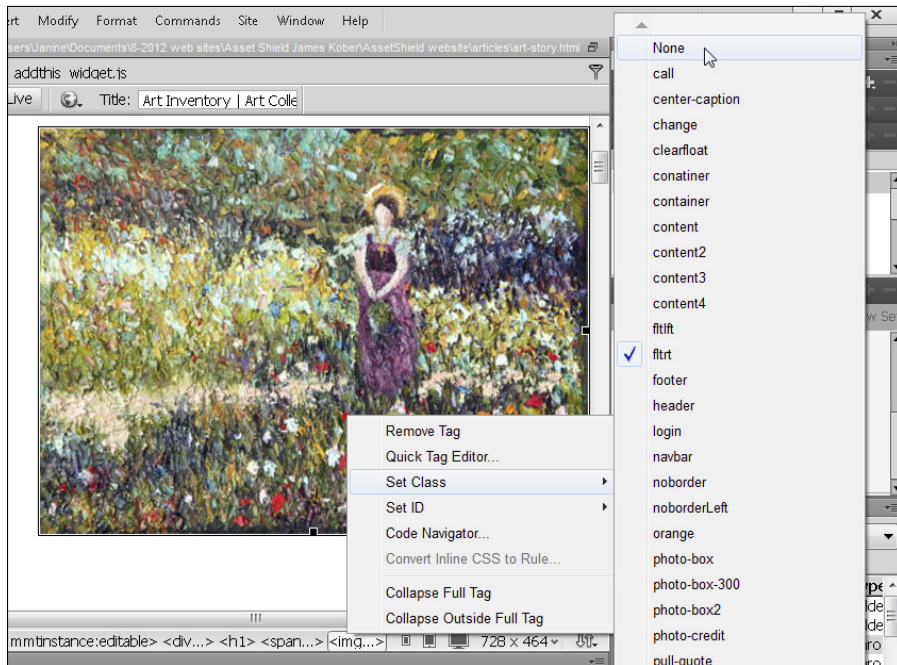
If you want to remove or change a style applied to any text, image, or other element on your page, here are two options:

- ✓ Select the text, image, or other element. Then open the Class or ID drop-down lists in the Property inspector and choose None from the top of the list of styles.

- ✓ Select the element, and then right-click (Control-click on a Mac) the tag that the style is applied to in the tag selector at the very bottom of the workspace (just above the Properties inspector), as shown in Figure 6-24. When you right-click the name of a tag in the tag selector, a list opens with many options; choose the corresponding option for the selected style. In the example shown in Figure 6-24, I selected the `<p>` tag that surrounds the first paragraph and chose the Set Class option to open a list of all class styles in the site. To change or remove a style this way, simply select the style you want and it will replace any style that has already been applied.



For a list of more advanced CSS training resources online and offline, visit [www.DigitalFamily.com/css](http://www.DigitalFamily.com/css) and look for the article titled “Where to learn more advanced CSS techniques.”



*Image from istockphoto.com*

**Figure 6-24:** Right-click the element name in the tag selector to change or remove any style or HTML tag.



# Designing with CSS3

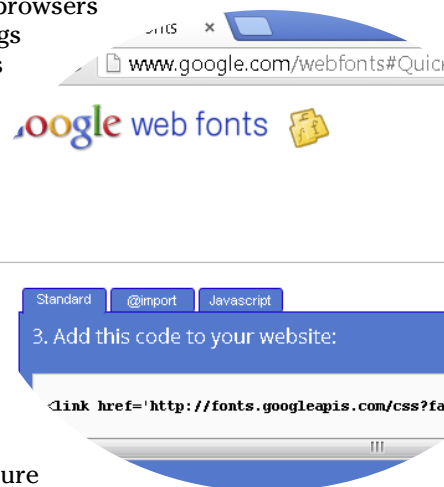
## *In This Chapter*

- ▶ Comparing browser support for CSS3
- ▶ Adding text and drop shadows
- ▶ Making rounded corners
- ▶ Using almost any font you want

When most designers learn about the new features in CSS3, including drop shadows, gradients, and vastly improved font support, their reaction is: “It’s about time!” These long-awaited design improvements provide a compelling reason to graduate to using CSS3 right away, even though older web browsers won’t display all of these fancy new features. The good news is that if a browser doesn’t support a new CSS rule, such as rounded corners, it simply ignores the style information. Visitors with older browsers may see square corners on the borders of your `<div>` tags instead of rounded ones, or common fonts such as Times or Arial in place of the more obscure fonts you may prefer to use in your page designs.

I recommend you start using CSS3 style rules even if some of your visitors can’t see them because CSS3 is clearly the wave of the future. As people update their web browsers and new computers replace old ones, CSS3 will become increasingly well supported. So why wait? Your most savvy visitors will appreciate the design enhancements and faster download time today, and everyone else will come around before too long.

That said, you may not want to add every new CSS3 feature to your pages right away (some are better supported than others, even in the latest browsers). In this chapter, I introduce the most popular CSS3 features, including adding drop shadows to text and images, creating rounded corners on `<div>` tags, and using almost any font you want.



## Comparing Browser Support for CSS3

To help you appreciate how a page designed with CSS3 looks in different web browsers, I used the latest version of Google Chrome to preview the page shown in Figure 7-1 and then used Design view in Dreamweaver to preview the same page in Figure 7-2. Note that Figure 7-1 shows a custom font, drop shadows, and rounded corners created using new properties available in CSS3 — Google Chrome is well known for its excellent support of CSS3. In contrast, Figure 7-2 shows how the page looks in an older web browser that does not support CSS3 rules, such as Internet Explorer version 6.0. Many web designers agree that it's okay to create web pages that don't look the same in all browsers, as long as the text is still readable by all your visitors.



Photo by Charlie Simpson

**Figure 7-1:** Google Chrome displays all CSS3 features used in this design.



**Figure 7-2:** Design view in Dreamweaver displays the page like an old web browser, without the custom fonts, drop shadows, and other CSS3 features.



TIP

To get a better idea of how your pages will look in Dreamweaver, click the Live view icon at the top of the workspace. When you display a page using the Live view option, Dreamweaver works much like the Google Chrome and Apple Safari web browsers.



REMEMBER

In Chapters 5 and 6, I cover the basics of CSS. If you're new to working with style sheets, I recommend that you start with the basics in those chapters before moving on to the more advanced CSS3 features covered in this chapter. In Chapter 4, you find more tips and resources for testing your web pages in different web browsers.



## Why so many ways to write CSS3 code?

The World Wide Web Consortium (W3C) is continually working on CSS and HTML standards. Because approval of new tags and rules can take years, many browser companies start implementing new features before they are officially approved. When they use a specification that isn't fully approved, browser companies add a special prefix to the new rules to distinguish them from other code that has been approved. As a result, you sometimes need to include different versions of the same style rules in your code if you want your styles to work in all the most popular web browsers.

For example, the following code creates a rounded corner using CSS3. The three lines of code do the same thing — they set the radius to 10 pixels. The first line is written for Safari, the second for Firefox, and the third follows the currently proposed W3C specification, which

is already supported by a growing number of browsers. (Note that in CSS, comments are surrounded by `/* */` in the code and the text in the comments is not required.)

```
-webkit-border-radius: 10px; /* Safari 3  
and 4 */  
-moz-border-radius: 10px; /* Firefox 1+ */  
border-radius: 10px; /* Internet Explorer  
9, Safari 5, Chrome */
```

Some designers shy away from using code until it's approved, preferring to wait until the standards are official because the specifications might change. However, CSS degrades gracefully in browsers (a fancy way of saying that if the browser doesn't support a new CSS rule, it's ignored), and CSS3 offers so many exciting new features and so few negative side effects — if you design your pages carefully — that many of us agree there is no reason to hold back.

## Adding drop and text shadows

You can enhance your designs and give your pages greater depth by adding drop shadows to images, `<div>` tags, and other elements. Adding text shadows makes your words easier to read, especially if your design has a complex background or the foreground and background colors lack contrast, as shown in Figure 7-3.

Dreamweaver CC provides better support and integration of CSS3 drop shadows and text shadows from the new CSS Designer panel, covered in this section.

You can create class or ID styles with text shadows, and you can add text shadows to existing HTML elements by defining a tag style, such as the heading 1 style I used in Figure 7-3. The CSS3 code that creates that text shadow is

```
h1 {text-shadow: 2px 2px 2px #000;}
```



*Photo by iStockphoto.com*

**Figure 7-3:** Text shadows make text more readable, especially when the text overlaps a background image.

The numbers in the code specify that the text shadow should extend 2 pixels to the right and 2 pixels below the text with a 2-pixel blur. In addition, the shadow is created with the color black, specified by the abbreviated hexadecimal color code #000.

When creating rules for text shadows you can specify up to four values:

- ✓ **horizontal and vertical:** The first two number values are required and specify the horizontal and vertical offsets — the distance the drop shadow extends below the text (*vertical*) and to the right of the text (*horizontal*).
- ✓ **blur radius:** The third value specifies the amount of blur in the shadow. If you don't include `blur radius`, the default is 0, which makes the shadow appear as a solid color.
- ✓ **color:** The fourth value specifies the color of the shadow and can be defined using a hexadecimal color code or an RGBa color code.



Choosing an RGBA color for the Color option gives you greater control over the shadow's appearance because you can add transparency.

You can add a text shadow using the Properties panel at the bottom of the CSS Designer panel, as shown in Figure 7-4. To do so, follow these steps:

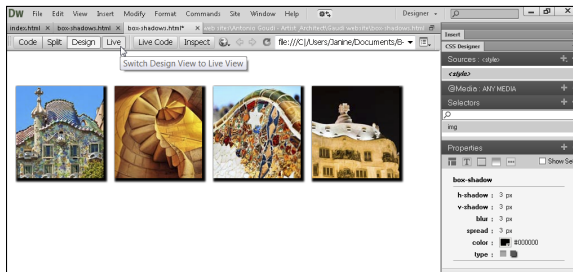
1. Scroll down to the **Text-Shadow** section of the CSS Designer Properties panel.
2. Enter the size of the shadow you want to display using the **H-shadow (horizontal)** and **V-shadow (vertical)** fields.
3. Add the amount of blur you want for your text shadow by entering a size in the **Blur** field.
4. Click the color well and select the color you want to use in the text shadow.



**Figure 7-4:** You can add drop shadows to images, <div> tags, and other elements using CSS3.

## Adding drop shadows to images and divs

In addition to text shadows, CSS3 gives you the power to add shadows to images, boxes created using <div> tags, and other elements. In Figure 7-5, for example, I'm using the CSS Designer panel to define a rule that adds a drop shadow to all images on this page.



**Figure 7-5:** Add drop shadows to images, <div> tags, and more by adding a box-shadow rule.



Style rules that are part of the CSS3 definition, such as drop shadows, are visible in Dreamweaver only when you select the Live view option. In Figure 7-5, the cursor is over the Live button, changing the display area from regular Design view to Live view so that the drop shadows are visible.

The following style adds a drop shadow to all images on a page:

```
img {box-shadow: 3px 3px 3px 3px #000;}
```

Much like the text shadow covered in the preceding section, the first two values specify how much the shadow extends on the x- and y-axis. The third value describes the amount of blur. The `box-shadow` rule includes a fourth setting that specifies the spread radius of the shadow. At the end of the list, the hexadecimal color code defines the color of the shadow.

Again, much like the `text-shadow` rule, you can use the Properties panel in the CSS Designer panel to define a `box-shadow` rule. Scroll down to the `box-shadow` section, and then fill in each of the definition options shown in Figure 7-5.



By default, drop shadows using the `box-shadow` rule in CSS3 appear to the right and below any element to which they are applied. However, you can specify that the shadow be inset instead of outset by clicking the corresponding icon at the bottom of the box shadow settings, shown in Figure 7-5.

## Softening Edges with Rounded Corners

Another popular CSS3 rule, `border-radius`, enables you to add rounded corners to the borders of `<div>` tags and other box elements. Using CSS3, you can specify how much corners are rounded, and you can apply the style to any or all corners of an element.

In Figure 7-6, you see a `<div>` tag with a border and a colored background, as well as the `border-radius` style rule applied to the top-left and bottom-right corners.



You can use the new rem measurement to design rounded corners that scale with the size of the text. The rem measurement is a popular choice among designers who value creating pages that look good on small and large screens and for designs that adapt gracefully when a visitor to a site chooses to increase the text size to make a page more readable. For more on the rem and other sizes in CSS, see Chapter 5.

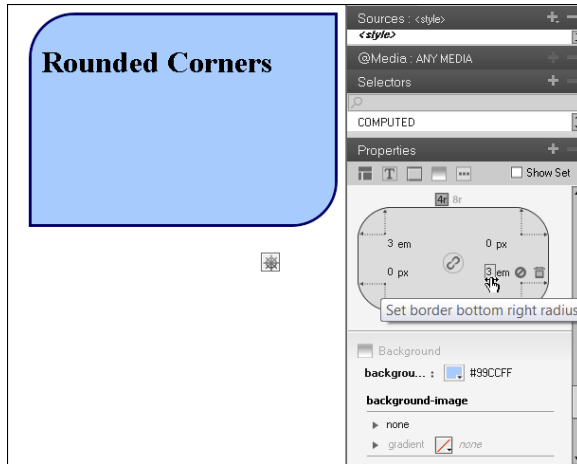


Figure 7-6: The radius of the rounded corner.

## Enhancing Your Site with Custom Fonts

The few fonts that come installed on most Windows and Mac computers are woefully inadequate. Serious designers spend hours searching for just the right font to convey the feeling they want to elicit in a design, which is why so many of us are excited that CSS3 offers a better solution.

The `@font-face` option, new in CSS3, enables you to link to any font available from a web server. Add a little drop shadow and other styling elements with CSS3, and you can create fantastic font effects without resorting to the old workaround: using images with styled text created in Photoshop. The `@font-face` rule offers many advantages because using text instead of images on your pages means they load faster and are easier to update.

Using text with the `@font-face` rule instead of text in an image offers many advantages, including the following:

- ✓ Text loads more quickly than images.
- ✓ Text formatted with HTML and CSS is easier to update than text in an image.
- ✓ Including keywords in text on a page instead of hiding them in images can improve your search engine rank.

- ✔ Using text in place of images makes your web pages more accessible to anyone with a disability who uses a screen reader or other special browser.
- ✔ Text is selectable and resizable.

## How does the @font-face rule work?

Using the @font-face rule requires just two steps. First, you use the @font-face rule to link to a font hosted on a web server. Then, you use that font in the font-family property in your CSS rule. And finally, you use that rule to format some or all of the text in your web page.

Armed with those basic instructions, it's tempting to assume that you can just upload any font on your hard drive to your web server and link to it with the @font-face rule. Unfortunately, like so many things on the web, hosting and using fonts in web pages are more complicated than they should be. For example, even if you have the rights to host a font on your server, you may not have all the variations of that font needed to display the letters properly on Mac and Windows computers or to work in all web browsers.

The solution? Most of us use a font service, such as the following:

- ✔ **Font Squirrel** ([www.fontsquirrel.com](http://www.fontsquirrel.com)): Font Squirrel features a collection of free fonts in font kits. You have to download the kits and then upload and host them on your own server, but the price is right — free. Font Squirrel also provides a font generator that you can use to create the four font types you need to support the most popular web browsers. This service is useful if you have the rights to a font and want to host it yourself.
- ✔ **Google Web Fonts** ([www.google.com/webfonts](http://www.google.com/webfonts)): The easiest site to use (as you see in the step-by-step instructions that follow), Google Web Fonts offers a limited collection of fonts but you can use all their fonts for free.
- ✔ **Typekit** ([www.typekit.com](http://www.typekit.com)): Adobe Typekit offers a wide range of high-quality fonts and is the clear choice of many professional designers. You can try this service for free, but if you get much traffic, want to use all their fonts, or want to use fonts on more than one website, you'll have to pay a monthly subscription fee.

These popular services take different approaches to making fonts available to web designers. Font Squirrel lets you download fonts that you can then upload to your own web server. (They manage the rights and font options for you.) Google Web Fonts makes it easy to link to fonts hosted on their server. Typekit follows a more complicated approach to protect the copyright of font holders.

Much of the confusion among web designers about using the @font-face rule stems from the fact that the most popular font services take such different approaches to managing and using web fonts.

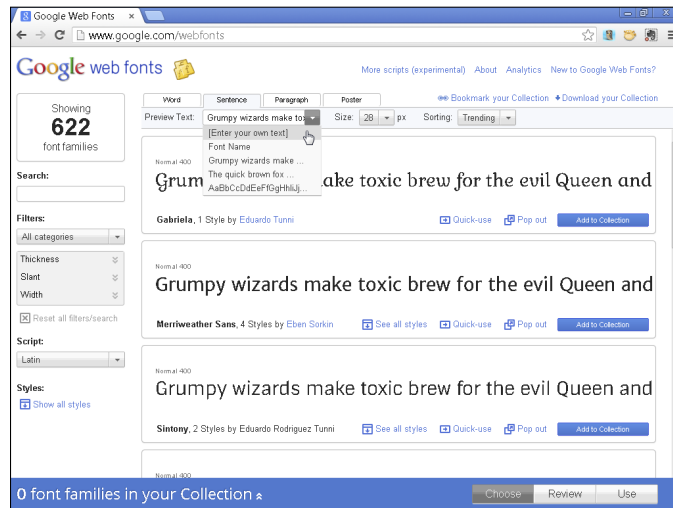
No matter which service you use, the basic concept is the same, but as you go through the exercise that follows, keep in mind that how you use a web font depends on the service that hosts the font.

## Using custom fonts from the Google Web Fonts site

Follow these steps to add any of the fonts from the Google Web Fonts site to your pages:

1. **Open a web browser and visit** [www.google.com/webfonts](http://www.google.com/webfonts).
2. **Search through the fonts available on the site by selecting the type and style of font you're looking for, as shown in Figure 7-7.**

To narrow your search, use Filters (in the left column). You can change the text that is displayed in each font by editing the Preview Text field at the top of the screen.



**Figure 7-7:** Search the Google Web Fonts collection of free fonts for your web pages.

3. Find a font you like, and then click the blue Add to Collection button in the bottom-right, just below each font name.
4. Click the check boxes next to each of the font styles that you want to use on your web page.

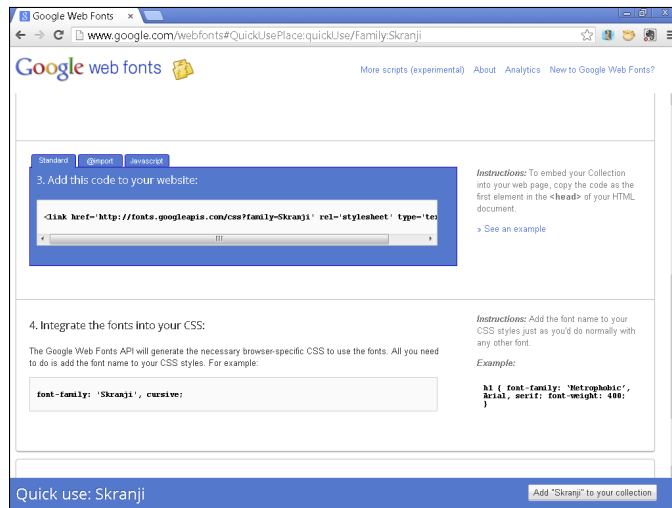
Most fonts in the Google Font Directory have only one style. Although you may be tempted to choose all styles, it's best to select only the ones you'll use. As Google warns, the more font styles you choose, the longer it will take to download your web page.

5. Scroll down the page and select the Latin option (for English).

If you need the additional characters for another language, select the Latin Extended option instead.

6. Scroll further down the page to the blue box with three tabs; click the first tab to link the font to your website.

Google provides three options: Standard, @import, and JavaScript, as shown in Figure 7-8. You find detailed descriptions of all three on the Google site.



**Figure 7-8:** Copy a snippet of code from the Google Web Fonts site to link to each font.

7. Copy the link from the Standard tab field on Google just as you would copy any other text or code from a web page.
8. In Dreamweaver, paste the link into the head area of your web page between the open `<head>` and close `</head>` tags.
9. Return to the Google Web Fonts site and at the bottom of the page, copy the name of the font family.

You can find the name of the font family in the Integrate the Fonts into Your CSS area.



In your style definition, you must include the name of the font exactly as Google writes it. I find that copy-and-paste is the best way to make sure the font name matches.

10. In Dreamweaver, paste the name of the font family into the CSS rule where you want to use the font.
11. Apply the rule to text in your web page.

If you use the font in a Tag selector style, such as the `<h1>` tag, when you apply the tag to text, the font will be automatically applied as part of the rule. If you use the font in a class or ID style, the style must then be applied to a tag that surrounds the text, such as a `<p>` tag or a `<div>` tag. You discover more about class, ID, and tag styles in Chapter 5.

12. Publish the page to a web server and then preview the page in a web browser to see the font.

Note that when you use Google Web Fonts you may not see the font displayed in Dreamweaver, even if you use the Live view option. To ensure that the font works on your page, you may need to transfer the page to a web server using FTP and preview the page after it's published online. You find out more about using Dreamweaver's FTP features in Chapter 4.

# Creating Responsive Designs with Fluid Grid Layouts

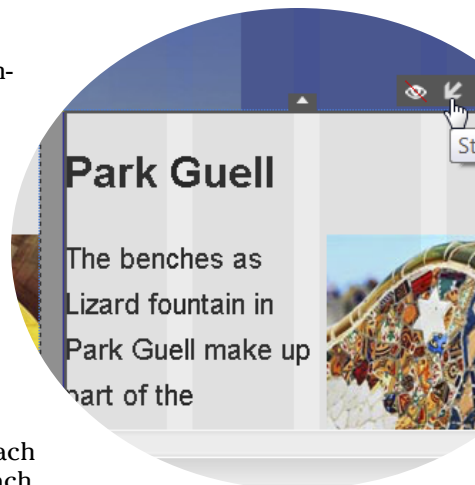
## *In This Chapter*

- ▶ Future-proofing your site with responsive design
- ▶ Comparing responsive and adaptive sites
- ▶ Using Dreamweaver's fluid grid layouts
- ▶ Targeting style sheets with media queries

The biggest challenge of web design today is that your pages are as likely to be projected on a giant computer monitor as on a tiny cell phone screen. As a result, creating websites that look good to all visitors is more complex — and more important — than ever.

When people first started using mobile phones to connect to websites, many of us created special versions of our sites specifically optimized to work only on small mobile devices. Today, some sites still use this approach, creating one simple mobile site that works in parallel to the main website, but two other approaches to designing for small and large screens are available — adaptive and responsive design.

Adaptive design was developed to meet the diverse needs of a growing number of cell phones with different capabilities and screen sizes. *Adaptive design* requires that you create many different versions of each web page, use complicated programming to detect each device that visits the site, and deliver a version of each page optimized for the specific size and features of that cell phone visitor. Adaptive design is complicated, expensive, and generally used only by large, well-financed websites.



Fortunately, a new, simpler approach called responsive design is quickly gaining popularity. With *responsive design*, you create one web page and then use multiple sets of CSS rules to change the format and layout based on the size of the browser window.

Following are two big advantages to responsive design over adaptive design:

- ✔ **Responsive designs are based on screen size, not device capabilities.** Adaptive design requires that you maintain a complex database of the mobile devices in use on the web, including the screen size and capabilities. Such databases are expensive to create or purchase, and they must be updated every time a new phone or device comes on the market. Responsive designs are adjusted based on the size of a browser window, so it doesn't matter what type of mobile device your visitor uses.
- ✔ **Adaptive design requires complex programming on the server.** An adaptive website requires complex programming — and advanced programming skills — to assemble a web page to match the size and capabilities of each device. Responsive design is accomplished with HTML and CSS, and all adjustments to the page design are done in the web browser, so there is no need for complex programming on the server.

## Understanding Responsive Web Design

The best way to understand how responsive design works is to visit a website designed with this approach, such as the Antonio Gaudi site shown in Figure 8-2, which is available on my website at [www.digitalfamily.com/g](http://www.digitalfamily.com/g). With the Gaudi website open on your computer, drag the right edge of the browser window from right to left, slowly making the browser window smaller, and you'll see how the page design changes automatically as the browser window becomes smaller.

Responsive designs are created by combining one well-crafted HTML page with multiple sets of CSS styles, and then using media queries to target each set of styles. *Media queries* are CSS rules that inform a web browser about which set of styles should be applied to the page when the browser window is within a specified size. Essentially, media queries cause the styles applied to a page to change based on the width of the browser window.

When you create responsive designs using the fluid grid layout features covered in this chapter, Dreamweaver generates three sets of styles and corresponding media queries:

- ✔ **Mobile layout:** Targets CSS rules that apply when the browser window is 480 pixels and below.
- ✔ **Tablet layout:** Targets CSS rules that apply when the browser window is 481 to 768 pixels. This layout inherits all styles from the mobile layout and adds styles that apply to the page only when the browser window is in the tablet size range.
- ✔ **Desktop layout:** Targets CSS rules that apply when the browser window is 769 to 1232 pixels. This layout inherits all styles from the mobile and tablet layouts and adds styles that apply to the page only when the browser window is in the desktop size range.

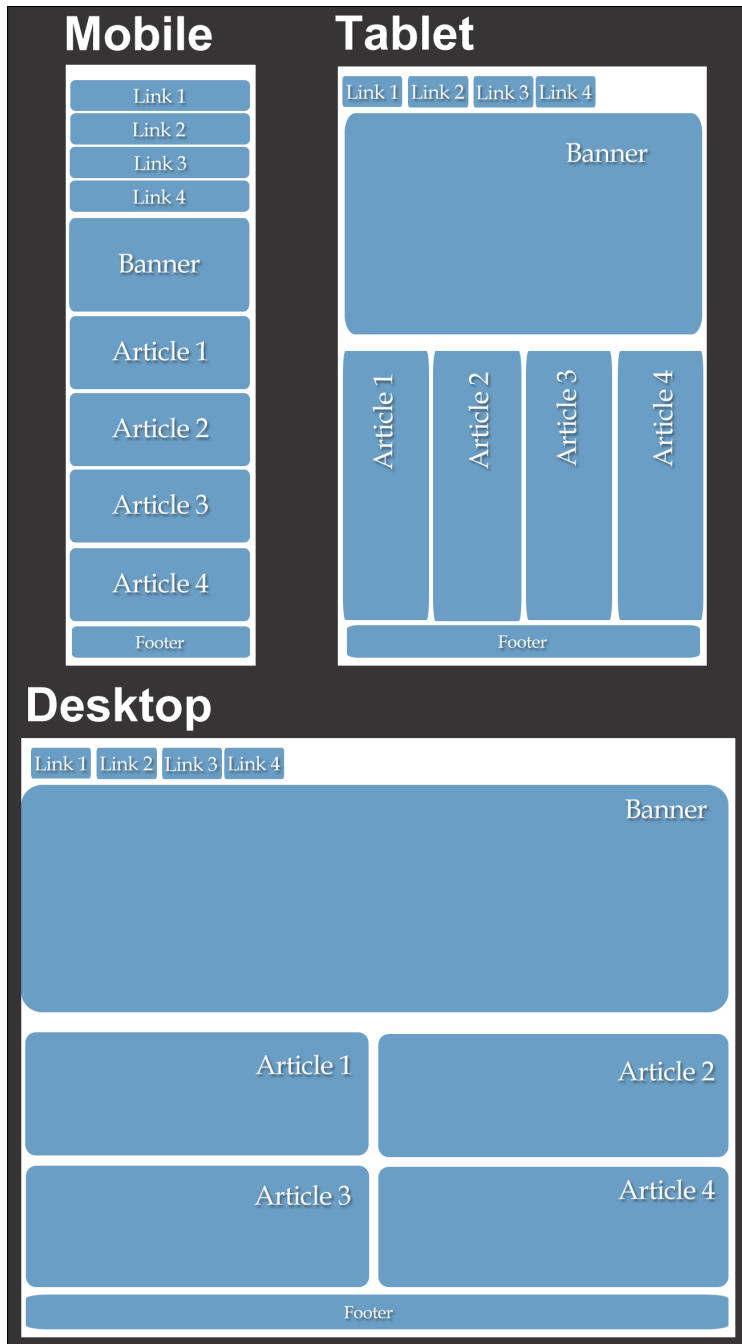
As you design your fluid grid layouts, remember that you are not creating three completely different web pages. Instead, you're creating one HTML file that can respond and adjust to fit each of the target screen sizes defined in the media queries. That means you need to position all `<div>` tags and other elements in your HTML document in a way that they can be reduced, enlarged, and rearranged to work in all three of the layouts you create. As a result, one of the biggest complexities as you develop responsive designs is coming up with a basic page structure that lends itself to working on all three screen sizes.

In the step-by-step exercises that follow, you create your own fluid grid layout and design three sets of styles. Before you do, however, look at the design in Figures 8-1 and 8-2. In Figure 8-1, you see how the same boxes, created using the same `<div>` tags or HTML5 elements, are rearranged to create the three layouts shown in Figure 8-2.

As you study these designs, consider that only one HTML page is used to create all three page layouts and that this design follows common best practices:

- ✔ **The mobile version:** The smallest version is designed as a single-column layout, with each box stacked one on top of the other.
- ✔ **The tablet version:** The midsized version is designed with narrow columns arranged side by side.
- ✔ **The desktop version:** The largest version is designed with wide columns, and the images within those columns are aligned so that the text wraps around each image.

Creating responsive designs requires some planning, and often some trial and error. However, your reward will be that you create an efficient web design, meaning you have only one page of content you need to update, yet that one page looks good on virtually every device anyone may use to visit your website.



**Figure 8-1:** Responsive design makes it possible to turn one HTML document into three layouts.



Figure 8-2: This design was created from the HTML layout featured in Figure 8-1.

## Creating mobile websites versus native apps

Many designers are confused by the difference between a mobile website and an application and why you should create one or the other. Here's a quick look at the differences.

*Native apps* are programs that you download from the iTunes or Android app stores. Native apps are programs designed to work on specific mobile devices, such as iPhones, iPads, and any of the many tablets and phones that use Android, Windows Mobile, or other mobile operating systems.

*Mobile websites*, in contrast, are similar to other websites in that you view them in a web browser while you're connected to the Internet. What makes a mobile website different than other websites is that it is carefully designed to look good, and be easily usable, on small mobile screens.

In general, creating a native app is far more expensive than creating a mobile website for several reasons, most notably that you have to create different versions of each native app — one for iPhones, another for iPads, another for devices that use Android software, another for Windows Mobile, yet another Blackberry devices, and so on.

In contrast, if you design the mobile version of your website using the responsive design strategy covered in this chapter, you create just one version of each page, and then design it to work on all mobile devices, no matter what operating software they use.

So why does anyone create a native app instead of a responsive website? Apps enable you to create more complex programs and they are the best option when you're creating a highly interactive game, such as Angry Birds. But many developers are realizing that apps have been overhyped by Apple's "there's an app for that" advertising campaign. A growing number of companies that designed native apps for the mobile audience are now shifting their focus and creating mobile websites instead.

I recommend that you create a native app only if you have a compelling reason, such as the creation of a video game. For everyone else, your goal should be to make sure your website works well on small and large screens, and that is best done today by taking the responsive approach to creating websites, covered in this chapter.



Although you can create many kinds of designs, using different combinations of columns, the basic structure of any responsive site follows this example: The `<div>` tags and other elements have to be positioned on the page in such a way that you can use only CSS to rearrange them to be displayed well at each size (for mobile phones, tablets, and desktops).

## Designing Pages with Fluid Grid Layouts

Recognizing the growing popularity of responsive web design, Adobe added a new feature set to Dreamweaver CS6, and improved it in version CC. The fluid grid layout features, which are available from the File menu and the New

Document window, make it easier to create multiple page layouts simultaneously by automatically generating three sets of CSS styles and their corresponding media queries when you create a new web page.

## Creating a new fluid grid layout

Before you dive into creating a design as complicated as the one shown in Figures 8-1 and 8-2, consider trying a simpler design such as the one featured in this series of tutorials. These tutorials are designed to be followed one after another. Combined, they complete the process of designing one fluid grid layout. I've broken the steps down into sections to make it easier for you to understand how the files in each of these layouts work together.

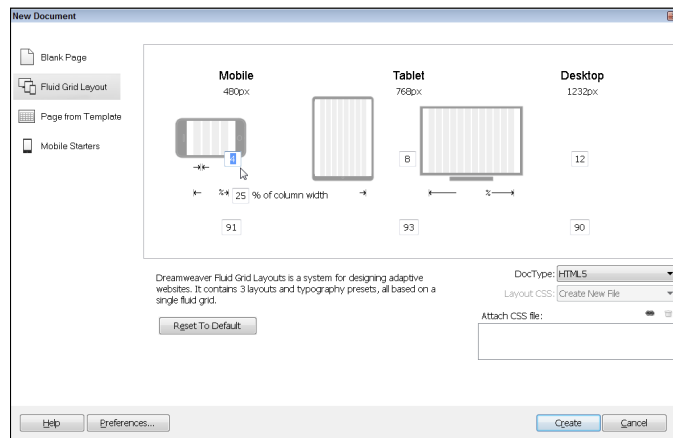
Start by creating a simple, one-column fluid grid layout, following these instructions.

### 1. Choose File⇨New.

The New Document window opens. **Note:** Make sure you have completed the site setup process covered in Chapter 2 before you start working on a new fluid grid layout.

### 2. From the left side of the screen, select Fluid Grid Layout.

The New Document window options change to the fluid grid options shown in Figure 8-3.



**Figure 8-3:** The fluid grid layout options as they appear in the New Document window.

**3. Specify the number of columns you want in each of the three layouts.**

To add or remove columns, select the text field over each column in turn and enter the number of columns you want. In Figure 8-3, I've selected the text field for the mobile layout, which is set to 4 columns by default.

**4. Specify the percentage of the browser window you want each layout to cover.**

Select the text field below each layout in turn and enter a number representing the percentage of space you want the layout to cover when the design is viewed in a browser window. For example, by default the desktop layout is set to take up 90 percent of the available space, but you could change it to 95 percent to give yourself a little more design space and reduce the margin space on each side of the layout.

**5. Change the percent of column width to alter the amount of margin space between each column.**

By default, Dreamweaver sets each margin to take up 25 percent of the available space.

**6. Use the drop-down list to specify a doctype.**

By default, fluid grid layouts are created using the HTML5 doctype. Unless you need to change the doctype to be more compatible with other formatting used in your website, HTML5 is the recommended option for responsive web designs.

**7. Click Create.**

The Save As dialog opens ready to save a CSS file.

**8. Enter a name for your CSS file and click Save.**

A new HTML file opens in the Dreamweaver workspace, but is not yet saved. The CSS file you named is saved and its name becomes visible in the Files panel.

**Note:** Unlike the process of creating other types of pages in Dreamweaver, the CSS file is saved first and the HTML file is saved in a later step.

**9. Choose File↔Save**

The Save As dialog box opens.

**10. Enter a name for your HTML file, and click OK.**

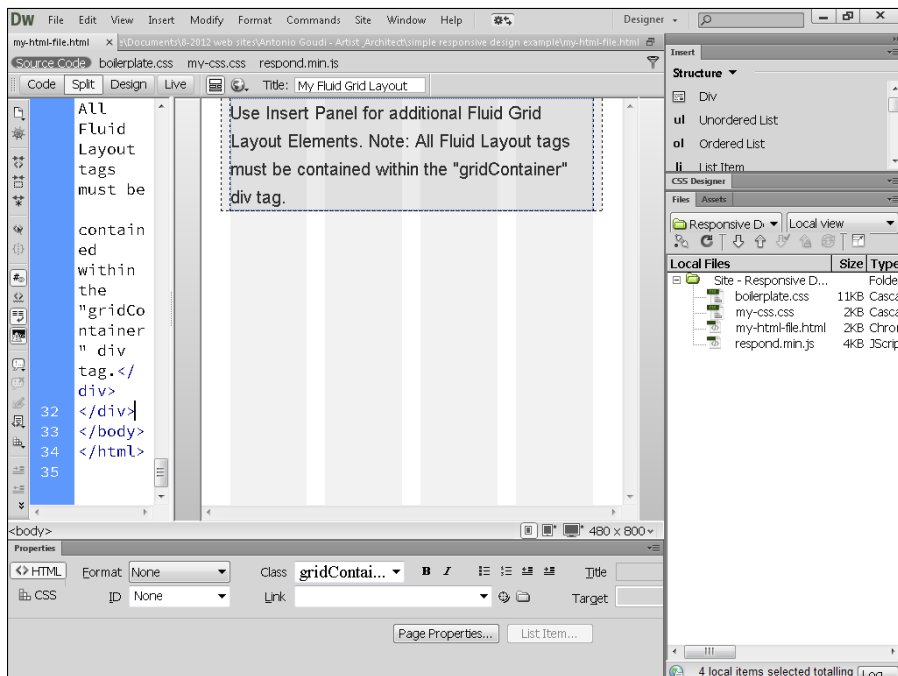
The Save As dialog box closes and a notice appears in Dreamweaver informing you that your fluid grid layout requires two additional files: boilerplate.css and respond.min.js.

**11. Click OK to copy the boilerplate.css and respond.min.js files to your site folder.**

All three files are added to the Files panel and you return to your newly named HTML file open in the Dreamweaver workspace, as shown in Figure 8-4.

**12. Give the page a title by entering text in the Title field at the top of the workspace.**

And that completes the process of creating a new set of files for your fluid grid layout. Continue through the rest of the exercises in this chapter to add content and format your designs.



**Figure 8-4:** When you create and save a new fluid grid layout, four files are saved and added to the Files panel.

## Adding fluid elements to a layout

After you create a fluid grid layout, the next step is to add `<div>` tags or other elements to make up the sections of the design. You have two options when you design pages in Dreamweaver CC: use `<div>` tags or use HTML5 tags. Both work similarly in these fluid layouts, but using HTML5 tags, such as the `<header>` and `<footer>` tags, has some advantage, because the tags add additional meaning and structure to your web page.

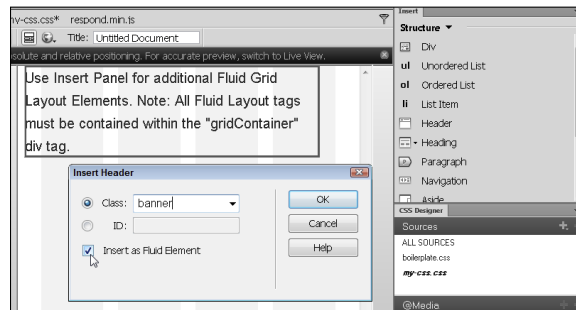
To add `<div>` tags, HTML5 tags, and other elements to a fluid grid layout, follow these instructions:

- 1. Choose Insert→Structure→Navigation.**

Alternatively, you can click Navigation in the Structure Insert panel.

- 2. Select the Insert as Fluid Element check box in the Insert dialog box, as shown in Figure 8-5.**

When you use the fluid grid layout features, you must select this option when you add tags.



**Figure 8-5:** You must select the Insert as Fluid Element check box when you insert tags in a fluid grid layout.

- 3. In the Insert dialog box, select whether you want to use the class or ID selector to create a new style for the tag you're inserting and then enter a name for the new style.**



Even when you insert HTML5 tags, you must create a corresponding class or ID style that can be used to format the element in all three layouts.

Class style names must begin with a dot (.) and ID style names must begin with the pound sign (#).

**4. Click OK.**

The tag is added to the layout, forming a new box in the layout, and the corresponding style name is added three times to the CSS layout.

**5. Select the initial <div> tag that was included in the layout and then click the small trash can icon that appears at the bottom right of the <div> tag to delete it.**

Although you can keep the initial <div> tag included in fluid grid layouts, or you can rename the style applied to it, I find it simplest to just delete it and add my own elements and styles.

**6. Choose Insert→Structure→Article.**

The Insert Article dialog box opens (similar to the Insert Header dialog box; refer to Figure 8-5).

**7. Select the Insert as Fluid Element check box in the Insert dialog box.**

**8. In the Insert dialog box, select whether you want to use the class or ID selector to create a new style for the tag you are inserting and enter a name for the new style.**

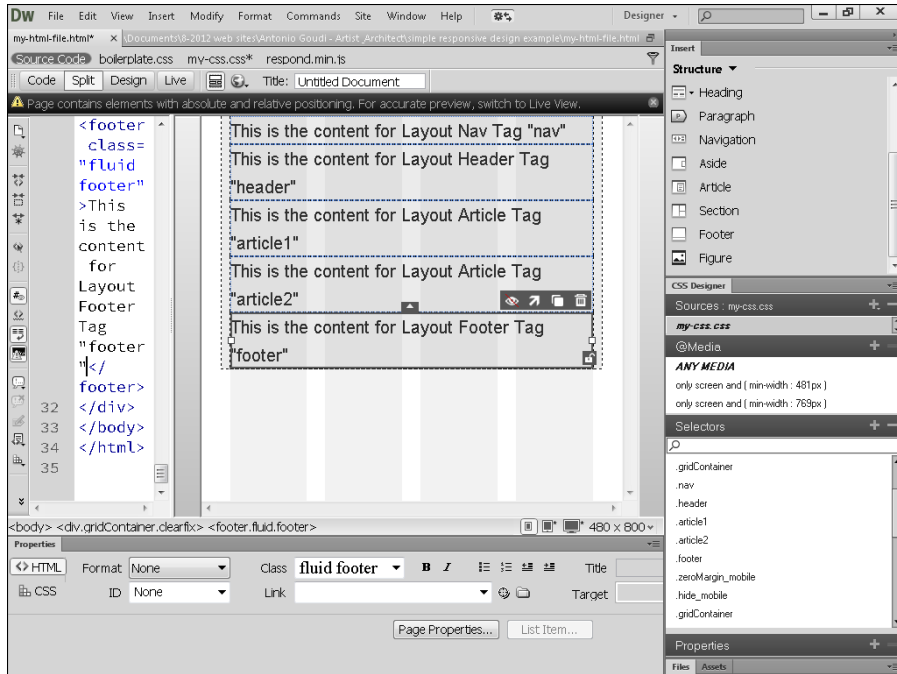
**9. Click OK.**

The tag is added to the layout, forming a new box in the layout, and the corresponding style name is added three times to the CSS layout.

**10. Add as many elements as you want for your layout by repeating Steps 6–9.**

I added five HTML5 elements to my fluid grid layout by clicking their corresponding icons in the Structure Insert panel: one navigation, one header, two articles, and one footer, as shown in Figure 8-6.

Note that in the code, as shown in Figure 8-6, Dreamweaver adds the prefix *fluid-* to the name of each style you create for your fluid grid layouts.



**Figure 8-6:** A series of HTML5 tags has been inserted into the page to make up the basic structure of a fluid grid layout.

## *Positioning elements to create three layouts in one fluid grid*

What makes fluid grid layouts so powerful is that you can change the position and size of elements so that they are arranged differently for each of the three layouts, creating designs that are optimized for mobile, tablet, and desktop screens. To change an element's width or position, you use Dreamweaver's visual tools.

### *Editing the mobile layout*

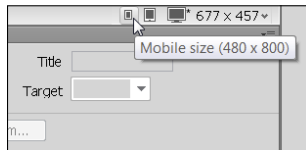
Dreamweaver sets up the styles in such a way that they cascade through each of the three layouts. That means you should get the mobile design the way you want it first. Then move on to the tablet layout and change only the elements that you want to appear differently on the tablet. Finally, view the page as it will appear on a desktop computer and, again, change only the elements that you want to be displayed differently in the largest version.

To edit the mobile layout, follow these instructions.

1. **Select the Mobile Size option at the bottom of the workspace, as shown in Figure 8-7.**

The workspace area changes to display the page in the mobile preview, formatted with the corresponding set of styles.

**Note:** The three small icons at the bottom right of the workspace provide access to the mobile, tablet, and desktop previews. When you switch from one to the other, you change not only the size of the display area but also the corresponding set of styles applied to your page.



**Figure 8-7:** These three small icons provide access to the Mobile, Tablet, and Desktop View options.

2. **Add text and images to the elements in your fluid grid layout just as you would add content to any other page in Dreamweaver.**

You can copy and paste text as well as apply HTML tags and CSS formatting following the instructions in the earlier chapters of this book.

3. **Select an element in the design area.**

The corresponding CSS style is displayed in the Selectors panel, where you can edit it. In this example, I selected the header.

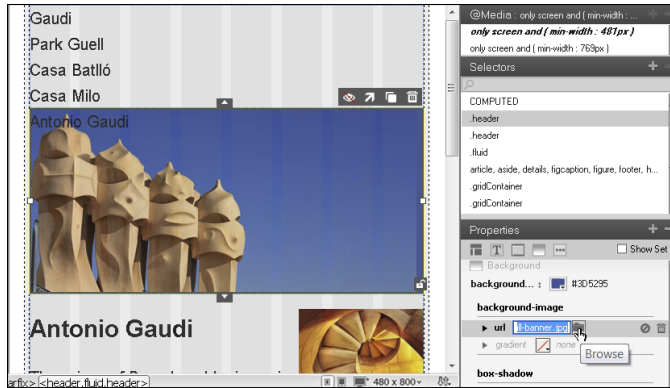
4. **Create, edit, and apply styles to text and images as you would in any other page design in Dreamweaver.**

I specified a height for the header and added a background image, as shown in Figure 8-8.

After you have finished working on the mobile design, move on to the next lesson to edit the tablet design. Note that you can always come back and edit the mobile design further by clicking the Mobile icon at the bottom right of the Document window.

Styles that you want to apply to all three layouts should be created when the mobile layout is selected because these styles will apply to all three designs unless overridden by another style created in the tablet or desktop layouts.





**Figure 8-8:** Fluid grid layouts work best when you design the mobile version first.

### *Editing the tablet layout*

After you get the mobile layout the way you want it, move on to the tablet size layout and edit the styles that apply to that layout.

To edit the tablet layout, follow these instructions.

- 1. Select the Tablet Size option, at the bottom right of the workspace.**

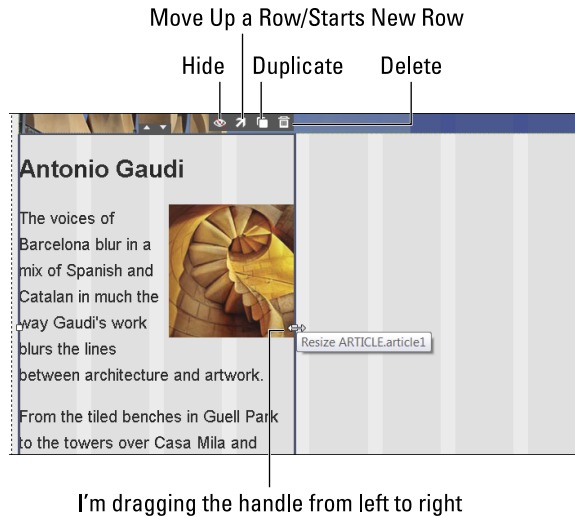
The workspace area changes to display the page in the tablet preview, formatted with the corresponding set of styles.

- 2. Select an element that you want to change into a column and use the handles on the right side to drag the column to the desired width.**

Dreamweaver provides a collection of visual editing tools that make it easier to adjust the size and positioning of fluid grid elements, such as the column I'm creating in Figure 8-9.

If you drag the handle of any fluid grid element from left to right, you add margin space that forces the element to stay to the right of the layout. If you drag a handle from right to left, you resize the element, as I'm doing in Figure 8-9.





**Figure 8-9:** Drag the handles on any fluid grid element to resize it.

**3. Select a resized element that you want to reposition, and then click the Move Up a Row arrow (labeled in Figure 8-9).**

The element moves up and aligns itself next to the element above it, as you see in Figure 8-10. In this example, I created two columns by first reducing the width of each element by half (using the drag features covered in Step 2), and then using the Move Up a Row arrow on the second element to bring it up to the right of the first element.



**Figure 8-10:** Use the Move Up a Row/Starts New Row arrows to create multiple column designs.

4. To move an element down, click the Starts New Row arrow (labeled in Figure 8-9).

In Figure 8-10 my cursor is hovering over the Starts New Row arrow, which would reverse the action I took in Step 3.

**Note:** Click each of the four icons labeled in Figure 8-9 to hide an element, move it up or down, duplicate or delete it.



When you use the visual tools covered in Steps 2–4 to resize and reposition elements, Dreamweaver adds corresponding style definitions to the CSS, but only for the set of styles that affect the Tablet design. As you see in the desktop exercise that follows, the columns that I created for the tablet layout will not affect the desktop layout.

### Editing the desktop layout

After you get the mobile and tablet layouts the way you want them, move on to the desktop size layout and edit the styles that apply to the largest of the three layouts.

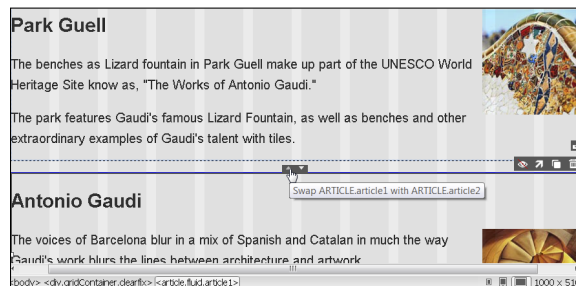
To edit the desktop layout, follow these instructions.

1. Select the Desktop Size option at the bottom right of the workspace.

The workspace area changes to display the page in the desktop preview, formatted with the corresponding set of styles.

2. Select a Swap arrow in the middle of any two elements to switch the positions of the two elements.

In Figure 8-11, the Article1 and Article2 elements can be swapped by simply clicking the Swap arrow between them.



**Figure 8-11:** Click the Swap arrow between elements to switch them.

### 3. Format the text, images, and other elements as desired for the desktop design.

All other visual formatting options covered in the preceding exercise, in which you created a tablet layout, are available. For example, you can drag the handle from right to left to resize an element in the desktop layout, just as you did in the tablet layout.

### 4. Choose File → Save All to save all the files in the fluid grid layout.

When you're editing a fluid grid layout, you're making changes to the HTML file as well as to an external style sheet. Using the Save All option ensures that you have saved all the necessary files before you preview them or publish your site to a web server.

### *Switching among layouts to continue editing*

It's good practice to design fluid grid layouts in the order of the three preceding exercises: first the mobile version, then the tablet version, and finally the desktop version. You can, however, switch among these three layouts as you refine your designs.

Keep in mind the following few general rules and best practices:

- ✔ Fluid grid layouts are created using media queries. Those media queries act as dividers between each of the sets of styles that format the mobile, tablet, and desktop layouts.
- ✔ If you study the corresponding styles that format these fluid grid layouts, you will find three sets of styles, each using the same names. Thus, when you edit styles, you need to take care that you're editing the styles that correspond to the layout you want to work on: Select the corresponding element in the workspace with the targeted layout displayed.
- ✔ If you view the corresponding styles that are automatically created in code view, you will see that widths and other sizes are specified to the fourth decimal point, for example, width: 48.2758%. Resist the urge to round off these numbers. If you change these numbers in code view, Dreamweaver will no longer automatically adjust them for you. These sizes are set as percentages so that the layout will adjust fluidly.
- ✔ When you create styles that you want to apply to all three layouts, first select Any Media from the @Media panel in the CSS Designer panel, as shown in Figure 8-12.



**Figure 8-12:** All the styles that correspond to these fluid grid layouts are available from the CSS Designer panel.

## Creating Custom Media Queries

When you create pages using fluid grid layout features, Dreamweaver automatically creates the corresponding media queries for you, but you can create your own custom media queries and use them to target your own CSS rules.

Many large, complicated websites, such as the Boston Globe, use six or more media queries to target different screen sizes. Visit [www.BostonGlobe.com](http://www.BostonGlobe.com) on your computer and then drag the edge of the browser window from right to left, slowly making the browser window smaller, and you'll see how the media queries are triggered and six different sets of styles are applied to the page causing it to change as the browser window gets smaller or larger.

Media queries have been in use on the web for more than a decade for other uses, such as creating an alternative page design optimized for printing. A

media query is made up of a media type, such as `screen` or `print` (the two most common), and an optional expression that checks for particular features, such as the height or width. The most commonly used media types are

- ✓ `all`: Suitable for all devices
- ✓ `print`: Designed for print preview and for display when a page is printed
- ✓ `screen`: For content displayed on any screen



The handheld media type is almost never used anymore and was best used only for cell phones and other devices with small screens, limited bandwidth, and monochrome displays that support only bitmapped graphics. iOS devices and most smartphones are categorized as `screen` media types.

## Applying styles to your page designs

You can apply style sheets as external files by linking them or importing them, or you can include them as internal styles in the head region of your page's HTML code. You can even target devices using inline styles — a handy option if you want to apply a specific rule only to certain devices.

You can use a combination of these options, and you can import, or link, multiple external style sheets to the same web page. After you've defined the media type with the media features you want to target, you specify how the styles should be applied to the page.

## Using media queries in external style sheets

You can use media queries with external style sheets in two ways. The first option is to link to one external style sheet with multiple sets of styles separated by media queries. That's how Dreamweaver links the styles when you create a fluid grid layout.

The second option is to link two or more separate external style sheets to each HTML page and include the media queries in each style sheet. Either way, the code for the CSS and HTML are saved in separate files, and the `<link>` tag connects them.

Whether you save all media queries and related styles in one file or in separate CSS files, you can link additional style sheets to any HTML page as well. For example, you can include a separate set of styles in a separate style sheet that is designed to format the page when it is sent to a printer.

## Creating media queries in Dreamweaver

You can create as many media queries as you like in Dreamweaver and you can include them in one CSS file or many. To create a new media query in Dreamweaver, follow these steps:

1. Open the CSS Designer panel by choosing **Window**⇨**CSS Styles**.
2. Select an existing style sheet in the Sources panel, or create a new one by clicking the plus sign (+) in the Sources panel, as shown in Figure 8-13.

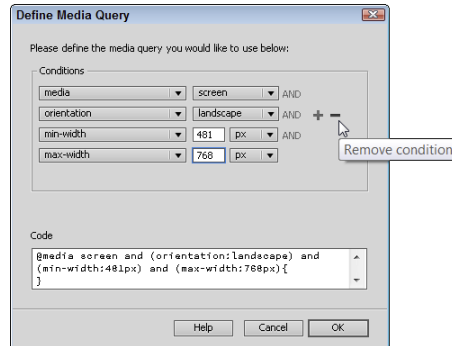


**Figure 8-13:** Click + in the @media panel to add a new media query.

3. Click the plus sign (+) in the @Media panel in the CSS Designer panel.  
The Define Media Queries dialog box opens.
4. Select **Media** from the first drop-down list and **Screen** from the second drop-down list (refer to Figure 8-14).
5. Move your cursor to the right of each the drop-down lists to make the plus sign appear, and then click the plus sign to add a new field.

A new field appears in the Media Queries dialog box so that you can specify the orientation. This field is optional but is commonly used if you want to create different designs for landscape and portrait views on a tablet or a smartphone. If you don't want to create additional layouts based on orientation, you can remove this field by clicking the minus sign (-), as shown in Figure 8-14.

**Note:** The plus and minus signs become visible only when you roll your cursor over the right side of the dialog box.



**Figure 8-14:** Specify the type, size, and other properties of each media query.

**6. Move your cursor to the right of the drop-down lists, click the plus sign a second time to add a field, and enter a minimum width condition.**

The Min-Width field appears in the Media Queries dialog box so that you can specify the minimum width you want to use to target the query. The minimum width is important because the media query targets the styles based on the minimum to maximum width range you specify, covered in the next step.

**7. Move your cursor to the right of the drop-down lists, click the plus sign a third time to add a field, and enter the maximum width condition.**

The Max-Width field appears in the dialog box so that you can specify the maximum width you want to use to target the query.

**8. Click OK.**

The Media Queries dialog box closes and the media query is generated and added to the style sheet you selected in the Sources panel in the CSS Designer panel.

**9. To add additional media queries to any selected style sheet, repeat Steps 3–8. To add media queries to a different style sheet, repeat Steps 2–8.**



Although you can save media queries in as many different styles sheets as you want, saving them all in one external style sheet is more efficient because each style sheet must be downloaded from the server separately, requiring more bandwidth. Downloading one long style sheet with multiple media queries is a little more efficient than downloading multiple style sheets — and when you're delivering content to mobile devices, which often have more limited bandwidth than desktop devices, you want to use as little bandwidth as possible.



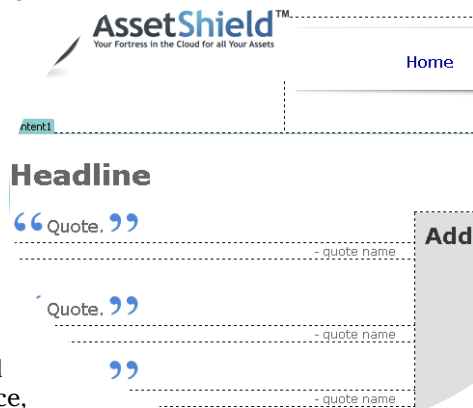
# Saving Time with Templates and More

## *In This Chapter*

- ▶ Creating pages quickly with a template
- ▶ Using templates to change to multiple pages automatically
- ▶ Using the library for frequently used elements
- ▶ Designing a web page with the Tracing Image feature

**S**trive for consistency in all your designs — except when you’re trying to be unpredictable. A little surprise here and there can keep your website lively. But most websites work best and are easiest to navigate when they follow a consistent design theme. Case in point: Most readers take for granted that books don’t change their designs from page to page and that newspapers don’t change headline fonts and logos every day.

Publishers of books and newspapers are consistent not because these print publications are old fashioned but to make it easier for readers to find what they’re looking for and to help the publications feel familiar. That doesn’t mean you should limit modern web design to what’s possible in print, but it does mean that we can all learn a thing or two from hundreds of years of print design. Using the same fonts, styles, and colors across a website creates the feeling that all the pages belong together and gives readers the sense that they are in a familiar place, an important quality for the web.



Dreamweaver offers several features to help you develop and maintain a consistent look and feel across your site. In this chapter, you discover three of my favorite Dreamweaver features: templates, library items, and the Tracing Image feature.

Both the templates and library items help you work more efficiently and make changes to sections of a site faster and easier. These features work well with CSS, and as you discover in this chapter, you can work even more efficiently by combining CSS with templates and library items.

Tracing images, covered at the end of the chapter, are handy design tools that you can insert into the background of a page to guide your design work. Tracing images aren't visible when the page is viewed in a web browser, but they are useful if you like to create your designs in a program such as Fireworks or Photoshop before you build your web pages in Dreamweaver.

## Templating Your Pages

You can choose from many kinds of templates to create websites; and you can find many places on the web where you can buy templates or even download them for free. At its simplest, a *template* is a ready-made page design, usually created in a way that makes it easy to add your own text and images and to create pages based on the template. Some templates are easily customizable so that you can change design elements, such as colors, images, or fonts; others are harder to edit or change.

Not all templates are created equal. Keep in mind that you need the right program for each kind of template. For example, templates designed for a program such as WordPress or Flash won't work in Dreamweaver. (See Chapter 1 for more about the different kinds of templates you can use in all sorts of different websites.)

In this chapter, I focus on Dreamweaver's `.dwt` templates, which you can use to create pages quickly as well as to make global changes across all the pages created from a template.



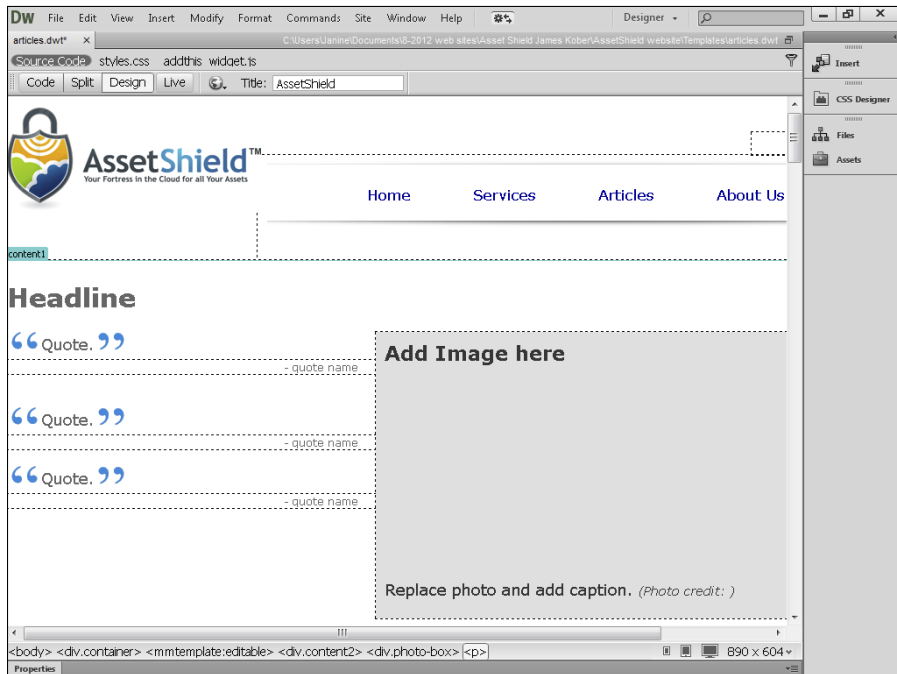
Dreamweaver templates are best used in the following scenarios:

- ✓ **Templates are definitely the way to go when you're creating a number of pages that share the same characteristics, such as the same background color, navigation links, or logo.** I recommend that you use a template anytime you create a site with more than a few pages. For example, you might create a template that includes your logo, a row of

links at the top and bottom of each page, and styles for the site's main text colors and fonts, such as the template shown in Figure 9-1.

After you create a template with all these features, you can use it as the basis for all the other pages in your site, such as the page shown in Figure 9-2. This approach enables you to quickly and easily create a series of pages that share the same navigation, logo, and so on. Best of all, if you ever decide to change one of these elements, such as your logo, you can change it once in the template and automatically update all the pages created from the template in your site.

- ✓ **If you want to use different design elements in different sections, you can create more than one template for a site.** For example, if you're creating a website for a bed-and-breakfast inn, you might create one template for all the pages where you want to show off the rooms in the inn and another for a collection of pages that feature great places to hike in the area.



**Figure 9-1:** Create a simple template page such as this one, and then use it to create similar pages.

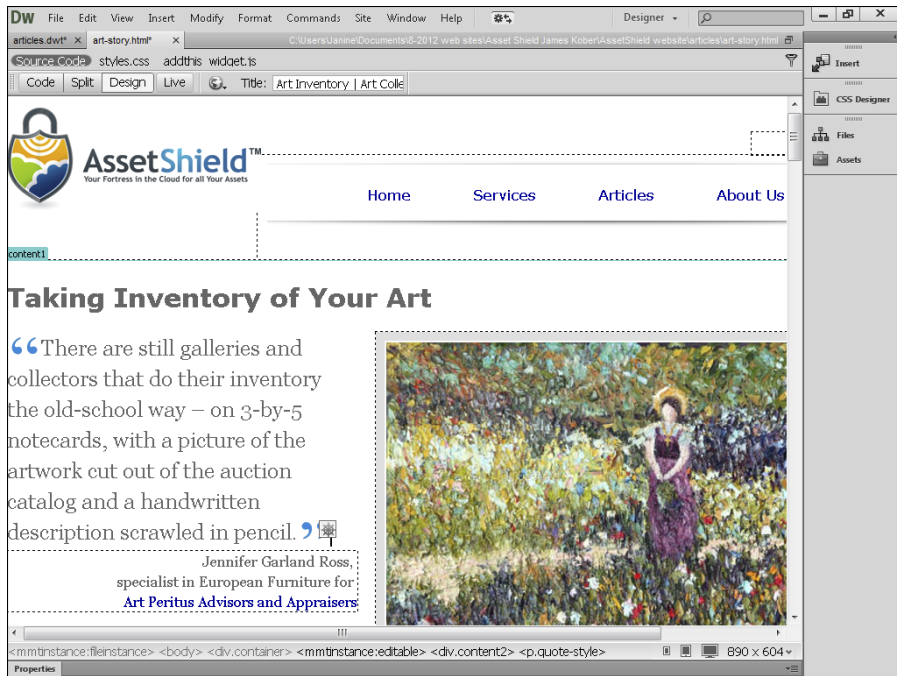


Photo from istockphoto.com

**Figure 9-2:** Consistent elements, such as the logo and navigation links, remain the same while the main area of the page can vary dramatically.

When creating multiple templates for a website, you may want to use a *nested* template, a template whose design and editable regions are based on another template. For example, you can create a main template for elements that appear on every page across an entire site, such as navigation bar. Then add to the main template several secondary nested templates that have design variations for each section of a site.

- ✓ **Templates are valuable when you're working with a team of people with varying skill levels.** Say you're building a site for a pet store and want to let the employees update their own pet stories without messing up the page design. The fact that templates have locked regions can protect the most important elements of a page, making it easy for sales staff to add new information without accidentally breaking navigation elements or other consistent features. You can also design templates that work with Adobe Contribute, a much simpler and less expensive program, to make it easier for people who are not web designers to update a website. (See the nearby sidebar, "Easily update Dreamweaver sites with Adobe Contribute.")

## Easily update Dreamweaver sites with Adobe Contribute

Adobe Contribute was created so that people who don't know much about web design can easily *contribute* to a website. Contribute works well not as a standalone program but as a kind of assistant to Dreamweaver, or better said, as the ideal tool for an assistant, such as your client's assistant who may need to update the website after it's built in Dreamweaver. Adobe has carefully integrated a number of features in Contribute that can be set up in Dreamweaver to make that collaboration work smoothly.

For example, using Dreamweaver's `.dwt` template features, you can designate areas of each page that can be edited by users of Contribute.

You can also lock sections of a page so that they can't be edited in Contribute, which is a great way to protect elements you don't want changed, such as logos and navigation links, while making it easy for contributors to edit text and images in designated areas.

If you're working with other developers of a site who use Contribute, make sure you select the Enable Contribute Compatibility check box in the Contribute category of the Site Setup dialog box, covered in Chapter 4. To learn more about Adobe Contribute, visit [www.adobe.com/products/contribute.html](http://www.adobe.com/products/contribute.html).



The most powerful aspect of Dreamweaver's template feature is the capability to make global changes to every page created from a template. Even if you're working alone on a site, this aspect of templates can save hours (or even days) of time as the site grows and changes over time.

## Creating Templates

Creating a template is as easy as creating any other file in Dreamweaver. You can create an HTML Template page much as you would any other page by using the New Document dialog box. You can also turn any existing page into a template by choosing File⇨Save As and saving the file as a template in the Templates folder.

Dreamweaver templates are distinguished by the extension `.dwt` (Dreamweaver Web Template), and by their location in the directory structure. Dreamweaver template files must be stored in a special folder named Templates (with a capital *T*) at the root level of the site.

When you create a template for the first time in a website, Dreamweaver automatically creates a Templates folder in your local site folder and stores all your `.dwt` template files in this folder. Templates must be kept in this common Templates folder and the folder must be kept at the top level or root level of your website (meaning you can't move the Templates folder into another folder) for the automated features in Dreamweaver to work properly.



If you haven't gone through the setup process to define your local site folder yet, see Chapter 2 and complete those setup steps first. Dreamweaver's template features work only after you've completed the site setup process.

### *Creating editable and uneditable regions*

Perhaps the most difficult concept to grasp when it comes to templates is how editable and uneditable regions work and why they're important. I provide the short answer here, and get into the details later in this chapter.

When you create a template design, every aspect of the design is locked (uneditable) until you designate some part of the page as an *editable region* — an area of the template page that can be changed in any page created from the template.

Many people are confused at first by the idea that they would want to make any part of a page uneditable, but this concept is key to how templates work. Before you begin creating pages, you need to understand that when you create new pages from a template, only the areas you've designated as editable regions can be altered. The uneditable regions stay the same on every page, making it possible later to change the protected sections of those pages all at once.

For example, suppose you create a design for an online magazine with the logo and navigation bar at the top of the page and room for each article in the middle. You leave the section at the top uneditable because you want it to remain the same on every page. Then you create a design area in the middle of the page where a story and photo can be added to each page created from the template, and you designate that area as an editable region. Then when you create new pages from the template, you can replace the photo and story on each page because they're in editable regions, but you can't change the logo, navigation links, or copyright because they're in uneditable regions.

Now imagine that you've used this template to create dozens, or even thousands, of pages, each with a different story and photo in the editable region but with the same logo and navigation in the uneditable top region. Then one day your editor decides to change the company logo and add a new link. Thanks to that uneditable region in your template, this change is no problem. You simply open the original template file and edit the logo and add the link to that one template page. Then, when you save the template, Dreamweaver offers to update every page created from the template. You save a ton of time because you don't have to replace the logo and link on each page separately — although I leave it to you whether you tell your editor how easy and fast the process was.

## Why the head section is editable by default

In a new template, all elements are locked by default except for the document head section, which is indicated by the `<head>`, `</head>` tags at the very top of any HTML page. Keep in mind the head section of any page is not visible in Dreamweaver's Design view or in the main area of a web browser. Within the `<head>` tags you find things like `<title>` tags, `<meta>` tags, style definitions, and scripts.

When you create a new template, Dreamweaver creates two editable regions in the head area of the page. The first editable region is around the `<title>` tags and enables you to change the title in each page created from a template. (Using a different title customized to the content of each page is a good practice.) The second editable region is in the head section of the page for any scripts, links to CSS files, or other elements that must be added to the top of the HTML file. For example, when you use behaviors on a page (covered in Chapter 11), Dreamweaver inserts code in the page where you apply the behavior, but it also adds a script to the head section of the page to make the behaviors work. Similarly, if you add multimedia

files, such as Flash or Flash video, to a page, Dreamweaver adds special code to the head section to make the multimedia files play properly. For all these reasons, editable regions are automatically added to the head area when you create a template or save a page as a template.

In previous versions of Dreamweaver, if you created a template from an existing HTML page using the File → Save As feature to save the file as a `.dwt` template file, editable regions were not added to the head section automatically. If you're working with a template created in a previous version of Dreamweaver, you may run into this problem and find that you are unable to edit the title of any page created from the template or add features that use JavaScript or other elements that must be saved in the top of the file. To solve this problem, you can re-create the template from a new file in Dreamweaver CC or manually add the template code to the head region of the existing template file by copying it from the head region of any new template you create. If you choose the latter method, be sure to copy the code exactly.

You could make the same kinds of global changes to any element that you keep in an uneditable region of your template. The key is to find the right balance between designing a page you can edit for your daily work on the site and locking the areas of the page that you are the most likely to want to change later.



To help you fully appreciate how editable and noneditable regions differ, keep in mind that if you make changes to the editable region in the template, those changes aren't applied to any page created from the template. This point is important because you wouldn't want to make a global change that overwrites all the individual stories and photos you've inserted into each page in your magazine, for example.

To summarize: Locked (uneditable) areas of a template can be changed only in the template itself, and those changes can be applied automatically to all the pages created from that template. Editable areas of a template can be changed in any page created from the template, but those areas can't be updated automatically by changing the template.

If you're still a little confused after all this theory, don't worry; you see all this in action in the sections that follow.

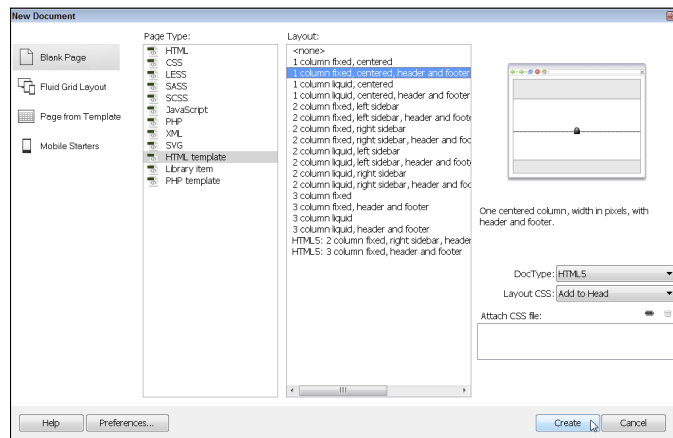
## Creating a new Dreamweaver template

You create a new template in Dreamweaver by using the same New Document dialog box that you use to create any other type of page. To create a Dreamweaver template, follow these steps:

1. **Choose File⇨New.**

The New Document dialog box opens.

2. **In the list on the left, click the Blank Page option, as shown in Figure 9-3.**



**Figure 9-3:** Use the New Document dialog box to create new HTML templates.

3. **In the Page Type list, choose HTML Template.**

4. **In the Layout area, choose <none> to create a blank page or select a predesigned CSS layout.**

Dreamweaver's many CSS layout options, covered in Chapter 6, provide a great head start to creating a new page design. In this example, I selected a CSS layout called "1 column, fixed, centered, header and footer," as the basis for my new template design.

**5. Click the Create button.**

A new blank template is created and opens in the main work area, and the New Document dialog box closes.

**6. Choose File→Save.**

You get a warning (if you haven't disabled it), stating that the template doesn't have any editable regions and asking whether you really want to save it. Click OK to close the warning dialog box and continue. Dreamweaver gives you this warning because a template with no editable regions isn't useful. You find instructions for creating editable regions in Step 9.

**7. Click OK to save the page as is for now.**

The Save as Template window appears with the Templates folder open. If you don't already have a folder named Templates in your local site folder, Dreamweaver will create one for you when you create and save your first template.



To work properly, Dreamweaver templates must be saved in a folder named Templates (with a capital T) in your local site folder, which is visible in the Files panel. If you change the folder name or move the Templates folder into a subfolder, your templates will no longer work properly.

**8. Create a design for the page by adding images, text, and other elements as you would in any other Dreamweaver file.**

You find instructions for adding all these features to your pages throughout this book. Again, remember that you create a page design in a template just like you would in any other web page. Whether you include images and text that will be replaced in pages created from the template or just create the skeleton of a page is up to you.

**9. To create an editable region:**

**a. Select any image, text block, or content area.**

Often the best option is to select an entire area of a page so that everything in that section becomes editable. If you've designed your pages with `<div>` tags and CSS, as covered in Chapter 6, a good option is to select the `<div>` tag for an entire section, such as the `<div>` tag styled with the `mainContent` class style that I've selected in this example.



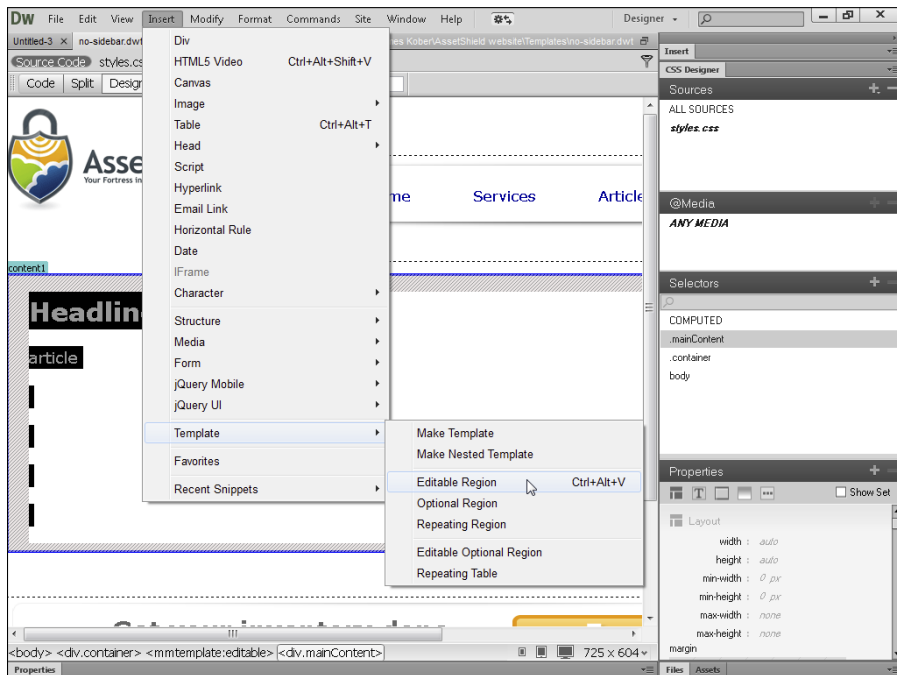
A handy way to select a section surrounded by a `<div>` tag is to place your cursor anywhere in that area of the page, and then use the tag selector at the bottom of the workspace to select the `<div>` tag.

**b. Choose Insert → Template → Editable Region (as shown in Figure 9-4).**

The New Editable Region dialog box opens.

**c. Give the new editable region a name.**

I recommend something that identifies the type of content, such as *headline* or *main-content*. The region you define as editable becomes an area that can be changed in any page created from the template. You can have multiple editable regions in one template. Each editable region must have a different name; names can't use spaces or special characters, but underscores and hyphens are okay.



**Figure 9-4:** Make a selected element an editable region by using the Insert menu.

d. Click OK.

An aqua blue box (with an aqua blue tab at the top left of the box) surrounds the editable region (refer to Figure 9-1). The name you entered into the New Editable Region dialog box appears on the tab.

**10. When you finish designing the page and add all the editable regions you want, choose File⇨Save to save your template.**

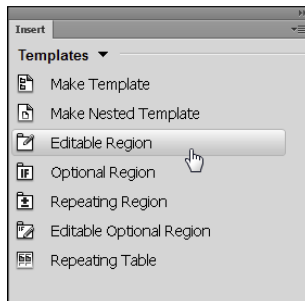
When you save a new template page or you save an existing page as a template, Dreamweaver automatically adds the `.dwt` extension and saves the file into the Templates folder.



If you save a template before you specify any editable regions, Dreamweaver gives you a warning because templates aren't useful without editable regions. You don't have to create editable regions before you save a template, but you can't make any changes in any pages created from a template until you create one or more editable regions. You can always go back and add editable regions later. Saving your work before you create editable regions is generally good practice.



Adobe added a new Templates Insert panel in Dreamweaver CC. You can use this new panel instead of the menu items when working with templates. The features work the same: Just click the corresponding icon in the Templates Insert panel, such as the Editable Region icon shown in Figure 9-5.



**Figure 9-5:** You can create an editable region also by clicking the icon in the Templates Insert panel.

## *Saving any page as a template*

Sometimes you get partway through designing a page before you realize that you'll probably want more pages that are similar. If you turn the page into a template, you can create the rest of the pages a lot more efficiently. Similarly, you may want to turn a page that someone else designed into a template that you can use throughout your website. No matter the page's origin, creating a template from an existing page is almost as easy as creating a template from scratch.

To save a page as a template, follow these steps:

- 1. Open the page that you want to turn into a template.**

Choose File⇨Open and browse to find your file. Or open the site in the Files panel and double-click the file to open it.

- 2. Choose File⇨Save as Template.**

The Save dialog box appears.

- 3. In the Site drop-down list, choose a site.**

The menu lists all the sites you've set up in Dreamweaver. By default, the site you've set up and opened in the Files panel is selected when the dialog box opens. If you're working on a new site or haven't yet set up your site, flip to Chapter 2 for information on the site setup process.

You can use the Save as Template option to save a page as a template into any defined site, which makes it possible to save a page that you design for one site as a template in another site.

- 4. In the Save As text box, type a name for the template.**

You don't have to add a description. However, if you're working on a big site with many templates, descriptions can help you keep track of which templates go with which sections of your site.

- 5. Click the Save button.**

If you haven't disabled the warning (stating that the template doesn't have any editable regions and asking whether you really want to save it), click Yes to continue.

Note that the file now has the `.dwt` extension, indicating that it's a template.

- 6. Click OK in the Dreamweaver dialog box that appears to update links in the template.**

Because your original file probably wasn't saved in the Templates folder, any links to other pages or images must be updated when the file is saved. After you click OK, Dreamweaver corrects any links in the file as it saves the file in the Templates folder.



**7. Make any changes that you want, and then choose File⇨Save.**

You edit a template just as you edit any other page in Dreamweaver.

**8. To create an editable region:**

**a. Select any content area, image, or text.**

**b. Choose Insert⇨Template⇨Editable Region (refer to Figure 9-4).**

The New Editable Region dialog box opens.

**c. Give the new region a name.**

You can name the region anything you like — just don't use spaces or punctuation. The region you define as editable becomes an area that can be changed in any page created from the template. You can create multiple editable regions in any template.

**d. Click OK.**

The editable region is enclosed in a highlighted area with a tab at the top left, identified by the name you gave the region.

**9. When you finish designing the page, choose File⇨Save to save your completed template.**

## *Making attributes editable*

In addition to making any element in a page editable, you can also make the attributes of any element editable. This step is necessary only if you want to make an attribute editable when the tag itself is not editable (for example, when you want the ability to change the background image of a `<div>` tag but not the `<div>` tag itself).

Editable attributes are especially handy when you want to identify the open page of a site by changing the color of the link to that page. For example, suppose that all your links are blue in the navigation bar, but you want each page link to change to the color red when that page is open. By making only the color attribute of the link editable, you can change the blue color of, say, the About Us link to red when a visitor is on the corresponding About Us page.

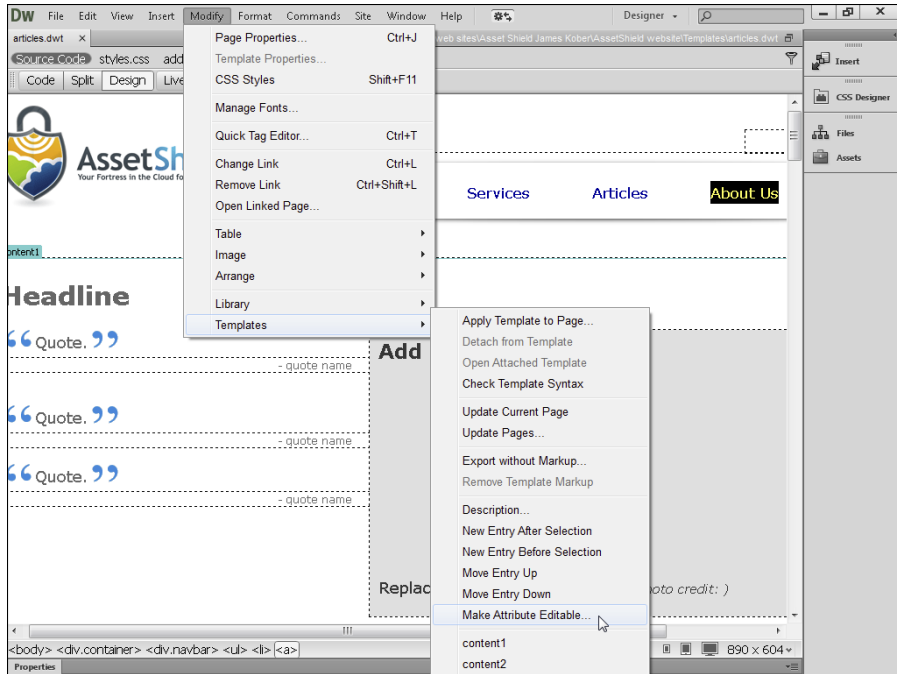
To create editable attributes in a template, follow these steps:

**1. In any Dreamweaver template, select an item to which you want to give an editable attribute.**

In the example shown in Figure 9-6, I selected the navigation link About Us and am in the process of making one of its attributes editable.

To make sure you've selected a link and not just the text, click anywhere in the linked text and then use the Tag Selector at the bottom of the workspace to select the `<a>` tag.

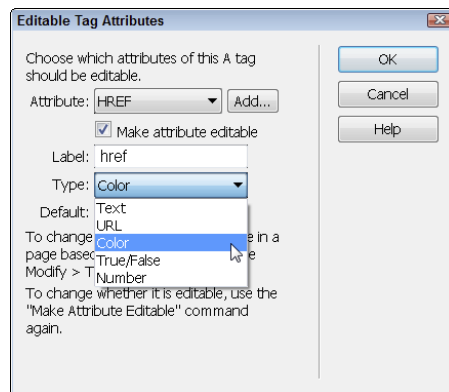




**Figure 9-6:** Select any link, image, or other tag and use the Modify menu to make the attributes of that tag editable.

## 2. Choose Modify ⇨ Templates ⇨ Make Attribute Editable.

The Editable Tag Attributes dialog box appears, as shown in Figure 9-7.



**Figure 9-7:** Identify which attributes you want to make editable.

**3. From the Attribute drop-down list, choose the attribute you want to make editable.**

The attribute options vary depending on whether you select an image, a link, text, or another element on the page.

In this example, I selected the HREF attribute to be able to change the color of the link, as shown in Figure 9-7. The link tag is one of the most confusing HTML tags because it's known as the anchor tag and displayed as just an `<a>` in the Tag Selector. However, the full tag is `<a href>`, and in the Editable Tag Attributes dialog box, it's identified as HREF.

If the attribute you want isn't listed, click the Add button and then enter the name of the attribute.

**4. Select the Make Attribute Editable check box.**

The options for that attribute become active in the bottom of the dialog box.

**5. In the Type drop-down list, select an attribute type.**

As shown in Figure 9-7, the link tag has several attributes. I selected Color in this example.

**6. Click OK to make the attribute editable and close the dialog box.**

To change an editable attribute in a page created from a template, follow these steps:

**1. Create a new page from the template, or open any page that was created with the template.**

For details on creating a page from the template, see the next section.

**2. Choose Modify ⇨ Template Properties.**

The Template Properties dialog box opens, listing any editable attributes.

**3. Select the attribute you want to edit to see your options in the bottom of the dialog box.**

To change the color of the link, which I set up as an editable attribute in the preceding steps, I selected href to display the template properties. I then clicked the color swatch in the bottom left of the Template Properties dialog box and selected a color.

**4. Click OK to close the dialog box and save the setting.**

The new setting is applied when the dialog box closes. In this example, the color of the About Us link changed to the new color after the dialog box closed.

## Creating a Page from a Template

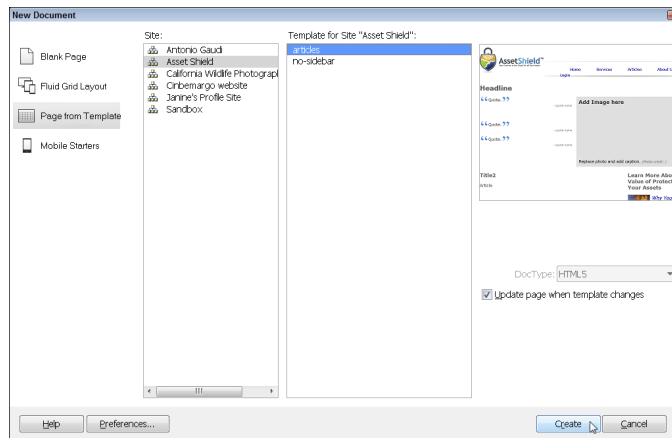
After you create a template, it's time to put it to use. You can use one template to create all the pages in your website or create different templates for different sections. For example, in the site featured in this chapter — at [www.assetshield.com](http://www.assetshield.com) — I created two templates, one for the main pages and another for the article pages, which include a sidebar that provides links to all articles. Whether you create one template or a collection of templates for your site, creating a page from a template is similar to creating any other page in Dreamweaver.

To use a template to create a page, follow these steps:

**1. Choose File → New.**

The New Document window opens.

**2. In the list on the left, click the Page from Template option, as shown in Figure 9-8.**



**Figure 9-8:** Use the New Document dialog box to review and select any template saved in any defined website.

**3. In the Site list, choose the name of the site that contains a template you want to use.**

The templates in the selected site appear in the Template for Site section just to the right of the Site list in the New Document window (refer to Figure 9-8).

**4. In the Template for Site list, select the template you want to use.**

Note that when you click the name of a template, a preview of the selected template appears on the far right of the New Document window. In the example shown in Figure 9-8, I selected the articles page template.

**5. Click the Create button.**

A new page is created from the template and appears in the main work area.

**6. Edit any region of the page that's editable with Dreamweaver's regular editing features and save the file as you would save any other HTML page.**



When you create new pages from a template, you can change only the editable regions in each file created from the template. When you edit a template, only the regions that aren't defined as editable can be used to make global changes to all the pages created from the template. In the template shown in this example, only the main content area of the design can be edited in the page created from the template. The banner area at the top, the navigation on the left, and the footer with the copyright and address at the bottom are all locked regions that can be edited only in the template itself.

## Making Global Changes with Templates

The great advantage of templates is that you can automatically apply changes to all the pages created with a template by altering the original template. For example, in the AssetShield website featured in this chapter, the navigation links are saved in an uneditable region of each template. Thus, if we decide to add a new section to the site later, we can automate the process by making the change in the template. Add the new navigation link to the row of links at the top of the template, and Dreamweaver can add the new link to all the pages in the site created from that template automatically.

To edit and update all pages in a site that were created from a template, follow these steps:

**1. Open the template file.**

Note that template files are distinguishable by the `.dwt` extension and are saved in the Templates folder.



If you're not sure which template was used to create a page, check its name in the top-right corner of the page. If you don't see the template name, choose View⇨Visual Aids⇨Invisible Elements to turn on the feature that displays the template name. Alternatively, you can open a template from any page created from a template by following the steps in the next section.

**2. Use Dreamweaver's editing features to make any changes you want to the template.**

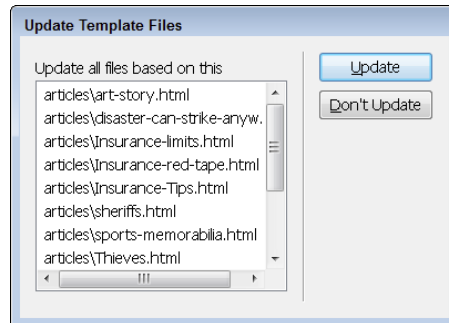
Remember that only changes to uneditable regions are updated automatically. In this example, the logo and navigation elements are locked regions and can be edited to make global changes. Thus, if I add a new link to the row of links at the top of the page, it will be added to all the pages created from the template.

**3. Choose File⇨Save.**

The Update Template Files dialog box appears, as shown in Figure 9-9, listing all the pages created from the template.

**4. Click the Update button to modify all pages listed in the Update Template Files dialog box.**

(Click the Don't Update button to leave these pages unchanged.) If you click Update, Dreamweaver automatically changes all the pages listed in the Update Template Files dialog box to reflect any changes made to uneditable regions of the template.



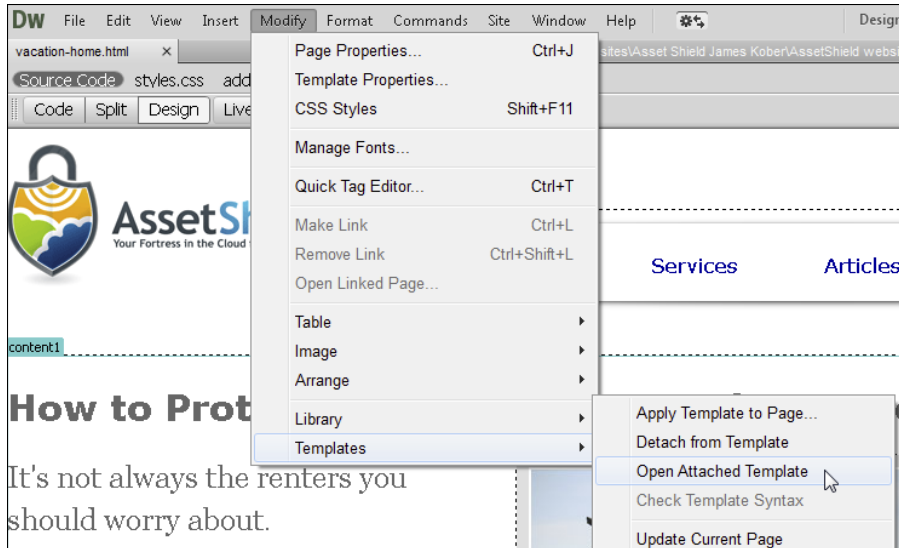
**Figure 9-9:** You can update all files created from a template automatically.

## *Opening a template from any page created from a template*

If you're not sure which template was used to create a page, you can open the template while you have the page open, make changes to the template, and update all the pages created with it by following these steps:

- 1. Open a document that uses the template that you want to change.**
- 2. Choose Modify⇨Templates⇨Open Attached Template, as shown in Figure 9-10.**

The template opens.



**Figure 9-10:** Open an attached template from within any page created from a template.

**3. Use Dreamweaver’s regular editing functions to modify the template as you would edit any page or template.**

**4. Choose File⇨Save.**

If you’ve altered the template, the Update Template Files dialog box appears (refer to Figure 9-9).

**5. Click the Update button to modify all the pages listed in the Update Template Files dialog box.**

(Click the Don’t Update button to leave these pages unchanged.) If you choose Update, Dreamweaver automatically changes all the pages listed in the Update Template Files dialog box.



If you edit a template and have an open page that was created from that template, the changes are automatically applied to the open page but you need to save the page before closing it to save the changes.



You can also apply changes to all the pages created from a template by using the Update Pages option. To do so, open the template, and then make and save your changes without applying those changes to pages created with the template. Anytime later, choose Modify⇨Templates⇨Update Pages to apply the update.

## Reusing Elements with the Library Feature

The library feature is handy when you have a single element you want to reuse on many pages, such as a copyright statement you want to appear at the bottom of every page across a site with multiple templates.

A *library item* is a snippet of code that can contain almost anything, including images, videos, text, and links. However, you can't use features created with Dreamweaver's Behaviors or Spry menu, which use JavaScript.

After you save a section of code in the library, you can insert it into any page with drag-and-drop ease. If you ever need to change a library item (by adding or changing a link, for example), simply edit the stored library item, and Dreamweaver automatically updates the contents of the library item on any or all pages where it appears throughout the site.



Like Dreamweaver templates, library items are a great way to store frequently used items and make global changes to those items if you need to update them in the future. You have more flexibility with library items than templates because they're elements you can place anywhere on any page, even multiple times. However, Libraries aren't shared among sites the way templates are, and you can't save an entire page layout as a library item.



Another limitation is that library items can't contain their own style sheets because the code for styles can appear only as part of the head area of an HTML file, and library items are just snippets of code, not complete HTML pages, like templates. You can attach an external style sheet to a library item to see how the styles affect the display of the library item, but the same styles must be available on each page where the library item is used for the styles to be applied. (For more on style sheets, see Chapters 5–7.)

## Creating and Using Library Items

The following sections show you the steps for creating a library item, adding one to a page, and editing and updating a library item across multiple pages. For these steps to work properly, you must do them in order. Before creating or using library items, you must first set up the site and open it in the Files panel. (See Chapter 2 for instructions on setting up a site in Dreamweaver.)



Creating a library item within an existing page works well because you can see how the item looks before you add it to the library. You can edit an item after it's in the library, but it may not look just as it will on a web page. For example, library items don't include `<body>` tags when they're saved in the library, so link colors are displayed as default blue when viewed in the library, even if the link colors have been changed to, say, purple in the `<body>` tag of the page.

## Creating a library item

To create a library item that you can use on multiple pages on your site, follow these steps:

1. **Open any existing file that has images, text, or other elements on the page that you want to save as a library item.**
2. **From this page, select an element or collection of elements that you want to save as a library item, such as the copyright information that appears at the bottom of the page.**
3. **Choose Modify ⇨ Library ⇨ Add Object to Library.**

The Library Assets panel opens and displays any existing library items. Your new library item appears as *Untitled*.

4. **Select *Untitled* and replace it by typing a new name as you would name any file in Explorer on a PC or the Finder on a Mac.**

When you create a library item, Dreamweaver automatically saves it to the library. Naming library items makes them easier to identify when you want to use them. You can then easily apply library items to any new or existing page in your site by following the steps in the next section.

## Adding a library item to a page

You can easily add elements from the library to your pages by simply dragging them from the Assets panel to the page. When you add a library item to a page, the content is inserted into the document and a connection is established between the content on the page and the item in the library. This connection is important because it enables you to edit the library item later and apply the changes to all pages where the item appears, but it also means that you can't edit the item on the page where it's inserted. You must edit library items from within the library, as you see shortly.

To add a library item to a page, follow these steps:

1. **Create a new document in Dreamweaver or open any existing file.**
2. **From the Files panel, click the Assets tab, and then click the Library icon.**

The library opens in the Assets panel (see Figure 9-11).



**Figure 9-11:** The Assets panel provides access to the library items list.

### 3. Drag an item from the library to the Document window.

Alternatively, you can select an item in the library and click the Insert button. The item automatically appears on the page. After you insert a library item on a page, you can use any of Dreamweaver's formatting features to position it on the page.

## Highlighting library items

Library items are highlighted to distinguish them from other elements on a page. In the Preferences dialog box, you can customize the highlight color for library items as well as show or hide the highlight color. To change or hide library highlighting, follow these steps:

#### 1. Choose **Edit**⇨**Preferences (Windows)** or **Dreamweaver**⇨**Preferences (Mac)**.

The Preferences dialog box appears.

#### 2. In the **Category** section on the left, select **Highlighting**.

#### 3. Click the color box to select a color for library items and then select the **Show** box to display the library highlight color on your pages.

Leave the box blank if you don't want to display the highlight color.

#### 4. Click **OK** to close the Preferences dialog box.

## Making global changes with library items

The Dreamweaver library feature saves time because you can make changes to library items and automatically apply those changes to any or all pages where the library item appears. To edit a library item, follow these steps:

1. **From the Files panel, click the Assets tab and then click the Library icon.**

The library opens in the Assets panel (refer to Figure 9-11).

2. **Double-click any item listed in the library to open the item.**

Dreamweaver opens a new window where you can edit the library item.

Because the library item is just a snippet of code, it won't have a `<body>` tag in which to specify background, link, or text colors. Don't worry about this: The library item acquires the right settings from the tags on the page where you insert it.

3. **Change the library item as you would edit any element in Dreamweaver.**

For example, you can change a link, edit the wording of text, change the font or size, and even add images, text, and other elements.

4. **Choose File⇨Save to save changes to the original item.**

The Update Library Items dialog box opens, displaying a list of all the pages where the library item appears.

5. **To apply the changes you made to the library item on all listed pages, click the Update button.**

If you don't want to apply the changes to all the pages where the library item appears, click the Don't Update button.

If you clicked the Update button, the Update Pages dialog box appears and shows the progress of the updating. You can stop the update from this dialog box, if necessary.



If you want to create a new library item based on an existing one without altering the original, follow Steps 1–3, and in place of Step 4, choose File⇨Save As and give the item a new name.

## Editing one instance of a library item

If you want to alter a library item on a specific page or on a few pages, you can override the automated library feature by detaching it, or breaking the link between the original item in the library and the item inserted into the page.



After you break a connection, you can no longer update that page's library item automatically.

To detach an instance of a library item so that it can be edited independently, follow these steps:

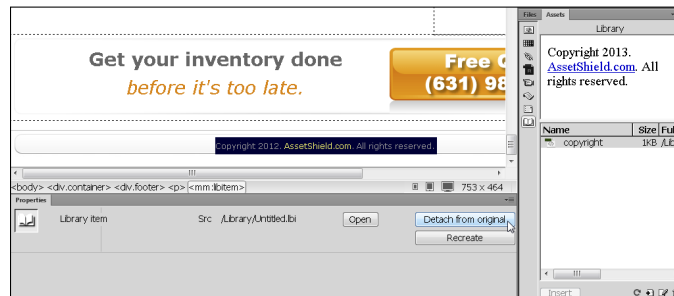
**1. Open any file that contains a library item and select the library item.**

The Property inspector displays the library item options, as shown in Figure 9-12.

**2. Click the Detach from Original button.**

A warning message appears, letting you know that if you proceed with detaching the library item from the original, you can no longer update this occurrence of it when the original is edited.

**3. Click OK to detach the library item.**



**Figure 9-12:** You can detach a library item in the Property inspector.

## Using a Tracing Image to Guide Your Design Work

The Tracing Image feature is especially popular among designers. The concept, which dates back to the earliest days of design, enables you to use graphics as guides for your page designs, much as you might copy a cartoon through thin transparent paper.

The Tracing Image feature is ideal for people who like to first create a design in a program, such as Photoshop or Fireworks, and then model their web page after it. By using the Tracing Image feature, you can insert any web-ready image into the background of any Dreamweaver page. Then you can

position `<div>` tags or insert tables or other elements on top of the tracing image, making it easier to re-create your design in Dreamweaver. You can use JPG, GIF, or PNG images as tracing images and you can create them in any graphics application that supports these formats.



Although the tracing image appears in the background of a page, it doesn't take the place of a background image and won't appear in a browser.

To add a tracing image to your page, follow these steps:

- 1. Create a new page or open an existing page in Dreamweaver.**
- 2. Choose View → Tracing Image → Load.**

The Select Image Source dialog box opens.

- 3. Select the image you want to serve as your tracing image and click OK.**

The Page Properties dialog box opens with the Tracing Image category selected, as shown in Figure 9-13.

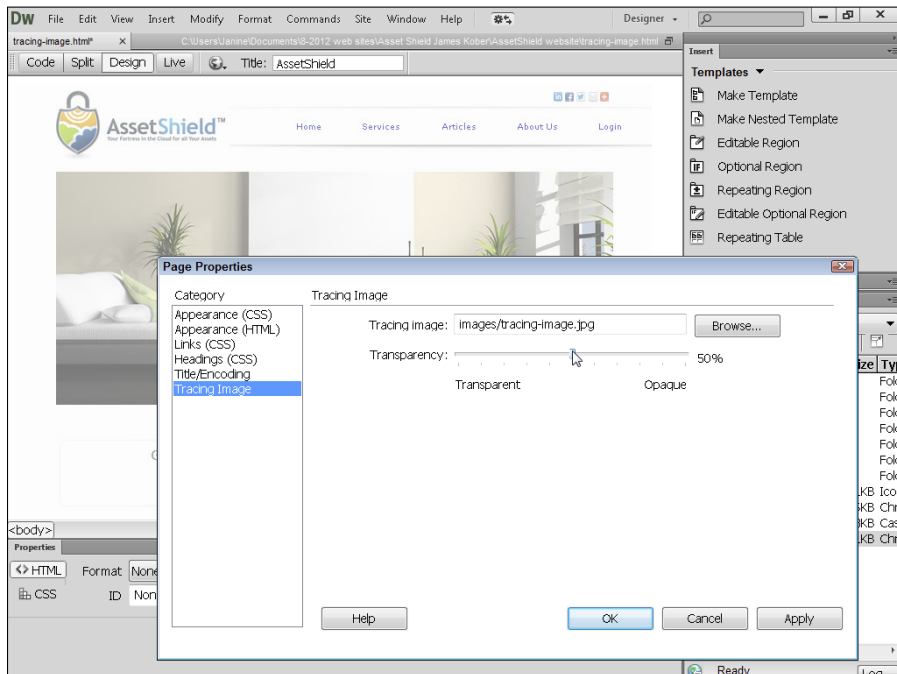


Photo by istockphoto.com

**Figure 9-13:** The Page Properties dialog box lets you set the options for a tracing image, which you can use as a guide when designing your page.

4. Click the **Browse** button to locate the image you want to use as a tracing image.

The Select Image Source dialog box appears.

5. Click the image you want to trace from, and then click **Apply** to preview how the image looks behind the page.

6. Set the opacity for the tracing image with the **Transparency slider**.

Lowering the transparency level causes the tracing image to appear faded, which makes distinguishing between the tracing image and content on the page easy. You can set the transparency level to suit your preferences, but somewhere around 50 percent works well with most images.

7. Click **OK**.

The tracing image appears in the Document window, and the dialog box closes.

You have a few other options with the Tracing Image feature. Choose **View**⇨**Tracing Image** to reveal the following options:

- ✓ **Show:** Hides the tracing image if you want to check your work without the image but don't want to remove it.
- ✓ **Align with Selection:** Enables you to automatically line up the tracing image with a selected element on a page.
- ✓ **Adjust Position:** Enables you to use the arrow keys or enter X, Y coordinates to control the position of the tracing image behind the page.
- ✓ **Reset Position:** Resets the tracing image to 0, 0 on the X, Y coordinates.
- ✓ **Load:** Enables you to add or replace a tracing image.

After you have the tracing image in place, you can use it as a guide while you design your page. Because the tracing image is behind the page, it won't interfere with your design work, and you can add any elements over the tracing image that you could add to any other web page. Use the tracing image as a reference as you insert and position `<div>` tags, images, and other elements.

# Coming to the HTML Table

## *In This Chapter*

- ▶ Introducing HTML tables
- ▶ Creating tables in Dreamweaver CC
- ▶ Sorting table data
- ▶ Nesting tables

**H**TML Tables offer an ideal formatting option when you need to format tabular data, such as the contents of an Excel spreadsheet or any other data that is best displayed in consistent columns and rows.

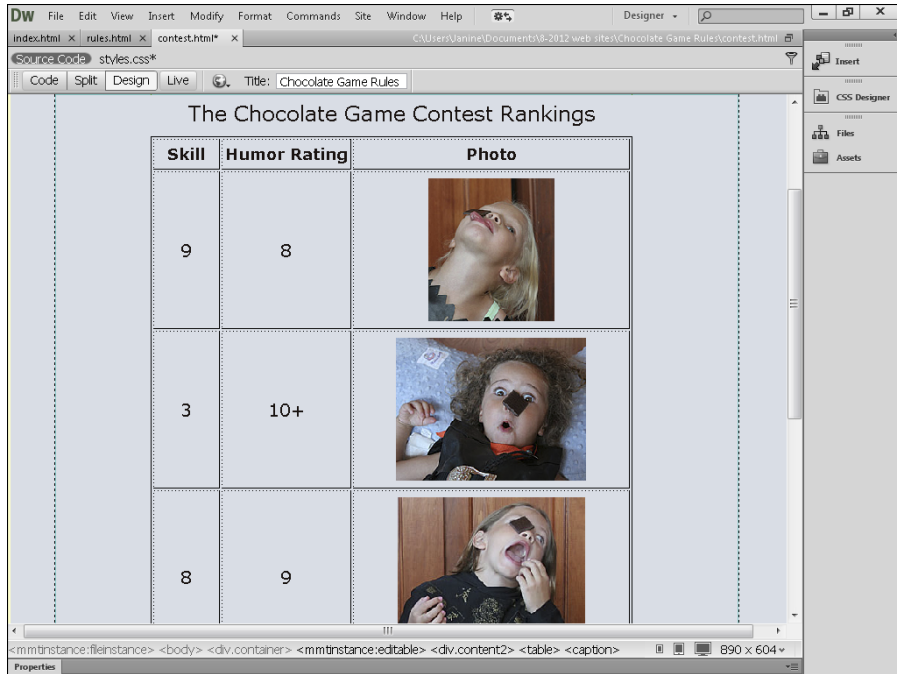
In the early days of the web, tables were used to create page designs, but that method is no longer recommended with the advent of CSS. (See the sidebar, “Why tables were used for creating page layouts,” later in this chapter.) Even though tables are no longer *recommended* for creating page layouts, you may find this chapter helpful if you’re working on a site that was designed the old-fashioned way.

In this chapter, you discover how to create and edit tables in Dreamweaver in the few cases where tables are still the best solution — when you need to format or sort tabular data in columns and rows.

## *Understanding HTML Tables*

Tables are made up of three basic elements: rows, columns, and cells. If you’ve ever worked with a spreadsheet program, you’re probably familiar with tables. Working with tabular data in HTML tables is similar to working with a spreadsheet: In most cases, you’ll want to create a row of headings along the left side or top of a table and then create columns and rows that can be populated with text, images, and other data, as shown in Figure 10-1.





Photos by Janine Warner

**Figure 10-1:** Dreamweaver makes it easy to create and edit HTML tables, which are ideal for formatting tabular data.

The code behind an HTML table is a complex series of `<tr>`, `<th>`, and `<td>` tags that indicate table rows, table header, and table data cells, respectively. Figuring out how to type those tags so that they create a series of little boxes on a web page was never an intuitive process. If you wanted to merge or split cells to create rows or columns with varying numbers of cells, you faced a truly complex challenge.

Thanks to the cybergurus at Adobe, Dreamweaver makes this process much easier. With Dreamweaver, you can

- ✓ Create tables and modify both the appearance and the structure of a table by simply clicking and dragging its edges.
- ✓ Insert any type of content into a cell, such as images, text, and multimedia files — even nested tables.
- ✓ Add or remove columns and rows in a table using the Table option in the Modify menu.
- ✓ Use the Property inspector to merge and split cells, add color to the background or borders, and change the vertical and horizontal alignment of elements within a cell.

## Why tables were used for creating page layouts

In the early days of web design, HTML tables offered one of the only options for creating complex page layouts. By splitting and merging table cells and using them as containers for text and images, web developers could create intricate page designs despite the limits of HTML.

Using tables to create designs was far from ideal, and most of us found this solution frustrating. But because tables were all we had, we had to be clever, and we often resorted to imperfect tricks, such as

- ✔ Using a clear GIF to control spacing
- ✔ Using carefully designed background images to add graphic elements and the illusion of layers to specific parts of a page.
- ✔ Inserting tables within tables to create ever more elaborate designs.

If you implemented all these tricks, you could use tables to position text, images, and other elements, anywhere you wanted on a page (well, almost anywhere). For example, you could use a table to align two columns of text side by side and then merge the cells at the top to create a wider space for a headline across the

top to create a two-column layout like you might see in a newspaper or magazine. Because you could make the borders of a table invisible, you could use tables to create page designs without the table itself being visible on the page. Back in the day, we were all rather proud of ourselves for figuring out these clever workarounds.

Today CSS has completely changed the way designers create web pages, and tables are no longer the recommended solution for creating page layouts, except when you need to format tabular data, such as a list of numbers you would display in columns and rows in a spreadsheet or data exported from a database.

Today, most professional designers use CSS to create overall page designs because pages designed with CSS download faster, are easier to update, and are more flexible and accessible than tables ever were. Chapters 5 and 6 are dedicated to showing you how to design web pages with CSS; Chapter 7 introduces you to the latest developments in web design with CSS3, which provides design options we only dreamed of back in the days when we created page layouts with tables.

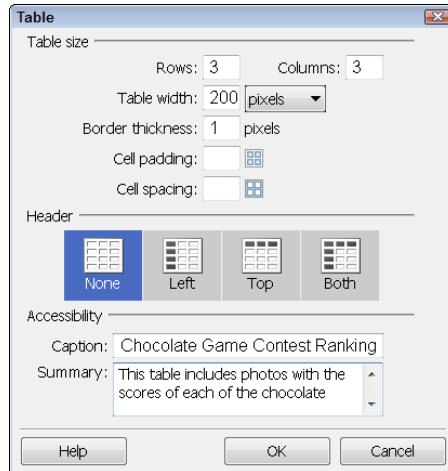
## Creating Tables in Dreamweaver

You can insert a table by clicking the Table icon in the Layout Insert panel or by using the Insert menu, as shown in the step-by-step instructions that follow. Don't worry about perfecting the settings; you change all of these options later (with the exception of the accessibility settings, which can be edited only in Code view after you've created a table). The sections that follow explain how to further edit and refine the appearance of a table after you've created it.

To create a table in Dreamweaver:

1. Choose **Insert**⇨**Table**, or click the **Table icon in the Common or Layout Insert panel**.

The Table dialog box appears, as shown in Figure 10-2.



**Figure 10-2:** Use the Table dialog box to specify table settings.

2. **In the Rows and Columns fields, specify the number of rows and columns, respectively, you want in your table.**
3. **In the Table Width field, enter the width of the table and then select Percent or Pixels from the drop-down list.**

If you choose Pixels, the table will be created in a fixed size. If you choose Percent, the table will expand or contract in size based on the size of the browser window. For example, if you create a table and set the size to 80 percent, the table will fill 80 percent of the browser window space.

4. **In the Border Thickness field, specify the thickness of the border of your table in pixels.**

You can enter a 0 in this field to create a table with no visible border.

5. **In the Cell Padding and Cell Spacing fields, enter the number of pixels of cell padding and cell spacing, respectively, for your table.**

The padding and spacing fields can be left blank to create a table with no extra padding or spacing. Alternatively, you can create a CSS style that specifies spacing.

**6. Choose a Header option by clicking the icon that represents the header position you want in your table.**

In Figure 10-2, I selected the Top option under Header to create a row of Header cells across the top of my table.

**7. (Optional) In the Accessibility fields, add a caption and a summary.**

These fields provide extra information that can be useful to the hearing impaired and other people who are surfing the web using screen readers or other web browsers that read web pages aloud. You find more information about accessibility issues in the section, “Making tables more accessible,” later in this chapter.

**8. Click OK.**

The table is added to the page in Dreamweaver and the Table dialog box closes.

**9. To add text to a table, click to place your cursor in any table cell and then type the data you want in that cell. Repeat for each cell.**

Alternatively, you can use Edit⇨Paste Special to insert columnar data from another program, such as Excel.

**10. To insert an image into a cell, click to place your cursor in any table cell and then choose Insert⇨Image⇨Image. Repeat for each cell.**

Alternatively, you can use Image icon in the Common Insert panel.

**11. Apply formatting options, such as bold or italic, to selected cells and their contents by choosing the option from the Property inspector.**

The “Specifying cell options,” “Aligning table content in columns and rows,” and “Merging and splitting table cells” sections, which follow, explain the basics of table formatting.



You can edit all table options, except the Accessibility options, in the Property inspector after you create a table. When you select a table or cell by clicking it in Dreamweaver’s workspace, the attributes appear in the Property inspector at the bottom of the work area. Click the border of any table to select the entire table, and the Property inspector displays the table options, as shown in Figure 10-3. To view all options, click the expander arrow in the lower-right corner of the Property inspector. (All these options are described in the next section.)

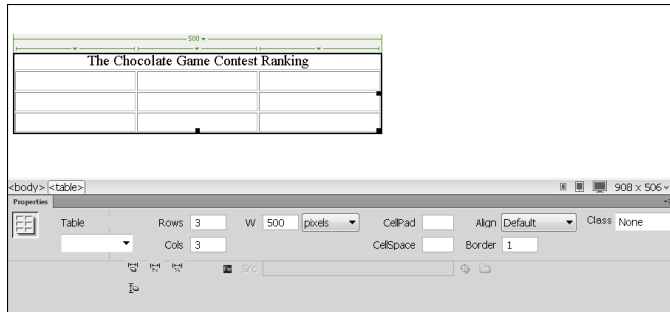


Photo by Janine Warner

**Figure 10-3:** The Property inspector displays table properties when a table is selected.



Sometimes selecting the entire table and not just an individual cell is tricky. If you're having trouble selecting the table, simply place your cursor anywhere in the table and choose **Modify** → **Table** → **Select Table**.

## Changing your table's appearance

When you select a table in Dreamweaver, the Property inspector gives you access to the following options for customizing your table's appearance:

- ✓ **Table:** Provides a text area where you can enter a name for a table. This name, or ID, is useful for targeting the table in scripts.
- ✓ **Rows:** Displays the number of rows in the table. You can alter the size of the table by changing the number. Be careful, though: If you enter a number that is smaller than the number of rows in your table, Dreamweaver deletes the bottom rows — contents and all.
- ✓ **Cols:** Displays the number of columns in the table. You can alter the size of the table by changing the number. Again, if you enter a number less than the number of columns in your table, Dreamweaver deletes the columns on the right side of the table — contents and all.
- ✓ **W (width):** Displays the width of the table. You can alter the width by changing the number. You can specify the width as a percentage or a value in pixels. Values expressed as a percentage increase or decrease the table's size relative to the size of the user's browser window or any enclosing container, such as another table or a `<div>` tag.



Table dimensions expressed as a percentage enable you to create a table that changes in size when the browser window is resized. For example, if you want a table to always take up 75 percent of the browser window, no matter how big the user's monitor or display area, set the



size as a percentage. If you want a table to always be the same size regardless of the browser window size, choose pixels rather than percentages for your table width.

If a table is inserted in another container, such as a `<div>` tag or a table with a fixed width, the table is sized based not on the browser window but on the container.

**Note:** Beginning in Dreamweaver CS4, you no longer find an H (height) field. As a best practice, most designers don't specify table height because the table's contents may change from one visitor to another. For example, the font size of text depends on a user's system and settings.

- ✓ **CellPad:** Specifies the space between the contents of a cell and its border.
- ✓ **CellSpace:** Specifies the space between table cells.
- ✓ **Align:** Controls the alignment of the table on the web page. The options are Default, Left, Center, and Right. As a general rule, the Default setting aligns the table from the left side of the browser window or other container.
- ✓ **Border:** Controls the size of the border around the table. The larger the number, the thicker the border. If you want the border to be invisible, set it to 0.
- ✓ **Class:** Provides easy access to style sheet options. (See Chapters 5–7 for more on CSS.)
- ✓ **Clear and Convert:** The icons in the lower-left area of the Property inspector (click the expander arrow in the lower-right corner to view them) provide these formatting options:
  - **Clear Row Heights** and **Clear Column Widths** enable you to remove all height and width values at one time.
  - **Convert Table Widths to Pixels** and **Convert Table Widths to Percent** enable you to automatically change Width settings from percentages to pixels. Pixels specify a fixed width; a percent setting means the browser automatically adjusts the specified percentage of the browser display area.



You can also apply formatting options and change the attributes of any element — such as text, an image, or a multimedia file — within a table cell. To do so, select the element and then use the options in the CSS or HTML Property inspector to make your desired changes, just as you would if the element weren't in a table cell. See “Specifying cell options,” later in this section, for more details.

## Making tables more accessible

A few simple behind-the-scenes elements can make your tables more accessible to people who are blind or have limited sight and view web pages with screen readers. *Screen readers* are special browsers that read the contents of a web page aloud.

One important element is the table header (`<th>`) tag for table headings. The `<th>` tag adds bold formatting and centering to content, and identifies the content as the header of the row or column.

For example, suppose you have a table like the one in the Chocolate Game Rules website, which includes a list of contestants and their game scores (refer to Figures 10-1). Identifying text in the top row with the table header tag tells the screen reader to repeat the heading before each column name and number. Thus, instead of just reading a long list of names and numbers, the screen reader will identify each cell by the name of the header as it reads through the contents.



You don't have to make all your table headings bold and centered just because you use the table header tag. Like any other HTML tag, you can alter the formatting of the `<th>` tag by creating a tag style (as I explain in Chapter 5).

Dreamweaver also includes Accessibility options at the bottom of the Table dialog box when you first insert a new table (refer to Figure 10-2). Here's what those options do:

- ✓ **Caption:** If you enter a table caption, it's displayed within the table. You can specify where the caption appears with the Align Caption option.
- ✓ **Summary:** The Table Summary doesn't appear in a web browser but prompts a screen reader to describe the table for visitors who can't see the contents of the table. This gives your visitors overall context before they hear the entire table read out loud.



If you don't include these Accessibility settings as you insert your table, you can't go back to a dialog box with these options in Dreamweaver to insert them later. To add a label and summary to a table after you insert it into a page in Dreamweaver, you have to re-create the table or add the code manually in Code view.

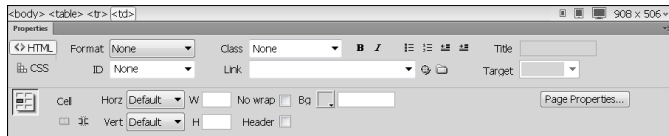
## Make sure the table fits the contents

Be aware that table cells automatically adjust to accommodate whatever you insert into them. For example, if you create a cell that's 100 pixels wide and then insert a 300-pixel-wide image, the table cell expands to fit the image. This behavior can cause problems if the overall size of the table isn't set wide enough to accommodate all the objects within the table cells. When you build your tables, be aware of the size of the images and multimedia files you're inserting into cells or you may end up with a mess on your hands.

For example, if you set a table to a total width of 400 pixels and then insert 600 pixels worth of images, the table is forced to adjust in a way that contradicts the settings. Some content may get cut off or expand beyond the desired width of the page layout. Worse yet, the table may not appear the same in all browsers because different browsers try to accommodate these errors in different ways, which can lead to unpredictable results.

## Specifying cell options

In addition to changing overall table settings, you can specify options for individual cells in a table. When you select a cell, which you can do by clicking to place the cursor anywhere inside the cell area, the Property inspector changes to display the individual properties for that cell (see Figure 10-4), such as the formatting and alignment of the contents of a particular cell.



**Figure 10-4:** The Property inspector (in CSS mode) displays cell properties when `<td>` or `<th>` tags are selected.



Beginning in Dreamweaver CS4, the Property inspector features both HTML and CSS settings. CSS settings are generally preferred and work the same for the contents of a table cell as they do for content anywhere else on a web page. (See Chapters 5–7 for more on using CSS.)



You can also change multiple cells at the same time. For example, suppose that you want to format some (but not all) cells in your table with a certain background color and style of text. You can apply the same properties to multiple cells by selecting more than one cell at a time before choosing the settings in the Property inspector. Any properties you change in the Property inspector apply to all selected cells. Here are tips for selecting cells:

- ✓ **To select adjacent cells**, press the Shift key while clicking to select cells.
- ✓ **To select multiple cells that aren't adjacent**, press the Ctrl key (the ⌘ key on the Mac) and click each cell you want to select.
- ✓ **If you're having trouble selecting an individual cell because it contains an image**, click the image and then use the ← or → key on your keyboard to move the cursor and deselect the image, which activates the Property inspector and displays the options for that cell.

When one or more adjacent cells are selected, the top half of the Property inspector controls the formatting of text and URLs in the table cells. The lower half of the Property inspector provides the table cell attribute options (refer to Figure 10-4), as follows:

- ✓ **Merge Selected Cells Using Spans icon:** Merges two or more cells. To merge cells, you must first select two or more cells by clicking and dragging or by pressing the Shift or Ctrl key while selecting multiple cells.
- ✓ **Split Cell into Rows or Columns icon:** Splits one cell into two. When you select this option, a dialog box lets you specify whether you want to split the row (split the cell horizontally) or the column (split the cell vertically). You can then specify the number of columns or rows, which controls how many times the cell divides. Note that you can apply the Split Cell option to only one cell at a time.  
See the “Merging and splitting table cells” section, later in this chapter, for more details about working with these options.
- ✓ **Horz and Vert:** Controls the horizontal alignment or vertical alignment, respectively, of the cell contents. See the next section, “Aligning table content in columns and rows,” for tips on working with the Horz and Vert alignment options.
- ✓ **W and H:** Controls the cell's width or height, respectively.
- ✓ **No Wrap:** Prevents word wrapping in the cell. The cell widens to accommodate all text while you type or paste it into a cell. (Normally, the excess text just moves down to the next line and increases the height of the cell.)

- ✓ **Header:** Formats a cell's contents by using a header tag, which displays the text in bold and centered by default in most web browsers.
- ✓ **Bg (color):** Click in the color well to select a background color from the color palette or enter a hexadecimal color code in the text field. If you use the color palette, the hexadecimal code is entered automatically in the Bg color field. Make sure you include the # sign if you add your own hexadecimal color or the color will not display properly in many browsers.



Although the alignment, color, and formatting options in the Property inspector are handy, using CSS is the preferred option. You learn more about working with CSS and creating styles to alter the appearance of HTML tags, such as the table tags, in Chapters 5–7.

### *Aligning table content in columns and rows*

Clean alignment of elements in columns and rows makes your table neat and easy to read. Achieving that look can be tricky, however, because you don't have as much control in HTML as you have in a program such as Excel, where you can align numbers to the decimal point, for example. In an HTML table, you can align the content of columns to the left, right, or center. The following steps explain the basics of aligning rows and columns in your table (and you find tips for solving common alignment problems, too):

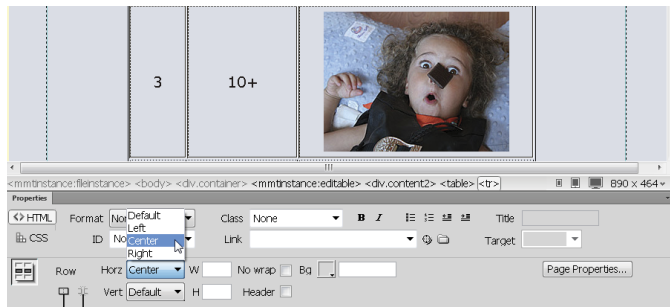
**1. Select the column or row for which you want to change the alignment.**

Place the cursor in the first cell in the column or row you want to align; then, click and drag to highlight all the columns or rows that you want to change.

**2. Choose an alignment option from the Horz (horizontal) or Vert (vertical) drop-down lists in the Property inspector, as shown in Figure 10-5.**

The content of the cell adjusts to match the selected alignment option.

Alternatively, you can access many formatting options, including alignment options, by selecting a table and then right-clicking (Windows) or Control-clicking (Mac).



Split Cells into Rows or Columns

Merge Selected Cells

**Figure 10-5:** You can specify the horizontal and vertical alignment of cell contents using the Property inspector.



If you follow the preceding steps but table contents still aren't aligning, try the following tips:

- **If you use the same number of digits after the decimal point in all your numbers, you can get them to line up in a column.** For example, if one price is \$12.99 and another is \$14, express the latter as \$14.00; then, when you right align, the numbers line up properly. (If your columns still aren't lining up the way you want them to, consider using a monospace font, such as Courier, which lines up better.)
- **If you're having trouble aligning the contents of adjacent cells, set the vertical alignment to Top.** A common frustration when you're building tables is that you have two or more rows side by side with text in one and images in the other, and you want the top of the image and the top of the text to line up. Often they don't line up because they're different lengths, and the table is trying to adjust the contents to best use the space within their respective cells. The solution is simple: Select all the cells you want to align, and in the Property inspector, change the vertical alignment to Top. Seemingly like magic, all the content jumps to the top of the cells and lines up perfectly. This is such a common problem that I routinely set the vertical alignment of table cells to Top.
- **Make sure you use the same formatting, paragraph, and break tags if you want the contents of adjacent cells to line up.** Another situation in which the contents of adjacent cells don't line up properly occurs when you include paragraph tags around the text or an image in one cell but not in another. Use Split view (by clicking on the Split button at the top

of the workspace) and make sure that the code in both cells matches. If you have `<p>` tags around the contents in one cell and not in another, make sure to include them in the second cell or remove them from the first so that both cells match.

## *Merging and splitting table cells*

Sometimes, the easiest way to modify the number of cells in a table is to *merge* cells (combine two or more cells into one) or *split* cells (split one cell into two or more rows or columns). With this technique, you can vary the space in table sections and customize table structures. For example, you may want a long cell space across the top of your table for a banner and then multiple cells below it so that you can control the spacing between columns of text or images. The following two sets of steps show you how to merge and split cells in a table.

To merge cells in an existing table, follow these steps:

- 1. Highlight two or more adjacent cells by clicking and dragging the mouse from the first cell to the last.**

You can merge only cells that are adjacent to one another.

- 2. Click the Merge Selected Cells Using Spans icon, in the lower-left region of the Property inspector (labeled in Figure 10-5), to merge the selected cells into a single cell.**

The cells are merged into a single cell by using the `colspan` or `rowspan` attributes. These HTML attributes make a single cell merge with adjacent cells by spanning extra rows or columns in the table.

To split a cell, create a new table or open a page with an existing table and follow these steps:

- 1. Click to place the cursor inside any cell you want to split.**
- 2. Click the Split Cell into Rows or Columns icon, in the lower-left region of the Property inspector (labeled in Figure 10-5).**

The Split Cell dialog box appears.

- 3. Select Rows or Columns in the dialog box, depending on how you want to divide the cell.**

You can split a cell into any number of new rows or columns.

- 4. Type the number of rows or columns you want to create.**

The selected cell is split into the number of rows or columns you entered.

## Sorting Table Data

When you're working with lots of columnar data, you want to be able to sort that data just as you do in a spreadsheet program, such as Excel. In Dreamweaver, you can sort data even after you format it in HTML but you don't have as many options as you do in Excel. For example, you can sort an entire table based on a specified row, but you can't sort different rows individually.

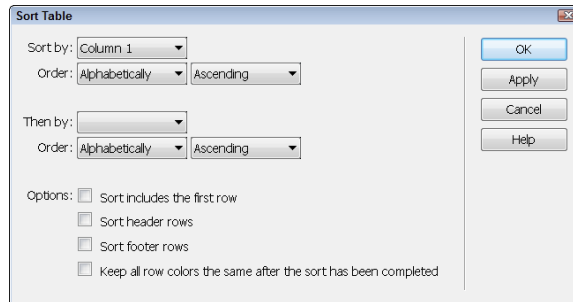
To use the Sort Table Data feature, create a new, blank HTML page, add a table with several rows and columns, and add some content. (I explain how in the preceding section.) You may also open an existing page with a table of columnar data. Then, follow these steps:

### 1. Select the table you want to sort.

To select a table for sorting, simply place the cursor in any cell of the table you want to sort.

### 2. Choose Commands → Sort Table.

The Sort Table dialog box appears, as shown in Figure 10-6.



**Figure 10-6:** You can sort cell contents alphabetically or numerically, even after they're formatted in HTML.

### 3. Specify which column you want to sort by and then choose Alphabetically or Numerically and then Ascending or Descending.

You can set up one or two sorts to happen simultaneously and opt whether to include the first row and whether to keep the `<tr>` (table row) attributes with a sorted row by selecting Keep All Row Colors the Same.

### 4. Click OK.

The selected cells are sorted, just as they are in a program such as Excel. (Pretty cool, huh?)

## Nesting Tables within Tables

Placing tables within tables, or *nested tables*, can help you create extremely complex designs. For example, with a table that contains scores of all the baseball games in a season, you could add a smaller table inside one cell to include detailed stats of an exceptional game. You create nested tables by inserting a table within a cell of another table.



The best web designs communicate the information to your audience in the most elegant and understandable way and are easy to download. To make sure that your designs don't get too messy, remember these guidelines:

- ✓ A table within a table within a table is nested three levels deep. Anything more than that gets hairy.
- ✓ Pages that use nested tables take longer to download because browsers have to interpret each table individually before rendering the page. For some designs, the slightly longer download time is worth it, but in most cases, you're better off adding or merging cells in one table, as I explain in the section "Merging and splitting table cells," earlier in this chapter. One situation that makes a nested table worth the added download time is when you want to place a table of financial or other data in the midst of a complex page design.

To place a table inside another table, follow these steps:

- 1. Click to place the cursor where you want to create the first table.**
- 2. Choose Insert⇨Table.**

The Insert Table dialog box appears.
- 3. Type the number of columns and rows you need for your design.**
- 4. Set the Width option to whatever is appropriate for your design and then click OK.**

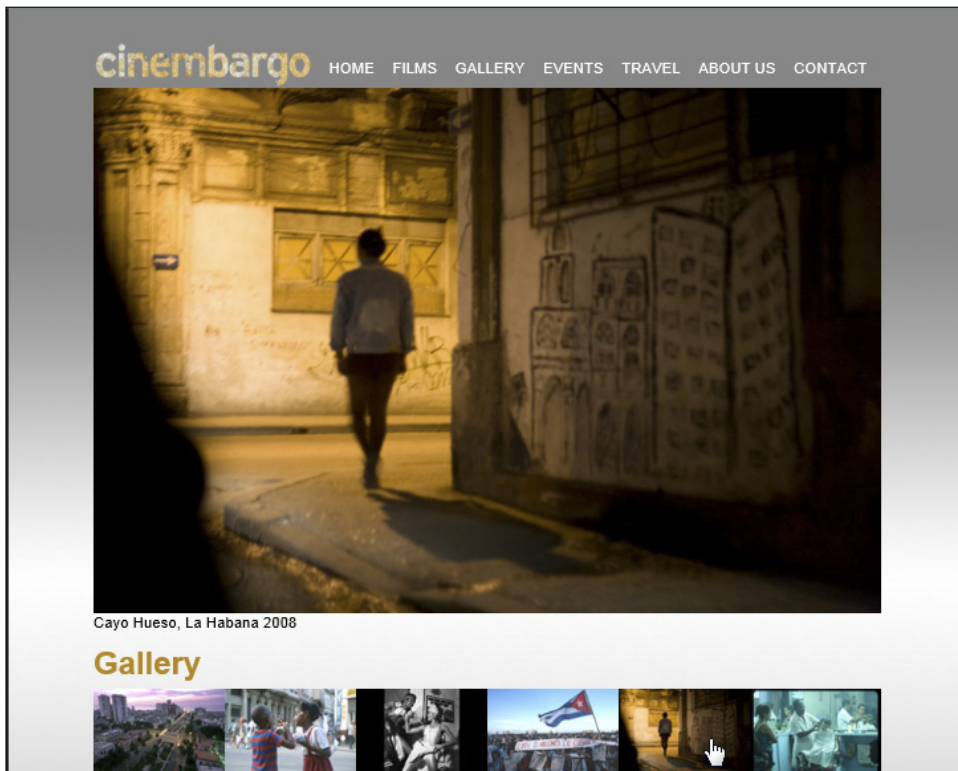
The table is sized automatically to the width you set.
- 5. Type the information that you want in the table cells.**
- 6. Click to place the cursor in the cell in which you want to place the second table.**
- 7. Repeat Steps 2–5.**

The new table appears inside the cell of the first table.



## Part III

# Making Your Site Cool with Advanced Features



Find tips for managing the images, videos, and other multimedia in your web pages at <http://www.dummies.com/extras/dreamweavercc>.

## *In this part . . .*

- ✓ Add dynamic, interactive features to your web pages with Dreamweaver's behaviors.
- ✓ Create advanced features for your site, such as drop-down menus and collapsible panels.
- ✓ Add multimedia files, such as sound, video, and Flash animations, to your web pages.
- ✓ Discover the Dreamweaver tools for creating radio buttons, check boxes, and submit buttons for interactive forms for your website.

# Adding Interactivity with Behaviors

---

## *In This Chapter*

- ▶ Adding behaviors to your web page
  - ▶ Creating image rollovers
  - ▶ Using the Swap Image behavior
  - ▶ Launching a new browser window
  - ▶ Editing your behaviors
  - ▶ Enhancing Dreamweaver with extensions
- 

**W**ant to add cool effects such as rollovers and pop-up windows? Dreamweaver's behaviors make it easy to create these kinds of interactive features without having to learn the JavaScript scripting language.

*Behaviors* are ready-to-use scripts that you can customize to create a variety of interactive features. You can apply behaviors to almost any element on an HTML page and even to the entire page itself. For example, you can use the Swap Image behavior to create an interactive slide show within a page, or you can apply the Open Browser Window behavior to open a new browser window when you want to reveal more information or display a larger version of an image.



In this chapter, I introduce you to the Behaviors panel and show you how to use some of Dreamweaver's most popular options. Dreamweaver CC includes 16 options in the Behaviors panel (along with some new CSS3 effects, such as Puff or Pulsate), and you can download and install many more. For instructions on installation, see the "Installing New Extensions for Behaviors" section, at the end of this chapter.

## Brushing Up on Behavior Basics

When you start working with behaviors in Dreamweaver, you can get up and running more easily if you begin with this basic introduction to how behaviors work and the terminology they use. When you set up a behavior, you can choose from a number of *triggers*, or *events*, such as OnMouseOver or OnClick (the two most popular options). Consider this slightly corny example: If you tickle someone and make the person laugh, you used an event to trigger an action. Dreamweaver would call the tickling the *event* and the laughter the *action*. The combination is a Dreamweaver *behavior*.

You may already be familiar with the *rollover* behavior, which causes one image to be replaced with another when someone rolls the cursor over an image. In a rollover, putting your mouse cursor over an image is the *event*. The *action* is the switching of the original image for the second image. In Figure 11-1, you see the effect of a rollover as the main image in the page is changed to another image. Dreamweaver's Swap Image behavior makes it easy to create a gallery of images, like the series of galleries I created in the Cinembargo website shown in the figure.

Rollovers are commonly used when you want to show off two or more images on a web page. You can create a simple rollover effect that uses two images, or you can create more complex designs when you use the Swap Image behavior to cause any or all the images on a page to change. As you discover in the exercises that follow, the most important factor is to make sure the images that you swap are exactly the same size.



The rollover behavior used to be a popular way to create rollover effects on links, but a better option has emerged. As you discover in Chapter 6, you can create links with rollover effects using CSS, which is more search engine friendly, easier to update, and more accessible to people who use screen readers.



Artwork by istockphoto.com

**Figure 11-1:** When a cursor rolls over the images at the bottom on this page, the Swap Image behavior causes the larger image to change.

## Creating a Simple Rollover Image

Rollover images, as the name implies, are designed to react when someone rolls a cursor over an image. The effect can be as dramatic as a picture of a dog being replaced by a picture of a lion, or as subtle as the color of a word changing as one image replaces another. Rollovers are such a popular feature that Dreamweaver includes a special dialog box just for rollovers: the Insert Rollover Image dialog box.



You can create more complex rollover image effects with the Swap Image option from the Behaviors panel, covered in the section that follows. The Swap Image option enables you to change multiple images at the same time.

To create a simple rollover effect with two images using Dreamweaver's Insert Image Rollover dialog box, follow these steps:

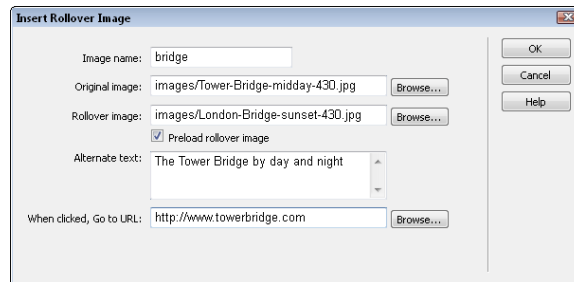
- 1. Place your cursor on the page where you want the rollover to appear.**

Rollover effects require at least two images: one for the initial state and one for the rollover state. You can use two different images or two similar ones, but both should have the same dimensions. Otherwise, you see strange scaling effects because both images must be displayed in exactly the same space on the page.

- 2. Choose Insert → Image → Rollover Image.**

Alternatively, you can use the drop-down list available from the Images icon in the Common Insert panel and select Rollover Image.

The Insert Rollover Image dialog box appears, as shown in Figure 11-2.



**Figure 11-2:** Select the original and the rollover images.

**3. In the Image Name box, name your image.**

Before you can apply a behavior to an element, such as an image, the element must have a name so that the behavior script can reference it. You can name elements anything you like as long as you don't use spaces or special characters.

**4. In the Original Image box, specify the first image you want visible. Use the Browse button to locate and select the image.**

If the images aren't already in your local site folder, Dreamweaver copies them into your site when you create the rollover. (If you haven't already set up your site in Dreamweaver, see Chapter 2 for more on this important preliminary step.)

**5. In the Rollover Image box, enter the image you want to become visible when a visitor moves the cursor over the first image.**

Again, you can use the Browse button to locate and select the image.

**6. Select the Preload Rollover Image check box to load all rollover images into the browser's cache when the page first loads.**

If you don't choose to do this step, your visitors may experience a delay because the second image won't be downloaded until a cursor is rolled over the original image.

**7. In the Alternate Text field, enter a description of the images.**

Alternate text is optional but recommended because the use of keywords can enhance search engine optimization. Similarly, Alternate text is a key part of web accessibility because this text is read aloud by special browsers called screen readers, which are used by people who are blind and others with limited sight or mobility. Alternate text is displayed only in the browser if the images are not visible.

**8. In the When Clicked, Go to URL box, enter any web address or browse to locate another page in your site to which you want to link.**

If you don't specify a URL, Dreamweaver automatically inserts the # sign as a placeholder in the code.

The # sign is a common technique for creating links that don't link anywhere. Because rollover images that don't link to another page have many great uses, this technique is useful. Just remember that if you do want your rollover to link, you need to replace the # sign with a link to another page. See Chapter 2 for details about setting links.



**9. Click OK.**

The images are set up automatically as a rollover.

- 10. To see the rollover in action, save the file and then click the globe icon at the top of the workspace to preview your page in a web browser.**

You can see how your rollover works in Dreamweaver's Design view or by using the Live view option. When you click the Live button at the top left of the workspace, you essentially turn Dreamweaver into a web browser that displays pages much like the Chrome browser I used for the screenshots shown in Figure 11-3.



When you're previewing a page on your computer that includes a rollover image (or any other feature that requires JavaScript or special programming), some web browsers, including Internet Explorer, will display a warning stating that you must allow ActiveX controls to view the page. This is a security warning that appears only when the page is opened on the same computer where the page is saved. If you publish the page to a web server and then view it over an Internet connection, you and your site visitors will not see this error.

## Peeking at JavaScript code

JavaScript is the code behind Dreamweaver behaviors. Writing JavaScript is more complex than writing HTML code, but not as difficult as writing in a programming language, such as C# or Java. (No, Java and JavaScript aren't the same.) Dreamweaver takes most of the challenge out of JavaScript by giving you a graphic interface that doesn't require you to write the complicated code yourself. When you use behaviors, Dreamweaver automatically writes the code for you behind the scenes.

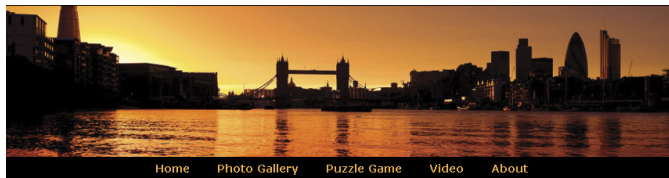
To fully appreciate what Dreamweaver can do for you, you may want to switch to Code view after setting up a behavior, and then click the JavaScript file in the files list at the top of the workspace. You'll see the complex code required when you use JavaScript. If you don't like what you see, don't worry: Go back to Design view and you can continue to let Dreamweaver take care of the code for you. (I just want you to see how lucky you are that Dreamweaver includes these features.)



**The Tower Bridge Day and Night**



Rollover the photo to see the bridge transform from day to night.



**The Tower Bridge Day and Night**



Rollover the photo to see the bridge transform from day to night.

*Artwork by istockphoto.com*

**Figure 11-3:** In a simple rollover, rolling your cursor over an image, such as the one shown on the top, reveals a second image, shown on the bottom.

## Adding Behaviors to a Web Page

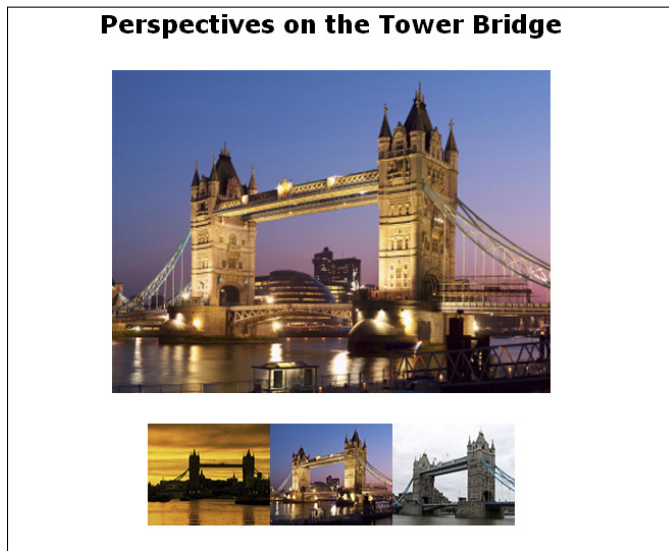
Dreamweaver offers a number of behaviors you can choose from, including the Swap Image behavior and the Open Browser Window behavior, which are covered in detail in the next two sections. The process of adding other behaviors is similar to process for these two, but each behavior has its quirks. The tips and tricks you find here can help you get started with behaviors, find the location of most behavior features, and match behaviors with triggers using the Behaviors panel.



You can download many more behaviors from the Adobe Exchange website. You find instructions in the “Installing New Extensions for Behaviors” section, at the end of this chapter.

### Creating swaps with multiple images

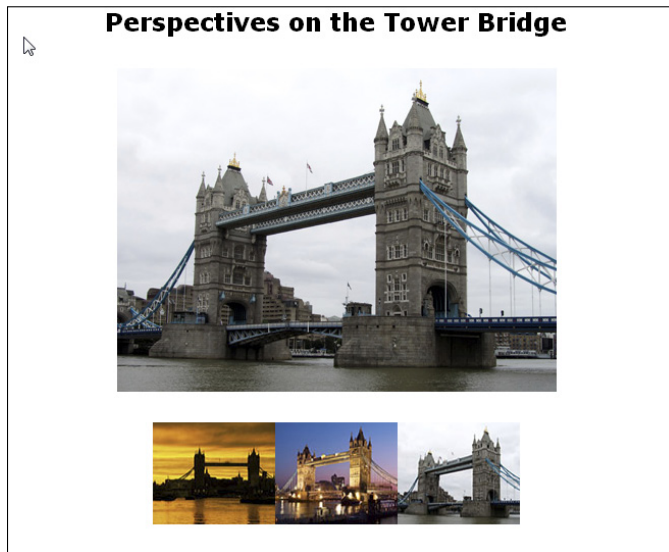
Before you start creating a more complex page design with Dreamweaver’s Swap Image behavior, look at a finished page. In that way, you can see the result before you get into the details. In Figure 11-4, note the collection of thumbnail images on the bottom of the page and a larger version of one of those images in the main area of the page.



Artwork by [istockphoto.com](http://istockphoto.com)

**Figure 11-4:** The Swap Image behavior is a great option for creating interactive image galleries.

In Figure 11-5, when I roll my cursor over a different thumbnail image on the bottom, the larger image displayed above it changes to correspond to that thumbnail. With the Swap Image behavior, you can replace any or all images on a page.



Artwork by istockphoto.com

**Figure 11-5:** When you preview a behavior in a browser, you can see the effect of the Swap Image behavior when the cursor is rolled over an image.



When you use the Swap Image behavior, it's important to make all images that you will swap the same size (height and width). If the images are not the same size, all images except the first one will be stretched or compressed to fit the space taken up by the first image inserted into the page.

If you're using the Swap Image behavior with a series of images that are not all the same height and width, you have a few of options:

- ✓ Crop the larger ones so that all images are the same size.
- ✓ Make horizontal and vertical images take up the same space in your design by combining two vertical images for every horizontal one. Simply create a file in a program such as Photoshop, insert two vertical images into the same file side by side, and then size that image so that the file is the same size as one horizontal image.

- ✓ Create one image file the size of your largest image, set the background to a neutral color, such as black or white, and then insert all other images onto the background so that you can save them all with the same file size.

Follow these steps to use the Swap Image behavior:

### 1. Create a page design with all the images you want displayed initially.

Each of the three photos in the page design for the Tower Bridge in London has two copies: one thumbnail and one larger version. When the page first loads in a web browser, all three thumbnail images are positioned on the bottom of the page, with the first of the corresponding larger versions displayed in the main area just above the thumbnails.



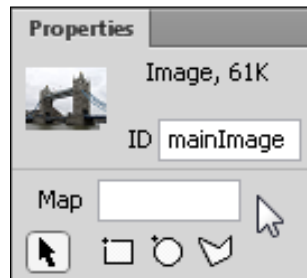
You can use the Swap Image behavior to change images on any web page no matter how the layout is created. In the design featured in this section, I used CSS to create a layout with separate `<div>` tags for the row of thumbnails on the bottom and another `<div>` tag for the bigger image above the thumbnails. These divs are positioned with CSS. (Find instructions for creating CSS layouts in Chapter 6.)

### 2. Name your images in the Property inspector, as shown in Figure 11-6.

To target your images with JavaScript, which is how behaviors work, first give each image a unique ID. The image ID isn't the same as the image filename or the text `<alt>` tag, although you can use the same or similar names. In this example, I gave each thumbnail image an ID that matched the text on the small image, to make indentifying the thumbnails easy. Image IDs should not have spaces or any special characters.



Although you can use any name you want for image IDs (as long as you don't include spaces or special characters), I like to name the main image something simple and distinctive, such as `targetImage` or `mainImage`, as shown in Figure 11-6, to make it easier to keep track of which image I'm replacing each time.



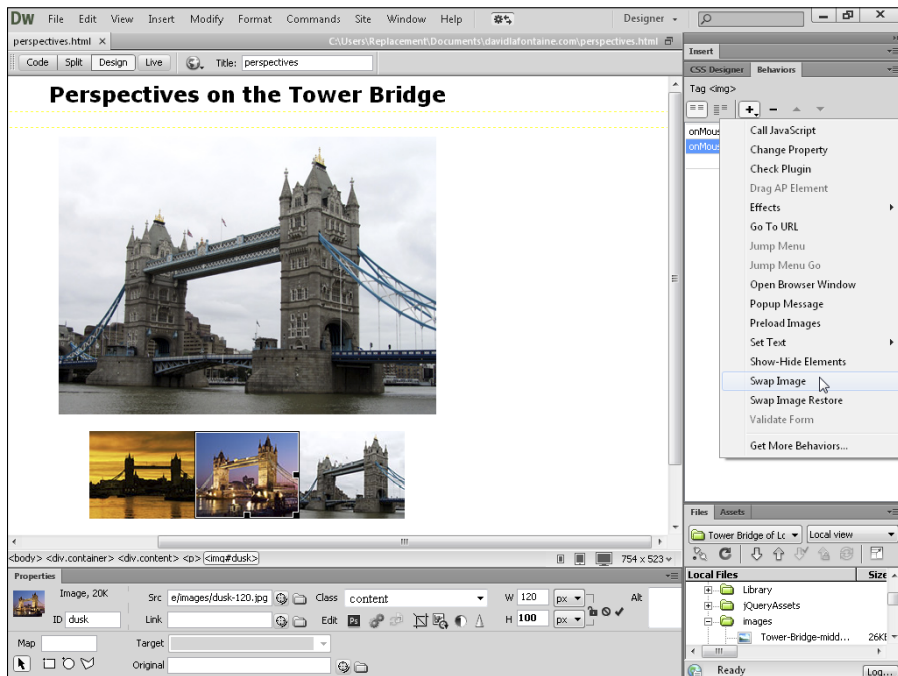
**Figure 11-6:** In the top left of the Property inspector, enter an ID for each image.

### 3. Choose Window⇄Behaviors.

The Behaviors panel opens. You can drag the Behaviors panel elsewhere on the page, and you can expand it by dragging its bottom or side. You may also want to close any other open panels to make more room by clicking the dark gray bar at the top of any panel.

### 4. Select an image.

First select the image in the page that will serve as the trigger for the action. In this example, I'm using the thumbnail images as triggers, so I select them one at a time. I started with the Tower Bridge at sunset thumbnail, but because it triggers the image that appears when the page is first displayed, I'm going to use the second one as the example here. You repeat this same process for each thumbnail. In the example shown in Figures 11-7, I've selected the second thumbnail image, with the ID dusk.



Artwork by istockphoto.com and David LaFontaine

**Figure 11-7:** With a thumbnail image selected, click + to open the drop-down list in the Behaviors panel, and then select Swap Image.

### 5. Choose the Swap Image behavior.

With the trigger image selected in the workspace, I click the plus sign in the Behaviors panel to open the drop-down list of actions, and choose the action I want to apply. I chose Swap Image, which opens the Swap Image dialog box.

### 6. Specify the images to swap in the Swap Image dialog box.

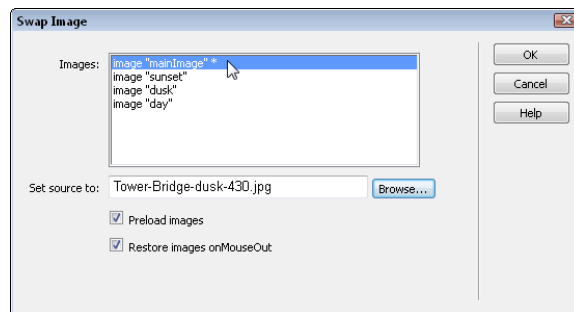
#### a. In the Images list, select the ID for the image that will be replaced.

In Figure 11-8, I'm replacing the main image, which I've given the ID "mainImage". (The main image is identified with an asterisk, \*, because the image was inserted into the page.) The process is the same when you have more than two images.

#### b. Click the Browse button to select the image that replaces the main image.

I selected the `Tower-Bridge-dusk-430.jpg` image, which I carefully named to correspond to the matching thumbnail, which has the `dusk` ID. Now when a user rolls a cursor over the `dusk` thumbnail image, the big photo of the Tower Bridge at sunset will be replaced with the big photo of the Tower Bridge at dusk.

**Note:** If the image is not already saved in the local site folder, Dreamweaver will offer to copy it there for you.



**Figure 11-8:** Select the ID of the image that you want to replace before using the Browse button to select the image you want to swap in.

### 7. At the bottom of the Swap Image dialog box, select the Preload Images option to instruct the browser to load all images into the cache when the page is loaded.

If you don't select this option, a delay may occur when the image swap is used.

**8. If you want, deselect the Restore Images OnMouseOut option.**

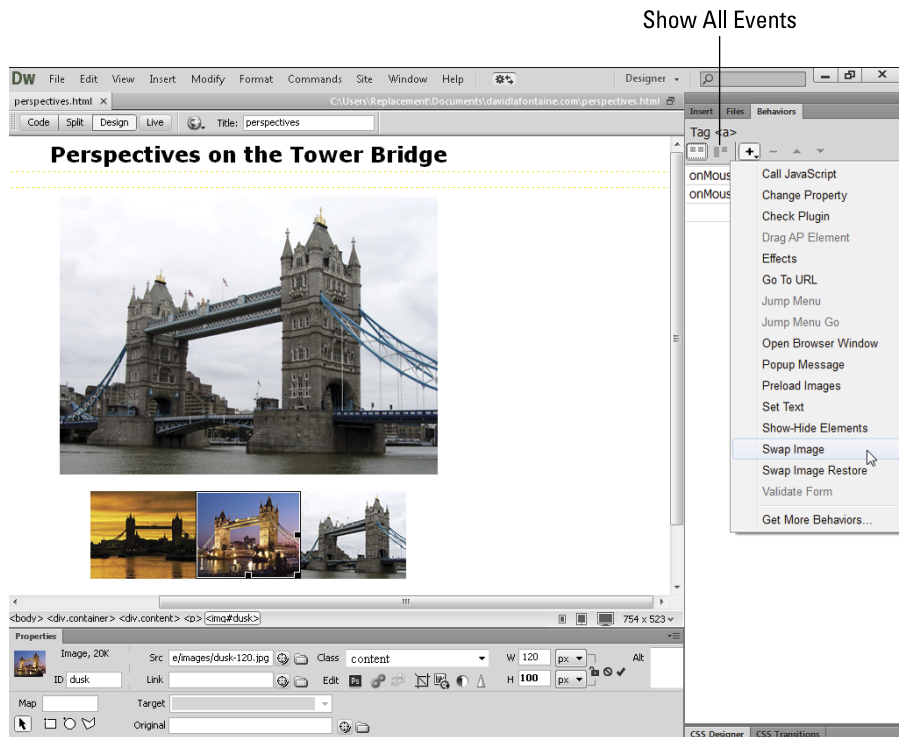
The Restore Images OnMouseOut option means that when an event is completed (such as when the mouse is moved off the triggering thumbnail), the original image is replaced. By default, Dreamweaver preselects this option for the Swap Image behavior. You may want to deselect this option if you find that replacing the original image each time you roll the cursor over another thumbnail is distracting.

**9. After you specify all the settings for the behavior, click OK.**

The new behavior appears in the Behaviors panel.

**10. Specify an event for the behavior.**

After the action is applied, you can go back and specify which event will trigger the action (as shown in Figure 11-9). By default, Dreamweaver applies the OnMouseOver event when you use the Swap Image action, but you can change that event to any available one, such as OnClick, which requires that the user click the image to trigger the Swap Image action. In this example, I left the event set to OnMouseOver.



**Figure 11-9:** When you set up a behavior, you can specify any available action to trigger an event.



The list of behaviors and events varies depending on the element selected and the applied behavior. For more information about events and what each one accomplishes, see the “Choosing an event for a behavior” sidebar, elsewhere in this chapter.

You can display or hide events by clicking the Show All Events icon in the top left of the Behaviors panel. Note that if you’re using Windows, you also see a collection of events that begin with an `<a>` and are for elements that are linked.

### 11. Apply additional behaviors.

To apply the Swap Image behavior to other images on a page, repeat Steps 5–10, clicking to select the image you want to serve as a trigger and then specifying the corresponding image that should be swapped. In this example, I selected each thumbnail in turn and set up a Swap Image behavior that replaced `mainImage` with the corresponding larger version of the photo in the thumbnail.

### 12. Test your work in a browser.

You can’t see the effects of behaviors like this one until you click the Live view button at the top left of the workspace in Dreamweaver or preview your page in a web browser, such as Firefox or Internet Explorer.

## Choosing an event for a behavior

*Events*, in interactive webspeak, are things a user does to trigger a behavior or an action in a web page. Clicking an image is an event, as is loading a page into a browser or pressing a key on the keyboard. Different browser versions support different events (the more recent the browser, the more events available). Some events are available only for certain kinds of objects or behaviors. If an event can’t be used with a selected element or behavior, it appears dimmed. This list describes the most common events:

- ✓ `onBlur`: Triggered when the specified element stops being the focus of user interaction. For example, when a user clicks outside a text field after clicking in the text field, the browser generates an `onBlur` event for the text field. `onBlur` is the opposite of `onFocus`.
- ✓ `onClick`: Triggered when the user clicks an element, such as a link, a button, or an image.
- ✓ `onDbClick`: Triggered when the user double-clicks the specified element.
- ✓ `onError`: Triggered when a browser error occurs while a page or an image is loading. This event can be caused, for example, when an image or a URL can’t be found on the server.
- ✓ `onFocus`: Triggered when the specified element becomes the focus of user interaction. For example, clicking in or tabbing to a text field of a form generates an `onFocus` event.
- ✓ `onKeyDown`: Triggered as soon as the user presses any key on the keyboard. (The

- user doesn't have to release the key for this event to be generated.)
- ✔ `onKeyPress`: Triggered when the user presses and releases any key on the keyboard. This event is like a combination of the `onKeyDown` and `onKeyUp` events.
  - ✔ `onKeyUp`: Triggered when the user releases a key on the keyboard after pressing it.
  - ✔ `onLoad`: Triggered when an image or the entire page finishes loading.
  - ✔ `onMouseDown`: Triggered when the user presses the mouse button. (The user doesn't have to release the mouse button to generate this event.)
  - ✔ `onMouseMove`: Triggered when the user moves the mouse while pointing to the specified element and the pointer doesn't move away from the element (that is, the pointer stays within its boundaries).
  - ✔ `onMouseOut`: Triggered when the pointer moves off the specified element (usually a link).
  - ✔ `onMouseOver`: Triggered when the mouse pointer moves over the specified element. Opposite of `onMouseOut`.
  - ✔ `onMouseUp`: Triggered when a mouse button that's been pressed is released.

## Using the Open Browser Window behavior

You can use behaviors in Dreamweaver to create many interactive features, such as opening a new browser window when someone clicks an image or a text link. As you can see in Figure 11-10, opening a new window is a great way to make supplemental information available without losing the original page a visitor was viewing. The Open Browser Window behavior enables you to specify the size of the new window and to display it over the existing window.

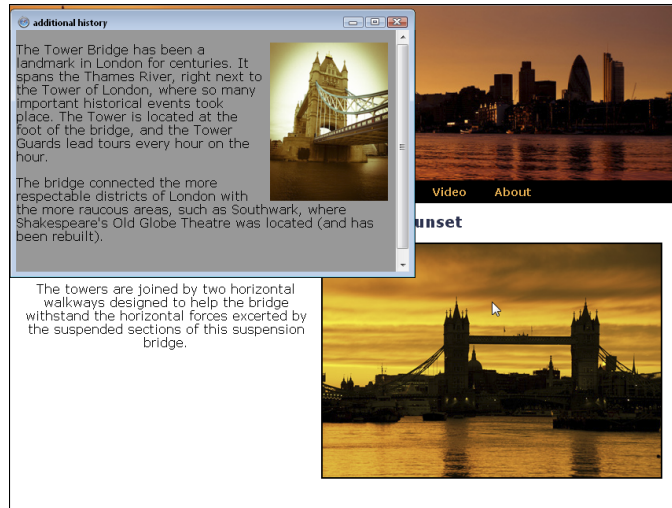
To add the Open Browser Window behavior to a selected image or text on a page, follow these steps:

### 1. Create the page that will open in the new browser window.

For the Tower Bridge site, I created a new HTML page for the Additional History page, and inserted the text and images that correspond to that section. The main image on the Tower Bridge at Sunset page serves as the trigger. The goal is that when a user clicks the trigger image, a smaller browser window will open to reveal the content for that section.

When you name files that will be used in behaviors, such as a page that will open when the Open Browser Window behavior is used, avoid using slashes anywhere in a filename or numbers at the beginning of a filename (you can use numbers anywhere else in the name). It's also best to avoid hyphens and underscores.





Artwork by istockphoto.com

**Figure 11-10:** Clicking the image on this page opens a new browser window with a corresponding page that provides additional information.

**2. Select the image, text, or another element you want to serve as the trigger for the action.**

You can select any image, text, or other element on a page and apply a behavior to it the same way.

**3. Choose Window Behaviors to open the Behaviors panel.**

**4. Click the plus sign (+) and choose the behavior you want from the drop-down list.**

In this example, I selected the Open Browser Window behavior, as shown in Figure 11-11.

If a behavior appears dimmed, it can't be associated with the selected element. For example, the Swap Image behavior can be applied only to an image, so it appears dimmed if you've selected text or another element.



**5. In the Open Browser Window dialog box, as shown in Figure 11-12, specify the settings.**

You can set a number of options that control how the new browser window appears:

- **Use the Browse button to the right of the URL to Display box to select the page you want to open in the new browser window.** (You can also enter a URL in this box to open a page in another website.)



Artwork by istockphoto.com, David LaFontaine

**Figure 11-11:** Select the image or text link to serve as the trigger, click + in the Behaviors panel, and choose the desired behavior.



**Figure 11-12:** Specify settings for the display of the window.

- **Set the window width and height to specify the exact pixel size of the new browser window that will open.** In this example, we set the width so that the archival photo of the Tower Bridge fits nicely next to the text.
- **Select the options Navigation Toolbar, Location Toolbar, Status Bar, Menu Bar, Scrollbars as Needed, or Resize Handles if you want the new browser window to include any of these features.** I selected Scrollbars as Needed in case my visitor's browser window is smaller than the size I specified for the text and photo package, but I left all the others deselected because I want a clean, simple browser window without any menus or other features.
- **Name the new window, an important step if you want to target that same window to load other pages into it.**

**6. After you specify all the settings for the behavior, click OK.**

The new behavior appears in the Behaviors panel.

**7. To change the event that triggers your behavior, select the current event from the left side of the Behaviors panel and then choose the event you want to replace it with from the drop-down list.**

You can select any available event to serve as the trigger for the behavior. However, not all events are available for all behaviors. For more information about events and what each one accomplishes, see the "Choosing an event for a behavior" sidebar, elsewhere in this chapter.

**8. To test the action, save the file and then choose File ⇨ Preview in Browser.**

Click the image to test whether a new browser window opens.

## *Attaching Multiple Behaviors*

You can attach multiple behaviors to the same element on a page (as long as they don't conflict, of course). For example, you can attach one action that's triggered when users click an image and another when they move their cursors over the image. You can also trigger the same action by using multiple events. For example, you can open the same page in a new browser window when a user triggers any number of events.

To attach additional behaviors to an element, click the plus sign in the Behaviors panel and select another option from the drop-down list. Repeat this process as many times as you want.

## Editing a Behavior

You can always go back and edit a behavior after you create it. You can choose a different event to trigger the behavior, choose a different action, or remove behaviors. You can also change behavior options after a behavior is applied.

To edit a behavior, follow these steps:

1. **Select an object with a behavior attached.**
2. **Choose Window ⇨ Behaviors to open the Behaviors panel.**

A list of all behaviors associated with the selected element appears. Here are some options you can choose in the Behaviors panel:

- **Change a triggering event.** Choose a different event by clicking the specified event in the Behaviors panel and then selecting another option from the drop-down list that appears.
- **Remove a behavior.** Click the action name in the Behaviors panel to select it and then click the minus sign at the top of the panel. The behavior disappears.
- **Change parameters for an action.** Double-click the gear icon next to the action name and change the parameters in the dialog box that opens.
- **Change the order of actions when multiple actions are set.** Select an action name and then click the up arrow icon to Move Event Value Up or the down arrow icon to Move Event Value Down in the list of actions.

## Installing New Extensions for Behaviors

Even with all the cool features in Dreamweaver, a day will almost certainly come when you'll want to do things that Dreamweaver can't do with the features that shipped with the program. Fortunately, the programmers who created Dreamweaver made it possible for other programmers to add features with Extension Manager. The result? You can add new functionality by adding extensions from a variety of third-party sources.

You can find extensions that do everything from adding highly customizable drop-down and fly-out menus to full-featured shopping cart systems. Keep in mind, however, that not all extensions are well supported and few come with good instructions. They're not all free, either. Some cost hundreds of

dollars, but most are in the \$20–\$50 range. When you visit the Dreamweaver Exchange site, you'll find reviews and rankings to help you sort through the best options.

In the following steps, I explain how you find, download, and install a free Dreamweaver extension. Although how extensions work after they're installed can differ dramatically, the basic process of adding them to Dreamweaver is nearly the same.

### 1. Visit the Dreamweaver Exchange site.

Do one of the following to get to the Dreamweaver Exchange site:

- Choose Get More Behaviors from the bottom of the Add Behavior drop-down list in the Behaviors panel.
- Visit [www.adobe.com/exchange](http://www.adobe.com/exchange) and follow the link to the Dreamweaver section.
- Click the link in the bottom right of the Dreamweaver Welcome screen.

**Note:** If you launch Dreamweaver and find a link to download an update for Dreamweaver instead of the link to the Exchange site, by all means download and install the update first. After you're finished, the update link is replaced by the link to the Exchange site.

### 2. Sort through the many available extensions.

You'll find a wide range of extensions on the Dreamweaver Exchange site. You can search through extensions by category, keyword, and ranking options. Many extensions featured on the Exchange site include links to their creators' sites, where you'll often find even more extensions.

### 3. Select an extension and review its features.

When you click a link to an extension on the Exchange site, you'll find more information about the extension, including system requirements and the version of Dreamweaver for which the extension was designed. In general, you can use extensions designed for earlier versions of Dreamweaver in more recent versions. Be aware, however, that extensions designed for later versions of Dreamweaver usually won't work in earlier versions of the program, and some extensions will work only on the Windows platform.

Before you leave the extension's page, I highly recommend that you take the time to read the special instructions in the middle of the page. Some extensions include important instructions, such as where you find the new feature in the Dreamweaver interface after it's installed and warnings that some functions of an extension will work only when previewed on a live web server (this is true for the random image extension, for example).

4. To download an extension, click the Download button (for free extensions) or the Buy button next to the extension name and save the extension to your hard drive.

Depending on how the extension is hosted on the exchange, you may be redirected to another page where you have to click Download again to download the extension.

5. Choose Help⇨Manage Extensions to open the installation dialog box.

Most extensions require that you close Dreamweaver before installation, and most install with the click of a button. Dreamweaver's Extension Manager launches automatically to install most extensions.

6. In the Extension Manager dialog box, choose File⇨Install Extension and then browse your drive to select the extension file you downloaded.

After the installation is complete, Dreamweaver displays instructions for using the extension. These instructions are usually the same as the ones included in the middle of the page on the Exchange site.



Pay special attention to the part of the instructions that tells you where you'll find your newly installed extensions. Extensions may be added to menus, dialog boxes, and other parts of Dreamweaver depending on their functionality and how the programmer set them up. Finding them can be hard if you don't know where to look.

7. Launch Dreamweaver and find the new menu option, button, or other interface feature that controls your new extension.

In many cases, all you have to do is open an existing page or create a new page in Dreamweaver and then open the newly added dialog box or select the new option from a menu.



Adobe is constantly updating the Exchange site, which is available by clicking the Dreamweaver link at [www.adobe.com/exchange](http://www.adobe.com/exchange). Visit it regularly to find new extensions you can download and install to enhance Dreamweaver's feature set.



# Using jQuery UI and Mobile Widgets

---

## *In This Chapter*

- ▶ Designing collapsible panels
  - ▶ Creating tabbed panels
  - ▶ Using jQuery mobile widgets
- 

**I**n addition to using HTML and CSS, many web designers use JavaScript to add interactive features, such as collapsible panels and other interactive features that can be opened and closed without reloading a web page. jQuery is also popular for creating interactive features in mobile web designs.

To make it easier to provide these complex and popular features, Dreamweaver includes a collection of widgets in the jQuery UI Insert panel that you can use on web pages, and a second collection in the jQuery Mobile Insert panel that is optimized for mobile designs. In this chapter, you find instructions for using these widgets to create collapsible panels with tabs, as well as instructions for using mobile jQuery features — even if you don't know how to write JavaScript.

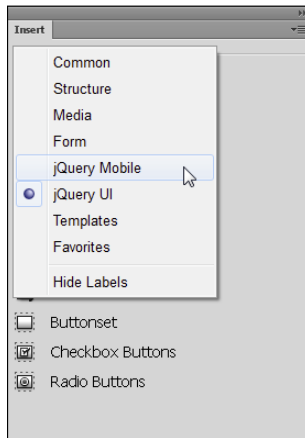
## *Making Magic with jQuery*

JavaScript has become an increasingly important part of the web, and the jQuery framework is one of the more popular JavaScript frameworks because it enables you to create highly interactive web page features that load quickly. jQuery also enables designers to open and close panels and extend drop-down menus without reloading the page.



Po  
Hu  
flo  
Th  
th

To save you from having to write the code for these kinds of features, Dreamweaver includes two collections of jQuery widgets that instantly add things such as collapsible panels to your pages as well as editing tools for customizing these features without knowing JavaScript. To view the list of jQuery UI widgets available in Dreamweaver, open the jQuery UI Insert panel by choosing jQuery UI from the Insert panel drop-down menu shown in Figure 12-1. To view the jQuery Mobile widgets, choose jQuery Mobile from the Insert panel list.

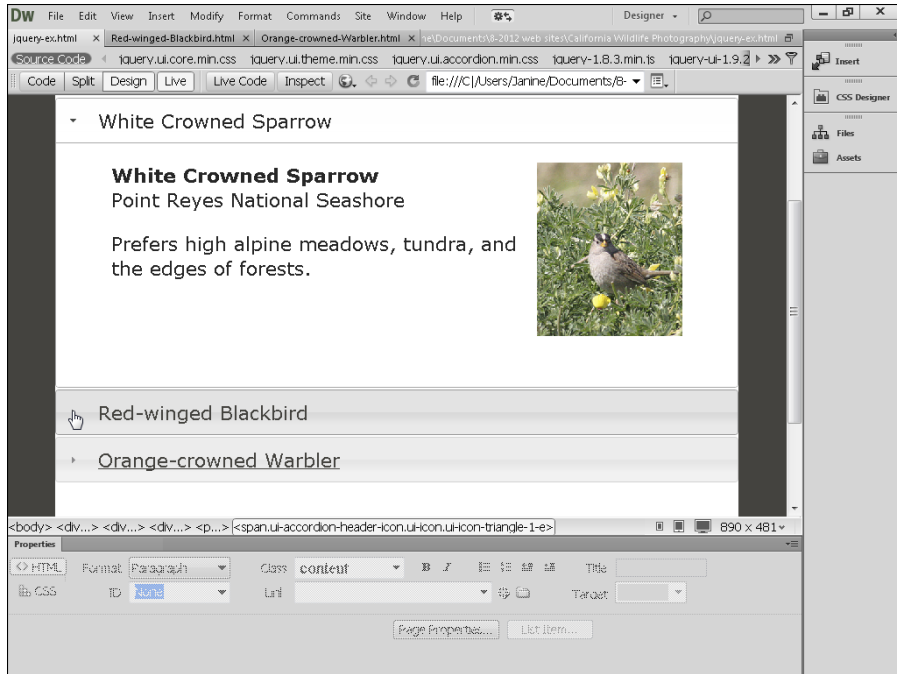


**Figure 12-1:** The jQuery UI and jQuery Mobile Insert panels provide quick access to many jQuery options.

## Creating Collapsible Panels

The jQuery UI accordion widget makes it easy to add collapsible panels that site visitors can open and close without refreshing the web page. This jQuery feature enables you to make better use of the space on a page by displaying more information in less space in a browser window.

In Figure 12-2, you can see how I used the accordion collapsible panels to contain the name, photo, and habitat preferences of each songbird in this nature website. The result is that you can easily see the names of all the birds on one page. To view the description of any bird, a user need only click the tab at the top of the panel (where the bird's name appears), and the panel opens instantly.



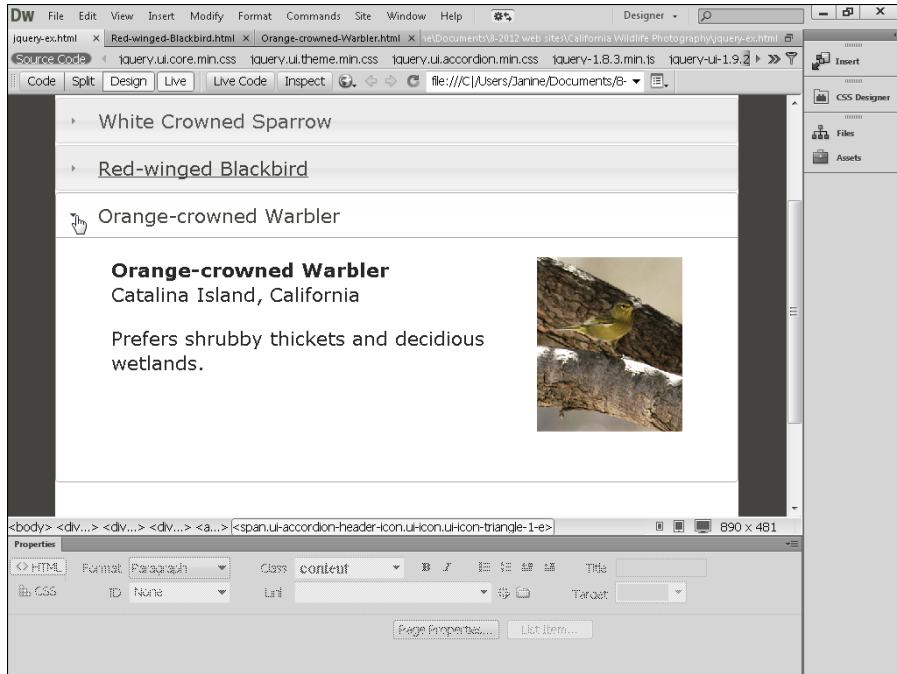
**Figure 12-2:** The jQuery accordion widget adds a series of collapsible panels to a web page.

In Figure 12-3, the photo and description for the orange-crowned warbler is open while the others on the page are closed. The beauty of jQuery is that the page doesn't have to be reloaded for the panels to open or close. Click once on a tab and a panel opens instantly. Click another tab, and that panel opens as the previously opened panel closes. Collapsible panels can be used to display text and images as well as multimedia files such as audio, video, and Flash files.



To view an accordion panel (or many other advanced features in Dreamweaver) as it will appear in a web browser, you need to click the Live view button at the top left of the Dreamweaver workspace.

After you create a set of accordion panels with the jQuery UI menu in Dreamweaver, you can change a number of panel settings by using the Property inspector, as shown in the instructions that follow.



**Figure 12-3:** Users can open any panel by clicking the tab at the top of the panel.

Follow these steps to create an accordion panel set:

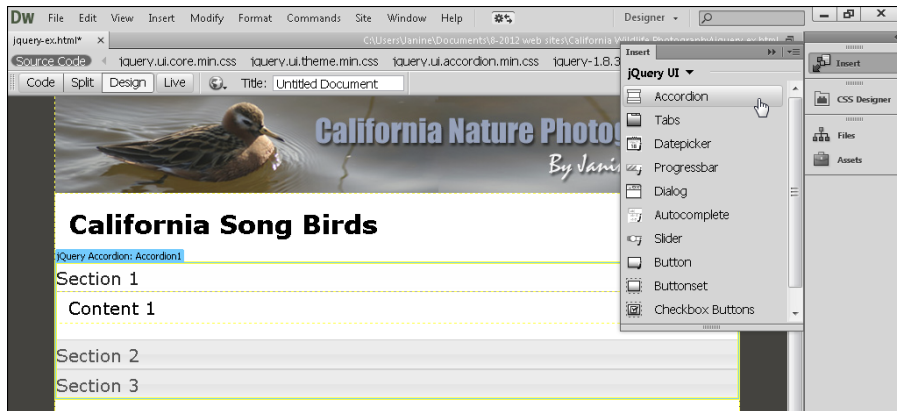
- 1. Place your cursor on a page where you want the accordion panels to appear.**
- 2. Choose Insert → jQuery UI → Accordion, or click the Accordion item in the jQuery UI Insert panel.**

A jQuery UI collapsible accordion panel group with three panels appears in the page, as shown in Figure 12-4.

- 3. Select the word *Section* at the top of each panel, and replace it with the text you want to appear in the panel's Tab area.**

By default, the text in the Tab area is plain text, but you can change that by altering the corresponding CSS rule or formatting the text using HTML tags, such as the heading tags.

- 4. Select the word *Content* in the main area of the each panel, and enter any text or images you want to display.**



**Figure 12-4:** When you create an accordion panel set, three panels are automatically included.

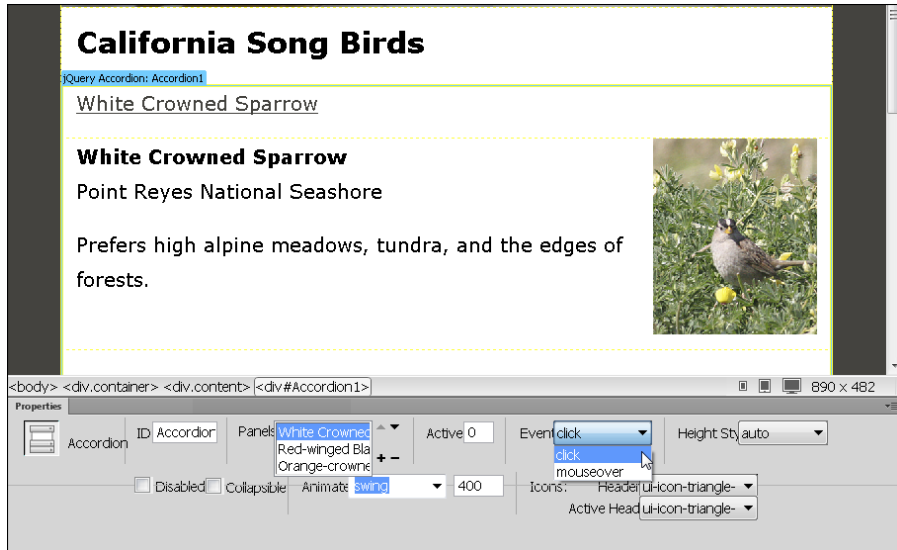
You can paste text into a panel just as you'd paste text anywhere else on the page. Similarly, you insert images into panels just as you would anywhere else on a page: Place your cursor in the panel, choose **Insert**→**Image**→**Image**, and select the GIF, JPEG, or PNG file you want to display. You can also select a Photoshop file if you want to use Dreamweaver to optimize your images. (See Chapter 3 if you need help preparing or converting images into these formats.)



When you paste text into a panel, choose **Edit**→**Paste Special** to choose the amount of formatting you want to preserve in the text you paste in Dreamweaver. Limiting the amount of formatting preserved can cut down on potential style conflicts.

**5. To change the panel settings, click the blue jQuery Accordion tab at the top of the panels in the design area.**

When you click the blue tab, the panel settings appear in the Property inspector, as shown in Figure 12-5. (Correctly clicking the blue tab can be tricky, so make sure you click the blue area.) Click anywhere else on the page, and the inspector returns to its default settings.



**Figure 12-5:** Edit the accordion options in the Property inspector.

### 6. Add or remove panels using the Panels field in the Property inspector.

To add a panel, click the plus sign (+) to the right of the Panels field. To remove a panel from an accordion set, first select the panel name in the Panels drop-down list in the Property inspector and then click the minus sign (-).

You can add another panel by clicking the plus sign again.

### 7. Change how panels are opened by using the Event drop-down menu.

The Event settings control whether the panels open when a user clicks on a panel tab (Click) or rolls a cursor over the panel tab (Mouseover).

### 8. Set other panel options, as desired.

The accordion options in the Property inspector are optional, and include the capability to disable any or all panels (Disable) and animate the way panels open and close (Animate drop-down list).

### 9. Choose File → Save to save the page; when the Copy Dependent Files dialog box appears, click OK to generate all the related files.

For the Spry features to work, you must upload these files to your web server when you upload the web page.



10. To change the appearance of the panel, such as the font face or text color, edit the corresponding CSS rule.

**Note:** You can't edit the corresponding styles for an accordion panel until the page has been saved and Dreamweaver has generated the corresponding CSS and JavaScript files. For more about how to edit CSS rules in Dreamweaver, see Chapters 5–7.

11. To see how the panels will appear in a web browser, click the globe icon at the top of the workspace and select the browser you want to use to preview the page.



When you're using your computer to preview a page that has an interactive feature (such as an accordion panel) requiring JavaScript or another programming, some web browsers, including Internet Explorer, will display a warning stating that you must allow ActiveX controls to view the page. This is a security warning that appears only when the page is opened on the same computer where the page is saved. If you publish the page to a web server and then view it over an Internet connection, this error will not appear for you or your site visitors.

## Creating Tabbed Panels

The jQuery UI Tab option makes it easy to add a series of panels that display or hide content corresponding to a series of tabs, as shown in Figure 12-6. Similar to the collapsible panels, this jQuery UI feature lets you display more information in less space within a browser window.



**Figure 12-6:** Tabbed panels enable you to change the content displayed on a web page when a visitor clicks a tab.



Similar to the accordion panels, tabbed panels can be used to display text, images, and multimedia.

When you create tabbed panels with the jQuery UI widget in Dreamweaver, you can specify the order of the tabs, effectively controlling what content appears when the page is first loaded.

Follow these steps to create a tabbed panel group:

1. Place your cursor on a page where you want the tabbed panel to appear.
2. Choose **Insert** → **jQuery UI** → **Tabs**, or click the **Tabs** item in the **jQuery UI Insert** panel.

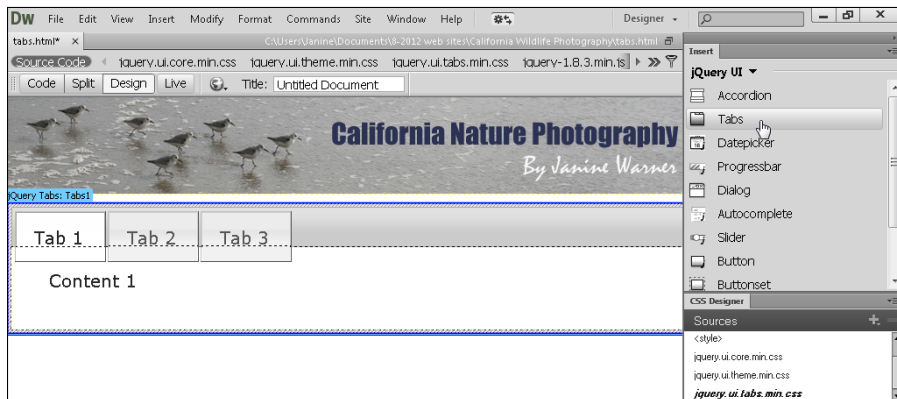
A tabbed panel is inserted into the page and the corresponding CSS files appear in the CSS Designer Source panel, as shown in Figure 12-7.

3. In the main workspace, select the **Tab1**, **Tab2**, and **Tab3** text in turn, and then replace each tab heading with the text you want to appear in the panel's tab area.

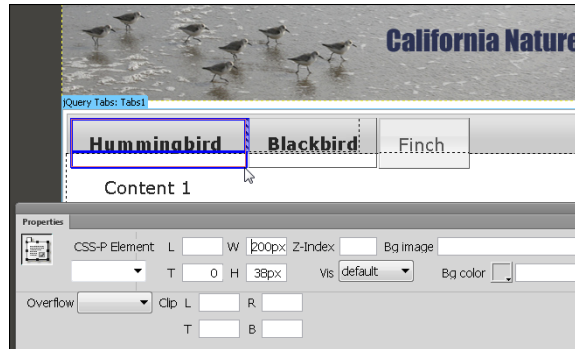
You can edit the contents of the tabs only in the workspace, not in the Property inspector. By default, the text in the Tab area is bold and black, but you can change that formatting by altering the corresponding CSS rule.

4. To adjust the size of each tab, select the tab and then use the **Height** and **Width** settings in the **Property inspector**.

With an individual tab selected, the Property inspector displays the settings for that tab specifically. In Figure 12-8, I've changed the width of the tab from 100 pixels to 200 pixels to make room for the longer name, *Hummingbird*.



**Figure 12-7:** The jQuery UI Tabs widget adds a tabbed panel group to a web page.



**Figure 12-8:** You may need to change the width of each tab to better fit the text.

- To add content, select the word *Content* in the main area of any selected tab panel and then enter text, images, or multimedia.**

You can copy text into a panel by pasting it just as you'd paste text anywhere else on the page. Similarly, insert images into panels just as you would anywhere else on a page: Choose Insert⇨Image⇨Image and then select the GIF, JPEG, or PNG file you want to display. You can also add multimedia, such as Flash video files, or Photoshop files if you want to use Dreamweaver to optimize your images. (Find instructions for adding multimedia to web pages in Chapter 13.)

- To change the appearance of a tab or a panel, such as the font face or color, edit the corresponding CSS rule.**

For example, to edit the text color or font in the tabs, select the box around the tab and the `box around` style is automatically selected in the CSS Designer Selector panel. You find detailed instructions for creating and editing styles in Chapters 5–7.

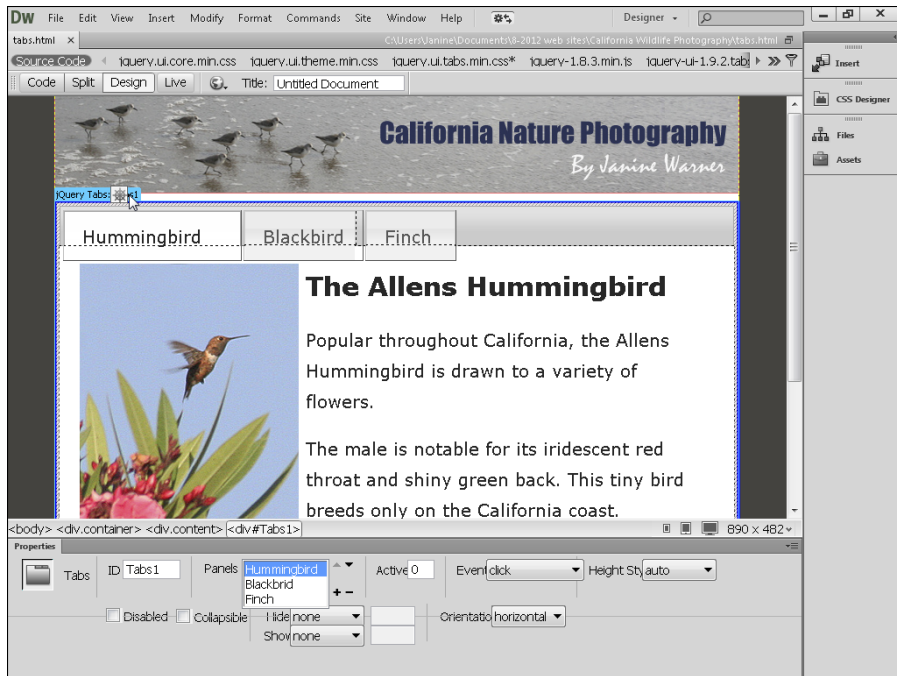
- To edit the number or order of tabbed panels, click the blue jQuery Tabs tab at the top of the panel set in the design area.**

When you click the blue tab, the panel settings appear in the Property inspector (refer to Figure 12-9). Click outside the blue boxed area, and the Property inspector returns to its default settings.

- To add tabs, click the plus sign (+) icon in the Property inspector.**

New tabs appear in the workspace.

- To change the order of tabs, select the tab name in the Property inspector and then use the arrows in the Panels field to move the panel.**



**Figure 12-9:** Click the blue tab at the top of the panel group to reveal panel settings in the Property inspector.

Panel names move up and down the menu as the order is changed. Panels and their corresponding tabs appear in the web page in the order in which they appear in the Property inspector.

**10. Select the panel in the Panels drop-down list that you want to display when the page is loaded into a web browser.**

The drop-down list corresponds to the names you give each tab in the workspace.

**11. Choose File→Save to save the page; when the Copy Dependent Files dialog box appears, click OK to automatically generate all the related files.**

For the jQuery UI features to work, you must upload these files to your web server when you upload the web page.

**12. Click the globe icon at the top of the workspace and select a browser to preview your work in a browser.**

Depending on your web browser, you may have to allow ActiveX controls to preview the page on your computer.

## Using jQuery Mobile Widgets

The Insert menu also includes a collection of jQuery mobile widgets you can use to create form elements and other features commonly used in mobile web apps. For example, you can use the jQuery mobile widget to add mobile-friendly form elements, such as text areas and check boxes.

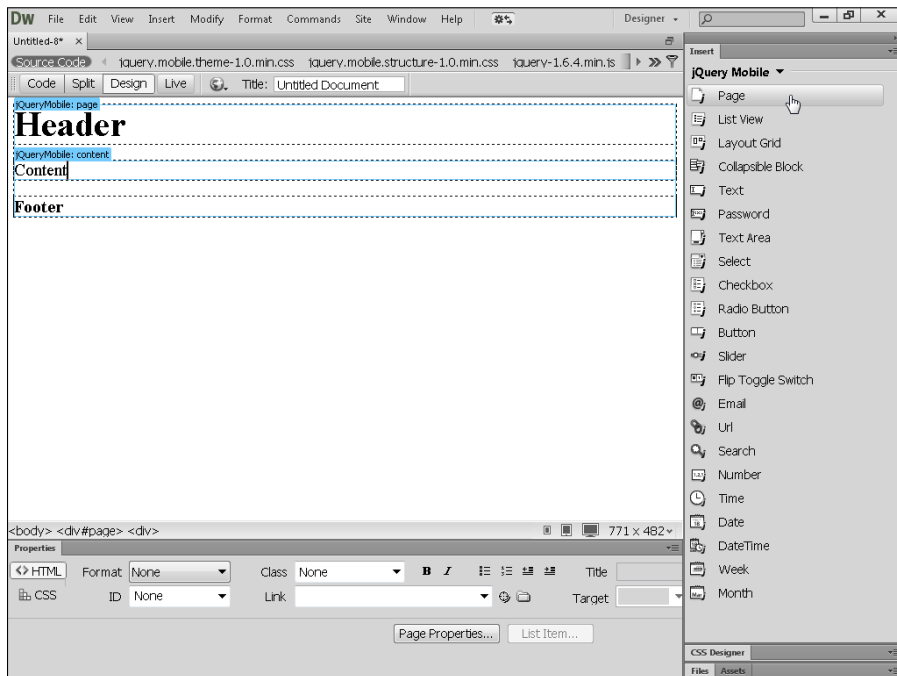
Before you can use any of the jQuery mobile widgets, you must first define a jQuery Mobile page by choosing Page, the item in the list of jQuery mobile widgets shown in Figure 12-10.

To use the jQuery mobile widgets, follow these steps:

- 1. Create a web page in Dreamweaver.**

You find instructions for the many ways to create web pages in Dreamweaver in Chapter 2.

- 2. Click to place your cursor in the top-left of the new page, and then choose Page in the jQuery Mobile Insert panel (refer to Figure 12-10).**



**Figure 12-10:** Use the jQuery mobile widgets to create mobile web pages and simple web applications.

The jQuery Mobile files dialog box opens.

3. **Change the default settings in the jQuery Mobile files dialog box (or leave them set to the defaults), and click OK.**

The Page dialog box opens.

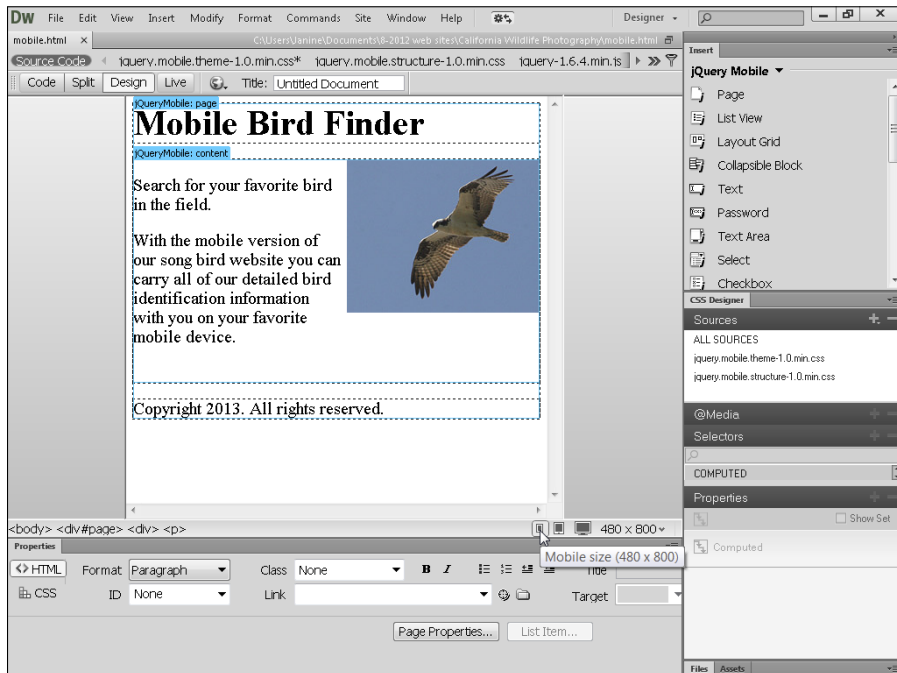
4. **Enter a name in the ID field, and select or deselect the check boxes next to Header and Footer based on whether you want header and footer sections in your mobile page.**
5. **Replace the *Header*, *Content*, and *Footer* text with the text, images, and other elements you want in your mobile page.**

You can add text and insert images and other elements into a jQuery mobile page just as you would any other page in Dreamweaver.

The text should be short and the images should be small for displaying on small mobile screens.

6. **Click the Mobile Size icon in the bottom-right of the workspace to view the page in a smaller window, as shown in Figure 12-11.**

The Mobile Size option enables you to view the page in a manner similar to how it will appear on a small mobile device.



**Figure 12-11:** Use the Mobile View option to display your mobile page in a smaller size in Dreamweaver's workspace.

**7. Add other jQuery Mobile options as desired.**

The rest of the jQuery Mobile options in the Mobile jQuery Insert panel are optional. Use them to add additional features to your mobile page, including form elements such as password fields, radio buttons, and text areas.

**8. Choose File→Save to save the page; when the Copy Dependent Files dialog box appears, click OK to generate all the related files.**

For the jQuery Mobile features to work, you must upload these files to your web server when you upload the web page.

**9. To preview your work in a browser, click the globe icon at the top of the workspace and select a browser.**

To test a mobile website or web app on a mobile device, publish the page and all related files to a web server, and then view the page in a web browser on an iPhone, an Android device, a Blackberry, or another mobile device.



# Showing Off with Multimedia

## In This Chapter

- ▶ Understanding multimedia
- ▶ Hosting videos using an online service
- ▶ Hosting audio files with SoundCloud
- ▶ Working with Adobe Flash
- ▶ Working with Adobe Edge Animate
- ▶ Comparing audio and video formats
- ▶ Adding audio and video files to web pages

Multimedia, especially video and complex animations, were the exception on the web — and for good reasons. Producing decent video was expensive, video was difficult to edit and upload, and most users connected by dial-up phone lines, which made downloading and watching video a slow and laborious process. But recent years have seen a revolution as all these bottlenecks have been resolved, one by one. Video cameras have become cheaper (or integrated into our smartphones), editing programs have become more powerful yet easier to use, and the majority of users now connect at broadband speeds that formerly were available only to scientists at nuclear-research labs.

As a result, the growth of video being created and watched online has been massive. Even formal corporate sites now routinely offer videos explaining who they are and why their products are so great. As users have come to expect multimedia on the sites that they visit, designers must become more adept at navigating the dizzying variety of file formats, image resolutions, and delivery quirks.



One of the biggest challenges for Dreamweaver has been how to handle the rapid changes in audio, video, and animation. Dreamweaver CC integrates some of the new tools in Adobe Creative Cloud to ensure that the multimedia that you embed in your pages can be enjoyed by the widest possible audience.

Dreamweaver CC also includes some exciting new tools to help designers deal with the problems and uncertainties inherent in dealing with the still-evolving HTML5 video standard.

Not all websites warrant multimedia; if your goal is to provide information in the fastest way possible to the broadest audience, text is still generally the best option. If you want to provide a richer experience for your users, to *show* rather than just *tell*, or to entertain as well as inform, adding audio, video, and animation can help you share more information more vividly and even make you look more professional. For example, a video demonstrating how to do the foxtrot is far more useful to a user than any number of paragraphs of explanation, even if they're accompanied by a black-and-white diagram of footprints and arrows like the ones students of the Arthur Murray dance studio puzzled over.

The most complicated aspect of multimedia on the web is choosing the best format for your audience, which is why you'll find a primer on audio and video formats in this chapter. You can't create or edit multimedia files in Dreamweaver. (You'll need a specialized video, audio, or animation program for that.) But after your files are ready, Dreamweaver makes adding them to your web pages relatively easy.

As you discover in this chapter, inserting video, audio, Flash, or HTML5 animation files is similar to adding image files to web pages, but with many more options, such as settings that control whether a video starts automatically or only when the user clicks the play button.



Many people surf the web in their offices, in libraries, and in other locations where unexpected sound can be jarring, disruptive, or worse. Always give people a warning before you play video or audio and always give users a way to turn off audio quickly when necessary.

In this chapter, you also find instructions for using third-party services, such as YouTube or Vimeo, to host videos. With this approach, you upload your video to YouTube, Vimeo, or another service and then use Dreamweaver to add a snippet of code into your site so that the video plays on your page (even though the video is hosted elsewhere). An advantage of this approach is that YouTube and other video sites are better at delivering video on the web than most of the commercial web servers that you're likely to use to host your site.

## Understanding Multimedia Players

When you add sound, video, or any other kind of multimedia to a website, your visitors may need a special player (sometimes with an associated plug-in) to play or view your files.

*Players* are small programs that work alone or with a web browser to add support for functions, such as playing sound, video, and animation files. Some of the best-known multimedia players are Flash Player, Windows Media Player, and Apple QuickTime.

The challenge is that not everyone on the web uses the same player, and viewers must have the correct player to view your multimedia files. As a result, you need one or more strategies to help visitors play your multimedia easily, such as the following:

- ✔ Many web developers offer audio and video in two or three formats so users can choose the one that best fits the players they already have.
- ✔ Some developers also include the same multimedia files in different file sizes so that visitors with slower connection speeds don't have to wait as long. Optimizing multimedia for the web works much as it does with images: The smaller the file size, the lower the quality but the faster the file downloads.
- ✔ Many web developers also include information about how visitors can download and install the best player if they need it to view the files.

You can use Dreamweaver to insert or link to any type of multimedia file, but only you can choose the format that's best for your audience. Although dozens of plug-ins are available for web pages, the most common plug-ins on the web today are Flash, Windows Media, and QuickTime.

In general, I recommend that you avoid the more obscure players unless you're offering specialized content that users have a good reason to download, such as a three-dimensional game that requires a special program to run.

## Using YouTube, Vimeo, and Other Online Services to Host Videos

One of the most complex and confusing aspects of the general migration by website owners and designers to using the HTML5 standard is the integration of video on web pages. Millions of words have been written about the corporate wars being waged in courtrooms over patents, licensing fees, and technical specifications for the various "flavors" of HTML5 video.

For this reason, we suggest that designers who are just beginning to integrate multimedia into their creations simplify by using one of the popular video-hosting sites, such as YouTube or Vimeo. These hosting services handle the storage, bandwidth, compression, formatting, and delivery of video assets to your users. All you have to do is upload your video files and then include special code from that site in the HTML code of your web pages. The video plays within your pages, even though it's not hosted on your web server.

If you're designing a site that includes video that is confidential, sensitive, or used to meet business objectives (such as sell products or embed advertising messages), you will probably be best served by using a content delivery network (CDN). Services such as BrightCove, Akamai, and Amazon Web Services not only handle bandwidth and delivery but also offer the option of transcoding (video geekspeak for reformatting video) your video clips to the correct format so that they play seamlessly on a desktop computer, a tablet, and a smartphone.



YouTube is a great option if you want your video to reach the widest audience for free, but you give up some of your rights to your video in exchange for having it hosted on the site. Similarly, when you add a video to your site from YouTube, you're stuck with the YouTube player, which includes the YouTube logo, as well as ads that might be shown on top of, or next to, your video. Make sure to read through the terms and conditions on any video site you use so that you fully understand the rights that you may be giving away and how the site may use your video in the future.

Vimeo has won the loyalty of increasing numbers of video professionals because it offers a reasonably priced professional level of service that makes it easier to control the rights to your own videos and offers the option of adding videos to your pages without the Vimeo logo or links to other videos on the site.

Today YouTube and Vimeo seem to offer the best options for most small- to medium-sized websites, but competitors are emerging. The services that these video companies offer keep changing, so you may want to research the best services for your needs before you decide where to host your videos.

The advantages of hosting video on a site such as YouTube or Vimeo include the following:

- ✓ **Better video compression:** Both YouTube and Vimeo optimize your video when you upload it to their servers, and they often to a better job than you could yourself.
- ✓ **Delivery of the right version to each visitor:** YouTube detects the connection speed and device of your visitors and delivers video accordingly. If you visit YouTube with an iPhone, you see the video in MP4 format. View the same video with a computer, and you see the Flash

version. Similarly, if you have a fast 3G connection, you see a higher-resolution version. View the video with a slower connection, and you see a lower-quality version that loads faster.

- ✓ **Bandwidth cost management:** These services can help you save money. If your videos become popular and you host your own video, you may exceed the bandwidth limits of your web host and incur additional fees. Because video uses more bandwidth than other types of content, overages can get costly. Hosting your video on YouTube or Vimeo means you'll never be surprised by extra bandwidth fees for video.

Hosting video on YouTube or Vimeo is easy. Here's how it works:

- 1. Create an account on the site by filling out a form (or log on to your account if you already have one).**

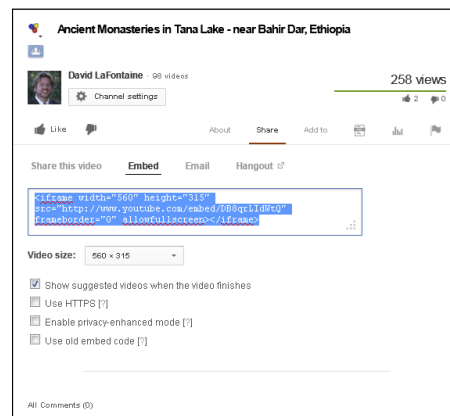
If you want to use the professional-level services on Vimeo, you also must pay a fee.

- 2. Upload your files to the site through your web browser.**

In this process, the video is uploaded and encoded, which can take a few minutes depending on the site and how busy it is.

- 3. Follow the site's instructions for copying the code needed to embed your video on your website.**

For example, in YouTube, click the Embed button, which displays a dialog box so that you can control how the video is displayed to your users, as shown in Figure 13-1.



**Figure 13-1:** Use the Video Size menu to choose a display size for your video.

4. **Open your web page in Dreamweaver. In the HTML code on your page, click where you want the video to appear, and then paste the code snippet.**



Use Dreamweaver's Split view to make it easy to find the right place to paste the code, and make sure you paste the code into Dreamweaver in Code view, not Design view.

## Using SoundCloud to Host Audio Files

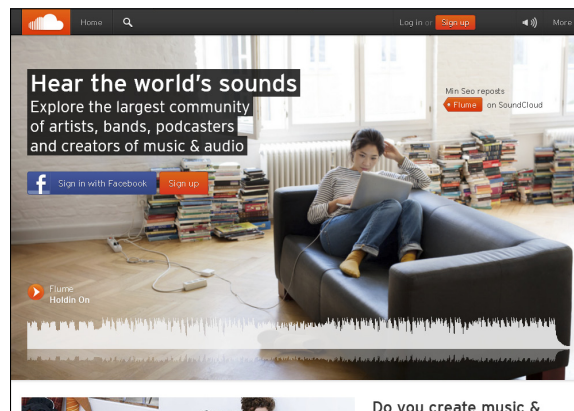
Finding a free place on the Internet to host your audio files has been much more difficult than hosting video files. This seems illogical, because video files are so much larger than audio files and thus more difficult to store, retrieve, and deliver, but the problem has been that music pirates have used audio-hosting sites to illegally distribute copyrighted content.

Luckily, the web startup SoundCloud has figured out a way to defeat (or at least slow down) the pirates, allowing site owners and podcasters a free and easy way to share their creations. The site includes neat tools that allow your friends or contacts to comment on specific portions of your audio file that they like and to easily share their opinions with others. You can upload, embed, and promote your audio files through Facebook, Twitter, Tumblr, and Google+. (For more tips on promoting your videos and your website, see Chapter 15.)

To sign up for a free SoundCloud account, follow these steps:

1. **Open a browser and navigate to <http://soundcloud.com>.**

The SoundCloud home page opens as shown in Figure 13-2.



**Figure 13-2:** A large, thriving community of musicians, podcasters, and audio artists sharing their creations on SoundCloud.

**2. Click the Sign Up button.**

A window opens, allowing you to sign in using your Facebook Profile ID or your e-mail address. If you've already signed up for an account, choose the Log In tab at the top of the Sign Up dialog box and sign in.

**3. Follow the site's instructions for uploading your audio file.**

SoundCloud allows you to choose the genre for your audio file (such as a podcast interview or a work-in-progress guitar solo) and type tags so other people can discover your audio file as well.

**4. After your file has been uploaded, you can choose to publicize it and share it with friends by posting the file's SoundCloud link on Facebook, Tumblr, Twitter, or Google+.**

## Using Adobe Flash

Adobe Flash has long been a favorite among web designers, but it has lost its dominance of the market, because Flash files don't work on Apple's popular iPhone, iPad, and iPod touch devices. That said, Flash is still well supported by desktop computers connected to the web (more than 90 percent of Internet users already have the Flash plug-in) and is still popular with professional video producers (such as the major TV networks or movie studios) because of its tools to prevent piracy, track what users do with the video, and monetize via advertising.



Because Flash is not supported by Apple's devices, designers have turned to HTML5, CSS3, and JavaScript. You can find out more about using the new CSS3 features in Chapter 7. Writing JavaScript is beyond the scope of this book, but Dreamweaver's behaviors, covered in Chapter 11, provide a great alternative and make it easier to create interactive design elements, such as slide shows and drop-down menus, without using Flash.

Dreamweaver supports both of the popular Flash file types:

- ✓ **Flash files:** (extension `.swf`) The most versatile Flash format is the SWF file (pronounced “swiff”). Often referred to simply as a *Flash file*, this format is sometimes called a Flash movie, even when it doesn't include video. Flash files with a `.swf` extension can include illustrations, photos, animation sequences, and video. In Dreamweaver, choose Insert⇨Media⇨Flash SWF for this format. You find detailed instructions for working with this type of Flash file in the following section.
- ✓ **Flash video:** (extension `.flv`) As the name implies, Flash video is a video format, although it can also be used for audio files. To convert video into the Flash video format, you need the Adobe Media Encoder. In Dreamweaver, use the Insert⇨Media⇨Flash Video option for this format. You find detailed instructions for working with `.flv` Flash files in the “Adding Flash audio and video files” section later in this chapter.

Flash files (with the `.swf` extension) are so flexible and so fast on the Internet in part because Flash uses vector graphics instead of bitmaps. Therefore, the graphics in Flash are based on mathematical descriptions (*vectors*) instead of pixels (*bitmaps*), and those vector equations take up far less space than bitmapped images. Vector graphics can also be scaled up or down in size without affecting the image quality or the size of the downloaded file. This capability to scale makes Flash ideally suited for the many different monitor sizes that web viewers use. You can even project Flash graphics on a wall or movie screen without losing quality, although any photographs or video files integrated into a Flash file may lose quality or look distorted at higher or lower resolutions.

To create a Flash file, you need Adobe Flash or a similar program that supports the Flash format. Because Flash is an open standard, you can create Flash files with a variety of programs, including Adobe Illustrator, which has an Export to SWF option.



Flash is great overall, but be aware of these important drawbacks:

- ✓ Flash is not supported by most mobile web browsers, including the iPhone or iPad. As a result, if you try to view a site created with Flash on some mobile devices, you see only a blank screen. To get around this problem, more and more web designers are creating a second version of their Flash sites designed for mobile phones and linking it to their main site. These second sites are often simplified versions of the main site, optimized with the information most likely to be useful to mobile users.
- ✓ If you need printouts for some reason, Flash may not print as well as you would hope.
- ✓ Flash may cause accessibility problems. Screen readers and other specialized viewers can't read the text in a Flash file any better than they can read text in an image file. To make Flash files more accessible, include detailed alternative text.
- ✓ Flash sites are generally more complicated to edit or update than sites created using HTML and CSS.
- ✓ Search engines may not read text in Flash files, which can hurt your page ranking in search results (although including alternative text can help with this limitation and Google is improving its capability to index Flash pages).
- ✓ Sites created entirely in Flash are harder to link to, especially if you want to link to a particular page within a site and not just to the front page of the site. Similarly, it's harder (or impossible) to bookmark specific pages within a site designed with Flash.

## Inserting Flash SWF files

Flash files, often called Flash *movies*, use the `.swf` extension and can include animations, graphics, photos, and even video. Thanks to Dreamweaver, these files are relatively easy to insert into a web page. In this section, I assume you have a completed Flash file (an animation or other Flash movie), and you want to add it to your web page.

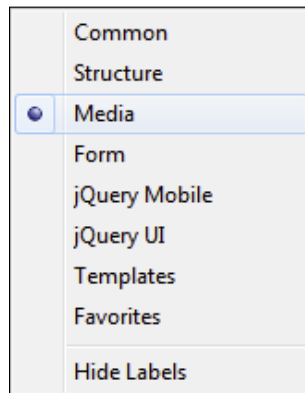
You insert a Flash file much as you insert an image file. But because a Flash file can do so much more than a still image, you have a variety of settings and options for controlling how your Flash file plays.



Before you start, make sure to save the Flash file you want to insert in the main folder for your website (that is, the local site folder you set up, as I explain in Chapter 2). I recommend creating a multimedia subfolder in your main website folder for audio and other multimedia files, just as most designers create an image folder for image files.

To add a Flash file to a website, open an existing page or create a new document and save the file. Then follow these steps:

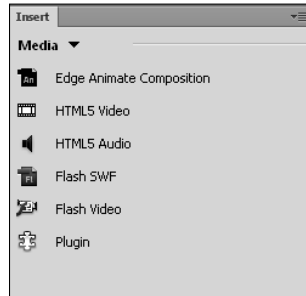
1. Click where you want the Flash file to appear on your web page.
2. If the Insert panel is not already open, choose **Window**⇨**Insert**. Then use the drop-down list to select the Media panel, as shown in Figure 13-3.



**Figure 13-3:** To insert a Flash file, open the Media panel.

3. From the Media drop-down list in the Media Insert panel, shown in Figure 13-4, choose the Flash SWF option.

You can also choose Insert→Media→Flash SWF. The Select SWF dialog box appears.



**Figure 13-4:** You can use Dreamweaver to insert Flash animation files and Flash video files.

4. Browse to locate the Flash file that you want to insert in your page, select the file, and click OK.

The Object Tag Accessibility Attributes dialog box opens.

5. In the Object Tag Accessibility Attributes dialog box, enter a title that describes the Flash file and click OK.

The dialog box closes, and the Flash file is inserted into your document.

You can also specify an access key and tab index in the Object Tag Accessibility Attributes dialog box. These optional settings make it easier for visitors with disabilities to navigate your website with special browsers. You can learn more about designing accessible websites at [www.w3.org/WAI/intro/accessibility.php](http://www.w3.org/WAI/intro/accessibility.php).

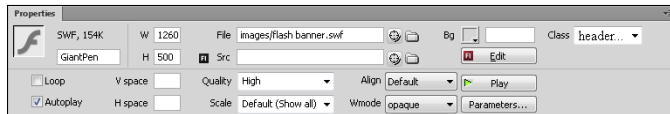


When you first insert a Flash file, Dreamweaver displays it as a gray box on your web page. To display the Flash file as it will appear in a web browser when viewed with the Flash player, click anywhere in the gray box to select the Flash file and then click the Play button in the Property inspector. (**Note:** The Play and Stop buttons are available only under Windows.) If you have the Flash player installed on your computer, the Flash file will play when you preview the page in a browser. You can also choose Live view to see how Flash will play, although more complex Flash movies may cause this function to stop, skip, or otherwise misbehave.

## Setting Flash properties

Like most HTML tags, the tags that link Flash and other multimedia files to web pages have *attributes* (also called properties) that define how a file is displayed within a browser, controlling such actions as whether an animation plays automatically when a page is loaded or only when a visitor clicks a link. Dreamweaver automatically sets some of these options, such as the height and width of the Flash file, but you may want to specify others.

To display Flash attributes in the Property inspector, as shown in Figure 13-5, select the gray box that represents a Flash file after it's inserted into a web page.



**Figure 13-5:** Select any Flash file to view or change its settings in the Property inspector.



If you don't see all the options in the Property inspector, click the expander arrow in the lower-right corner to display the more advanced options. If you still don't see all the options, you may be dealing with a `.flv` file, not a `.swf` file.

The following describes the Flash options included in the Property inspector:

- ✓ **ID field:** Use the text field in the upper-left corner of the Property inspector, just to the right of the Flash icon, to assign a name to the file. (In Figure 13-5, we named the Flash file GiantPen.) You can enter any name; just don't use spaces or special characters other than the hyphen or underscore. The name is important if you want to refer to the file in JavaScript or other programming, but you can leave this field blank if you're not using a script with your Flash file.
- ✓ **W (width):** Use this option to specify the width of the file. The file is measured in pixels.
- ✓ **H (height):** Use this option to specify the height of the file. The file is measured in pixels.
- ✓ **Reset Size icon:** (This small icon, which looks like a circle with an arrow in it, is visible only if you've changed the size of a Flash file.) You can change the display size of a Flash file by clicking and dragging one of its corners or by entering a number in the height or width fields. When

the size of a Flash file has been altered, a small, circular icon appears just to the right of the height and width fields. Clicking this circular icon reverts the Flash file to its original size. You can resize Flash files, unlike images, video, and many other file types, without affecting image quality because they're vector-based. To keep the file proportionate, hold down the Shift key while you drag to resize the file.

- ✔ **File:** Dreamweaver automatically fills in this field when you insert a Flash file with the filename and path. You risk breaking the link to your Flash file if you alter this field.
- ✔ **Src:** Use this option to enter the name of the Flash file and the path to its location, including any folders or subdirectories.
- ✔ **Bg:** Click the color swatch to change the background color that appears behind the Flash file, or enter a pound sign (#) followed by a hexadecimal color code.
- ✔ **Edit:** Click this button to open a Flash source file with the Adobe Flash program, where you can edit the file. Note that you can edit only the Flash source file. After saving the Flash file for web use with the `.swf` extension, return to the original Flash file to edit it again.
- ✔ **Class:** Use this drop-down list to apply any class styles defined for the document.
- ✔ **Loop:** Selecting this check box causes the Flash file to repeat, or *loop*. If you don't select this box, the Flash movie stops after it reaches the last frame.
- ✔ **Autoplay:** Selecting this check box causes the Flash movie to play as soon as it is downloaded to the viewer's computer. If you don't select this box, whatever option you've set in the Flash file itself (such as `onMouseOver` or `onMouseDown`) is required to start the movie.
- ✔ **V Space (vertical space):** If you want blank space above or below the file, enter the number of pixels.
- ✔ **H Space (horizontal space):** If you want blank space on either side of the file, enter the number of pixels.
- ✔ **Quality:** This option enables you to prioritize the anti-aliasing options of your images versus the speed of playback. *Anti-aliasing*, which makes your files appear smoother, can slow down the rendering of each frame because the computer must first smooth the edges. The Quality parameter enables you to regulate how much the process is slowed by letting you set priorities based on the importance of appearance versus playback speed. You can choose from these Quality options:
  - **Low:** Anti-aliasing is never used. Playback speed has priority over appearance.

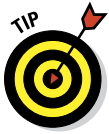
- **High:** Anti-aliasing is always used. Appearance has priority over playback speed.
  - **Auto High:** With this option, playback is set to begin with anti-aliasing turned on. However, if the frame rate supported by the user's computer drops too low, anti-aliasing automatically turns off to improve playback speed. This option emphasizes playback speed and appearance equally at first but sacrifices appearance for the sake of playback speed, if necessary.
  - **Auto Low:** Playback begins with anti-aliasing turned off. If the Flash player detects that the processor can handle anti-aliasing, it is turned on. Use this option to emphasize speed at first but improve appearance whenever possible.
- ✓ **Scale:** Specify this option only if you change the file's original height and width settings. The Scale parameter enables you to define how the Flash movie appears within those settings. The following options in the Scale drop-down list enable you to set preferences for how a scaled Flash movie appears in the window:
- **Default (show all):** The entire movie appears in the specified area. The width and height proportions of the original movie are maintained and no distortion occurs, but borders may appear on two sides of the movie to fill the space.
  - **No Border:** This option enables you to scale a Flash movie to fill a specified area. No borders appear and the original aspect ratio is maintained, but some cropping may occur.
  - **Exact Fit:** The Flash movie appears in the specified width and height. However, the original aspect ratio may not be maintained, so the movie may look squished.
- ✓ **Align:** This option controls the alignment of the file on the page. This setting works the same for plug-in files as for images.
- ✓ **Wmode:** Choose the Window option to display the Flash file in a rectangular window on a web page. Choose Opaque to hide everything behind a Flash file when you move or resize it using JavaScript. Choose Transparent to show the background of the HTML page through any transparent portions of the Flash file.
- ✓ **Play button:** Click the green Play button to play a Flash file in Dreamweaver. Note that when the Play button is activated, the button changes to Stop. **Note:** The Play button is available only under Windows.
- ✓ **Parameters:** This button provides access to a dialog box where you can enter parameters specific to your Flash files.

## Using scripts to make Flash function better

When you insert Flash or other multimedia files with Dreamweaver, the program creates a collection of JavaScript files that help the Flash file play properly.

The files are named according to the format `swfobject_modified.js` and are stored in a Scripts folder, which Dreamweaver automatically creates in your local site folder. The first time Dreamweaver creates this file, a dialog box alerts you that you need to upload the script for your multimedia file to work properly. Make sure you include this script when you publish your site on your web server.

If you don't include the script, your multimedia file may not play properly, or your visitors may be required to click the green Play button twice before the file begins to play. (Remember, the Play and Stop buttons are available only under Windows.)



With each new version of Dreamweaver, Adobe has changed the scripts included with Flash and other multimedia files. If you're editing a site that was created with an earlier version of Dreamweaver, update these scripts by deleting and then reinserting the multimedia file to generate new scripts. Then, make sure you upload the page with the Flash or other multimedia file, as well as the Scripts folder.

## Working with Adobe Edge Animate Files

Ever since Apple's wildly popular iPhone and iPad famously refused to support Flash, Adobe has been working on providing alternatives to video producers, animators, and web designers. Edge Animate is a software program that allows designers who are familiar with the Flash interface to create animations and then export them as bundled `.oam` files that are easy to insert into your web pages, using the new Dreamweaver CC functions.

The `.oam` files contain the images and the JavaScript, HTML5, and CSS code that Dreamweaver uses to display the animation in your web page. To add the `.oam` files to a page in Dreamweaver, use the following steps:

- 1. Click where you want the Edge Animate file to appear on your web page.**
- 2. If the Insert panel is not already open, choose Window⇨Insert. Then use the drop-down list to select the Media panel (refer to Figure 13-3).**
- 3. In the Media drop-down list, choose the Edge Animate Composition option.**

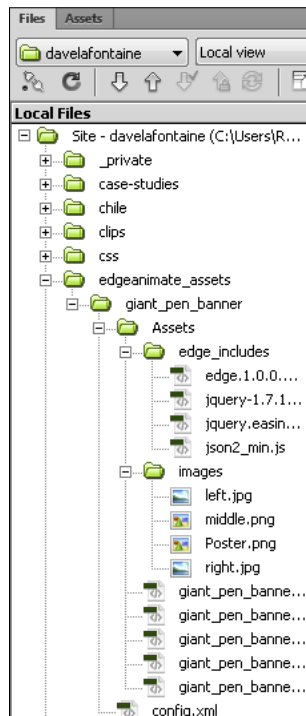
You can also choose Insert⇨Media⇨Edge Animate Composition, or press `Ctrl+Alt+Shift+E`. The Select Edge Animate Package dialog box appears.

4. Browse to locate the Edge Animate package file that you want to insert in your page, select the file, and click OK.
5. If you have accessibility options turned on, you're prompted to add alternative text to describe the Edge Animate file. Enter a description of the file and click OK.

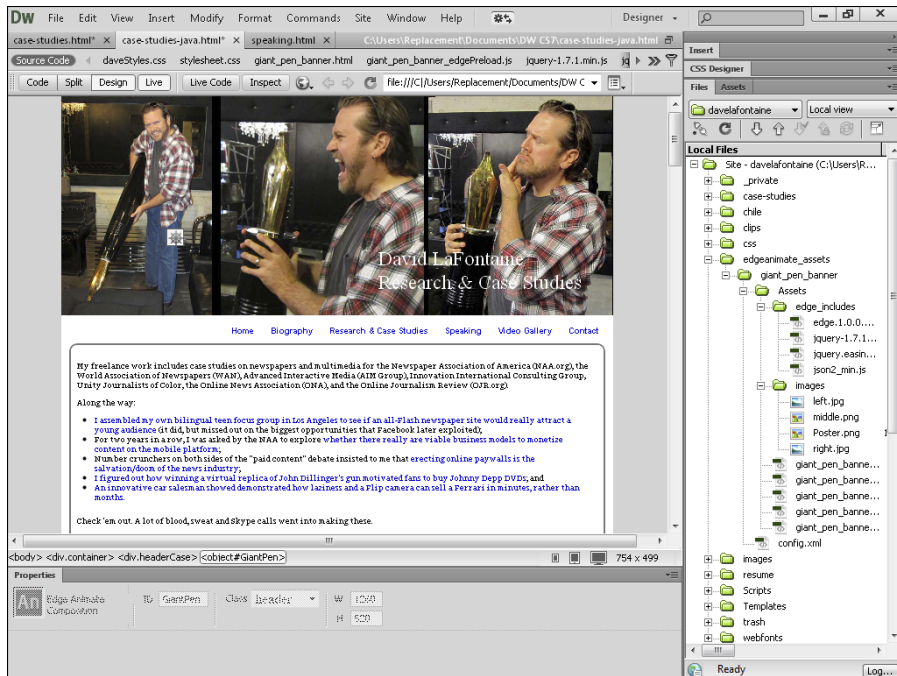
The dialog box closes, and the Edge Animate file is inserted into your document. Dreamweaver also copies the requisite jQuery, CSS, HTML, and image files to the root folder of your site, as shown in Figure 13-6.

6. Click the Live view button at the top of the workspace to view the inserted animation, as shown in Figure 13-7.

(Unlike Flash, there is no button to play the animation to see if it works.) Note the extensive list of files listed next to the Source Code button above the page design. If you want to see the example HTML5 animation in action, go to [www.davidlafontaine.com/case-studies](http://www.davidlafontaine.com/case-studies).



**Figure 13-6:** The necessary files are copied into a subdirectory in your site root folder.



**Figure 13-7:** The three segments of the banner zoom across the page, and then the text bounces down from above.



## Finding Flash resources online

One of the best places to read more about creating Flash files is on the Internet, where a wide range of websites offers everything from predesigned Flash files you can easily customize to great ideas for getting the most from this award-winning technology. You may find these websites useful if you want to find out more about Flash:

- ✓ [www.adobe.com](http://www.adobe.com): At the Adobe site, you'll find loads of tips and tricks for creating and using Flash files (as well as many inspiring examples of Flash in action).
- ✓ [www.swishzone.com](http://www.swishzone.com): If you're looking for an alternative to Adobe Flash, Swish

from Swishzone.com is a great little program that's more reasonably priced.

- ✓ [www.flashkit.com](http://www.flashkit.com): You'll find a wide range of resources for Flash developers at the Flash Kit site.
- ✓ [www.gotoandlearn.com](http://www.gotoandlearn.com): Go to gotoAndLearn when you want free Flash tutorials as well as videos about developing Flash animations and working with ActionScript, the programming language used in Flash.

Dreamweaver includes just a few options in the Property inspector to modify Edge animations on your web pages. You can assign a class style to the Edge Animate file, but we recommend that you not adjust the height or width of the animation with the dialog boxes in the Property inspector, unless you are expert at manually editing the CSS, jQuery, and HTML files.

## *Working with Video and Audio on the Web*

As bandwidth has grown on the web, the use of video files has grown more dramatically than almost any other multimedia file type. From YouTube to small personal websites, millions of video files are added to the web every day. However, conflicting video formats that are fighting to be the standard under HTML5 are making life more difficult for web designers. Some browsers support the increasingly common MP4 video format, while others are choosing to support formats such as Ogg Theora or WebM, which are free and open-source alternatives.

For those who use a more traditional video format, such as Windows Media Video or Apple QuickTime, see the instructions for adding files in those formats in the section, “Inserting audio and video files,” later in this chapter. You can specify video and audio settings, such as Autoplay, by changing setting parameters, an option that is a little more complicated if you use any format other than Flash video. You find instructions for managing these settings in Dreamweaver in the “Setting options for audio and video files,” later in this chapter.

The first challenge to working with multimedia is choosing the right format and optimizing your video so it downloads quickly and still looks good. Unfortunately, no single video format works perfectly for everyone on the web, but most new computers come with preinstalled video and audio players that play the most common file formats. If you use a Windows computer, you probably have Windows Media Player. If you use a Mac, you have QuickTime. Both video players can handle multiple video formats, so anyone with a relatively new computer can likely view video in common formats.

### *Comparing popular video formats*

You can convert video from one file format to another relatively easily with most video-editing programs. You can open a video in AVI (Audio Video Interleave) format in a program, such as Adobe Premier Elements (a good video editor for beginners), and then choose File⇒Export to convert it to any of a dozen formatting and compression options. For example, you could convert an AVI file to the .mp4 format with the compression setting for a smartphone or into the QuickTime format with the compression setting for a cable modem.

## Streaming media plays faster

To *stream* multimedia means to play a file while it's downloading from the server. This trick is valuable on the web because video and audio files can take a long time to download. Here's how streaming works. When you click a link to a video file, your computer begins to download it from the server. If the video is hosted on a web server that supports streaming, the video or audio file begins to play as soon as enough of the file downloads successfully to ensure an uninterrupted experience.

If you don't use streaming, the entire file may have to download before the media can play. Although the download time for streaming or nonstreaming files may be the same, streaming

can greatly reduce the time your visitors wait before they can start viewing a video online. Because web servers that stream video are very expensive, Flash offers an option called *Progressive Download*. This option offers many of the same advantages of streaming because a video embedded with the Progressive setting will start playing before the entire file is downloaded. However, the option has some limitations. For example, you can't fast forward or back up as well with a video that is downloading using Progressive settings as you can with a video hosted on a web server that supports streaming.

Editing video can get complicated, and optimizing video for the best quality with the fastest download time is both an art and a science, but the most basic process of converting a video file isn't difficult after you understand the conversion options.

Table 13-1 provides a brief description of the most common digital video formats, their file extensions, and a web address where you can find out more about each option.

**Table 13-1**

**Common Digital Video Formats**

<i>Format</i>	<i>File Extension</i>	<i>Website</i>	<i>Description</i>	<i>Browser Support</i>
Flash video	.flv	www.adobe.com	You can create Flash videos with Adobe Flash. Because the Flash player is almost ubiquitous on the web, many developers still consider Flash a viable option.	Through browser plug-in. Nearly universal support through 95 percent market penetration on desktops. On mobile platforms, however, Flash is famously not supported.

<b>Format</b>	<b>File Extension</b>	<b>Website</b>	<b>Description</b>	<b>Browser Support</b>
WebM	.webm	www.webmproject.org	WebM is an open-source video format championed by Google. Although WebM is still somewhat rare, many designers are starting to take it seriously due to the increasing popularity of Android mobile devices.	Chrome, Firefox 4 and later, Internet Explorer 9 (although this requires separate installations), Opera 10 or later, and Safari 3.1 or later.
Ogg Theora	.ogv, .ogg	http://xiph.org	Ogg Theora is another open-source video format, this one championed by Wikipedia, for use in delivering its video content. Also favored by the Firefox development team.	Firefox 3.5 and later, Chrome 3 and later, Opera 10. Not supported by Internet Explorer or Safari.
MP4	.mp4	No official site for this technology	Part of MPEG-4, the MP4 format can be used for audio or video. This format is becoming increasingly popular, partly because most mobile phones, including the iPhone, support it, making it a good alternative to .flv.	Chrome 3.0 or later, Internet Explorer and Safari (all versions). Not supported by Firefox or Opera.

*(continued)*

**Table 13-1 (continued)**

<b>Format</b>	<b>File Extension</b>	<b>Website</b>	<b>Description</b>	<b>Browser Support</b>
Windows Media Video	.wmv	www.microsoft.com/windows/windowsmedia	Defined by Microsoft and popular on the PC, the Windows Media Video format supports streaming and plays with Windows Media Player as well as many other popular players.	Nearly universal support. Safari or browsers on a Mac may need a plug-in.
QuickTime	.qt, .mov	www.quicktime.com	The QuickTime player is built into the Macintosh operating system and is used by most Mac programs that include video or animation.	Nearly universal support. Older versions of Windows may experience pixelated playback and heavy artifacting.
AVI	.avi	No one site about AVI exists, but you can find information if you search for <i>AVI</i> at <a href="http://www.microsoft.com">www.microsoft.com</a> .	Created by Microsoft, AVI (Audio Video Interleave) is an uncompressed video format that is fine if you're viewing video on a CD or on your hard drive, where the file doesn't have to download. For Internet use, however, AVI tends to result in unwieldy file sizes.	Not supported on the Mac platform. Specialized plug-in required.

<i>Format</i>	<i>File Extension</i>	<i>Website</i>	<i>Description</i>	<i>Browser Support</i>
			If your files are in AVI, convert them to one of the other formats before adding them to your website. Otherwise, you force your visitors to download unnecessarily large video files.	

### *Comparing popular audio formats*

Audio works much like video on the web. You can link to a sound file or embed the file into your page; either way, your visitors need to have the right player to listen to the file. You find instructions for adding both audio and video files to your pages in the following section, “Adding Audio and Video Files to Web Pages.”

Table 13-2 provides a brief description of the most common digital audio formats, their file extensions, and a web address where you can find out more about each option.

**Table 13-2 Common Digital Audio Formats**

<i>Format</i>	<i>File Extension</i>	<i>Website</i>	<i>Description</i>
MP4	.mp4	No official site for this technology	Part of MPEG-4, the MP4 format can be used for audio or video. This format is becoming increasingly popular, partly because most mobile phones, including the iPhone, support it, making it a good alternative to .flv.

*(continued)*

**Table 13-2 (continued)**

<i>Format</i>	<i>File Extension</i>	<i>Website</i>	<i>Description</i>
MP3	.mp3	No official site for this technology	One of the most successful audio compression formats, MP3 supports streaming audio. Most music you can download from the Internet is in MP3 format, and it's clearly the first choice of many web developers. Most popular multimedia players on the web can play MP3 files.
Ogg Vorbis	.ogg	<a href="http://xiph.org">http://xiph.org</a>	Ogg Vorbis is an open-source alternative to MP3 that was created when developers feared that exorbitant licensing fees were about to be imposed. It remains something of a rarity on the web, although it is commonly used in video games and on Wikipedia. It is supported by all the major web browsers, although Apple's iPhone and iPad need special applications to play Ogg Vorbis files.
Windows Audio	.wma	<a href="http://www.microsoft.com/windows/windowsmedia">www.microsoft.com/windows/windowsmedia</a>	Microsoft's Windows Audio format supports streaming and can be played with Windows Media Player as well as many other popular players. It also offers digital rights management functionality.
WAV	.wav	No official website exists for WAV files, but you can find some documentation at <a href="http://www.microsoft.com">www.microsoft.com</a> if you search for WAV.	The WAV file format is popular in digital media because it offers the highest sound quality possible. Audio files in this format are often too big for use on the web, averaging 12MB for a minute of audio. (In comparison, an MP3 file that is five times longer can be less than one-third the size.) Although WAV files are commonly used on the Internet because of their nearly universal compatibility, I recommend that you convert WAV files (especially for long audio clips) to one of the other audio formats.

## Adding Audio and Video Files to Web Pages

Like other multimedia files, you can link to an audio or a video file or you can insert multimedia files into a page. Linking to a multimedia file is as easy as linking to any other file, as you see in the instructions that follow. Inserting an audio or a video file is a little more complicated, but it lets a visitor play the file without leaving the web page. Inserting audio and video files is covered in this section. If you're using Flash video or audio, see the "Adding Flash audio and video files" section, later in this chapter.

### Linking to audio and video files

To use Dreamweaver to link to a video or an audio file, follow these steps:

- 1. Select the text, image, or other element you want to use to create a link.**

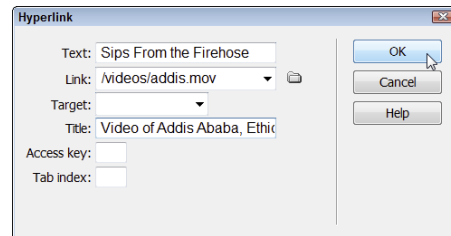


If you're linking to a video file, a good trick is to take a single still image from the video and insert that into your web page. Then create a link from that image to the video file.

- 2. Choose Insert > Hyperlink or click the Hyperlink icon in the Common Insert panel.**

The Hyperlink dialog box opens, as shown in Figure 13-8.

Alternatively, you can click the Browse icon just to the right of the Link field in the Property inspector. (The Browse icon looks like a small file folder.)



**Figure 13-8:** Link to an audio or a video file just as you'd create a link to another web page.

- 3. In the Text field, enter the text you want to serve as a link.**

If you selected a section of text on the page before opening the Hyperlink dialog box, that text automatically appears in the Text field.

**4. In the Link field, enter the URL where the audio or video file is located.**

Alternatively, click the Browse icon (the file folder icon) to the right of the Link field and browse your hard drive to find the video or audio file you want to link to.

As with any other file you link to, make sure you've saved your audio or video files into your local site folder (which I explain how to set up in Chapter 2).

Note that you can link to an audio or a video file on another website, but you need to have the exact URL of the file's location.

**5. (Optional) Use the Target field in the Hyperlink dialog box to define where your linked page opens.**

To open the linked page in a new browser window or in a new tab within a browser, choose the `_blank` option. The New option is not recommended because it is not standard. Choose `_self` to open the linked page in the same window (the default). Choose `_top` to force the page to open in a fresh browser window, even if the page is displayed in a frame.

The `_parent` option is almost never used anymore, but if your page is in a frameset, you can select this option to open the linked page a level above the current page in the frame structure.

**6. (Optional) Fill in the title, access key, and tab index.**

The Title, Access Key, and Tab Index fields in the Hyperlink dialog box are optional. These settings make it easier for visitors with disabilities to navigate your website with special browsers. You can learn more about website accessibility at [www.w3.org/WAI/intro/accessibility.php](http://www.w3.org/WAI/intro/accessibility.php).

**7. When you have finished specifying settings, click OK and then choose File ⇨ Save to save the page.**

The dialog box closes, and the link is created automatically.

**8. Click the Preview (globe) icon (at the top of the work area) to open the page in a browser, where you can test the link to your multimedia file.**

Dreamweaver launches your specified web browser and displays the page. If you have the necessary player, the file downloads, your player launches, and your file automatically plays.



Many people like to have multimedia files, such as video, pop up in a new browser window. To do this, create an HTML file and embed your multimedia file in it. Then use the Open Browser Window behavior in Dreamweaver to create a pop-up window that displays your multimedia page. For more on how to work with Dreamweaver behaviors, see Chapter 11.



You can link to video files instead of embedding them (just as you would link to any file), but the advantage of embedding your audio or video file directly into the page is that the file will play in your web page instead of opening in a separate window or player.

## *Inserting audio and video files*

Although you can use Dreamweaver to insert video files directly into a web page, our best advice is to use one of the video-hosting services, such as YouTube or Vimeo (covered earlier in this chapter). Dreamweaver's media features support all the audio and video files in Tables 13-1 and 13-2.

When you select Media from the Insert menu, you find multiple video and audio options. The Flash video format is covered in detail later in this chapter. If you want to insert video files that are in one of the older and more proprietary formats, such as Windows Media Video (.wmv) or QuickTime (.mov), you choose the Plugin option from the Media drop-down list in the Insert menu.

If you want to use the latest video formats using the HTML5 video tag, you can insert video in the MP4, WebM, or Ogg Theora formats (included in Table 13-1), by following these steps:

- 1. Click where you want the file to appear on your web page.**
- 2. Choose Insert⇒Media⇒HTML5 Video (see Figure 13-9).**

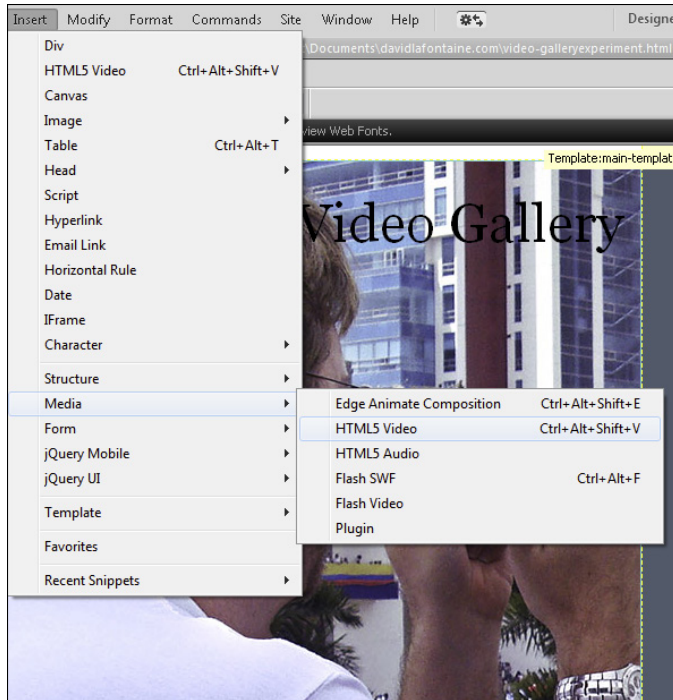
You can also click the drop-down list in the Insert panel, choose Media, and then select HTML 5 Video. A small gray box containing a film icon appears in your design.

- 3. Click the small gray box containing a film icon.**

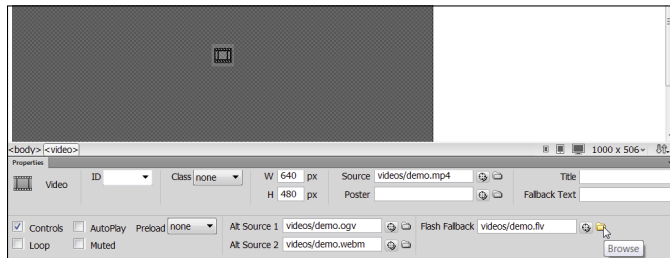
The Video properties are displayed in the Property Inspector at the bottom of the screen.

- 4. In the Source field in the Property inspector, enter the URL to your video file or select the Browse icon and then select a video file on your hard drive.**

After you selected the file, the path and filename appear in the Source window, as shown in Figure 13-10.



**Figure 13-9:** Choose from a variety of multimedia file formats.



**Figure 13-10:** When you use the HTML5 option, you can embed videos in multiple formats using the Property inspector.

- 5. (Optional) Use the Alt Source 1 and Alt Source 2 fields to enter the URL or browse and select video in additional formats.**

One of the complexities of using the HTML5 video tag is that you can use it with three video formats: mp4, Ogg Theora, and WebM. If you want your video to play in all popular web browsers, you need to include the video in all three formats. In Figure 13-10, you see that all three source fields are filled in with videos in each of these formats. Additionally, you can include a Flash video for older web browsers in the Flash Fallback field.

If you think it's crazy to have to embed four different video files in four different formats, you're not alone. This complexity is due to the lack of agreement among browser companies about what format is best for video.



Another advantage of using Vimeo or YouTube, to host your videos is that you can upload a video in just one format, and YouTube and Vimeo convert it and deliver it in all these formats automatically.

**6. Enter the height and width in the H and W fields, respectively, of the Property inspector.**

When you add audio or video, Dreamweaver doesn't automatically determine the height and width of the file, so you need to add the dimensions in the Property inspector after you insert the file. You find a description of these and other options in the next sections, "Setting options for audio and video files."

**7. Save the page and click the Preview (globe) icon (at the top of the work area) to open the page in a browser, to ensure compatibility.**

As noted in Tables 13-1 and 13-2, not all video formats will play in all browsers. Test your video to make sure that it plays at least in the browser that you're targeting as your primary destination. If you've set the file to Autoplay, your file plays automatically when the page loads into the browser. Otherwise, your browser inserts a simple controller so that you can start, pause, fast-forward, and rewind the video. To change video and audio settings that aren't included in the Property inspector, such as Autoplay, see the next section.

### *Setting options for audio and video files*

When you select an inserted multimedia file, such as a sound or a video file, the Property inspector displays the options for the file (refer to Figure 13-10). The height and width are the most important settings. Unlike image files or Flash files, Dreamweaver can't automatically detect the height and width of other audio or video formats, so it's important to set these options in the Property inspector. To determine the height and width of a video file, you may need to open the file in a video-editing program.

The following describes the multimedia options available from the Property inspector:

- ✔ **ID field:** Use the text field in the upper-left corner of the Property inspector, just to the right of the plug-in icon, if you want to assign a name to the file. If you leave this field blank, Dreamweaver doesn't enter a name automatically unless you are using a file in a Flash format. The name is important only if you want to refer to the file in JavaScript.
- ✔ **Class:** Use the Class drop-down list to apply styles defined using the class selector.
- ✔ **W (width) and H (height):** Specify the measurement of the file in pixels. If you make the video much bigger than its actual size or fail to maintain its proportions, the video may be distorted or lack quality.
- ✔ **Source:** This option specifies the name and path to the file. You can type a filename or click the Browse icon (which looks like a small folder) to browse for the file. This field is filled in automatically when you embed the file.
- ✔ **Poster:** Specify an image to fill the space where your video will play so that your users have something to look at while the video loads.
- ✔ **Title:** Specify an identifying name for your video.
- ✔ **Fallback Text:** Display a short phrase to users who have incompatible browsers, such as "This video requires you to use the Firefox browser."
- ✔ **Controls:** Hide or display the video or audio controls for a file.
- ✔ **Loop:** Control whether a video file or an audio file loops, or continues to play over and over.
- ✔ **AutoPlay:** Play the file as soon as the page loads. We don't recommend this setting because many people browse the web from their office or other quiet location and resent being blasted with music when a page loads.
- ✔ **Muted:** Controls whether a video file or an audio file is muted at the beginning of playback.
- ✔ **Preload:** Use the drop-down list to choose the information that appears on the screen while your HTML5 multimedia file is loading. The None option leaves the space blank, Auto displays a percentage loaded indicator, and Metadata displays the file size, format, and other information relevant to your file.
- ✔ **Alt Source 1:** If you have an alternative version of your video (such as in WebM or MP4), choose it by following the process you used for the Source setting.

- ✓ **Alt Source 2:** If you have a third version of your video, choose it by following the process you used for the Source setting.
- ✓ **Flash Fallback:** If all else fails, choose the `.flv` file on your computer to serve as the ultimate backup to the HTML5 video files.



Be careful about combining these options. For example, if you turn off AutoPlay and Controls, your visitor can never play your file. By default, the controls are visible unless you deselect the box next to the Controls parameter. Similarly, if you turn off Controls and set your file to Mute, your users can never hear what the audio track is playing.

## Adding Flash audio and video files

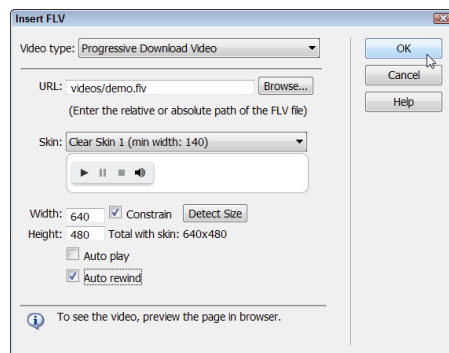
Flash video has long been the video format of choice because so many people have Flash Player and it is such a small and easy download for those who don't have it. Adobe owns both Flash and Dreamweaver, so you find much better support for Flash files in Dreamweaver.

The Insert FLV dialog box makes it easy to set parameters for Flash. Dreamweaver can even automatically detect the size of Flash video files. You can also use Flash to create and insert audio files, displaying only the player (called a *skin* in Flash).

Follow these steps to insert a Flash video file into a web page:

1. **Click where you want the file to appear on your web page.**
2. **Choose Insert → Media → Flash Video.**

(Alternatively, you can choose Flash Video from the list in the Media Insert panel.) The Insert FLV dialog box appears, as shown in Figure 13-11.



**Figure 13-11:** Specify how a Flash video will be displayed in a web page.

**3. At the top of the dialog box, specify Streaming Video or Progressive Download Video.**

You must have special server software to handle streaming video. Check with your Internet hosting service or system administrator to find out whether your web server supports streaming Flash files. If not, choose Progressive Download Video, which offers some of the advantages of streaming and works on any web server. For more on this topic, read the sidebar “Streaming media plays faster,” earlier in this chapter.

**4. Click the Browse button to the right of the URL field and browse to find the Flash FLV file you want to add to the page. Select the file and click OK.**

Dreamweaver automatically adds the filename and path to your Flash file in the URL field.

**5. Choose a skin from the Skin drop-down list.**

Dreamweaver calls the play and audio controls for a Flash file a *skin*. As you can see in Figure 13-11, a preview of the selected skin appears in the dialog box so you can better decide which one is best for your Flash file and your design. You can also create custom skins in Adobe Flash.

**6. Click the Detect Size button to insert the height and width of the inserted Flash file (if Dreamweaver hasn't already done so).**

**7. If you want the Flash video to play as soon as the page is loaded, select the Auto Play check box.**

**8. If you want the video to rewind after play is complete, select the Auto Rewind check box.**

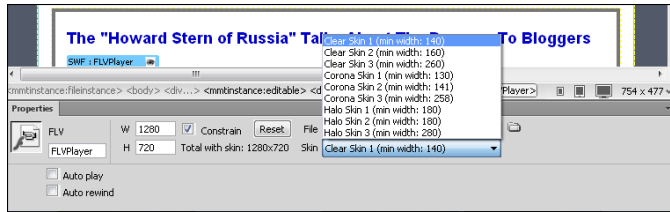
**9. Click OK to insert the Flash file and close the dialog box.**

The Flash file appears on the page, represented by a gray box that's the height and width of the file.



When you insert a Flash video file and include a skin for the player, Dreamweaver creates a Flash file for the player with the `.swf` extension and saves the file in your local site folder. This Flash file contains the player controls and *must* be uploaded to your website when you publish the page with the Flash file for the player controls to work.

You can change the skin by clicking to select the inserted Flash file and using the Skin drop-down list in the Property inspector to select another option, as shown in Figure 13-12. Each time you choose a skin, Dreamweaver creates a new `.swf` file. You can delete any skins that aren't being used.



**Figure 13-12:** Use the Property inspector to alter the settings for a Flash video.

If you want to find out about other Flash options, visit [www.adobe.com](http://www.adobe.com) and search for *Flash Object and Embed tag attributes*. Or go directly to [http://kb2.adobe.com/cps/127/tn\\_12701.html](http://kb2.adobe.com/cps/127/tn_12701.html).



If you want a more customized player than the one available in Dreamweaver (for example, if you want to allow your users to click to see the video full-screen) and don't want to build one in Flash, check out the variety of players in Adobe's online Dreamweaver Exchange marketplace, at <http://www.adobe.com/cfusion/exchange/index.cfm?event=productHome&exc=3>.



## Part IV

# The Part of Tens



Enjoy an additional *Dreamweaver CC For Dummies* Part of Tens chapter on timesaving web design tips at <http://www.dummies.com/extras/dreamweavercc>.

## *In this part . . .*

- ✓ Check out a collection of websites that can help you with some of the things you won't find in Dreamweaver, such as domain registration.
- ✓ Add detailed traffic tracking and e-commerce features to your website.
- ✓ Design and manage e-mail newsletters and other bulk e-mail messages.
- ✓ Discover ten ways to promote your website and attract the audience that your site deserves by using social media sites and search engine optimization (SEO).

# Ten Resources You May Need

## *In This Chapter*

- ▶ Finding domain registration services
- ▶ Adding a favicon image to the address bar
- ▶ Creating interactive forms
- ▶ Selling stuff on the web
- ▶ Sharing what's on your screen
- ▶ Keeping track of visitors to your traffic
- ▶ Using a heat map to see how visitors use your site
- ▶ Surveying your site visitors
- ▶ Following web standards with the W3C
- ▶ Adding new features to Dreamweaver with extensions

Although Dreamweaver is a wonderful tool for creating websites, it can't do everything you need to put a site online. For example, you can't register a domain name using Dreamweaver and you can't create a *favicon*, a special kind of tiny icon image that appears at the top of a web browser, usually in the address bar or the corresponding tab.

I added this chapter to offer you a handy list of online resources that can help you finish your site when you need to go beyond the features in Dreamweaver.



## Registering a Domain Name

The address for your website is its *domain name*. The domain name is what visitors need to know to find your website. For example, you can visit my Digital Family website at `www.DigitalFamily.com`.

Even before you start building your website, I recommend that you register your own domain name. The process is simple, painless, and costs less than \$10 per year at most registrars, but it can take from a few hours to a few days for the domain registration process to be completed.

You can register any domain name that hasn't already been taken by someone else. Just visit any domain registrar, such as `www.godaddy.com` or `www.1and1.com`, and enter the domain name you want in the search field on the main page of the registrar's site. If the name you want is no longer available, most registration services will give you a list of recommended alternatives.

Most domain registration services also provide web-hosting services, but you don't have to host your site at the same place where you register the name. You can set up a web server anywhere you want and then use the domain management settings at your domain registration service to point your name to the server where your website is hosted.



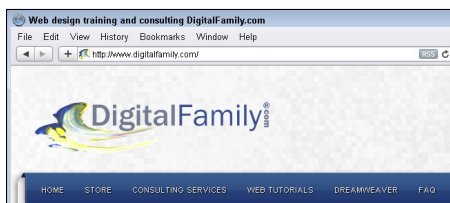
After you buy that killer new domain name that will undoubtedly lead to a life of fame and fortune and a ten-figure exit strategy, you'll probably be bombarded with offers to buy all the variants of your website's name. Before you go splurging on the `.tv`, `.org`, `.net`, and `.biz` versions of your site, you should know that most people still default to the good old `.com` when looking for a site with a catchy name.



When you enter a domain name into a web browser, everything before the extension (the `.com`, `.net`, or `.org` part) can be written in uppercase or lowercase, and it will work just fine. However, if you want to go to a specific page within a website, such as `www.digitalfamily.com/store`, the text that comes after the extension is often case sensitive. Because the part before the `.com` doesn't matter, I find it easier to recognize domain names when they're written with capital letters. So, for example, I use `www.DigitalFamily.com` on my business cards instead of `www.digitalfamily.com`.

## Dressing Up the Address Bar with a Favicon

Have you ever wondered how to add a *favicon* — a custom graphic that appears in the address bar at the top of browsers such as Internet Explorer or Firefox — to your site? Google adds a capital G, Adobe adds its logo, I use a small piece of my logo for the favicon on my DigitalFamily website (shown in Figure 14-1). You can add an image, too. But first you have to get the image in the right format.



**Figure 14-1:** Distinguish your site by adding a favicon.

You can use a number of online services to create favicons. A popular service is available at [www.Favicon.com](http://www.Favicon.com). To use the service, open the main page of the Favicon.com site in a web browser and upload a graphic. It will be automatically converted into a favicon with the `.ico` extension for free. Then you simply download the new image to your hard drive, and then upload it to the root level (the main site folder) of your website (that is, the one that corresponds to your local site folder). The next time you view your page in a browser, the image appears automatically in the address bar.

## Add Forms with Online Services

Forms follow function, to paraphrase the old saying. On the web, many of the most advanced and interactive features you can add to a web page require *forms* — structures for collecting, from site visitors, information that can then be used in a variety of ways. Forms are commonly used to create guest books, contact forms, search engine entry fields, order forms, chat rooms, and discussion areas.

Dreamweaver makes it relatively easy to create form elements, such as check boxes, radio buttons, and drop-down lists, but if you want your form to actually *do* something, you have to pair it with a program on your web server.

One of the most confusing aspects of working with forms is that they don't do much until you connect them to a script (essentially a program that executes a limited set of commands). These programs, or scripts, enable form processing.

For example, when you fill in a contact form on most web pages, a script collects the information you entered and either saves it to a database or sends it to a specified address by e-mail. Similarly, if you enter text in a search field and press Search, the text you enter gets processed by a program that conducts the search and delivers a page with the results. The more complicated the form and the processing required, the more complicated the programming.

You can create your own forms in HTML, write your own scripts, and even download form scripts from the web, but unless you're an experienced programmer or a system administrator, you're likely to have a hard time making your own forms work on your website. How you install a script on your server depends on how your server is set up and often requires special access and experience configuring programs on a web server — topics that are way beyond the scope of this book.

Today, unless you are working on a large site or need a highly customized form, your best option is to use an online service. Here are two of the most popular ways to set up forms on a website (without needing programming skills):

✔ Email Me Form at [www.emailmeform.com/](http://www.emailmeform.com/)

✔ Adobe Acrobat Forms Central at [www.adobe.com/FormsCentral](http://www.adobe.com/FormsCentral)

When you use either of these online services, you use a script that is hosted on their web server and linked to the form that you to add to your website. Not having to host a script on your own server removes most of the headaches when it comes to creating a wide variety of forms.

To use these services, set up an account, choose the type of form you want to create, and then copy and paste a little code into the HTML of your blog or your website. It's that simple.

## *Selling Stuff on the Web*

You can sell things online in many ways. As a general rule, I recommend that you start simple and add more complex and expensive options after you know that you'll make money with your site.

At the simple end of the spectrum, you can add a purchase button or a simple e-commerce shopping cart with the services offered at [www.PayPal.com](http://www.PayPal.com) and [checkout.google.com](http://checkout.google.com). These services require no upfront costs and are as easy as copying and pasting to use, but they are suited only for relatively small shopping carts. For a slightly more advanced, Dreamweaver-compatible solution, consider [www.cartweaver.com](http://www.cartweaver.com).

If you're selling hundreds of products, you'll want to move up the scale in complexity and price and choose a service such as [www.bigcommerce.com](http://www.bigcommerce.com) or [www.shopify.com](http://www.shopify.com). At the high end of the shopping service, you could create a site as complex as Amazon.com with the tools offered at [www.Magento.com](http://www.Magento.com).

## Sharing Your Computer Screen Remotely

Often when you're designing a website, you'll want to show your site to someone (a client, a friend) before you publish it on the public web. That's where remote screen sharing can come in handy.

With a growing list of online collaboration tools, you can show what you're doing on your computer to anyone who has access to the Internet. At the high-end of the spectrum, Adobe Connect, at [www.adobe.com/adobeconnect](http://www.adobe.com/adobeconnect), provides a collaborative sharing environment with chat features and the capability to moderate questions, making it ideal for large presentations and online classes and webinars.

If you just want to share your screen with one other person, my favorite tool is Skype. I've long loved Skype for its capability to make phone calls over the Internet for little or no cost, but the latest version includes a Share My Screen option that is free and super easy to use. Both computers must have the Skype software and accounts on Skype (download the program and set up your account for free at [www.skype.com](http://www.skype.com)). After you've logged in and initiated a call between your two computers, click the Sharing icon (just to the right of the Video icon) and choose Share My Screen from the pop-up window.

Another useful sharing service can be found at <https://join.me>, a quick and easy-to-use service that works on Mac and Windows computers, as well as many mobile devices.

## Keeping Track of Traffic

Most web-hosting services provide basic log reports and traffic information, but if you want more detailed reports about how people are finding your website and what they're doing after they arrive, consider using a service such as Google Analytics ([www.google.com/analytics](http://www.google.com/analytics)), StatCounter.com ([www.statcounter.com](http://www.statcounter.com)), or WebSTAT.com ([www.webstat.com](http://www.webstat.com)).

To use any of these services, set up an account and copy a bit of code from the site to your web pages. (The procedure is a simple copy and paste that you can do in Code view in Dreamweaver.) Google Analytics, StatCounter, and other services then use that bit of code to track your traffic.



Visit any of the services, such as Google Analytics (the most popular of these tools), for a demo and a sample report that illustrates the kind of information you can collect, including what search terms someone used to find your site through a search engine. Studying how people use your website is one of the best ways to determine how to improve your site's content and design.



For instructions on how to copy and paste code from a site such as Google Analytics into the pages of your site in Dreamweaver, read the tutorial on Google Analytics on my website at [www.DigitalFamily.com/dreamweaver](http://www.DigitalFamily.com/dreamweaver).

## Taking Your Site's Temperature with a Heat Map

Adding a heat map to your website is a great way to discover what people find most interesting on each page of your site. Analytics, covered in the preceding section, measure overall traffic patterns on the different pages of your site; a heat map shows you the popularity of the different elements on each page of your website.

When you add a heat map to your site, you get a visual snapshot showing "hot areas" — the links, text, images, and other elements on a page that attract the most attention from your visitors. To learn more about how heat maps work, visit [www.clickdensity.com](http://www.clickdensity.com) or [www.crazyegg.com](http://www.crazyegg.com), shown in Figure 14-2.

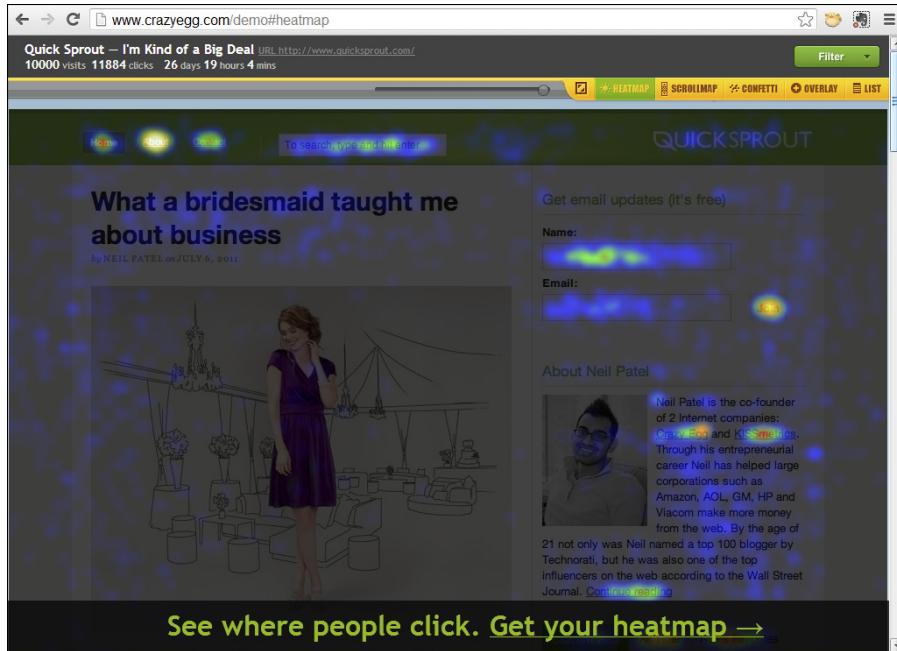


Figure 14-2: Heat maps show you where visitors go on your pages.

## Surveying Your Visitors

Want to know what your visitors really think? Ask them. You can create a free online survey at [www.SurveyMonkey.com](http://www.SurveyMonkey.com) and link to it from your website. With SurveyMonkey, you create the survey using a web browser. The site then automatically tallies the results and presents them in a series of reports and pie charts. The survey results are a great way to impress your board of directors at the next annual meeting.

Prefer to create an interactive quiz that you can embed directly into the pages of your site? Visit [www.quizrevolution.com](http://www.quizrevolution.com), where you can design quizzes with a service that automatically scores each quiz taker and includes the option to add bonus instructions or tips.

## *Keeping Up with Web Standards at W3.org*

If you want to keep up with the latest developments in web design and make sure you're following standards, you'll find no better place than [www.w3.org](http://www.w3.org), the official website of the organization that sets web standards. This nonprofit site provides loads of information, including the full specification for HTML and CSS.

In Chapter 4, you find instructions for testing your web pages with Dreamweaver's validation tools. For more advanced testing, or for testing sites you've already published to the web, the W3C offers online testing tools. You can use these sites to test your web pages for compliance with W3C standards by entering a page's URL in the CSS validator at <http://jigsaw.w3.org/css-validator/> or the Markup validator at <http://validator.w3.org/>.

## *Extending Dreamweaver at Adobe.com*

Visit the Dreamweaver Exchange Site at [www.adobeexchange.com/](http://www.adobeexchange.com/) to find a vast collection of extensions you can use to add behaviors and other features to Dreamweaver. To install them, use Extension Manager, which I cover in Chapter 11.

While you're at the site, check out the growing collection of Adobe tutorials, updates, and resources at [www.adobe.com/devnet/dreamweaver](http://www.adobe.com/devnet/dreamweaver). Among the resources, check out the new CSS section, where you'll find the latest in CSS tips, tricks, and workarounds.

# Ten Ways to Promote Your Site

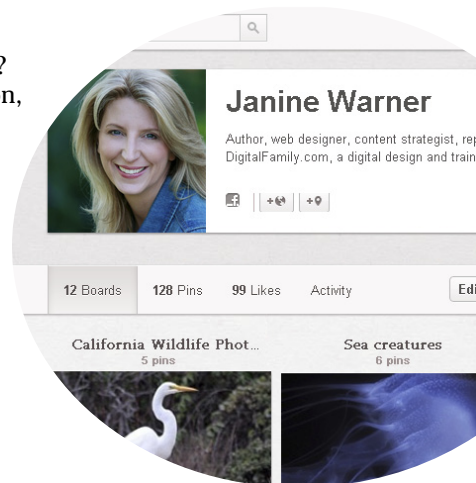
## In This Chapter

- ▶ Optimizing your site for search engines
- ▶ Paying for keywords on search engines
- ▶ Building contacts on social networking sites
- ▶ Ranking on social bookmarking sites
- ▶ Adding social media share buttons to your site
- ▶ Attracting return visitors with regular updates
- ▶ Getting mentioned in traditional media
- ▶ Spreading the word with viral marketing
- ▶ Blogging
- ▶ Finding useful ideas on other websites

What if you build a website and nobody comes? Unfortunately, that problem is all too common, which is why I've chosen to end this book by pointing you to a few places where you can promote your website. Driving large amounts of traffic to the pages of a site often requires an investment of time, a compelling product or message, money, a viral hit, or dumb luck. Improve your odds and save your budget with this chapter's tips, which are designed to help you attract the right visitors to your website.

## Scoring High in Search Engines

*Search engine optimization*, or *SEO*, has evolved from an esoteric dark art to the hottest buzzword on the web. Basically, SEO is a process designed to help you attract more attention from search engines such as Google, Bing, and Yahoo! The goal is to get your site higher on the search results page than your competitors.



## Why all this search engine secrecy?

Because much money can be made when your site appears at the top of search results lists, web marketers spend countless hours testing how search engines work to come up with their best guesses about the criteria that search engines are using and how best to move their sites up the list. The people who run sites such as Google and Bing, however, want to deliver the best results when someone conducts a

search — not just a list of the sites that reflect the ability of smart web marketers to figure out how to trick their way into the top position. The result is a cat-and-mouse game, with search engines changing the rules to thwart the most calculated efforts of specialists in SEO, and people who specialize in SEO charging big bucks to figure out the secret formula that can put you on top of the search results.

Scoring high in web searches is complicated because millions of sites vie for the top spots and search engines use complex formulas to determine which website should match any given keyword search. Search engines also guard their formulas for prioritizing websites and search ranking more carefully than Coca-Cola guards its recipe. And if all that secrecy doesn't make search engine optimization complicated enough, most search engines change their formulas regularly. (*How* regularly is also secret, although major updates and changes are often publicly announced.)

Building a website today without considering SEO is like opening a store in a dark alley with no advertising. Letting people know that your site exists is vital. A good way to start is to create a Google Webmaster Tools account at [www.google.com/webmasters/](http://www.google.com/webmasters/).

A detailed explanation of SEO and how best to optimize your pages is beyond the scope of this book, but I've added a section on my website with a collection of the most important tips and instructions for making sure your website is optimized for search engines. Visit [www.digitalfamily.com/tutorials/seo-and-dreamweaver/](http://www.digitalfamily.com/tutorials/seo-and-dreamweaver/).

## Buying Traffic (Yes, You Really Can!)

In addition to the natural results that search engines deliver when someone does a keyword search, buying keywords on search engines helps to ensure that your site is listed when someone searches for words that are relevant to your site, although the process is far more complex than most people realize. Search engine ads generally appear at the top and right side of most search result pages.

Not all keywords sell for the same price. Using a complex bidding process, most search engines charge significantly more for the most popular keywords. Adding to the complexity, the results of those keywords for your site can vary dramatically based on a dizzying array of factors. For example, the expensive keyword *Hawaii* may bring the most amount of traffic to your site, but the lower-priced keyword phrase *best Hawaiian luau* may result in more reservations to your hotel. Because it's possible to measure not only the traffic from a keyword search but also the actions of the person who clicks that keyword, you can calculate and compare the effectiveness of nearly every aspect of search engine advertising.

Again, this process can be highly complex. Just consider the following:

- ✓ **The real art of developing a list of keywords for search engine advertising requires more than just brainstorming a few words related to your business.** The best SEO companies come up with hundreds or thousands of keywords and phrases and then track the results to find the best return on each dollar spent for the keywords (for example, how many paying customers arrive via each keyword or phrase and how much they buy). Thus, running a campaign with 10,000 words might not cost much more than running a campaign with 100 words and might prove much more effective over time.
- ✓ **The most sophisticated ad campaigns involve creating special web pages to go with each keyword ad.** For example, you can create a special page (often called a *landing page*) on your Hawaiian hotel site for people who click the search term *scuba diving* that is different from the page for those who click the search term *luau*.

You can learn more about how to make the most of your keyword ads by carefully reading the instructions and tips on any site where you plan to advertise.



Google AdSense offers the largest online advertising program for keywords. Just visit [www.google.com/adsense](http://www.google.com/adsense) to find detailed instructions and a number of tips and tools to help you develop the best campaign and measure the results.

In addition to buying ads on Google, you can include Google Ads on your own website to earn advertising income. This program is called Google AdWords, and you can learn more about it at [adwords.google.com](http://adwords.google.com). Google often gives away \$100 coupons in AdWords to web developers who use their Webmaster Tools (including Google Analytics). Signing up for a Google Webmaster Tools account at [www.google.com/webmasters/](http://www.google.com/webmasters/) is also a valuable way to build traffic to your website.

## Using Social Networking Sites for Promotion

*Social networking*, the art of meeting and building contacts through social media websites, has become the most popular activity on the Internet. As we live more of our lives online, social networks have become a powerful way to build connections, attract new clients, find discounts, or get a new job. On the most popular social media sites, you can create personal profiles as well as professional pages, which are an increasingly important way to drive traffic to your website and promote your business, brand, or organization.

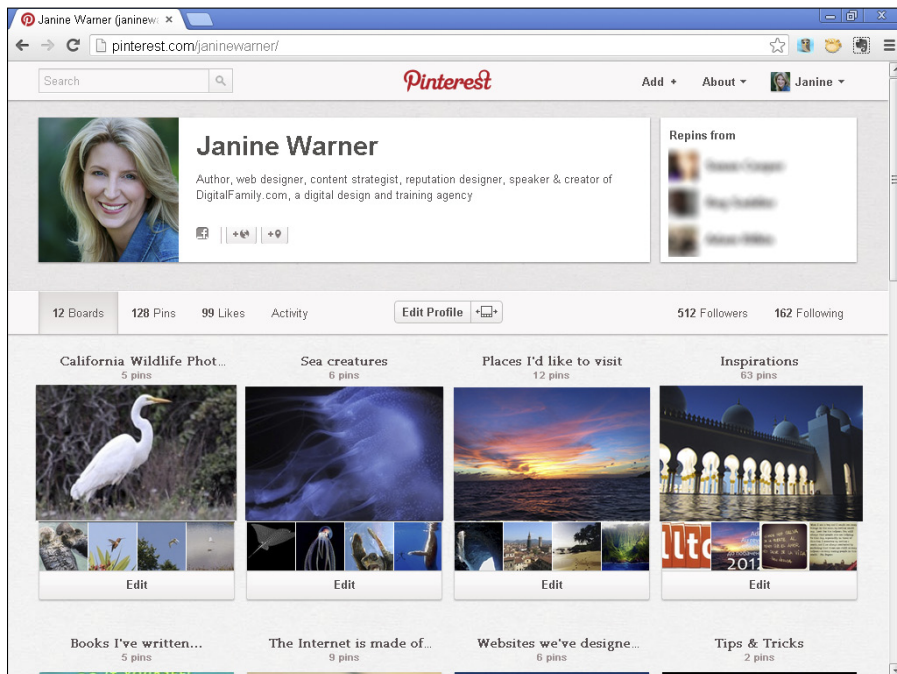
Here's what you can expect to find among the most popular social networking sites:

- ✓ **Facebook** ([www.facebook.com](http://www.facebook.com)): Facebook wins top place as the largest social networking site on the web, and its broad appeal makes it an excellent place to promote your website. Facebook was originally considered a vanity site and a place for college students, but its professional power is growing with its ever-expanding audience. With more than 1 billion members, Facebook is by far the most important, and most active, of the social media sites to date.
- ✓ **LinkedIn** ([www.linkedin.com](http://www.linkedin.com)): LinkedIn is the site for *professional* connections and online business networking. If you're online to develop business contacts with other professionals, especially if you're job hunting or trying to attract new business clients, LinkedIn is a powerful place to promote yourself and your website. Unlike Facebook and Myspace, LinkedIn is all business.
- ✓ **Twitter** ([www.twitter.com](http://www.twitter.com)): Once derided as an insipid waste of time, where people fired off short messages about trivial details of life, Twitter has evolved into an international force to be reckoned with. Best described as microblogging, Twitter makes it easy to connect with people online and share brief bursts of information, called *Tweets*. Twitter limits you to no more than 140 characters per post, but that brevity seems to be the secret to Twitter's success. Athletes, celebrities, politicians, and all types of so-called experts use Twitter to connect directly with their audiences, one brief message at a time. It takes a while to get the hang of the terse, abbreviation-heavy Tweetspeak language, which includes the use of special characters, such as the hash tag (#) to indicate a topic (such as *#Dreamweaver* in posts about the software) or the at sign (@) in posts about a person. (As in, follow me @janinewarner.)

Because you can post to Twitter from a computer, a cell phone, or any other Internet-enabled device, and because the posts are so brief, people tend to update Twitter more frequently than other services,

making it a great place to follow trends, news events, and other information in real time. Like all social networks, Twitter is constantly evolving, so it's a good idea to read other people's posts for a while to get the hang of it before you start to participate. Follow a few friends or experts to see how they use the service.

- ✓ **Google+ ([www.plus.google.com](http://www.plus.google.com)):** The newest entry in the social media scene is Google's competitor to Facebook, known as Google+. Launched in the summer of 2011, Google+ quickly turned into a must-have for every self-respecting web geek because membership was initially limited only to people who managed to finagle an invitation. The principal difference between Google+ and other social networking sites (such as Facebook) is that Google+ starts out by encouraging you to put your friends into circles. Google circles provide a way to organize the people you know into categories, allowing you to choose what information and updates you share with each group.
- ✓ **Pinterest ([www.pinterest.com](http://www.pinterest.com)):** This highly visual site exploded on the social media scene and became the fastest growing site in 2012. Especially popular among designers, artists, fashionistas, and other creative people, Pinterest makes it easy to "pin" and share images in collections called *boards*, as shown in Figure 15-1.



**Figure 15-1:** Pinterest is a highly visual social media site where users are encouraged to share images.

- ✓ **Myspace** ([www.myspace.com](http://www.myspace.com)): Once the most popular social networking site, Myspace now exists mostly to help musicians promote new songs and for movie studios to release movie trailers. Myspace's redesign attracted some new attention to this site, but it's still not clear if the site has much to offer to anyone who is not promoting music or videos.

## Increasing Your Ranking on Social Bookmarking Sites

Social bookmarking sites rank the popularity of web pages by the number of votes they get. As a result, these sites are excellent resources for people who want to keep up with what's popular online. Most enable anyone to vote on a site.

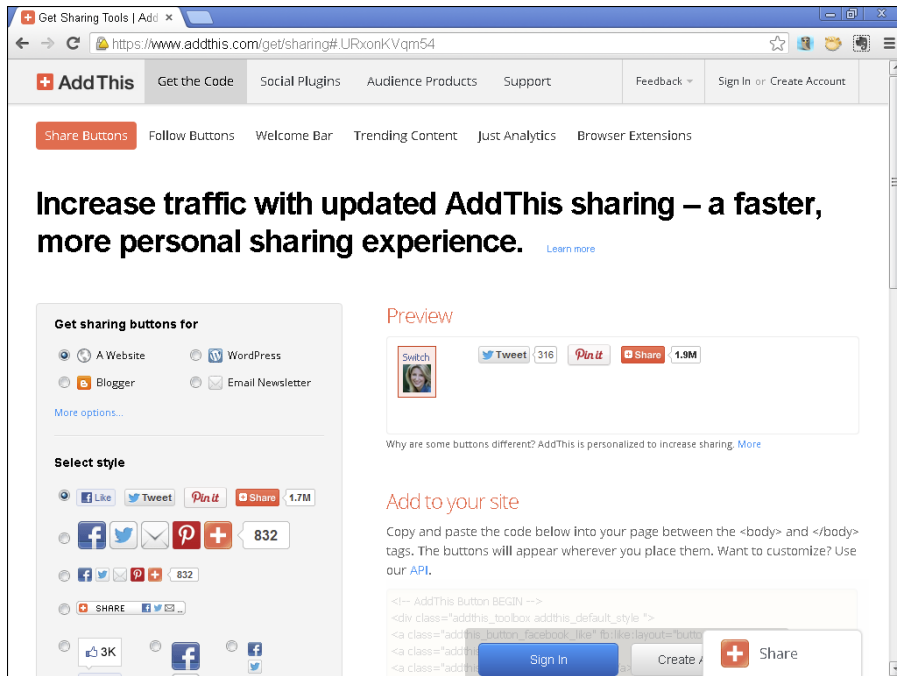
Getting your site listed on social bookmarking sites is a highly effective way to increase traffic. Dozens of these sites and services exist (with more sure to come), and they feature catchy and unusual names, such as Delicious ([delicious.com](http://delicious.com)), StumbleUpon ([www.stumbleupon.com](http://www.stumbleupon.com)), and reddit ([www.reddit.com](http://www.reddit.com)).



Although you can submit your own pages on any of these sites, that practice is generally frowned upon and you can be banned if you do it too frequently. Besides, your one little vote won't make much difference. A better method is to add a button to your site from each of these services so that visitors can easily vote for you. If you're a blogger, you can add a button each time you post. You can get the buttons (called *chiclets*) for free and add them to your pages by simply inserting a little code you generate on the social networking site.

## Spreading the Love with Social Media Share Buttons

Want to know about one of the best ways to attract new visitors to your website? Make sure that current visitors can easily tell a friend about your site by enabling them to share your site's content on Facebook, Twitter, and other social media sites. Simply add social media share buttons to your pages. You'll find many services designed to help facilitate the connection between your site and social media sites, but [www.addthis.com](http://www.addthis.com) (see Figure 15-2) and [share.lockerz.com](http://share.lockerz.com) are among my favorites. Simply sign up for a free account and then copy and paste a little code to your web page. Your visitors can then click an icon on your page to add a post about your site to their pages on social media sites.



**Figure 15-2:** Include social media share buttons so your site visitors can tell their friends about you.

## *Enticing Visitors to Return for Updates*

One of the best ways to improve traffic to your site is through repeat visitors, and regular updates to your site can make all the difference. If you want your visitors to know when to look for updates, consider making regular changes to your website. Add a post to your blog every Thursday morning, for example, or post your newest photos to your site every Saturday. Regular updates help get people in the habit of visiting your site.

Regularly updating your site can also help improve your ranking on Google, which seems to favor sites that have fresh content. Adding new posts, articles, and images can help attract more people to your site — as well as keep them coming back.

## Marketing a Website to the Media

Attracting traditional media attention to your website is like attracting it to any other business. The trick is to tell a good story and get the attention of someone who can write about it in a publication that your target audience reads. If you're looking for press coverage, make sure to include a Press section on your website with contact information, story ideas, and any other press coverage you've received.



Don't wait for journalists to come to you! You should never pester a reporter with a barrage of e-mails, press releases, or phone calls, but a well-timed or well-pitched message can get the attention of a reporter *and* the desired result — your web address in the press. One good way to find journalists who might be interested in your site is to visit related sites and study their Press sections to find out who has been writing about the site. Note not only the publication but also the writer. Then send a note directly to that person with a message that starts like this:

Dear *fabulous technology journalist* <insert that person's name, of course, such as Dear David Pogue>:

I enjoyed reading the article you wrote on the XYZ company and thought that you might be interested in what we're doing.

Keep your message brief, and try to include a news hook and a story idea that go beyond just promoting your business. For example, rather than tell a reporter that you have the best B&B site in northern California, pitch a story about the best hikes in the area. With any luck, the article on great hikes will include a quote from you and a mention of your B&B's website (especially if the reporter can send readers to your online list of hiking tips).

## Unleashing the Power of Viral Marketing

*Viral marketing* is another marketing industry buzzword for the digital age. The idea is that a message (a video, an article, or a photo, for example) is so exciting, fun, and compelling that people share it by passing it on to their friends, who then pass it on to their friends, until the message spreads like a virus. Such messages are often sent by e-mail, blogs, or chat, which can make the ever-expanding effect happen at an almost instantaneous pace.

Tap in to the power of viral marketing, and you can become an overnight sensation. Humor seems to be the most effective strategy. Among the mainstays of the viral phenomena are those silly photos of cats with clever sayings. Known as the LOL cats, these photos have spawned several websites, such as

[www.icanhascheezburger.com](http://www.icanhascheezburger.com). Funny video clips — the kind you would expect to see featured on a show such as *America's Funniest Home Videos* — are also highly viral because they're shared around the web.

To use viral marketing to attract traffic to your website, include a section with funny photos, industry jokes, or a top-ten list, and you might just get visitors to tell their friends about your site.

## Blogging, Blogging, Blogging

Blogs are designed for frequent updates, so creating a blog for your website makes it easy to add fresh content. If you become a blogger, you'll also join the ranks of a prolific group of writers who regularly refer their readers to each other's website.



Don't launch a blog without considering the commitment it requires. For your blog to attract traffic and serve as an effective marketing tool, you must

- ✓ Feature interesting, relevant information for your audience.
- ✓ Update the blog regularly.
- ✓ Take the time to participate in other blogs. Adding relevant tips and thoughtful comments to other people's blogs is an excellent way to get their visitors to come to your website.

Check out *Blogging For Dummies*, 4th Edition, by Susannah Gardner and Shane Birley, if you're interested in exploring blogging.

## Gathering Ideas from Other Websites

One of the best ways to create good habits in web design is to visit the websites of others and study what works and what doesn't on their pages. In particular:

- ✓ Pay special attention to the title of the page, descriptive text, and keywords used throughout the site.
- ✓ Ask yourself what you like about the site and why you like it.
- ✓ Determine whether you can easily find the information you're most interested in and how easily you can navigate around the site.

Sometimes the best way to discover the problems in your own website is to look for problems on someone else's site and then return to yours with a fresh perspective. The Internet changes every day. Keeping an eye on what other sites are doing is a great way to stay informed about new technologies, new social media sites, and other ways of promoting your site.

# Index

## • *Symbols and Numerics* •

- (minus sign)
    - removing orientation field from Media Queries dialog box, 238–239
    - removing panels from accordion set, 312
    - removing sites from Manage Sites dialog box, 40
  - # (number sign)
    - ID styles, CSS, 133
    - as placeholder for links, 289
  - . (period; dot), CSS, 131
  - / (forward slash), XHTML tags, 20
  - + (plus sign)
    - adding media queries in Media Queries dialog box, 238–239
    - adding panels to accordion set, 312
    - creating selectors in Selectors panel, 170–171
    - selecting behaviors in Behaviors panel, 300
  - “ ” (smart quotes), 52
  - 2-Up tab, Photoshop, 70–74
  - @2x tag, CSS, 66
  - 4-Up tab, Photoshop, 70–74
  - 72 ppi resolution, 66–67
  - 96 ppi resolution, 66
  - 100 ppi resolution, 66
- 
- **A** •
  - Absolute Position option, CSS Property panel, 144
  - Access options, Server Setup dialog box, 116
  - accessibility
    - Adobe Flash, 328
    - designing websites with CSS, 26
    - HTML tables, 271, 274–275
    - linking to audio and video files, 344
    - Object Tag Accessibility Attributes dialog box, 330
    - accordion widget, jQuery, 308–313
    - actions, triggered by events, 286, 303
    - Active Links state, Page Properties dialog box, 51
    - ad campaigns, 364–365
    - adaptive designs, 219–220
    - Add to Head option, New Document dialog box, 182
    - address bars, adding favicons to, 357
    - AddThis, 368
    - Adjust Position option, Tracing Image feature, 266
    - Adobe Acrobat Forms Central, 358
    - Adobe Business Catalyst Service, 41
    - Adobe Connect, 359
    - Adobe Contribute, 245
    - Adobe Edge Animate, 334–337
    - Adobe Fireworks
      - Design Notes feature, 124
      - general discussion, 64
      - opening images from Dreamweaver, 84–86
      - saving images for web, 69–70
    - Adobe Flash
      - audio and video files, 349–351
      - general discussion, 327–334
      - online resources, 336
      - Progressive Download feature, 338
    - Adobe Flash files (.swf)
      - attributes, 331–333
      - audio and video, 349–351
      - general discussion, 327–328
      - inserting into web page, 329–330
      - online resources, 336
    - Adobe Flash video (.flv), 327, 338
    - Adobe PDF (Portable Document Format) files, 60–61
    - Adobe Photoshop
      - converting images to GIF or PNG format, 72–74
      - general discussion, 64

- Adobe Photoshop (*continued*)
    - opening images from Dreamweaver, 84–86
    - optimizing JPEG images, 70–72
    - reducing image resolution and size, 66–68
    - saving image for web, 69
  - Adobe Photoshop Elements, 64
  - Adobe TypeKit, 146–147, 215
  - adobe.com, 336, 362
  - AdSense, Google, 365
  - AdWords, Google, 365
  - Align option, Property inspector, 273, 333
  - Align with Selection option, Tracing Image feature, 266
  - aligning content, HTML tables, 277–279
  - aligning elements, CSS
    - centering page layout with margins, 197–200
    - element contents, 200
    - with floats, 200–203
    - overview, 197
  - all media type, CSS media queries, 237
  - Alt (Alternate Text) attribute, Property Inspector, 79
  - Alt Source 1 option, Property inspector, 348
  - Alt Source 2 option, Property inspector, 349
  - Alternate Text field, Insert Image Rollover dialog box, 289
  - analytics, 360
  - Animated GIF format, 69
  - animations, 334–337
  - anti-aliasing, 332–333
  - Any Media option, CSS Designer panel, 235–236
  - Apple Macs. *See* Macs
  - Apple Safari, 97
  - apps, native, 224
  - Assets panel, 261–262
  - Attach Existing CSS File dialog box, 165
  - Attachment option, CSS Property panel, 155
  - attributes
    - Flash properties, 331–333
    - making editable in template, 253–255
  - audio
    - adding files to web page, 343–351
    - Flash files, 349–351
    - online, 341–342
    - setting options, 347–349
    - streaming, 338
    - using SoundCloud to host, 326–327
  - Auto option, CSS Property panel, 145
  - AutoPlay option, Property inspector, 332, 348
  - AVI (Audio Video Interleave) files, 337, 340–341
- **B** ●
- Background section, CSS Property panel, 153–156
  - backgrounds
    - changing with Page Properties dialog box, 48–49
    - customizing content areas, 186–187
    - editing style in CSS layout, 184–185
    - images, 86–87
    - Tracing Image feature, 264–266
  - bandwidth limits, video hosting, 325
  - Basic server configuration dialog box, 113–114
  - behaviors
    - adding to web page, 292–302
    - attaching multiple, 302
    - editing, 303
    - general discussion, 286–287
    - installing new extensions, 303–305, 362
    - overview, 285–286
    - rollover images, 286–291
  - Behaviors panel, 295–297, 303
  - Bg (color) option, Property inspector, 277, 332
  - Bigcommerce, 359
  - bitmaps, 328
  - Blank Page option, New Document window, 43
  - block elements, 194
  - blogging, 371
  - Blur option, CSS Property panel, 151, 156
  - blur radius value, text shadows, 211
  - boards, Pinterest, 367
  - <body> tag, HTML, 184–185



- colors
  - Background section, CSS Property panel, 153–156
  - converting images to GIF or PNG format, 73–74
  - editing styles in CSS layout, 184–185
  - of links, 193–195
  - page-wide, changing with Page Properties dialog box, 48–49
  - RGBa codes, 211–212
- Cols option, Property inspector, 272
- columns
  - fluid grid layouts, 225–226
  - HTML tables, 277–279
- Combinable Nested Font Tags option, Site Reporting feature, 104
- Common Insert panel
  - general discussion, 32
  - inserting graphics in web page, 75
  - setting e-mail links, 60
- compound selector, CSS, 134–137
- compound styles, 185, 192–193
- compression
  - Adobe Photoshop, 71
  - for multimedia files, 323–324
- Connect, Adobe, 359
- Connect to Remote Server icon, Files panel, 118
- consistency, in web design, 241–242
- .container style, 186
- content, separating from design with CSS, 25
- content areas, 184–185
- content delivery networks (CDNs), 324
- content management systems (CMS), 10–11
- .content style, 186
- Contrast attribute, Property Inspector, 79
- contrast of images, 83
- Contribute, Adobe, 245
- contributors, to websites, 244–245
- Controls option, Property inspector, 348
- Convert Table Widths to Percent option, Property inspector, 273
- Convert Table Widths to Pixels option, Property inspector, 273
- copying and pasting, maintaining text formatting, 52–53
- corners, rounded, 213–214
- Crazy Egg, 360–361
- Create a New CSS File dialog box, 164
- Create New File option, New Document dialog box, 182
- Crop attribute, Property Inspector, 79
- cropping images, 81–82
- Cross Browser Testing, 99
- CSS (Cascading Style Sheets)
  - aligning elements, 197–203
  - benefits, 24–26
  - changing background and text colors, 48
  - combining HTML and, 130
  - creating layouts with `<div>` tags and, 178–179
  - Designer panel, class styles, 131–132
  - Designer panel, editing styles, 168, 183–184
  - Designer panel, general discussion, 30
  - Designer panel, identifying and selecting styles, 141
  - Designer panel, internal and external style sheets, 138, 162–163
  - Designer panel, overview, 140
  - displaying rules with Tag selector, 33–34
  - editing, renaming, and removing styles, 203–205
  - general discussion, 129–130
  - HTML tables versus, 21–22
  - internal versus external style sheets, 137–139
  - layouts, 180–188
  - margins and padding, 195–197
  - overview, 127–128, 161–162
  - Property panel, Background section, 153–156
  - Property panel, Border section, 152–153
  - Property panel, Box-Shadow section, 156–157
  - Property panel, CSS Transitions section, 157–158
  - Property panel, Layout options, 142–146
  - Property panel, List section, 157
  - Property panel, overview, 141–142

- Property panel, Text section, 146–152
  - rules, 129
  - size options, 150
  - style rules, 169–178, 202
  - style selectors, 129–137
  - style sheets, 162–168, 182, 237, 240
  - switching between CSS and HTML mode
    - in Property Inspector, 159–160
  - turning links into navigation bar, 188–195
  - viewing code behind web page, 139
- CSS button, Property inspector, 33
- CSS Designer panel
  - class styles, 131–132
  - editing styles, 168, 183–184
  - general discussion, 30
  - identifying and selecting styles, 141
  - internal and external style sheets, 138, 162–163
  - overview, 140
- .css files, 168
- CSS mode, Property Inspector, 159–160
- CSS Property panel
  - Background section, 153–156
  - Border section, 152–153
  - Box-Shadow section, 156–157
  - CSS Transitions section, 157–158
  - Layout options, 142–146
  - List section, 157
  - overview, 141–142
  - Text section, 146–152
- CSS Rule Definition dialog box, 204
- CSS Setting (Class) attribute, Property Inspector, 79
- CSS Transitions panel, 31, 157–158
- CSS validator, W3.org, 362
- CSS3 (Cascading Style Sheets 3)
  - browser support, 207–213
  - custom fonts, 214–218
  - overview, 207
  - rem size option, 150
  - rounded corners, 213–214
- cumulative size of web pages elements
  - CSS size options, 150
  - general discussion, 75
- CuteFTP, 123
- D •
  - decimals, aligning HTML table content, 278
  - declarations, CSS, 129
  - Default (show all) option, Property inspector, 333
  - Delicious, 368
  - dependent files, 120
  - description tags, 61–62
  - Design Notes feature, 123–124
  - Design Notes option, Site Reporting feature, 104
  - Design view
    - Classic workspace layout, 30
    - general discussion, 19, 29–30
    - monitor resolution, 91–92
    - previewing pages designed with CSS3, 208–209
  - desktop computers, testing sites for, 99–101
  - desktop layout styles
    - displaying preview on workspace, 231
    - editing, 234–235
    - general discussion, 220–224
  - Desktop Size button, status bar, 34
  - Detach from Original button, Property inspector, 264
  - digital video formats, 338–341
  - dimensions, graphic, 65–68
  - Display option, CSS Property panel, 145
  - dithering, 72
  - <div> tags, HTML
    - adding around content, 190–192
    - centering page layout with CSS margins, 197–200
    - creating editable regions of templates, 249–250
    - creating layouts with CSS and, 178–179
    - drop shadows, 212–213
    - initial, in fluid grid layouts, 229
    - Margin Collapse rule, 198
    - margins and padding in CSS styles, 195–197
    - rounded corners, 213–214
  - docking panels, 30–31
  - doctypes, fluid grid layouts, 226
  - Document toolbar, 29–30

Document window, 27, 30  
 domain names, registering, 90, 356  
 dot (.), CSS, 131  
 Dreamweaver Exchange site, 304–305, 351  
 Dreamweaver templates, 13  
 drop shadows, 210–213  
 Drupal, 10–11, 13–14  
 Duplicate icon, Manage Sites dialog box, 40  
 .dwt templates, 13, 242, 245, 251  
 dynamic websites, 10–12

## • E •

e-commerce, 358–359  
 Edge Animate, Adobe, 334–337  
 Edit (Edit Image Settings) attribute,  
   Property Inspector, 79  
 Edit (Update from Original) attribute,  
   Property Inspector, 79  
 Edit icon  
   Manage Sites dialog box, 40  
   Property inspector, 84  
 Edit option, Property inspector, 332  
 editable regions, in templates, 246–251, 257  
 Editable Tag Attributes dialog box, 254–255  
 Editors pane, 85  
 e-mail addresses, links to, 60  
 Email Me Form, 358  
 embedding videos on websites, 325, 345  
 ems, 150  
 End Value option, CSS Property panel, 158  
 events  
   changing, 302  
   general discussion, 286  
   opening accordion panel, 312  
   specifying for behavior, 297–299  
 ex, 150  
 Exact Fit option, Property inspector, 333  
 Exchange site, Dreamweaver, 304–305, 351  
 Expand/Collapse icon, Files panel, 119  
 explicit encryption (FTP over SSL/TLS), 116  
 Export icon, Manage Sites dialog box, 40  
 Extensible Hypertext Markup Language  
 (XHTML), 17–20  
 Extension Manager dialog box, 303, 305

extensions  
   for behaviors, 303–305, 362  
   for filenames, 45  
 Extensions pane, 84–86  
 external links, 55, 59  
 external style sheets, CSS  
   attaching to page, 165–166  
   editing styles in, 167  
   general discussion, 130, 163–165  
   internal style sheets versus, 137–139  
   media queries, 237

## • F •

Facebook, 366  
 Fallback Text option, Property inspector, 348  
 favicons, 357  
 Favorites Insert panel, 32  
 Fetch, 123  
 file compression, for multimedia  
   players, 323, 324  
 file formats  
   audio, 341–342  
   for multimedia players, 323, 327  
   video, 337–341, 345–346  
 File option, Property inspector, 332  
 file sizes, for multimedia players, 323  
 File Transfer Protocol (FTP)  
   connecting to server, 116  
   dedicated programs, 123  
   general discussion, 36  
   information required from hosting  
     service, 112–113, 116  
   setting up, 113–117  
   uploading files to web server, 118–120  
 filenames  
   broken links, 105  
   determining by URL, 108  
   general discussion, 17, 44–46  
   index.html page, 46  
   renaming, 110–111  
 files  
   Cloaking feature, 122  
   dependent, 120  
   finding by URL, 108

- listing unused with Link Checker, 106
  - management, 109–112
  - viewing on server, 117
- Files panel
- adding files for fluid grid layout, 226–227
  - creating and deleting files or folders, 111–112
  - displaying local site folder, 38
  - general discussion, 31
  - inserting graphics in web pages, 75
  - moving or renaming files or folders, 110–111
  - setting links to many pages at once, 58
  - switching between websites, 39
- Filezilla, 123
- Firefox, 97
- FireFTP, 123
- Fireworks
- Design Notes feature, 124
  - general discussion, 64
  - opening images from Dreamweaver, 84–86
  - saving images for web, 69–70
- Fixed Attachment option, CSS Property panel, 155
- Fixed Position option, CSS Property panel, 144
- Flash
- audio and video files, 349–351
  - general discussion, 327–334
  - online resources, 336
  - Progressive Download feature, 338
- Flash Fallback option, Property inspector, 349
- Flash files (.swf)
- attributes, 331–333
  - audio and video, 349–351
  - general discussion, 327–328
  - inserting into web page, 329–330
  - online resources, 336
- Flash video (.flv), 327, 338
- FlashKit, 336
- Float option, CSS Property panel, 144
- floats, aligning elements in CSS, 200–203
- Fluid Grid Layout option, New Document window, 43
- fluid grid layouts
- adding fluid elements to, 228–236
  - general discussion, 220–224
  - new web pages, 225–227
  - overview, 224–225
  - switching among elements to continue editing, 235–236
- FLV files (Adobe Flash video), 327, 338
- folders
- Cloaking feature, 122
  - displaying local and remote, 119
  - management, 109–112
  - site organization, 15–16
  - structure, 17
- Font options, Text panel, 148
- Font Squirrel, 215
- @font-face rule, CSS3, 214–216
- Font-Family option, Text panel, 146
- fonts
- collections, 149–150
  - custom, CSS3, 214–218
  - editing styles in CSS layouts, 184–185
  - links, 50
  - page-wide styles, 48
- formatting
- associating image editor with file types, 84–86
  - choosing image formats for web, 68–69
  - HTML tags, 169–173
  - text, 47–51, 53–54, 146–152
- forms, 357–358
- Forms Central, Adobe Acrobat, 358
- Forms Insert panel, 32
- forward slash (/), XHTML, 20
- 4-Up tab, Adobe Photoshop, 70–74
- frames, HTML, 21–24
- FTP (File Transfer Protocol)
- connecting to server, 116
  - dedicated programs, 123
  - general discussion, 36
  - information required from hosting service, 112–113, 116
  - setting up, 113–117
  - uploading files to web server, 118–120
- FTP over SSL/TLS (explicit encryption), 116
- FTP over SSL/TLS (implicit encryption), 116

## • G •

GIF format  
 general discussion, 69  
 optimizing images for web, 72–74

GIMP, 64

global changes  
 CSS, 128  
 editable and uneditable regions of  
 templates, 246–247  
 library items, 263  
 links, 25, 109  
 with templates, 257–259

Google AdSense, 365

Google AdWords, 365

Google Analytics, 360

Google Chrome  
 downloading, 97  
 support for CSS3, 208–209

Google Web Fonts, 215–218

Google Webmaster Tools, 364–365

Google+, 367

gotoAndLearn.com, 336

Gradient option, CSS Property panel, 155–156

graphics  
 adding to headers, 187  
 adding to HTML tables, 271  
 aligning in CSS, 200–203  
 animations, 334–337  
 background images, 86–87  
 Background section, CSS Property  
 panel, 153–156  
 determining name and location by URL, 108  
 downloading free, 76  
 drop shadows, 212–213  
 editing, 80–86  
 estimating time required to  
 download, 72, 75  
 favicons, 357  
 inserting as page background, 49  
 inserting in web pages, 75–80  
 Open Browser Window behavior, 299–302  
 opening in Photoshop or Fireworks, 84–86  
 optimizing, choosing format, 68–69  
 optimizing, GIF and PNG formats, 72–74

optimizing, JPEG images, 70–72  
 optimizing, overview, 64–65  
 optimizing, resizing, 65–68, 75  
 optimizing, saving images for web, 69–70  
 overview, 63–64  
 pasting, into accordion panel, 311  
 pasting, into tabbed panel, 315  
 positioning on page, 80, 87  
 previewing, 76  
 resizing for Swap Image behavior, 292–293  
 rollover, 286–291  
 saving text as, 149  
 selecting cells in HTML tables  
 containing, 276  
 Swap Image behavior, 292–299  
 Tracing Image feature, 264–266

growth, planning websites for, 15–16

## • H •

H (height) option, Property inspector,  
 79, 276, 331, 348

H Space (horizontal space) option,  
 Property inspector, 332

<h1>-<h6> (heading) tags, HTML  
 formatting text, 53–54  
 tag selector, CSS, 134, 169–170

handles, resizing fluid grid elements, 232–234

hard drives  
 searching for browser to add to preview  
 feature, 96–97  
 site setup process, 15, 35–36

head section, of templates, 247

<head> tags, HTML, 247

Header option, Property inspector, 277

headers, adding graphics, 187

heading (<h1>-<h6>) tags, HTML  
 formatting text, 53–54  
 tag selector, CSS, 134, 169–170

heat maps, 360–361

height (H) option, Property inspector, 79,  
 276, 331, 348

Height option, CSS Property panel, 142

Hidden option, CSS Property panel, 145

Hidden Visibility option, CSS Property  
 panel, 146

- Hide Labels/Show Labels option, Insert panel, 32
- hierarchical tags, HTML, 19
- highlighting library items, 262
- home pages, 15, 41
- horizontal space (H Space) option, Property inspector, 332
- horizontal value, text shadows, 211
- Horz option, Property inspector, 276–278
- hosting services
  - fonts, 215–218
  - information required to configure FTP features, 112–113, 116
  - recommendations, 90
  - SoundCloud, 326–327
  - for videos, 323–326
- Hotspot tools (Image Map Coordinates)
  - attribute, Property Inspector, 78
- hover-link tags, 193–195
- HREF attribute, 255
- H-shadow option, CSS Property panel, 151, 156
- .htm extension, 45
- HTML (Hypertext Markup Language)
  - attaching external style sheets to page, 165–166
  - block elements, 194
  - class styles, 131
  - comparison of versions, 19–20
  - creating web pages, from New Document window, 42–44
  - creating web pages, from Welcome screen, 41
  - CSS and, 129, 130
  - fluid grid layouts, 220–224
  - formatting text with heading tags, 53–54
  - general discussion, 17–20
  - inline elements, 194
  - and online video-hosting services, 323–324
  - positioning graphics on page, 80
  - resetting elements with CSS, 178
  - spaces within code, 55
  - tables, frames, and layers, 21–24
  - tag selector, CSS, 134–135, 169–173
  - text formatting options, 51, 53–54
- HTML button, Property inspector, 33
- .html extension, 45
- HTML mode, Property Inspector, 159–160
- HTML tables
  - accessibility, 274–275
  - aligning content in columns and rows, 277–279
  - changing appearance, 272–273
  - creating, 269–272
  - ensuring contents will fit, 275
  - general discussion, 21–24, 267–269
  - merging and splitting cells, 279
  - nested tables, 281
  - overview, 267
  - page designs, 21–23
  - sorting data, 280
  - specifying cell options, 275–277
- HTML5 (Hypertext Markup Language 5), 17–20
- HTML5 (Hypertext Markup Language 5) tags
  - adding fluid elements to layout, 228–230
  - controlling main sections of page, 184
  - general discussion, 137
  - inserting video into web page, 345–347
    - and online video-hosting services, 323–324
- HTML5 doctype, 226
- Hyperlink (Link) attribute, Property Inspector, 79
- Hyperlink dialog box, 56–58, 343–344
- hyperlinks
  - Adobe Flash, 328
  - to audio and video files, 343–345
  - broken, 105–108
  - changing styles with Page Properties dialog box, 49–51
  - copying fonts from Google Web Fonts into website, 217–218
  - defining where linked page opens, 57–58
  - designing for user navigation, 16
  - to e-mail addresses, 60
  - external style sheets, 237
  - filenames in HTML code, 46
  - global changes, 109
  - to other websites, 59
  - overview, 55
  - from page to page within website, 55–58

hyperlinks (*continued*)  
 to PDFs, 60–61  
 placeholders, 289  
 setting to many pages at once, 58  
 turning list navigation bar, 188–195  
 Hypertext Markup Language (HTML).  
*See* HTML  
 Hypertext Preprocessor (PHP)  
 programming language, 13

• 1 •

ID (Name) attribute, Property Inspector, 78  
 ID field option, Property inspector, 331, 348  
 ID selectors, CSS  
 adding fluid elements to layout, 228–229  
 applying, 176–177  
 general discussion, 132–133  
 viewing code behind web page, 139  
 ID styles, formatting `<div>` tags, 191–192  
 Image attribute, Property Inspector, 78  
 image IDs, 294, 296  
 Image Map Coordinates (Hotspot tools)  
 attribute, Property Inspector, 78  
 Image Size dialog box, 66–67  
 images. *See* graphics  
 implicit encryption (FTP over SSL/TLS), 116  
 Import option  
 Attach Existing CSS File dialog box, 165  
 Create a New CSS File dialog box, 164  
 Import Site button, Manage Sites  
 dialog box, 41  
 index.html page, 46  
 Inherit Attachment option, CSS  
 Property panel, 155  
 Inherit Position option, CSS Property  
 panel, 144  
 Inherit Repeat option, CSS Property  
 panel, 155  
 Inherit Visibility option, CSS Property  
 panel, 146  
 inline elements, 194  
 inline styles, CSS, 137  
 Insert as Fluid Element check box, Insert  
 dialog box, 228

Insert FLV dialog box, 349–350  
 Insert Image Rollover dialog box, 288–289  
 Insert menu, inserting graphics in web  
 pages, 75–80  
 Insert panel, 32  
 Inspect button, Document toolbar, 30  
 inspector. *See* Property inspector  
 internal style sheets, CSS, 130, 137–139,  
 162–163  
 Internet  
 audio, 326–327, 341–342  
 form-processing resources, 357–358  
 shopping sites, 358–359  
 surveys, 361  
 videos, 323–326, 337–341  
 Internet Explorer, Microsoft, 97  
 Ipswitch, 123

• 1 •

JavaScript code, 290  
 JavaScript files, 334  
 join.me, 359  
 Joomla!, 11, 13–14  
 JPEG format, 69–72  
 jQuery framework  
 collapsible panels, 308–313  
 general discussion, 307–308  
 overview, 307  
 tabbed panels, 313–316  
 jQuery Mobile  
 Insert panel, 32  
 Mobile Starters option, New Document  
 window, 43  
 widgets, 308, 317–319  
 jQuery UI  
 overview, 307–308  
 widgets, 308–316

• K •

keywords  
 buying, 364–365  
 meta keyword tags, 61–62



- Latin options, Google Web Fonts, 217
- layers, HTML, 21–24
- Layout options, CSS Property panel, 142–146
- layouts
  - aligning and centering elements with CSS margins, 197–200
  - creating, with tables, 269
  - creating with CSS and `<div>` tags, 178–179
  - CSS, creating pages with, 181–182
  - CSS, editing styles in, 182–188
  - CSS, overview, 180
  - desktop, 234–235
  - fluid grid, adding fluid elements to, 228–236
  - fluid grid, general discussion, 220–224
  - fluid grid, new web pages, 225–227
  - fluid grid, overview, 224–225
  - fluid grid, switching among elements to
    - continue editing, 235–236
  - mobile, 230–232
  - responsive design, 220–224
  - tablet, 232–234
  - workspace, 28–29
- Letter-spacing option, Text panel, 151
- library feature, reusing elements with, 260
- library items, 260–264
- line breaks
  - general discussion, 54–55
  - maintaining when copying and pasting text, 52
- Line-Height option, Text panel, 148
- Link (Hyperlink) attribute, Property Inspector, 79
- Link Checker, 105–108
- Link Color state, Page Properties dialog box, 50
- Link option
  - Attach Existing CSS File dialog box, 165
  - Create a New CSS File dialog box, 164
- Link Target (Target) attribute, Property Inspector, 79
- Link to Existing File option, New Document dialog box, 182
- LinkedIn, 366
- links
  - Adobe Flash, 328
  - to audio and video files, 343–345
  - broken, 105–108
  - changing styles with Page Properties dialog box, 49–51
  - copying fonts from Google Web Fonts into website, 217–218
  - defining where linked page opens, 57–58
  - designing for user navigation, 16
  - to e-mail addresses, 60
  - external style sheets, 237
  - filenames in HTML code, 46
  - global changes, 109
  - to other websites, 59
  - overview, 55
  - from page to page within website, 55–58
  - to PDFs, 60–61
  - placeholders, 289
  - setting to many pages at once, 58
  - turning list navigation bar, 188–195
- List section, CSS Property panel, 157
- lists
  - bulleted, 157, 188–195
  - formatting links as, 188–195
- Live Code, 30
- Live view
  - CSS3 style rules, 213
  - differences in web page appearance
    - depending on monitor resolution, 91–92
  - features disabled in, 199
  - general discussion, 19, 29–30
  - previewing pages designed with CSS3, 209
- Load option, Tracing Image feature, 266
- local networks, connecting to servers, 117
- local site folders
  - displaying, 119
  - inserting graphics in web page, 77
  - root directory, 115
  - site setup process, 15, 35–38
  - synchronizing with remote sites, 121–122
- Local View panel, 119
- locked regions, in templates, 244–248
- Loop option, Property inspector, 332, 348

## • M •

## Macs

- installing required software for templates, 14
- local site folder, 38
- previewing images, 76
- Windows hardware versus, 91

## Magento, 359

## main pages, 56

## MAMP.com, 14

## Manage Fonts dialog box, 146–147

## Manage Sites dialog box, 39–41

## Map (Map Name) attribute, Property Inspector, 78

## Margin Collapse rule, HTML, 198

## Margin option, CSS Property panel, 143

## margins

- centering page layouts with CSS, 197–200
- changing with Page Properties dialog box, 48–49
- in CSS styles, 195–197

## markup, HTML, 17

## MarkUp validator, W3.org, 362

## matte colors, in images, 74

## Max Height option, CSS Property panel, 142

## Max Width option, CSS Property panel, 142

## Max-Width field, Media Queries dialog box, 239

## media, marketing websites to, 370

## Media Insert panel, 32, 329–330

## @media panel, 238

## media queries, CSS, 220–221, 236–240

## menu bar, 29

## Merge Selected Cells Using Spans icon, Property inspector, 276, 279

## meta tags, 61–62

## Microsoft Internet Explorer, 97

## Microsoft Windows

- Apple Mac hardware versus, 91
- installing required software for templates, 14
- local site folder, 38
- previewing images, 76
- viewing file extensions, 45

## Microsoft Windows 7, 76

## Microsoft Windows Vista, 76

## Microsoft Windows XP, 76

## Microsoft Word, 52

## Min Height option, CSS Property panel, 142

## Min Width option, CSS Property panel, 142

## minus sign (-)

## Manage Sites dialog box, 40

## removing accordion panel, 312

## removing orientation field from Media Queries dialog box, 238–239

## Min-Width field, Media Queries dialog box, 239

## Missing Alt Text option, Site Reporting feature, 104

## Mobile button, status bar, 34

## mobile devices

## adaptive versus responsive design, 219–220

## Adobe Flash, 328

## designing simple pages for, 102

## testing sites for, 99–101

## mobile layout styles, 220–224, 230–232

## Mobile Size icon, Page dialog box, 317

## Mobile Starters option, New Document window, 43

## mobile websites, 224

## monitors

## adaptive versus responsive design, 219–220

## custom media queries, CSS, 236

## differences in web page appearance

## depending on resolution, 91–92

## fluid grid layouts, 220–224

## recommended page width, 195

## remote screen sharing, 359

## screen readers, 274

## testing sites for different sizes, 99–101

## .mov (QuickTime) format, 340

## Move Up a Row arrow, workspace, 232–233

## Mozilla Firefox, 97

## MP3 format, 342

## MP4 format, 339, 341, 345–347

## multimedia

## adding audio and video files to web pages, 343–351

## Adobe Edge Animate files, 334–337

- Adobe Flash files, 327–334
- online video-hosting services, 323–326
- overview, 321–322
- players, 323
- using SoundCloud to host audio files, 326–327
- Muted option, Property inspector, 348
- Myspace, 368
- MySQL, 14

## • N •

- Name (ID) attribute, Property Inspector, 78
- native apps, 224
- navigation bars, 188–195
- nested tables, 281
- nested templates, 244
- New Document dialog box, 181–182
- New Document window
  - creating HTML web pages from, 42–44
  - creating templates, 248–251
  - fluid grid layout options, 225
- New Editable Region dialog box, 253
- New Site button, Manage Sites dialog box, 41
- New Transition dialog box, 158
- 96 ppi resolution, 66
- No Border option, Property inspector, 333
- No Style option, Firefox browser, 188–190
- No Wrap option, Property inspector, 276
- No-Repeat option, CSS Property panel, 155
- number sign (#)
  - ID styles, CSS, 133
  - as placeholder for links, 289

## • O •

- .oam files, 334
- Object Tag Accessibility Attributes dialog box, 330
- Ogg Theora format, 339, 345–347
- Ogg Vorbis format, 342
- onBlur event, 298
- onClick event, 298
- onDbClick event, 298
- 100 ppi resolution, 66

- onError event, 298
- onFocus event, 298
- onKeyDown event, 298–299
- onKeyPress event, 299
- onKeyUp event, 299
- online audio, 326–327, 341–342
- online services, for form processing, 357–358
- online shopping sites, 358–359
- online surveys, 361
- online videos, 323–326, 337–341
- onLoad event, 299
- onMouseDown event, 299
- onMouseMove event, 299
- onMouseOut event, 299
- onMouseOver event, 299
- onMouseUp event, 299
- Opacity option, CSS Property panel, 146
- Open Browser Window behavior, 299–302
- open tags, HTML, 20
- optimizing graphics
  - choosing format, 68–69
  - GIF and PNG formats, 72–74
  - JPEG images, 70–72
  - overview, 64–65
  - resizing, 65–68, 75
  - saving images for web, 69–70
- Origin option, CSS Property panel, 155
- Original attribute, Property Inspector, 79
- Overflow-x option, CSS Property panel, 145
- Overflow-y option, CSS Property panel, 145
- overwriting files, 119

## • P •

- <p> (paragraph) tags, HTML, 54–55, 190
- padding, in CSS styles, 195–197
- Padding option, CSS Property panel, 143–144
- Page from Template option, New Document window, 43
- Page item, Insert menu, 317
- Page Properties dialog box
  - changing background and text colors, 48–49
  - changing link styles, 49–51
  - overview, 47

- Page Properties dialog box (*continued*)
  - specifying how images repeat on pages, 87
  - tracing image options, 265
- page titles, 30, 46–47
- pages. *See* web pages
- panels
  - collapsible, 308–313
  - tabbed, 313–316
- paragraph (<p>) tags, HTML, 54–55, 190
- Parameters button, Property inspector, 333
- password protection, for servers, 114
- PayPal, 359
- PDF (Portable Document Format) files, 60–61
- percent-based relative sizes
  - CSS size options, 150
  - fluid grid layouts, 235
  - specifying table settings, 270, 272–273
- period (.), CSS, 131
- Photoshop
  - converting images to GIF or PNG
    - format, 72–74
  - general discussion, 64
  - opening images from Dreamweaver, 84–86
  - optimizing JPEG images, 70–72
  - reducing image resolution and size, 66–68
  - saving image for web, 69
- Photoshop Elements, 64
- PHP (Hypertext Preprocessor) programming language, 13
- pictures. *See* graphics
- Pinterest, 367
- pixels
  - CSS size options, 150
  - specifying table settings, 270
  - vector graphics versus, 328
- Play button, Property inspector, 333
- players, multimedia, 323
- plus sign (+)
  - adding accordion panel, 312
  - adding new media query, 238–239
  - attaching multiple behaviors, 302
  - defining styles with tag selector, 170–171
- PNG format, 69, 72–74
- Point to File icon, Property Inspector, 58
- Portable Document Format (PDF) files,
  - Adobe, 60–61
- Position option, CSS Property panel, 144
- Poster option, Property inspector, 348
- pound sign (#)
  - ID styles, CSS, 133
  - as placeholder for links, 289
- ppi (pixels per inch), 65–66
- Preferences dialog box
  - associating image editor with file type, 84–85
  - changing workspace preference settings, 34
  - highlighting library items, 262
- Preload option, Property inspector, 348
- Preview in Browser settings, Preferences dialog box, 95–96
- Preview/Debut in Browser option,
  - Document toolbar, 30, 95
- primary browsers, 97
- print media type, CSS media queries, 237
- programs, for form processing, 357–358
- Progressive Download feature,
  - Flash, 338, 350
- promotions
  - blogging, 371
  - buying keywords, 364–365
  - gathering ideas from other websites, 371–372
  - marketing to media, 370
  - overview, 363
  - search engine optimization, 363–364
  - social bookmarking sites, 368
  - social media share buttons, 368–369
  - social networking, 366–368
  - updating website, 369
  - viral marketing, 370–371
- Properties panel
  - adding text shadow, 212
  - centering page layout with CSS margins, 199
  - defining alignment in style rules, 202
  - editing page-wide settings, 184
  - editing style definition, 203–204

Property drop-down list, CSS Property panel, 158

Property inspector

accordion panel settings, 311–313

choosing skin for Flash files, 350–351

class styles, 131–132

displaying cell properties in HTML tables, 275–276

editing Adobe Edge animations, 337

editing styles, 204–205

editing table options, 271–272

fixing broken links, 107

Flash properties, 331–333

formatting text with HTML heading tags, 53–54

general discussion, 32–33

image-editing features, 80–81

naming images for Swap Image behavior, 294

previewing Flash files, 330

previewing styles, 177

resizing inserted audio and video files, 347

setting e-mail links, 60

setting multimedia options, 347–349

switching between CSS and HTML mode, 159–160

tabbed panel settings, 315–316

viewing and editing image properties, 77–78

Property option, CSS Property panel, 158

publishing websites

Cloaking feature, 122–123

overview, 112–113

setting up FTP features, 113–117

synchronizing local and remote sites, 121–122

uploading files to web server with FTP, 118–120



.qt (QuickTime) format, 340

Quality option, Property inspector, 332

QuickTime format, 340

QuizRevolution, 361

quotes, smart (“ ”), 52



RDS (Rapid Development Services), 117

Recently Modified option, Site Reporting feature, 104

reddit, 368

Redundant Nested Tags option, Site Reporting feature, 104

references, image, 80

registration services, for domain names, 356

relative links, 55

Relative Position option, CSS Property panel, 144

relative sizes, CSS, 150

rem (root em) size option

rounded corners, 213

web page sizes, 150

remote folders, 119, 121–122

remote screen sharing, 359

Remote View panel, 119

Removable Empty Tags option, Site Reporting feature, 104

Repeat options, CSS Property panel, 155

Reports dialog box, 103

Resample attribute, Property Inspector, 79

Resample Image check box, Image Size dialog box, 67

Reset option, Manage Workspaces dialog list, 29

Reset Position option, Tracing Image feature, 266

Reset Size icon option, Property inspector, 331–332

resolution

of graphics, 65–68


of monitors, 91–92

responsive design

custom media queries, 236–240

fluid grid layouts, adding fluid elements to, 228–230

fluid grid layouts, new web page, 225–227

- responsive design (*continued*)
    - fluid grid layouts, overview, 224–225
    - fluid grid layouts, positioning elements to create three layouts in one grid, 230–236
    - fluid grid layouts, switching among elements to continue editing, 235–236
    - general discussion, 220–224
    - overview, 219–220
  - Restore graphics OnMouseOut option, Behaviors panel, 297
  - Results panel, 107
  - RGBa color codes, 211–212
  - rollover graphics, 286–291
  - Rollover Links state, Page Properties dialog box, 51
  - root directories, 115, 117
  - root em (rem) size option
    - rounded corners, 213
    - web page sizes, 150
  - rounded corners, 213–214
  - rows, HTML tables, 277–279
  - Rows option, Property inspector, 272
  - rules, CSS
    - displaying with Tag selector, 33–34
    - general discussion, 129
    - viewing list in Selectors panel, 141
- 
- 
- Safari, 97
  - sans serif fonts, 149
  - Save All option, workspace, 235
  - Save as Template option, Save dialog box, 252
  - Save for Web dialog box, Adobe Photoshop, 70–74
  - Scale option, Property inspector, 333
  - screen media type, CSS media queries, 237
  - screen readers, 274
  - screen sharing, 359
  - screen sizes
    - adaptive versus responsive design, 219–220
    - custom media queries, CSS, 236
    - differences in web page appearance depending on resolution, 91–92
    - fluid grid layouts, 220–224
    - recommended page width, 195
    - testing site for different, 99–101
  - scripts
    - for Flash files, 334
    - for form processing, 358
  - Scroll Attachment option, CSS Property panel, 155
  - Scroll option, CSS Property panel, 145
  - search engines
    - adding meta tags to site, 61–62
    - search engine optimization, 363–364
    - search results, 47
  - secondary browsers, 97
  - Select Edge Animate Package dialog box, 334–335
  - Select Image Source dialog box, 76–77
  - Selectors panel, 141
  - SEO (search engine optimization), 363–364
  - serif fonts, 149
  - servers
    - connecting to, 116–117
    - entering FTP address, 114
    - general discussion, 36
    - naming, 114
    - uploading files with FTP, 118–120
  - Servers category, Site Setup dialog box, 36
  - 72 ppi resolution, 66–67
  - SFTP (Secure File Transfer Protocol), 116
  - shadows
    - adding to box-level elements, 156–157
    - drop and text, 210–213
  - share buttons, for social media, 368–369
  - Share.lockerz.com, 368
  - sharing screens, 359
  - Sharpen attribute, Property Inspector, 79
  - sharpening graphics, 83–84
  - Shopify, 359
  - shopping sites, 358–359
  - Show All Events icon, Behaviors panel, 298
  - Show option, Tracing Image feature, 266
  - Site FTP dialog box, 122
  - Site Reporting feature, 101–104
  - Site Results panel, 103
  - Site Setup dialog box, 36–37

- sites. *See* websites
  - Size option, CSS Property panel, 154
  - skins, for Flash files, 350–351
  - Skype, 359
  - smart quotes (“ ”), 52
  - social bookmarking sites, 368
  - social networking, 366–369
  - Sort Table dialog box, 280
  - sorting data, HTML tables, 280
  - Source (Src) attribute, Property Inspector, 79, 332
  - Source option, Property inspector, 348
  - Sources panel, 138, 163–164, 166–167
  - spaces
    - avoiding in filenames, 45–46
    - in HTML code, 55
    - margins and padding in CSS styles, 195–196
    - between names or tags in compound style, 135–136
    - within web pages, 54–55
  - `<span>` tags, HTML, 194
  - special characters, avoiding in filenames, 45–46
  - Split Cell into Rows or Columns icon, Property inspector, 276, 279
  - Split view, 18–19, 29–30, 179
  - Spread option, CSS property panel, 156
  - Src (Source) attribute, Property Inspector, 79, 332
  - Starts New Row arrow, workspace, 234
  - StatCounter, 360
  - Static Position option, CSS Property panel, 144
  - static websites, 10–12
  - status bar, 33–34
  - streaming media, 338, 350
  - structural formatting, 52
  - Structure Insert panel, 32
  - StumbleUpon, 368
  - `<style>` tags, HTML, 163
  - styles. *See also* CSS
    - applying to page design, 237
    - benefits of CSS, 24–25
    - Border section, CSS Property panel, 153
    - bulleted lists, 157
    - compound, 185
    - CSS mode, Property Inspector, 159–160
      - custom fonts, CSS3, 214–218
      - editing, 182–188, 203–204
      - for fluid grid layouts, 235
      - formatting links, 188–190
      - global changes, 25
      - HTML mode, Property Inspector, 160
      - links, changing with Page Properties dialog box, 49–51
      - moving and copying in style sheets, 166–168
      - page-wide, changing with Page Properties dialog box, 47–51
      - removing or changing, 204–205
      - renaming, 204
      - responsive design, 220–224
      - writing code for different web browsers, 210
    - Summary option, Table dialog box, 274
    - SurveyMonkey, 361
    - surveys, 361
    - Swap arrows, workspace, 234
    - Swap Image behavior, 286–287, 292–299
    - SWF files (Adobe Flash files)
      - attributes, 331–333
      - audio and video, 349–351
      - general discussion, 327–328
      - inserting into web page, 329–330
      - online resources, 336
    - SWiSHzone.com, 336
    - Synchronize Files dialog box, 121
    - synchronizing local and remote sites, 121–122
- T ●
- Tab option, jQuery UI, 313–316
  - Table dialog box, 270, 274
  - table header (`<th>`) tags, HTML, 274
  - Table option, Property inspector, 272
  - tables, HTML
    - accessibility, 274–275
    - aligning content in columns and rows, 277–279
    - changing appearance, 272–273
    - creating, 269–272
    - ensuring contents will fit, 275

- tables, HTML (*continued*)
  - general discussion, 21–24, 267–269
  - merging and splitting cells, 279
  - nested tables, 281
  - overview, 267
  - page designs, 21–23
  - sorting data, 280
  - specifying cell options, 275–277
- Tablet button, status bar, 34
- tablet layout styles, 220–224, 231–234
- tables, testing websites for, 99–101
- tabs, accordion panel sets, 310
- tag selector
  - defining styles, 169–173
  - general discussion, 33–34, 134–135
  - removing or changing a style, 204–205
  - viewing code behind web page, 139
- tags, HTML
  - adding fluid elements to layout, 228–230
  - aligning HTML table content, 278–279
  - applying CSS3 rules to text in web page, 218
  - block and inline elements, 194
  - combining in compound style, 136
  - comparison of versions, 19–20
  - CSS mode, 160
  - formatting text, 53–54
  - general discussion, 17
  - HTML mode, 160
  - HTML tables, 268
  - resetting elements with CSS, 178
- tags, HTML5, 137
- tags, meta, 61–62
- Target (Link Target) attribute, Property Inspector, 79
- Target Rule option, CSS Property panel, 158
- Template for Site section, New Document window, 256
- templates
  - creating, 245–255
  - creating web pages from, 256–257
  - editable and uneditable regions, 246–251
  - general discussion, 188, 242–245
  - global changes, 257–259
  - library items, 260–264
  - making editable attributes, 253–255
  - opening template used to create
    - page, 258–259
  - overview, 12–13, 241–242
  - reusing elements with library feature, 260
  - saving web page as, 252–253
  - Tracing Image feature, 264–266
  - viewing template used to create page, 257
  - web-based services, 14–15
  - WordPress, Joomla!, and Drupal, 13–14
- Templates folder, 245, 249
- Templates Insert panel, 32, 251
- testing
  - server connections, 114–115
  - websites, 98–104
- text
  - adding to HTML tables, 271
  - adding to web pages, 52–53
  - Adobe Flash, 328
  - with CSS3 `@font-face` rule, 214–216
  - formatting with heading tags, 53–54
  - links, 50
  - Open Browser Window behavior, 299–302
  - overview, 51
  - page-wide, 48–49
  - paragraphs and line breaks, 54–55
  - pasting, 311, 315
  - replacing in web page, 187
  - shadows, 210–212
- text align option, CSS, 200
- Text panel, 149–152
- Text section, CSS Property panel, 146–148
- Text-Shadow section, CSS Property panel, 151–152
- `<th>` (table header) tags, HTML, 274
- thumbnails, Swap Image behavior, 292–293
- tiling background graphics, 49, 86–87
- Title field, Document toolbar, 30
- Title option, Property inspector, 348
- `<title>` tags, HTML, 247
- titles, web pages, 46–47
- Top Features (videos) list, Welcome screen, 42
- Tracing Image feature, 264–266
- traffic, tracking, 360–361
- transitions, CSS, 157–158
- Transmit, 123

transparency  
 converting images to GIF or PNG format, 74  
 Opacity option, CSS Properties panel, 146  
 tracing images, 266  
 triggers, for behaviors  
 changing, 302–303  
 general discussion, 286  
 thumbnails for Swap Image behavior, 295  
 Twitter, 366–367  
 2-Up tab, Adobe Photoshop, 70–74  
 Type option, CSS property panel, 156  
 TypeKit, Adobe, 146–147, 215

## • U •

underline styles, 49–51  
 uneditable regions, in templates, 246–248  
 Untitled Documents option, Site Reporting feature, 104  
 Update Files dialog box, 110–111  
 Update Pages dialog box, 263  
 Update Template Files dialog box, 258  
 updates  
 technical, 6  
 to website, 369  
 URLs (Universal Resource Locators)  
 external links, 59  
 finding file by address, 108  
 linking to audio and video files, 344  
 links, 55  
 users  
 site design, 16–17  
 surveying, 361

## • V •

V Space (vertical space) option, Property inspector, 332  
 vector graphics, 328  
 Vert option, Property inspector, 276–278  
 vertical value, text shadows, 211  
 Vertical-Align option, Text panel, 151  
 videos  
 adding files to web pages, 343–351  
 Adobe Edge Animate files, 334–337  
 Flash files, 349–351

hosting services, 323–326  
 inserting files into web pages, 345–347  
 online, 337–341  
 setting options, 347–349  
 streaming, 338  
 tutorials, Welcome screen, 42  
 Vimeo, 324–326  
 viral marketing, 370–371  
 Visibility option, CSS Property panel, 146  
 Visible options, CSS Property panel, 145–146  
 Visited Links state, Page Properties dialog box, 50  
 visitors  
 site design, 16–17  
 surveying, 361  
 Vista, Microsoft Windows, 76  
 V-shadow option, CSS Property panel, 151, 156

## • W •

W (width) option, Property inspector, 79, 272, 276, 331, 348  
 W3C (World Wide Web Consortium)  
 standards, 26, 209, 362  
 WAV format, 342  
 web browsers  
 adding to preview feature, 95–97  
 differences between, 26–27, 90–94  
 displaying font collection, 149  
 downloading, 97  
 general discussion, 19  
 Open Browser Window behavior, 299–302  
 pop-up windows for multimedia pages, 344  
 preloading rollover images, 289  
 previewing accordion panels, 313  
 previewing audio and video files, 344, 347  
 previewing pages, 95–101, 290  
 responsive design, 220–221  
 specifying percentage of space for layout to cover, 226  
 support for CSS3, 207–213  
 testing site with online service, 98–99  
 untitled pages, 47

- web design
  - benefits of CSS, 24–26
  - browser differences, 26–27
  - consistency, 241–242
  - fluid grid layouts, adding fluid elements to, 228–236
  - fluid grid layouts, general discussion, 220–224
  - fluid grid layouts, new web pages, 225–227
  - fluid grid layouts, overview, 224–225
  - fluid grid layouts, switching among elements to continue editing, 235–236
  - HTML, XHTML, and HTML5, 17–20
  - overview, 9
  - responsive, custom media queries, 236–240
  - responsive, fluid grid layouts, 224–236
  - responsive, general discussion, 220–224
  - responsive, overview, 219–220
  - site structure, 16–17
  - static and dynamic sites, 10–12
  - tables, frames, and layers, 21–24
  - targeting browsers, 94
  - templates, 12–14
  - unsupported features on older browsers, 90–91
  - web-based services, 14–15
  - workspace, 27–34
- Web Fonts, Google, 215–218
- web hosting services, 90, 112–113, 116
- web pages
  - adding library items, 261–262
  - attaching external style sheets to page, 165–166
  - audio and video, 343–351
  - behaviors, 292–302
  - centering layout with CSS margins, 197–200
  - changing styles with Page Properties dialog box, 47–51
  - creating from templates, 256–257
  - creating layouts with tables, 269
  - creating library items within existing, 260
  - CSS size options, 150
  - cumulative size, 75
  - designing, for mobile devices, 102
  - designing, with HTML tables, 21–23
  - differences in appearance between browsers, 90–94
  - filenames, 44–46
  - fluid grid layouts, adding fluid elements to, 228–236
  - fluid grid layouts, general discussion, 220–224
  - fluid grid layouts, new web pages, 225–227
  - fluid grid layouts, overview, 224–225
  - fluid grid layouts, switching among elements to continue editing, 235–236
  - index.html page, 46
  - inserting audio and video files, 345–347, 349–350
  - inserting Flash files, 329–330
  - inserting graphics, 75–80
  - linking within websites, 55–58
  - making global changes with templates, 257–259
  - meta description tags, 62
  - multiple style sheets for same, 25–26
  - nested tables, 281
  - New Document window, 42–44
  - Open Browser Window behavior, 299–302
  - opening templates used to create, 258–259
  - overview, 41, 89
  - previewing in browser, 95–101
  - recommended width, 195
  - saving as templates, 252–253
  - setting links to many pages at once, 58
  - social bookmarking sites, 368
  - Swap Image behavior, 294
  - tabbed panel groups, 313–314
  - testing, 103, 362
  - titles, 46–47
  - viewing code behind, 18, 139
  - viewing template used to create, 257
  - Welcome screen, 41–42
- web servers
  - connecting to, 116–117
  - entering FTP address, 114
  - general discussion, 36
  - naming, 114
  - uploading files with FTP, 118–120
- web standards, 362

- WebDav (Web-based Distributed Authoring and Versioning), 117
- WebM format, 339, 345–347
- Webmaster Tools, Google, 364–365
- websites
  - adding and formatting text, 51–55
  - adding meta tags for search engines, 61–62
  - broken links, 105–108
  - changing page-wide styles with Page Properties dialog box, 47–51
  - Design Notes feature, 123–124
  - downloading existing, 120
  - embedding video on, 325
  - global changes to links, 109
  - heat maps, 360–361
  - HTML, XHTML, and HTML5, 17–20
  - Manage Sites dialog box, 39–41
  - managing files and folders, 109–112
  - marketing to media, 370
  - mobile versus native apps, 224
  - overview, 35–36
  - pages, 41–47
  - promotions, 363–372
  - publishing, Cloaking feature, 122–123
  - publishing, overview, 112–113
  - publishing, setting up FTP features, 113–117
  - publishing, synchronizing local and remote sites, 121–122
  - publishing, uploading files to web server with FTP, 118–120
  - setting links, 55–61
  - setup process, 35–38, 56
  - static versus dynamic, 10–12
  - structure, 16–17
  - switching among, 39
  - testing with Site Reporting feature, 101–104
  - updating, 369
- WebSTAT.com, 360
- Welcome screen, 27–28, 41–42
- White-Space option, Text panel, 151
- widgets
  - accordion, 308–313
  - jQuery Mobile, 317–319
  - jQuery UI, 308–316
  - Tab option, 313–316
- width (W) option, Property inspector, 79, 272, 276, 331, 348
- Width option, CSS Property panel, 142
- Windows
  - Apple Mac hardware versus, 91
  - installing required software for templates, 14
  - local site folder, 38
  - previewing images, 76
  - viewing file extensions, 45
- windows, Open Browser Window behavior, 299–302
- Windows 7, 76
- Windows Audio (.wma) files, 342
- Windows Media Video (.wmv) files, 340
- Windows Vista, 76
- Windows XP, 76
  - .wma (Windows Audio) files, 342
- Wmode option, Property inspector, 333
- .wmv (Windows Media Video) files, 340
- Word, 52
- WordPress, 10–11, 13–14
- Word-spacing option, Text panel, 151
- workspace
  - changing settings with Preference dialog box, 34
  - customizing layouts, 28–29
  - displaying mobile, tablet, and desktop layout previews, 231
  - docking panels, 30–31
  - Document toolbar, 29–30
  - Document window, 30
  - Insert panel, 32
  - menu bar, 29
  - overview, 27–28
  - Property inspector, 32–33
  - setting e-mail links, 60
  - status bar, 33–34
- World Wide Web Consortium (W3C) standards, 26, 209, 362
- Wrap around Selection option, Insert Div dialog box, 191
- WS\_FTP, 123



XAMP.com, 14  
XHTML (Extensible Hypertext Markup  
Language), 17–20  
XP, Microsoft Windows, 76



YouTube, 324–326



Z-Index option, CSS Property panel, 146

## Apple & Mac

iPad For Dummies,  
5th Edition  
978-1-118-49823-1

iPhone 5 For Dummies,  
6th Edition  
978-1-118-35201-4

MacBook For Dummies,  
4th Edition  
978-1-118-20920-2

OS X Mountain Lion  
For Dummies  
978-1-118-39418-2

## Blogging & Social Media

Facebook For Dummies,  
4th Edition  
978-1-118-09562-1

Mom Blogging  
For Dummies  
978-1-118-03843-7

Pinterest For Dummies  
978-1-118-32800-2

WordPress For Dummies,  
5th Edition  
978-1-118-38318-6

## Business

Commodities For Dummies,  
2nd Edition  
978-1-118-01687-9

Investing For Dummies,  
6th Edition  
978-0-470-90545-6

Personal Finance  
For Dummies,  
7th Edition  
978-1-118-11785-9

QuickBooks 2013  
For Dummies  
978-1-118-35641-8

Small Business Marketing Kit  
For Dummies,  
3rd Edition  
978-1-118-31183-7

## Careers

Job Interviews  
For Dummies,  
4th Edition  
978-1-118-11290-8

Job Searching with  
Social Media  
For Dummies  
978-0-470-93072-4

Personal Branding  
For Dummies  
978-1-118-11792-7

Resumes For Dummies,  
6th Edition  
978-0-470-87361-8

Success as a Mediator  
For Dummies  
978-1-118-07862-4

## Diet & Nutrition

Belly Fat Diet For Dummies  
978-1-118-34585-6

Eating Clean For Dummies  
978-1-118-00013-7

Nutrition For Dummies,  
5th Edition  
978-0-470-93231-5

## Digital Photography

Digital Photography  
For Dummies,  
7th Edition  
978-1-118-09203-3

Digital SLR Cameras &  
Photography For Dummies,  
4th Edition  
978-1-118-14489-3

Photoshop Elements 11  
For Dummies  
978-1-118-40821-6

## Gardening

Herb Gardening  
For Dummies,  
2nd Edition  
978-0-470-61778-6

Vegetable Gardening  
For Dummies,  
2nd Edition  
978-0-470-49870-5

## Health

Anti-Inflammation Diet  
For Dummies  
978-1-118-02381-5

Diabetes For Dummies,  
3rd Edition  
978-0-470-27086-8

Living Paleo For Dummies  
978-1-118-29405-5

## Hobbies

Beekeeping  
For Dummies  
978-0-470-43065-1

eBay For Dummies,  
7th Edition  
978-1-118-09806-6

Raising Chickens  
For Dummies  
978-0-470-46544-8

Wine For Dummies,  
5th Edition  
978-1-118-28872-6

Writing Young Adult Fiction  
For Dummies  
978-0-470-94954-2

## Language & Foreign Language

500 Spanish Verbs  
For Dummies  
978-1-118-02382-2

English Grammar  
For Dummies,  
2nd Edition  
978-0-470-54664-2

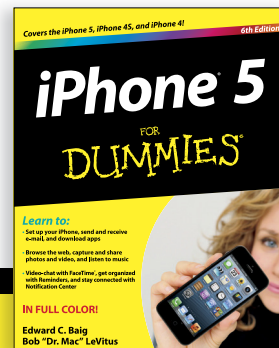
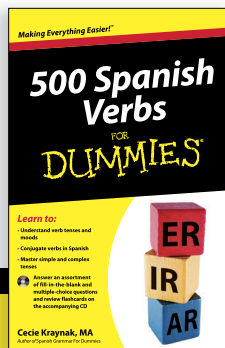
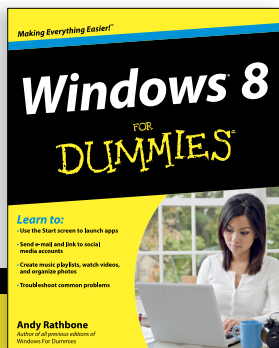
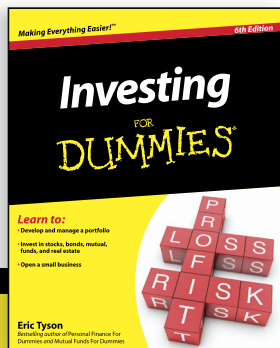
French All-in One  
For Dummies  
978-1-118-22815-9

German Essentials  
For Dummies  
978-1-118-18422-6

Italian For Dummies,  
2nd Edition  
978-1-118-00465-4



Available in print and e-book formats.



Available wherever books are sold. For more information or to order direct: U.S. customers visit [www.Dummies.com](http://www.Dummies.com) or call 1-877-762-2974. U.K. customers visit [www.Wileyeurope.com](http://www.Wileyeurope.com) or call (0) 1243 843291. Canadian customers visit [www.Wiley.ca](http://www.Wiley.ca) or call 1-800-567-4797.

Connect with us online at [www.facebook.com/fordummies](http://www.facebook.com/fordummies) or @fordummies

## **Math & Science**

Algebra I For Dummies,  
2nd Edition  
978-0-470-55964-2

Anatomy and Physiology  
For Dummies,  
2nd Edition  
978-0-470-92326-9

Astronomy For Dummies,  
3rd Edition  
978-1-118-37697-3

Biology For Dummies,  
2nd Edition  
978-0-470-59875-7

Chemistry For Dummies,  
2nd Edition  
978-1-1180-0730-3

Pre-Algebra Essentials  
For Dummies  
978-0-470-61838-7

## **Microsoft Office**

Excel 2013 For Dummies  
978-1-118-51012-4

Office 2013 All-in-One  
For Dummies  
978-1-118-51636-2

PowerPoint 2013  
For Dummies  
978-1-118-50253-2

Word 2013 For Dummies  
978-1-118-49123-2

## **Music**

Blues Harmonica  
For Dummies  
978-1-118-25269-7

Guitar For Dummies,  
3rd Edition  
978-1-118-11554-1

iPod & iTunes  
For Dummies,  
10th Edition  
978-1-118-50864-0

## **Programming**

Android Application  
Development For  
Dummies, 2nd Edition  
978-1-118-38710-8

iOS 6 Application  
Development For Dummies  
978-1-118-50880-0

Java For Dummies,  
5th Edition  
978-0-470-37173-2

## **Religion & Inspiration**

The Bible For Dummies  
978-0-7645-5296-0

Buddhism For Dummies,  
2nd Edition  
978-1-118-02379-2

Catholicism For Dummies,  
2nd Edition  
978-1-118-07778-8

## **Self-Help & Relationships**

Bipolar Disorder  
For Dummies,  
2nd Edition  
978-1-118-33882-7

Meditation For Dummies,  
3rd Edition  
978-1-118-29144-3

## **Seniors**

Computers For Seniors  
For Dummies,  
3rd Edition  
978-1-118-11553-4

iPad For Seniors  
For Dummies,  
5th Edition  
978-1-118-49708-1

Social Security  
For Dummies  
978-1-118-20573-0

## **Smartphones & Tablets**

Android Phones  
For Dummies  
978-1-118-16952-0

Kindle Fire HD  
For Dummies  
978-1-118-42223-6

NOOK HD For Dummies,  
Portable Edition  
978-1-118-39498-4

Surface For Dummies  
978-1-118-49634-3

## **Test Prep**

ACT For Dummies,  
5th Edition  
978-1-118-01259-8

ASVAB For Dummies,  
3rd Edition  
978-0-470-63760-9

GRE For Dummies,  
7th Edition  
978-0-470-88921-3

Officer Candidate Tests,  
For Dummies  
978-0-470-59876-4

Physician's Assistant Exam  
For Dummies  
978-1-118-11556-5

Series 7 Exam  
For Dummies  
978-0-470-09932-2

## **Windows 8**

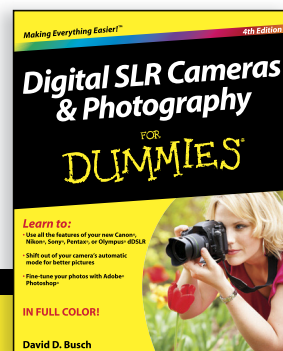
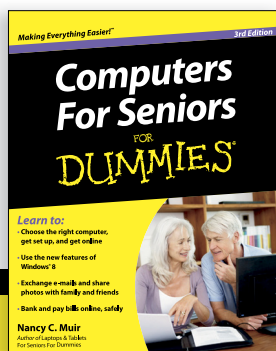
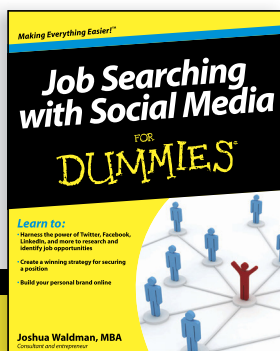
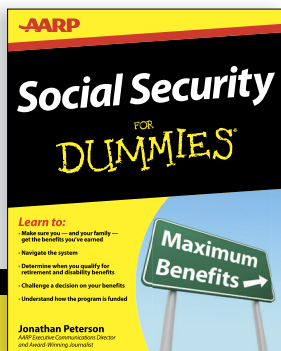
Windows 8 For Dummies  
978-1-118-13461-0

Windows 8 For Dummies,  
Book + DVD Bundle  
978-1-118-27167-4

Windows 8 All-in-One  
For Dummies  
978-1-118-11920-4



Available in print and e-book formats.



Available wherever books are sold. For more information or to order direct: U.S. customers visit [www.Dummies.com](http://www.Dummies.com) or call 1-877-762-2974. U.K. customers visit [www.Wileyeurope.com](http://www.Wileyeurope.com) or call (0) 1243 843291. Canadian customers visit [www.Wiley.ca](http://www.Wiley.ca) or call 1-800-567-4797.

Connect with us online at [www.facebook.com/fordummies](http://www.facebook.com/fordummies) or @fordummies

# Take Dummies with you everywhere you go!

Whether you're excited about e-books, want more from the web, must have your mobile apps, or swept up in social media, Dummies makes everything easier .



Visit Us



Like Us



Follow Us



Watch Us



Join Us



Pin Us



Circle Us

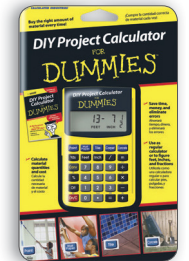
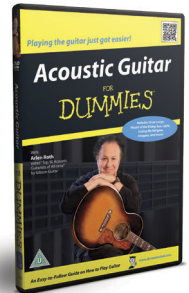
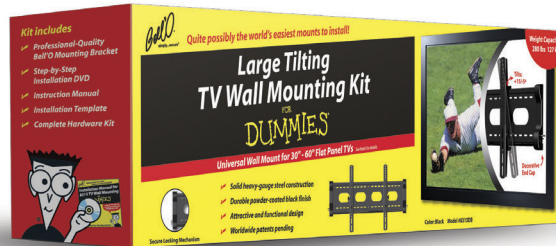
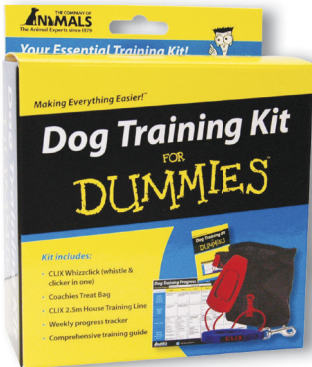


Shop Us



# Dummies products make life easier!

- DIY
- Consumer Electronics
- Crafts
- Software
- Cookware
- Hobbies
- Videos
- Music
- Games
- and More!



For more information, go to **Dummies.com**® and search the store by category.

