



Adobe® Dreamweaver® CS5

The Professional Portfolio

Managing Editor: Ellenn Behoriam
Cover & Interior Design: Erika Kendra
Copy Editor: Angelina Kendra

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4710 28th Street North, Saint Petersburg, FL 33714
800-256-4ATC • www.againsttheclock.com

Acknowledgements

ABOUT AGAINST THE CLOCK

Against The Clock, long recognized as one of the nation's leaders in courseware development, has been publishing high-quality educational materials for the graphic and computer arts industries since 1990. The company has developed a solid and widely-respected approach to teaching people how to effectively utilize graphics applications, while maintaining a disciplined approach to real-world problems.

Having developed the *Against The Clock* and the *Essentials for Design* series with Prentice Hall/Pearson Education, ATC drew from years of professional experience and instructor feedback to develop *The Professional Portfolio Series*, focusing on the Adobe Creative Suite. These books feature step-by-step explanations, detailed foundational information, and advice and tips from industry professionals that offer practical solutions to technical issues.

Against The Clock works closely with all major software developers to create learning solutions that fulfill both the requirements of instructors and the needs of students. Thousands of graphic arts professionals — designers, illustrators, imaging specialists, prepress experts and production managers — began their educations with Against The Clock training books. These professionals studied at Baker College, Nossi College of Art, Virginia Tech, Appalachian State University, Keiser College, University of South Carolina, Gress Graphic Arts Institute, Hagerstown Community College, Kean University, Southern Polytechnic State University, Brenau University, and many other educational institutions.

ABOUT THE AUTHOR

Erika Kendra holds a BA in History and a BA in English Literature from the University of Pittsburgh. She began her career in the graphic communications industry as an editor at Graphic Arts Technical Foundation before moving to Los Angeles in 2000. Erika is the author or co-author of more than twenty books about Adobe graphic design software. She has also written several books about graphic design concepts such as color reproduction and preflighting, and dozens of articles for online and print journals in the graphics industry. Working with Against The Clock for more than ten years, Erika was a key partner in developing the Portfolio Series of software training books.

CONTRIBUTING ARTISTS AND EDITORS

A big thank you to the people whose artwork, comments, and expertise contributed to the success of these books:

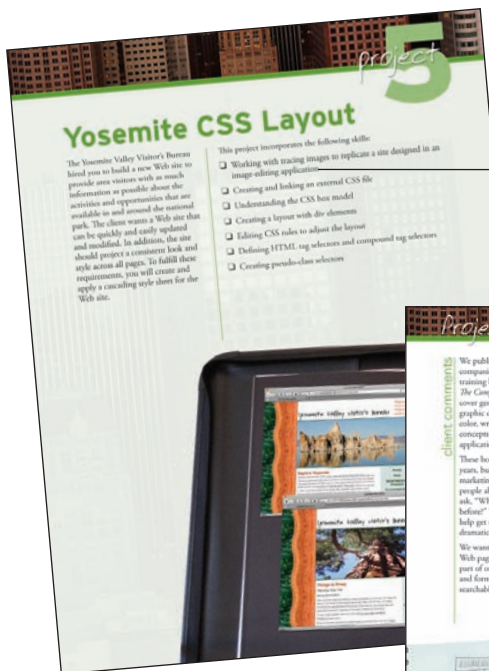
- **Greg Forquer**
- **Rick Schrand**, Nossi College of Art
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- **Ben Hannam**, Virginia Tech
- **Debbie Davidson**, Sweet Dreams Design

Special thanks also to the companies whose sites are used in this book:

- Biltmore Village Inn, www.biltmorevillageinn.com
- Apple Homes, www.applehomesfla.com
- Moxie Photographic Studios, www.moxiestudios.com

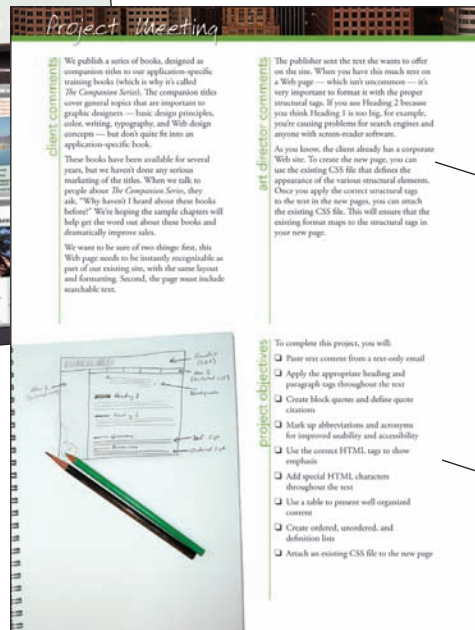
Finally, thanks to **Angelina Kendra**, editor, for making sure that we all said what we meant to say.

Walk-Through



Project Goals

Each project begins with a clear description of the overall concepts that are explained in the project; these goals closely match the different “stages” of the project workflow.

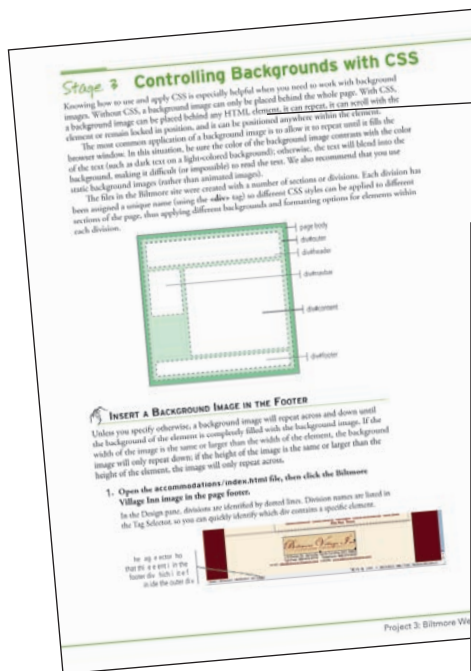


The Project Meeting

Each project includes the client's initial comments, which provide valuable information about the job. The Project Art Director, a vital part of any design workflow, also provides fundamental advice and production requirements.

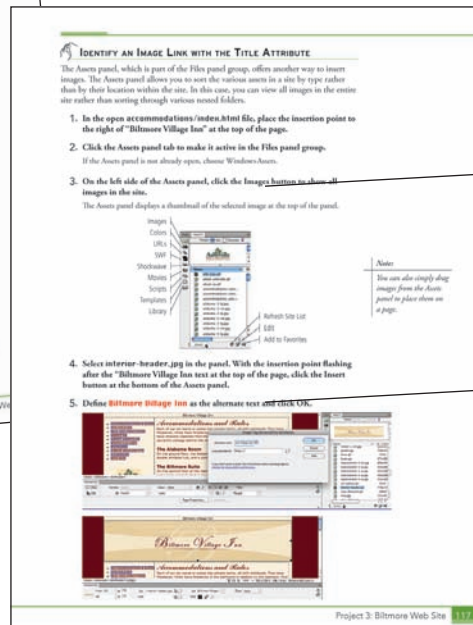
Project Objectives

Each Project Meeting includes a summary of the specific skills required to complete the project.



Real-World Workflow

Projects are broken into logical lessons or “stages” of the workflow. Brief introductions at the beginning of each stage provide vital foundational material required to complete the task.

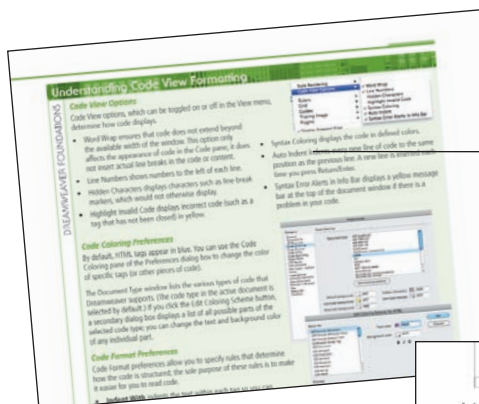


Step-By-Step Exercises

Every stage of the workflow is broken into multiple hands-on, step-by-step exercises.

Visual Explanations

Wherever possible, screen shots are annotated so you can quickly identify important information.



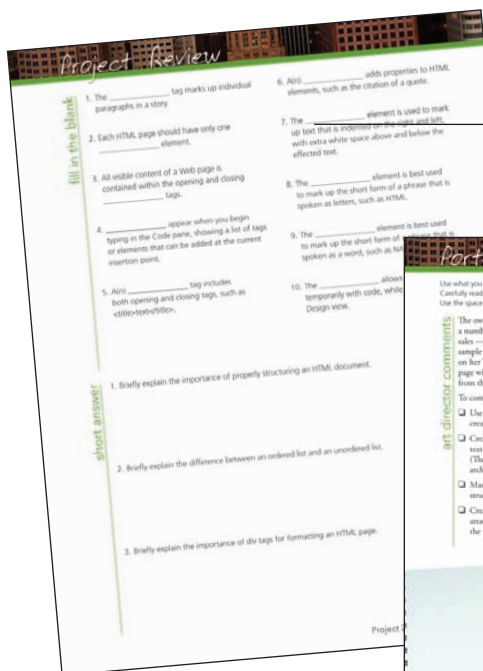
Dreamweaver Foundations

Additional functionality, related tools, and underlying graphic design concepts are included throughout the book.



Advice and Warnings

Where appropriate, sidebars provide shortcuts, warnings, or tips about the topic at hand.



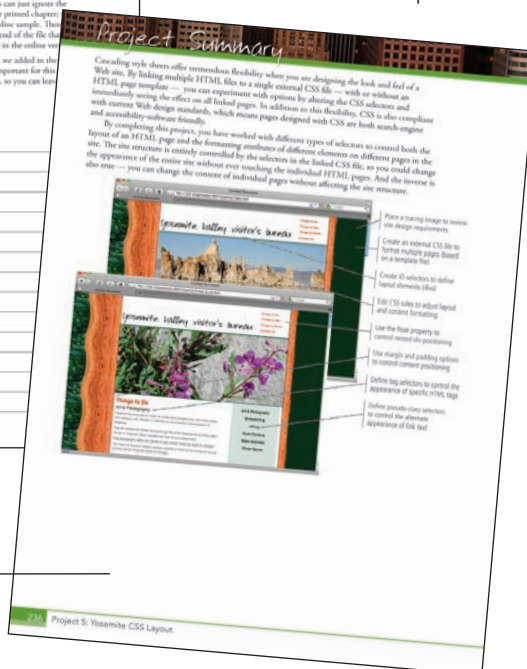
Project Review

After completing each project, you can complete these fill-in-the-blank and short-answer questions to test your understanding of the concepts in the project.



Portfolio Builder Projects

Each step-by-step project is accompanied by a freeform project, allowing you to practice skills and creativity, resulting in an extensive and diverse portfolio of work.



Visual Summary

Using an annotated version of the finished project, you can quickly identify the skills used to complete different aspects of the job.



Projects at a Glance

The *Against The Clock Portfolio Series* teaches graphic design software tools and techniques entirely within the framework of real-world projects; we introduce and explain skills where they would naturally fall into a real project workflow. For example, rather than including an entire chapter about site management, we teach site management where you naturally need to do so — when you begin building a new site in each project.

The project-based approach in the *Portfolio Series* allows you to get in depth with the software beginning in Project 1 — you don't have to read several chapters of introductory material before you can start creating finished artwork.

The *Portfolio Series* project-based approach also prevents “topic tedium” — in other words, we don’t require you to read pages and pages of information about marking up text (for example); instead, we explain text-related mark-up as part of a larger project (in this case, as part of a digital book chapter).

Clear, easy-to-read, step-by-step instructions walk you through every phase of each job, from creating a new file to saving the finished piece. Wherever logical, we also offer practical advice and tips about underlying concepts and graphic design practices that will be important as you enter the job market.

The projects in this book reflect a range of different types of Dreamweaver jobs, from creating a digital portfolio to developing a functional site template to building an online registration page. When you finish the eight projects in this book (and the accompanying Portfolio Builder exercises), you will have a substantial body of work that should impress any potential employer.

The eight Dreamweaver CS5 projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

project 1

Moxie Digital Portfolio

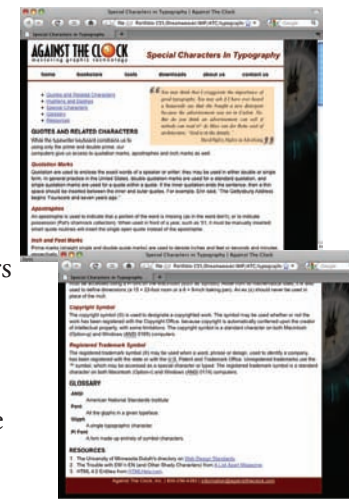
- ❑ Exploring Site Structure
- ❑ Organizing the Site Navigation
- ❑ Creating Image Links
- ❑ Naming and Titling Documents



project 2

Digital Book Chapter

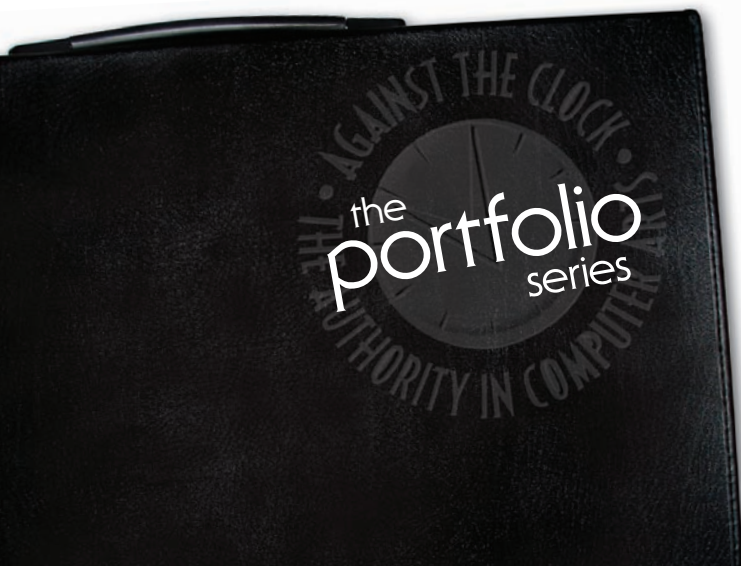
- ❑ Preparing the Workspace
- ❑ Working with Special Markup
- ❑ Working with Special Characters
- ❑ Creating Lists
- ❑ Attaching an External CSS File



project 3

Biltmore Web Site

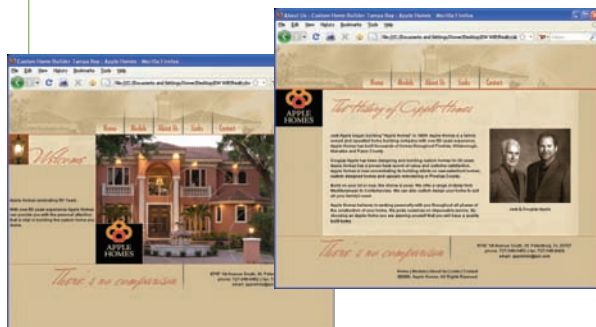
- ❑ Working with Static Images
- ❑ Editing Images in Dreamweaver
- ❑ Controlling Backgrounds with CSS
- ❑ Working with Other Image Types



project 4

Apple Homes Site Layout

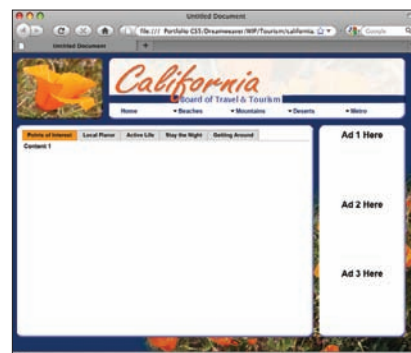
- ❑ Planning a Web Site
- ❑ Working with Templates
- ❑ Working with Snippets



project 7

California Tourism Site

- ❑ Creating AP Divs
- ❑ Working with Spry Layout Objects



project 5

Yosemite CSS Layout

- ❑ Creating Layouts with Style Sheets
- ❑ Using CSS to Control Content



project 8

Just Posters Dynamic Site

- ❑ Preparing to Use PHP and MySQL
- ❑ Defining a PHP Site Definition
- ❑ Creating Data-Driven Pages



project 6

AppleOne Registration Form

- ❑ Creating Online Forms
- ❑ Formatting Forms with CSS
- ❑ Validating Forms



Some experts claim most people use only a small fraction — maybe 10% — of their software's capabilities; this is likely because many people don't know what is available. Our goal is to familiarize you with the entire tool set so you can be more productive and more marketable in your career as a graphic designer.

It is important to keep in mind that Dreamweaver is an extremely versatile and powerful application. The sheer volume of available panels, options, and features can seem intimidating when you first look at the software interface. Most of these tools, however, are fairly simple to use with a bit of background information and a little practice.

Wherever necessary, we explain the underlying concepts and terms that are required for understanding the software. We're confident that these projects provide the practice you need to be able to create sophisticated artwork by the end of the very first project.

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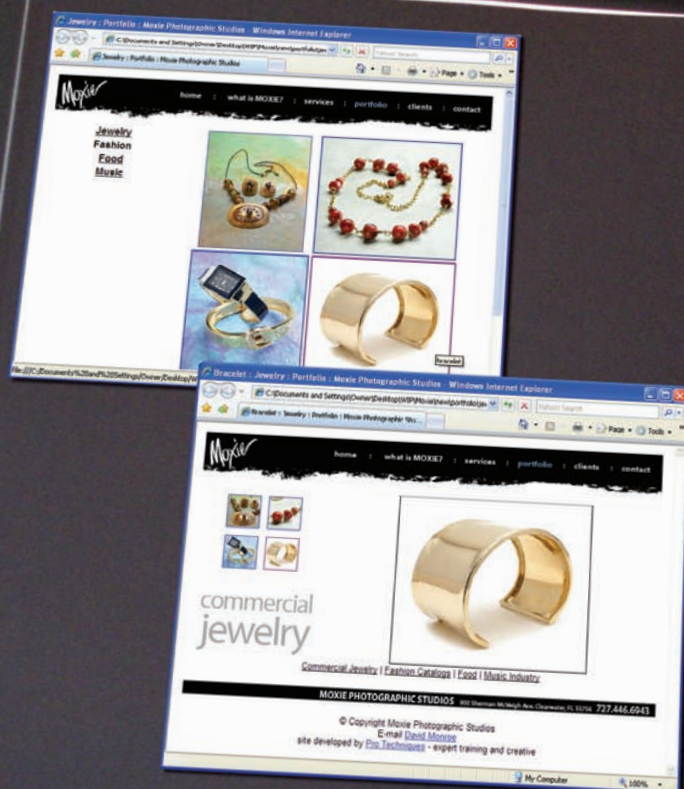
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Moxie Digital Portfolio

Your client David Monroe is the owner of Moxie Photographic Studios. He already has a basic Web site for his business, but he hired you to organize and implement a new set of digital portfolio pages.

This project incorporates the following skills:

- ☐ Creating, exporting, and removing site definitions in Dreamweaver
- ☐ Moving files around in a site root folder
- ☐ Creating relative links between pages in a site
- ☐ Defining absolute links to external sites and email addresses
- ☐ Creating image links and image maps
- ☐ Improving searchability with file names and titles
- ☐ Hiding site files from a Web server



Project Meeting

client comments

My basic Web site used to be enough of a digital presence, but lately I've been getting a lot of phone calls from potential clients, asking what types of photography I do and ordering samples of my work. Even though I think the physical prints have a stronger visual impact, it's getting expensive to send hard-copy samples in the mail — and a number of potential clients have specifically asked for a digital portfolio instead of prints.

I already created the Web pages for my new digital portfolio, but I don't know what links to use, and I'm not sure how to create them. I've also heard that there are certain things you should do to improve a site's search engine rating — which is obviously important for a small business like mine.

art director comments

This project underscores the importance of a well-organized Web site. The more pages you add to a site, the more complex it becomes, until it's almost impossible to make sense of what you have and where it is located. Web sites — even those with only a few pages — should be designed with a good organizational plan, making it easier to modify pages later.

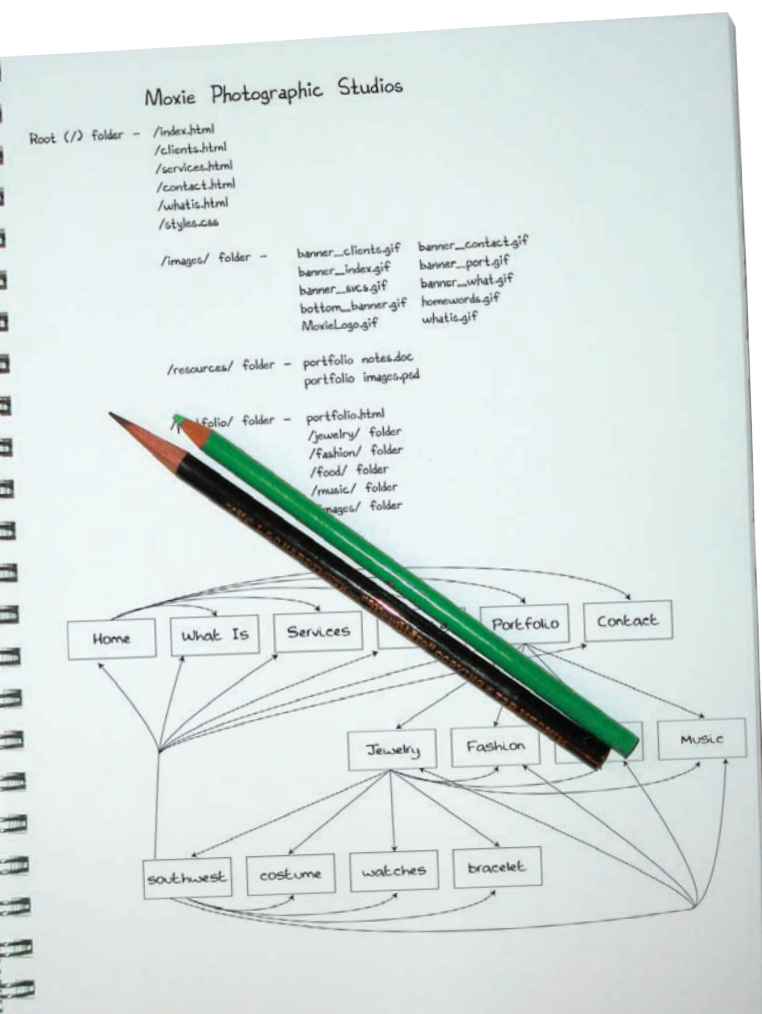
Once you have a handle on the organization, make sure the pages link to each other properly. Visitors get frustrated very quickly when they're forced to return to the home page every time they want to jump to a different set of pages. You need to build a number of links on the different portfolio pages.

The last thing you should do is add page titles and change file names to give a better indication of what's on each page. Doing so will make the site more accessible to people with screen-reader software, and it will also improve the site's ratings on search engines.

project objectives

To complete this project, you will:

- ☐ Create a Dreamweaver site definition
- ☐ Create new folders within the site root folder
- ☐ Use various methods to move files from one place to another within the site
- ☐ Create links between pages using several techniques available in Dreamweaver
- ☐ Differentiate between relative and absolute links
- ☐ Copy and paste uniform links from one page to another
- ☐ Create image map hotspots and links
- ☐ Improve searchability and usability using page names and titles
- ☐ Cloak site files to hide them from the Web server



Stage 1 Exploring Site Structure

When you start a new project that involves updating an existing site, your first task is to assess the file and folder structure. Doing so gives you a good idea of what the site contains.

A small site with only a few pages requires very little organization; in fact, you *can* place all of the files — Web pages and image files — in one folder (although even a small site benefits from a dedicated folder for images). Larger sites, however, require careful organization of file names, pages, and image files. A good site design with excellent organization speeds development now, and makes it much easier to update the site later.

CREATE A NEW SITE DEFINITION

Web sites are designed so all of the Web pages, image files, style sheets, and other resources are stored on your local drive in a base folder called the **root folder**. Other folders can be placed inside (below) the root folder to make it easier to manage and organize files.

1. Download **DW5_RF_Project1.zip** from the **Student Files Web page**.
2. Expand the **ZIP** archive in your **WIP** folder (Macintosh) or copy the archive contents into your **WIP** folder (Windows).

This results in a folder named **Moxie**, which contains all the files you need to complete this project.

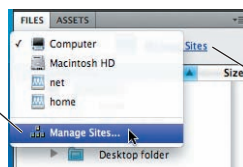
If necessary, refer to Page 9 of the Interface chapter for specific instructions on expanding or accessing the required resource files.

3. In Dreamweaver, choose **Designer** in the **Workspace** switcher to revert to the default interface settings.
4. Choose **Reset ‘Designer’** to restore the default interface options as defined by the software.

Resetting the application to the built-in Designer workspace allows you to start at the same point you see in our screen shots.

5. In the **Files** panel, click the **Manage Sites** link or open the **Directory** menu and choose **Manage Sites** from the bottom of the list.

This option performs the same function as clicking the blue **Manage Sites** link to the right of the **Directory** menu.



If available, clicking **Manage Sites** opens the **Manage Sites** dialog box.

Note:

When a site is defined in Dreamweaver, the **Manage Sites** link at the top of the **Files** panel is replaced by a menu that defaults to **Local view**.

Note:

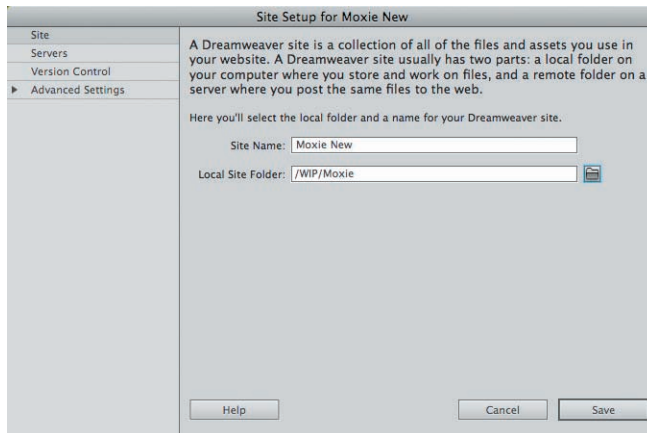
Remember from the Interface discussion that ellipses in a menu or button name indicate that clicking will open a dialog box. We do not include the ellipses in our instructions.

6. Click the **New** button in the **Manage Sites** dialog box.
7. In the **Site Setup** dialog box, make sure **Site** is selected in the category list.
8. Type **Moxie New** in the **Site Name** field.

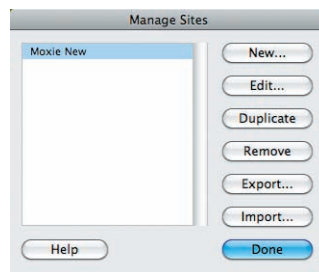
The site name can be anything that will allow you to easily recognize the project; it is only for identification within Dreamweaver. For example, you could use “Eve’s site” as the site name within Dreamweaver to describe the Web site (www.evelynsmith.biz) that you are creating for your friend.

9. Click the button to the right of the Local Site Folder field. Navigate to the **WIP>Moxie** folder and click **Choose/Select** to return to the Site Setup dialog box.

Part of the process of defining a site within Dreamweaver is to specify a particular folder as the site root folder of the Web site. Clicking the Local Site Folder button opens a navigation dialog box where you can find the folder you want to use.



10. Click **Save** to close the Site Setup dialog box.
11. In the Manage Sites dialog box, make sure the Moxie New site appears in the list of sites, and then click **Done**.

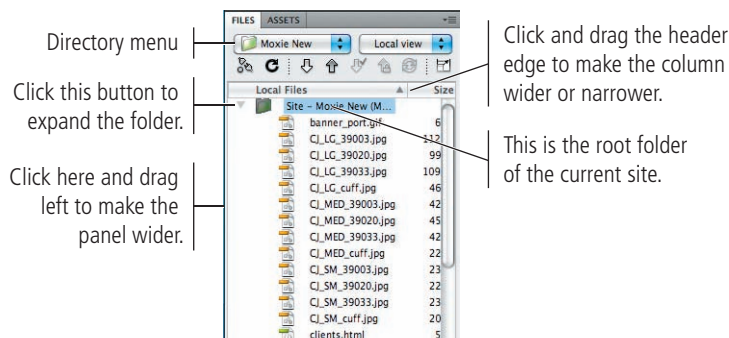


12. Continue to the next exercise.

EXAMINE THE SITE FILES

There are many files in the messy and disorganized Moxie New folder. The first step in organizing the new portfolio files is to examine the Web page files and understand what they contain.

1. With the **Moxie New** site showing in the Directory menu of the Files panel, expand the site folder (if necessary) and examine the files in the site.

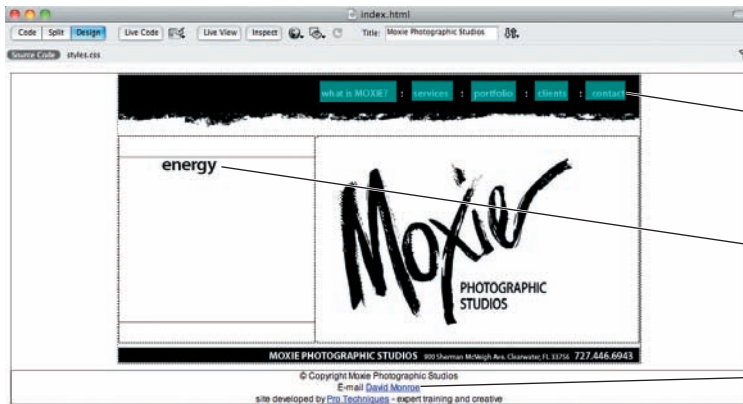


Note:

If more than one site is defined, you can switch between sites using the Directory menu of the Files panel.

2. Double-click index.html in the Files panel to open the file in Dreamweaver.

If you see code in addition to the page design, click the **Design** button in the Document toolbar (above the document window).



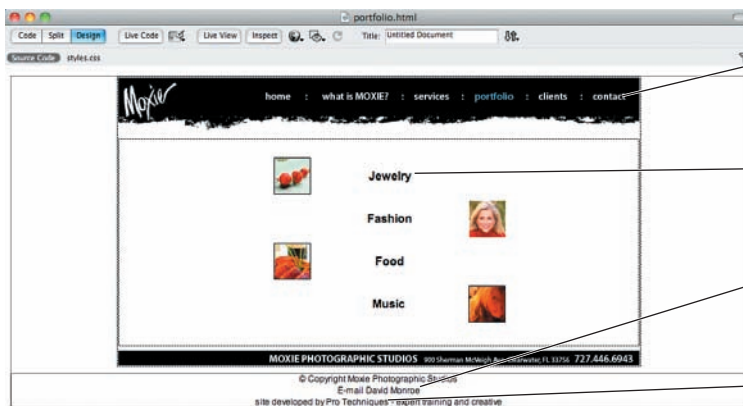
These image map links should appear on every page of the site.

In regular Design view, you see only the first frame of the animation.

These email and external URL links should appear on every page of the site.

3. Close index.html, then open portfolio.html.

This page is the gateway page for the various photographic portfolios that your client wants to promote: commercial jewelry, fashion catalogs, food, and music industry. The words in the middle of the page will be links to the portfolio pages for each category.



This image needs to be converted to an image map.

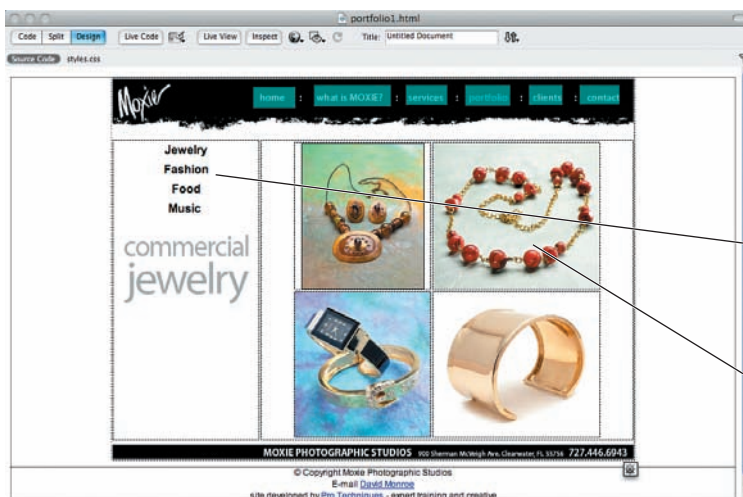
Each of these words should link to the appropriate portfolio page.

"David Monroe" should be an email link to your client's email address.

"Pro Techniques" should link to the Web site of the original site designer.

4. Close portfolio.html, and then open portfolio1.html.

This page shows four jewelry images that your client wants to feature; these will become links to larger versions of the images. The four lines of text on the left side of the page will be links to the other portfolio category pages.



Each of these words should link to the home page for that category of the portfolio.

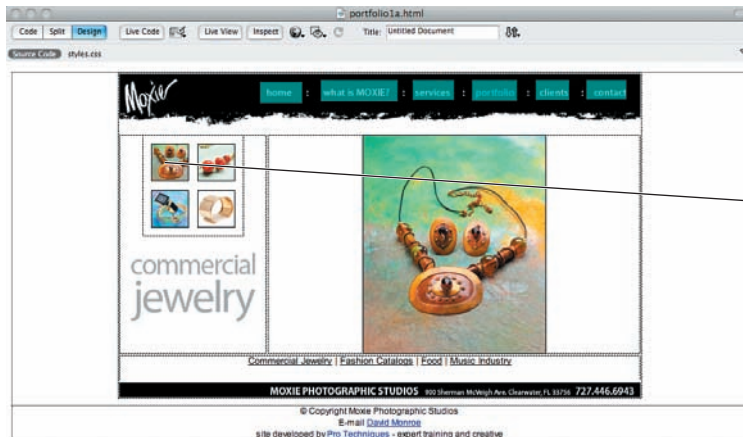
Each of these images will be a link to a page with a larger version of the associated photo.

Note:

The files portfolio2.html, portfolio3.html, and portfolio4.html are similar gateway pages to the fashion, food, and music portfolios (respectively).

5. Close portfolio1.html, then open and examine portfolio1a.html.

These pages display larger photographs that make up the jewelry section of the portfolio.



Each of these images should link to the page for the associated photo.

6. Close portfolio1a.html, and then continue to the next exercise.



PLAN FOLDER ORGANIZATION

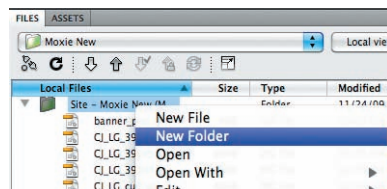
When all files are dumped into the main site folder, it can be challenging to manage your work. A well-organized site is an easy-to-manage site. Ideally, organization occurs before the site is constructed, but Dreamweaver makes it easy to reorganize files and folders at any point in the process.

There are no absolute rules to follow for organizing files and folders — other than the general principle of keeping related components together so you know where to find certain files when you need them.

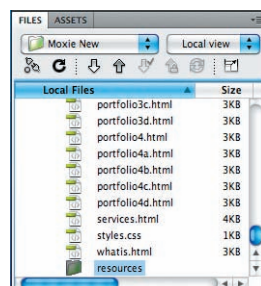
1. With your Moxie New site open in the Files panel, scroll to the top of the Files panel and click to select the site name at the top of the list.

The basic pages (home, about us, contact us, etc.) form the root of the site, and they should therefore appear within the root folder of the site. Everything else is better kept in a folder that is named based on what it contains.

2. Control/right-click the site name and choose New Folder from the pop-up menu.



3. Type **resources** and press Return/Enter to apply the new folder name.



Note:

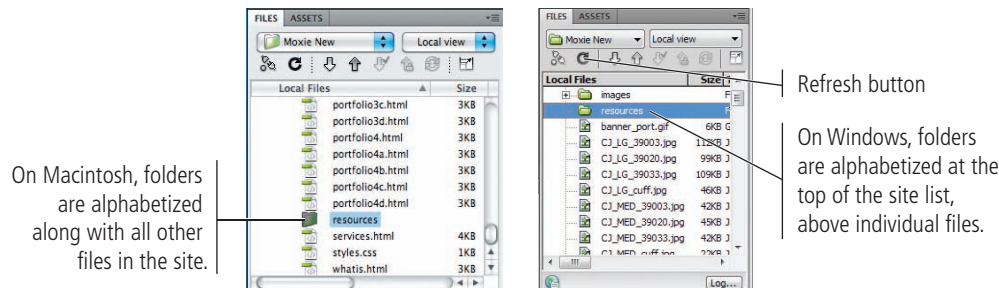
If after pressing Return/Enter, the folder name remains untitled, Control/right-click the untitled folder, choose Edit>Rename (or press F2), and correct the name.

4. In the Files panel, click the Refresh button.

When folders and files are created, they appear at the bottom of their containing folders (as you saw in Step 3). After refreshing the file list, folders on Macintosh are alphabetized along with all other files and folders; on Windows, folders are moved to and alphabetized at the top of the list, above individual files.

Note:

Press F5 to refresh the file list in the Files panel.



5. Click to again select the site folder at the top of the Files panel. Control/right-click the site folder and choose New Folder.

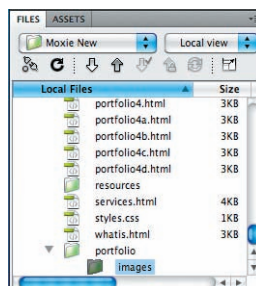
If you don't first select the site folder, the new folder would be created inside of the resources folder that you just created. You want another folder at the same level as the resources folder — in main level of the site root folder — so you first have to select the site folder as the target location for the second new folder.

6. Type **portfolio** and press Return/Enter to apply the new folder name.

Because there are many portfolio pages with images of individual photos, the portfolio group of files is best placed within its own folder.

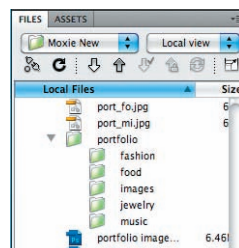
7. With the new **portfolio** folder selected, Control/right-click the portfolio folder and choose New Folder. Type **images** and press Return/Enter.

The new folder is created inside of (“under”) the selected portfolio folder. All portfolio images will be moved into this folder for easier organization.



8. Add four more folders inside the portfolio folder — **jewelry**, **fashion**, **food**, and **music** — and then refresh the Files panel list.

By placing the pages of each portfolio category in separate folders, you are making it easier to find exactly what you need.



9. Continue to the next exercise.



SORT AND MOVE IMAGE FILES

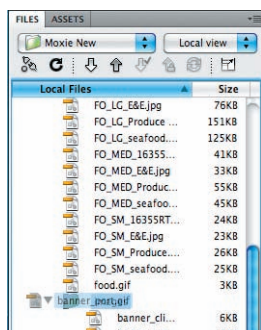
When you define a site in Dreamweaver, the application reads all of the pages in the site (a process that can take a few minutes in a large site), notes the links between pages, and identifies which images are used in which pages. These associations between files are stored in a cache that Dreamweaver creates when a new site is defined.

When pages are renamed or moved within the site, Dreamweaver recognizes that other pages and image files are related to the moved or renamed files, and prompts you to update the links in all of the affected files. If you move files using Macintosh Finder or Windows Explorer, the links between pages and to image files will not update to recognize the new paths.

1. With your **Moxie New** site open in the Files panel, click and drag **banner_port.gif** into the main images folder (not the portfolio/images folder).

Make sure you drag the file directly over the name of the folder or folder icon; if you drag the file too far to the left or right, Dreamweaver will not move the file.

If you can't see the images folder in the Files panel list, drag the selected file to the top or bottom of the Files panel; the file list will scroll until the images folder becomes visible.

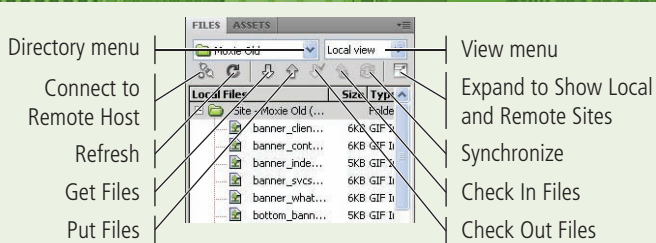


The Files Panel in Depth

By default, the Files panel displays the files on your local computer. You can also view the files on the remote or testing servers by choosing the appropriate option from the View menu.

The top of the Files panel also includes buttons that allow you to manage the files in your site:

- **Connect to Remote Host** establishes a connection with the remote server (if you defined one). Otherwise, clicking this button opens the Site Definition dialog box.
- **Refresh** refreshes the file list that displays in the panel.
- **Get Files** copies the selected files from a remote server to the local folder. If the Enable File Check In and Check Out option is active, the copied files are available on the local site in read-only mode, which means you can't modify them. You must click the Check Out Files button to edit the files.
- **Put Files** copies the selected files from the local folder to the remote server. If a new file is added to the server, and if the Enable File Check In and Check Out option is active, the file's status is Checked Out.

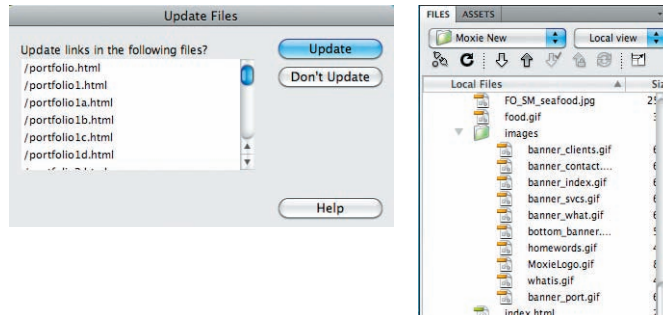


- **Check Out Files** copies the selected files from the remote server to the local folder and locks the files so only the user who checked out those files can edit them.
- **Check In Files** copies the selected files from the local folder to the remote server and makes the copied files read-only in the local folder. To edit these files, you need to select them and click the Check Out Files button.
- **Synchronize** synchronizes the files between the local folder and the remote server so the same version of the files appears in both places.
- **Expand** shows both local files and the remote site (if one has been defined). The expanded Files panel has two panes; one displays the files on the remote or test server and one displays the local site files.

2. When prompted, click Update to update the affected pages with the new location for the banner_port.gif image file.

If you choose Don't Update, the image will not appear in the pages that call for that file. If you had moved the image file using Windows Explorer or the Macintosh Finder, Dreamweaver would not have been aware of the movement, and you would not have had the opportunity to adjust the path to the image file in pages that link to that image.

The banner_port.gif file is now stored in the main images folder, along with the other images that are used on the site's first-level pages. When you move files into a folder, that folder automatically expands in the Files panel.



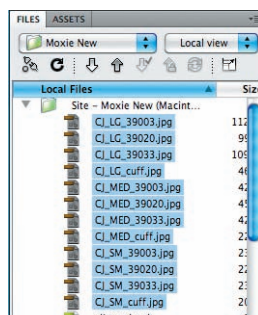
Note:

When a browser downloads a Web page, it reads the page code, requests the image files from the defined locations, and displays the images within the page. You should understand that images in Web pages are not embedded into Web pages; they are merged into the page by the browser.

3. Click the down-facing arrow (Macintosh) or the “-” symbol (Windows) to the left of the images folder name to collapse the folder.

4. Click CJ_LG_39003.jpg to select that file. Press Shift and then click CJ_SM_cuff.jpg to select that and all files in between.

You can move multiple files into a folder at the same time. To select files that are grouped together (contiguous), simply click the first one and then Shift-click the last one; all files, including the first and last, are selected.



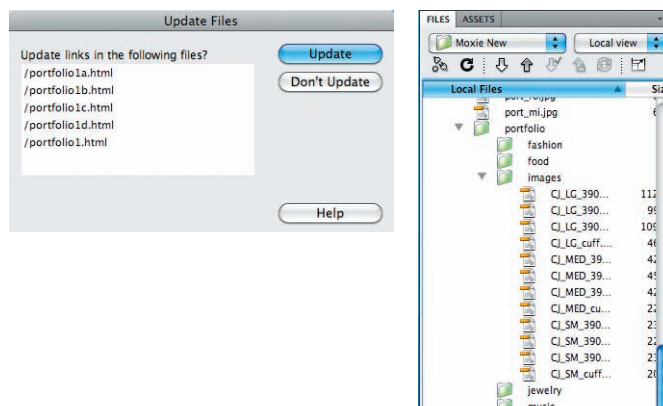
Note:

Press Shift to select multiple contiguous files in the panel.

Press Command/Control to select multiple non-contiguous files.

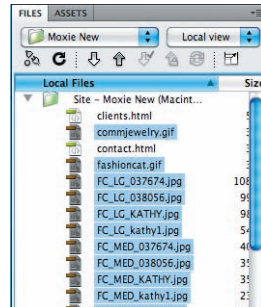
5. Click any of the selected files and drag them into the portfolio/images folder.

6. Click Update to update all of the files that use the moved image files.



- Click **fashioncat.gif**, and then **Shift-click food.gif** to select the contiguous image files. **Command/Control-click commjewelry.gif** to add that file to the active selection.

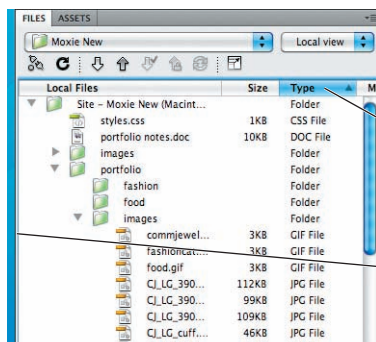
Pressing Command/Control enables you to select non-contiguous files.



Note:

You can also Command/Control-click to deselect a selected file. For example, if you select a file by accident, you can deselect it by Command/Control-clicking the file name again.

- Drag the selected image files to the **portfolio/images** folder, and then click **Update** to update all of the pages that reference the moved files.
- Expand the **Files** panel by dragging the left edge of the panel dock until you can see the **Type** column.
- Click the **Type** column header to arrange the site files by type.



Click a column heading to sort files based on that option.

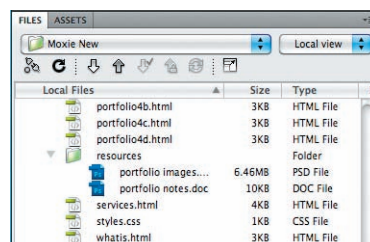
Click here and drag left until you can see the Type column.

Note:

You can change the columns that appear in the Files panel — and the order of those columns — in the File View Columns pane of the Site Setup dialog box.

- Select the remaining GIF file and 16 JPEG files in the site root folder and drag them into the **portfolio/images** folder. Update the links when prompted, and then collapse the **portfolio/images** folder.
- Click the **Local Files** column header in the Files panel to sort the files by name.
- Select and move the files **portfolio images.psd** and **portfolio notes.doc** into the **resources** folder.

These files contain preliminary information that helped the designer build the portfolio Web pages, but they are not part of the actual Web site. It's a good idea to keep these files in the site folder in case you need to make changes later. Later in this project, you will learn how to prevent these files from being uploaded as part of the site.



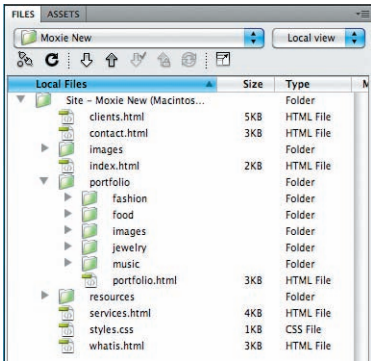
14. Collapse the resources folder.

15. Move the remaining files into the correct locations as follows:

- | | |
|--------------------------------|---|
| into portfolio folder: | portfolio.html |
| into portfolio/jewelry folder: | portfolio1.html
portfolio1a.html
portfolio1b.html
portfolio1c.html
portfolio1d.html |
| into portfolio/fashion folder: | portfolio2.html
portfolio2a.html
portfolio2b.html
portfolio2c.html
portfolio2d.html |
| into portfolio/food folder: | portfolio3.html
portfolio3a.html
portfolio3b.html
portfolio3c.html
portfolio3d.html |
| into portfolio/music folder: | portfolio4.html
portfolio4a.html
portfolio4b.html
portfolio4c.html
portfolio4d.html |

16. Collapse the portfolio subfolders but leave the main portfolio folder expanded.

From the folder structure alone, the Web site appears to be better organized. You now know what to expect when you open each folder.



17. Continue to the next stage of the project.

Note:

You can also copy and paste files into a folder using the Edit options in the contextual menus, or using the standard keyboard shortcuts:

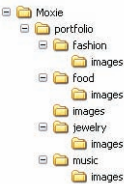
Cut:
Command/Control-X

Copy:
Command/Control-C

Paste:
Command/Control-V

Note:

If the number of portfolio images grows to a much larger number, it might be beneficial to create an images folder for each portfolio category (such as portfolio/jewelry/images/). That way, the specific images for the pages in each category would be located nearby, making it easier to find and change the images if necessary. The folder structure in this example would look like this:



Stage 2 Organizing the Site Navigation

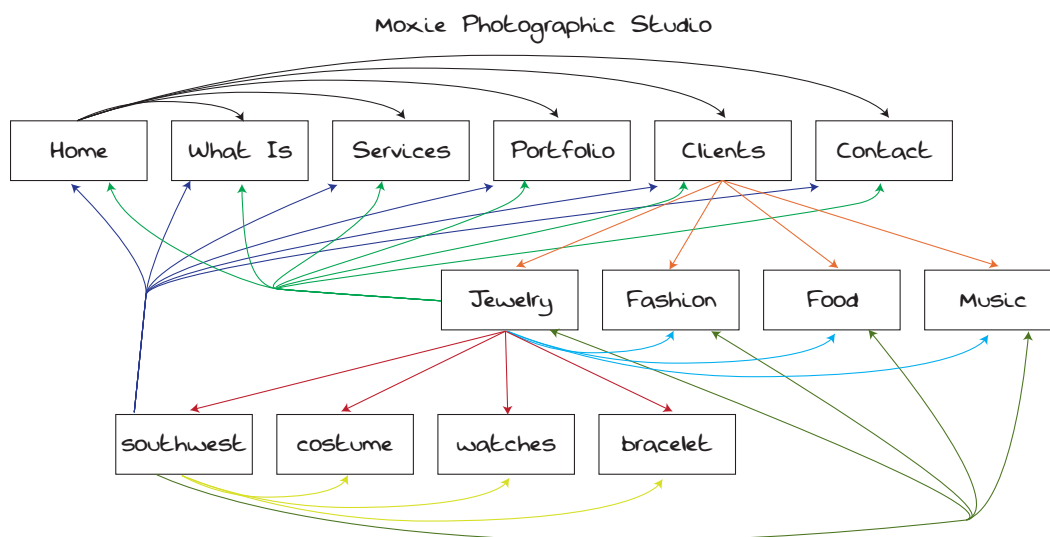
Hyperlinks (the official term for links) can be created to link pages on a site to other pages within the same site, or to pages on other sites. A well-designed site includes links that make it easy to get to any part of a site from any other part of a site. You should carefully plan the flow of links and connections between pages — always keeping the reader’s usability in mind.

Organizing links is a simple application of a science called **information architecture**, which is the organization of a Web site to support both usability and “findability.” As you organize site links, remember that your goal is to enable visitors to see a pattern in your links, which will assist them in navigating through your site. Keep the following points in mind when you plan a site’s link structure:

- You can’t know how visitors will enter your site. The primary site pages (home, about us, etc.) should be accessible from every page on the site; these links are commonly created in a banner on the top or left side of the page.
- When linking secondary pages such as individual categories of portfolios, don’t make users constantly click the browser’s Back button. Links should allow users to navigate the secondary structure as easily as navigating the primary structure.
- When creating a site with multiple subsidiary pages (such as the four “jewelry” portfolio pages), users should be able to explore all child pages in the category without first returning to the parent page.

Using the terms “parent,” “child,” and “sibling” is simply a way of describing relationships between pages. A large Web site cannot provide links to all of the pages from its home page. By grouping pages, grouping groups of pages, and so on, you create relationships of equality between pages that are grouped together, as well between groups that are grouped together.

A flowchart of the Moxie site link structure looks like this:



In this stage of the project, you will learn various techniques to create the necessary links on the Moxie Portfolio pages.

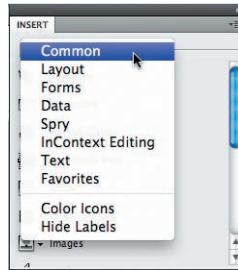
Note:

*Creating flowcharts is a great tool for novice designers and experts alike. Flowcharts are often used to map complex software programming and Web site development. In fact, a language called **UML** (unified modeling language, a standardized graphical notation that can be used to create models of systems) has been developed by professionals specifically for this purpose.*

CREATE LINKS USING THE HYPERLINK BUTTON

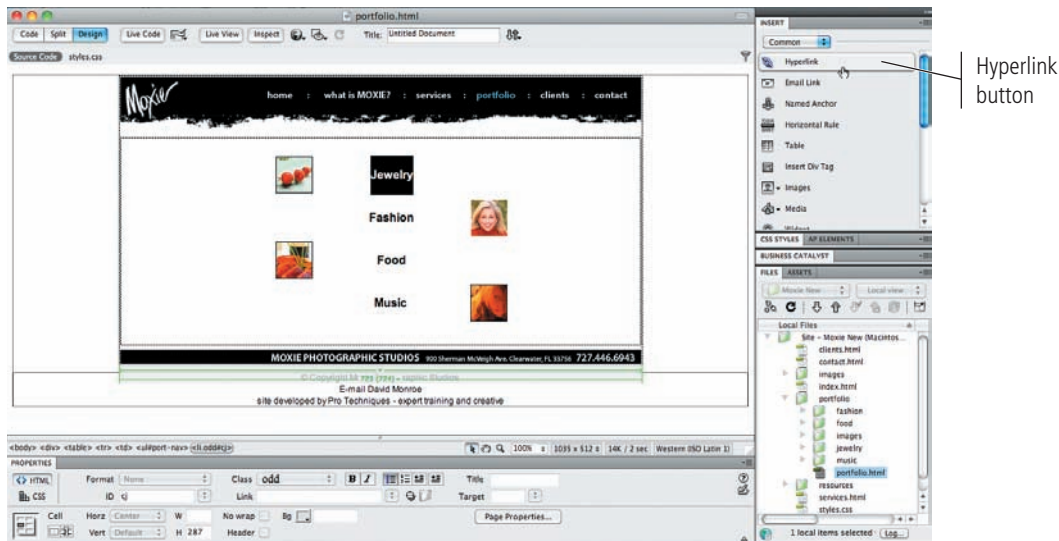
The first step to completing the site navigation is to create links from the main portfolio page to each of the portfolio category pages. In this exercise, you learn to create links between pages using the Hyperlink dialog box, which is accessed in the Common Insert panel.

1. With the **Moxie New** site open in the Files panel, open **portfolio/portfolio.html**.
2. Drag to select the word “Jewelry” in the middle of the page.
3. Expand the Insert panel, and then choose **Common** from the Insert panel menu.

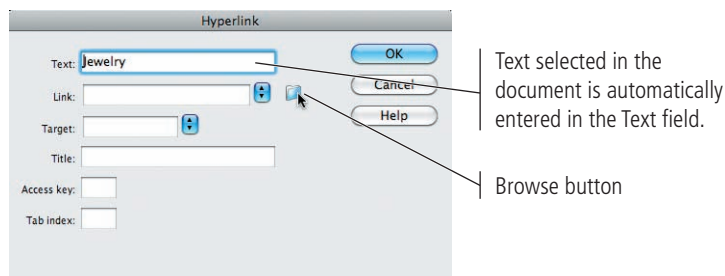


4. Click the **Hyperlink** button in the **Common Insert** panel.

The Common Insert panel contains many of the common functions you use to create Web pages. If a different Insert panel is showing, you can return to the Common Insert panel by choosing Common in the panel menu.



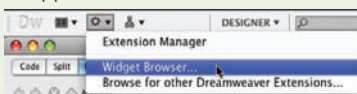
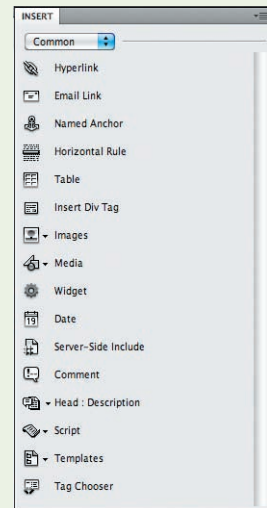
5. In the **Hyperlink** dialog box, click the **Browse** button to the right of the **Link** field.



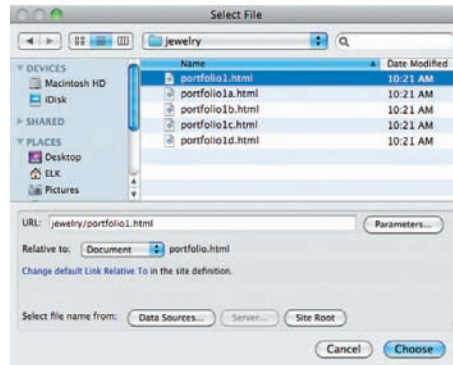
The Common Insert Panel in Depth

The Common Insert panel contains buttons for frequently used items. For example, to insert a hyperlink, simply click the corresponding button. (Some of the terms and functions in the following descriptions will make more sense as you use those tools to complete later projects.)

- The **Hyperlink** button opens a dialog box where you can create text or image links to another file, either in the same Web site or in an external Web site.
- The **Email Link** button opens a dialog box where you can create links to email addresses. When a user clicks an email link, it opens the user's default email application with the email address in the To line.
- The **Named Anchor** button marks locations within a page. Links can be provided to these locations from within the same page or from other pages of the same Web site or other Web sites.
- The **Horizontal Rule** button inserts a solid line across the width of the page. This can be useful for visually separating sections of text.
- The **Table** button inserts a table into the page.
- The **Insert Div Tag** button inserts new sections (divisions) in a page. Each division in a page is marked by a dotted line in Dreamweaver; these dotted lines do not appear when the page is viewed in a browser. Divisions are useful for inserting blocks of content you want to format independently from other blocks.
- The **Images** button inserts various types of graphics. If you click the arrow on the button icon, a menu shows the available types of objects (basic images, rollover images, etc.) You can also insert an image placeholder, which reserves a portion of the page for inserting an object later.
- The **Media** button inserts audio-visual files. These files could be in any format, but Dreamweaver also has functionality specific to inserting Flash, QuickTime, and Shockwave files; Java applets; and ActiveX controls.
- The **Widget** is used to insert Spry widgets. Dreamweaver ships with a number of built-in Spry widgets, which you will use in Projects 6 and 7. You can download other widgets through the online Widget Browser, which is a separate free download. To access this functionality, you can open the Extend Dreamweaver menu in the Application/Menu bar and choose Widget Browser. (If the Widget Browser extension is not yet installed on your system, you will be prompted to download and install the application.)
- The **Date** button inserts the date and time. An option is provided for updating the date and time whenever the file is saved.
- The **Server-Side Include** button inserts a file within a page. In this case, instead of providing a link to the file, the actual contents of the file are included in the page itself.
- The **Comment** button inserts comments in the code that describe something about its use. These comments display in Code view only; they do not appear in Design view or in the browser.
- The **Head** button adds information about the page that will be used by browsers. This information is included in the properties of the page. Click the arrow to select the type of information you want to add.
- The **Script** button enables you to add code that will be used by the browser to perform an action when the page is accessed. Click the arrow and click Script from the menu to add the code. Some older versions of browsers might have the script-reading feature disabled; to display alternate content when browsers fail to read the script, click No Script from the menu. You need to know programming languages to use this feature properly.
- The **Templates** button creates a template based on the current document, which is useful when you need to create multiple documents from the same layout.
- The **Tag Chooser** button inserts tags in the code. Tags are elements in the code that determine the kind of content that can be included in them. Tags are included automatically when you edit pages in Design view.



6. Navigate to the portfolio/jewelry folder, select portfolio1.html, and click Choose/OK.



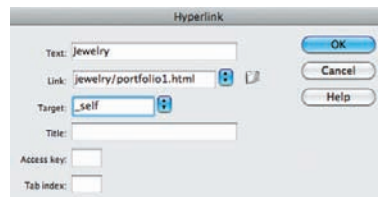
7. Open the Target menu and choose _self.

This option determines where the linked file will open:

- **_blank** opens every linked file in a new, unnamed browser window.
- **_new** creates a new browser window with the name “_new”. Every link assigned the _new target will open in that same _new browser window.
- **_parent** is relevant if a page includes nested frames; this option opens the link in the frame or window that contains the frame with the link.
- **_self** opens the link in the same frame or browser window as the link.
- **_top** opens the link in the same browser window, regardless of frames.

Note:

If you don't choose a specific target, the linked file opens in the same browser window as the one in which the link appears.



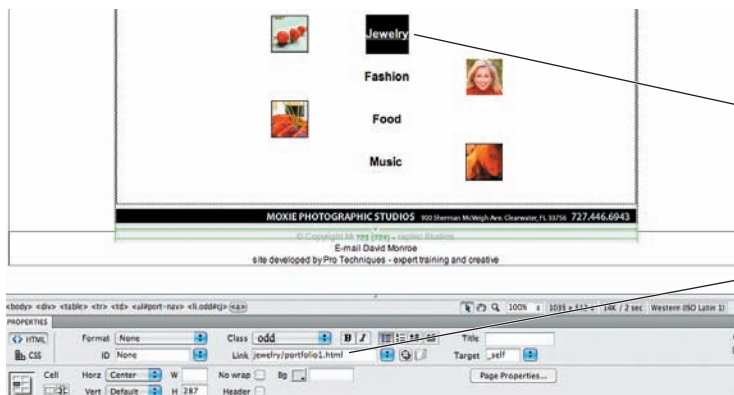
Note:

The Title field defines text that appears when the cursor is placed over the link text.

8. Click OK in the Hyperlink dialog box to create the link.

9. Examine the link in the Design view.

Text links default to blue with an underline, but cascading style sheets (CSS) make it possible to change the appearance of links. The text you just converted to a link is now underlined, which is the defined appearance for hyperlinks on this page. (You will begin working with CSS styles to format different elements in Project 2, and use them extensively throughout the rest of this book.)



The linked text is underlined, which is defined by the original site's CSS.

The link destination now appears in the Link field of the Properties panel.

10. Save your work (File>Save) and continue to the next exercise.

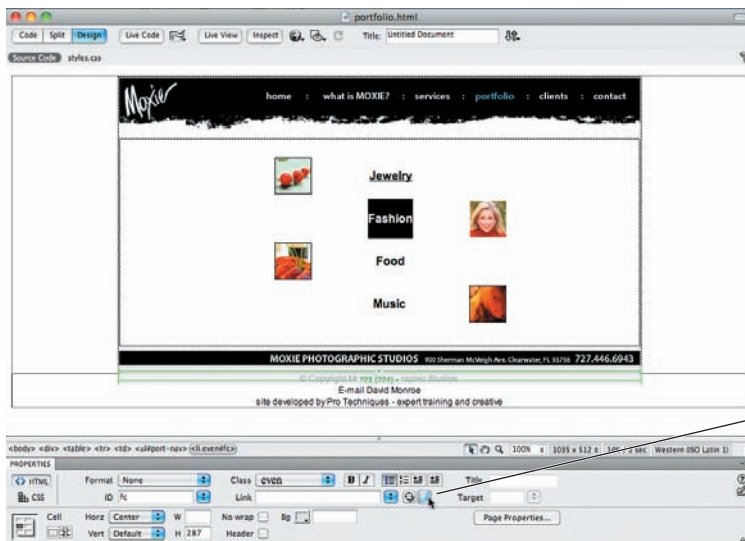


CREATE A LINK USING THE BROWSE FOR FILE FUNCTION

The Browse for File function in the Properties panel is similar to the Hyperlink button in the Common Insert panel. As with most applications, Dreamweaver often includes several different ways to achieve the same result. You should use the method that is most efficient at the time. For example, if you are using a different mode of the Insert panel, you can use the Properties panel to create a link without switching modes in the Insert panel.

1. With the **Moxie New** site open in the Files panel, make sure **portfolio/** **portfolio.html** is open.
2. Select the word “Fashion” below the Jewelry link from the previous exercise.
3. Click the **Browse for File** button to the right of the **Link** field in the **Properties** panel.

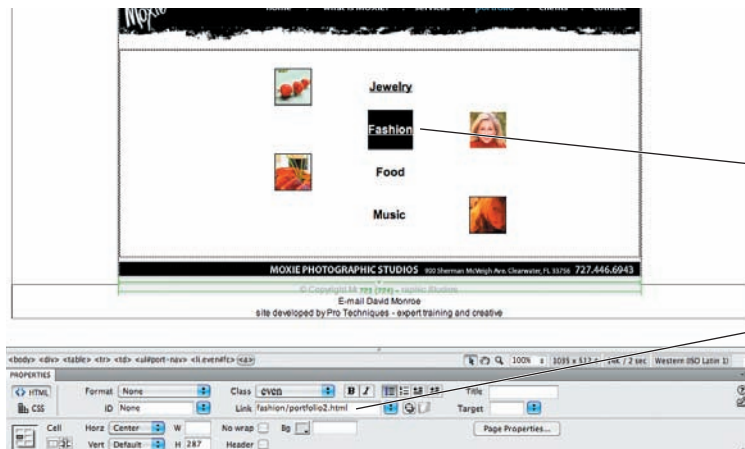
If you don't see the Properties panel, choose Window>Properties. The Properties panel's primary purpose is to review and change the properties of the selected HTML element (such as a heading, paragraph, or table cell).



Note:

You can change the destination of a link by selecting the linked text or object in the document and choosing **Modify>Change Link**. This menu command opens the same dialog box as the **Browse for File** button, where you can navigate to and select the new link destination.

4. In the resulting dialog box, navigate to the **portfolio/fashion** folder, select **portfolio2.html**, and then click **Choose/OK**.



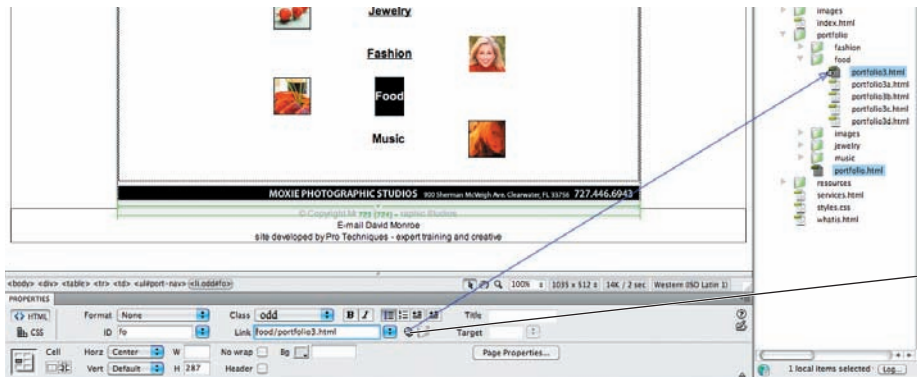
5. Save the file and continue to the next exercise.



CREATE A LINK USING THE POINT TO FILE FUNCTION

Using the Point to File function, you can create a link by simply clicking in the Properties panel and dragging to a file in the Files panel. (To use this function, the target file must be visible in the Files panel.)

1. With **portfolio.html** (from the **Moxie New** site) open, select the word **“Food”** below the **Fashion** link you created in the previous exercise.
2. Expand the **portfolio/food** folder in the Files panel.
3. Click the **Point to File** button in the Properties panel and drag to **portfolio/food/portfolio3.html** in the Files panel.



Note:

Expand and collapse Files panel folders as necessary, depending on your available screen space. We will not repeat instructions to collapse or expand folders unless it is necessary to perform a specific function.

4. Save the file and continue to the next exercise.

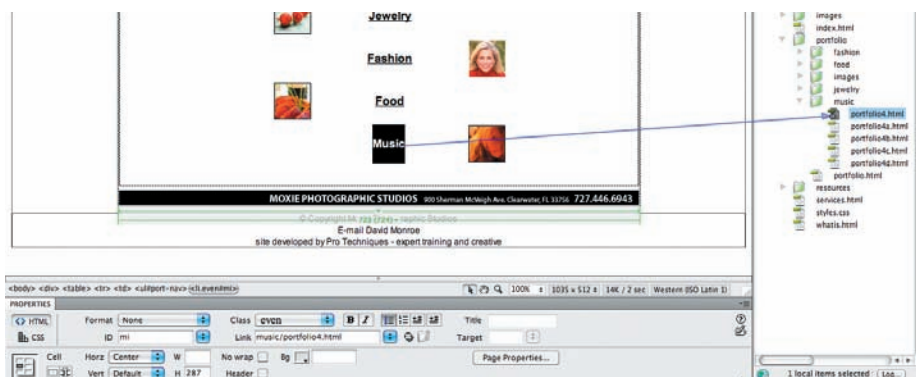


SHIFT-DRAG TO CREATE A LINK

A fourth way to create a link between pages in a site requires no buttons, toolbars, or panels. You can create a link directly from the document window by pressing Shift and dragging to the destination page in the Files panel.

1. With **portfolio.html** (from the **Moxie New** site) open, select the word **“Music”**.
2. Expand the **portfolio/music** folder in the Files panel.
3. Press the **Shift** key, then click the selected text and drag to **portfolio/music/portfolio4.html** in the Files panel.

You have to press the Shift key, and then click and drag to the link destination. If you try to click and drag before pressing the Shift key, this technique will fail.



4. Save the file and close it, and then continue to the next exercise.



ADJUST RELATIVE LINK PATHS

A **path** is the route taken through the folder structure to link one page to another. By default, Dreamweaver uses **relative paths** when creating links (the application refers to this as “relative to the document”). The alternative is to create **absolute paths** (“relative to the site”); but unless your site is running on a Web server, you can’t test links that use absolute paths.

As an example, consider creating a link from portfolio1.html to portfolio1a.html, both of which reside in the jewelry folder (as shown in the figure to the right). In this case, the source and destination pages are in the same folder; the relative-path link simply states the file name of the destination page:

```
<a href="portfolio1.html">Link Text</a>
```

When you drill down into nested levels of folders, the source folder is not identified in the path; the link automatically works starting from the location of the link. To link from portfolio.html to portfolio1.html, for example, you have to include the nested jewelry folder but not the starting portfolio folder in the path:

```
<a href="jewelry/portfolio1.html">Link Text</a>
```

To link from index.html to portfolio1.html, the entire path needs to include both nested folders:

```
<a href="portfolio/jewelry/portfolio1.html">Link Text</a>
```

When the link is in an upward direction, the ../ notation says “go up one folder.” To link from portfolio1.html to portfolio.html in the portfolio folder means that the link needs to take the visitor up one folder level:

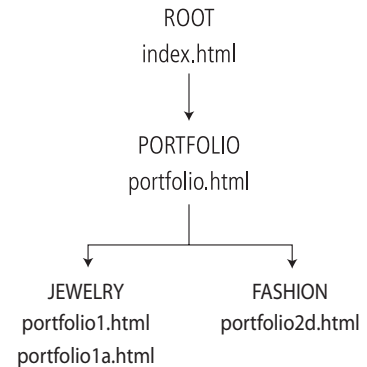
```
<a href="../portfolio.html">Link Text</a>
```

To link from portfolio1.html in the portfolio/jewelry folder to /index.html in the root folder, the link must take the visitor up two folder levels:

```
<a href="../../index.html">Link Text</a>
```

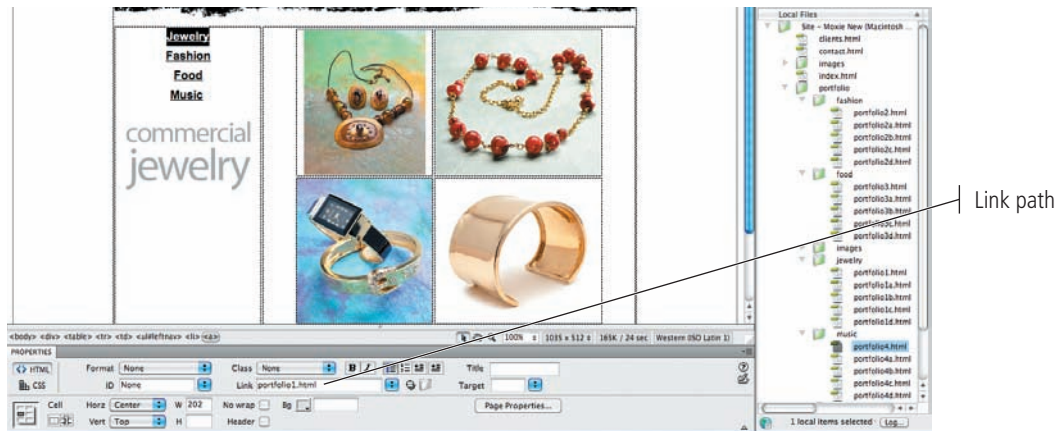
In this exercise, you are going to create a set of links that will appear on every portfolio category page. For the links to work properly on all pages, you will make the necessary adjustments so the links will work properly when they are copied into the other three category pages.

1. With the Moxie New site open in the Files panel, open portfolio/jewelry/portfolio1.html.
2. Using any method you prefer, create text links for the words on the left side of the page:
 - “Jewelry” links to portfolio/jewelry/portfolio1.html
 - “Fashion” links to portfolio/fashion/portfolio2.html
 - “Food” links to portfolio/food/portfolio3.html
 - “Music” links to portfolio/music/portfolio4.html



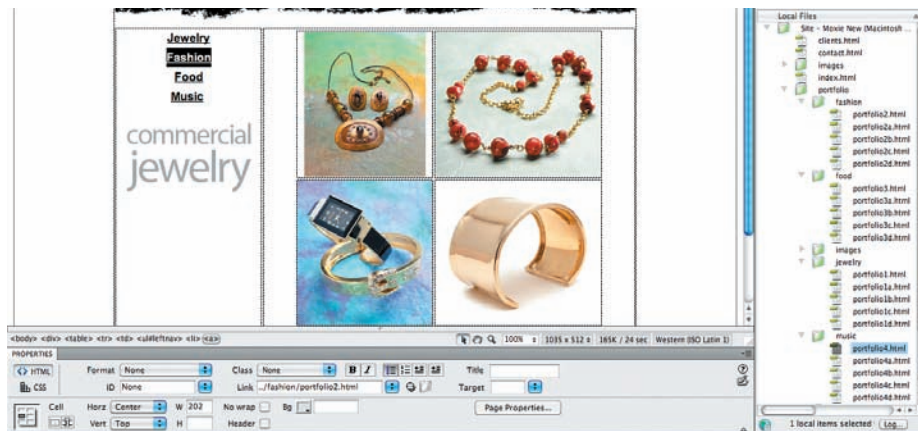
3. Select the word “Jewelry” and review the link in the Properties panel.

There is no folder path because portfolio1.html is the current file and is obviously in the same folder as the file containing the link. (The same concept would be true if you were linking to any of the other files in the portfolio/jewelry folder.)



4. Select the word “Fashion” and review the link in the Properties panel.

The path from portfolio/jewelry/portfolio1.html to portfolio/fashion/portfolio2.html requires you to go up one folder to the portfolio folder, then down to the fashion folder to get to portfolio2.html.



Note:

When a link to another page in the site is selected in the document, you can open the related page in Dreamweaver by choosing **Modify > Open Linked Page**.

5. One by one, select the Food and Music links in the document and review the paths in the Properties panel.

In each case, the link goes up to the portfolio folder, and then moves down to the specific folder for the page that is linked.

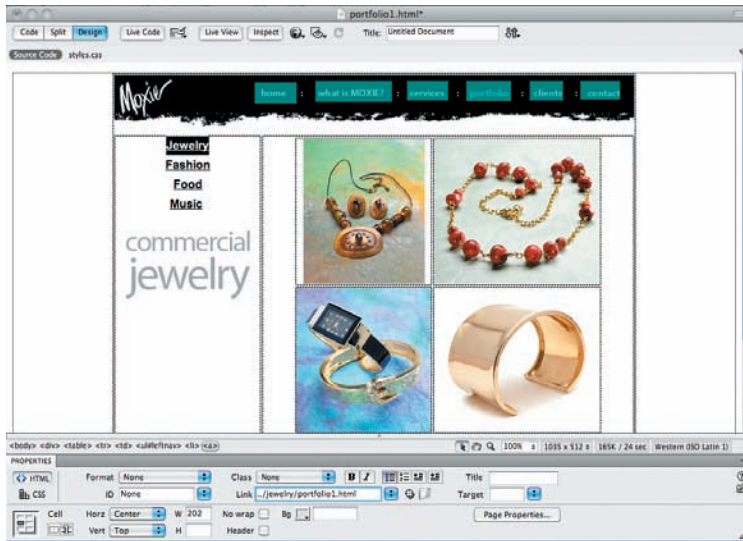
6. Select the “Jewelry” text.

All of the links that you have created on the Jewelry portfolio page need to be present on all of the other portfolio category pages as well. If you copied this block of links to the other portfolio category pages, the “Jewelry” link would always look for the file portfolio1.html in the folder containing the active page. Before you copy and paste the block of links to the other category pages, you need to adjust the portfolio1.html link so that it will work for all pages.

7. Click the Link field in the Properties panel and move the insertion point to the left of the existing path.

8. Type `../jewelry/` to the left of `portfolio1.html`.

This modification to the link takes the browser up to the portfolio folder, and then back to the portfolio/jewelry folder. This might seem like an unnecessary step, but it enables this link to work from any of the four portfolio category pages.



9. Save the changes to the page and then continue to the next exercise.

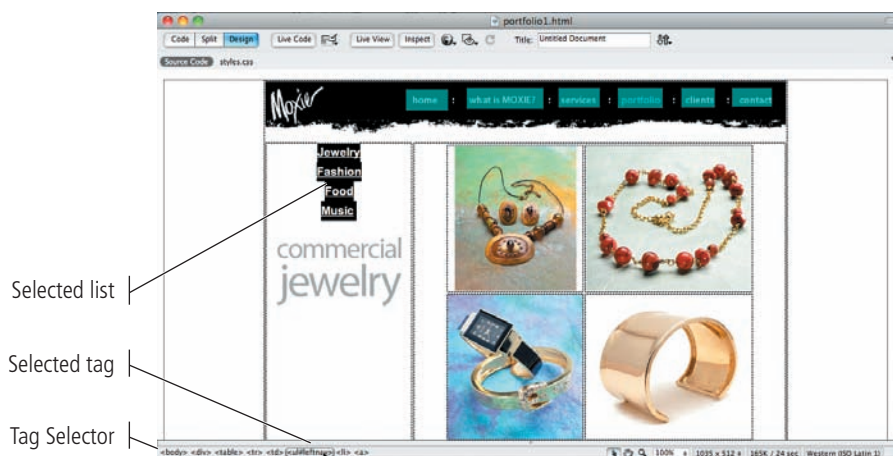
COPY AND PASTE LINKS

Now that the links have been configured to work from every portfolio category page, it's time to copy and paste the entire list of links to the other category pages.

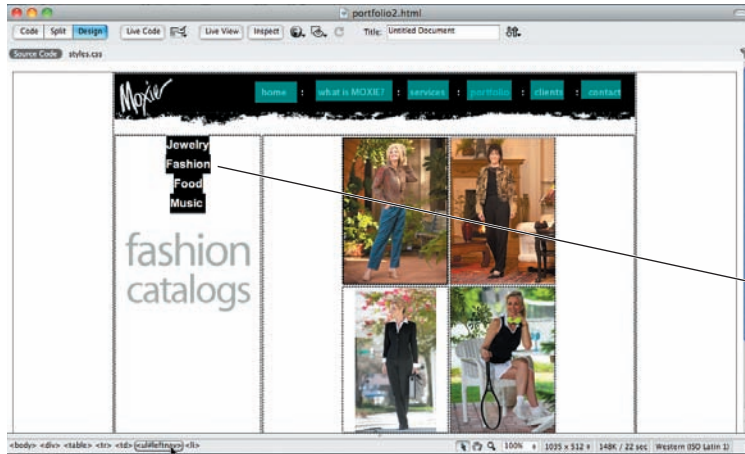
1. With `portfolio1.html` open, click in any of the text links to place the insertion point, and then click the `<ul#leftnav>` tag in the Tag Selector.

The Tag Selector, located in the status bar of the document window, shows the path of tags to the tag of the current selection or the current location of the insertion point.

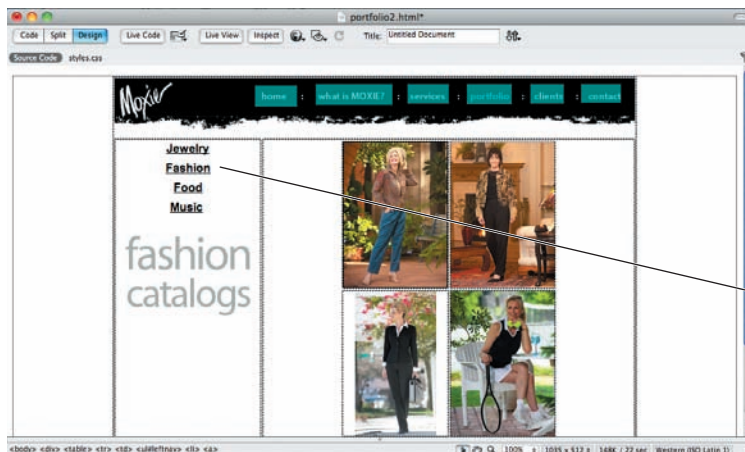
Clicking a tag in the Tag Selector selects all of the content contained within that tag. In the document window, the associated content is highlighted.



2. Copy the selected content to the Clipboard by choosing Edit>Copy or pressing Command/Control-C.
3. Close portfolio1.html and open fashion/portfolio2.html.
4. Click to place the insertion point anywhere in the list of links on the left side of the page, and then click the <ul#leftnav> tag in the Tag Selector to select the entire unlinked list.



5. Paste the content from the Clipboard by choosing Edit>Paste or pressing Command/Control-V.



6. Save the changes to portfolio2.html and close the file.
7. Repeat Steps 3 through 6 to paste the copied content (the links) into pages portfolio/food/portfolio3.html and portfolio/music/portfolio4.html.
If you hadn't adjusted the link path to portfolio1.html in the previous exercise, you would have to adjust the path each time you paste to a page that wasn't in the portfolio/jewelry/ folder. Because you adjusted the path before copying the links, all you had to do was paste the same paragraph of links to each of the pages in all four category folders.
8. Save and close all files, and then continue to the next exercise.

CREATE EMAIL AND EXTERNAL URL LINKS

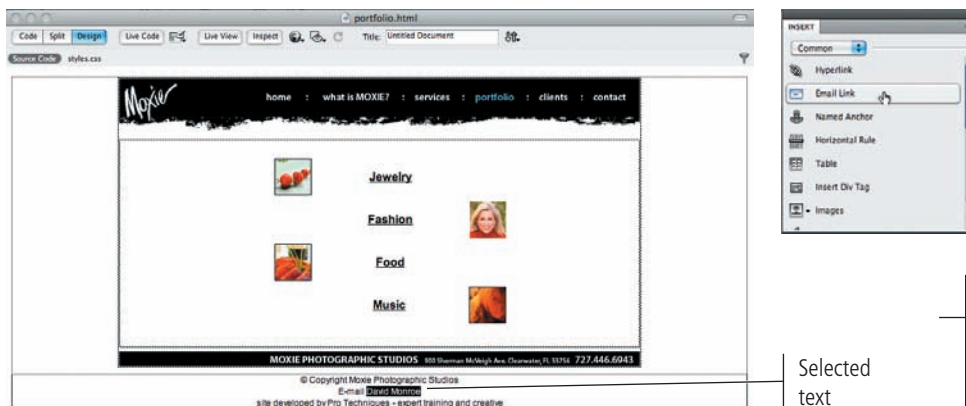
Most Web sites include one or more external links (including email links), which require the appropriate protocol to tell the browser what type of link is present.

An **email link** requires the “mailto:” protocol, followed by the appropriate email address. This instructs the browser to open a new mail message with the defined address already in the To line.

An external **URL link** must begin with the “http://” protocol, followed by the domain name and, if relevant, the folder path and file name of the page to which you are linking.

The bottom of each page in the Moxie site should include an email link to your client and a link to the Web site of the original site designer (a common practice). Most of the portfolio pages were created from a template that already defined these links. However, they were inadvertently omitted from the primary portfolio page.

1. With the **Moxie New** site open in the Files panel, open **portfolio.html** from the portfolio folder.
2. Select the words “David Monroe” near the bottom of the page.
3. In the Common Insert panel, click the Email Link button.

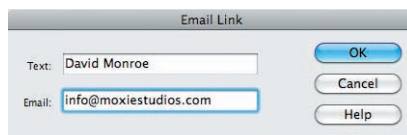


Note:

You can access the same Email Link dialog box by choosing Insert>Email Link.

4. In the Email Link dialog box, type **info@moxiestudios.com** in the Email field.

If you select text before clicking the Email Link icon, the Text field is completed for you.

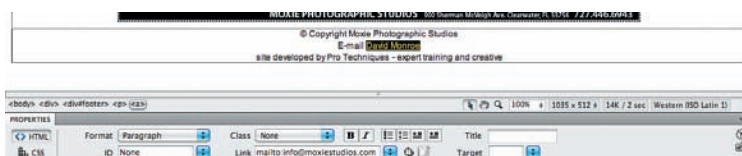


Note:

Dreamweaver remembers the last email address you entered into the Email field; you might not need to complete that field if you insert the same email address multiple times.

5. Click **OK** to create the email link.

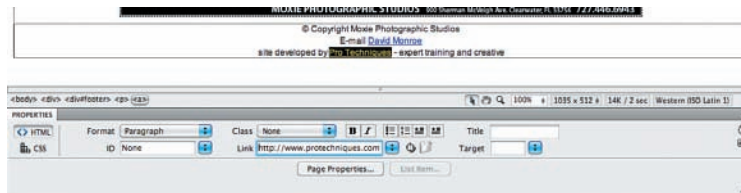
Review the link field in the Properties panel; an email link must begin with “mailto:” followed by the address; when you use the Email Link dialog box, Dreamweaver automatically inserts the mailto: protocol.



6. Select the words “Pro Techniques” at the bottom of the page.

7. In the Link field of the Properties panel, type **http://www.protechniques.com** and press Return/Enter.

Dreamweaver can't help you create an external URL link because it's outside the site definition. You have to simply type or paste the address into the Link field.



Note:

You can remove a link by selecting the linked text or object in the document and choosing Modify>Remove Link, or by simply deleting the text from the Link field in the Properties panel.

8. Save the file and close it, then continue to the next stage of the project.

Stage 3 Creating Image Links

Many Web sites use navigation bars with images of text as the links to other pages. Other sites include photo galleries, in which small thumbnail images open larger versions of the image or (as in this site) a separate Web page with more details about the clicked image.

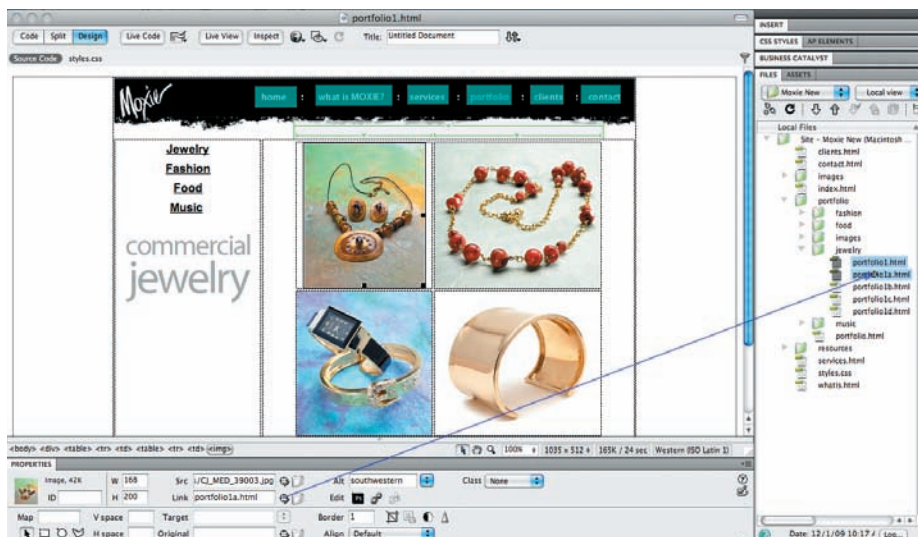
You can use any of the methods you already learned to create image links, with one exception — you can't Shift-drag from an image in the document window. You can, however, click the Hyperlink button in the Common Insert panel, type a URL in the Link field, click the Browse for File button, or click the Point to File button in the Properties panel.



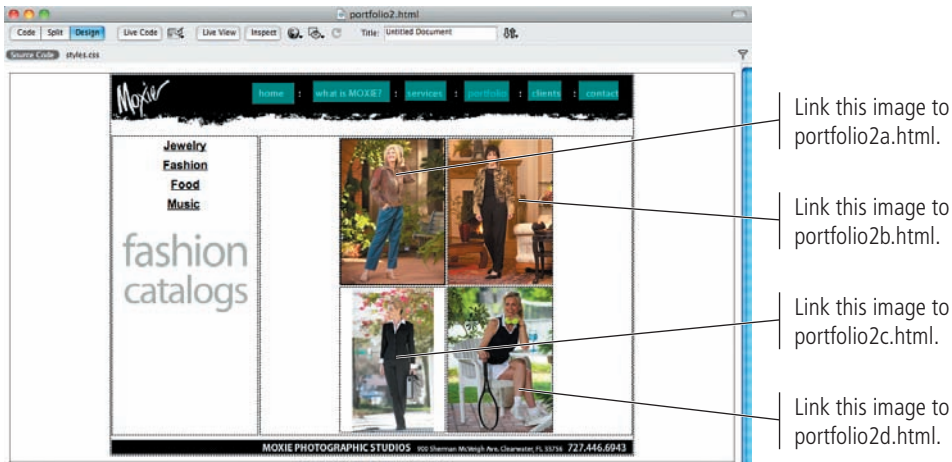
CREATE IMAGE LINKS

In this exercise, you create links from the portfolio category pages to the photo pages that contain larger versions of the photos.

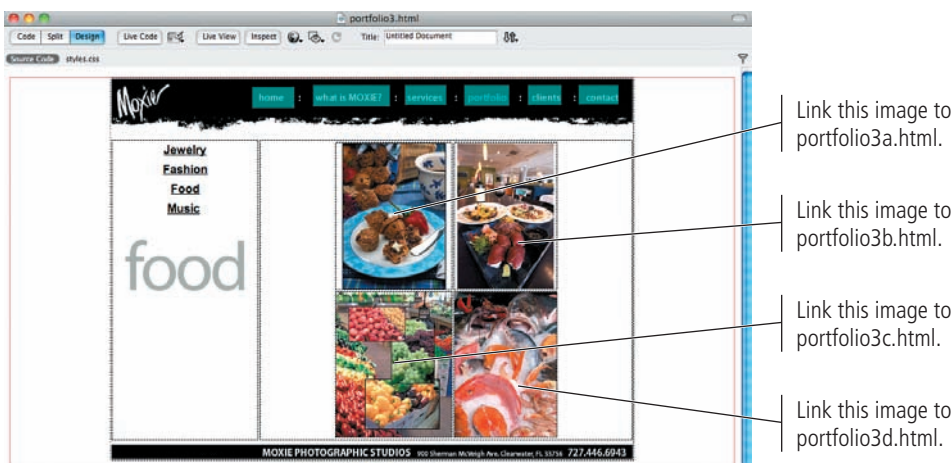
1. With the Moxie New site open, open **portfolio/jewelry/portfolio1.html**.
2. Click the top-left portfolio image to select it. Using any method you prefer, link the selected image to **portfolio/jewelry/portfolio1a.html**.



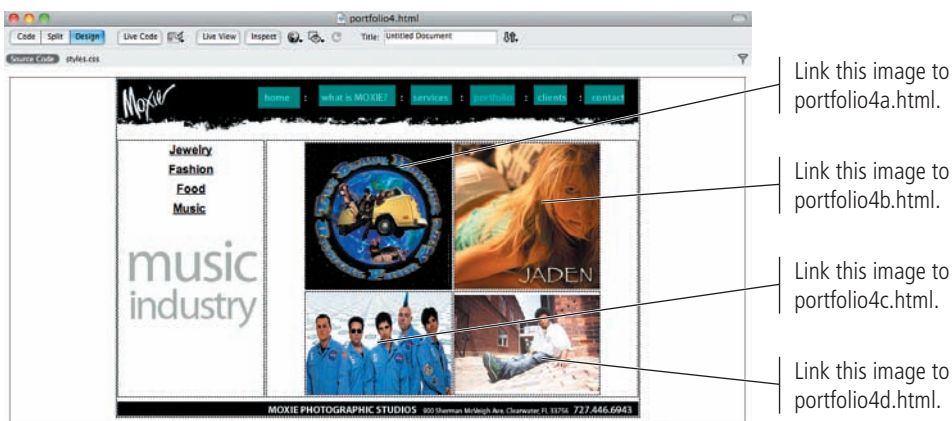
- Using any method you prefer, link the top-right image to `portfolio1b.html`, link the lower-left image to `portfolio1c.html`, and link the lower-right image to `portfolio1d.html`.
- Save the file and close it, and then open `portfolio/fashion/portfolio2.html`.
- Link the images to the four remaining pages in the `portfolio/fashion` folder as shown below. Save and close `portfolio2.html` when finished.



- Repeat Step 5 for `portfolio/food/portfolio3.html`.



- Repeat Step 5 for `portfolio/music/portfolio4.html`.

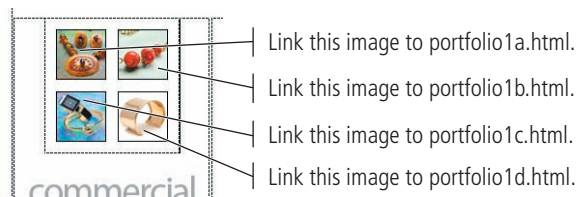


- Continue to the next exercise.

COPY AND PASTE IMAGE LINKS

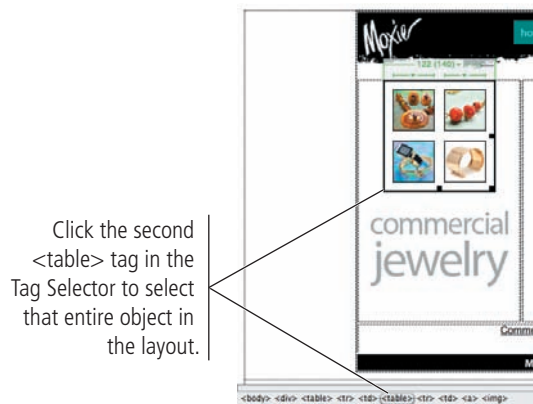
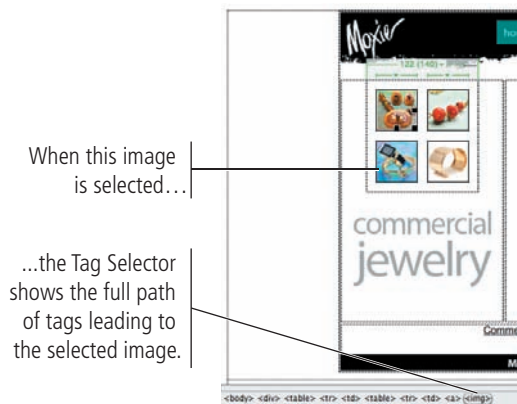
When a visitor clicks a link to jump to a specific portfolio image, the user should be able to explore other photos in the same category without being forced to first return to the main category page. Adding four thumbnail images on the left side of the page will provide this navigational structure. Once you have created links from the thumbnails in one page, you can copy and paste that group to the other pages in the same category — which reduces some of the effort.

1. With the **Moxie New** site open in the Files panel, open **portfolio/jewelry/portfolio1a.html**.
2. Using the techniques you have already learned, create links from the four small images on the left side of the page:



3. With any of the four thumbnail images selected, click the rightmost (second) `<table>` tag in the Tag Selector to select the small table that encloses the four thumbnail image links.

When you click the `<table>` tag, the selection switches to the entire table that contains the originally selected image.



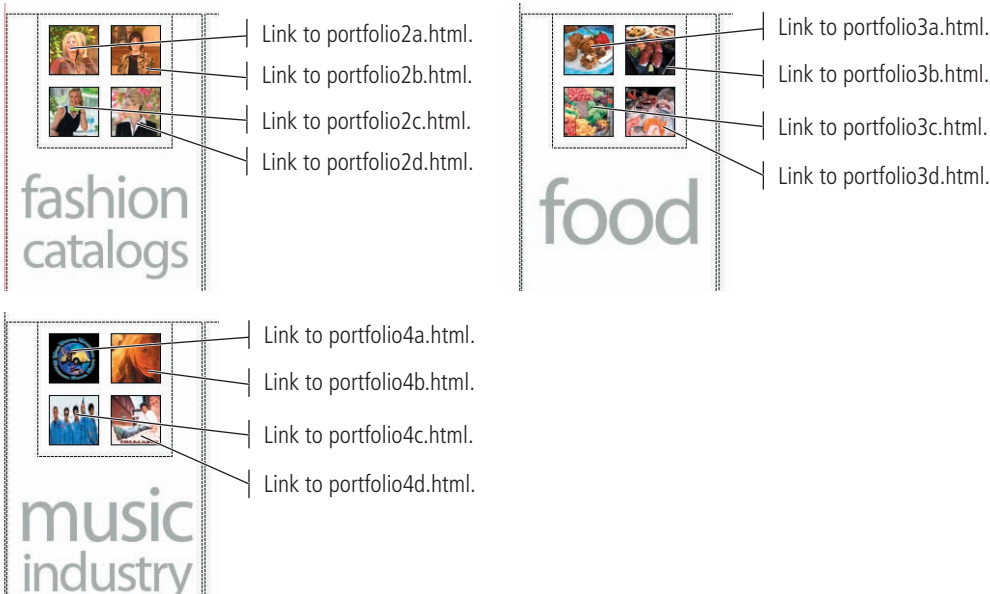
4. Choose **Edit>Copy** (or press **Command/Control-C**) to copy the selected table to the Clipboard.
5. Save the changes to **portfolio1a.html** and close the file.
6. Open **portfolio1b.html** and click one of the thumbnail images.

- Click the rightmost `<table>` tag in the Tag Selector and paste the copied table (with the defined links) in place of the selected table (which has no links).



- Save the changes to `portfolio1b.html` and close it.
- Repeat Steps 6 through 8 to paste the same linked table into `portfolio1c.html` and `portfolio1d.html`.
- Repeat this process for each category of photo pages:
 - Create the thumbnail links in one of the category pages.
 - Use the Tag Selector to select the table containing the thumbnail links.
 - Copy the linked thumbnail table.
 - Paste the linked thumbnail table, replacing the unlinked thumbnail, table in the other pages of the same category.

By adding these links, site visitors can explore the other photos within the same category from any of the photo pages in that category.



- Save and close any open files, and then continue to the next exercise.

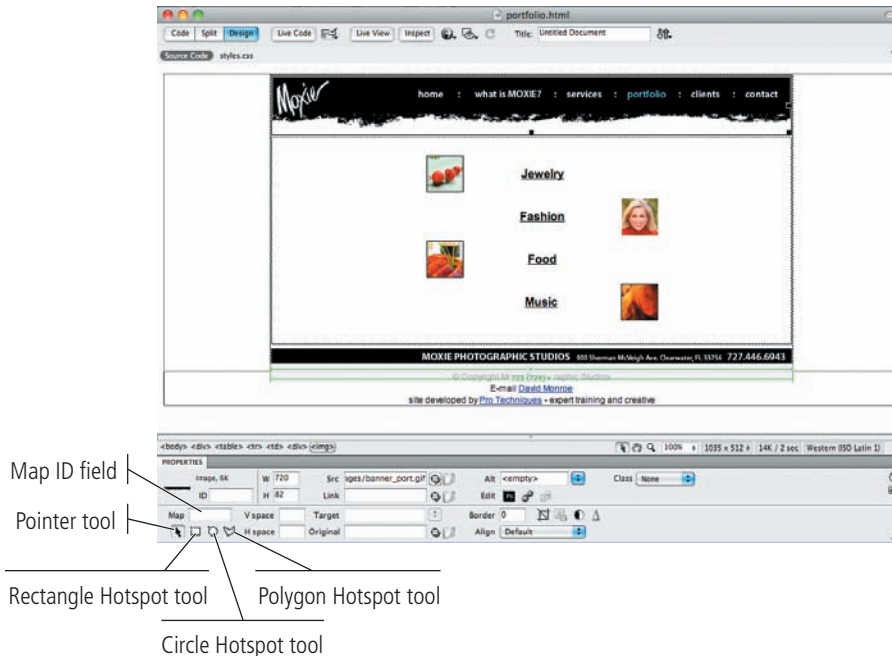
CREATE IMAGE MAP LINKS

In addition to creating a link from a whole image, you can also create a link from a portion of an image. For example, an image of a map of the United States could have a link from each state to the government Web site for that state; or a group photograph could have a link from each person to a personal Web page. This type of image is known as an **image map**.

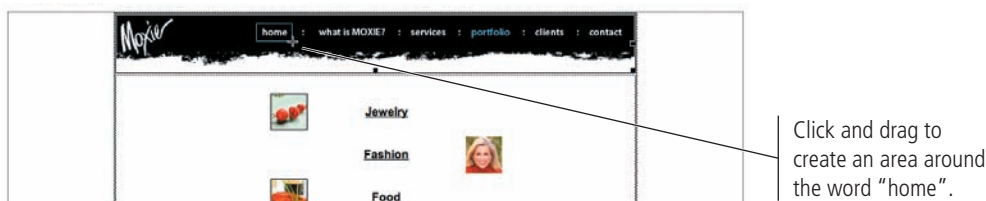
Image maps contain **hotspots**, which are specific areas of the image configured as links. Each hotspot on an image can have its own URL, which means a single image can have multiple URLs. Dreamweaver applies a semi-transparent colored shape to represent the location, shape, and size of each hotspot area.

The top banner image on each page will be an image map that includes links to the primary pages of the site. The necessary hotspots were created by a template on most of the portfolio pages, but were accidentally left out of the main portfolio page. In this exercise, you will create the missing image map.

1. With the **Moxie New** site open in the Files panel, open **portfolio/portfolio.html**.
2. Click once on the banner image to select it.

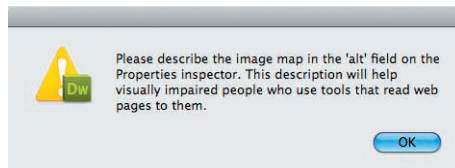


3. In the Properties panel, type **primary** in the Map ID field (not the Image ID field).
4. Click the Rectangle Hotspot tool to activate it.
5. Click and drag to draw a rectangle around the word "home" in the banner image at the top of the document window.



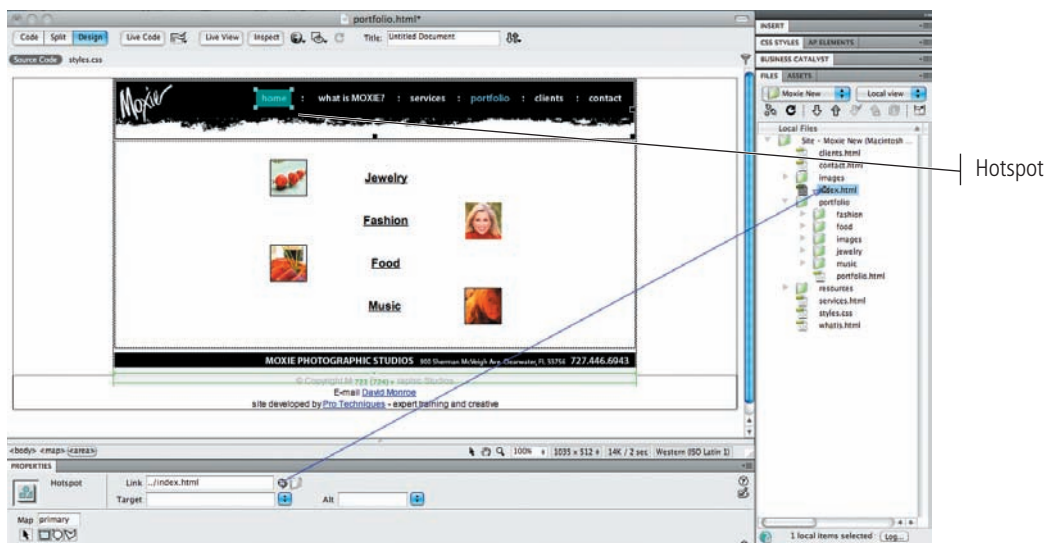
6. Click OK to dismiss the message dialog box.

After drawing a hotspot, you see a message reminding you to define alt text for the image map. **Alt text** (alternative text) aids usability for disabled users who use screen-reader software. This is an extremely important issue, which you will examine in depth in Project 3.



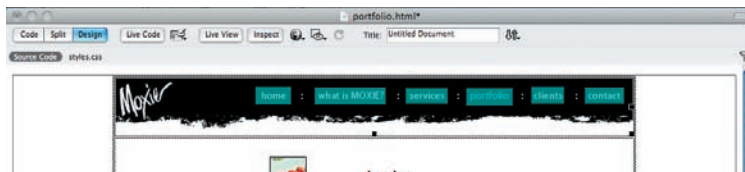
7. From the Properties panel, use either the Point to File or Browse for File method to create a link to index.html in the root folder of the site.

Because the active file (portfolio.html) is one folder below index.html in the root folder, Dreamweaver inserts the required `../` to direct the browser up one folder to index.html.



8. Using the Rectangle Hotspot tool, draw rectangles around each phrase in the banner image. Link each hotspot to the appropriate page.

Most of these pages are in the root folder; the word “portfolio”, however, links to portfolio.html in the portfolio folder (which is also the page you are editing).



9. Save the page, close it, and then continue to the next stage of the project.

Stage 4 Naming and Titling Documents

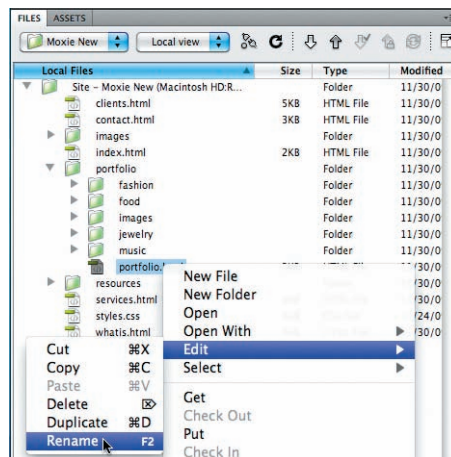
SEO (search engine optimization) is the process of improving the ranking of a Web site and its pages within **SERPs** (search engine results pages, or the pages that list the results of a search). Search engines certainly use the content of a page for ranking purposes, but the names of folders and files also affect search engine rankings. Descriptive folder and file names also improve usability; you can use /p/j/3.html for the path to the costume jewelry page, for example, but /portfolio/jewelry/costume.html is much easier for human visitors to understand — and will also improve your search engine ranking.

RENAME DEFAULT PAGES

When a **Web server** (special computers that store and deliver Web pages) receives a request for a folder but not a specific page, the Web server delivers the default page for that folder — usually named `index.html` or `index.htm`. (There is no practical difference between the two extensions; most, if not all, browsers correctly interpret the content of a file with either.) When creating links to the default page for a particular folder, you do not need to include the file name. Both **`www.moxiestudios.com/portfolio/`** and **`www.moxiestudios.com/portfolio/index.html`** refer to the same page.

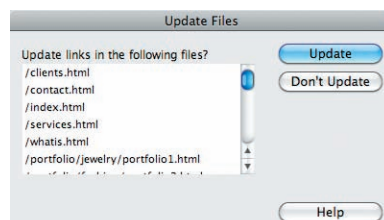
In this exercise, you rename the default pages for each portfolio folder. As with moving files, the application recognizes when a file name has been changed and knows that links to the page must be adjusted.

1. With the **Moxie New** site open in the Files panel, **Control/right-click** **portfolio/portfolio.html** and choose **Edit>Rename**.



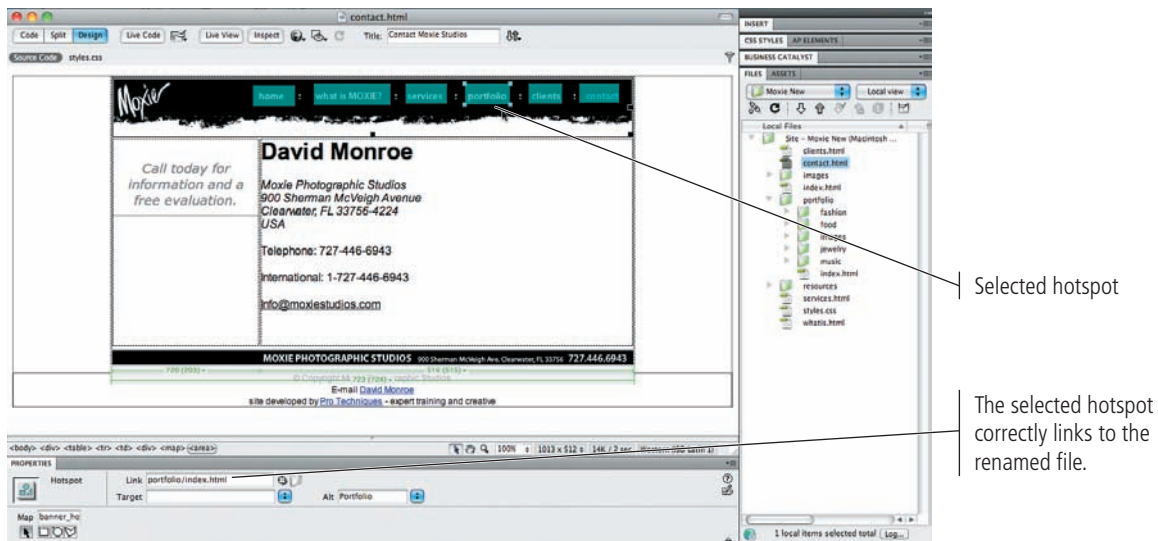
2. Type **index.html**, press **Return/Enter**, and then click **Update** to update all pages that link to this page.

As with moving files, Dreamweaver recognizes that all links to the renamed page need to point to the new file name.



3. Open `contact.html` from the root folder of the site, click the hotspot for portfolio, and examine the URL in the Properties panel.

The destination page changed from `portfolio.html` to `index.html`.



4. Close `contact.html`.
5. In the Files panel, rename the following files as **index.html**. Click Update each time you are prompted.

`portfolio/jewelry/portfolio1.html`

`portfolio/fashion/portfolio2.html`

`portfolio/food/portfolio3.html`

`portfolio/music/portfolio4.html`

These are the default pages for each of the portfolio category folders.

6. Continue to the next exercise.

Note:

The file name "index.html" is the naming convention for the home page of the Web site or the default page of a specific folder.



RENAME PORTFOLIO PAGES FOR IMPROVED USABILITY

The rest of the file names for the pages in the portfolio folders are essentially nonsense; numbers mean nothing and do not represent the content of the pages. The file names of these pages should be changed so the content or purpose of each page is clear.

Because different servers run on different operating systems, the safest way to name pages is to use only characters that are guaranteed to work perfectly:

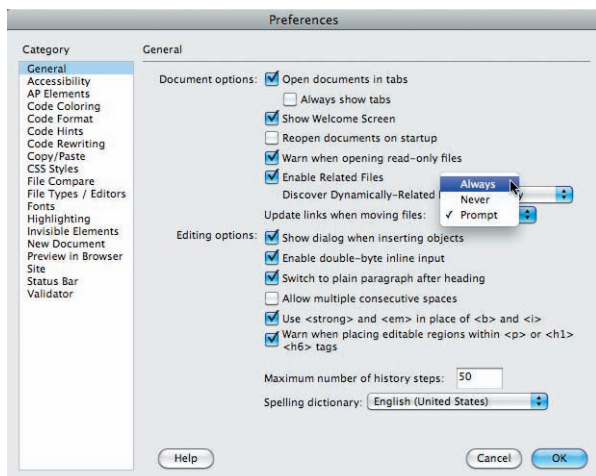
- a through z (use only lowercase letters)
- 0 through 9
- Hyphen (great-site.html)
- Underscore (great_site.html)

Consider everything else to be “illegal,” including:

- Spaces
- Brackets of all kinds, including (), [], { }, and < >
- Symbols, including #, @, %, ~, |, *, and &
- Quotation marks, both double (“ ”) and single (‘ ’)
- Slashes, both back slashes (\) and forward slashes (/)
- Commas, periods, question marks, and exclamation points
- Uppercase characters

Some designers use **camelcase** — uppercase letters at the beginning of each word within a file name, such as UniversalStudios.html — file names instead of using hyphen or underscore characters to separate words. The problem with mixing the lettercase is that some Web server software is case-sensitive and some is not. Most Windows-based Web server software is not case-sensitive; but UNIX- and Linux-based Web server software is case-sensitive. Considering that many Web servers run on UNIX- or Linux-based computers, it's best to use only lowercase file and folder names.

1. With the **Moxie New** site open in the Files panel, open the Preferences dialog box (Dreamweaver>Preferences on Macintosh or Edit>Preferences on Windows).
2. In the General pane of the Preferences dialog box, choose **Always** in the Update Links when Moving Files menu.



3. Click OK to close the Preferences dialog box.

Because you are about to rename a large number of files, the default behavior would require you to manually click Update after changing each file name. By changing the Update Links preference, the update process will happen automatically as soon as you change the file names. This might seem like a minor difference, but it can be a significant time-saver when changing large numbers of file names.

4. In the Files panel, change the following file names in the portfolio/ jewelry folder:

portfolio1a.html	becomes	southwestern.html
portfolio1b.html	becomes	costume.html
portfolio1c.html	becomes	watches.html
portfolio1d.html	becomes	gold-bracelet.html

5. In the portfolio/ fashion folder, change the following file names:

portfolio2a.html	becomes	fall.html
portfolio2b.html	becomes	leisure.html
portfolio2c.html	becomes	business.html
portfolio2d.html	becomes	sports.html

6. In the portfolio/ food folder, change the following file names:

portfolio3a.html	becomes	breakfast.html
portfolio3b.html	becomes	restaurant.html
portfolio3c.html	becomes	fruits-vegetables.html
portfolio3d.html	becomes	seafood.html

7. In the portfolio/ music folder, change the following file names:

portfolio4a.html	becomes	orbital-funk.html
portfolio4b.html	becomes	jaden.html
portfolio4c.html	becomes	saturn-5.html
portfolio4d.html	becomes	trumaine.html

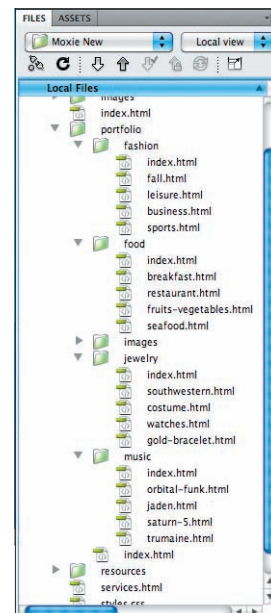
8. Open the Preferences dialog box again.

9. In the General pane, choose Prompt in the Update Links menu and then click OK.

Now that you're done with the renaming process, it's a good idea to restore the default behavior so you will again be informed in advance before changes are made.

Note:

You can click the file in the Files panel to select it, wait a second, then click the selected file name to highlight it. You can then simply type a new file name.



10. Continue to the next exercise.



CREATE DOCUMENT TITLES FOR THE PORTFOLIO PAGES

Appropriate document titles are an important concern for both search engines and site visitors. While the document title does not appear within the body of a Web page, it does appear in the title bar of the browser, as the default name of the page in the Bookmarks or Favorites list, and as the page name in search-engine results pages.

The generally recommended format for a document title is to list the categories in which the page is found, similar to the folder path, ending with the Web site name. You should separate the components of the title with the colon (:) or pipe (|) character.

If you list the Web site name first, the specific details of the page could be cut off. Also, in a SERP, it's easier to see if your search has provided suitable results if the specific information about the page is listed first. The image to the right shows results from two Google searches. The blue underlined links (top lines) are the document titles — suggesting that the document titles are important to visitors looking for information using search engines.

[Robert's talk » HTML or XHTML?](#)

3:32 pm Robert Nyman has a good post up called [HTML Or XHTML ?](#) [...] ... [HTML](#) or [XHTML ?](#) por Robert Nyman. Ele fala sobre perguntas como: Usar [HTML](#) ou [XHTML](#) ? ... [www.robertnyman.com/2005/11/02/html-or-xhtml/](#) - 84k - [Cached](#) - [Similar pages](#)

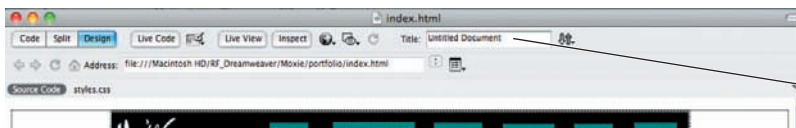
[HTML tags vs. elements vs. attributes | 456 Berea Street](#)

An article that explains the difference between tags, elements, and attributes in [HTML](#). [www.456bereastreet.com/archive/200508/html_tags_vs_elements_vs_attributes/](#) - 46k - 7 May 2006 - [Cached](#) - [Similar pages](#)

In this exercise, you add document titles to the new pages to increase the pages' search engine rankings and improve usability for visitors who find the pages in search engines and bookmarks. You also learn to use the Find and Replace function, which can greatly reduce the amount of effort required to create all of the document titles.

1. With the **Moxie New** site open in the Files panel, open **portfolio/index.html**.
2. Make sure the **Document** toolbar is showing (**View>Toolbars>Document**) and examine the **Document Title** field above the document window.

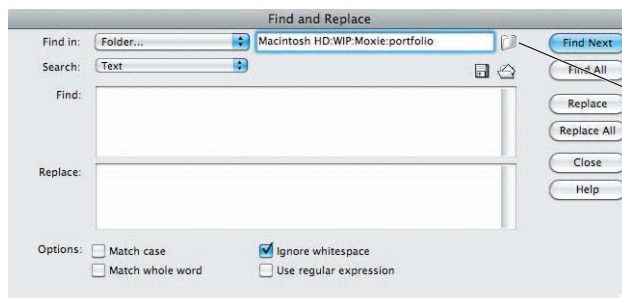
When you create a new page in Dreamweaver, the default title is “Untitled Document”.



Document title

3. Close **index.html**.
4. With **Dreamweaver** active but no documents open, choose **Edit>Find and Replace**.
5. Change the **Find In** menu to **Folder**, click the **Browse** button, and select the **portfolio** folder.

All files within and below the **portfolio/** folder will be searched.



Click this button to browse to the proper folder.

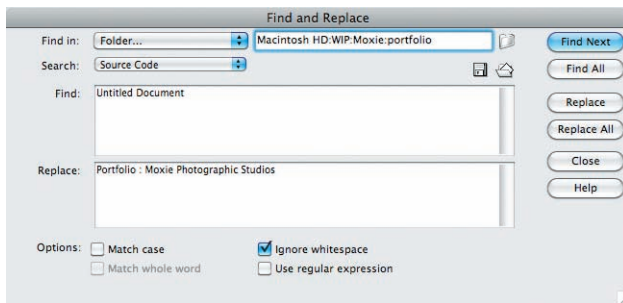
6. Choose Source Code in the Search menu.

The document title does not appear in the body of the page, so when you use Find and Replace, you must apply the change to the source code rather than the document text.

7. In the Find field, type **Untitled Document**.

8. In the Replace field, type **Portfolio : Moxie Photographic Studios**.

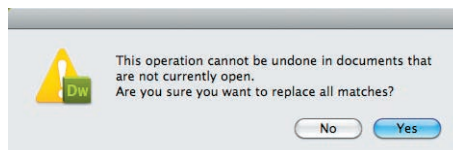
All pages in the portfolio folder will include this block of text at the end of the document title. As more detail about the pages becomes available, it will be added to the left of the document title.



Note:

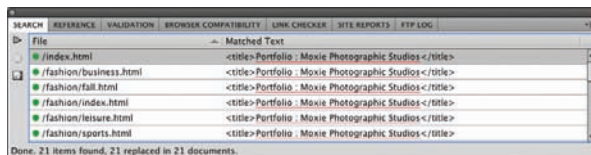
Unlike file names, document titles can use mixed lettercase and include spaces and other characters. However, you should avoid both single and double quotation marks.

9. Click Replace All. When prompted to confirm whether you want to proceed with this function, click Yes.



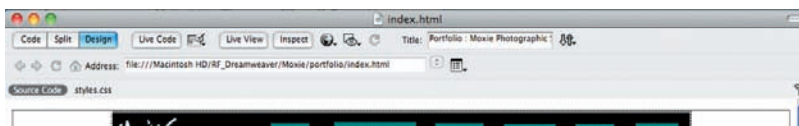
Like most applications, Dreamweaver has an Undo function that allows you to undo the most recently completed actions; however, this function only works if the document is open. Since you are using the Find and Replace function on the entire folder and not an open page, you are making changes in closed documents — which means you cannot use the Undo command.

After completing the Find and Replace function, Dreamweaver displays the results in the Search panel.



10. Open portfolio/index.html and examine the Document Title field again.

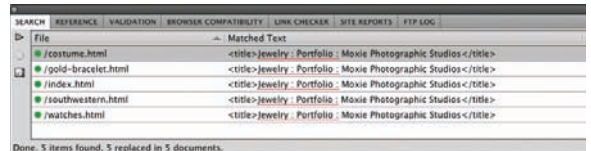
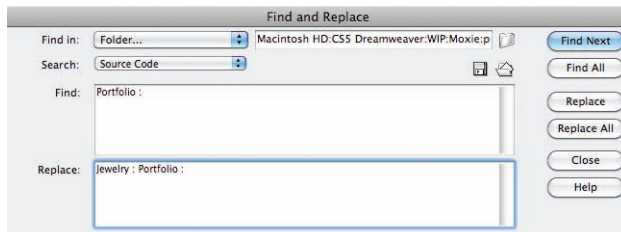
As a result of the Find and Replace function, the document title has been changed. (The same change has been made in all of the portfolio pages.)



11. Close index.html.

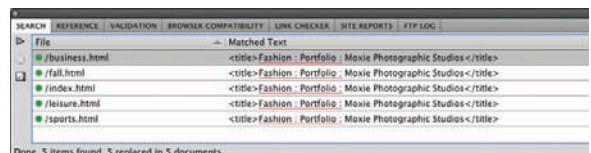
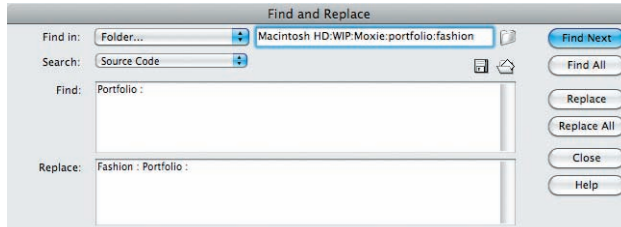
12. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/jewelry folder:

- Set the Find In menu to Folder and target the portfolio/jewelry folder.
- Set the Search menu to Source Code.
- Change the Find field to **Portfolio :**
- Change the Replace field to **Jewelry : Portfolio :**
- Click Replace All. When prompted to confirm your action, click Yes.



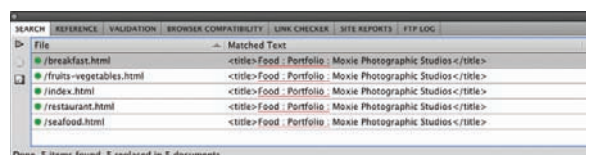
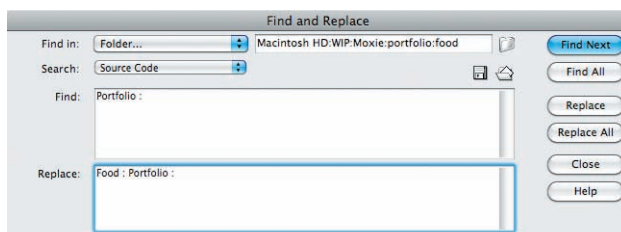
13. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/fashion folder:

- Set the Find In menu to Folder and target the portfolio/fashion folder.
- Set the Search menu to Source Code.
- Change the Find field to **Portfolio :**
- Change the Replace field to **Fashion : Portfolio :**
- Click Replace All. When prompted to confirm your action, click Yes.



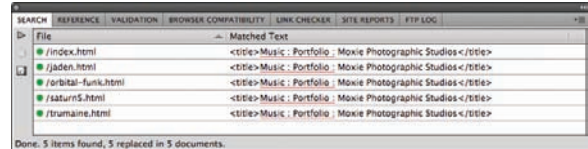
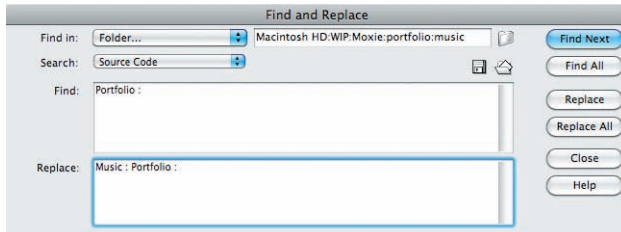
14. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/food folder:

- Set the Find In menu to Folder and target the portfolio/food folder.
- Set the Search menu to Source Code.
- Change the Find field to **Portfolio :**
- Change the Replace field to **Food : Portfolio :**
- Click Replace All. When prompted to confirm your action, click Yes.

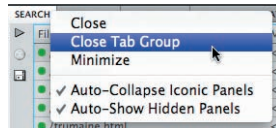


15. Open the Find and Replace dialog box again. Repeat this process to change the document title of all files in the portfolio/music folder:

- Set the Find In menu to Folder and target the portfolio/music folder.
- Set the Search menu to Source Code.
- Change the Find field to **Portfolio :**
- Change the Replace field to **Music : Portfolio :**
- Click Replace All. When prompted to confirm your action, click Yes.



16. Control/right-click the Search panel tab and choose Close Tab Group from the contextual menu.



17. Continue to the next exercise.

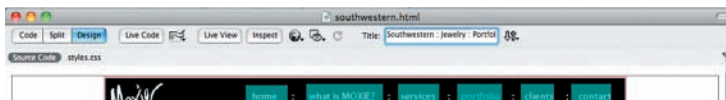


ADD SPECIFIC PAGE INFORMATION IN THE DOCUMENT TITLE

The current document titles contain generic information that represents the specific portfolio categories. In this exercise, you add specific information in the document title for each page.

1. With the Moxie New site open in the Files panel, open portfolio/jewelry/southwestern.html.
2. In the Document Title field, click to place the insertion point left of the word “Jewelry” and type **Southwestern : .**

If you don't see the Document Title field, choose View>Toolbars>Document.



3. Save the changes to southwestern.html and close the file.
4. One by one, open the rest of the pages in the portfolio category folders and add the same text you used in the file name to the beginning (left) of the document title (“Saturn 5” and “Fruits and Vegetables”, for example). Save and close each file after changing the document title.

Unlike file names, document titles can have spaces, so you can replace hyphens or underscores with spaces between words.

5. Continue to the next exercise.

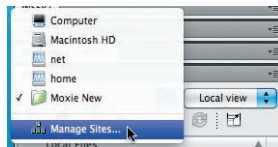
HIDE FILES FROM THE WEB SERVER

As you saw when you created the folders for the new site, not all of the new files are meant to be uploaded to the Web server — specifically, the Word document and Photoshop file in the resources folder. (You should, however, store them locally as source files or documentation for the work you completed.)

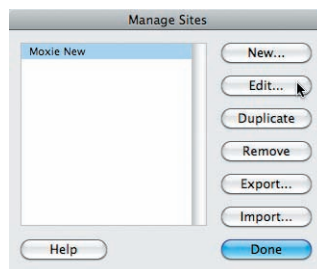
Dreamweaver provides a very useful function — called **cloaking** — that allows you to prevent certain files from uploading. There are two methods for cloaking files: by file extension and by folder. If you cloak by file extension, such as PSD (a Photoshop file), any PSD files in the site's folder will be cloaked. The disadvantage of cloaking by file extension is that it's an all-or-nothing proposition — you can't uncloak some PSD files to upload while leaving other PSD files cloaked. If you create a folder for all files that you don't want uploaded, however, you can cloak the entire folder, no matter what type of files exist within that folder (including HTML files).

Cloaking a folder allows you to keep preliminary, source, draft, and other documents and files within the site, but prevent them from uploading to the Web server. By default, Dreamweaver has the cloaking function enabled; all you need to do is identify the folder you want to cloak.

1. With the **Moxie New** site open in the Files panel, open the **Directory** menu in the Files panel and choose **Manage Sites**.

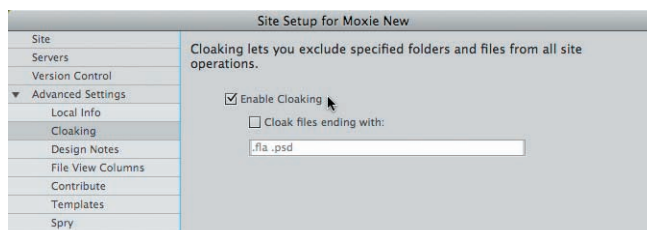


2. In the **Manage Sites** dialog box, make sure **Moxie New** is selected and click **Edit**.



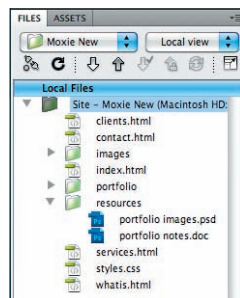
3. In the **Site Setup** dialog box, expand the **Advanced Settings** menu on the left side and click **Cloaking** to show the related options.
4. Make sure the **Enable Cloaking** check box is active, and then click **Save** to return to the **Manage Sites** dialog box.

When **Enable Cloaking** is checked, you can hide selected files and folders from a Web server. You can also use the **Cloak Files Ending With** option to hide all files with the extensions that are listed in the field.

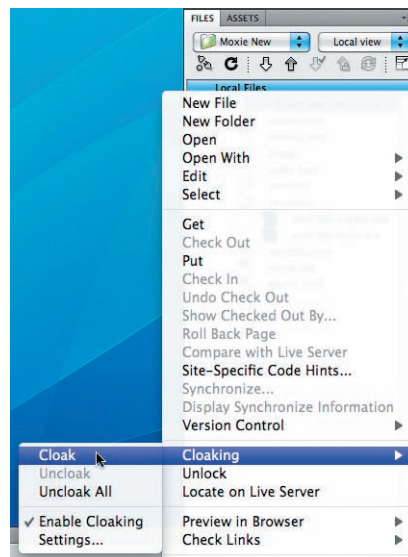


5. Click Done to close the Manage Sites dialog box.

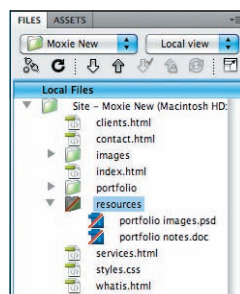
6. In the Files panel, collapse all open folders and expand only the resources folder.



7. Control/right-click the resources folder and choose Cloaking>Cloak.



Notice the red slash through the resources folder icon and the icons for the two files in the resources folder. The red slash refers to the cloaking function only; it does not prevent you from working with the files, adding more files, or deleting any of the existing files.



8. Continue to the next exercise.

EXPORT AND REMOVE THE SITE DEFINITION

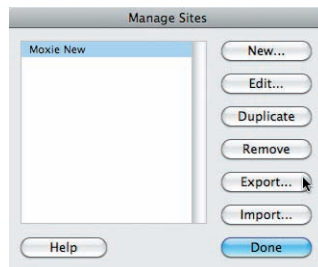
To reduce the potential for confusion, it's a good idea to remove the defined sites of completed projects, leaving only the defined sites of current projects.

As stated in the Interface chapter, removing a site from Dreamweaver does not delete the actual files and folders from your computer; it simply removes them from Dreamweaver. Rather than removing a site, however, you can export a site definition file — which you can later import to restore the same settings and options you already defined (as you did in the Interface chapter when you imported the ATC New site).

As you work through the projects in this book, you will export and remove site definitions for completed projects so your site list remains manageable. You should get into this habit so you can quickly reinstate site definitions if necessary.

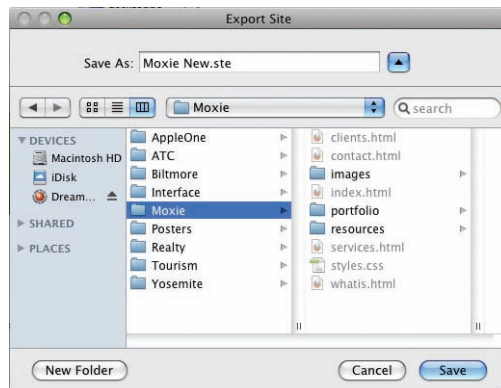
1. With the **Moxie New** site open in the Files panel, choose **Manage Sites** at the bottom of the Directory menu.
2. In the **Manage Sites** dialog box, choose the **Moxie New** site name, and then click the **Export** button.

This function creates a “.ste” file that stores the Dreamweaver site definition settings.



3. Navigate to **WIP>Moxie** and click **Save**.

The Export Site dialog box defaults to the current site's root folder. You can restore the site settings by importing the site definition file from this location.



Note:

As you work through the projects in this book, you export and remove site definitions for completed projects so your site list remains manageable. You should get into the habit of exporting site definitions before you remove them so you can quickly reinstate the site definitions if necessary.

4. In the **Manage Sites** dialog box, make sure **Moxie New** is selected and click **Remove**.
5. Click **Yes** to the warning to confirm the removal of the **Moxie New** site definition.

Remember, you are not deleting the files from the site; you are simply removing the site definition from Dreamweaver.

6. At the bottom of the **Manage Sites** dialog box, click **Done**.

Project Review

fill in the blank

1. The _____ extension identifies a Dreamweaver site definition file.
2. The _____ is the primary folder that contains all files and subfolders of a Web site.
3. The _____ is used to view and manage files that make up a site in Dreamweaver.
4. _____ is the process of improving a page's ranking in search engine results pages.
5. A(n) _____ is the path from one image to another, beginning from the current location and moving up or down through folder paths to the target image.
6. The notation _____ tells Dreamweaver to move up one folder from the current location.
7. The _____ shows the "path of tags" to the currently selected object.
8. A(n) _____ is an image in which different areas link to different destinations.
9. The _____ protocol is used to define an email link.
10. _____ is the process of hiding certain files in the site so they are not uploaded to the Web server.

short answer

1. Briefly explain why it is important to define a Dreamweaver site file.
2. Briefly explain the importance of creating a site flowchart.
3. Explain three different methods for creating a link to a page in the current site.



Portfolio Builder Project

Carefully read the art director and client comments, then create your own design to meet the needs of the project.

Use the space below to sketch ideas; when finished, write a brief explanation of your reasoning behind your final design.

art director comments

Romana Place Town Homes is adding a photo tour to its Web site. The owner is fairly competent at building Web pages, but is having trouble finalizing the new site. Your job is to finish what he started in a professional, organized manner.

To complete this project, you should:

- ❑ Import the site files into Dreamweaver (from the **DW5_PB_Project1.zip** archive on the Student Files Web page).
- ❑ Analyze the content of the different pages. Create a flowchart to map the direction of links from one page to another in the site.
- ❑ Organize the site folder into a clear, understandable structure.
- ❑ Create the links from one page to another throughout the entire site.

client comments

When I started working with our site files I noticed that none of the links exist anymore. I might have worked from an earlier version of the site files, but I'm not sure. Can you fix this for me? Other than the navigation in the middle of the pages, there are a number of other places where links are necessary:

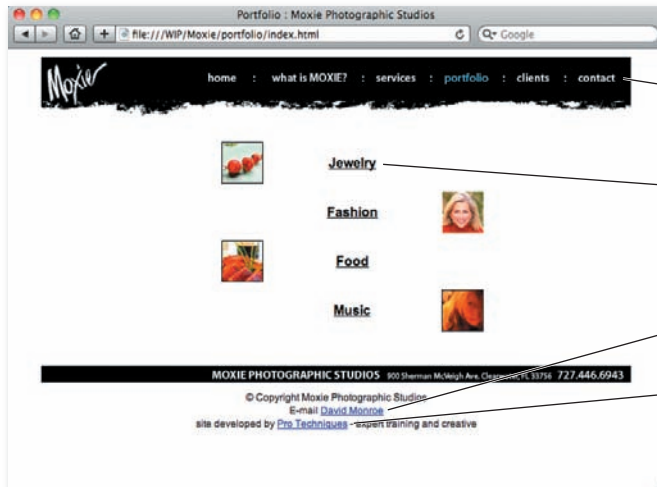
- On index.html, the words ‘take a photo tour’ should link to the tour.html page.
- On the individual tour pages, the ‘Back to View Homes’ image should link back to tour.html.
- On tour.html, the thumbnail images should each link to the appropriate tour page (those are numbered 01–10.html).
- At the bottom of tour.html, the words ‘Click here to print information flyer’ should link to the PDF file in the site folder.
- On contact.html and amenities.html, the words ‘click here’ (near the bottom of the page) should be an email link to pattic@romanaplace.biz.

project justification

[illegible]

Project Summary

This project focused on two of the foundational elements of Web site design — organizing files and creating links. A well-organized site structure includes links that make it easy for users to navigate throughout the entire site. Dreamweaver makes it easy to manage the files in a site — renaming and moving them while maintaining the links between pages within the site. You also learned a number of ways to create links, for both text and images. The skills you used in this project will be required to complete virtually any site you create in Dreamweaver.



Create an image map to link to different areas of the site

Create navigation links to portfolio category pages

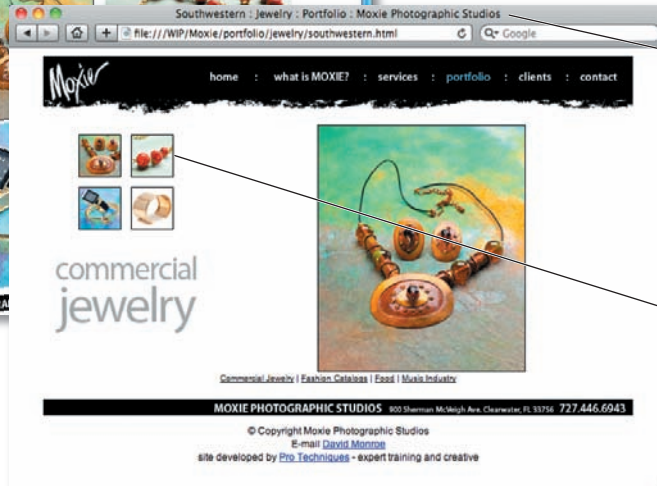
Create an email link

Create a link to an external URL



Copy and paste a list of text links

Create image links to product detail pages



Define accurate document titles

Copy and paste tables of image links

Digital Book Chapter

Against The Clock Inc. (ATC) publishes textbooks for the graphic communications education market. In addition to application-specific books, the company also has a series of “companion” titles that discuss the concepts underlying the use of digital software — basic design principles, type, color, and so on. You were hired to build an “excerpt” booklet of the companion titles, which ATC will use on its corporate Web site. Visitors will be able to download and read the booklet free of charge. ATC believes this offering will increase sales of the full line of ATC titles. Your task is to structure the content appropriately using HTML code.

This project incorporates the following skills:

- ☐ Incorporating text from external sources
- ☐ Working in both Design view and Code view to add appropriate HTML tags
- ☐ Organizing content with appropriate heading tags
- ☐ Properly formatting block quotes and citations
- ☐ Adding special characters that work in HTML code
- ☐ Creating lists and tables within text-based content
- ☐ Attaching a CSS file to new pages

