



2018 release

Adobe® Dreamweaver® CC

The Professional Portfolio

AGAINST THE CLOCK
mastering graphic technology



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

Copyright © 2018 Against The Clock, Inc.
All rights reserved. Printed in the United States of America. This publication is protected by copyright, and permission should be obtained in writing from the publisher prior to any prohibited reproduction, storage in a retrieval system, or transmission in any form or by any means, electronic, mechanical, photocopying, recording, or likewise.

The fonts utilized in these training materials are the property of Against The Clock, Inc. and are supplied to the legitimate buyers of the Against The Clock training materials solely for use with the exercises and projects provided in the body of the materials. They may not be used for any other purpose, and under no circumstances may they be transferred to another individual, nor copied or distributed by any means whatsoever.

Against The Clock and the Against The Clock logo are trademarks of Against The Clock, Inc., registered in the United States and elsewhere. References to and instructional materials provided for any particular application program, operating system, hardware platform, or other commercially available product or products do not represent an endorsement of such product or products by Against The Clock, Inc.

Photoshop, Acrobat, Illustrator, InDesign, Flash, Dreamweaver, and PostScript are trademarks of Adobe Systems Incorporated. Macintosh is a trademark of Apple Computer, Inc. Word, Excel, Office, Microsoft, and Windows are either registered trademarks or trademarks of Microsoft Corporation.

Other product and company names mentioned herein may be the trademarks of their respective owners.

Cover image by Olivier Fahrni on Unsplash.com.

10 9 8 7 6 5

Print ISBN: 978-1-946396-09-9

Ebook ISBN: 978-1-946396-10-5

AGAINST THE CLOCK
mastering graphic technology

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 use 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 professionals that offer practical solutions to technical issues.

CONTRIBUTING EDITORS AND ARTISTS

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

- **Tony Cowdrey**, Against The Clock, Inc., technical editor
- **Dan Someone**, Against The Clock, Inc., technical editor
- **Roger Morrissey**, Against The Clock, Inc., technical editor
- **Susan Chiellini**, copy editor

Images used in the projects throughout this book are in the public domain unless otherwise noted. Individual artists' credit follow:

Project 1:

Images copyright Erika Kendra.

Project 2:

Background image by Marcus dePaula on Unsplash.com.

Project 3:

adults.jpg by Alex Jones on Unsplash.com.

chalk.jpg photo by Tina Floersch on Unsplash.com.

pencils background image by Stefan Schwehofer on Pixabay.com.

Project 4:

All images used in this project are courtesy of the Getty's Open Content Program: getty.edu/about/whatwedo/opencontentfaq.html

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 thirty 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 industry online and print journals. Working with Against The Clock for more than fifteen years, Erika was a key partner in developing *The Professional Portfolio Series* of software training books.

Project 5:

back-faqs.jpg by Jordan Connor on Unsplash.com.

back-food.jpg by Aaron Paul on Unsplash.com.

back-home.jpg by Yvette de Wit on Unsplash.com.

back-mailing.jpg on Unsplash.com.

back-schedule.jpg on Unsplash.com.

burger.jpg by Niklas Rhöse on Unsplash.com.

deli.jpg by Eaters Collective on Unsplash.com.

japanese.jpg by Erik Lundqvist on Unsplash.com.

pizza.jpg by Alexandra Gorn on Unsplash.com.

southern.jpg by Eaters Collective on Unsplash.com.

taco.jpg by Christine Siracusa on Unsplash.com.

Project 7:

julia.jpg by Nicholas Ladino Silva on Unsplash.com.

dog1.jpg by Jairo Alzate on Unsplash.com.

dog2.jpg by Alexandru Rotariu on Unsplash.com.

dog3.jpg by Matthew Henry on Unsplash.com.

dog4.jpg by Josef Reckziegel on Unsplash.com.

portrait1.jpg by Thanh Tran on Unsplash.com.

portrait2.jpg by Hybrid on Unsplash.com.

portrait3.jpg by Daniel Apodaca on Unsplash.com.

portrait4.jpg by Anton Darius Sollers on Unsplash.com.

Project 8:

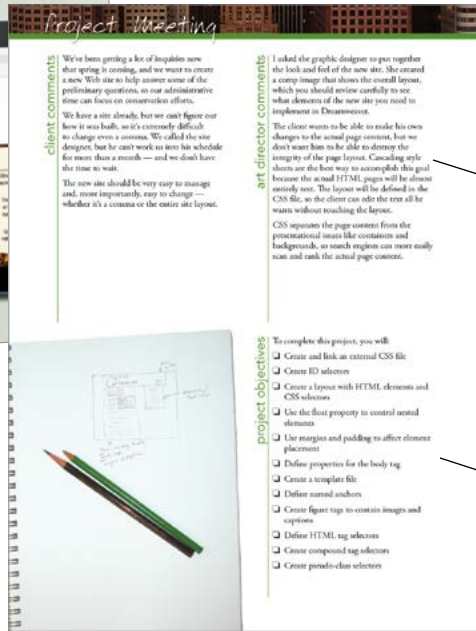
Images copyright Erika Kendra.

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.

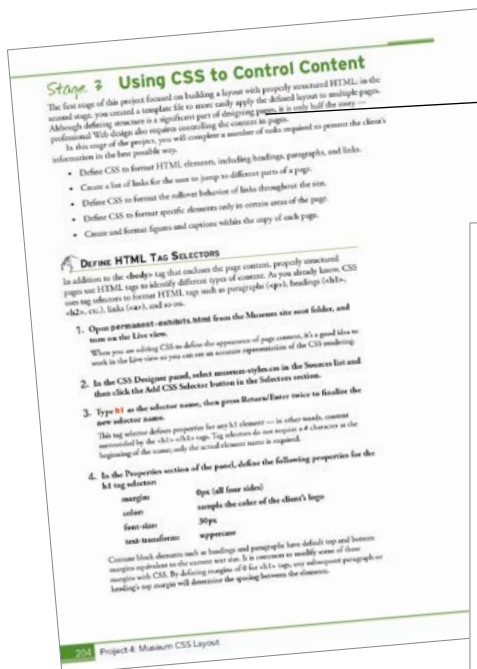


The Project Meeting

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.

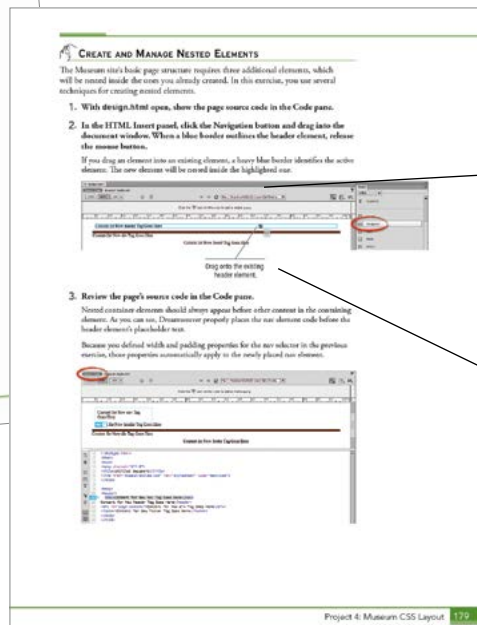
Project Objectives

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.

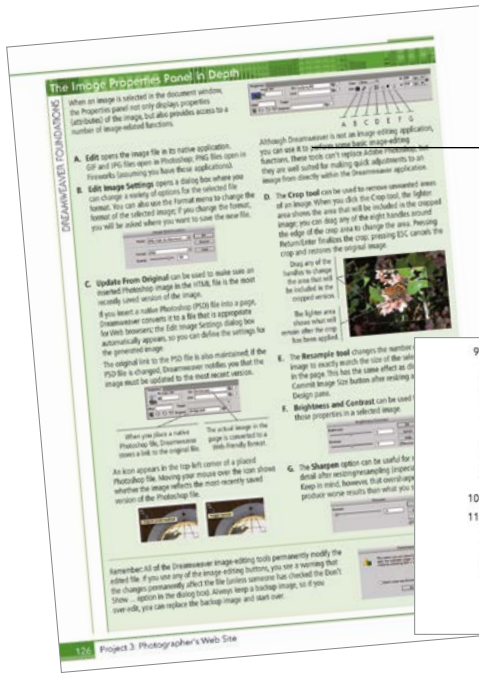


Step-By-Step Exercises

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

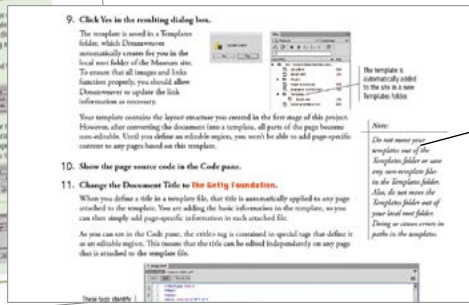
Visual Explanations

Whenever possible, screen shots are annotated so that 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.



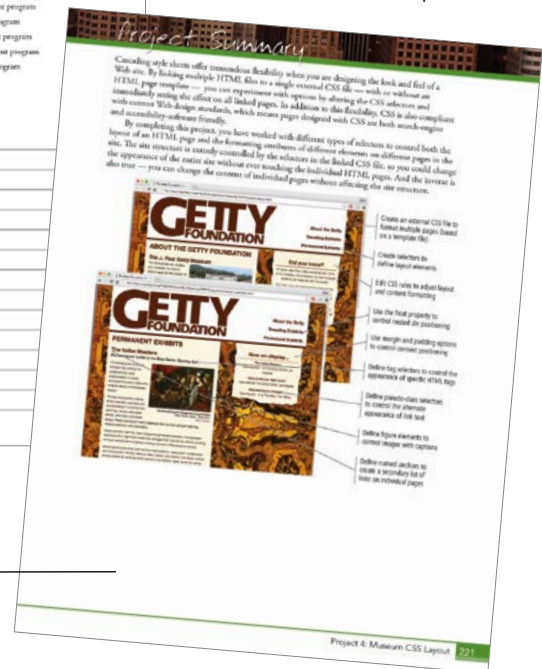
Project Review

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

Against The Clock's *The Professional 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.

The project-based approach in *The Professional 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.

Our 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 benefit you as you enter the job market.

The projects in this book reflect a range of different types of Dreamweaver jobs, from organizing a client's site and links to developing a functional site template to building a dynamic site. 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 projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

project 1

Bistro Site Organization

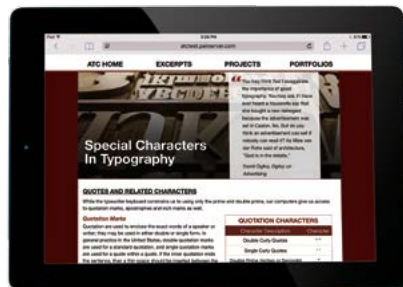
- ❑ Exploring Site Structure
- ❑ Organizing the Site Navigation
- ❑ Naming and Titling Documents



project 2

Digital Book Chapter

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



project 3

Arts Council Website

- ❑ Placing Static Foreground Images
- ❑ Extracting Photoshop Assets



project 4

Museum CSS Layout

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



project 7

jQuery Mobile Site

- ❑ Creating Mobile-Friendly
- ❑ Adding jQuery UI Elements
- ❑ Creating a JavaScript



project 5

Music Festival CSS Site

- ❑ Working with Classes
- ❑ Creating Online Forms



project 8

Bootstrap Responsive Page

- ❑ Working with Bootstrap
- ❑ Creating CSS3 Transitions



project 6

Kayaking CSS3 Site

- ❑ Working with CSS3 Selectors
- ❑ Working with Web Fonts
- ❑ Adding Video in HTML5
- ❑ Creating a CSS3 Image Gallery



Our goal in this book is to familiarize you with the Dreamweaver 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.

Contents

Acknowledgements	iii
-------------------------	------------

Walk-Through	iv
---------------------	-----------

Projects at a Glance	vi
-----------------------------	-----------

Getting Started	xi
------------------------	-----------

The Dreamweaver User Interface 1

Explore the Dreamweaver User Interface	1
Explore Workspace Management	4
Understanding the Common Toolbar	8
Create a Saved Workspace	9
Customizing Keyboard Shortcuts	11
Explore the Dreamweaver Document Window	12
Understanding New Feature Guides	16
Preview Files in Dreamweaver Live View	18
Preview a File in a Browser	21
Remove a Site from Dreamweaver	23

Project 1 Bistro Site Organization 25

Stage 1 Exploring Site Structure	27
Create a New Site Definition	27
Examine the Site Files	29
Plan Folder Organization	31
Sort and Move Image Files	32
Stage 2 Organizing the Site Navigation	35
Changing the Update Preferences	35
Create Hyperlinks within the Site	36
The HTML Insert Panel in Depth	38
Copy and Paste Links	43
Adjust Relative Link Paths	45
Accessing Page Content in the Menu Pages	47
Create an Email Link	48

Stage 3 Naming and Titling Documents	49
Rename Pages for Search Engine Optimization	49
Understanding Web File Naming Conventions	50
Create Document Titles for Individual Pages	50
Understanding Find and Replace Options	53
Hide Files from the Web Server	54
Export and Remove the Site Definition	56
Uploading Files to a Server	58
Project Review	60
Portfolio Builder Project	61

Project 2 Digital Book Chapter 63

Stage 1 Preparing the Workspace	65
Define the ATC Site	65
Create a New HTML Document	66
Stage 2 Working with Semantic Markup	68
Paste Text Content in Design View	68
Understanding Element Names, Tags, and Attributes	70
Formatting Text with the Properties Panel	72
Format Headings in Design View	72
Format a Blockquote and Inline Quote	74
Mark up Abbreviations in Code View	77
Understanding Code View Formatting	80
Format with Strong and Em Elements	80
Stage 3 Working with Special Characters	82
Insert Special Characters	82
Create a Table of Quote Characters	84
More about Working with HTML Tables	86
Use the Insert Other Character Dialog Box	87
Insert Special Characters in Code	90
Stage 4 Creating Lists	91
Create an Ordered List of Web Resources	91
Create an Unordered List of Navigation Links	93
Stage 5 Attaching an External CSS File	94
Add Tags and Element IDs	94
Attach the CSS File	98
Learning about HTML5 Tags	101
Project Review	102
Portfolio Builder Project	103

Project 3

Arts Council Website 105

Stage 1 Placing Static Foreground Images	107
Review the Existing Project Status.	108
Place an Image in the Regular Design View	109
Place an Image with the Insert Panel	112
Drag and Drop an Image from the Insert Panel	114
Insert an Image with the Assets Panel.	116
Resize and Resample an Image.	118
The Image Properties Panel in Depth.	122
Stage 2 Extracting Photoshop Assets	123
Verify your Adobe ID in Dreamweaver.	123
Load a Photoshop File into your Creative Cloud Account.	125
Extract Text and Images from a Photoshop File	127
Format the Page Body	131
Format Element Backgrounds with Extracted Styles	136
Define Background Images.	140
Format Text with Extracted Styles	144
Format Links with Descendent Selectors	146
Understanding Hexadecimal Color Codes	150
Define Background Images for Navigation Link States	151
Project Review	153
Portfolio Builder Project.	154

Project 4

Museum CSS Layout 157

Stage 1 Creating Layouts with Style Sheets	159
Prepare the Site Files	160
Define a New Element and Tag Selector	162
Drag and Drop to Create New Elements	165
Define a Selector with an ID Attribute.	168
Understanding CSS Shorthand	171
Create New Selectors using the CSS Designer Panel	172
Create and Manage Nested Elements	174
Control Element Float Position	178
Work with the CSS Box Model	181
Define Properties for the <body> Tag.	186
Stage 2 Working with a Template.	189
Create a Template	189
Apply the Template to Existing Pages	193
More about Working with Dreamweaver Templates	197

Stage 3 Using CSS to Control Content	198
Define HTML Tag Selectors.	198
Create Named Anchors	201
Create a Pseudo-Class Selector.	205
Create a Figure and Figure Caption.	206
Create Descendant Selectors	210
Project Review	213
Portfolio Builder Project.	214

Project 5

Music Festival CSS Site 217

Stage 1 Working with Classes.	219
Review Existing Site Files	220
Create a Class Selector to Place Background Images	221
Manually Edit CSS Code	224
Make an Editable Attribute in a Template	226
Control Float Properties	230
CSS Mode of the Properties Panel.	233
Apply Multiple Classes to Elements.	234
Insert One HTML Page into Another	236
Stage 2 Creating Online Forms	240
Create a Form Element.	240
The Form Properties Panel in Depth	241
Create Form Text Fields	242
HTML Form Fields in Depth	245
Create a Menu Field	248
Create a Checkbox	250
Add Submit and Reset Buttons.	251
Apply CSS to the Form.	252
Project Review	256
Portfolio Builder Project.	257

Project 6 Kayaking CSS3 Site 259

Stage 1 Working with CSS3 Selectors	261
Define HTML Articles.	261
Add Rounded Corners to an Element.	264
Define Transparency for a Background Color	267
Create Multiple Columns of Text.	269
Learning More about CSS3 Properties.	270
Stage 2 Working with Web Fonts	271
Activate Adobe Edge Web Fonts.	271
Apply Web Fonts to Page Elements.	273
Working with External Web Fonts.	276
Stage 3 Adding Video in HTML5	277
Place a Video in an HTML5 Page	277
Video Tag Attributes	280
Stage 4 Creating a CSS3 Image Gallery	282
Define Absolute Positioning	282
Work with nth-of-type Selectors	284
Define Hover Behavior	286
Add a Drop Shadow	288
Project Review	290
Portfolio Builder Project.	291

Project 7 jQuery Mobile Site 293

Stage 1 Creating Mobile-Friendly Design	295
Create the Basic Page Structure	295
Define Inline Navigation Links	299
Control Image Size and Position	302
Create a Site Template.	304
Stage 2 Adding jQuery UI Elements	308
Insert a jQuery Tabbed Panel	308
Add Tab Content.	311
Change Tab Content CSS	314
Grouping CSS Selectors	316
Using Inspect Mode in Live View	318
Stage 3 Creating a JavaScript Photo Gallery	319
Attach External CSS and Script Files	319
Create the Lightbox Img Elements.	321
Define the Lightbox Link Objects	325
Project Review	329
Portfolio Builder Project.	330

Project 8 Bootstrap Responsive Page 333

Stage 1 Working with Bootstrap	335
Create a New Bootstrap Page.	337
Examine Bootstrap Media Queries	341
More about the Visual Media Queries Bar	341
Define the Bootstrap Page Layout Grid	343
Insert Responsive Images.	348
Copy Content into a Bootstrap Page	351
Use CSS to Format Page Content	354
Create New Media Queries.	358
Show and Hide Content in Different Layouts	362
More about Showing and Hiding Elements	364
Stage 2 Creating CSS3 Transitions	367
Restrict Element Height and Overflow.	367
Use the CSS Transitions Panel.	369
Project Review	374
Portfolio Builder Project.	375