Adobe® Dreamweaver® CS6

The Professional Portfolio

2nd Edition

AGAINST THE CLOCK
mastering graphic technology

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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:

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- **Charlie Essers,** photographer, Lancaster, Calif.
- **Samantha Schmitz,** Double D Cupcakes, Lancaster, Calif.

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

Walk-Through

project 1

Bistro Web Site

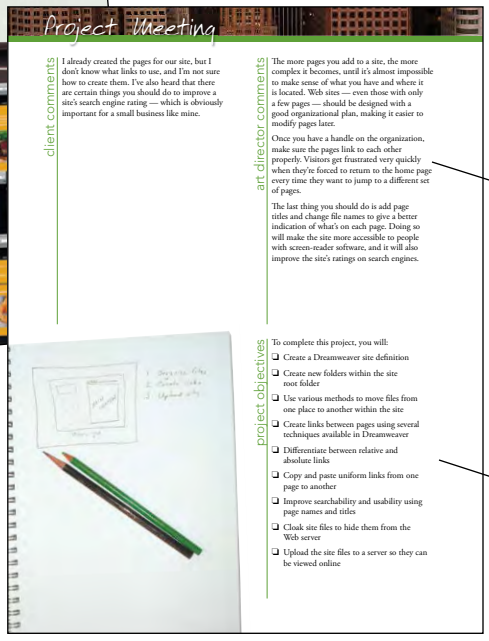
Your client has opened a new restaurant in a fast-growing community in Southern California. He has already designed the pages for his site, but has hired you to make sure everything works properly and then make the site available to the browsing public.

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
- ❑ Improving search engine optimization (SEO) with file names and titles
- ❑ Cloaking site files from a Web server
- ❑ Uploading files to a Web server

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.


Project Meeting

client comments

I already created the pages for our site, 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

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.

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:

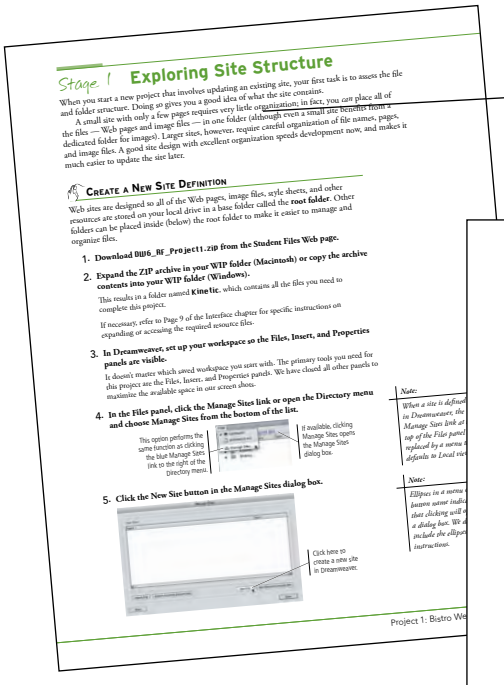
- ❑ Create a Dreamweaver site definition
- ❑ Create new folders within the site root folder
- ❑ Use various methods to move files from one place to another within the site
- ❑ Create links between pages using several techniques available in Dreamweaver
- ❑ Differentiate between relative and absolute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

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.


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 DW6_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 **Kinetic**, 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, set up your workspace so the Files, Insert, and Properties panels are visible.**

It doesn't matter which saved workspace you start with. The primary tools you need for this project are the Files, Insert, and Properties panels. We have closed all other panels to maximize the available space in our screen shots.

4. **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.

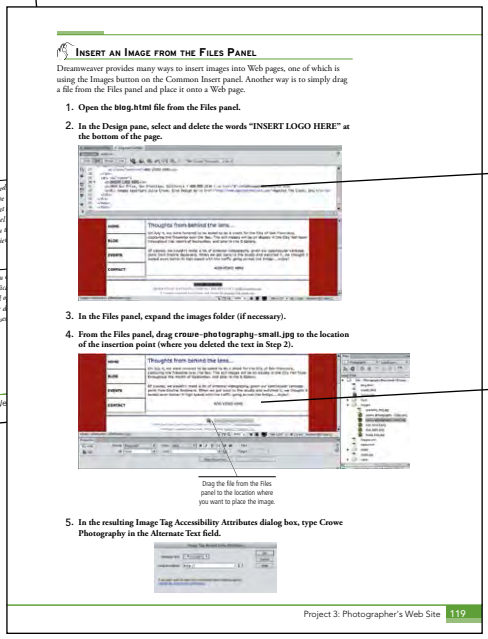
If available, clicking Manage Sites opens the Manage Sites dialog box.

Note: When a site is defined in Dreamweaver, the Manage Sites link at top of the Files panel is replaced by a menu defaults to Local vie

5. **Click the New Site button in the Manage Sites dialog box.**

Click here to create a new site in Dreamweaver.

Project 1: Bistro We


Insert an Image from the Files Panel

Dreamweaver provides many ways to insert images into Web pages, one of which is using the Images button on the Common Insert panel. Another way is to simply drag a file from the Files panel and place it onto a Web page.

1. **Open the blog.html file from the Files panel.**
2. **In the Design pane, select and delete the words "INSERT LOGO HERE" at the bottom of the page.**
3. **In the Files panel, expand the images folder (if necessary).**
4. **From the Files panel, drag crowe-photography-small.jpg to the location of the insertion point (where you deleted the text in Step 2).**

Drag the file from the Files panel to the location where you want to place the image.

5. **In the resulting Image Tag Accessibility Attributes dialog box, type Crowe Photography in the Alternate Text field.**

Project 3: Photographer's Web Site 119

Real-World Workflow

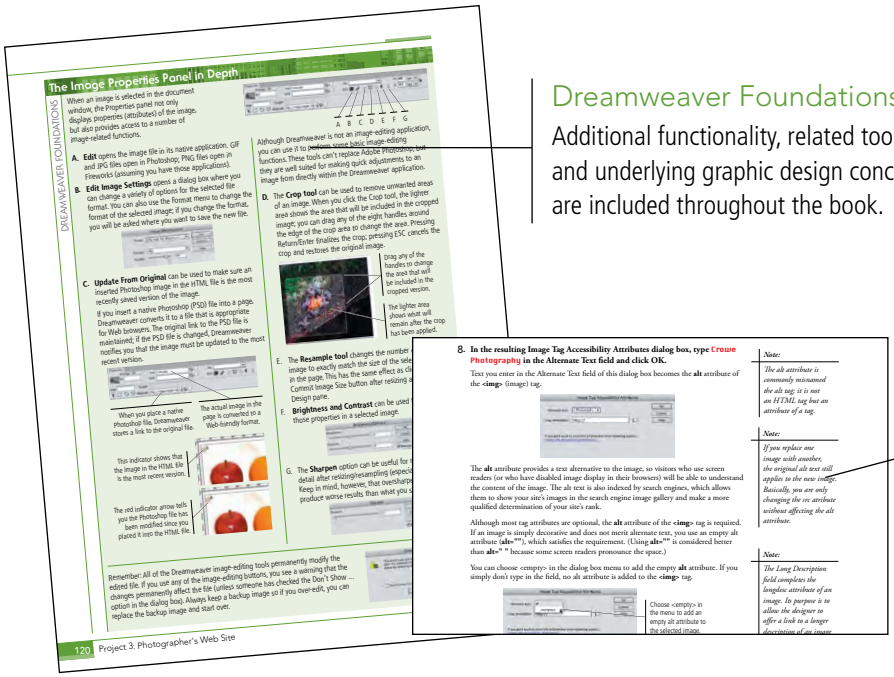
Projects are broken into logical lessons or "stages" of the workflow. Brief introductions at the beginning of each stage provide vital foundational material required to complete the task.

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.

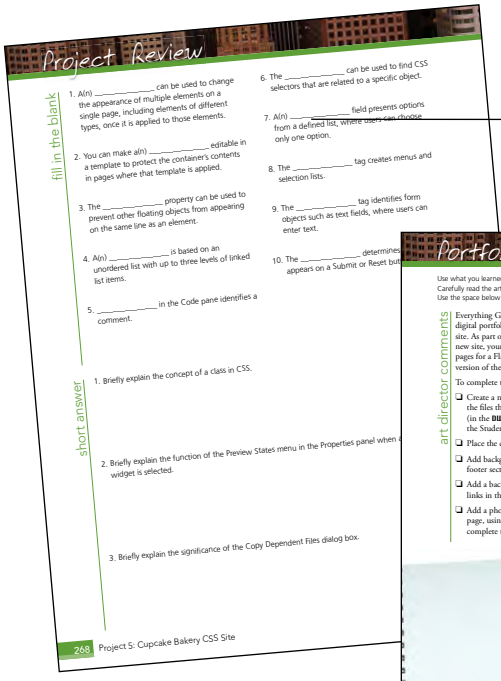


Dreamweaver Foundations

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

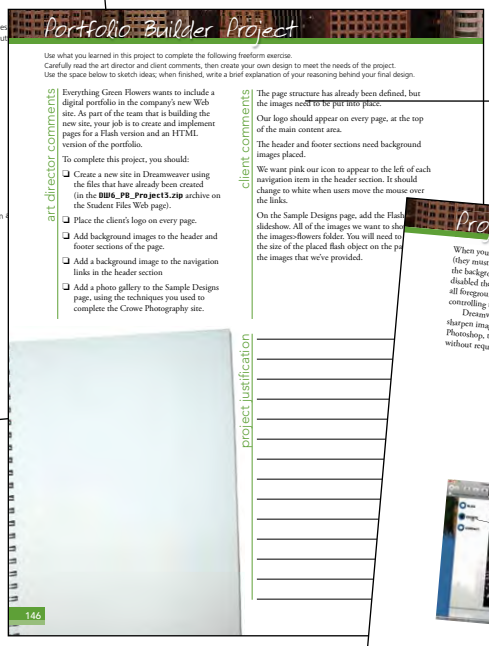
Advice and Warnings

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.

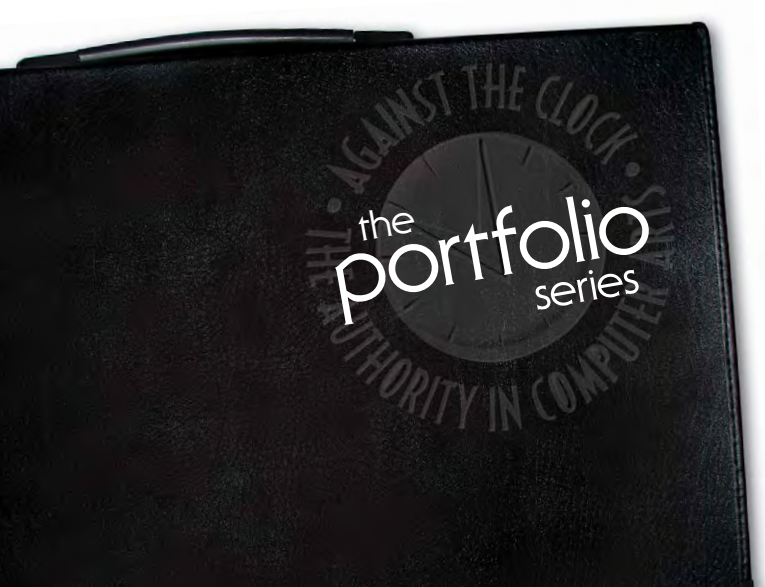
The project-based approach in the *Portfolio Series* allows you to get in depth with the software beginning in Project 1 — you don't have to read several chapters of introductory material before you can start creating finished artwork.

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 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 CS6 projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).



project 1

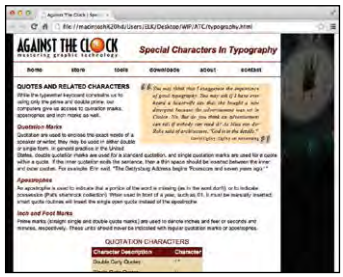
Bistro Site Organization

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

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

Photographer's Web Site

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

project 4

Yosemite CSS Layout

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

project 5

Cupcake Bakery CSS Site

- ❏ Working with Classes
- ❏ Creating a Spry Menu Bar
- ❏ Creating Online Forms

project 6

Kayaking HTML5 Site

- ❏ Working with HTML5 Tags
- ❏ Working with CSS3 Selectors
- ❏ Working with Web Fonts
- ❏ Adding Video in HTML5
- ❏ Working with Widgets

project 7

BLVD Fluid Grid Site

- ❏ Working with Fluid Grids
- ❏ Creating CSS3 Transitions

project 8

Just Posters Dynamic Site

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

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.

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Prerequisites

The Professional Portfolio Series is based on the assumption that you have a basic understanding of how to use your computer. You should know how to use your mouse to point and click, as well as how to drag items around the screen. You should be able to resize and arrange windows on your desktop to maximize your available space. You should know how to access drop-down menus, and understand how check boxes and radio buttons work. It also doesn't hurt to have a good understanding of how your operating system organizes files and folders, and how to navigate your way around them. If you're familiar with these fundamental skills, then you know all that's necessary to use the Portfolio Series.

Resource Files

All of the files you need to complete the projects in this book — except, of course, the Dreamweaver application files — are on the Student Files Web page at againsttheclock.com. See the inside back cover of this book for access information.

Each archive (ZIP) file is named according to the related project (e.g., **ATC_RF_DW6-2e.zip** for the files in Project 2, in which a company named ATC has hired you to create an online version of one of its book chapters). At the beginning of each project, you must download the archive file for that project and expand that archive to access the resource files that you need to complete the exercises. Detailed instructions for this process are included in the Interface chapter.

Files required for the related Portfolio Builder exercises at the end of each project are also available on the Student Files page; these archives are also named by project (e.g., **Companions_PB_DW6-2e.zip**).

Web Hosting

To make Web files accessible to the browsing public, you need to have access to some type of server. On the inside back cover of this book, you have a code that you need to gain access to the required resource files. The same code also provides access to a six-month, free trial Web hosting account at Pair Networks (www.pair.com).

If you don't already have access to an online server, go to **www.pair.com/atc/** to sign up for your hosting account. You must enter your contact information, and the code from the inside back cover of your book.

(Further details are provided on Page 52.)

Software Versions

This book was written and tested using the version of Adobe Dreamweaver CS6 available in January 2014 (v12.2). You can find the version number in the Splash Screen that appears while your application is launching.

Because Adobe has announced periodic, continuous upgrades, some functionality might have changed since publication. Please check the Updates and Errata section of the Against The Clock Web site for any significant issues that might have arisen from these periodic upgrades.

System Requirements

The Professional Portfolio Series was designed to work on both Macintosh or Windows computers; where differences exist from one platform to another, we include specific instructions relative to each platform. One issue that remains different from Macintosh to Windows is the use of different modifier keys (Control, Shift, etc.) to accomplish a task. When we present key commands, we always follow the same Macintosh/Windows format — Macintosh keys are listed first, then a slash, followed by the Windows keys.

Minimum System Requirements for Adobe Dreamweaver CS6:

Windows

- Intel® Pentium® 4 or AMD Athlon® 64 processor
- Microsoft® Windows® XP with Service Pack 3 or Windows 7 with Service Pack 1. Adobe CS6 applications also support Windows 8 and Windows 8.1.
- 512 MB of RAM
- 1 GB available hard-disk space for installation; additional free space required during installation
- 1280 × 800 display with 16-bit graphics adapter
- Java™ Runtime Environment 1.6 (included)
- QuickTime 7.6.6 software for HTML5 media playback

Mac OS

- Multicore Intel processor
- Mac OS X v10.6.8 or v10.7. Adobe CS6 applications support Mac OS X v10.8 and v10.9 when installed on Intel-based systems.
- 512 MB of RAM
- 1.8 GB of available hard-disk space for installation; additional free space required during installation
- 1280 × 800 display with 16-bit graphics adapter
- Java Runtime Environment 1.6
- QuickTime 7.6.6 software for HTML5 media playback

Broadband Internet connection and registration are required for software activation.