



Adobe® Dreamweaver® CS3

The Professional Portfolio

AGAINST THE CLOCK
mastering graphic technology

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Acknowledgements

ABOUT AGAINST THE CLOCK

Against The Clock has been publishing computer arts educational materials for more than 15 years, starting out as a Tampa, Florida-based systems integration firm whose primary focus was on skills development in high-volume, demanding commercial environments. Among the company's clients were LL Bean, The New England Journal of Medicine, the Smithsonian, and many others. Over the years, Against The Clock 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.

Against The Clock has been recognized as one of the nation's leaders in courseware development. Having developed the *Against The Clock* and the *Essentials for Design* series with Prentice Hall/Pearson Education, the firm works closely with all major software developers to ensure timely release of educational products aimed at new version releases.

ABOUT THE AUTHORS

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 fifteen books about graphic design software, including QuarkXPress, Adobe Photoshop, Adobe InDesign, and Adobe PageMaker. 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 seven years, Erika was a key partner in developing the new Portfolio Series of software training books.

Gary Poyssick, co-owner of Against The Clock, is a well-known and often controversial speaker, writer, and industry consultant who has been involved in professional graphics and communications for more than twenty years. He wrote the highly popular *Workflow Reengineering* (Adobe Press), *Teams and the Graphic Arts Service Provider* (Prentice Hall), *Creative Techniques: Adobe Illustrator*, and *Creative Techniques: Adobe Photoshop* (Hayden Books), and was the author or co-author of many application-specific training books from Against The Clock.

CONTRIBUTING AUTHORS, ARTISTS, AND EDITORS

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- **Kara Hardin**, Pensacola Community College
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Walk-Through



THE PROJECT MEETING

PROJECT OBJECTIVES

REAL-WORLD WORKFLOW

STEP-BY-STEP EXERCISES




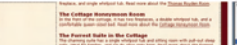
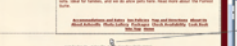
Every stage of the workflow is broken into multiple hands-on, step-by-step exercises.

VISUAL EXPLANATIONS

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

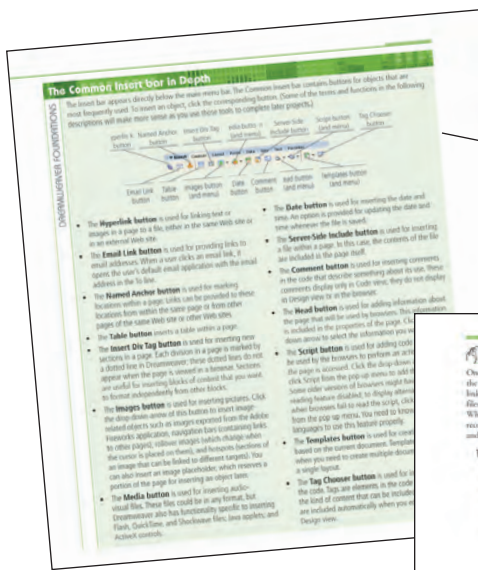


Dreamweaver provides many ways to insert images into Web pages, one of which is using the Images button on the Common Insert bar. Another way is to drag a file from the Files panel and place it onto a Web page. A third way is to use the Assets panel, which is part of the Files panel group. The Assets panel lists the image files located within the site's folders. Similar to using the Files panel, you can drag an image from the Assets panel and place it onto a Web page. The Assets panel displays a thumbnail of the selected image at the top of the panel. (This helpful feature is not found in the Files panel. You'll learn more about the Assets panel in Project 4.)

1. With [accessibility/index.html](#) open, select the text "Biltmore Village Inn" at the bottom of the page.
 
2. Choose **Edit+Cut (Command+Control-X)** to cut the selected text from the page.
 
3. In the **Files** panel, expand the main images folder (at the root of the Biltmore site).
 
4. From the **Files** panel, drag **big_logo.jpg** to the bottom of the page (the same location as the Biltmore Village Inn text that you just cut in Step 2).
 
5. Review the fields in the **Image Tag Accessibility Attributes** dialog box,
 

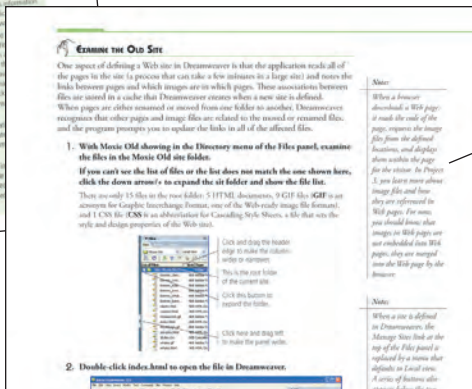
You can click OK instead of Cancel, and the result will be the same; either way, no accessibility attributes will be added to the image.

Do not double-click the image to insert it. Double-clicking an image in the Files panel prompts Dreamweaver to open the file in an image editing application.



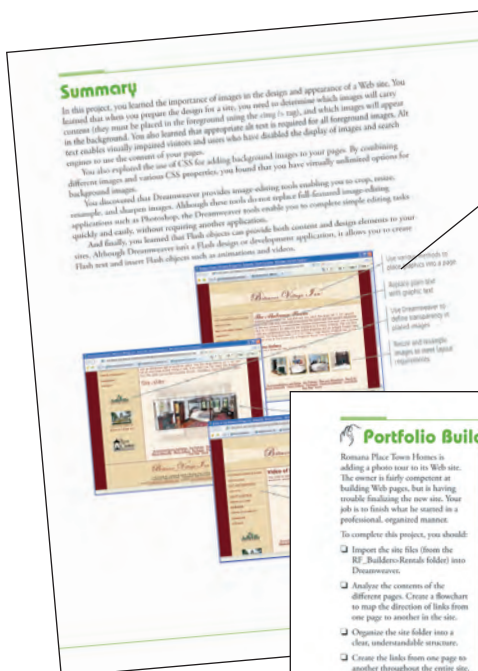
DREAMWEAVER FOUNDATIONS

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



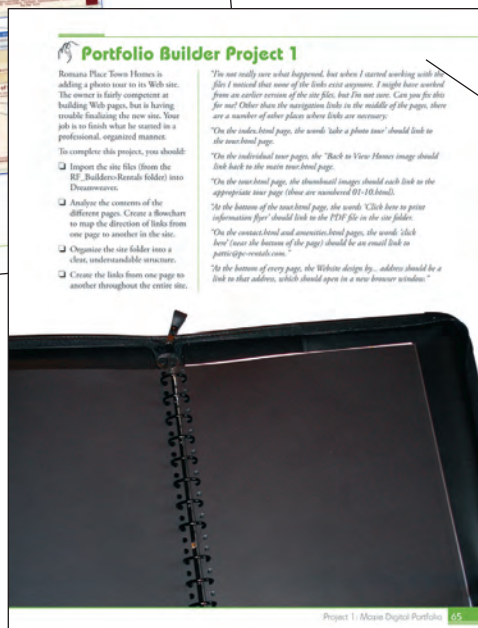
ADVICE AND WARNINGS

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



VISUAL SUMMARY

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



PORTFOLIO BUILDER PROJECTS

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

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 printing (which most students find boring), we teach printing where you naturally need to do so — when you complete a print-based 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 project-based approach of the *Portfolio Series* 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 students as they 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 CS3 projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

Project 1

Moxie Digital Portfolio

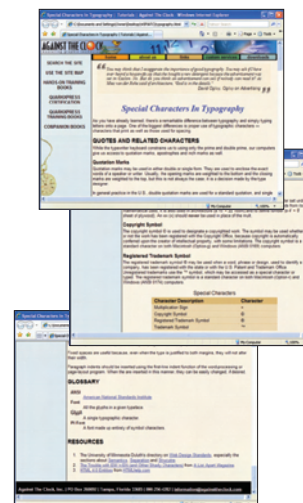
- ❑ Exploring Existing Site Structure
- ❑ Organizing the Site Navigation
- ❑ Creating Image Links and Maps
- ❑ Creating Other Types of Links
- ❑ Naming Pages and Titling Documents



Project 2

Digital Book Chapter

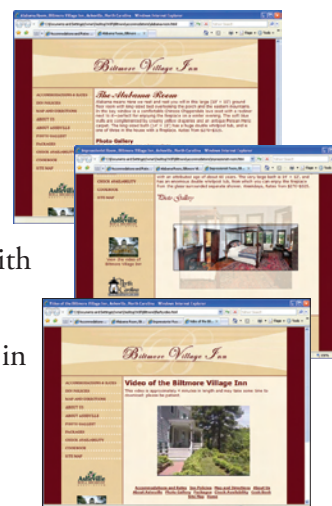
- ❑ Preparing the Workspace
- ❑ Working with Special Markup
- ❑ Working with HTML Character Entities
- ❑ Creating Lists and Tables of Data
- ❑ Fitting a Page into an Existing Site



Project 3

Biltmore Web Site

- ❑ Working with Static Images
- ❑ Creating Image Links
- ❑ Controlling Backgrounds with CSS
- ❑ Editing Images in Dreamweaver
- ❑ Working with Flash Objects



Project 4

Apple Homes Site Layout

- ❑ Planning a Web Site
- ❑ Working with Template Files
- ❑ Working with Snippets and Libraries



Project 7

Animated Baseball Site

- ❑ Designing for JavaScript Animation
- ❑ Using AP Layout Elements
- ❑ Building Timeline Animations
- ❑ Creating a Spry Navigation Bar



Project 5

Showcolate CSS Layout

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



Project 8

Just Posters Dynamic Catalog

- ❑ Preparing to use PHP and MySQL
- ❑ Defining a Site for Server-Side Processing
- ❑ Creating Data-Driven Pages
- ❑ Uploading the Live Site



Project 6

AppleOne Registration Form

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



Some experts claim that most people use only a fraction — maybe 10% — of their software's capabilities; this is likely because many people don't know what is available. As you complete the projects in this book, 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 tools, panels, 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 create sophisticated artwork by the end of the very first project.

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PREREQUISITES

The entire 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 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 that you need to complete the projects in this book are on the provided Resource CD in the RF_Dreamweaver folder. The main RF folder contains eight subfolders, one for each project in the book; you will be directed to the appropriate folder whenever you need to access a specific file. Files required to complete the related Portfolio Builder exercises are in the RF_Builders folder.

The Resource CD also includes a WIP folder, which you should copy to some location where you can save your work. At the beginning of each project, you will copy the files for that project from the RF_Dreamweaver folder on your CD to your WIP folder so you can work with files that can be saved without changing their location (in other words, on a writable disc).

For the project files to work as described in the exercises, they must be in the same relative location as other files for the same project; that's why we've provided a specific set of folders with known file names. Unless instructed otherwise, you should use the Save command rather than the Save As command.

SYSTEM REQUIREMENTS

As software technology continues to mature, the differences in functionality from one platform to another continue to diminish. The Portfolio Series was designed to work on both Macintosh or Windows computers; where differences exist do from one platform to another, we include specific instructions relative to each platform.

One issue that remains different between Macintosh and Windows is the use of different modifier keys (Control, Shift, etc.) to accomplish the same 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 key command.

System Requirements for Adobe Dreamweaver CS3:

Windows

- Intel® Pentium® 4, Intel Centrino®, Intel Xeon®, or Intel Core™ Duo (or compatible) processor
- Microsoft® Windows® XP with Service Pack 2 or Windows Vista™ Home Premium, Business, Ultimate, or Enterprise (certified for 32-bit editions)
- 512MB of RAM
- 1GB of available hard-disk space
- 1,024×768 monitor resolution with 16-bit video card
- DVD-ROM drive

Macintosh

- PowerPC® G4 or G5 or multicore Intel® processor
- Mac OS X v10.4.8–10.5 (Leopard)
- 512MB of RAM
- 1.4GB of available hard-disk space
- 1,024×768 monitor resolution with 16-bit video card
- DVD-ROM drive