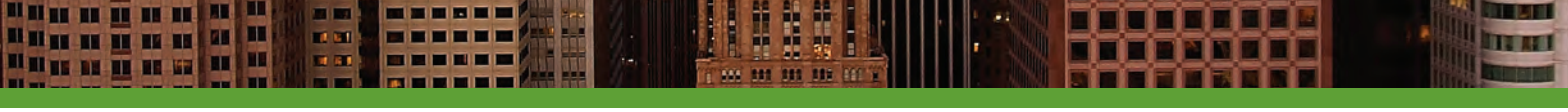
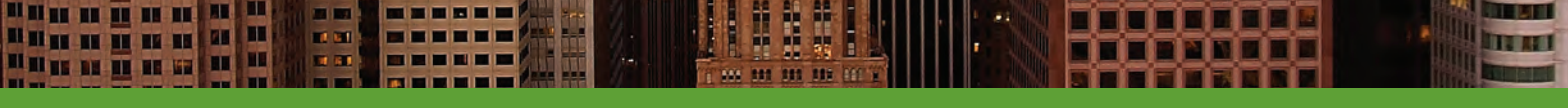


Adobe® Dreamweaver® CS4

The Professional Portfolio

AGAINST THE CLOCK

mastering graphic technology



Managing Editor: Ellenn Behoriam
Cover & Interior Design: Erika Kendra
Copy Editor: Laurel Nelson-Cucchiara
Proofreader: Angelina Kendra

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978-0-9815216-9-5

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Acknowledgements

About Against The Clock

Against The Clock has been publishing graphic communications educational materials for more than 17 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

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

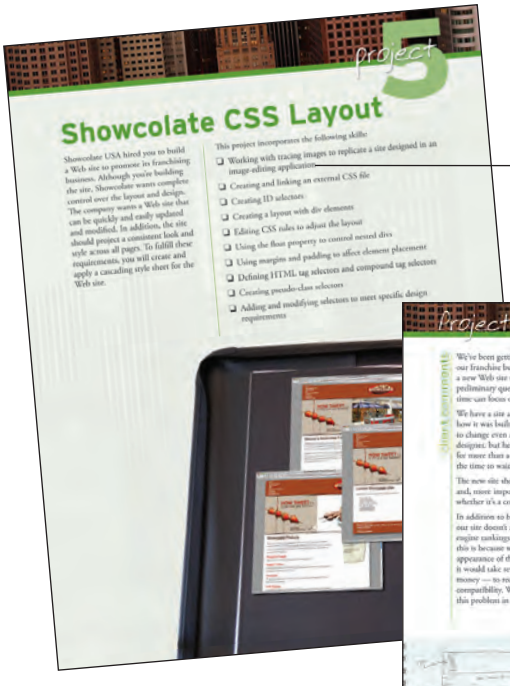
- **Alma Hale,** Southwest Minnesota State University
- **Marshall Williams,** Ferris State University
- **Christy Whitfield,** Francis Tuttle Technology Center
- **Robin McAllister,** Against The Clock, Inc.
- **Sudha Iyer,** Teqnium Consultancy Services
- **Debbie Davidson,** Sweet Dreams Design

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

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

Finally, thanks to **Laurel Nelson-Cucchiara**, editor, and **Angelina Kendra**, proofreader, for their help in making sure that we all said what we meant to say.

Walk-Through


project 5
Showcolate CSS Layout

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

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.

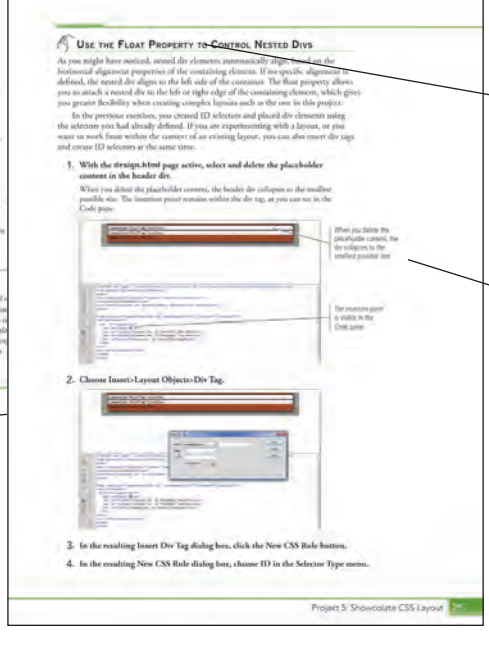
Project Objectives

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

Stage 2 Working with Templates

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.

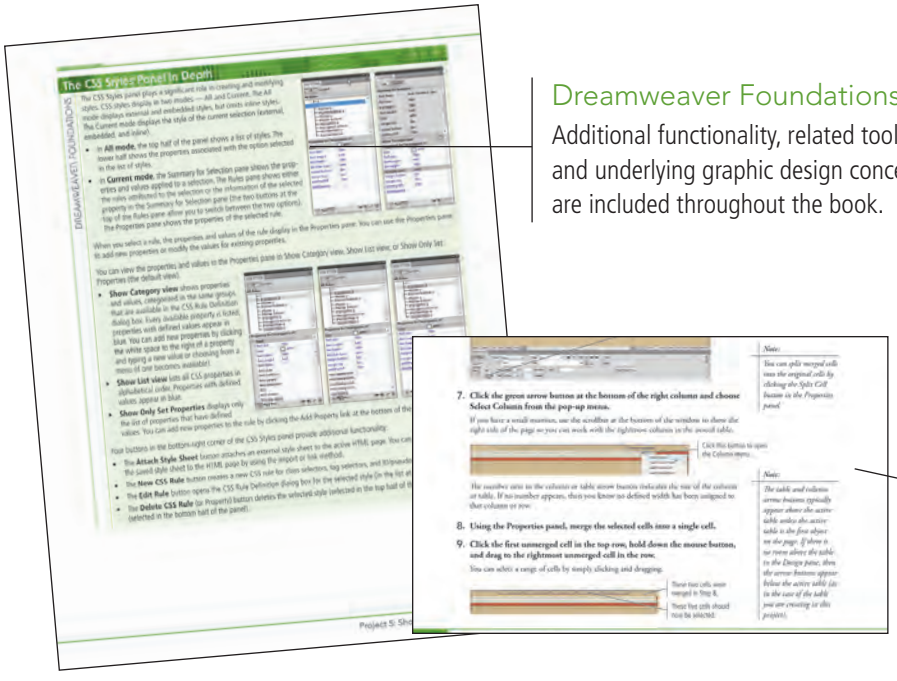

Use the Float Property to Control Nested Divs

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.

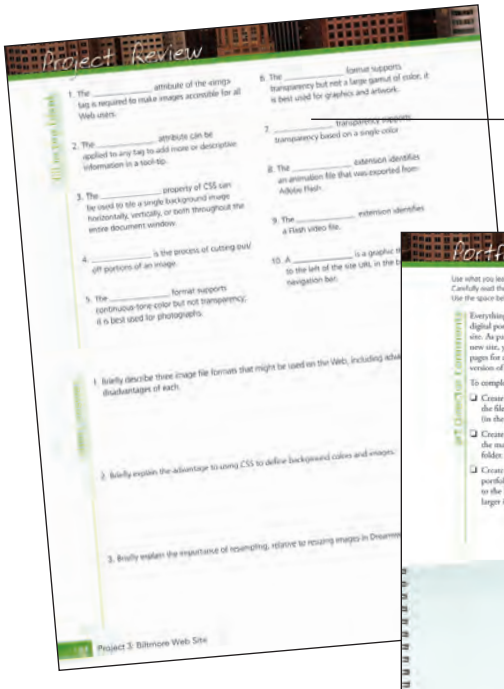


Dreamweaver Foundations

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

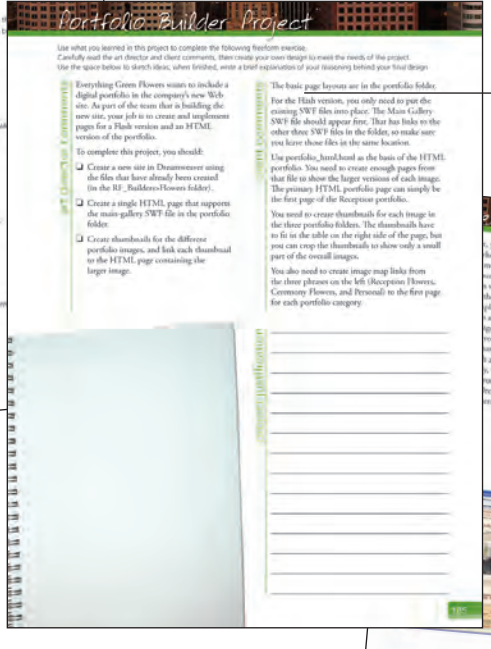
Advice and Warnings

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



Project Review

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



Portfolio Builder Projects

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

Visual Summary

Using an annotated version of the finished project, students 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 (which most students find boring), 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 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 CS4 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
- ❑ 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
- ❑ Fitting a Page into an Existing Site

project 3

Biltmore Web Site

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

project 4

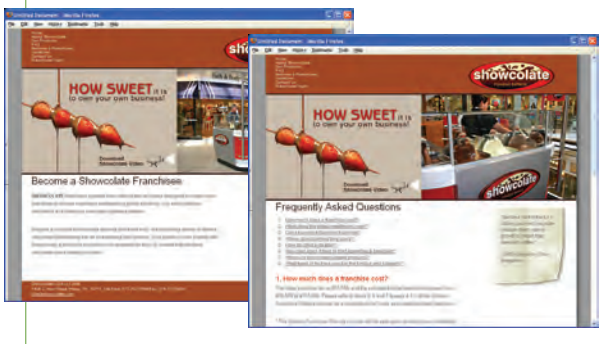
Apple Homes Site Layout

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

project 5

Showcolate CSS Layout

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



project 6

AppleOne Registration Form

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

project 7

California Tourism Site

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

project 8

Just Posters Dynamic Site

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

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. 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 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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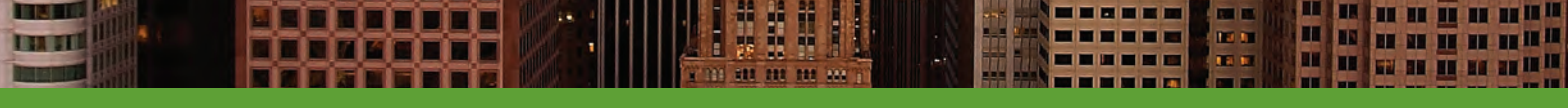

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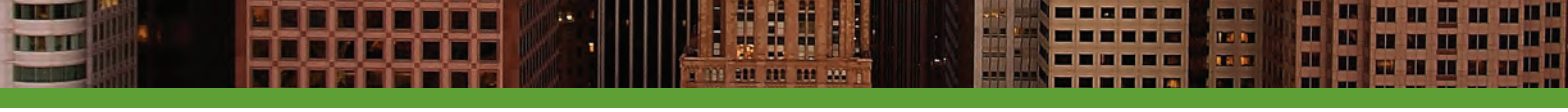

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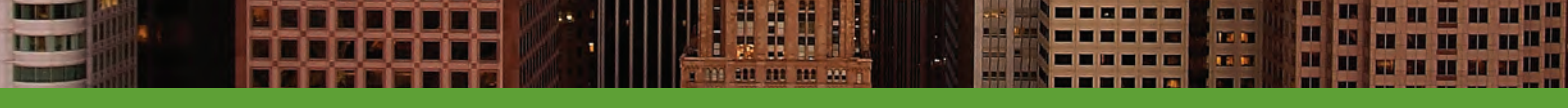

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Prerequisites

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, click, and 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. This folder contains nine subfolders, one for each project in the book (including the Interface); you will be directed to the appropriate folder whenever you need to access a specific file. Files required for the related Portfolio Builder exercises are in the **RF_Builders** folder.

The Resource CD also includes an empty **WIP** folder, which you should copy to some writable location on your computer or a removeable drive. At the beginning of each project, we instruct you to copy one of the project folders from the RF_Dreamweaver folder into your WIP folder because the files need to be in a location where you can save changes. In other words, you can't work directly from the files on the Resource CD. The location of files inside each project folder is extremely important for all steps in a project to work properly; that's why we've provided a specific set of folders with known file names.

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 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 the same task. When we present key commands or other system-specific instructions, we always follow the same Macintosh/Windows format — Macintosh commands are listed first, then a slash, followed by the Windows command.

Minimum System Requirements for Adobe Dreamweaver CS4:

Windows

- 1GHz or faster processor
- Microsoft® Windows® XP with Service Pack 2 (Service Pack 3 recommended) or Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1 (certified for 32-bit Windows XP and Windows Vista)
- 512 MB of RAM
- 1 GB of available hard-disk space for installation
- 1,280×800 display with 16-bit video card
- DVD-ROM drive
- Broadband Internet connection required for online services

Macintosh

- PowerPC® G5 or multicore Intel® processor
- Mac OS X v10.4.11–10.5.6
- 512 MB of RAM
- 1.8 GB of available hard-disk space for installation
- 1,280×800 display with 16-bit video card
- DVD-ROM drive
- Broadband Internet connection required for online services