



Adobe® Dreamweaver® CS5

The Professional Portfolio

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

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- Moxie Photographic Studios, www.moxiestudios.com

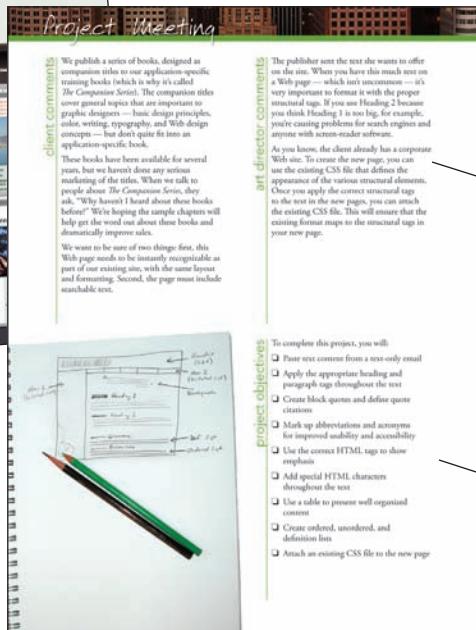
Finally, thanks to **Angelina Kendra**, editor, for making sure that we all said what we meant to say.

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.

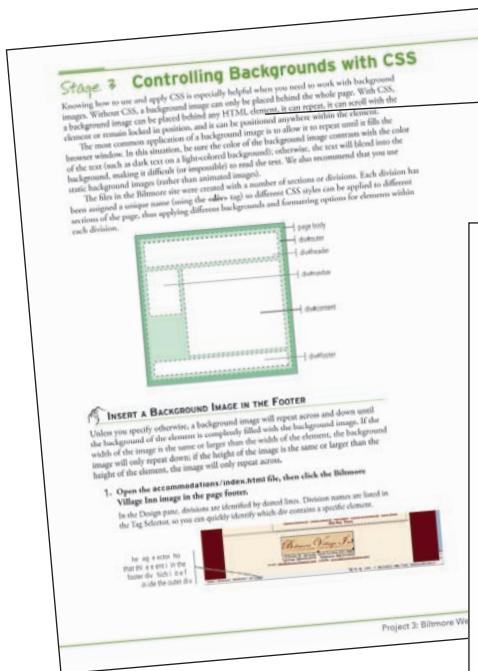


The Project Meeting

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.

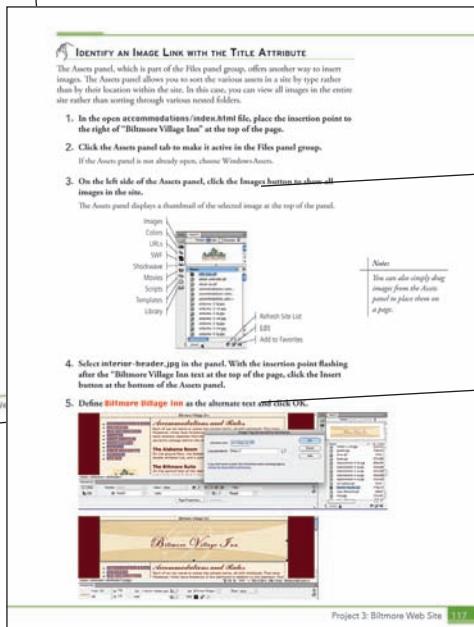
Project Objectives

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.

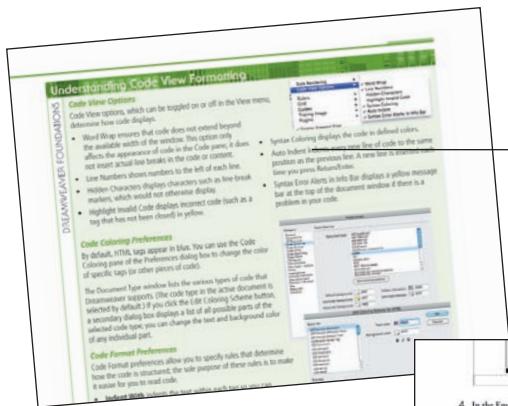


Step-By-Step Exercises

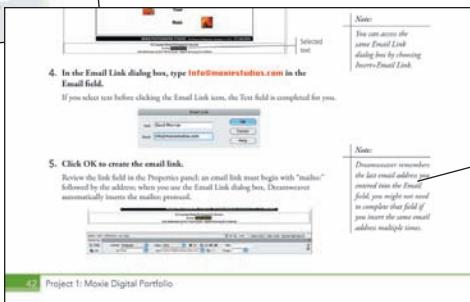
Every stage of the workflow is broken into multiple hands-on, step-by-step exercises.

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

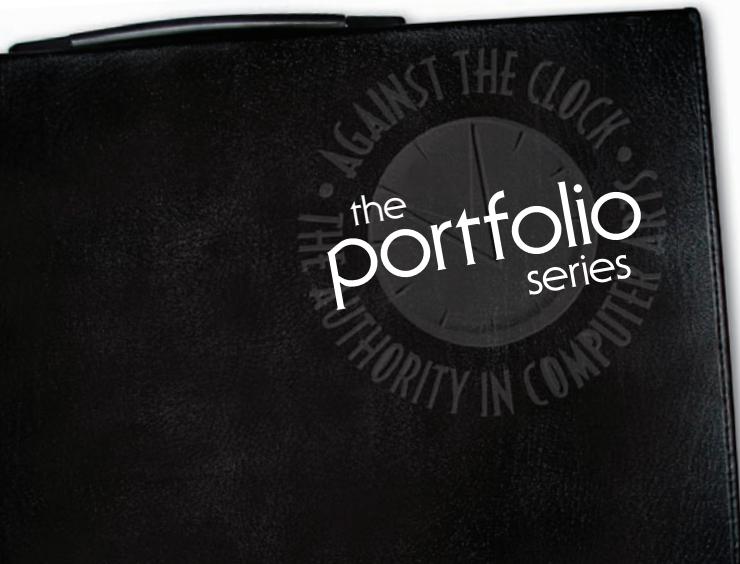
- ❑ Preparing the Workspace
- ❑ Working with Special Markup
- ❑ Working with Special Characters
- ❑ Creating Lists
- ❑ Attaching an External CSS File



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

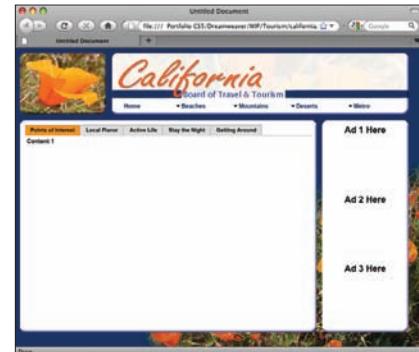
- ❑ Planning a Web Site
- ❑ Working with Templates
- ❑ Working with Snippets



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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