

ExplorNet's Digital Media II



Objective 207.02 8%

Select and utilize tools to design and develop websites.

Hypertext Markup Language (HTML)

- ❑ Basic framework for all web design.
- ❑ Written using “tags” that a web browser uses to interpret the code and generate the content on the webpage.
- ❑ Tags denote structured elements like headings, paragraphs, lists, etc.



```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01//EN" "http://www.w3.org/TR/html4/strict.dtd">
<html>
<head>
<meta name="TITLE" content="ExplorNet's Digital Media II" />
<meta name="KEYWORDS" content="ExplorNet's Digital Media II" />
<meta name="DESCRIPTION" content="ExplorNet's Digital Media II" />
<link rel="stylesheet" type="text/css" href="style.css" />
<script language="javascript" type="text/javascript">
</head>
<body bgcolor="#ffffff" width="100%">
```

HTML Explained

- ❑ Most tags must have two parts, an opening and a closing part.
 - ❑ `<html>` is the opening tag
 - ❑ `</html>` is the closing tag
- ❑ Attributes are defined within the opening tag.
 - ❑ ``
 - ❑ `<p align="center"> ... </p>`
- ❑ Use this [Simple Guide to HTML](#) page to learn more.

Required HTML Tags

- Below is a basic html document that contains the 4 required tags. Notice the nesting of the html tags.

```
<html>
```

```
<head>
```

```
<title>this is the title</title>
```

```
</head>
```

```
<body> this is everything that goes in the document! </
```

```
body>
```

```
</html>
```

Basic HTML Tags

- ❑ Headings
 - ❑ `<h1> A Heading </h1>`
- ❑ Paragraphs
 - ❑ `<p> Some text </p>`
- ❑ Links
 - ❑ ` My homepage `
- ❑ Images
 - ❑ ``
- ❑ [HTML Cheat Sheet](#)

Cascading Style Sheets (CSS)

- ❑ Separates layout and design features (color scheme, fonts, menu styles, etc.) from the actual content of the website.
- ❑ Easiest way to make site-wide design changes.
- ❑ CSS file combines with HTML file to create a complete website.

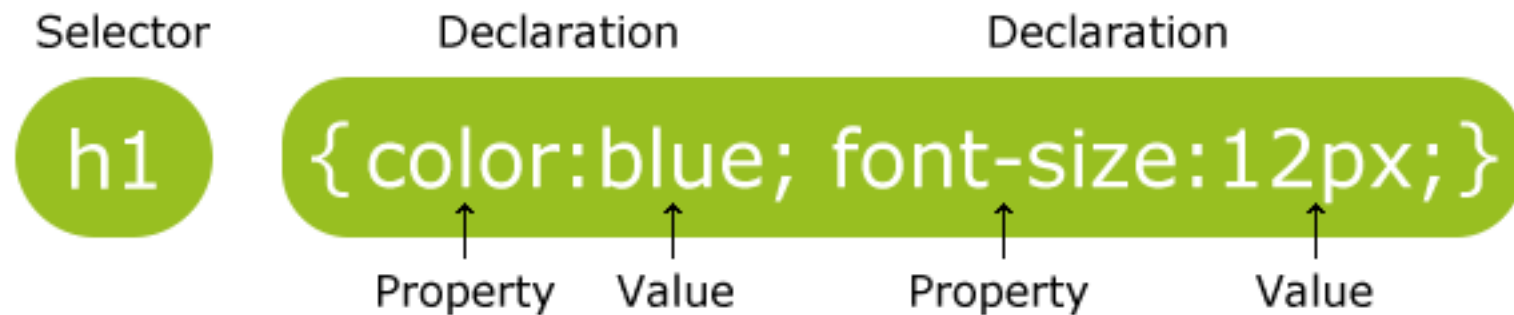
```
html,body{height:100%;body{margin:0;padding:0;backgr
urce Sans Pro',sans-serif;font-size:12pt;color:rgba(
padding:0;font-weight:600;color:#404040}p,ol,ul{marg
t-style:none}p{line-height:180%}a{color:#ad103c}a:ho
ntainer{margin:0 auto;width:1200px}form label{displa
in-bottom:.5em}form .submit{margin-top:2em;line-heig
m input.text,form select,form textarea{position:rela
;display:block;border:0;background:#fff;background:rad
100%;border-radius:.50em;margin:1em 0;padding:1.50em
.1em 0 rgba(0,0,0,0.05);border:solid 1px rgba(0,0,0
35s ease-in-out;-webkit-transition:all .35s ease-in-
ase-in-out;-ms-transition:all .35s ease-in-out;trans
ont-size:1em;outline:0}form input.text:focus,form se
us{box-shadow:0 0 2px 1px #e0e0e0;background:#fff}fo
form .formize-placeholder{color:#555 !important}fo
er{color:#555 !important}form :-moz-placeholder{colo
z-placeholder{color:#555 !important}form :-ms-input-
```

CSS Explained

- ❑ A CSS rule-set consists of a selector and a declaration block.
 - ❑ The selector points to the element you want to style.
 - ❑ The declaration block contains one or more declarations separated by semicolons.
 - ❑ Each declaration includes a CSS property name and a value, separated by a colon.

CSS Explained

- A CSS declaration always ends with a semicolon, and declaration blocks are surrounded by curly braces.



- Use this [Learn CSS](#) to learn more.

Advanced Style Sheet Terms

- Class Style
 - Used to specify a style for a group of components in a website; allows you to set up a particular style for many HTML elements tagged with the same class.
- ID Style
 - Used to specify a style for a single, unique element in a website.

```
h1 { color: white;
      background: orange;
      border: 1px solid bla
      padding: 0 0 0 0;
      font-weight: bold;
    }
/* begin: seaside-theme */

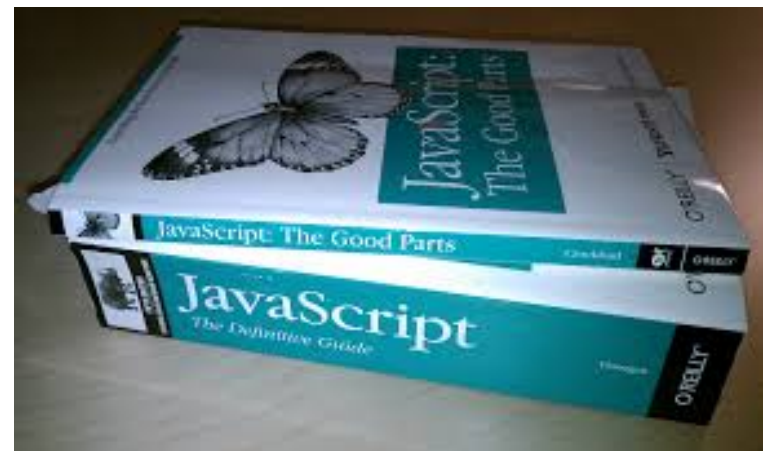
body {
  background-color:white;
  color:black;
  font-family:Arial,sans-serif;
  margin: 0 4px 0 0;
  border: 12px solid;
}
```

Advanced Style Sheet Terms

- Internal Style Sheet
 - A CSS document contains the design properties of the website.
 - Embedded into the HTML file so can be moved with the website files.
- External Style Sheet
 - A CSS document contains the design properties of the website.
 - Housed separately from the HTML file and therefore can be attached to many different websites.

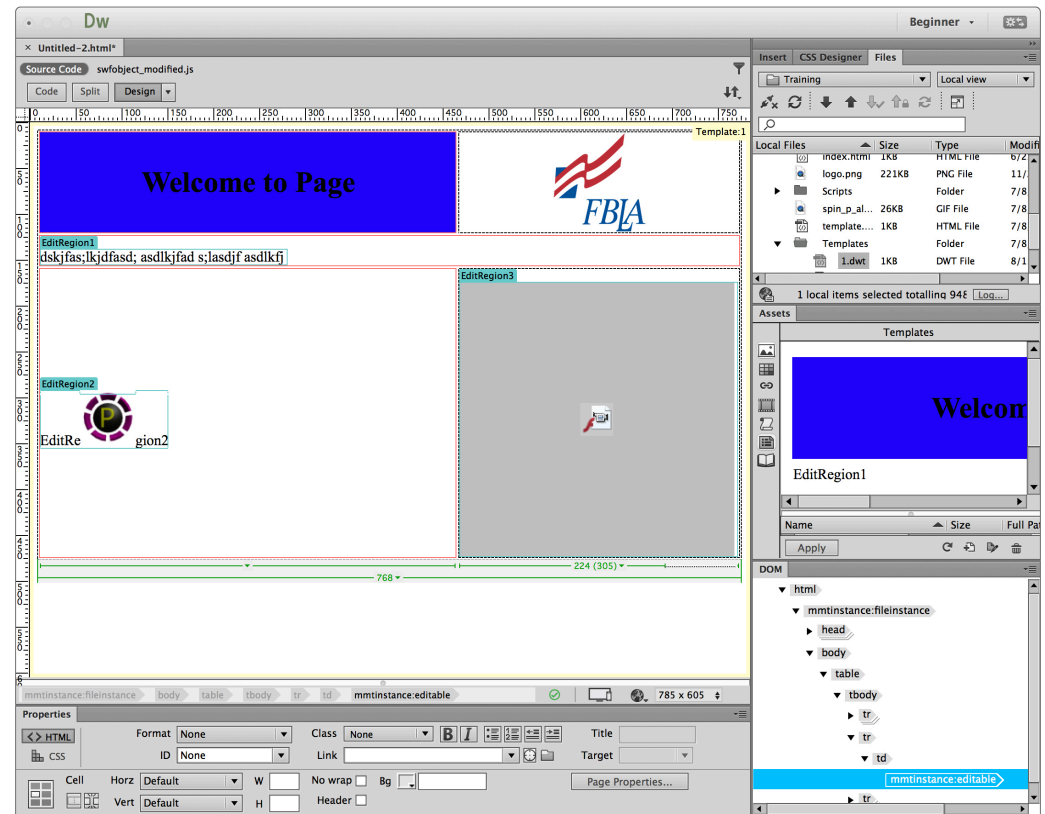
Common Web Design Languages

- ❑ JavaScript
 - ❑ Client-side web development.
 - ❑ Creates standalone computer actions that run entirely on the user's machine.
 - ❑ Quicker and more secure.



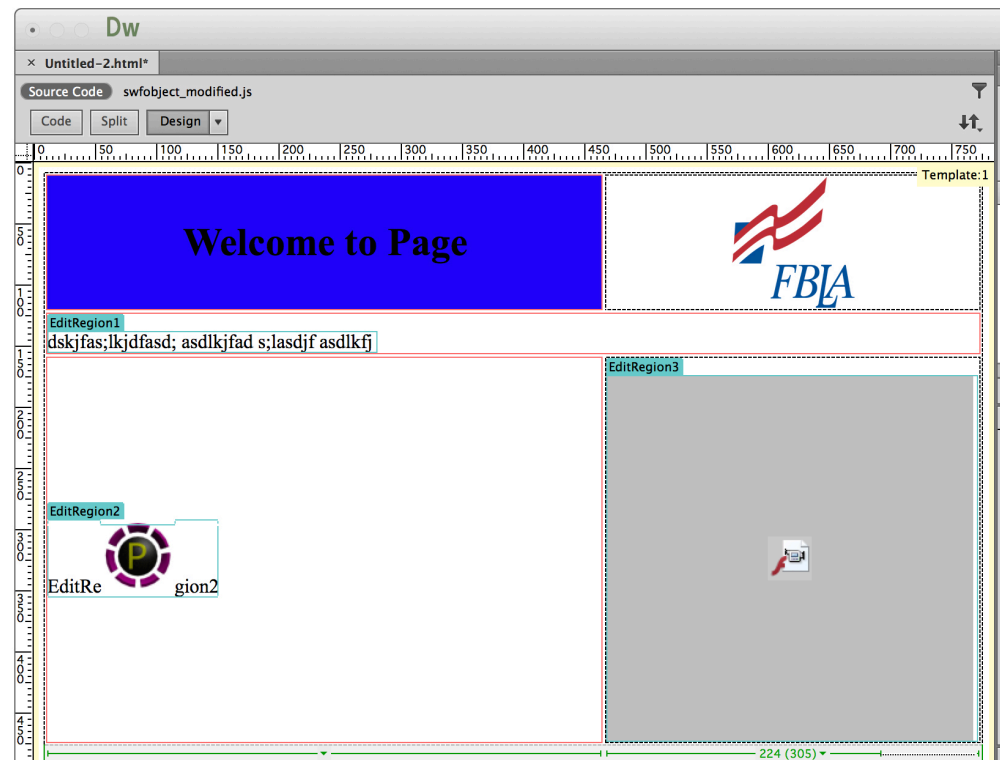
Panels in Design View

- Design Panel
 - Code View
 - Split View
- Files Panel
- Insert Panel
- Property Inspector



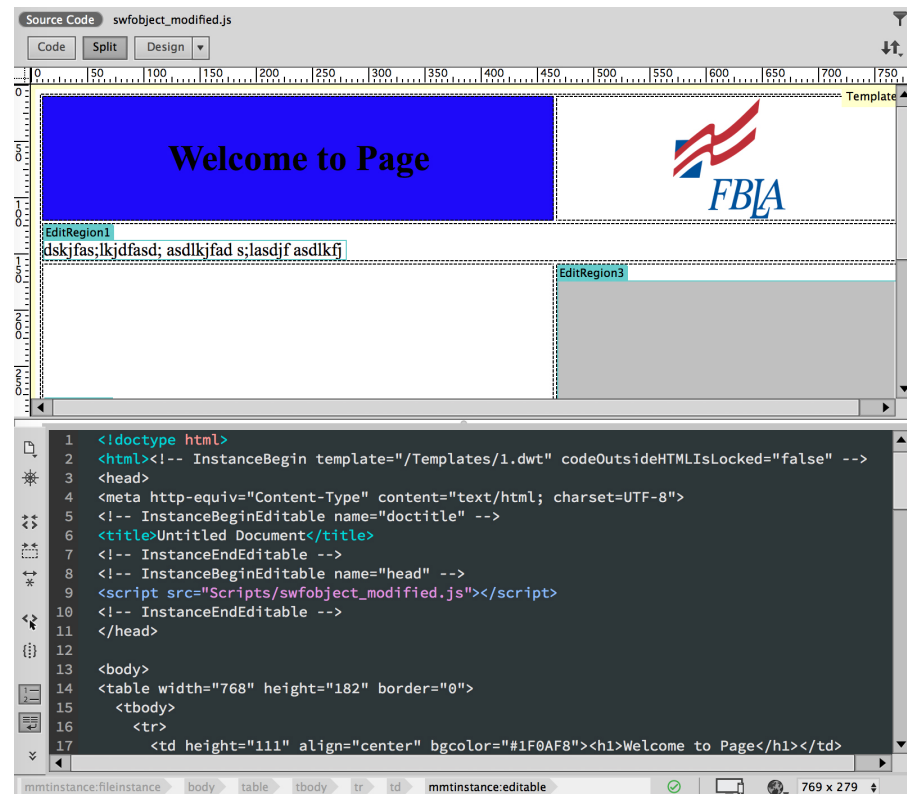
Design Panel

- Design view is a WYSIWYG interface.
- Add content and the code is written automatically.



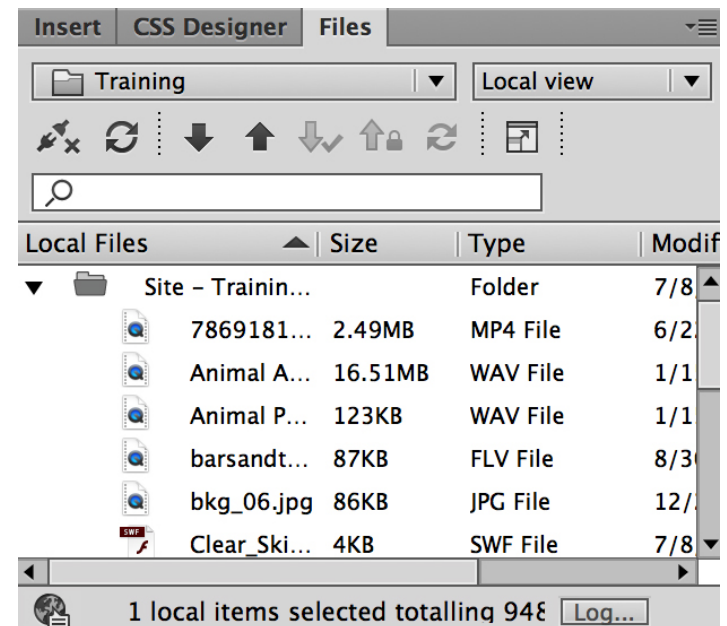
Code vs. Split View

- Code view can see and write code.
- Split view can see design and code views. Can edit in either area.



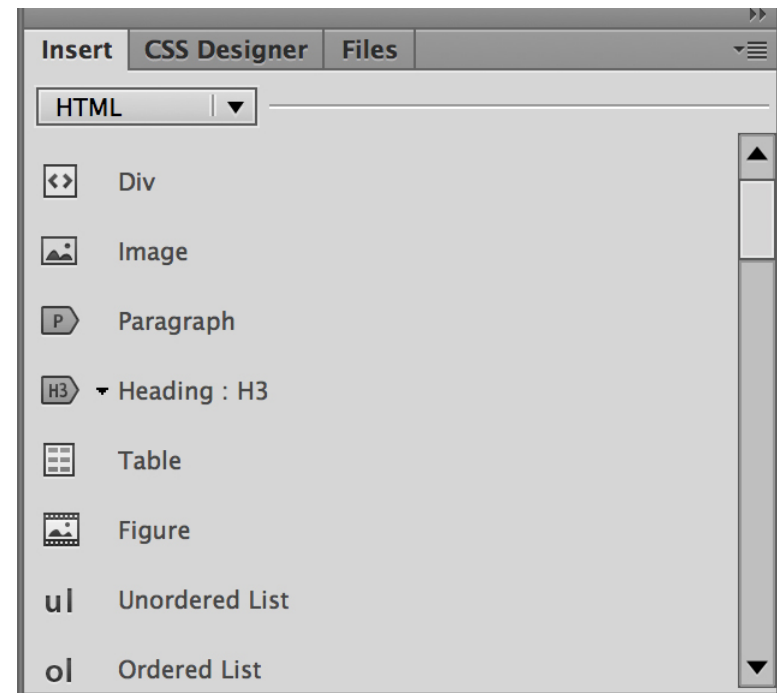
Files Panel

- ❑ Enables you to view files and folders, whether they are associated with a Dreamweaver site or not.
- ❑ Perform standard file maintenance operations, such as opening and moving files.



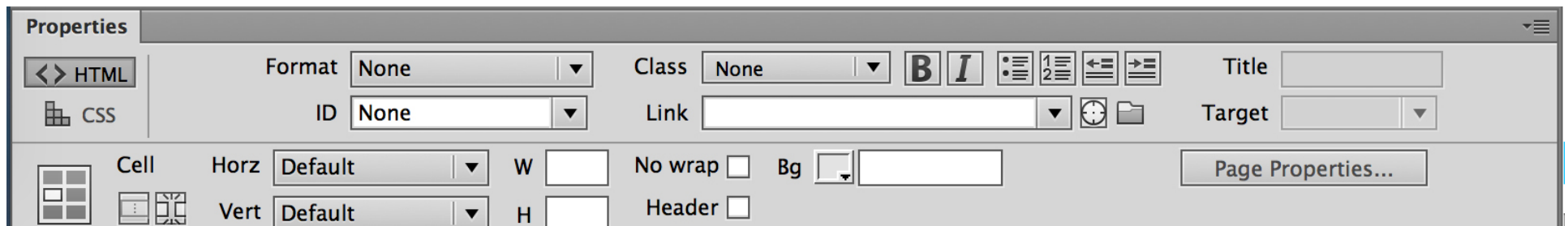
Insert Panel

- ❑ Contains buttons for creating and inserting objects such as tables and images.
- ❑ The buttons are organized into categories.



Properties Inspector

- ❑ Lets you examine and edit the most common properties for the currently selected page element, such as text or an inserted object.
- ❑ The contents of the Property inspector vary depending on the element(s) selected.

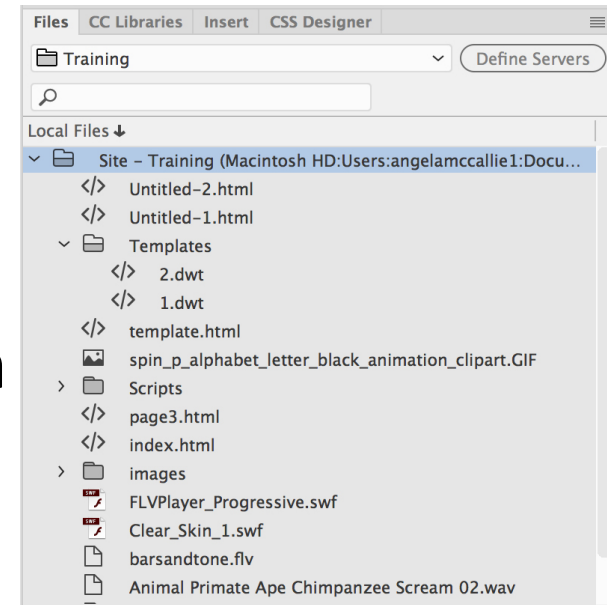


Customize Workspace

- Your Dreamweaver workspace can be changed to best meet your needs as a designer.
 - Change document views
 - Rearrange/resize windows and panels
 - Add or remove tools on toolbar
 - Create and save custom workspace
- These same techniques can be used to customize other Adobe software.

Web Design Production Terms

- Root Folder
 - A central location of storage for every file involved in designing a website; allows the website to be moved from computer to computer.
- First step in creating website, should be to define the site which requires the following:
 - Name the website
 - Choose local folder (root folder)



Define Site

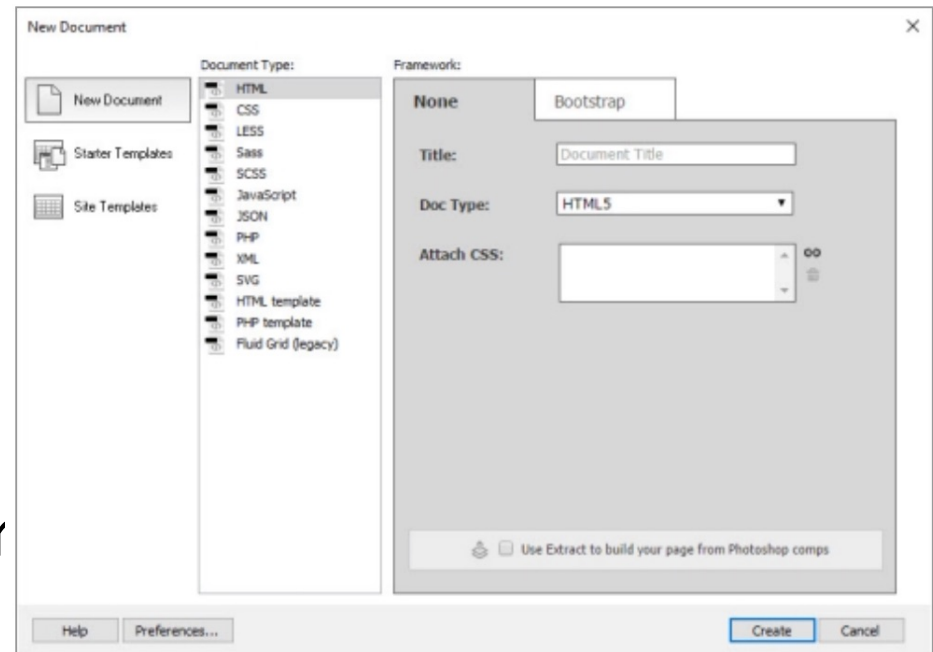
- In Dreamweaver, use Site>New Site to access Site Setup dialog box.
- Once the root folder is set, the file list in the Files panel acts as a file manager, allowing you to copy paste, delete, move, and open files just as you would on a desktop.
- This organizes all files associated with website including:
 - Track and maintain links
 - Manage files
 - Transfer files to web server

Web Page File Name Conventions

- File and folder names in websites should never contain spaces or symbols.
- Most file and folder names end up as part of a web page's URL, so keep them short, but meaningful.
- Using all lowercase letters for file and folder names avoids problems with files not being found. NO UPPERCASE.
- Home page should always be named index.html.

Create New Web Page

- In Dreamweaver, use File>New to open New Document dialog box.
- Select the following:
 - New Document
 - Title
 - Doc Type: HTML5
 - Create
- Choose File>Save
 - Check for root folder

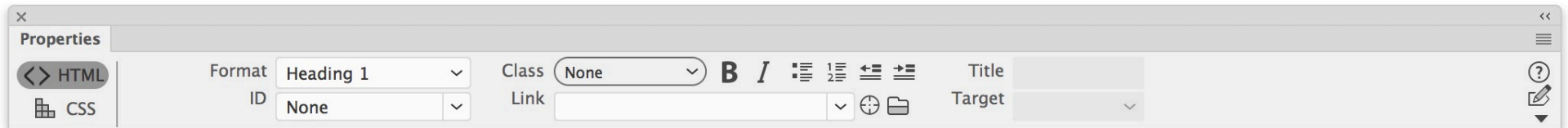


Web Design Production Terms

- Wireframe (Skeleton)
 - A visual guide to how web page content will be organized; assists in the arrangement and scaling of design components.
 - Similar to storyboarding in animation or video.

Add Text

- You can type text directly in the Document window, or you can cut and paste text. You can also import text from other documents.
- Use the text Property Inspector to apply HTML formatting or Cascading Style Sheet (CSS) formatting.
- Select the text to be formatted before applying formatting change.



Graphics for Web Use

- Graphics Optimization
 - Design graphics with the specific purpose of using it on a website.
 - Allows for quicker loading times.
 - Adobe PhotoShop has save for Web or optimize options.
 - Choose appropriate file format for web.

Insert Graphic

- In Dreamweaver images may be inserted using a variety of commands.
- One such way is:
 - Place insertion point where you want image.
 - Select Insert>Image
 - File will be copied to root folder (if not already there).

Images Property Inspector

- The Images Property Inspector allows you to set properties for an image. If you do not see all options click the expander arrow in corner.
- Use the ALT area to add alternative text.
 - Textual descriptions of graphics and other design components on a web page; aids in screen reader use for accessibility.

Web Design Production Terms

- Image Map
 - A single graphic that is divided into sections and linked to different locations. [Example](#)
- Hotspot
 - Specify a particular area as a link; can be drawn over a block of space, words, or an image.

Hyperlinks

- Hyperlinks (Links)
 - Clickable connections that link text or images to other pages of the website, out to external websites, or to files posted on a website.
- Email Link (mailto)
 - Does not link to an Internet location; causes the user's computer to open the default email program and prepares a blank email to the specified address.



Add Hyperlinks

- In the Properties Panel use the Link area to create a hypertext link of the selected text:
 - Click the folder icon to browse to a file in your site.
 - Type the URL.
 - Drag the Point-To-File icon to a file in the Files panel
 - Drag a file from the Files panel into the box.

Add Hyperlink Targets

- In the Properties Panel use the Target area to specify the frame or window in which the linked document will load:
 - `_self` -- opens in the same window and frame.
 - `_top` -- opens in the same window, making the frame full size.
 - `_parent` -- opens in the parent page's frame.
 - `_blank` -- opens in a new window and frame.

Advanced Hyperlink Terms

Absolute Link

- Contain a complete web address; always includes domain name of website.
- Great explanation here! <http://www.coffeecup.com/help/articles/absolute-vs-relative-pathlinks/>

Absolute Paths Examples

- <http://www.mysite.com>
- <http://www.mysite.com/graphics/image.png>

Advanced Hyperlink Terms

- Relative Link
 - Starts from the home page or root folder of the website and creates a path to the destination of the link.

Relative Paths Examples

- index.html
- /graphics/image.png

Insert Rollover

- ❑ Rollover
 - ❑ Feature that indicates interactivity to the user; normally causes a component of a web page to visually change when the user's cursor hovers over it.



Normal state

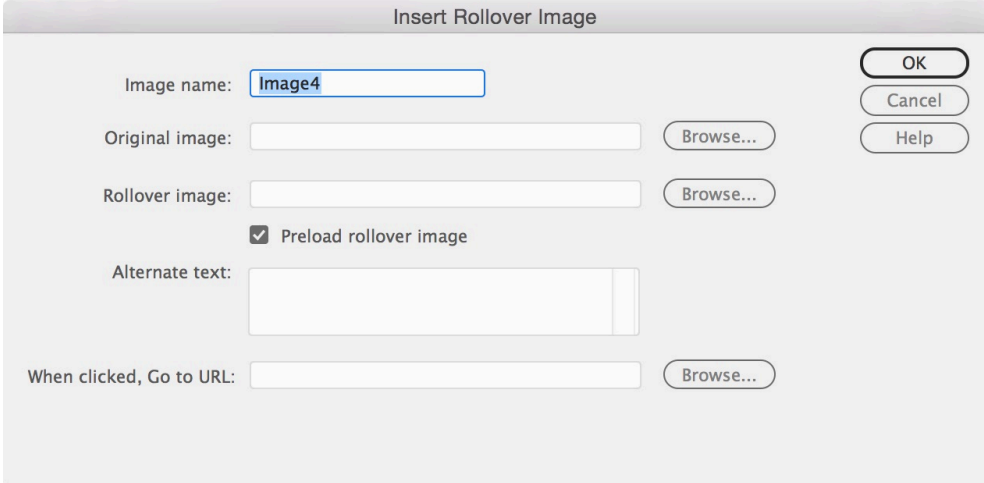


Rollover state

- ❑ Can be made in a graphic editing program or found online.
- ❑ Need two images for each rollover.

Insert Rollover

- Create a simple rollover effect with two images:
 - Insert cursor where you want rollover.
 - Choose Insert>HTML>Rollover Image.
 - Give the rollover a name.
 - Choose the original and rollover images.
 - Add alternate text.
 - Choose location.
 - Click OK.



Insert Rollover Image

Image name:

Original image:

Rollover image:

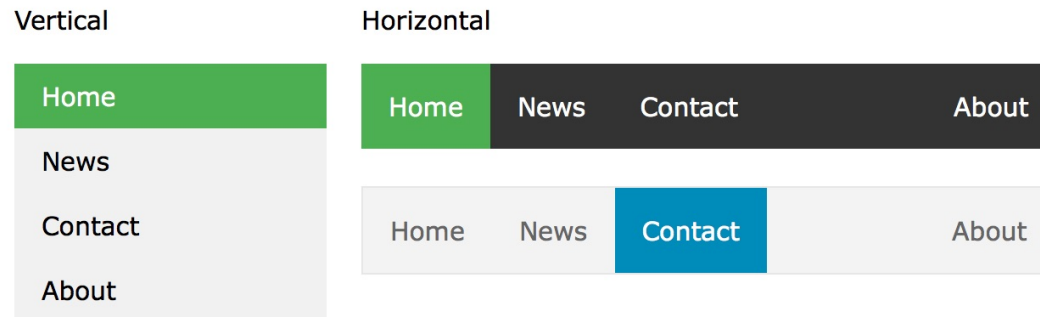
Preload rollover image

Alternate text:

When clicked, Go to URL:

Insert Navigation Bar

- Rollover buttons may be used to create navigation bars.
- Use the web design conventions of placing navigation bar:
 - Horizontally across top of page
 - Vertically on left side of page



- Be sure that buttons are consistent in size and color.

Create Forms

- Web Form
 - An interactive feature that allows a user to submit information.
- Forms can be created within the web editor program.
- Or forms can be created using an external program such as Google Forms and linked to the page.
- Using a form editor is often easier and will include a database to collect the data.