

A BEGINNER'S GUIDE TO DREAMWEAVER

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PART I: BUILDING A SITE FROM SCRATCH

STEP 1: Buy Domain Name and Hosting

- 1) Although this *is* "Step 1" you can wait to buy a domain and hosting until your site is already built. But as soon as you can settle on a domain name, I suggest snatching it up. Also, I suggest buying a domain name and hosting from www.1and1.com, which seems to have the best intro package going (\$4/month). If you buy hosting, there is one free domain name included. I suggest buying your name, at a bare minimum (and possibly other domain names if you're interested) if you don't already own it.
- 2) To get started, go to 1and1.com and click "Web Hosting." Then sign up for "1&1 Beginner" for \$4/month.
- 3) Turn down Norton Security offer.
- 4) You will receive an email with your Customer ID and Password. Keep this information safe (you will need it) and be sure to have it with you in class at all times.

STEP 2: Decide on a design for your site:

Identify a few sites you like and identify what you would like to change. Then I can help you decide on how best to approach making your site. If you want to know how someone built a page, and want to "borrow" their code, you can always get their code. Simply view their site in Firefox, then hold the command (⌘) key and then hit the "U" key. You can then copy that code and paste it into your Dreamweaver page (and plug in your own images, and if you're a good person, maybe change something). If you want to do this, it helps to know some code but it's not totally necessary.

There are endless ways to design a site, but if you're a beginner, it can help to consider that there are three main varieties of site-structure. They are listed below with some examples. Of the three types, they are listed below in order of difficulty of construction.

1) HORIZONTAL SCROLL-BAR SITE

The scroll bar sites are the easiest and the quickest to update because an entire portfolio can exist on a single page. I myself use scroll-bar because I like to update my site often, find it easy, and I like the relationships of multiple images on a page.

Examples:

www.annwoo.com

www.bryangrafphotography.com

www.davidlaspina.com (*Vertical Scroll-Bar*)

2) SEQUENTIAL SITE

This design isolates images and can look rather clean. It is more work because each individual image requires that it exist on its own page.

Examples:

www.olafureliasson.net

www.ryanmcginley.com

www.whitneyhubbs.com

www.irinar.com

www.thenewscent.com

3) FRAMESET (FIXED MENU)

Frameset sites are somewhat tricky to build, but with patience and time, can certainly be accomplished! What defines a site as a frameset site is that it has a fixed menu-bar with options (i.e. “Work Statement Bio Contact”) on the top or left side. It remains fixed and appears on every page, no matter how you navigate a site. If you want to build a frameset site, see section VII below.

Examples:

www.shanelavalette.com/photographs (menu on top)

www.alecsoth.com (menu on left side)

STEP 3: Use Bridge to Resize and Rename Images

- 1) Resize all your files to the dimensions you want. The easiest way to do a batch resizing of all your images is in Bridge. Open your folder in Bridge by clicking and dragging your folder icon to the Bridge Icon. Select all images (or just the images you want to re-size) and select TOOLS > PHOTOSHOP > IMAGE PROCESSOR. This process will *not* alter the original files. It will create a new folder, called JPEG, with your newly-sized jpegs inside it.

Here you can select the pixel width and height you want. If you want to set only one dimension, such as setting all your *heights* to be the same (if, for example, you were making a horizontal scroll bar site) then chose a pixel height such as, say, 500, and then chose a very long pixel width, like 3000. Bridge will reduce the height of all your images to 500 and will keep the width proportional to that).

- 2) Rename all your files. (Remember that if someone drags an image from your website to their desktop, the jpeg will retain the name you gave it.) If images are not sequenced the way you want them to be, you can click and drag images to create a new sequence in the Bridge window. Then select all images (command + A). Then chose TOOLS > BATCH RENAME. Follow the same naming conventions as for html files (lowercase, dashes and underscores only – and no spaces—i.e. *ghalpern_01.jpg*).

STEP 4: Use Photoshop to Make Images Webready

Open each image in Photoshop. For each image, complete the following steps.

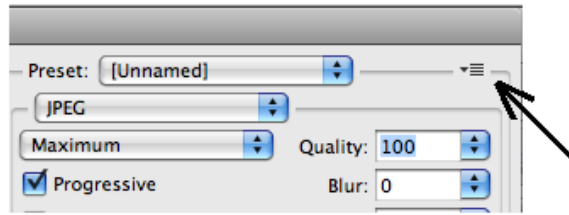
- 1) Select: File > "Save for Web & Devices"
- 2) On the top right of the window, be sure the following options are set as follows:

JPEG	Jpeg should be selected as file type
Quality	100
Progressive	✓
Optimized	<i>NOT Checked</i>
Embed Color Profile	✓
Convert to sRGB	✓
Metadata	Copyright and Contact Info (or All Except Camera Info)

- 3) On the bottom right of the window, under "Image Size" chose the desired width (W) and height (H) if you didn't already do this in Bridge.

- 4) Click Save. Save all your new "web-ready" images in a separate folder.

- 5) To make a pre-set of this process, click the small menu button to the left of the arrow in the picture below and select "Save Settings."



How to Batch/Automate Save for Web and Devices

If you want to automate the process above (STEP 4) and apply it to an entire folder of images, here's how:

- 1) Create a new, empty folder where you want your automatically-processed Jpegs to be sent.
- 2) Open one of the Jpegs you wish to save for web and devices.
- 3) Create a new "Action" in Photoshop and start recording.
- 4) Select FILE > SAVE FOR WEB AND DEVICES
- 5) Choose the settings you want, including size (size changes *will* be replicated as well).
- 6) Click Save.
- 7) For your destination, chose the folder you created in Step 1 above.
- 8) Stop recording your action.
- 9) Select FILE > AUTOMATE > BATCH
- 10) At the top of the window, under "Play," the Action selected should be the one you just created. If not, select the one you just created from the drop-down menu.
- 11) In the box below, under "Source," select "Folder" and then click "Choose."
- 12) Select the folder of images you want to process.
- 13) Click OK.

PART II: DREAMWEAVER BASICS

Use It or Lose It!

If you want to learn Dreamweaver, build your site as soon as possible. Dreamweaver tends to be forgotten incredibly fast unless it's put to use ASAP.

Local vs. Remote

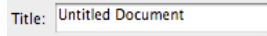
- Your **Local Folder** is where ALL your files are on your computer or hard-drive.
- Your **Remote Site** is what is on the server. What's in this folder is what visitors see when they visit your site online.
- You work on your pages (build and edit them) on the local folder (on your laptop or hard-drive, for example). When they are complete, you upload them to the Remote Site, and that is when they become viewable online.

Two Windows to Know:

- 1) **Property Bar** (AKA "Property Inspector"): On the bottom of your screen
 - 2) **Insert Bar**: On the top of your screen
- You can open them by going to *Window > Insert* or *Properties*
 - Note that the Insert Panel has many tabs. "Common" are the most common things used.

Title All Your pages!

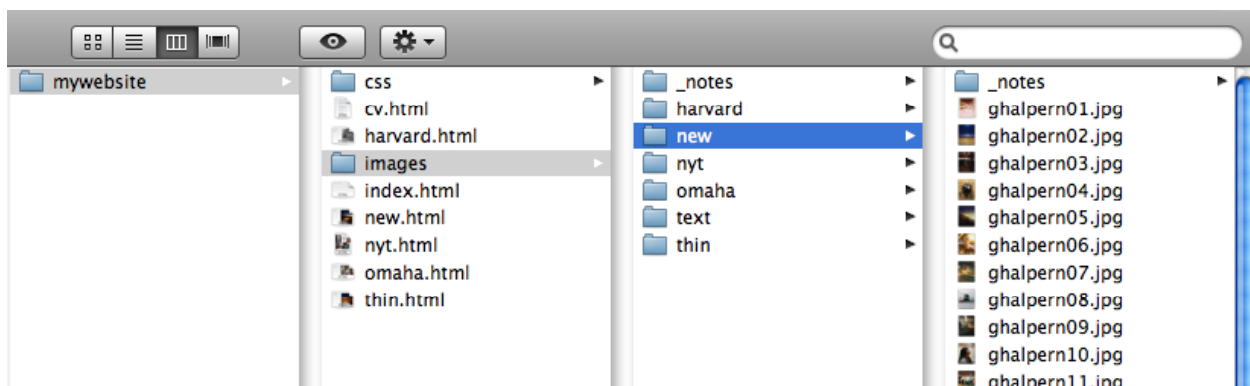
- Just type in a Title where it says “Untitled Document” toward the top middle of your screen:



Keep Your Folders Organized!

- Don't move your local folder, or rename it.
- Create a separate folder for your images called *images*
- Create a folder for your CSS files called *css*
- Create a separate folder for all of your documents called *documents* (for things like pdfs, word docs, that may be involved in your site)
- Your **index.html** page is your homepage. It has to be “loose” inside your root folder and *cannot* be placed inside another subfolder within your root folder. *Make sure it's not capitalized!* (i.e. be sure it's called index.html and not Index.html).
- Build your site structure right the first time. It's better not to move stuff around from folder to folder, as links can be “broken.”
- Page names can have numbers in them but **must not have spaces or symbols in their name**. Dashes (-) are the only exception to this rule (see below).

A Model for Basic Site Structure: In this case below, the “root folder” is called “mywebsite.” In general, follow the structure below. Your index.html page (your homepage) should be *directly* in your root folder, as it is below (not nested within another folder). Your images should be put into folders, according to the project/portfolio they fit into.




Acceptable page names:

- photographyportfolio.html
- photography-portfolio.html
- photographyPortfolio.html
- page2.html

Unacceptable page names:

- photography portfolio.html (*no spaces!*)
- photography&portfolio.html (*no symbols other than “-”*)
- photography+portfolio.html (*no symbols other than “-”*)
- photography.portfolio.html (*no periods!*)

You Should Always Preview Your Web Pages in Firefox, Safari and on PC's:

- **To Preview Web View:** Click the Icon of the Globe towards the top middle of your screen: 
- Check your site on a PC as well (Internet Explorer still makes up 70% of browsers out there)

Don't forget to use Search & Help

- **Search:** Remember that on the top of your screen you can always Search for help with anything by typing what you need help with into the Search menu (the magnifying glass) towards the top left of your screen.

- **Help:** Dreamweaver Help is also great. Just select Help from the Menu Bar on very top of your screen.

If you Know Code

- Remember that *Code view*, *Split View* and *Design View* (top left corner) allow you to toggle between using Dreamweaver and Code

PART III: FORMATTING TEXT

CHANGING TEXT FORMATTING using CSS

To begin with, select: Format > Font

- Chose a font-set you wish to work with. (If the font set isn't there that you want, you can create one by selecting Edit Font List).
- By doing this, you are making a new "Class" (CSS).
- Type the name of the font and a description (i.e. helveticaLarge – note that no spaces are allowed) into the blank for "Selector Name"
- At the bottom of the window, for "Where your rule will be defined" select "New Style Sheet File"
- Click OK. Type in a name for your font (i.e. helveticaLarge – keep all lowercases here because it is the name of a file).
- Browse for your CSS folder, in your Root Folder. If you don't have a CSS Folder, create one now in your root folder and save this new css style there.
- Click Save
- Now that font choice will appear as a Class option in middle of your "property bar" (the bar on the very bottom of the screen).

- You can then highlight any text on your page and apply that "Class" to it by highlighting the text and selecting the class you want
- To alter the properties of the Class, select: Window > CSS
- In the CSS window that opens on the top right, select the Class you want to edit and click "Add Property" in the window just below (Note: if the window below with Properties does not appear, expand your CSS window by clicking and dragging on the bottom margin).

The Most Common/Useful Font Properties:

- color
- font-family
- font-size
- letter-spacing

To Apply that Class (AKA Font Style) to a font on another page

- In your Property Bar, select: Class > Attach Style Sheet
- Browse for the Class you wish to import
- Leave "Link" selected
- You can now apply that Class to any text on your page!

To Modify that font and have it automatically change on all pages where it appears

- Simply modify the properties of that class on any page, and it changes them all

To Add Fonts to the Font Menu: Select: Format > Font > Edit Font List

- Select fonts from the list of "available fonts" and click the Left arrow to import them into Dreamweaver
- Add fonts in the order in which you want Browsers to search for them

- Consider the trade offs when choosing an obscure font: the font will only appear as you see it if the computer on which your page is being viewed also has that font loaded.

TO FORMAT ALL YOUR LINKS INDENTICALLY

- Select Format > Font and chose the font you wish you use for links
- At the top of the CSS window that appears, select “Tag” instead of “Class” as your Selector Type.
- In the box for “Selector Name,” simply type the letter *a* into the box (in code, all links are identified by the letter “a” and by typing “a” you are telling CSS to apply this font to all links).
- Under “Rule Definition” select (New Style Sheet File)
- Click “OK”
- In the “Save As” box, name your link style with no spaces (i.e. allLinks) and be sure to save it in your CSS folder (if there isn’t one already, you should create a folder called “css” in your root folder).
- You can alter or edit this font by doing the following: Select Window > CSS Styles to make sure your CSS window is open (should open on the top right of your screen). Select the new link style (which should appear in the CSS window). Click the small, gray arrow to the left of the font name so that the arrow points downward. Then select the letter “a” (that should appear below your font name).
- In the window directly below, there will be an option to select or edit “font-family” or “font-size.” You can also add infinite “properties” to further alter your font by clicking on “Add Property” and then clicking the small up and down arrows that appear to the right. You can then select from a long list of properties, the most important of which are font-family, font-size, font-color, font-size and border).
- To remove the underline from your links, you must select “border” from the *Add Property* link, and type the word “none” in the blank box that appears to the right.
- To apply this link style to any other page, simply do the following: In your Property Bar (on the bottom of your page) click on “None” (to the right of “Class”) and select “Attach Style Sheet.” Then browse for the css link style you want.
- Any text that you make into a link will now automatically have that font style.

TO CHANGE YOUR FONT ON JUST A SINGLE PAGE

You can use PAGE PROPERTIES to set your font on just a single page. (**Warning:** this does not use CSS and changes *only* the page you are currently working on, so you will need to follow these instructions to apply your font to all pages on your site individually)

- You can also set your Font via Page Properties: This is easy, and will determine the appearance of all text on your page that does not have a Class applied to it.
- In Page properties you can also set the **Appearance of your Links** as well as the page’s **Background Color**

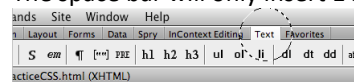
MORE ON TEXT


Indent

You can also Indent text with the Right or Left arrows in the middle of the Property Bar

Spaces

The space bar will only insert 1 space. To insert more, go the Insert Bar and click the “TEXT” tab:



Then click the non-breaking space icon  to insert more spaces.

Return Key:

The Return key will make a double-spaced line. Holding Shift and then hitting Return will make a single-spaced line.

Alignment:

To justify your text right, left or center, select: Format > Align > Left, Right or Center

Spell Check:

This is under: Commands > Check Spelling

PART IV: INSERTING IMAGES, MOVIES & SOUND**Images**

- To insert an Image, select: Insert > Image
- Be sure the image exists in your "Image" folder in your Local Folder

Rollover Images

- To insert a **Rollover Image**, select: Insert > Image Object > Rollover Image
- Be sure the Original Image and the Rollover Image are the exact same size (i.e. pixel dimensions)
- Be sure "preload rollover Image" is clicked
- To add a link to the image, add a link in the blank space next to: "When clicked, go to URL." (You can paste a url here, or browse for one by hitting the browse button).

Sound

First of all, remember first to put the sound file you want (the .mp3 file) in your root folder.

The simplest way to insert sound is to simply link to a sound file (any .mp3 file). In this case, then the sound player opens on its own page.

Or, you can go to INSERT > MEDIA > PLUGIN and then chose an .mp3 file. That will insert a box on your screen. You can change the size of the box by clicking a dragging it's lower right corner, or you can manually set it by clicking on the box and typing in a number (refers to number of pixels) in the "W" and "H" boxes (width and height) in the property bar on the bottom-left of your page. The typical, suggested size of a sound plug-in is: 144x16 pixels

The height of the typical control bar is 16 pixels.


To keep a song playing, even if the viewer goes on to a new page, you may want to have the browser open a new window, b/c as long as the window is open the song will play.

Inserting Video (Using Flash)

Although it involves one extra step, it may be worth it to use Flash to load your videos to your website. That step involves converting your video file into a flash file (i.e. a file that ends in **.flv**). If your file does not end in **.flv**, it's not flash.

Step 1: Converting your video file to Flash

- 1) To convert any video format into flash, open Adobe Media Encoder CS5 (or Adobe Flash CS3 or CS4 Video Encoder if you don't have CS5). It comes with the Adobe Suite.
- 2) Click ADD on the top right. Select the video you want to convert to flash format.
- 3) Click Settings.
- 4) Under Preset (on the top right) select any format that starts with FLV (*not FV4*). Generally, the lower on the list, the smaller the video will be. *I almost always recommend FLV Web Medium.*

- 5) Under the "Video" Tab (towards the bottom right of the screen) you can resize the video or alter the frame-rate. Likewise, under the "Audio" tab, you can alter the quality of the sound.
- 6) You can even crop your video by using the crop  tool on the top left of the screen!
- 7) When you're ready, click OK.
- 8) Click "Start Queue" to begin the encoding process. Unless you specifically chose a different output location, the Encoder will save a copy of your new .flv file in the same folder as your original video file.

Step 2: Inserting your FLV file into your webpage

- 1) In Dreamweaver, click INSERT > MEDIA > FLV
- 2) Browse for your .flv file.
- 3) Chose a "skin," or toolbar, you prefer. The first choice is probably the most minimal.
- 4) Click "Detect Size" to get the dimensions of your video.
- 5) Click Autoplay if you want the video to automatically play when the page loads.
- 6) Click OK.

Inserting Video (Not Using Flash)

It's easy to insert movies this way, although you have a little less control over how each computer and browser will present your video. For example, you may have a .mov file from a digital camera, and it's fairly easy to just plug it into a site. To do so, just follow the steps below.

INSERT > MEDIA > ACTIVE-X.

This will insert a box on your screen. You can change the size of the box by clicking a dragging it's lower right corner, or you can manually set it by clicking on the box and typing in a number (refers to number of pixels) in the "W" and "H" boxes (width and height) in the property bar on the bottom-left of your page.

Double-click on the Active-X Box itself to browse for your movie file. (Make sure the movie file is in your root folder). Checkmark the embed option. Click OK.

NOTE: If your file is a **Quicktime Movie** (you will know this because the file name will end in **.mov**) then follow the directions below: Click on the Active-X Box where your movie will play (to select it) and insert the "class ID" code below into the "ClassID" box on the property bar on the bottom left of your screen. This helps ensure that different browsers play your movie properly.

`clsid:02BF25D5-8C17-4B23-BC80-D34888ABDDC6B`


To alter the properties of how your video plays, click on your video and then click the "Parameters" button on the bottom of your screen. You can then type in various Parameters (Always type Parameters *IN FULL CAPS*. Always type their Values *In Title Case*. Listed below are some basic, useful parameters:

PARAMETER	VALUE
SCALE	Aspect (Scales to the best fit while keeping the movie's aspect ratio)
LOOP	True or False (True will loop the video, False will not)
AUTOPLAY	True or False (True will autoplay the video, False will not)
BGCOLOR	(type any hexadecimal number)
CONTROLLER	True or False (True will show a controller bar, False will not)
KIOSKMODE	True or False (If True, the plug-in does not allow the user to save a copy of the movie)
VOLUME	Type a number between 0 and 300 to indicate the percentage of full volume ("50" is 50%)

To view more basic parameters, go to <http://www.0-360.com/QTparameters.asp>.

PART V: LINKS



Making Text a Link

- To make text into a link, select the text and in the Property Bar, you can type a file name or browse for an web page you have already created by clicking the folder-browse button: 
- External Links: You can also link to an external web address by pasting the address into the blank box next to "Link" (Note: Be sure to copy and paste the *complete* address from your web browser, such as *http://www.google.com/*).
- For every link, you have the option of choosing a "**Target**" (to the right of the Link blank box on the bottom right of the property bar). Generally, you shouldn't choose any target. But if you link to an external site (i.e. Google) you should chose "blank." This will open a new browsing window.
- To alter the properties of how your links appear (colors, underline, etc.) click "Page Properties" and select a color for all four link "states." Also, the default is to have links underlined, so turn it off if you prefer.

Making Images into a Link:

- To make an image into a link, simple click the image and add a link the same way you add a link to text (see directly above).
- Important: Some browsers (i.e. Firefox) automatically give images a border if you make them into a link. Most people, myself included, find this a little ugly. **If you do not want your image to have a border**, click the image and in the Property Bar, type the number "0" in the blank box next to "Border."

PART VI: DESIGN USING AP Divs

- AP Divs are easy ways to design your page, using little "containers."
- **To create an AP Div**, select: Insert > Layout Objects > AP Div
- You can insert anything into AP Div. Add text to it by clicking inside the AP Div and typing. Add an image by clicking inside the AP Div and selecting: Insert > Image.
- AP Divs will resize if you put an image in it that's larger than the AP Div itself
- To **move** an AP Div, click and drag the AP DIV from the "tab" on its top left corner: 
- To **resize** an AP Div, click and drag any of the blue, square blocks on the edges of the AP Div
- To add a **background color** to an AP Div, click on the tab of the Ap Div, and then click the square to the right of "Bg Color" in the middle of the Property Bar: 
- It's good to name your AP Divs. You may lose track of them otherwise. You can do this in the AP Elements Window. To access the AP Elements Window, select: Window > AP Elements (if it's already checked, then it's already open). The window should open in the top right of your screen. Then double-click on one of the AP Divs ("AP Div 1" for example) and rename it by typing a new name.
- You also have a **Z index**, which establishes a "**stacking order**" meaning you can overlap div elements. Simply click on an AP Div (i.e. "AP Div 2") (in the AP Elements window) and drag it above another AP Div. Whichever AP Div is on top will cover what is below it.

PART VII: CENTERING OBJECTS HORIZONTALLY AND VERTICALLY

- Strangely enough, Dreamweaver is not able to center objects vertically. But you can accomplish this by opening a blank page, deleting all the code on the page, and inserting this generic code instead:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
```

```

<html>
<head>
<title></title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
</head>
<body>
<table width="100%" height="100%" border="0" cellspacing="0">
<tr>
<td align="center" valign="middle"><div align="center">Insert Centered Image Here</div></td>
</tr>
</table>
</body>
</html>

```

PART VIII: FRAMESETS

It is important to remember that when you create a Frameset, you are creating three web pages wrapped into one—a menu page, a content page, and an index page. (The index page contains both other pages within it.) The menu page is essentially a fixed *menu bar* and the other is a *content page* that changes. An example is www.shanelavalette.com.

- 1) Open a blank HTML page.
- 2) Select Modify > Frameset > “Split Frame Up” or “Split Frame Left” depending on whether you want a menu bar on the Top or on the Left
- 3) You now have three pages open. The menu page, the content page, and if you click on the bar dividing the two pages, you are on the index page which contains the other two.
- 4) Click anywhere on the page that will be your menu bar (the left page or the top page, depending on the layout you chose). Select File > Save Frame and save as “menu.html”.
- 5) Click anywhere on the page that will be your content (the page on the right of the bar or below the bar, depending on the layout you chose). Select File > Save Frame and save as “content.html”.
- 6) Click on the bar between the two pages, and select File > Save Frameset. Save as “Index”.
- 7) Click on the bar between the two pages, so that you are working on the Index page (you will know you are working on the index page if the title of your page in the bar at the top of the page appears as “index.html”).
- 8) Select Code View by clicking “Code” on the top left of the window.

(IMPORTANT: YOU ARE IN CODE VIEW – WATCH FOR ALL THE DETAILS BELOW)

- 9) You will see two lines of code on top of each other, each line will begin with **frame src=**. Click anywhere *on the first line that starts “<frame src=*”. In the top left corner of the Property Window (which usually appears on the bottom of your screen) you will see a small box below the words “Frame name.” In the box, type the word “menu” and hit return. You will see the code change. The end of the line will now read **id=“menu”**.
- 10) In the code, select the word **id** and change it to **name**, so that the line reads **name=“menu”**.

- 11) Click anywhere on *the second line that starts with "<frame src="*. In the top left corner of the Property Window, in the box below "Frame name" type the word "content" and hit return. Again, you will see the code change. The end of the line will now read ***id="content"***.
- 12) In the code, select the word ***id*** and change it to ***name***, so that the line reads ***name="content"***.
- 13) You are now done in code view and can return to Design view by clicking "Design" on the top left of your screen.
- 14) On your menu page, add your links to other pages (i.e. Photographs, Video, Blog, CV, etc.).
- 15) When you make links on your menu page (like "Photographs"), simply link normally to the page you want to link to, *but on the top right corner of the Property Window, it is essential to select "Target: content" for every link on the Menu page*. In other words, this means you will open a link, but it will appear in the "content" half of the page (i.e. you are *targeting* the content half of the page as the destination where that linked page should appear).

Appearance of Your Frameset

- To alter the size of either page, simply click and drag the bar between the two pages.
- To make the **bar** between the two pages disappear, simply click on the bar, and in the Property Window, select "Borders: No"
- To add a background color to one of the pages (to distinguish between the menu page and the content page, simply click on a blank space on the page you want to alter, select Page Properties, and select a "Background Color".

Renaming your Frameset

- Lastly, if you ever want to **rename** your index page (like if you decide you want to add a new index page before you get to your frameset, you must follow these steps: Open your index page, click on the bar between the two frames and select File > Save Frameset As. You can rename the page as index2.html, for example, and then create a new splash page that can be called index.html.

PART IX: THUMBNAILS and SWAP IMAGE

One nice thing about thumbnails is that you can create an entire portfolio on a single page. To do this, do the following:

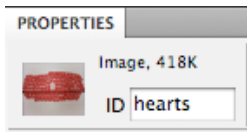
NOTE 1: Keep in mind that if you are going to have a swap image feature, *your images should all be the exact same size*. (If they are not, one solution is to create images with borders that are the same color as your page background.

NOTE 2: If you have horizontal *and* vertical images, be sure to follow the last step (*Using Vertical And Horizontal Image Together*) below these instructions.

- 1) Make thumbnails (smaller versions) of all your images.
- 2) Create a basic layout for your page, including thumbnails and a larger main image (the one that will be swapped out). APDivs can be useful for creating this kind of layout. Your large/main image can be the first image you want to load, or you can insert an "empty" .gif by following these instructions:

CREATING AN EMPTY .GIF:

- 1) *Open Photoshop.*
 - 2) *Select FILE > NEW.*
 - 3) *Set the pixel width and height to match the exact dimensions of your images.*
 - 4) *For Background Contents, select “Transparent”. The image that opens should be “checked”.*
 - 5) *Select FILE > Save for Web and Devices.*
 - 6) *The file format should be: GIF (not JPEG).*
 - 7) *Transparency should be checked.*
 - 8) *Click SAVE, title the file something like “blank.gif” and save the file in your images folder in your root folder.*
- 3) Click on each thumbnail, and “name” each image in the Properties Bar. (i.e. type a descriptive name in the “ID” Box—see below for an example.)



- 4) Click on the main image and name it “main.”
- 5) Chose WINDOWS > BEHAVIORS (*NOTE: You can also see the behaviors window at any time by clicking the “Tag Inspector” Tab on the far right of your screen.*)
- 6) Select a thumbnail, then click the “+” button in the behaviors window and select “Swap Image.”
- 7) For “Images,” select “main.”
- 8) For “Set Source To” browse for the file you want to appear when that thumbnail is “rolled over.”
- 9) Deselect “Restore Images OnMouseOut” option if you wish (I recommend deselecting)
- 10) Click OK.

If Your Portfolio Contains Vertical AND Horizontal Images:

- 1) If your portfolio contains vertical *and* horizontal images, follow these directions. First of all, you will need to make two “main” images. To do this, follow the steps above for “Creating an Empty .Gif” and create one vertical and one horizontal .gif. The vertical and horizontal .gifs should match the exact pixel dimensions of your vertical and horizontal images, respectively. Title one BlankVertical.gif and one BlankHorizontal.gif and save them both in your images folder in your root folder.
- 2) Insert an APDiv and insert into it BlankVertical.gif. In the Property Bar, click the .gif and give it the ID Name “mainVertical.” This transparent image will be swapped out by all your vertical images.
- 3) Then Insert another APDiv and insert into it BlankHorizontal.gif. In the Property Bar, give it the ID Name “mainHorizontal.” This image will be swapped out by all your horizontal images.
- 4) Place both APDivs in the exact same location. To do this, type in the exact same coordinates for both APDivs in “L” and “T” boxes in the Property Bar.
- 5) If you have both horizontal *and* vertical images in your portfolio, you will need to keep “Restore Images OnMouseOut” option selected. (Otherwise the horizontal image and vertical image may show at the same time).

PART X: FAVICONS

Favicons are those little icons that show up in the window bar/tab... It’s short for “favorite icon,” which is funny. There are two ways to create a favicon – via Photoshop and via the web (this is more automated).

Making a Favicon in Photoshop

- 1) NOTE: This only works on your own computer (not school computers), as it requires installation privileges.
- 2) First, you need to download the free Photoshop plug-in for Favicons. (I just emailed it to everyone).
- 3) To download a free one, just Google "ICOFormat.plugin"
- 4) Once you have the file, put it in this folder: APPLICATIONS > PHOTOSHOP > PLUG-INS > FILE FORMATS
- 5) If Photoshop is open, quit and re-open.
- 6) Using Photoshop, create a favicon that is 16 pixels by 16 pixels, save it as an "ICO" doc (click return on first window – "standard ICO").
- 7) Save it as "favicon.ico" and place it *directly* in your root folder.

Making a Favicon Online (easier and doesn't require having Photoshop on your computer)!

- 1) Using Photoshop, create a favicon that is 16 pixels by 16 pixels, save it as a JPEG.
- 2) Go to <http://tools.dynamicdrive.com/favicon/>
- 3) Browse for the JPEG you created.
- 4) Click Create Icon.
- 5) Download Favicon!

Inserting the Favicon into your Web Pages

Go to code view and paste this code into the head of your document (i.e., just below the line that says <head> towards the top of the page.)

```
<link rel="icon" href="gregsFavicon.ico" type="image/x-icon" />  
<link rel="shortcut icon" href="gregsFavicon.ico" type="image/x-icon" />
```

To clarify, the code (in red) should be placed here:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" http://www.w3.org/TR/xhtml1/DTD/xhtml1-  
transitional.dtd>  
<html xmlns="http://www.w3.org/1999/xhtml">  
<head>  
<link rel="Shortcut Icon" href="/favicon.ico">  
<link rel="icon" href="/favicon.ico" type="image/x-icon">
```

NOTE: You need to insert this code in the head tag of every page on your site, or else the Favicon won't show up.

PART XI: UPLOADING YOUR SITE

Getting Your FTP Login & Password from 1and1

- 1) After you purchase a domain name and hosting, it will take 24 hours for 1and1 to send you an email with a generic username and/or password.
- 2) Use 1and1.com, click Customer Login and login using the generic username and/or password sent to you.
- 3) Scroll down and click on FTP Information
- 4) Select your domain name
- 5) Chose an FTP login name and password and keep this information safe.
- 6) Note that your login to the 1and1 site is *different* from your FTP login and password for your website.

Inserting Your FTP Login Info

NOTE: You have to follow these steps every time you want to upload to your site from a school computer. If you have your own computer, you will only need to do this once.

- 1) In Dreamweaver, select SITE > MANAGE SITES
- 2) Click NEW.
- 3) Next to SITE NAME, type in a descriptive name for your site, if a name isn't there yet (i.e. *joesmith.com*).
- 4) Next to LOCAL SITE FOLDER, browse for and select your ROOT FOLDER.
- 5) On the top left of the Window, select SERVERS.
- 6) Click the "+" button the bottom left.
- 7) Next to FTP, type in your site name with no prefix (i.e. *joesmith.com*, not www.joesmith.com)
- 8) For USERNAME and PASSWORD, type in the username and password you chose on the 1and1 site.
- 9) For WEB URL type in the full address of your website (i.e. <http://www.joesmith.com>)
- 10) Click TEST. It should connect successfully.
- 11) Click Save, click Save again and then click Done.
- 12) You are now ready to upload.


Uploading Files from Dreamweaver

- 1) In Dreamweaver, select WINDOW > FILES
- 2) Expand the Files Window by clicking the dropdown-menu icon in the top-right corner of the Files window and selecting VIEW > EXPAND FILES PANEL.
- 3) The left half the Files Window represents the "REMOTE" files (the ones already uploaded and online).
- 4) The right half the Files Window represents the "LOCAL" files (the ones on your HD).
- 5) Select any file (or multiple files) in the Local window, and then click the Up-Arrow to "put" the files online. If the file has images or .css files inside of it, Dreamweaver will ask if you want to "Put Dependent Files." Say yes if the jpegs or css files are not uploaded. You don't need to do this again unless you alter the jpegs or .css.
- 6) If it says there is an issue with Synchronization Information, click YES.
- 7) Every time you alter a page, or a jpeg or a .css file, you need to "put" that file again.

PART XII: SEARCH ENGINES & YOUR SITE

Keywords

Search engines look at the page titles, page content, and keywords. You may want to **add common misspellings** of your name or words. You have up to 900 characters, and you don't need a space after a comma, you should probably put everything in both lower case and Title case (greg and Greg). Keywords are "case sensitive."

- To add keywords to your page, select: Insert > HTML > Head Tags > Keywords
- To edit keywords already on your page, select View > Head Content and then click the key icon that appears towards the top left of your screen: 
- Then add or edit keywords in the blank white box that appears on the bottom left of your screen.

Add Your Website To A Search Engine, so Google Can Find You!

Go to Google.com, click "About Google" and then "Add your URL to Google"

Google Analytics: A Great Way to Track Hits

This involves cutting and pasting a little code. Find the "Google Analytics" page by Googling it and follow instructions on the site. It is fairly self-explanatory.

PART XI: ADDITIONAL DREAMWEAVER FEATURES

Inserting a Random/Rotating Image

Some people have a rotating image as their homepage image. This can be a nice touch.

- 1) Go to: www.kaosweaver.com
- 2) Click "Advanced Random Images" and download EXTENSION for free
- 3) Extension will appear in DW under "commands" > Kaosweaver
- 4) Follow instructions on Kaosweaver website.