



Adobe® Dreamweaver® CS6

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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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.

Project Meeting

client comments

I already created the pages for our site, but I don't know what links to use, and I'm not sure how to create them. I've also heard that there are certain things you should do to improve a site's search engine rating — which is obviously important for a small business like mine.

art director comments

The more pages you add to a site, the more complex it becomes, until it's almost impossible to make sense of what you have and where it is located. Web sites — even those with only a few pages — should be designed with a good organizational plan, making it easier to modify pages later.

Once you have a handle on the organization, make sure the pages link to each other properly. Visitors get frustrated very quickly when they're forced to return to the home page every time they want to jump to a different set of pages.

The last thing you should do is add page titles and change file names to give a better indication of what's on each page. Doing so will make the site more accessible to people with screen-reader software, and it will also improve the site's ratings on search engines.

project objectives

To complete this project, you will

- ❑ Create a Dreamweaver site definition
- ❑ Create new folders within the site root folder
- ❑ Use various methods to move files from one place to another within the site
- ❑ Create links between pages using several techniques available in Dreamweaver
- ❑ Differentiate between relative and absolute links
- ❑ Copy and paste uniform links from one page to another
- ❑ Improve searchability and usability using page names and titles
- ❑ Check site files to hide them from the Web server
- ❑ Upload the site files to a server so they can be viewed online

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.

Stage 1 Exploring Site Structure

When you start a new project that involves updating an existing site, your first task is to assess the file and folder structure. Doing so gives you a good idea of what the site contains.

A small site with only a few pages requires very little organization; in fact, you can place all of the files — Web pages and image files — in one folder (although even a small site benefits from a dedicated folder for images). Larger sites, however, require careful organization of file names, pages, and image files. A good site design with excellent organization speeds development time, and makes it much easier to update the site later.

CREATE A NEW SITE DEFINITION

Web sites are designed on all of the Web pages, image files, style sheets, and other resources are stored on your local drive in a base folder called the **root folder**. Other resources can be placed inside (below) the root folder to make it easier to manage and organize files.

- Download **009_01_Project11.zip** from the Student Files Web page.
- Expand the ZIP archive in your **WIP folder** (Macintosh) or copy the archive contents into your **WIP folder** (Windows).
- In **Dreamweaver**, set up your workspace so the **Files**, **Insert**, and **Properties** panels are visible.
- In the **Files** panel, click the **Manage Sites** link or open the **Directory** menu and choose **Manage Sites** from the bottom of the list.
- Click the **New Site** button in the **Manage Sites** dialog box.

Project 1: Bistro Web

INSERT AN IMAGE FROM THE FILES PANEL

Dreamweaver provides many ways to insert images into Web pages, one of which is using the **Images** button on the **Common Insert** panel. Another way is to simply drag a file from the **Files** panel and place it onto a Web page.

- Open the **blog1.html** file from the **Files** panel.
- In the **Design** pane, select and delete the words **"INSERT LOGO HERE"** at the bottom of the page.
- In the **Files** panel, expand the **images** folder (if necessary).
- From the **Files** panel, drag **crowe-photography-smal.jpg** to the location of the insertion point (where you deleted the text in Step 2).
- In the resulting **Image Tag Accessibility Attributes** dialog box, type **Crowe Photography** in the **Alternate Text** field.

Project 3: Photographer's Web Site

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.

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.

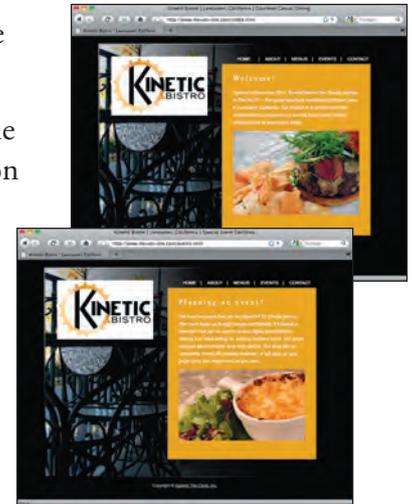
The projects in this book reflect a range of different types of Dreamweaver jobs, from organizing a client's site and links to developing a functional site template to building a dynamic site. When you finish the eight projects in this book (and the accompanying Portfolio Builder exercises), you will have a substantial body of work that should impress any potential employer.

The eight Dreamweaver CS6 projects are described briefly here; more detail is provided in the full table of contents (beginning on Page viii).

project 1

Bistro Site Organization

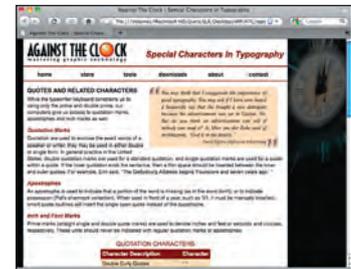
- ❑ Exploring Site Structure
- ❑ Organizing the Site Navigation
- ❑ Naming and Titling Documents
- ❑ Making Files Public



project 2

Digital Book Chapter

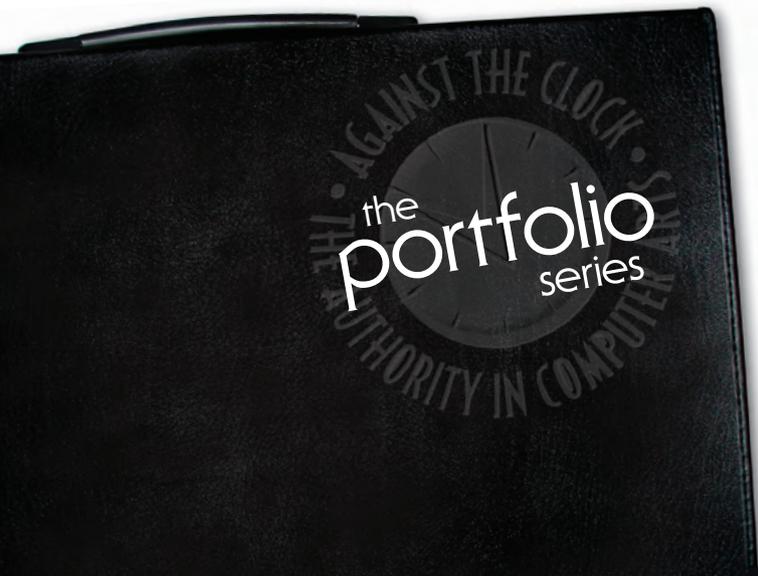
- ❑ Preparing the Workspace
- ❑ Working with Semantic Markup
- ❑ Working with Special Characters
- ❑ Creating Lists
- ❑ Attaching an External CSS File



project 3

Photographer's Web Site

- ❑ Working with Static Images
- ❑ Controlling Backgrounds with CSS
- ❑ Working with Other Image Types



project 4

Yosemite CSS Layout

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



project 7

BLVD Fluid Grid Site

- ❑ Working with Fluid Grids
- ❑ Creating CSS3 Transitions



project 5

Cupcake Bakery CSS Site

- ❑ Working with Classes
- ❑ Creating a Spry Menu Bar
- ❑ Creating Online Forms



project 8

Just Posters Dynamic Site

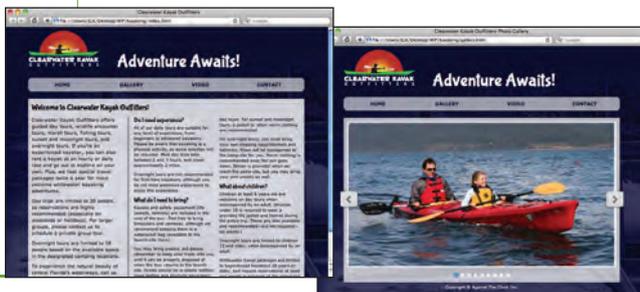
- ❑ Preparing to Use PHP and MySQL
- ❑ Defining a PHP Site Definition
- ❑ Creating Data-Driven Pages



project 6

Kayaking HTML5 Site

- ❑ Working with HTML5 Tags
- ❑ Working with CSS3 Selectors
- ❑ Working with Web Fonts
- ❑ Adding Video in HTML5
- ❑ Working with Widgets



Our goal in this book is to familiarize you with the Dreamweaver 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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