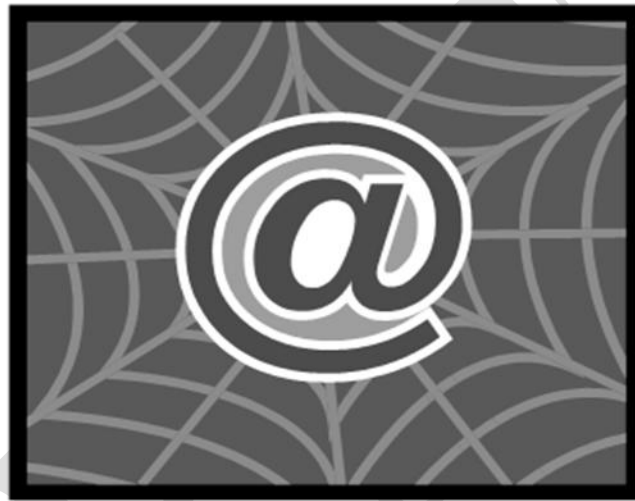


Web Page Design



Dreamweaver CS4

# WEB PAGE DESIGN WITH ADOBE DREAMWEAVER CS4

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## **INTRODUCTION:**

Many people have experience in building web pages through template sites such as FaceBook, Piczo or MySpace. However, many students have not had the freedom or opportunity to create and design an original site either by coding HTML or through WYSIWYG (What You See Is What You Get) editors. Through this module, students have the opportunity to develop basic web page design skills by building a practice website using Adobe Dreamweaver. Dreamweaver Creative Suite 4 (CS4), is a well-known web editor that allows you to design, build and manage websites. This WYSIWYG web editor allows you to create your web page visually (rather than coding HTML), and what you see on the screen while designing is what you will see when your site is loaded in a web browser like Internet Explorer.

Besides providing students with basic technical skills, this module also helps students evaluate the design of websites and examine the importance of web accessibility.

## **OUTCOMES:**

In this module, students will:

1. learn how to create a basic website using a WYSIWYG editor
2. develop a plan for building a website
3. identify the elements of a web page
4. recognize the importance of website accessibility
5. evaluate websites for positive and negative features
6. incorporate good design techniques when building websites

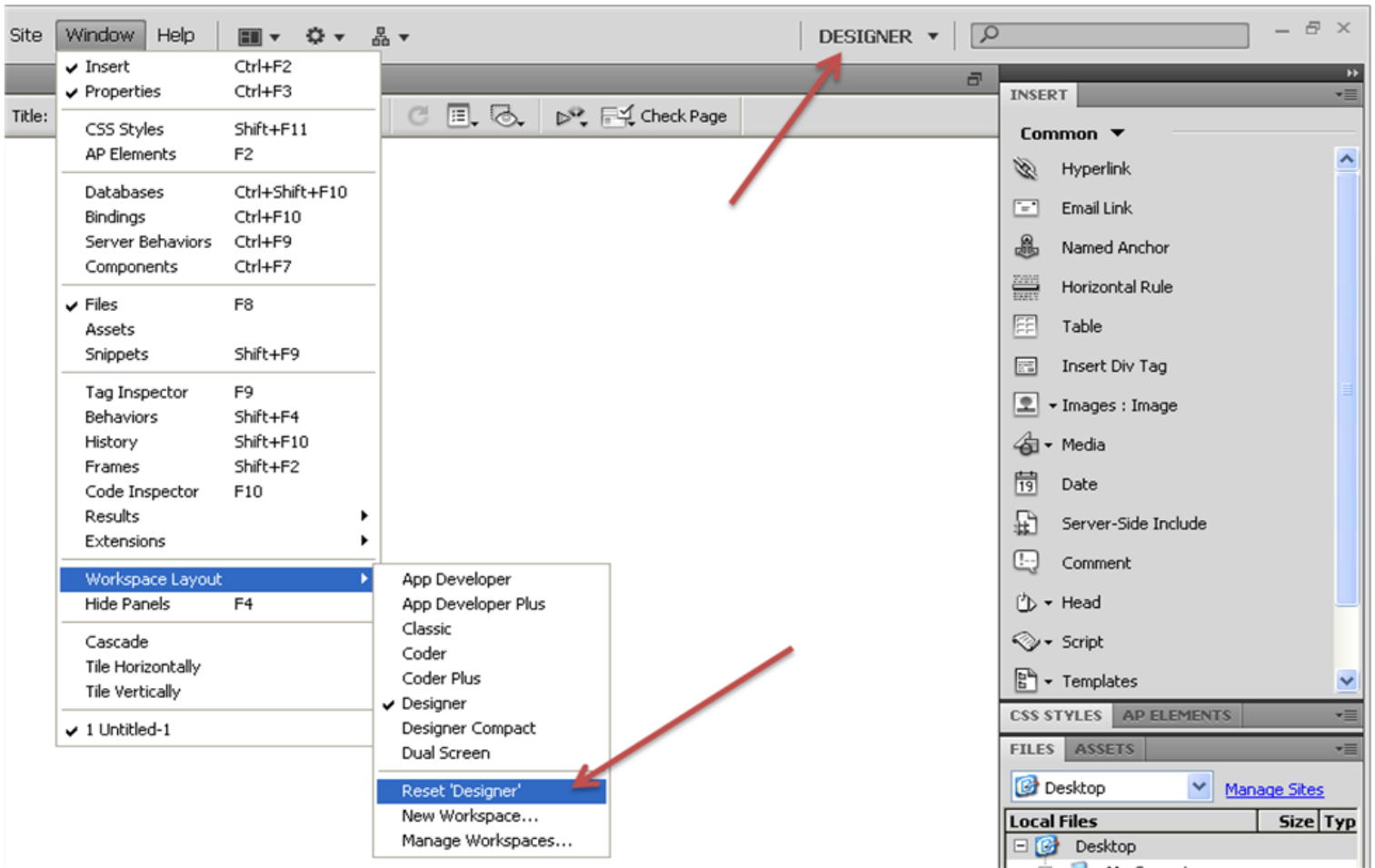
## Part I: Basic Steps for Website Creation with Dreamweaver

We're going to take a look at the Dreamweaver workspace and then create a practice website for a pretend pizza restaurant business called "Your Name's Pizza Palace" to help you learn the basics of the program. Make sure you follow all instructions carefully!

### NOTES:

1. There are several ways to accomplish the same tasks in Dreamweaver. The instructions that follow will show you one method, but as you become more familiar with the program, you may find alternate ways to do the same things.
2. Students should recognize that while you are creating your site, it is being developed **locally**. This means that it is not available online until it is uploaded to a special computer called a Web server. You can preview what your site will look like at any time after you save by pressing F12, but you need special access to a server to upload your files.
3. Management of files is extremely important when designing web pages! Make sure you create a new folder for every different website that you create and save all related files to this folder. If you were to upload your site to a Web hosting service, you would need to include ALL files (HTML, images, CSS). Using good file management practices makes this process easier.
4. Due to space limitations on school web servers, this module does not provide detailed instructions for uploading files to this location. The decision to post web sites is left to the teacher and STC. If students are interested in publishing their sites online, it is suggested that they search for a free web hosting service or find out if their Internet Service Provider includes space as part of their package. *Students who choose to post their sites online should take all precautions to protect themselves (ex. do not include full name, address, or other identifying information.)*
5. When naming files and folders:
  - a) Keep your file names short but descriptive
  - b) Avoid using spaces (use an underscore instead ex. contact\_info.html)
  - c) Don't use capitals or punctuation
6. Don't forget to SAVE regularly and don't forget that if you don't like the way something turns out, you can UNDO so your latest changes don't take effect.

# Tips



## 1. Controlling the panel elements on your screen.

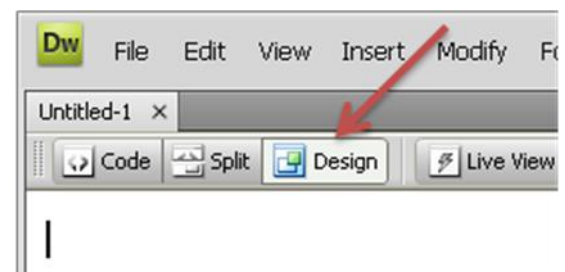
Under the Windows tab, you can control which elements appear on your screen. The shortcut keystrokes that are shown in the menu allow you to quickly turn on and off the individual elements that you wish to appear on your screen.

## 2. Quickly Resetting the Default Screen Elements

To quickly reset the screen settings, you can choose **Workspace Layout** from the **Windows** menu, and then select **Reset 'Designer'**. This option is also available along the tool bar as shown above. The default 'Designer' settings will have a split screen. You can switch this back to Design mode only by click on the Design icon at the top of the screen.

Let's get started.

Turn the page...

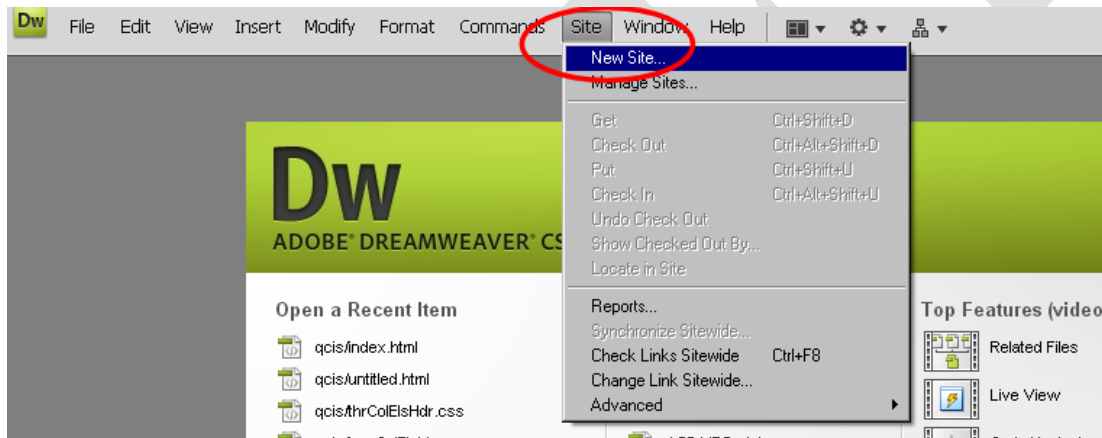


## Lesson 1: Defining a Site

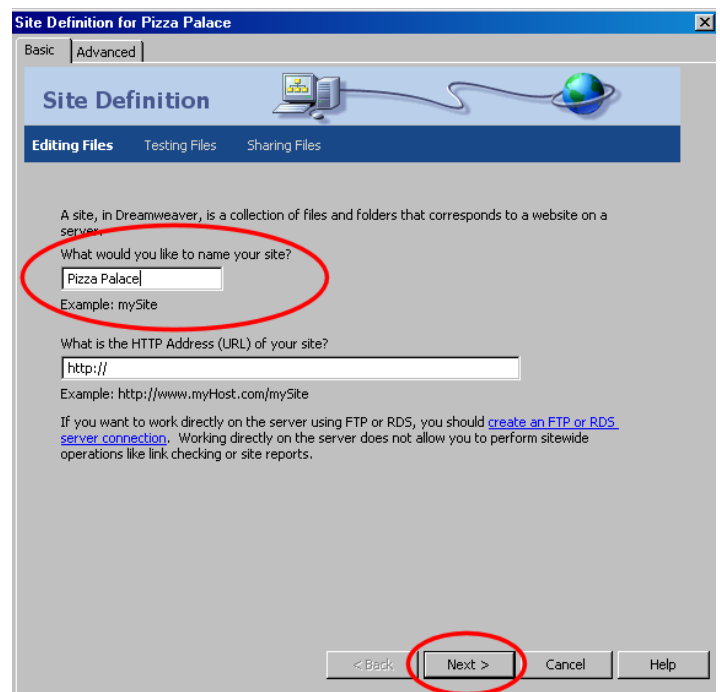
Some websites have thousands of files associated with them, including the HTML files and images, along with other types of support files like css files (cascading stylesheets), flash movies, or Javascript. Managing these files is extremely important. How many times have you gone to a website only to see an “X” where a picture should be? This means that the browser can’t find the file that should be in that spot. Although it may seem boring, managing all of your files is extremely important!

Dreamweaver includes a site management utility that will help you keep track of all your files. By defining your site, Dreamweaver will track all your files and make necessary changes to your links when you move or rename files. **ALWAYS define a site** before you start creating your pages in Dreamweaver.

1. Open **Dreamweaver**
2. A window that looks similar to below will open. Click on **Site** → **New Site** (Note the menu options at the top of your screen; you will be using these menus throughout the lessons.)



3. The **Site Definition** window will open.
4. Give your site the name “**Your Name’s Pizza Palace**” (Don’t worry about the URL right now).
5. Click **Next**

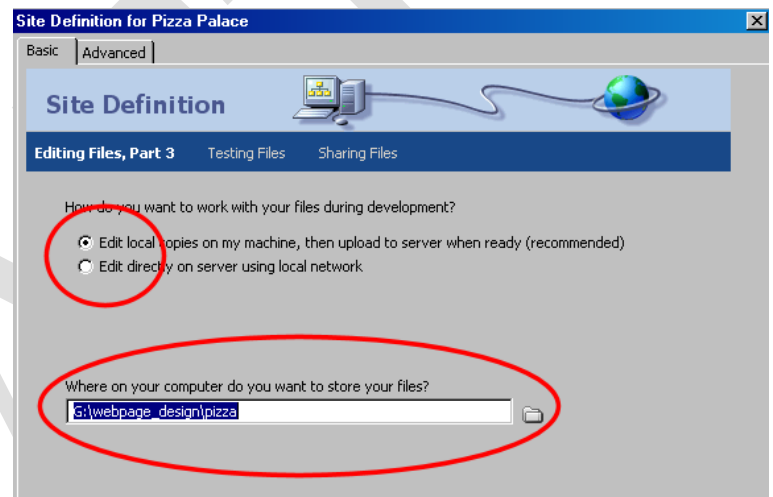


6. When asked if you want to work with server technology, make sure “No” is selected.
7. Click Next

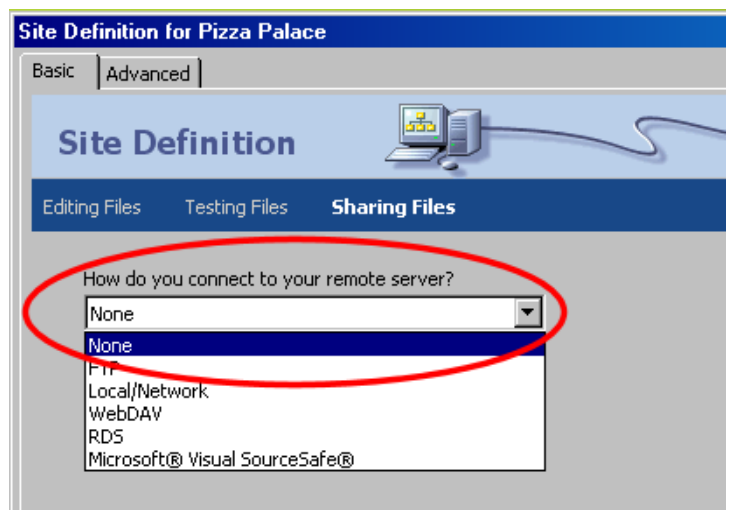


8. Make sure you have “Edit local copies on my machine...” selected.
9. Identify where your website files will be stored. Type `G:\webpage_design\pizza` as shown in the graphic (unless told to do otherwise by your teacher). Dreamweaver will create the folders `webpage_design` and `pizza` in your G: drive.

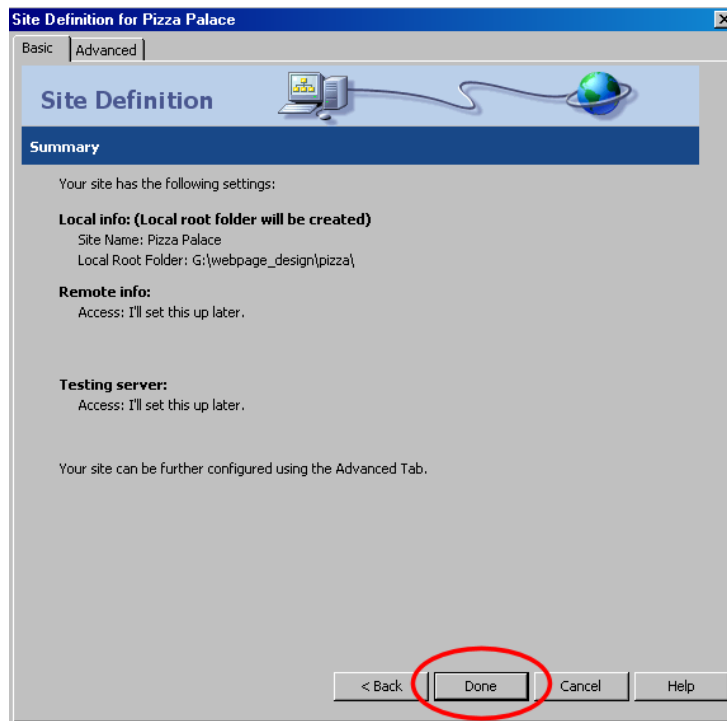
(NOTE: *Every website should have its own folder.* The G: drive was selected here because that is where you must save all your files while at school. If you were working at home, you would choose another location).



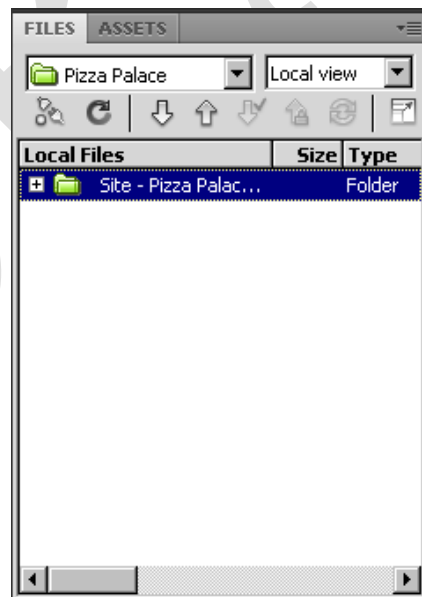
10. Click Next
11. In the next window, click on the dropdown arrow and select **None** when asked how you connect to your remote server.
12. Click Next



13. In the *Site Definition Summary* window, click **Done**.



14. Your site folder should now be showing in the **Files Panel** at the bottom right of your screen. (If the Files Panel is not showing, press F8)



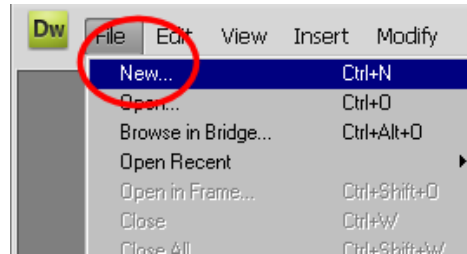
**REMEMBER:** Before you begin creating any web site in Dreamweaver, always DEFINE A SITE just like you did in the previous steps.



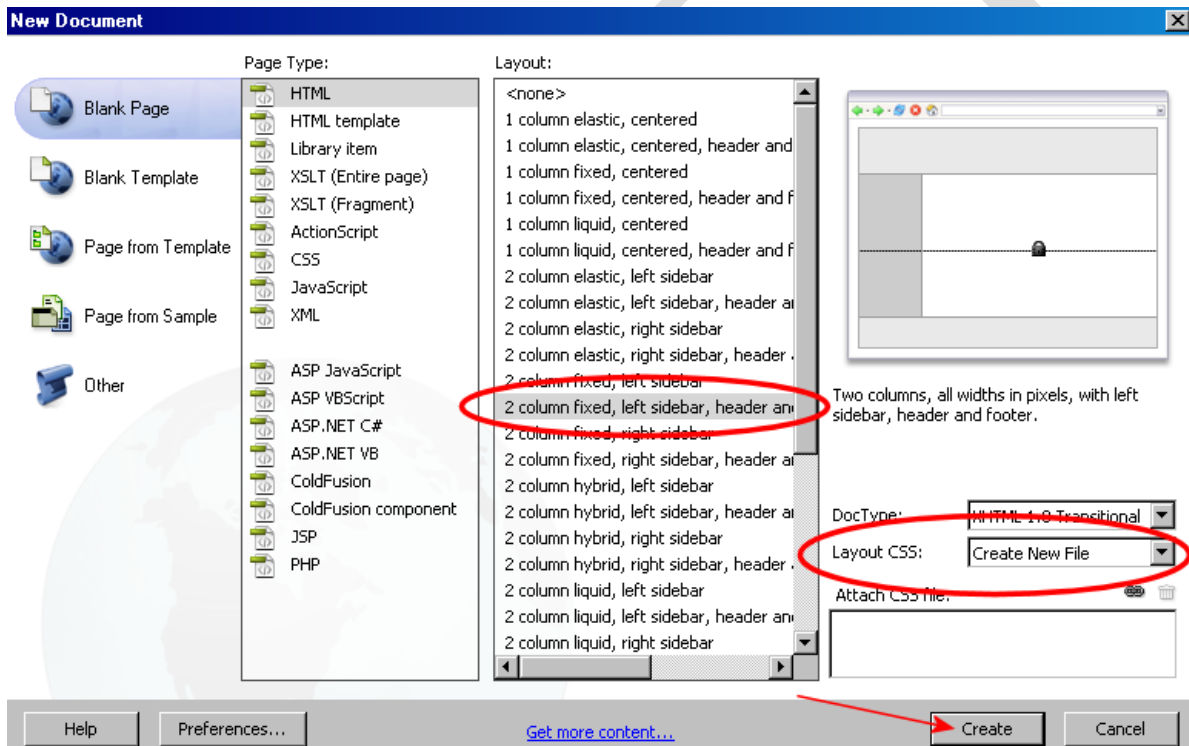
## Lesson 2: Adding a Homepage (Using Dreamweaver Layouts)

Now that you have your site defined, we can add the first page to your site. In this lesson, we are going to create a *two-column layout* with a header and footer. This is a common layout used by web designers. Dreamweaver has several premade layouts available to you. As you become more familiar with the program, feel free to try out the different designs.

1. Click on **File**→ **New**.

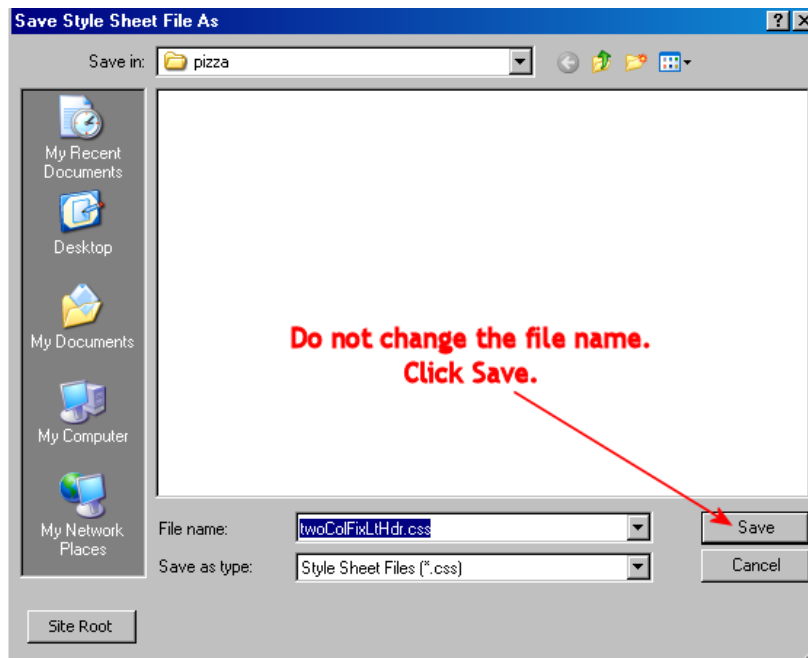


2. The **New Document** window will open. This allows you to select a layout for your page.

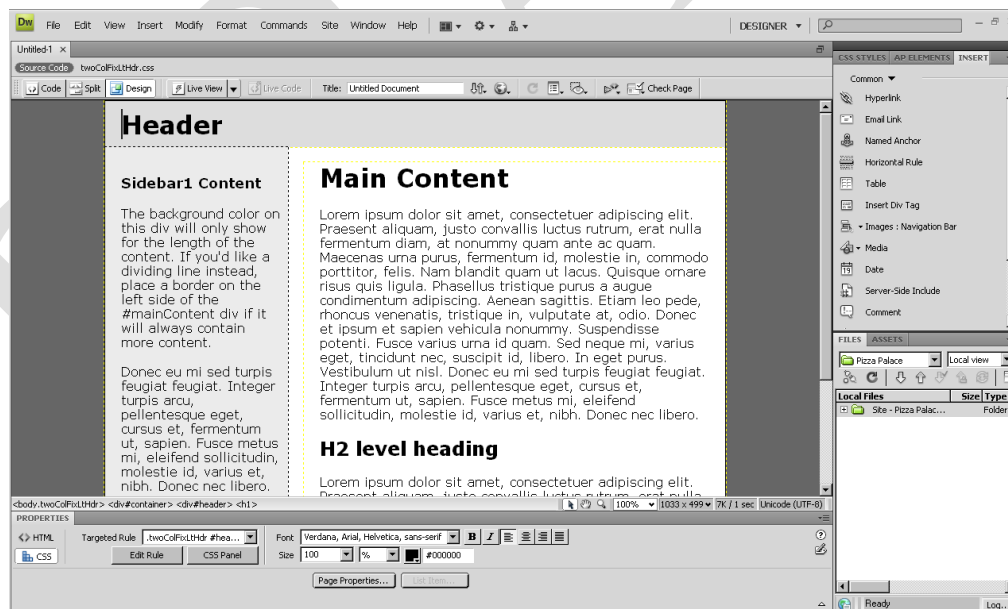


3. **Blank Page** should be selected and the **Page Type** should be **HTML**.
4. In the **Layout** column, select **2 column fixed, left sidebar, header and footer**. When you create your own site, experiment with different layouts to see what they look like.
5. Look for the item **Layout CSS** in the bottom right corner of the window. Make sure **Create New File** is selected. Dreamweaver will create a separate Cascading Stylesheet file that will control the appearance of all pages in your site. More on this later.
6. Click the **Create** button in the bottom right corner.

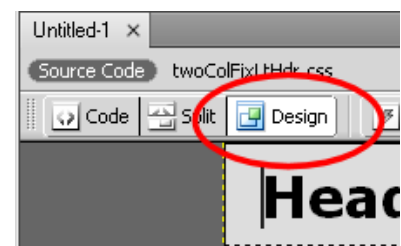
7. The Save Style Sheet File As dialog box will appear. *Don't change any settings.* Click Save.



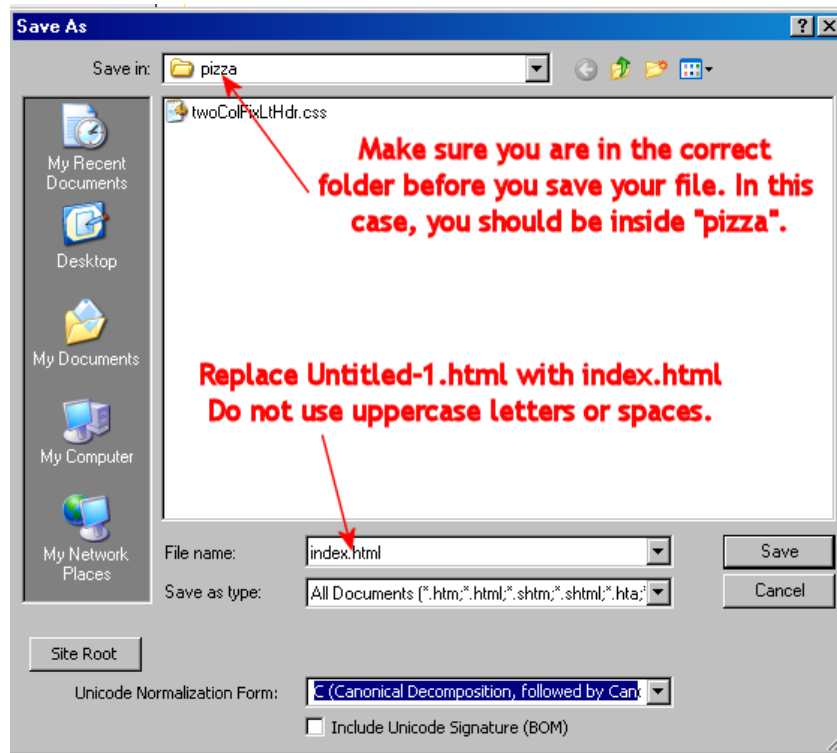
8. Dreamweaver will now create the 2 column page for you with “dummy” text that we will replace later with your text. Your screen should look similar to below. Your panels on the right side of your screen may be slightly different. *All panels are found under the Window menu if something is missing.*



9. If your screen shows up in Split view (both code and design are showing), switch to Design view by clicking the Design button at the top left corner of your window. *Try switching between Code, Split, and Design views to see what they look like.*



10. Before you add any content, you should save your file. Click **File** → **Save**. The **Save As** dialog box will appear.

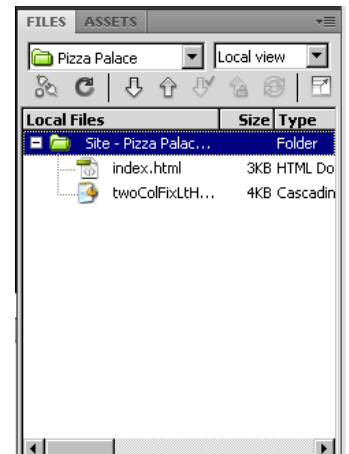


11. Find the **pizza** folder you created in your G: drive when you defined your site.

12. Give your file the name **index.html**

13. Click **Save**.

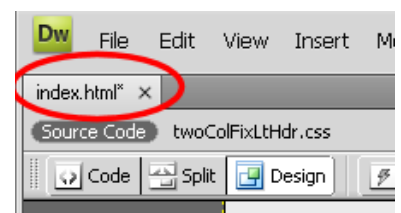
14. The **Files Panel** should now show the *root folder* (Your Name's Pizza Palace) along with the file **index.htm** and the css file that was created when you defined your site. The file list in this panel acts as a *file manager*. This is where you should copy, paste, delete, move, and open files just as you would on your home computer.



15. Note that the file name (here it's index.html) is shown on a tab at the top of your page. **Always make sure you save your file as you are working!** If you see an asterisks (\*) beside the file name, this means that changes have been made since the last save.

16. Press **F12** to preview your page in your default web browser.

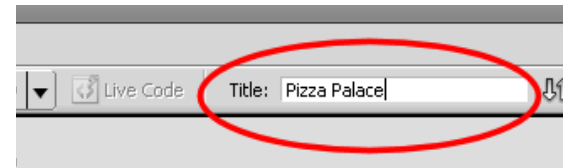
17. **Save your file regularly! Do not wait until the end of class.**



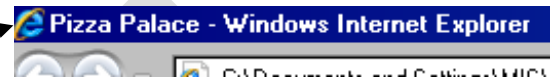
## Lesson 3: Adding Content

This page is your “homepage” which is usually the first page visitors see in your site, so we need to change the content of the site to reflect our pizza restaurant.

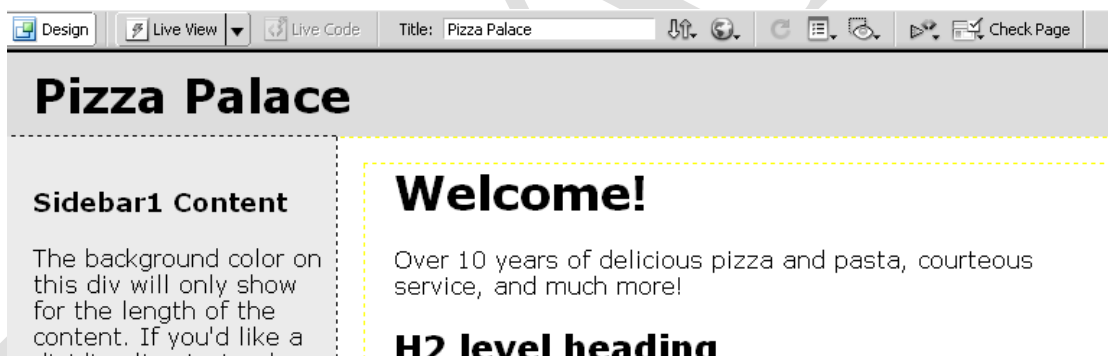
1. Change the **Title** of the page to **Your Name’s Pizza Palace**. Note that this is the name that search engines will show and it also shows up in the title bar at the very top of your browser window. *Do not leave it as “Untitled Document”*.



**NOTE:** This title does not show up on your page. It appears in the **title bar** at the top of your browser. If you don't give your page a title, it will show up as *Untitled*.

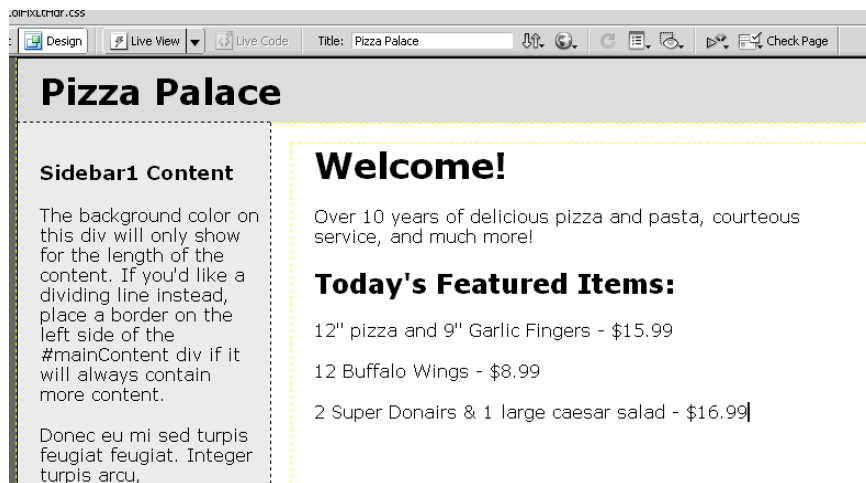


2. Highlight the word **Header** and replace it with **Your Name’s Pizza Palace** (Replacing text is done just like a word processor). This is the main heading on your page. The two columns below this header will contain your links in the left column (the **Sidebar**) and the main content in the right column.
3. Fill in the **Welcome!** as shown in the figure below. *Do not change any other items yet.*



4. The **H2 level heading** shows that you can have subheadings if you want (you could just delete it if you didn't need it). Replace this heading and the content as shown in the graphic on the following page. Feel free to add any items you wish. To skip a line, press the **Enter** key.

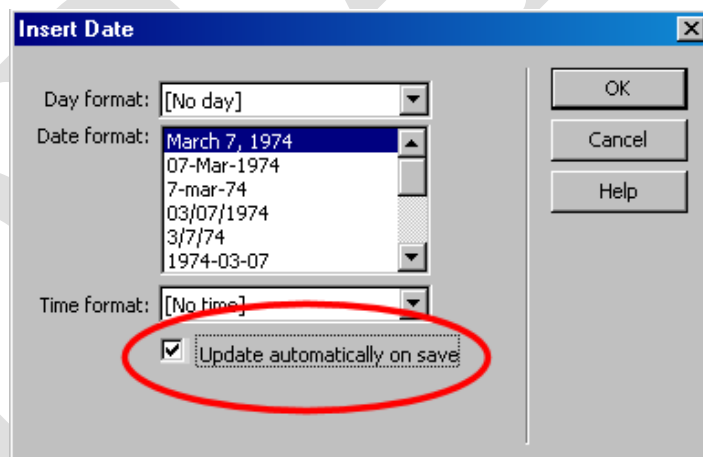
**NOTE:** Holding down the **Shift Key** while pressing **Enter** will move to a new line without skipping a line.



5. Scroll down to the **Footer** at the bottom of the page. The Footer usually contains copyright information and maybe the date the site was last updated. Replace the word **Footer** as follows.

Copyright © 2009 **Your name's** Pizza Palace | last updated (**insert today's date**)

6. The copyright symbol “©” can be inserted by going to **Insert → HTML → Special Characters → Copyright**
7. The date can be inserted by clicking **Insert → Date**. A dialog box will open asking you which format to use. Check **Update automatically on save** so the date will change whenever you make a change to the site.



8. Your site should look similar to the following. If you're happy with the changes you've made, click **File** → **Save**. We'll change the **sidebar** content later.

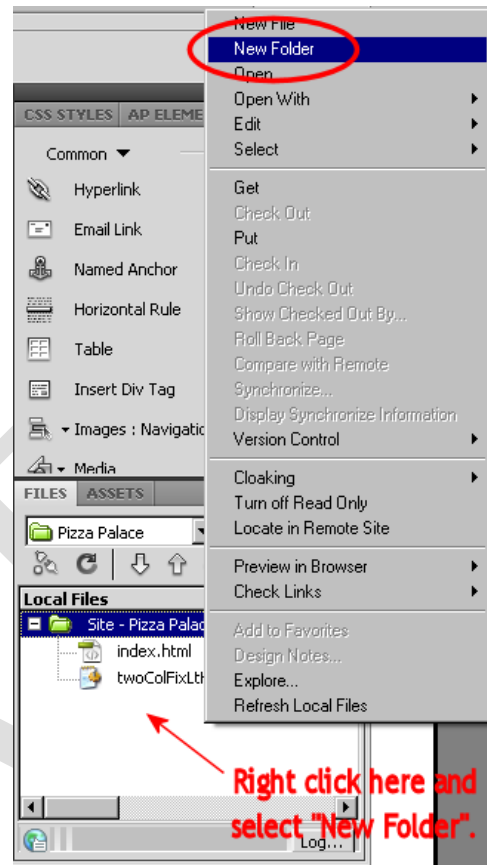


9. Press **F12** to preview your page in your web browser.

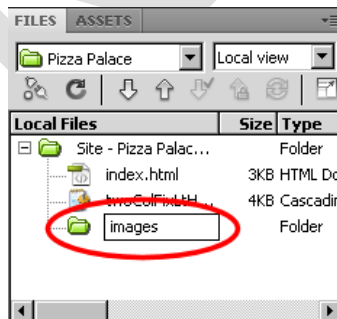
## Lesson 4: Adding Graphics

Before adding images to your web page, you should create a folder to store these pictures.

1. In the Files Panel, *right click* and select **New Folder**.



2. A new folder called “untitled” will show up under your file names. Name the folder **images**. Your Files Panel should look similar to the following:



3. Now let's add a picture to our images folder. *Go on the Web and do an image search for "pizza"*.

or

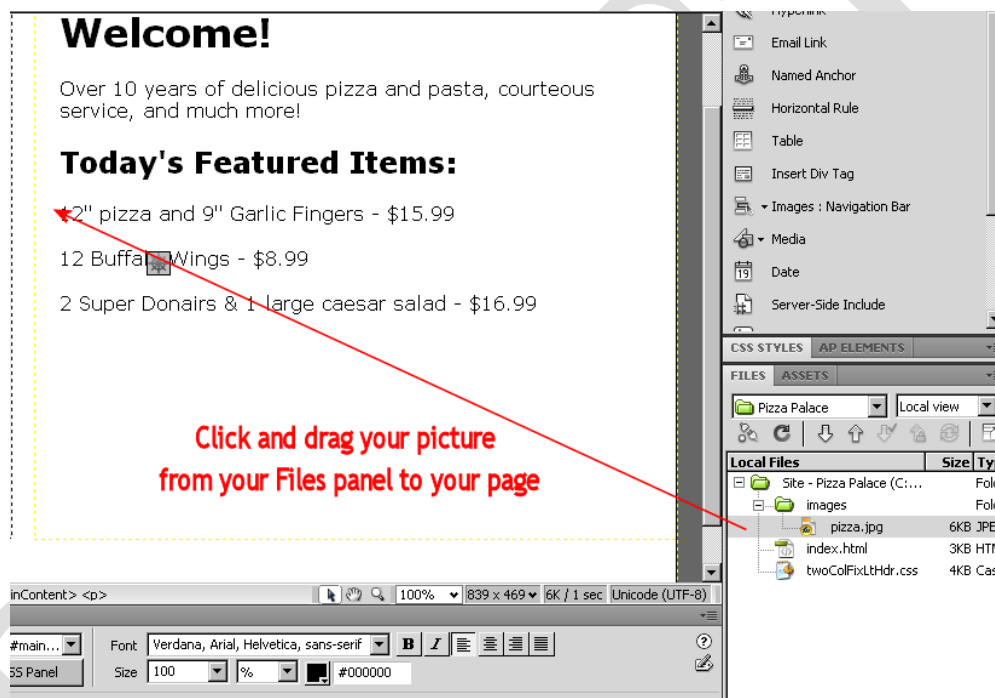
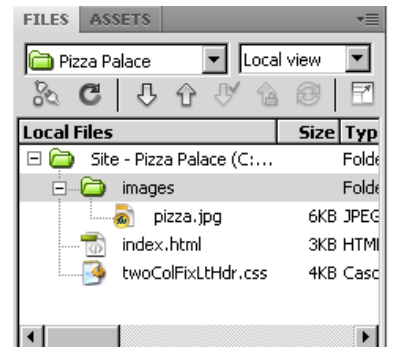
Check with your teacher to see if these images have already been saved for you on the computer.

4. When you find your image, give it the name *pizza*. Make sure you save it to your **images folder** inside your **pizza folder** (the folder you just created).

5. Your **Files Panel** should now look similar to the graphic to the right.

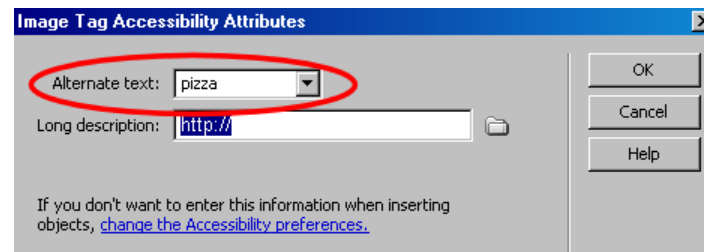
6. There are several different ways to add images to your page. The easiest way is to **drag** the picture from your **Files Panel** and drop it on your page. (You can also click on **Insert** → **Image** and navigate to your picture.)

7. Place your cursor beside 12" pizza and 9" garlic fingers...Click on your picture name and drag it onto your page.



8. When you drop your picture, the **Image Tag Accessibility Attributes** window will open. Beside **Alternate text**, write *pizza* as shown here.

9. Leave the **Long description** blank and click **OK**.

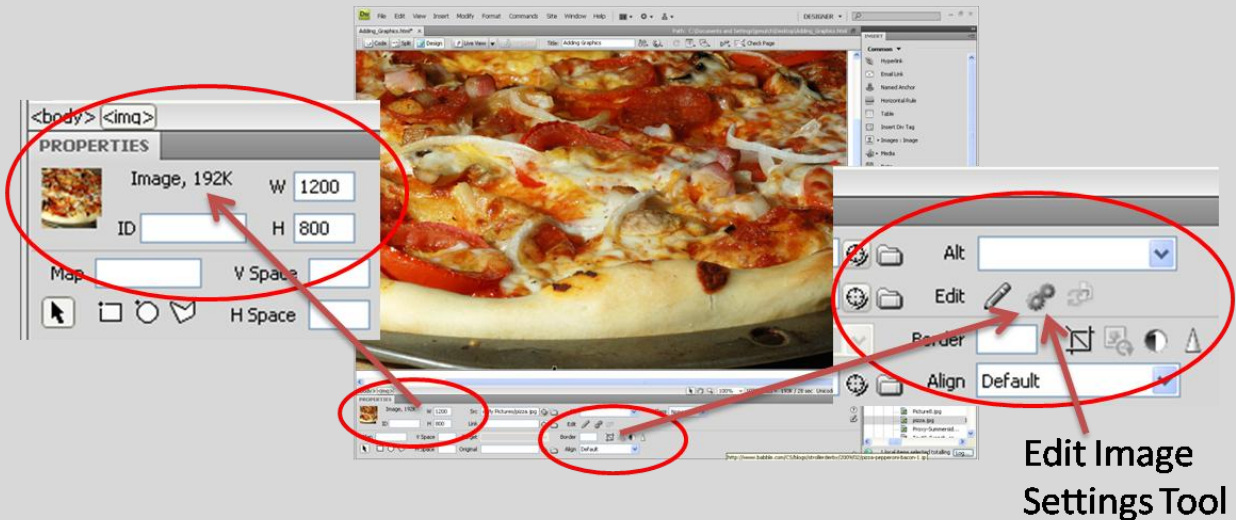


**NOTE:** *Alt tags* make your site more accessible to visually impaired individuals and to non-visual browsers (Some people surf with images turned off).

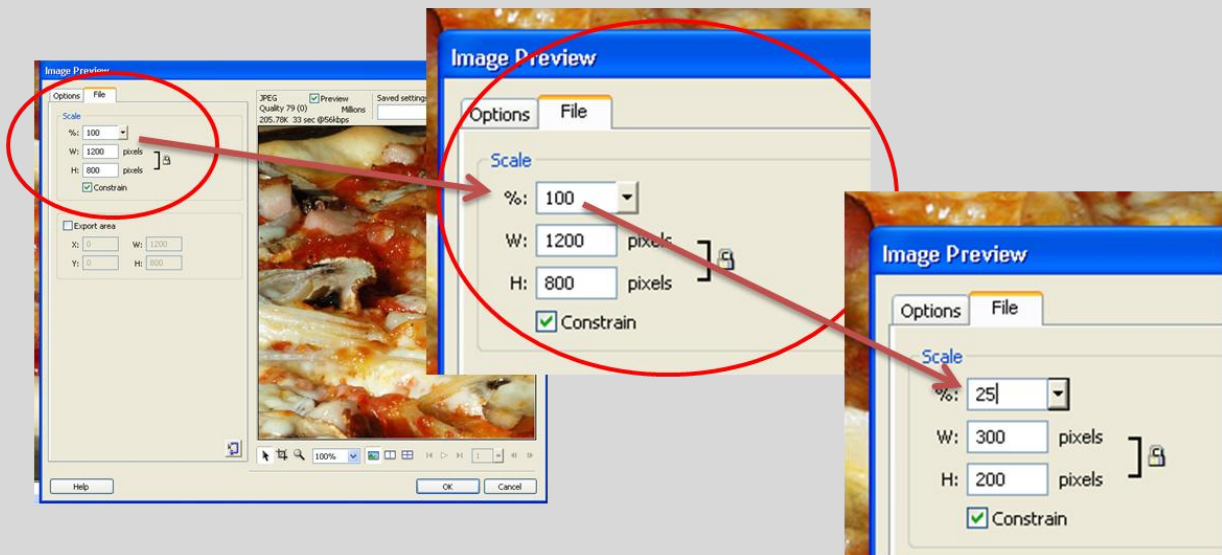


## HINT - How to Properly Resize Your Images

The best way to resize your image is to use the “Edit Image Settings” tool shown below. The pizza picture that we are starting with is too large. The display size of the photo is 1200 pixels wide and 800 pixels in height. The file size of the image is 192K. We want to shrink the both the display size and the file size. If we reduce the file size too, the picture will load faster when someone comes to our page.



If you reduce the Scale % of the image from 100% down to 25% as shown below, the display size of the image goes from 1200 pixels x 800 pixels down to 300 pixels x 200 pixels. The file size is reduced from 192K down to 23K. You have obtained your goal of reducing both display size and file size.



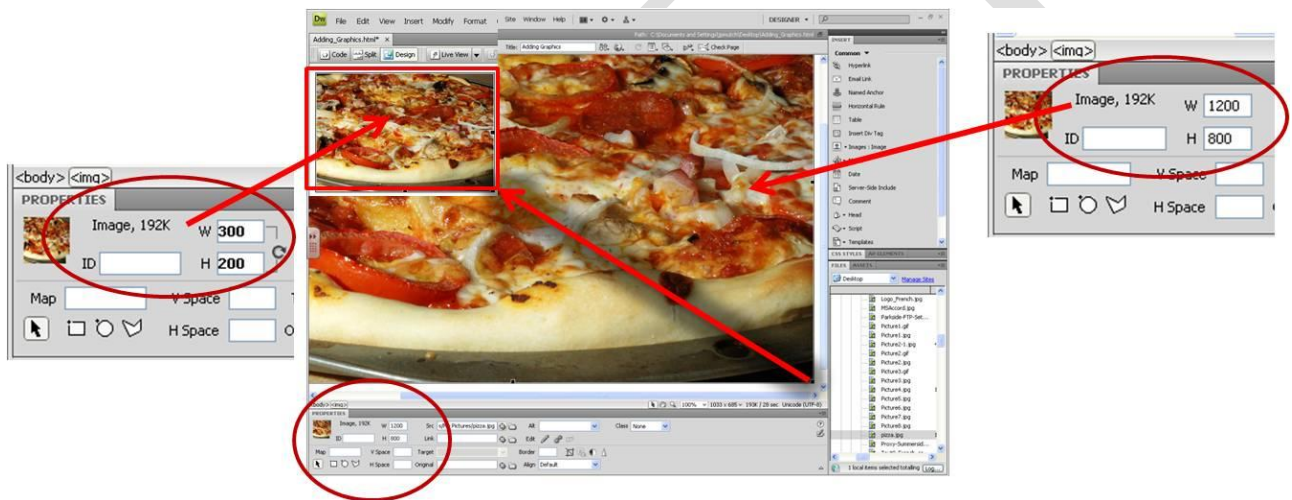
**Please Note:** Using the “Edit Image Settings” tool will alter the properties of your original image. It is good practice to make a copy of all of your original images before they are edited.

## HINT - The Click and Drag Method is **NOT** as Good

If you resize the image by clicking on the corner of the picture and dragging to reduce the size of the image, it only resizes the display. The actual file size of the file is not altered. This is important in web design because the smaller the file size of your image, the faster your page will load. This is particularly important if you have a number of images on a single page.

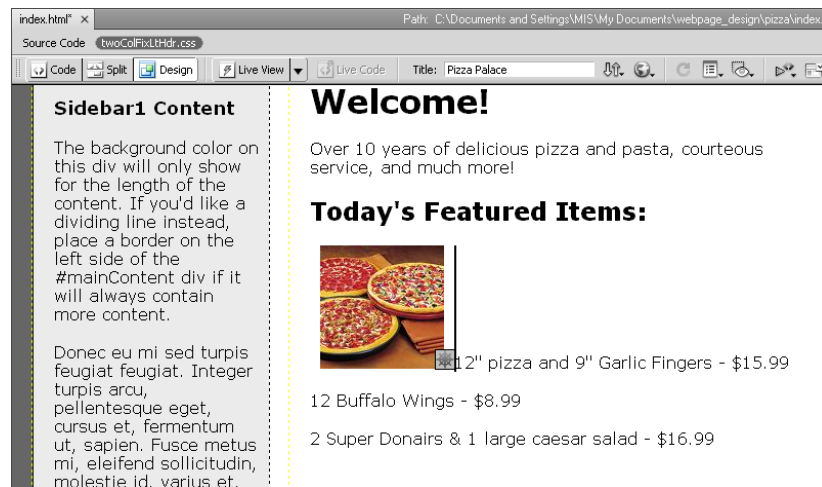
In the example below, the original display size of the pizza image is 1200 pixels wide by 800 pixels high, and the file size is 192K. The file size stays at 192K even when you use the click and drag method to reduce the display size to 300 pixels x 200 pixels. Your page will not load as fast if the image file size stays at 192K, compared to the same image that was reduced to 23K with the “Edit Image Setting” method described earlier.

The more images you have on your web page, the more important it is to have each of the images resized so that your page will load quickly when visitors go to your site.

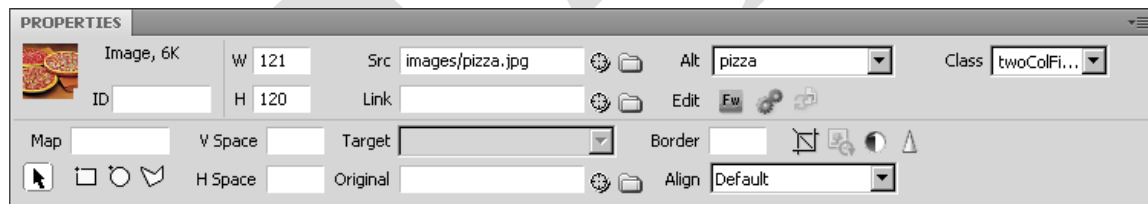


**NOTE:** Images can be resized or edited in other graphic editor such as Photoshop, Paint Shop Pro, or FireWorks. However, Dreamweaver does include a few options for editing images. *Always save an original copy of your image.*

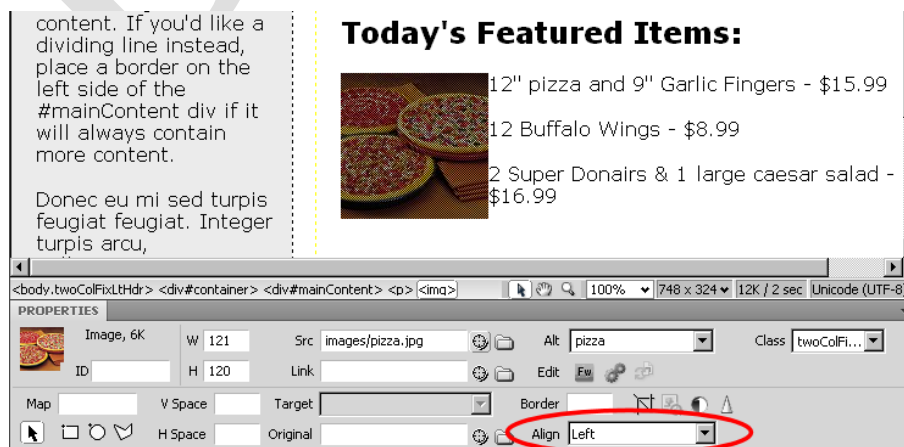
- Your file should look something similar to the graphic below. Press **F12** to preview it in your web browser. Save the file when prompted. Switch back to Dreamweaver after you have viewed your site.



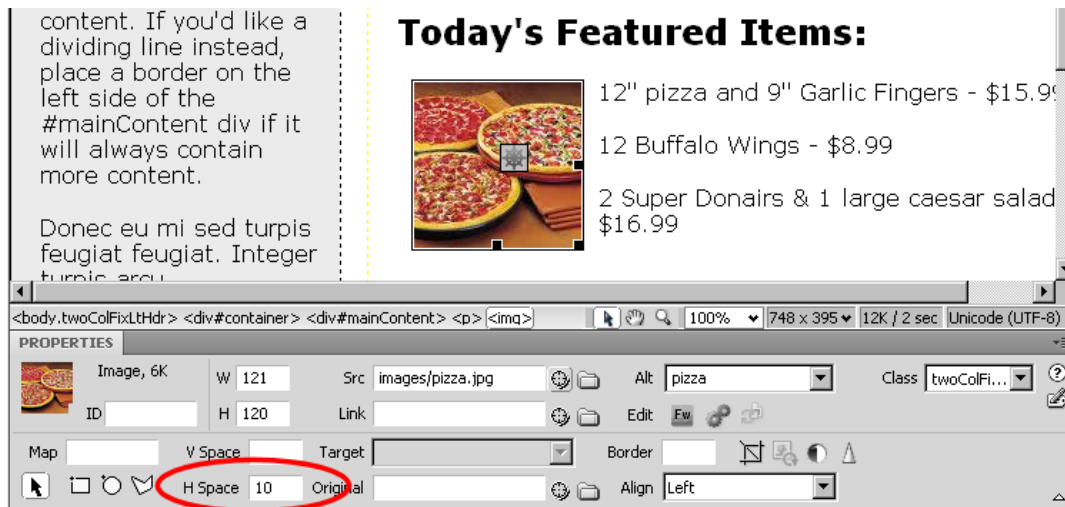
- You cannot move pictures around on a web page as easily as you can in a word processor, but you can use the **Properties Panel** to adjust some properties of a picture.
- Click on your picture once to select it. The **Properties Panel** should display your picture properties at the bottom of your screen. (NOTE: If the **Properties Panel** is not showing, click on **Window → Properties**. If the full panel is not showing, expand it by clicking on the small triangle in the bottom right corner of the panel.)



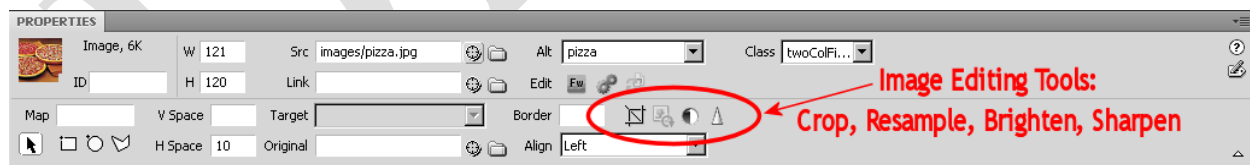
- With your picture still selected, line up your picture and text by changing the **Align** setting from “**Default**” to “**Left**”. (NOTE: Try the other options as well so you can see what alignment options are available.)



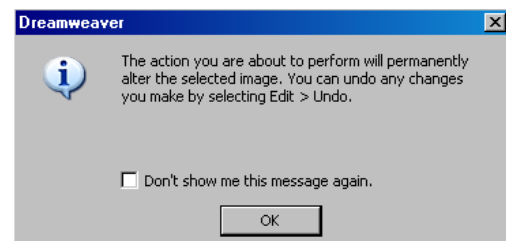
- You can also increase the space around pictures by changing the **V Space** and **H Space** settings. In this case, the **H Space** setting has been changed to 10. Now there is space between the picture and the text.



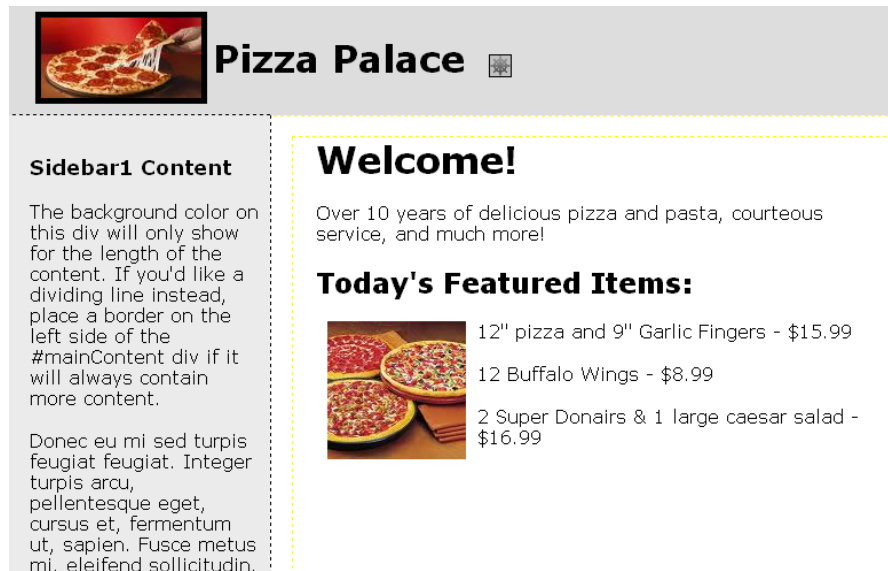
- Save your file.
- Press **F12** on your keyboard. This will open your default Web browser (ex. Internet Explorer) and give you a preview of what your page will look like when it's actually on the Web.
- Switch back to Dreamweaver after you have viewed your site.
- Click on your image to select it. The **Properties Panel** will change to show other image editing tools that are available in Dreamweaver. If they are not showing, expand the panel by clicking on the triangle in the bottom right corner.



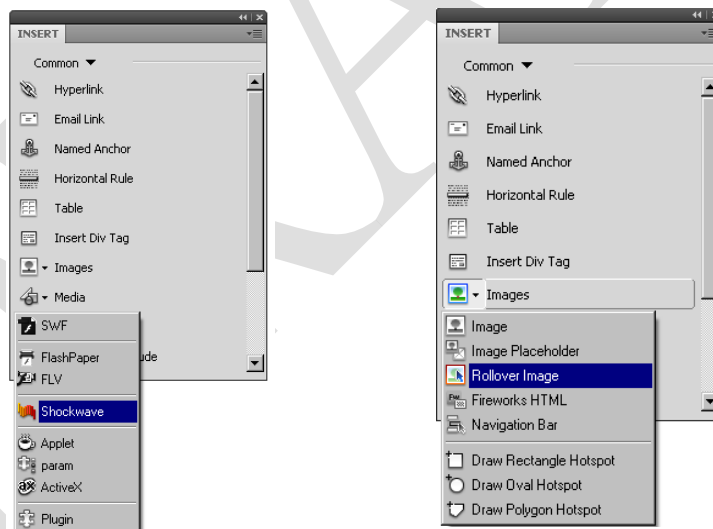
- You can **crop**, **add borders**, change the **brightness and contrast**, and **sharpen** images, but you need to remember that when you make changes, they get saved over your original image as shown in the message below. Always make sure you keep a copy of your original image in case you need it.



20. **TO DO:** Search for another image and use it as a logo beside the title “Your Name’s Pizza Palace”. Take some time to practice inserting another image and using the editing features to alter the appearance of your image. When finished, your site should look similar to the following:



21. Look at the **Insert Panel** to see what other types of objects can be inserted besides images. The graphics below show just a few: rollovers, Flash files, navigation bars...



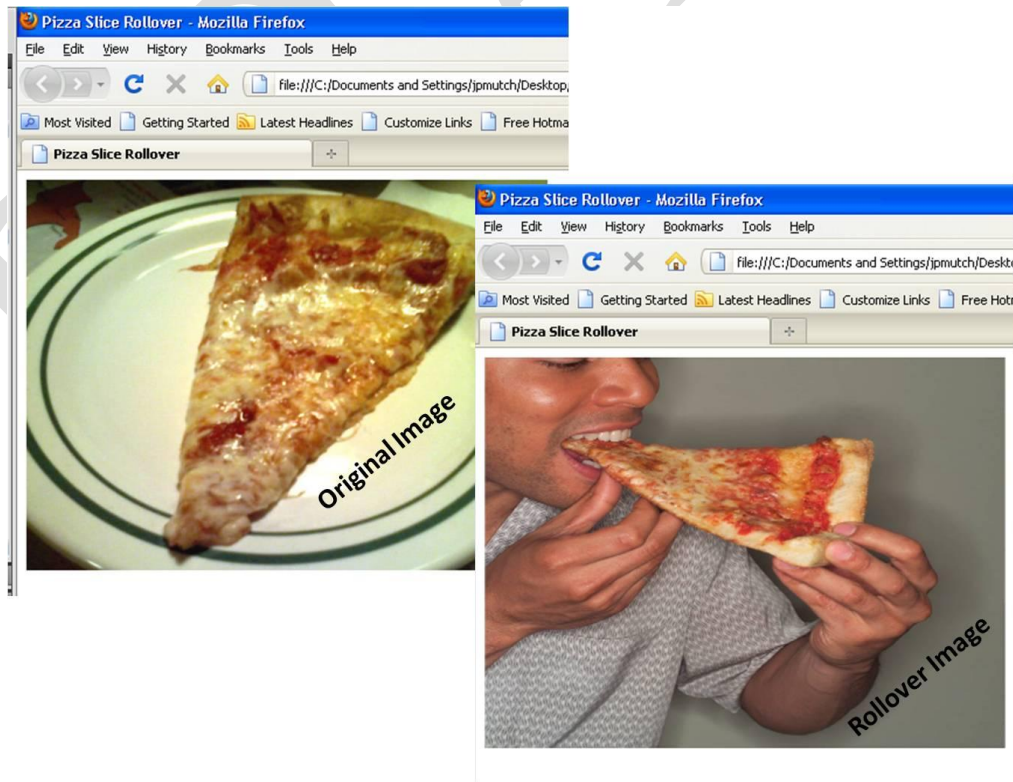
22. Rollovers allow you to insert two images. The first image will be displayed if the cursor outside the image area. As soon as the cursor is moved into the image area, the first image “rolls over” to display the second image. In the **Insert Panel**, click on the down arrow beside images and select **Rollover Image**.

23. Select your two images as shown below, and click OK.



24. Press F12 to preview your rollover image. Save when prompted.

25. When your page opens in the browser, move your cursor over the image area and you will see it switch from your first image to your second image.



## Lesson 5: Adding Links

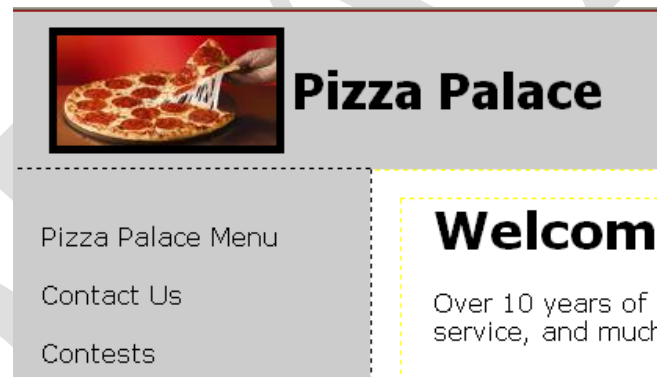
No website is complete without links to other pages. These pages could be within your own site or links to external pages that are not part of your website. Before you create navigation links, you need to decide on what other pages you want to have in your site. In our case, we're going to keep it simple and create 3 other pages...a menu page, a contact page, and a contest page. Our file names for these pages will be: **menu.html**, **contact.html**, and **contest.html**.

The links are going to be plain text, but Dreamweaver does have the option of inserting a navigation bar with buttons. Feel free to explore this option when you create your own site.

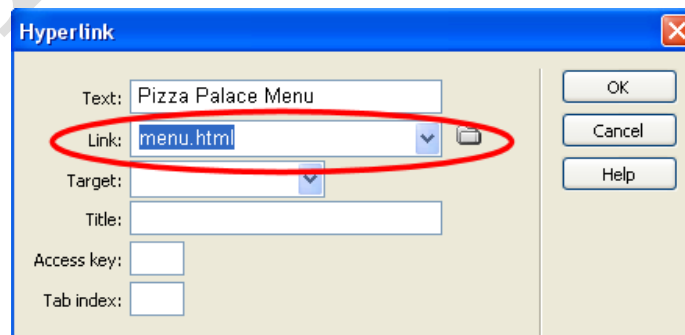
1. Highlight all text in the **Sidebar1 Content** container and press delete.



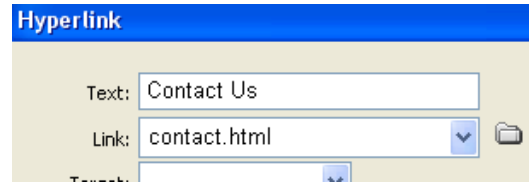
2. Type the words **Pizza Palace Menu**, **Contact Us**, and **Contests** as shown below.



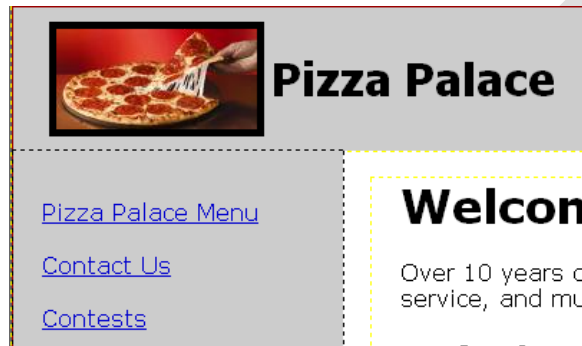
3. Highlight **Pizza Palace Menu** and click on **Insert** → **Hyperlink** (You can also go to the Insert Panel and select Hyperlink).
4. The **Hyperlink** dialog box will appear. Type in the link **menu.html**. (NOTE: If the pages were already created or the pages stored in a different folder, you should click on the browse icon.)



5. Click **OK**. There should now be a link on the menu.
6. Now create a link on **Contact Us** by highlighting the words and going to **Insert** → **Hyperlink**.
7. The link should be **contact.html**



8. Repeat the process again for **Contests**. The link should be **contests.html**
9. Your page should look similar to the following:



**NOTE:** If you wanted to link to an **external** website (ex. Google), instead of putting in a file name, you would *include the entire URL* (ex. *http://www.google.ca*).

Always avoid using links that say “click here” - they are not descriptive enough.

10. **Save** your file.
11. You can preview your file by pressing F12, but remember your links won't work yet because we haven't created those pages.



## *Lesson 6: Formatting Text with Cascading Style Sheets*

So far, you have learned how to set up a site, create a page from a premade layout, change content, and add pictures to your site, but we haven't made any changes to the look of our text. Changing the size, colour and typeface of your text is not as easy as it is in a word processor. In a word processor, you can easily change to a different font as long as it is installed on your computer and if you print your document, the font will print exactly the same as it looks on your screen.

**When you build a web page, if you use a fancy font, the people viewing your site would need to have the font installed on their computers to display your site properly. To avoid this, Web designers use a number of "Web safe" fonts that are installed on almost all computers.** They also provide alternates in case the first choice of font is not present. Take a look at the list below:

*Verdana, Arial, Helvetica, Sans-serif*

This list means if your visitor's computer has the Verdana font, the browser will use that font to display the page. Otherwise, the Arial font will be used. If that font is not present, the Helvetica font will be chosen, and finally, if none of the fonts listed can be found, the browser will use any Sans-serif font it can find on the computer.

### **Cascading Stylesheets**

Before we go ahead and start changing our fonts, you need to have a bit of an understanding of the technology that Dreamweaver uses to change the appearance (text and layout) of your page. This technology is called **Cascading Style Sheets** or **CSS**.

An important tip for designing web pages is to be consistent. This means using the same font and size for all levels of headings, and for all body text on your page. To save time and to ensure consistency, web designers apply special rules to their web pages. These rules are called **Cascading Style sheets** and we create **CLASSES** to identify different parts of our page (such as headings or sections on the page).

In the past, if web designers wanted to change all main headings to the same size, font, and colour, they had to add special font instructions to each heading. Now, with the invention of CSS, you only have to do this once and it can be applied to all main headings in every page attached to the style sheet. Think of our Pizza Palace website...let's say we used Times New Roman for all of our major headings, but we decided that it looked too plain and we wanted to change the headings to the font Comic Sans. Without using a style sheet, we would have to highlight every heading and change the font. **With a style sheet, we make the change once and all headings switch to Comic Sans.** Of course, our website is very small, but what if you had a website with 20 different pages and a heading on each page? This could be very time consuming!

**Alright, let's practice using CSS.**

*Turn the page...*

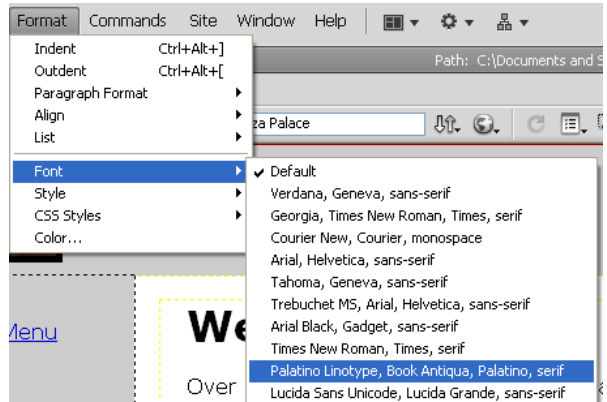
1. Open Dreamweaver if it's not already open.
2. Open your **index.html** file of your Pizza Palace website.

3. Let's begin by changing the font (typeface) of the main heading "Your Name's Pizza Palace".

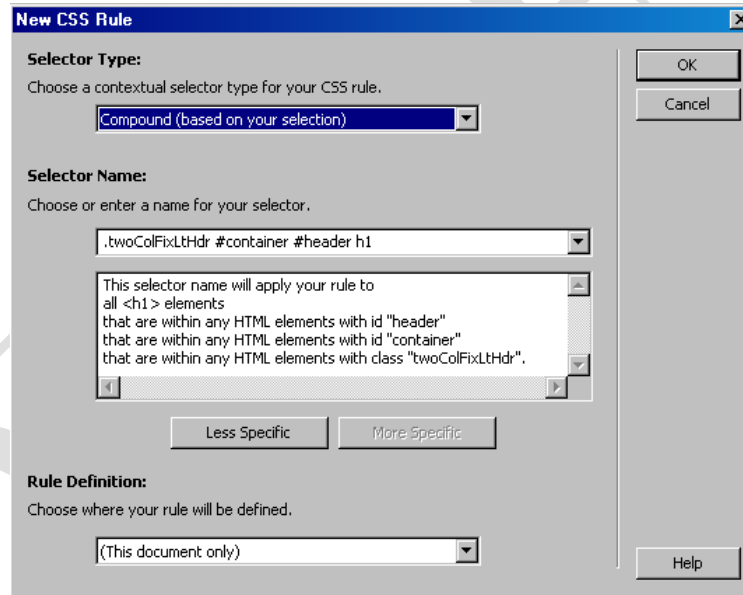
4. **Highlight "Your Name's Pizza Palace"**.

5. Click **Format** → **Font**. A submenu of fonts will appear.

6. For this website, choose **Palatino Linotype, Book Antiqua, Palatino, serif**.



7. When you click on the font list, The **New CSS Rule** dialog box will appear. If you selected just your main heading, the box should look the same as the following.



*...Continued*

8. We want every “main heading” on each page of our web site to look exactly the same, so we need to create a **Class** called *mainheading*. Change the New CSS Rule box to look like the following graphic.
9. Click the **Selector Type** drop down box and choose **Class (can apply to any HTML element)**. When you do this, the **Selector Name** field should be empty.
10. You need to enter a name in this box to describe the block of text we’re working with. In this case, we’ll describe it as *mainheading*.

**New CSS Rule**

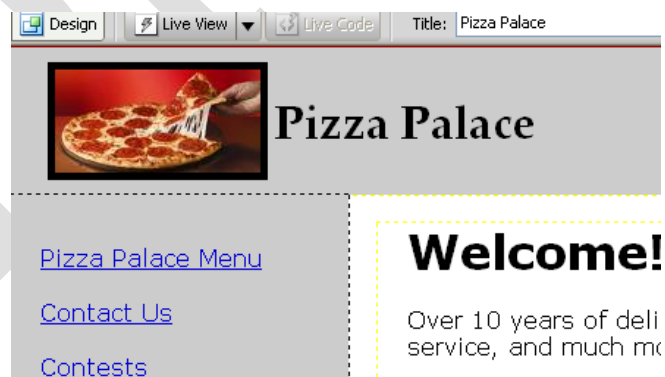
**Selector Type:**  
Choose a contextual selector type for your CSS rule.  
Class (can apply to any HTML element)

**Selector Name:**  
Choose or enter a name for your selector.  
mainheading  
This selector name will apply your rule to all HTML elements with class "mainheading".

**Rule Definition:**  
Choose where your rule will be defined.  
twoColFixLthDr.css

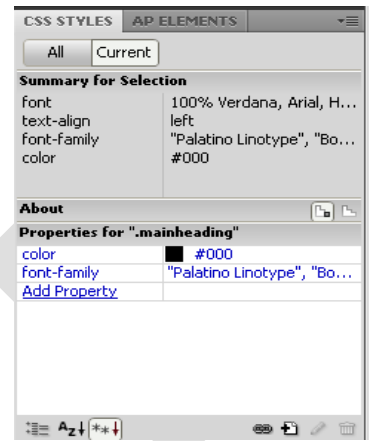
**NOTE: DO NOT** include spaces or punctuation marks in the class name. **DO** choose names that are descriptive of what you are selecting.

11. The description box under the **Selector Name** will tell you: *This selector name will apply your rule to all HTML elements with the class “mainheading”.*
12. In the **Rule Definition** box, select **twoColFixLthDr.css**. This will save the rule for all main headings to the css file that you created when you defined your site.
13. Click **OK**. Your “Your Name’s Pizza Palace” heading should now be in Palatino font. If you open your menu, contact, and contest pages, you should see that the font has changed on them too.

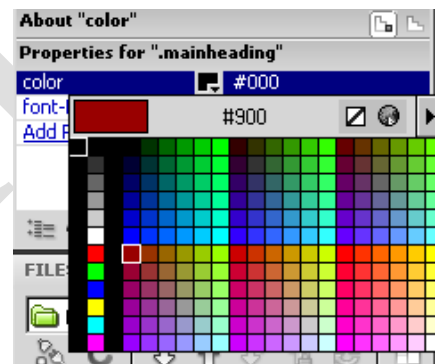


14. With CSS you can make changes at any time you want and the site will automatically update these changes. This can be done through the **CSS Panel** found on the right side of your screen.
15. Place your cursor in the **“Your Name’s Pizza Palace” heading**. Double click on **CSS STYLES** if it is not expanded as shown here. (NOTE: If this panel is not showing, go to **Window → CSS Panel** ).

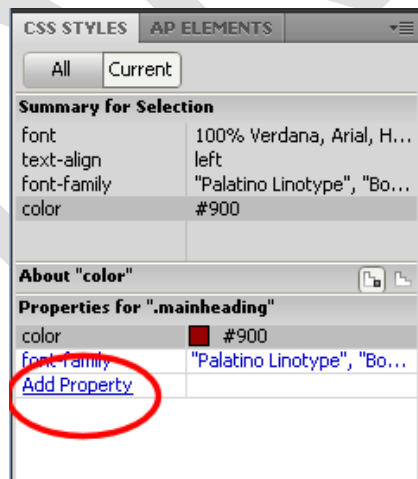
This panel shows that the class **“mainheading”** is black and is in Palatino font.



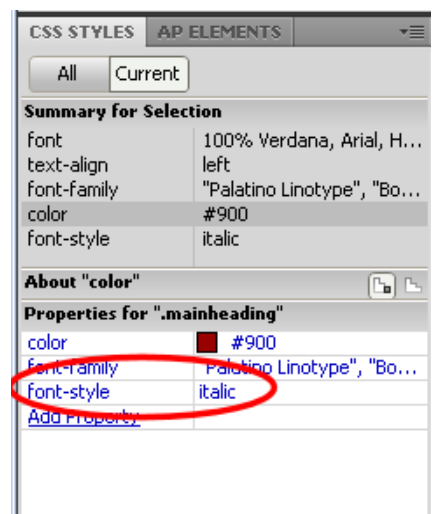
16. As you click on different parts of your page, the style for that section will show up in the CSS Styles panel.
17. Change the color property for **“mainheading”** by clicking on the color picker. Here the color has been changed to maroon. As soon as you choose a new color, the Your Name’s Pizza Palace heading will be updated on all of your pages. Check it out.



18. There are several different properties that can be changed for each class.
19. To see what other properties can be changed, click on **Add Property**.



20. From the dropdown menu, select **Font-Style**.



- Choose **Italic** from the list. The Your Name’s Pizza Palace title on each page should now be a different color and italic. Check each page of your site to see that the change has “cascaded” through.



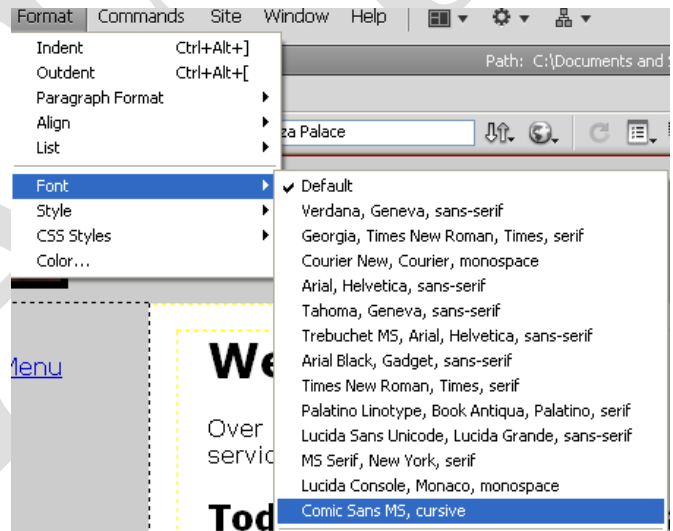
- Don’t forget to **save your file!** Preview your page by pressing **F12**

- Now let’s change the subheading on each page. Open your **index.html** file if it isn’t already open.

- Highlight the heading **Welcome!**

- Click on **Format → Font**

- Select **Comic Sans MS, cursive**



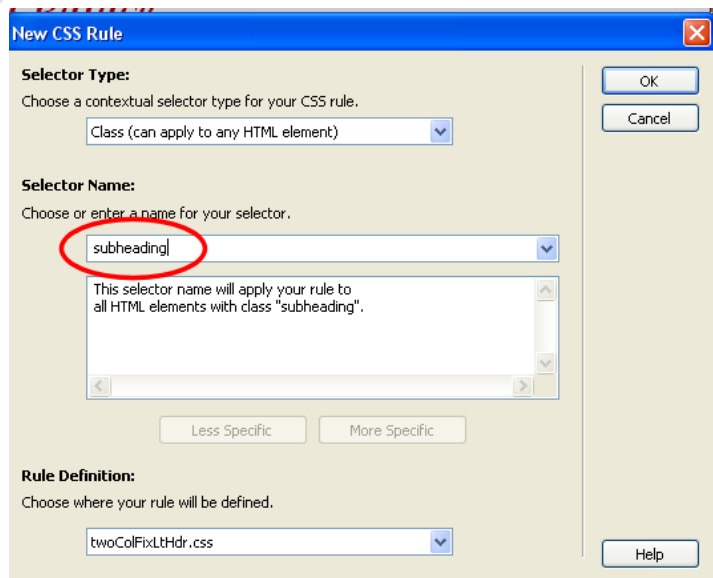
- The **New CSS Rule** dialog box will appear.

- Under the **Selector Name**, enter the name **subheading**.

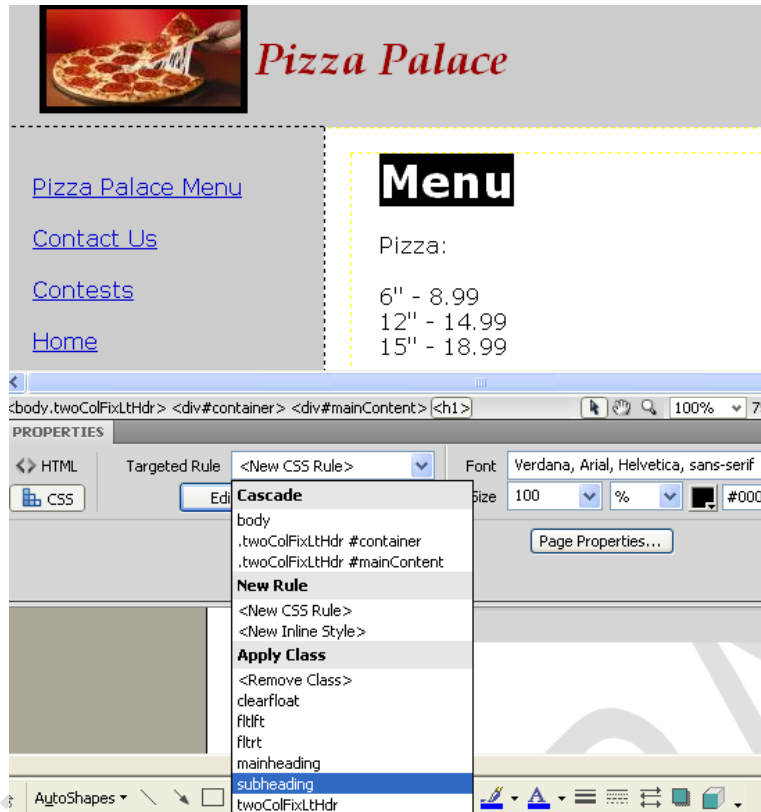
- Click **OK**

- The word **Welcome!** Should now be in comic sans font

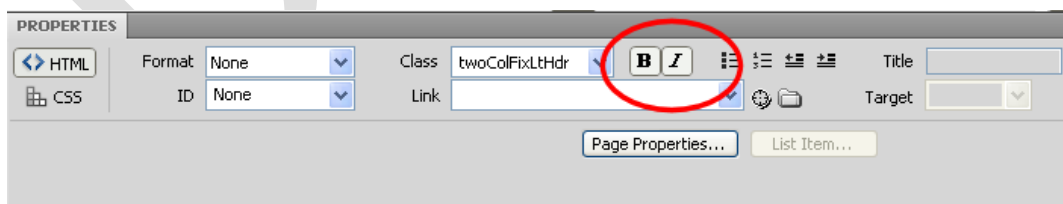
- Use your **CSS Styles** panel to change the color of this subheading. (Click inside the word **Welcome** so the properties will show up in the **CSS** panel)



32. If your changes do not show up on your other pages, make sure the rule has been applied to that section of your text. To check, you can view the rule in the **Properties Panel** at the bottom of your screen.
33. In the graphic below, the word **Menu** is highlighted and in the Properties Panel, it's showing that no **Targeted Rule** has been selected. To change this to the subheading formatting, click on the class **subheading** from the dropdown menu.



You do not always have to use styles. For example, you may want to make one word bold or italics. This can be done through the **Properties Panel**. Highlight the desired word and make sure the HTML option is selected. Here you can choose the formatting options to apply just to the highlighted word.



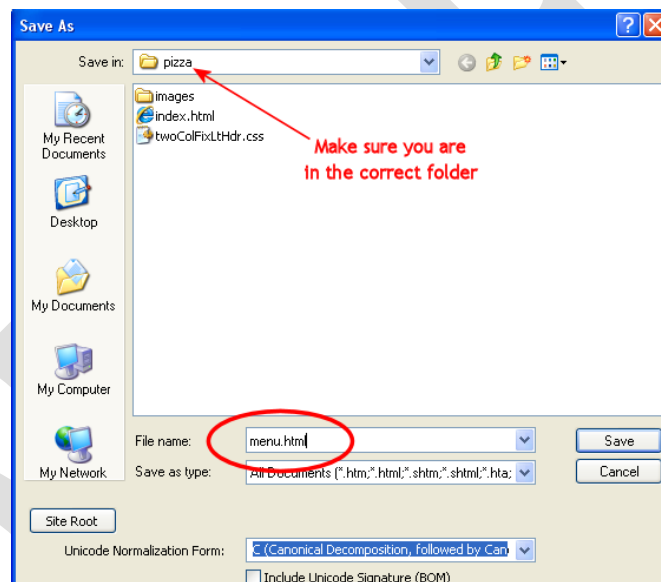
## Lesson 7: Adding More Pages

In the previous lessons, we added text, graphics, and links to create our homepage. In this lesson, we'll add the other pages to our site.

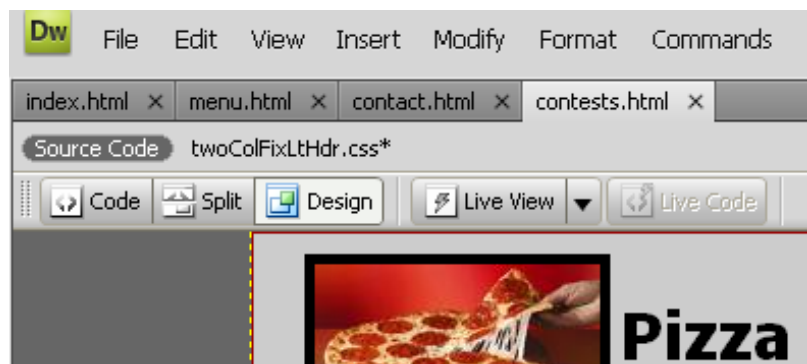
Consistency is very important when creating a website. Your navigation links should be in the same location on each page, and your colours, fonts, and sizes should be the same. Web designers use “**templates**” to make their pages consistent. Once a basic layout has been created for a site, Dreamweaver has the option to save that page as a *template* so you can use it over and over again without having to recreate parts of your page.

Using templates is slightly advanced for this exercise, and since we're creating a fairly small site, we're going to make things a little easier by simply saving your index.html file with different names and then replacing the content on each page. Remember...if you go on to continue designing websites, you will want to learn how to use templates.

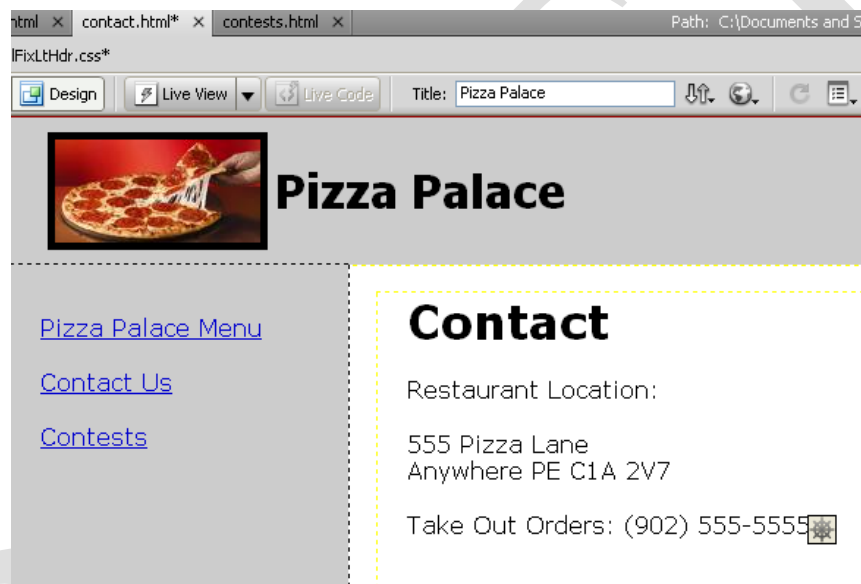
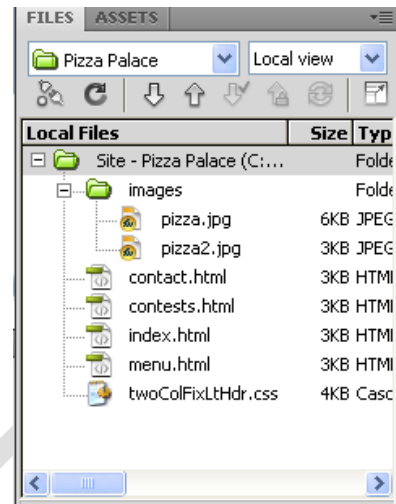
1. Open your **index.html** file if it is not already open.
2. Go to **File → Save As**
3. In the **Save As** dialog box, make sure you are in the correct folder (in this case “pizza”), and change the file name to **menu.html**



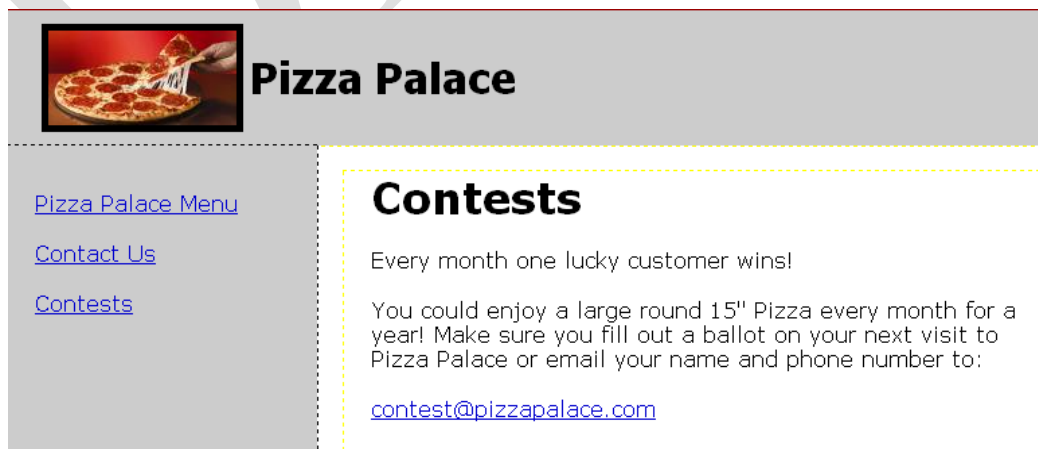
4. Click **Save**
5. Click on **File → Save As** again, and this time change the file name to **contact.html**.
6. Click **Save**
7. Click on **File → Save As** one more time and change the file name to **contests.html**. Click **Save**
8. If you've done this properly, you should see the names of the files you just created at the top of your screen. You can click on these names to move between files. If you have multiple files open, always make sure you're on the correct page!



9. Your **Files Panel** should now show your new files.
10. If your new files are not showing, click once on your site folder to select it and then refresh it by pressing **F5**.
11. Let's change the content for each of these pages.
12. Click on the **contact.html** page and change the content as follows. Feel free to make up your own information



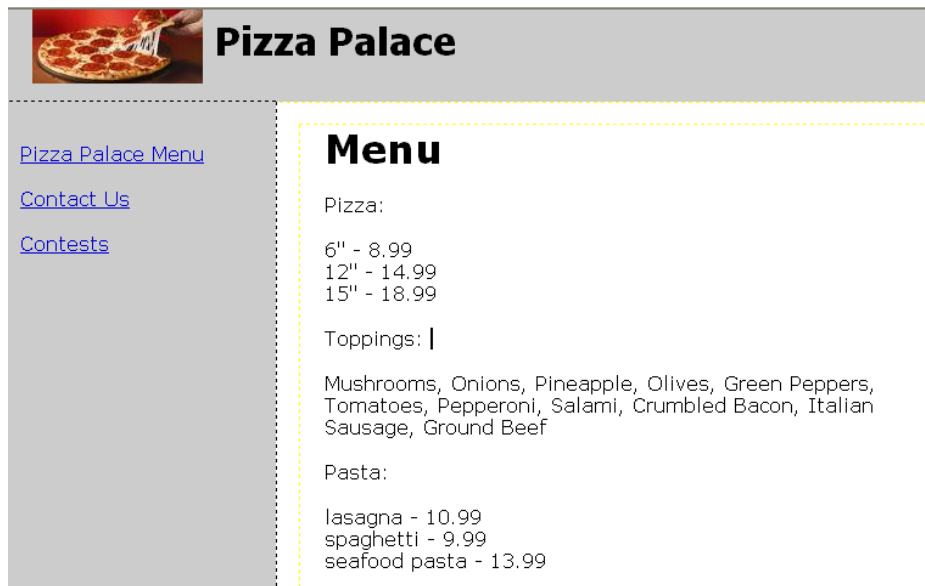
13. Save your file.
14. Open **contests.html** and change the content as follows. Remember to **save your file**.



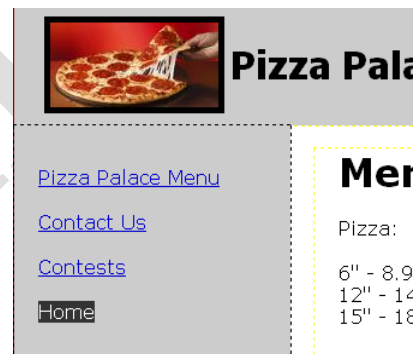
15. To add the **email link**, go to **Insert** → **Email link** and type the address **contest@pizzapalace.com** in the **Email link** dialog box.



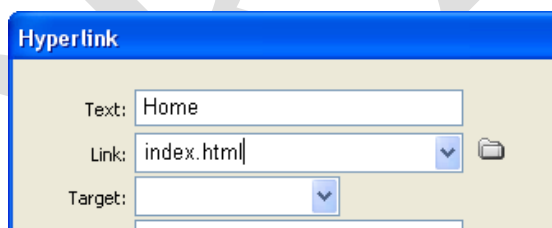
- Open `menu.html` and change the content. Use the menu below or make up your own. Remember to **save your file** when finished.



- One item we need to add to each page is a **Home** link to get back to our main page.
- On the menu page, type the word **Home** under your contests link.
- Highlight **Home**
- Go to **Insert** → **Hyperlink**
- in the Link box, type `index.html`



- Click **OK**



- Highlight the **Home** link and copy and paste it to the contact and contest pages.
- Save each file**
- Press **F12** to preview your site. Do your links work?

**Congratulations! You've just built a basic web site!!**  
**But now, let's add some colour!!**

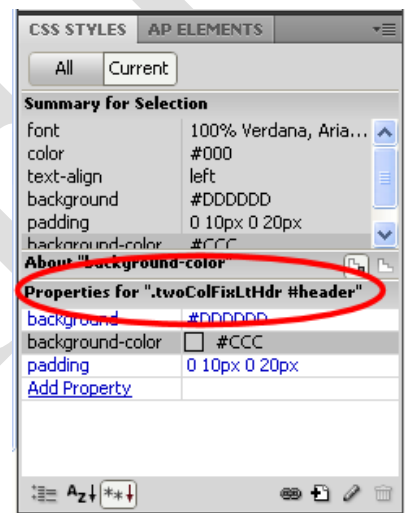
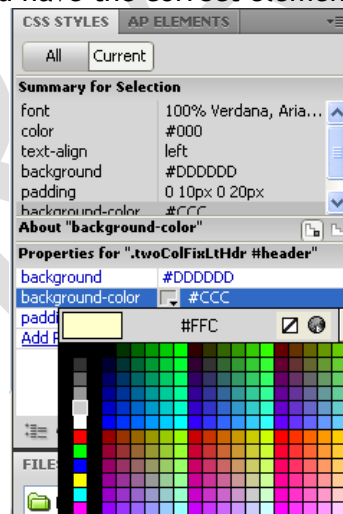
## Lesson 8: Formatting Background Colours

In the previous lesson, you were given an introduction to using cascading stylesheets to change the colour and style of your text. In this lesson, you will change the background colours of your site.

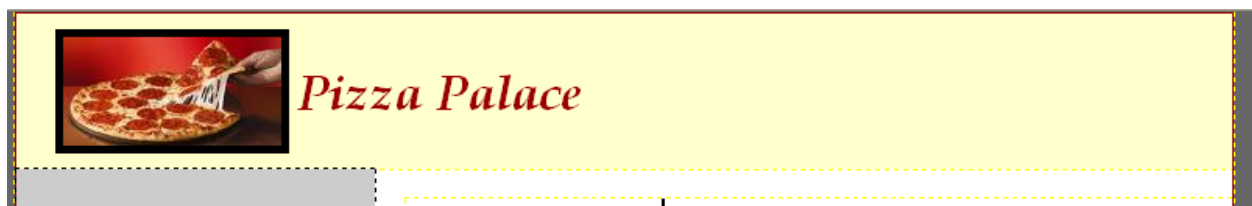
1. Open your `index.html` file if it is not already open.
2. Click on the edge of the box surrounding your header.



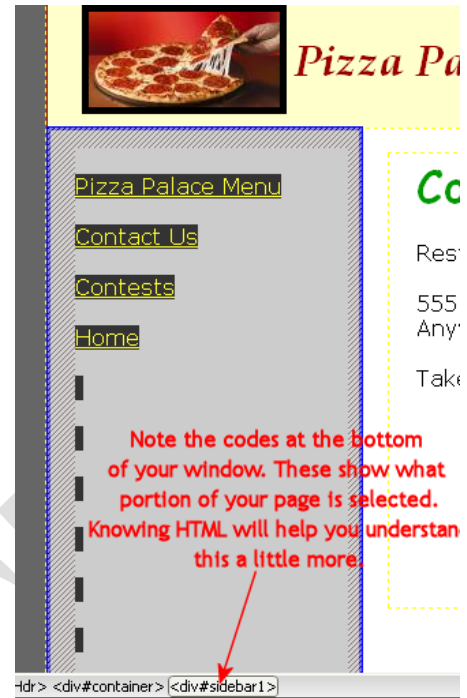
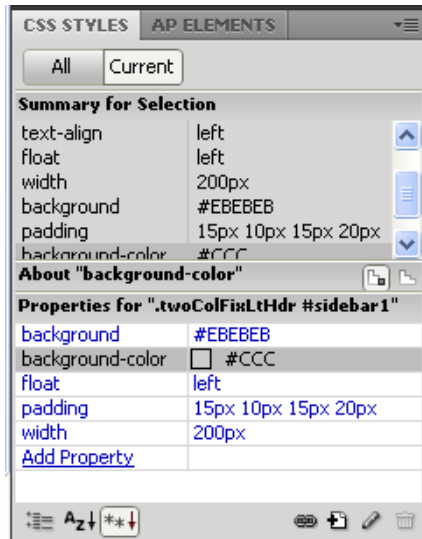
3. Since we used a premade layout, there are some style rules that have already been created. When you select parts of the layout, their CSS properties will show up in the **CSS Styles Panel**. In the graphic below, it shows the properties for the header. If this doesn't show up, then you do not have the correct part of the layout selected.
4. The background color here is grey.
5. Click on the **color selector** and change the background to a pale yellow color. Make sure you have the correct element selected as indicated on the right. If you make a mistake, `Ctrl-Z` will undo the last change you made.



6. Your `index.html` file should look similar to the following. Open one of your other files. You should see that the change has been made there as well.



- Click on the border of the box that contains your links to select it. Notice the codes at the top of your Properties Panel. These are the html codes showing what is selected.
- In the **CSS Styles Panel**, change the color of the background to another color.



- Once you change the background color, your navigation bar should be the same color on each of your pages. Check your other pages. Did it work?
- Make sure your colors are complimentary and your text is easy to read.
- Your Pizza Palace website should be pretty much complete. Feel free to play with the site more if you need more practice. One more item you might want to try is to create a style for your links - change their color and remove the line below the words.

Working with Cascading Style Sheets takes a lot of practice. There are many more features of CSS that were not included in this exercise (including how to position elements on your page). As you become more familiar with Dreamweaver or web page design in general, you may decide you want to learn more about CSS. At the end of this module, you will find a list of websites that will help you gain a better understanding of HTML and CSS.

The previous lessons gave you an overview of the capabilities of Dreamweaver. Feel free to explore this software more or “get your hands dirty” with some coding!

There are millions and millions of websites out there. Having the skills to create one is a powerful thing!

## Part II: Web Design Considerations

Lots of people know how to create a website, but how many people know how to create a GOOD website? In the following three exercises, you are going to examine the different items that you need to consider prior to building a website.

### *Exercise 1: Web Design Tips*

We've all seen poorly designed websites that make us immediately switch to another site. What is it about a site that makes it good or bad? Does the page take a long time to load? Are the colours too hard on the eyes? Is the text too hard to read? These are just a few items that designers have to consider when building a site.

Whether you are creating a simple website for yourself or you're designing a site for a powerful company, there are certain items that you need to keep in mind. For example, don't overcrowd your page, keep your image sizes small, and divide your page into readable chunks (not long paragraphs) are just a few items to consider when building a site.

#### **TO DO:**

1. Complete a search for **web page design tips**.
  2. From the tips that you find, create a list of at least 10 items that you need to keep in mind when designing a website. Record your list in a Word or WordPerfect file.
  3. Share your list with a partner to see if there are items that you did not consider.
- 

### *Exercise 2: Web Accessibility*

What does Web accessibility mean? Can all people access all parts of your website? Are there special things you can do to ensure that the majority of people will be able to view/hear/read everything that you include on your site?

#### **TO DO:**

1. Complete a search for **Web Accessibility**.
  2. Explain what Web accessibility is and why it is important.
  3. Create a list of at least 5 things you can do to make sure your site is accessible. Record your list in a WordPerfect file.
  4. Share your list with a partner to see if there are items that you did not consider.
  5. Locate a site that you could use to **check the accessibility** of your website.
-

### ***Exercise 3: Evaluating a Website***

In the previous two exercises, you examined both design and accessibility issues that arise when building a website. In this exercise you are going to use the knowledge you just gained to evaluate a website. When searching the Web, some websites often stand out more than others. What makes us spend more time on one site and flip through another quickly? What makes a “good” website? The following elements all need to be considered when evaluating a site.

- Navigation - the text links, icons, buttons, bars and other objects used for exploring the page and any linked pages
- Content - all the information contained within the page (text, graphics, and other media elements embedded in the page)
- Design - organization of the elements in the page; the general look or feel of the page (aesthetic value)
- Accessibility - making websites usable by people of all abilities and disabilities
- Technical Considerations
- Accuracy/Reliability

#### **TO DO:**

Choose a website with which you are familiar (and which is accessible at school) and answer each of the following questions in a new WordPerfect document. When finished, write a short paragraph identifying what you believe is done well and what could be done to improve the site.

1. Is the content obviously separated from the navigational menu?
2. Are links labeled with identifiable text (instead of “click here”)?
3. Is there a consistent theme throughout the site and is all content related to that theme?
4. Is there consistency throughout the site (headings, colours, navigation)?
5. Is the text easy to read?
6. Are the colours complimentary?
7. Are there Alt tags on all images and text-based alternatives to explain essential information in images and media elements?
8. Are all images and links functional?
9. Does the page take a long time to load?
10. Did the creator provide a “date last updated” and contact information?

## Part III – Final Project – Creating an Original Website

Now you know how to build a basic site, and you know what design and accessibility items you need to keep in mind. Your final assignment is to create an original website on a topic of your choice (approved by your teacher). You must provide a plan of your website prior to building it in a web editor like Dreamweaver. This involves creating a storyboard for your site (use Inspiration if you wish).

A **storyboard** is a visual plan for your website. It usually consists of a series of pages that include a rough sketch outlining the content, navigation, and design elements of your website. Storyboarding saves time and results in a high quality website. Before you create the storyboard, collect the information you want to put on the website and organize the information into topics. Follow the steps below to help you get organized.

1. Collect the information that you want to include on the website. This includes text as well as images.
2. Sort the information into topics. Topics should start at the broadest and work toward the narrowest.
3. For each page of the website, determine page title, headings, sub headings and content.
4. Choose a colour palette for your site. Background colours, headings, sub headings, borders, content, etc. should be complimentary. Try using a site such as <http://www.colorcombos.com/> to find the most suitable combinations. You'll need to know the hex codes to set up your styles for each part of your page.
5. On your storyboard, plan the structure of the information and how the pages will link (the navigation). You should be able to get to any part of your site from any part of your site.
6. Choose a layout for your pages. (This is the page that will be used to build all other pages)
7. Layout the navigational structure (Navigational links should be in the same location on each page).
8. Test the layout. Imagine that you are a visitor to the website. Can you enter at any page and find your way easily throughout the site?

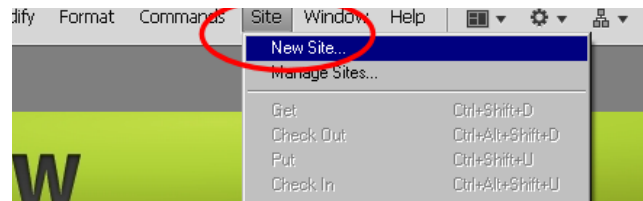
A sample of a blank storyboard is included following this page.

**Your site must be a balance of text and images (It can't be all pictures!) and must:**

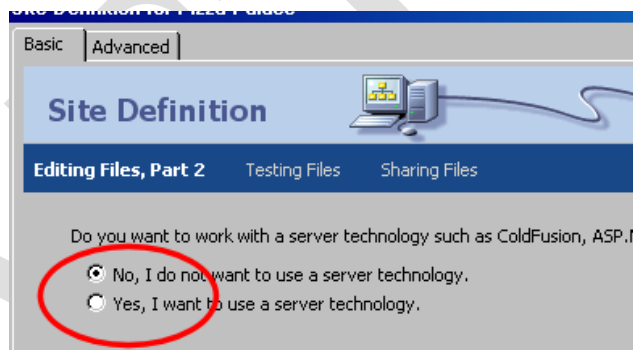
- have a minimum of 3 pages (one of which is your homepage)
- use Dreamweaver layouts
- have consistent colours and fonts on each page
- have consistent navigation (each page must have links to each of the other pages, located in the same position on each page. Don't create a link to the page you are already on.)
- have consistent sizes for different elements (main headings, subheadings, body paragraphs etc)
- have a minimum of 2 external links (links to pages related to your site)
- include at least 4 images
- have relevant text

**Once you're ready to start working in Dreamweaver...  
the first step is to DEFINE A SITE.  
Check the next page for a reminder of how to do this.**

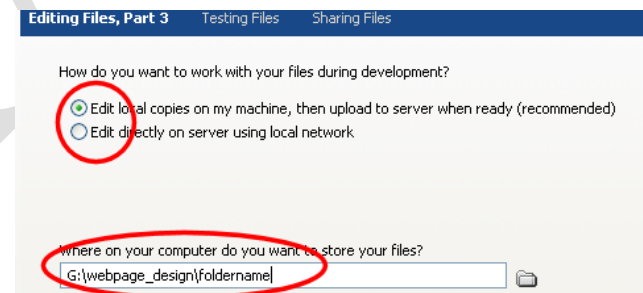
1. Open Dreamweaver
2. Click on Site → New Site



3. The Site Definition window will open.
4. Name your site. Give your site a name according to your topic.
5. Don't worry about the URL of your site.
6. Click Next
7. When asked if you want to work with server technology, make sure "No" is selected.
8. Click Next



9. Make sure you have "Edit local copies on my machine..." selected.
10. Identify where your website files will be stored. Type **G:\webpage\_design\foldername** (unless told to do otherwise by your teacher). Replace *foldername* with the name of the folder where you will be storing your site.

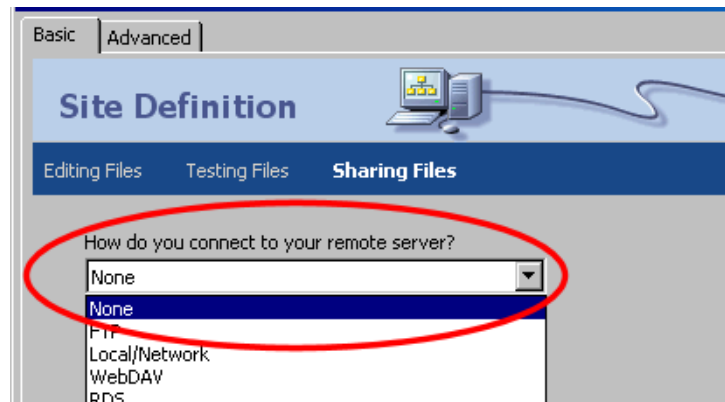


(NOTE: *Every website should have its own folder.* The G: drive was selected here because that is where you must save all your files while at school. If you were working at home, you would choose another location).

11. Click Next

12. In the next window, click on the dropdown arrow and select **None** when asked how you connect to your remote server.

13. Click **Next**



14. In the *Site Definition Summary* window, click **Done**.

15. Your site folder should now be showing in the **Files Panel** at the bottom right of your screen. (If the Files Panel is not showing, press F8)

16. You're ready to add your homepage to your site by clicking on **File → New** and selecting a layout.



## Sample Website Storyboard

This is just a sample storyboard. There are many different designs that could be used. As long as you have the relevant information and a sketch of your pages, the appearance of the storyboard is not important. For this storyboard, you must complete one sheet for each page in your site.

Storyboard Template	
Your Name:	Topic:
Descriptive title of page:	File name:
Description of text to be included on page:	
Links on the page:	
Navigation:	
Graphical Elements/Images:	
Colours:	
Font specs: (size, face, style)	
<b>Provide a thumbnail sketch of the page layout below.</b>	

## Assessment Rubric:

	4	3	2	1
<b>layout</b>	The Website has an exceptionally attractive and usable layout. It is easy to locate all important elements. White space, graphic elements and/or alignment are used effectively to organize material.	The Web pages have an attractive and usable layout. It is easy to locate all important elements.	The Web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The Web pages are cluttered looking or confusing. It is often difficult to locate important elements.
<b>Content</b>	The site has a well-stated clear purpose and theme that is carried out throughout the site.	The site has a clearly stated purpose and theme, but may have one or two elements that do not seem to be related to it.	The purpose and theme of the site is somewhat muddy or vague.	The site lacks a purpose and theme.
<b>Links (Content)</b>	All links point to high quality, up-to-date, credible sites.	Almost all links point to high quality, up-to-date, credible sites.	Most links point to high quality, up-to-date, credible sites.	Less than 3/4 of the links point to high quality, up-to-date, credible sites.
<b>Navigation</b>	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.
<b>Functionality</b>	All links and images are visible and working	All but one link or image are visible and working	2-3 links or images are broken.	Links and images are broken throughout the site.
<b>Colour Choices</b>	Colors of background, fonts, unvisited and visited links form a pleasing palette, do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content, and are consistent across pages.	Colors of background, fonts, unvisited and visited links do not detract from the content.	Colors of background, fonts, unvisited and visited links make the content hard to read or otherwise distract the reader.
			Total:	/24

\*Partially designed using Rubistar

## Useful Websites

<http://www.webmonkey.com> - great lessons to learn basic HTML and CSS

<http://html-color-codes.com/> - colour codes

<http://wave.webaim.org/> - checking web accessibility

<http://www.webpagesthatsuck.com/> - good tips for design

<http://www.avivadirectory.com/color/> - colour resources for designers

[http://webdesign.about.com/od/beginningcss/a/bl\\_csstutorial.htm](http://webdesign.about.com/od/beginningcss/a/bl_csstutorial.htm) - Basic Cascading Style Sheets Tutorial

DRAFT