Create Web Pages
Using Dreamweaver 4 and Fireworks 4

Busaba Siriamonthep

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Preface

If you wanted to design a home page during the past ten years, you would have had to be a programmer or be familiar with technology and coding. Now, you can design your own Web pages without coding, if you are a computer user and know how to use certain applications in Windows. Many software companies have made Web site applications very user-friendly. If you have some knowledge of HTML coding, it will be a benefit for you to use Dreamweaver, because it is a professional HTML editor. In Dreamweaver, you can choose to create and edit between either a code or a design view of a document. Although you can use Dreamweaver alone to create Web pages, Fireworks is a good complementary program that can help your Web site become state-of-the-art. Some things that you cannot create in Dreamweaver, such as images and animated graphics, can be constructed with Fireworks. You can also insert and import many media objects into Dreamweaver, but this book will concentrate on Dreamweaver and Fireworks.

You will learn how to use the applications menus, tools, and Panels to create Web pages. Macromedia Dreamweaver and Fireworks also each have a tutorial and Guided Tour that will help you learn how to operate them.

But to construct a Web site, you should also know what content you want published on your Web site. The content should be simple, easy to read, easy to understand, and organized. I will provide suggestions for you regarding Web site planning, design, and management.

Chapter 1, referred to as Web Management and System Requirements, includes the introduction and instructions for Web site design and development for Dreamweaver. You will learn how

to devise a plan and design, develop, test, and maintain a Web site, which is the life cycle of Web management.

Chapter 2 will cover Dreamweaver Basics. It will guide you through the steps of creating a local site and learning each menu, tool bars, and toolboxes and Panels. When you know your tools, it will be easier to select and use them efficiently. If you cannot remember every menu, tool, or Panel, you should just try to practice with them regularly. If you are pretty familiar with the menus, toolbars, tools box, and Panels, you can simply use Chapter 2 as a reference while working on the Web pages.

Chapter 3 will teach you how to design a page layout. Design Page Layout is an important part of Web site construction, because it allows you to manage images, text, media objects, and design Web pages. It is like a floor plan for your house. You can manage the number of rooms, the purpose of each room, and also what do you want to put into those rooms. You can select tools like Layout (Cells and Tables), Layer, Frames, and Table.

Chapter 4, titled Managing Assets, Text, Images, and Media Objects, will help you to become familiar with managing assets, inserting and formatting text and objects, and using Panels.

Chapter 5, titled Behaviors, will show you ways to help manage your Web pages. For instance, to create a disjointed rollover image, you must use the Swap Image command in the Behaviors Panel. You can set many types of behaviors using the JavaScript command. In this chapter, you will also learn to how to test and publish your Web site and make sure that your pages are compatible with the browsers.

Chapter 6 is about Fireworks Basics. Fireworks is an application that provides flexible and useful tools for creating graphics. This chapter will show you how to open and save in Fireworks and how the menus and submenus work. Feel free to use this chapter as a reference when needed.

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Chapter 7, titled Creating Objects Using Tools, will describe many tools, such as drawing tools and transform tools, that you can use to create vector and bitmap objects. You will learn how to operate those tools in this chapter.

Chapter 8 is about managing Text, Button, and Color. Text editor will allow you to adjust text in your design. You can use drawing tools to create buttons. The stroke, fill, and effect can be applied to both the text and buttons. You can use the effect functions to adjust color, brightness, or contrast, such as Hue and Saturation, and more.

Chapter 9, titled Rollover Image with Hotspot and Slice, will cover hotspot and slice, which are very popular for creating rollover images. You will also learn how to create slice for the swap images using frames.

Chapter 10 will show how to create Rollover Buttons and Animation using Fireworks. Rollover buttons are used regularly to make a link in Web pages. This chapter will guide you step by step on how to add animation to your Web site.

Chapter 11, titled Dreamweaver and Fireworks Together, is will show you how to export graphic files from Fireworks and insert them into a Dreamweaver document

The purpose of this book is to guide you through the process of creating Web pages that will work for you. Remember, practice is important for learning applications. You should read, try to practice with the applications, and create your own practice Web pages and graphics. Then, you will be able to see just how fun creating a Web site can be.

If you have any questions on any topics in this book, you can contact me at jamongarj@yahoo.com. I will be happy to answer

your questions. I really want you to get the benefit of my experiences and this book.

Acknowledgement

I would like to thank my husband, Ongarj Siriamonthep, who has always supported and encouraged me to write this book. I also would like to thank my family. Dr.Kanchit Malaivongs is my role model and inspired me to write a book. I appreciate my friends at Software Park Thailand and their contributions and suggestions. A warm, thank you for Mr. Jeff Young at Universal Publishers, who gave me the advice and the opportunity to explore my knowledge. Mr.Samuel and Mrs.Leah Lehrfeld gave me the inspiration to work on the Web projects. Another special thanks for Ms.Lori Fredeking and my friends that contributed their time to review my book. This book could not have been completed without Mr.Pairoj Pugsasin, who designed the artwork for the cover page of this book.

About the author

Busaba Siriamonthep has a master's degree in Computer Science from Hofstra University, New York. She began her career as a programmer analyst, but has always been involved with the technology training industry. She taught Introduction to Computer, Programming, and System Design at Assumption University in Thailand for over nine years, where she was also a systems consultant for many organizations in Thailand. She was a technology transfer officer for Software Park Thailand, to provide support training for the software industry in Thailand.

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CHAPTER 1
INTRODUCTION

A Web site is like a house, a piece of property, or a company that you must plan to setup, otherwise it can be a mess. Before building or buying a house, you would need to know the specifications, such as how many rooms and where to put the bedrooms, kitchen, dining room, leisure room, bathroom, etc. It is the same for a Web site, too. The structure of a Web site must be planned. The link of each page is like a door to each room and stairs to other rooms in a house. The first page is like the reception area. It should be interesting, easy, simple, and guide them to other areas in your site. The structure of the Web pages should be the similar, but you can design each a little differently. Each page should contain information that relates to images and contents. For example, the stove, refrigerator, oven, plates, and glasses should be in the kitchen. The leisure room should have a sofa, a television and a home theater. The decoration will depend on each designer.

	Kitchen	→	Stoves, Refrigerator, Oven, etc.
	Leisure Room	→	Sofa, Television, Home Theater
	Dining Room	→	Dining Table, Chairs
	Etc.		
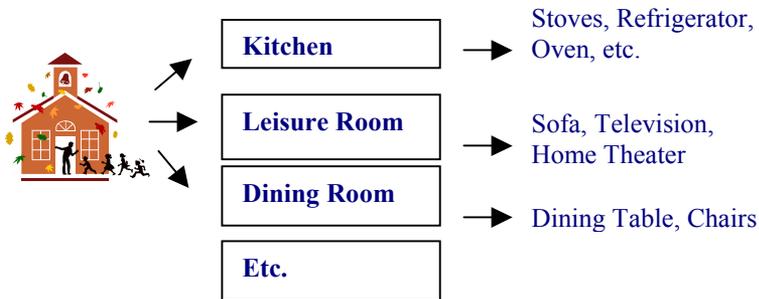
WEB DESIGN AND DEVELOPMENT

The structure of a Web site should match your goals and the purpose of the Web site. You should start with the following questions: why, how, who, what, and when.

Why?
- Why do you want to have a Web site?

This question should be asked first in order to clarify the reason you want to have a Web site, such as for e-business, advertising, information, brand awareness, or education. Then, you can start to plan the structure of your Web site.

How?
- How do you want the Web pages to look?
- How many pages will it be?
- How can you reach target customers or audiences?

You can start to think about design Web pages from this point.

Who?
- Who will be the target customers or audiences?
- Who will be the host server?

This will help you to clarify a plan for your Web site and determine who will visit your Web site, such as teachers, professionals, students, etc. You can then provide more details to the host server, who will provide some means for your Web site to reach out to the world.

What?
- What do people want to know and see on your Web site?

You should also ask yourself this question as if you were a person who will see this Web site.

When
- When do you want to start and publish your Web site?

This will allow you to manage your goals and finish them on time.

Web Management

The purpose of Web site, such as for e-commerce, marketing, services, information, or education, must be determined while planning the Web site.

The life cycle of Web Management is divided into 5 phases.
1. Planning
2. Design
3. Development
4. Implementation and testing
5. Maintenance
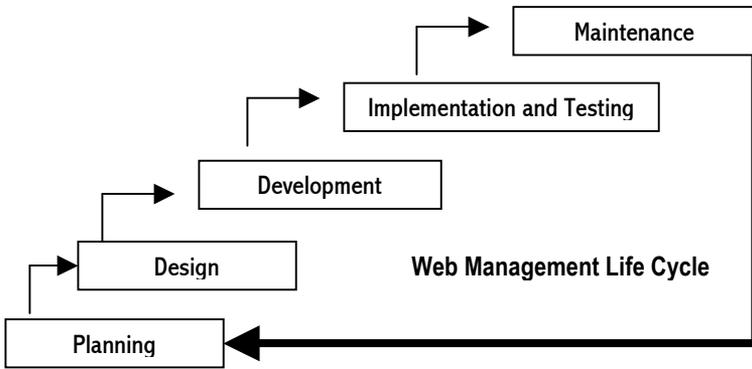
1. Planning Phase

Planning is the first step. This phase will determine the theme of the Web site. The other phases will be smooth, if the planning is done well.

- **Create Structure:** If a Web site isn't well planned, you may have to come back and start it all over again. This can waste your time and cost more money. The better way is to create a good structure of your Web site in the beginning. When you plan for a house, you must survey from many locations. You must have the specifications, such as three bedrooms, two bathrooms, one dining room, one leisure room, two floors, a basement, and placement for a gas heater, and the direction that you want the house to face. Constructing a Web site is very similar, you must determine the pros

and cons of other Web sites, how many pages (rooms) you will need, the site plan, security for your site, how can people will access your site, and other considerations, before you begin the design phase. You can improve your work by viewing other examples. For example, if you want to create Web pages about renting a car, you should visit the Web sites of Avis, National, Budget, and other rental agencies to search for information and determine the structures of their Web sites. You should observe the differences and similarities of their sites. Is it easy to find the information you want? Does it take a long time to fill out any forms? The structure is very important. You can redesign and change many things in your pages, but the structure should not be change after you develop the Web site. If the structure does change, it will mean that you will have to go back to the starting point again.

- **Gathering data:** When you know your structure, you can then gather the information, document, graphics, and data needed.

- **Find a host and post your link:** Plan for a host of your site and submit your site to every search engine, if you can. A free host, like Geocities, is just fine for small and personal pages, but they are very slow. A paid host will always be faster than a free host.

- **Navigation**: Navigation is very important. If the visitor has to learn how to navigate your site, it is not a good sign. Navigation should be straightforward and simple, such as an arrow sign, return, next page, etc.

- **Draw Flow diagram:** The diagram should be easy to follow and united, even if you have complicated links in your pages. In the event that you are part of team

building the site, all can communicate with the same structure.

Sample Diagram

```
                      ┌─────────────────┐
                      │   Home Page     │
                      └─────────────────┘
                               │
     ┌──────────────┬──────────┴──────────┬──────────────┐
┌──────────┐  ┌──────────┐         ┌──────────┐    ┌──────────┐
│ Services │  │ Products │         │ Supports │    │ Download │
└──────────┘  └──────────┘         └──────────┘    └──────────┘
   ┌──────────┐   ┌──────────┐        ┌──────────┐
   └──────────┘   └──────────┘        └──────────┘
   ┌──────────┐   ┌──────────┐
   └──────────┘   └──────────┘
                  ┌──────────┐
                  └──────────┘
```
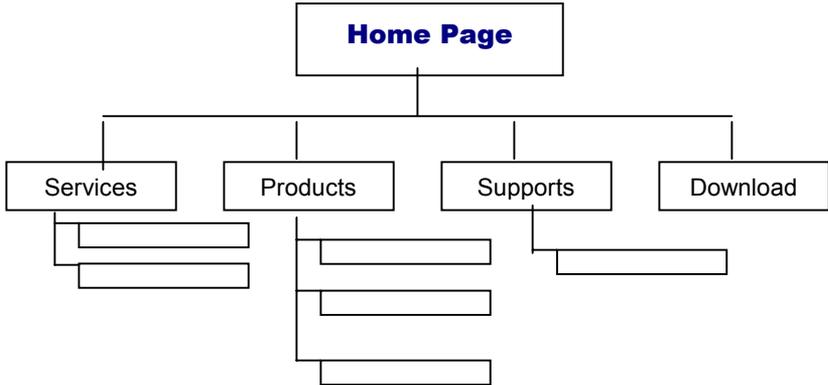
Web sites of many well-known companies have similar structure; they may different in details, industry and designs. Their formats are easy to understand. The suggested Web sites are www.ibm.com, www.bn.com, www.macromedia.com, www.microsoft.com. They group and arrange things in order that customers can find them from menu header.

Example:

To create Web site about foods and recipes, the designer has to plan and create structure of Web site. The recipe of foods will be given out for free. There is a future plan to add the good Thai restaurant in USA and Thailand later on. People can share their homemade recipe within the Web site too. The goal is to share the knowledge on food, beverage, recipes, and herbs for people who love to cook. If some people want to share their recipes, they are invited. They can write e-mail and give information that they want to post on the Web site.   The structure of a site must be planned such as how many are Web pages, what will be the content of main page, links, and some plans will be done in the future.

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Plan and structure

- To create the home page can be the first thing in a plan and the Web site will be named "Taste of Food"
- The homepage will consist of
  1. Foods
     - 1.1 Thai food, Chinese Food, Japanese Food, Korean Food, others
       - 1.1.1 Sub pages will show the list of Appetizers, Main Dishes, Deserts, and Juices
         - 1.1.1.1 Selected food with the recipe
  2. Herbs
     - 2.1 List of Herbs
       - 2.1.1 Selected Herb with detail
  3. Letter from friends
  4. Comment and contact us
  5. Recipe from friends
  6. Advise from chef
  7. Authentic Thai Restaurant (Future Plan)
     - 7.1 Thailand
       - 7.1.1 List of Thai Restaurant in Bangkok
     - 7.2 USA
       - 7.2.1 State
         - 7.2.1.1 City
           - 7.2.1.1 List of Thai restaurants and directions.
- Web pages must be easy and fast to access
- Set Theme of the site like to do it for fun and free, so the host server should be a free host. There are many host servers that provide free spaces for sub domain such as hypermart (http://www.hypermart.net), and freemerchant (http://www.freemerchant.com). However, people can register and pay for their own domain name annually.

Structure Diagram

```
                            ┌─────────────────────────┐
                            │      Taste of Foods      │
                            └─────────────────────────┘
```

| Foods | Herbs | Contact Us | Recipe from Friends |

- Thai
- Chinese
- Japanese
- Korean
- Others

List of Herbs

Detail of Selected Herb

Letter from Friends

Advises from Chef

Appetizers · Main Dishes · Deserts · Juices
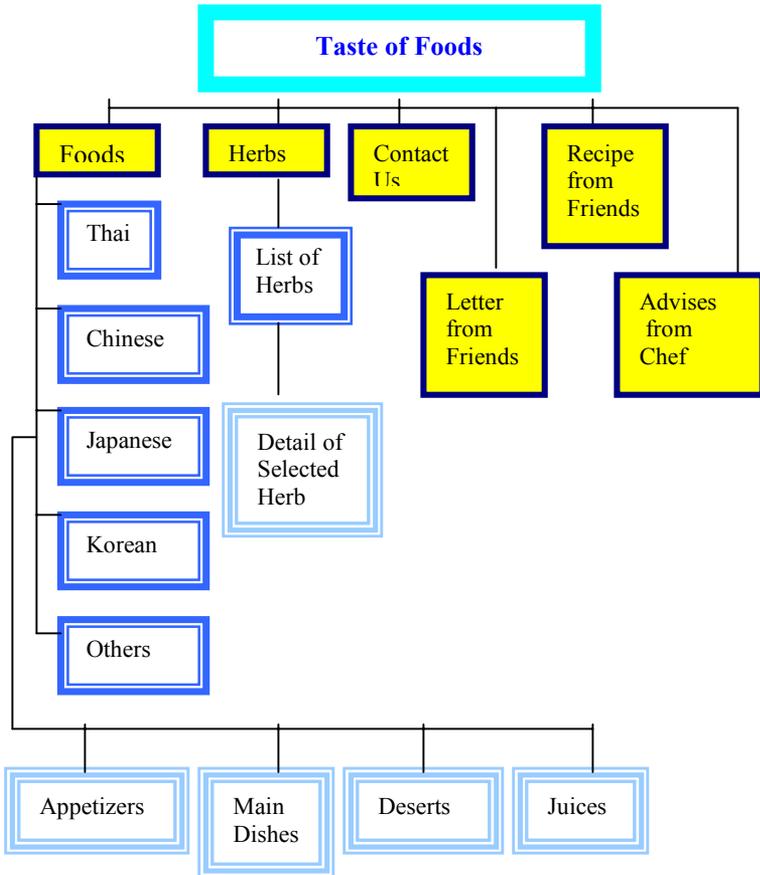
Exercise:

Worldwide Training Company is multi-million dollars company. They train management courses, information technology courses, financial courses and they also have a consultant in each of those field.   They want to have their own Web page in order to draw more customers and also announce new courses and activities of the company, what do they need. If you are assigned to do this job, what do you plan for them and please write flow diagram to show your plan. (You can use this exercise to create images, animated images, and Web pages in chapter 2 thru chapter 11.)

2. Design Phase

Designing the site is the second phase. You should organize your data, information, and documents. You should have a flow diagram and expand the diagram in more detail for each page. You should start using Dreamweaver as a tool for the sample pages. You should prepare the images, color of theme, text, and media objects. You should also enjoy your work and view your design as if you are a Web surfer. Do you like what you see? You should solicit comments from your friends or your team. You should also have a comment or a feedback page for people who visit your site. This will allow them to share their ideas with you. The content should also be interesting and up-to-date.

The layout tables and cells in Dreamweaver will help you to organize your page and rearrange cells. You can add more tables and cells (More details in Chapter 3) in that page.

Table
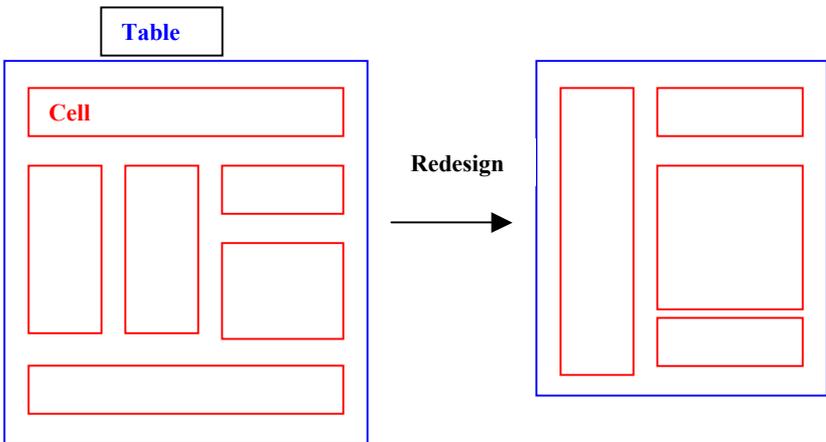
Cell

Redesign

Text, images, buttons and media objects can be inserted into each cell and it will be easy to rearrange.

Note: You can get more design ideas from the Web site. (http://Webdevelopment.developersnetwork.com)

When you have determined your design and layout, you can then create and gather the assets, such as images, text, or media (Flash, Shockwave, Sound, and more). They should be collected in the same group and in the site (More details in Chapter 2). The assets will be available to reuse again and again in that site.

Example:

The structure of "Taste of Foods" is planned. Contents and some graphics are prepared. The sample pages with simple link are created.   Graphics that are created using Fireworks will be presented later when development phase is started.

Main menu has many options for visitors to choose. For example if user clicks foods from menu, it will link to the next page that show many kind of foods (Thai, Chinese, Japanese, Korean, and others.) The other menu will be created link as a plan above.

3. Development Phase

Development is the third phase and you must have tools ready to use at this time. However, the tools will only be as efficient as your talent. Most technical people, for example, a programmer, will approach things logically and systematically. Their Web site might be constructed well from a technological aspect, but look ugly. People who surf Web sites want to get information, but also want see a beautiful view. In this phase, you should familiarize yourself with the tools so that your Web site will be visually appealing. You will become familiar with them in Chapters 2 and 3.

4. Implementation and testing

This phase can do parallel with the development phase because you must test them with browsers like Internet explore and Netscape Communicator. You may find errors or incompatible while you develop and you can correct them at that time. If you wait until finish the development, it will be a lot of work because some functions in Dreamweaver may not run well with a browser. We will discuss about items that should be aware of them in chapter 2. When you are ready, you can publish your site.

5. Maintenance

You should establish a maintenance period to ensure quality such as once every four weeks, respond to user feedback, and update the site's information. This will draw more attention from the Web surfers.

System Requirements

The following hardware and software is required to run Dreamweaver

- Netscape Navigator or Internet Explorer version 4.0 or later version.
- An Intel Pentium processor or equivalent, 166 MHz or faster, running Windows 95, Windows 98, Windows 2000, Windows ME, or Windows NT (with Server Pack 3)
- 32 MB of Random Access Memory (RAM) plus 110 MB of available disk space
- A 256-color monitor capable of 800 x 600 pixel resolution
- A CD-ROM Drive

About Macromedia Dreamweaver

Macromedia Dreamweaver is an HTML editor that makes things easy for the user. Before we get started in Chapter 2, you should know about the resources that can help you learn the program after you have the basic knowledge from this book. Macromedia Dreamweaver provides a guided tour, a tutorial, Dreamweaver lessons, and help. You can find these resources from the Help Menu at any time. You can also obtain the Dreamweaver User Guide (printed book) from their Web site at the support center. You can also visit the Macromedia Web site to find the third party like WebSphere from IBM that you can use their tools with Macromedia Dreamweaver and Fireworks, subscribe to the Edge Newsletter, be a member, join the forum, and more.

CHAPTER 2
DREAMWEAVER BASICS
Site Planning and Design

After you install Macromedia Dreamweaver 4 on your computer, you should create a folder (directory) and subfolders (subdirectories) of your site. When you create folder, it will identify itself as a site folder. Your subfolders will group all related data, documents, graphics, and media objects, such as the subfolder, "Images," and store all images that will be used with this Web site and other media in the "Medias" folder. They will be considered as the assets of this site. They should be in one location for one site. If you have two sites, you should create folders for each site separately. You should have a plan with you now. Why? Because when you want to move them to the server site to show the world, you can FTP the main folder that contains all the HTML files, images, and media objects at once. At this point, you should have the images stored in the subfolder, "Images." If you don't organize it, you will have to go back and forth in order to find graphics, designs, and development at the same time. This can be very time-consuming.

Subfolders

Images

Root Folder

Site 1
Tasteof Food

Medias

HTML Files

C:\TasteofFood

Index.html (Home Page)