



Adobe  
**Dreamweaver CC**  
2017 release

**CLASSROOM IN A BOOK®**  
The official training workbook from Adobe  
Jim Maivald

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Adobe  
**Dreamweaver CC**  
2017 release

**CLASSROOM IN A BOOK®**

The official training workbook from Adobe

Jim Maivald

Adobe Dreamweaver CC Classroom in a Book® (2017 release)

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# CONTENTS

## GETTING STARTED 1



About Classroom in a Book.....	1
TinyURLs .....	1
Prerequisites.....	2
Conventions used in this book .....	2
Windows vs. macOS instructions .....	3
Installing the program .....	4
Updating Dreamweaver to the latest version.....	5
Online Content .....	6
Recommended lesson order .....	7
Bonus material .....	8
On first launch.....	8
Choosing the program color theme .....	11
Setting up the workspace .....	12
Defining a Dreamweaver site.....	13
Checking for updates .....	16
Additional resources .....	17

## 1 CUSTOMIZING YOUR WORKSPACE 18



Touring the workspace.....	20
Using the Start Screen .....	21
Exploring New Feature guides.....	24
Working with toolbars .....	25
Switching and splitting views .....	26
Selecting a workspace layout.....	30
Working with panels.....	31
Personalizing Dreamweaver.....	36
Working with Extract.....	36

	Creating custom keyboard shortcuts .....	37
	Using the Property inspector .....	39
	Using the Related Files interface .....	40
	Using tag selectors .....	42
	Using the CSS Designer .....	43
	Using the Visual Media Query interface .....	47
	Using the DOM Viewer .....	48
	Using the heads-up displays .....	48
	Exploring, experimenting, and learning .....	50
	Review questions .....	51
	Review answers .....	51
<b>2</b>	<b>HTML BASICS</b>	<b>52</b>
	What is HTML? .....	54
	Where did HTML begin? .....	54
	Frequently used HTML elements .....	56
	What's new in HTML5 .....	59
	Review questions .....	62
	Review answers .....	63
<b>2B</b>	<b>HTML BASICS BONUS ONLINE LESSON</b>	<b>B2-1</b>
<b>3</b>	<b>CSS BASICS</b>	<b>64</b>
	What is CSS? .....	66
	HTML vs. CSS formatting .....	66
	HTML defaults .....	68
	CSS box model .....	72
	Applying CSS styling .....	73
	Multiples, classes, and ids, oh my! .....	86
	Review questions .....	91
	Review answers .....	91
<b>3B</b>	<b>CSS BASICS BONUS ONLINE LESSON</b>	<b>B3-1</b>

<b>4</b>	<b>WEB DESIGN BASICS</b>	<b>92</b>
	Developing a new website .....	94
	Scenario .....	97
	Working with thumbnails and wireframes .....	97
	Review questions .....	101
	Review answers .....	101
<b>5</b>	<b>CREATING A PAGE LAYOUT</b>	<b>102</b>
	Evaluating page design options .....	104
	Working with predefined layouts .....	107
	Review questions .....	126
	Review answers .....	127
<b>6</b>	<b>WORKING WITH A WEB FRAMEWORK</b>	<b>128</b>
	Creating a navigation menu .....	130
	Creating header content .....	156
	Building semantic content .....	169
	Managing Bootstrap component width .....	178
	Inserting HTML entities .....	180
	Creating global type styles .....	182
	Review questions .....	194
	Review answers .....	195
<b>7</b>	<b>DESIGNING FOR MOBILE DEVICES</b>	<b>196</b>
	Responsive design .....	198
	Adapting the site to different screen sizes .....	200
	Working with media queries .....	215
	More information on media queries .....	226
	Review questions .....	227
	Review answers .....	227
<b>8</b>	<b>WORKING WITH TEMPLATES</b>	<b>228</b>
	Creating a template from an existing layout .....	230
	Inserting editable regions .....	231
	Inserting metadata .....	233
	Producing child pages .....	235
	Review questions .....	247

	Review answers.....	247
<b>9</b>	<b>WORKING WITH TEXT, LISTS, AND TABLES</b>	<b>248</b>
	Previewing the completed file.....	250
	Creating and styling text.....	253
	Creating lists.....	262
	Creating and styling tables.....	271
	Spell-checking webpages.....	295
	Finding and replacing text.....	297
	Optional self-paced exercise.....	301
	Review questions.....	302
	Review answers.....	303
<b>10</b>	<b>WORKING WITH IMAGES</b>	<b>304</b>
	Web image basics.....	306
	Previewing the completed file.....	311
	Inserting an image.....	312
	Adjusting image positions with CSS classes.....	314
	Working with the Insert panel.....	318
	Using the Insert menu.....	320
	Inserting nonweb file types.....	321
	Working with Photoshop Smart Objects (optional).....	325
	Copying and pasting images from Photoshop (optional) ...	327
	Inserting images by drag and drop.....	333
	Optimizing images with the Property inspector.....	335
	Review questions.....	340
	Review answers.....	341
<b>11</b>	<b>WORKING WITH NAVIGATION</b>	<b>342</b>
	Hyperlink basics.....	344
	Previewing the completed file.....	345
	Creating internal hyperlinks.....	348
	Creating an external link.....	356
	Setting up email links.....	358
	Creating an image-based link.....	360
	Targeting page elements.....	362
	Checking your page.....	385

	Adding destination links to the same page (optional) . . . . .	386
	Review questions . . . . .	387
	Review answers . . . . .	387
<b>12</b>	<b>ADDING INTERACTIVITY</b>	<b>388</b>
	Learning about Dreamweaver behaviors . . . . .	390
	Previewing the completed file . . . . .	392
	Working with Dreamweaver behaviors . . . . .	393
	Working with Bootstrap Accordion widgets . . . . .	404
	Review questions . . . . .	415
	Review answers . . . . .	415
<b>13</b>	<b>PUBLISHING TO THE WEB</b>	<b>416</b>
	Defining a remote site . . . . .	418
	Cloaking folders and files . . . . .	426
	Wrapping things up . . . . .	427
	Putting your site online (optional) . . . . .	430
	Synchronizing local and remote sites . . . . .	434
	Review questions . . . . .	438
	Review answers . . . . .	439
<b>14</b>	<b>WORKING WITH CODE</b>	<b>440</b>
	Creating HTML code . . . . .	442
	Working with multicursor support . . . . .	449
	Commenting your code . . . . .	451
	Working with CSS preprocessors . . . . .	452
	Selecting code . . . . .	468
	Collapsing code . . . . .	470
	Expanding code . . . . .	471
	Accessing split Code view . . . . .	472
	Previewing assets in Code view . . . . .	472
	Review questions . . . . .	474
	Review answers . . . . .	475
	<b>APPENDIX: TINY URLS</b>	<b>476</b>
	<b>INDEX</b>	<b>478</b>
<b>15</b>	<b>WORKING WITH WEB ANIMATION AND VIDEO</b>	
	<b>BONUS ONLINE LESSON</b>	<b>B15-2</b>

# GETTING STARTED

Adobe® Dreamweaver CC is the industry-leading web-authoring program. Whether you create websites for others for a living or plan to create one for your own business, Dreamweaver offers all the tools you need to get professional-quality results.

## About Classroom in a Book

*Adobe Dreamweaver CC Classroom in a Book® (2017 release)* is part of the official training series for graphics and publishing software developed with the support of Adobe product experts.

The lessons are designed so you can learn at your own pace. If you're new to Dreamweaver, you'll learn the fundamentals of putting the program to work. If you are an experienced user, you'll find that Classroom in a Book teaches many advanced features, including tips and techniques for using the latest version of Dreamweaver.

Although each lesson includes step-by-step instructions for creating a specific project, you'll have room for exploration and experimentation. You can follow the book from start to finish or complete only those lessons that correspond to your interests and needs. Each lesson concludes with a review section containing questions and answers on the subjects you've covered.

## TinyURLs

At several points in the book, I reference external information available on the Internet. The uniform resource locators (URLs) for this information are often long and unwieldy, so I have provided custom TinyURLs in many places for your convenience. Unfortunately, the TinyURLs sometimes expire over time and no longer function. If you find that a TinyURL doesn't work, look up the actual URL provided in the appendix.

## Prerequisites

Before using *Adobe Dreamweaver CC Classroom in a Book (2017 release)*, you should have a working knowledge of your computer and its operating system. Be sure you know how to use the mouse, standard menus, and commands, as well as how to open, save, and close files. If you need to review these techniques, see the printed or online documentation included with your Windows or Mac operating system.

## Conventions used in this book

Working in Dreamweaver means you'll be working with code. We have used several conventions in the following lessons and exercises to make working with the code in this book easier to follow and understand.

### Code font

In many instructions, you will be required to enter HTML code, CSS rules, and properties and other code-based markup. To distinguish the markup from the instructional text, the entries will be styled with a code font, like this:

Examine the following code: `<h1>Heading goes here</h1>`

In instances where you must enter the markup yourself, the entry will be formatted in color, like this:

Insert the following code: `<h1>Heading goes here</h1>`

### Strikethrough

In several exercises, you will be instructed to delete markup that already exists within the webpage or style sheet. In those instances, the targeted references will be identified with strikethrough formatting, like this:

Delete the following values:

```
margin: 10px 20px 10px 20px;  
background-image: url(images/fern.png), url(images/stripes.png);
```

Be careful to delete only the identified markup so that you achieve the following result:

```
margin: 10px 10px;  
background-image: url(images/fern.png);
```

## Missing punctuation

HTML code, CSS markup, and JavaScript often require the use of various punctuation, such as periods (.), commas (,), and semicolons (;), among others, and can be damaged by their incorrect usage or placement. Consequently, I have omitted periods and other punctuation expected in a sentence or paragraph from an instruction or hyperlink whenever it may cause confusion or a possible error, as in the following two instructions:

Enter the following code: `<h1>Heading goes here</h1>`

Type the following link: `http://adobe.com`

## Element references

Within the body of descriptions and exercise instructions, elements may be referenced by name or by class or id attributes. When an element is identified by its tag name, it will appear as `<h1>` or `h1`. When referenced by its class attribute, the name will appear with a leading period (.) in a code-like font, like this: `.content` or `.sidebar1`. References to elements by their id attribute will appear with a leading hash (#) and in a code font, like this: `#top`. This practice matches the way these elements appear in Dreamweaver's tag selector interface.

## Windows vs. macOS instructions

In most cases, Dreamweaver performs identically in both Windows and macOS. Minor differences exist between the two versions, mostly because of platform-specific issues out of the control of the program. Most of these are simply differences in keyboard shortcuts, how dialogs are displayed, and how buttons are named. In most cases, screen shots were made in the macOS version of Dreamweaver and may appear different from your own screen.

Where specific commands differ, they are noted within the text. Windows commands are listed first, followed by the macOS equivalent, such as `Ctrl+C/Cmd+C`. Common abbreviations are used for all commands whenever possible, as follows:

<b>Windows</b>	<b>macOS</b>
Control = Ctrl	Command = Cmd
Alternate = Alt	Option = Opt

As lessons proceed, instructions may be truncated or shortened to save space, with the assumption that you picked up the essential concepts earlier in the lesson. For example, at the beginning of a lesson you may be instructed to “press `Ctrl+C/Cmd+C`.” Later, you may be told to “copy” text or a code element. These should be considered identical instructions.

If you find you have difficulties in any particular task, review earlier steps or exercises in that lesson. In some cases if an exercise is based on concepts covered earlier, you will be referred to the specific lesson.

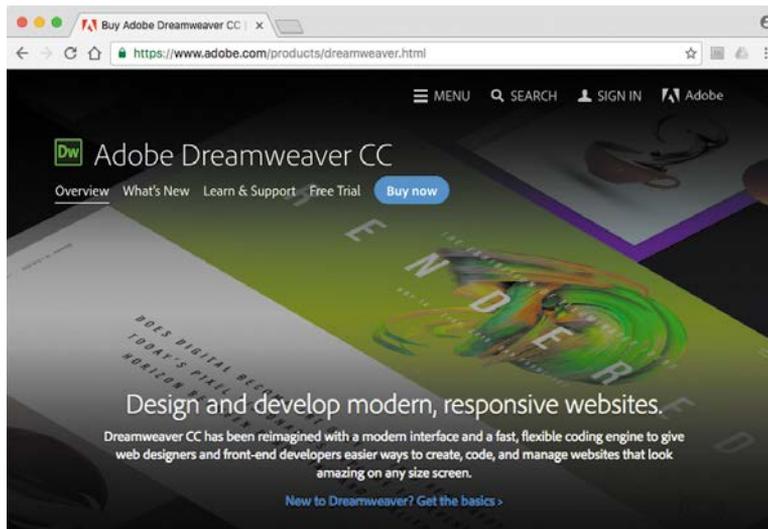
## Installing the program

Before you perform any exercises in this book, verify that your computer system meets the hardware requirements for Dreamweaver, that it's correctly configured, and that all required software is installed.

If you do not have Dreamweaver, you will first have to install it from Creative Cloud. Adobe Dreamweaver must be purchased separately; it is not included with the lesson files that accompany this book. Go to [www.adobe.com/products/dreamweaver/tech-specs.html](http://www.adobe.com/products/dreamweaver/tech-specs.html) to obtain the system requirements.

Go to <https://creative.adobe.com/plans> to sign up for Adobe Creative Cloud. Dreamweaver may be purchased with the entire Creative Cloud family or as a stand-alone app. Adobe also allows you to try Creative Cloud and the individual applications for 7 days for free.

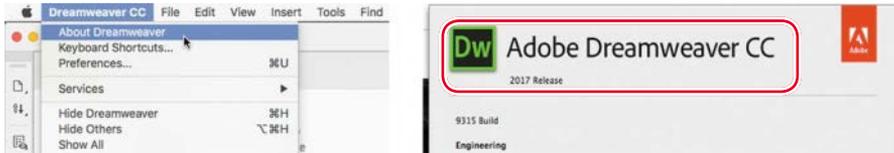
Check out [www.adobe.com/products/dreamweaver.html](http://www.adobe.com/products/dreamweaver.html) to learn more about the different options for obtaining Dreamweaver.



# Updating Dreamweaver to the latest version

Although Dreamweaver is downloaded and installed on your computer hard drive, periodic updates are provided via Creative Cloud. Some updates provide bug fixes and security patches, while others supply amazing new features and capabilities.

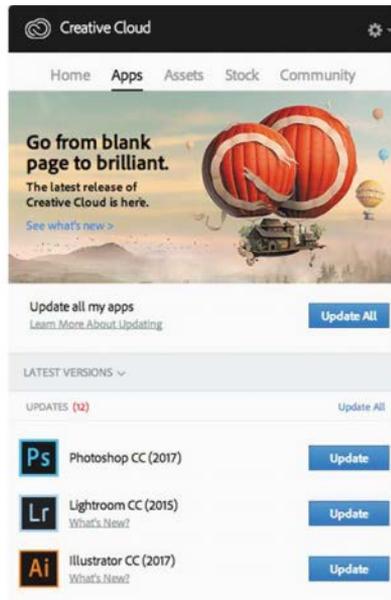
The lessons in this book are based on Dreamweaver CC (2017 release) and may not work properly in any earlier version of the program. To check which version is installed on your computer, choose Help > About Dreamweaver in Windows or Dreamweaver > About Dreamweaver on the Macintosh. A window will display the version number of the application and other pertinent information.



If you have an earlier version of the program installed, you will have to update Dreamweaver to the latest version. You can check the status of your installation by opening the Creative Cloud manager and logging in to your account.



Windows



macOS

Check out <https://helpx.adobe.com/creative-cloud/help/download-install-trial.html> to learn how to download and install a limited-period trial of Creative Cloud to your computer or laptop.

# Online Content

◆ **Warning:** Do not copy the contents of one lesson folder into any other lesson folder. The files and folders for each lesson cannot be used interchangeably.

Your purchase of this Classroom in a Book includes online materials provided by way of your Account page on peachpit.com.

## Lesson Files

To work through the projects in this book, you will need to download the lesson files from peachpit.com. You can download the files for individual lessons or it may be possible to download them all in a single file.

## Web Edition

The Web Edition is an online interactive version of the book providing an enhanced learning experience. Your Web Edition can be accessed from any device with a connection to the Internet; it contains the following:

- The complete text of the book
- Hours of instructional video keyed to the text
- Interactive quizzes

In addition, the Web Edition may be updated when Adobe adds significant feature updates between major Creative Cloud releases. To accommodate the changes, sections of the online book may be updated or new sections may be added.

## Accessing the Lesson Files and Web Edition

**If you purchased an ebook from peachpit.com or adobepress.com,** your Web Edition will automatically appear under the Digital Purchases tab on your Account page. Click the **Launch** link to access the product. Continue reading to learn how to register your product to get access to the lesson files.

**If you purchased an ebook from a different vendor or you bought a print book,** you must **register** your purchase on peachpit.com to access the online content:

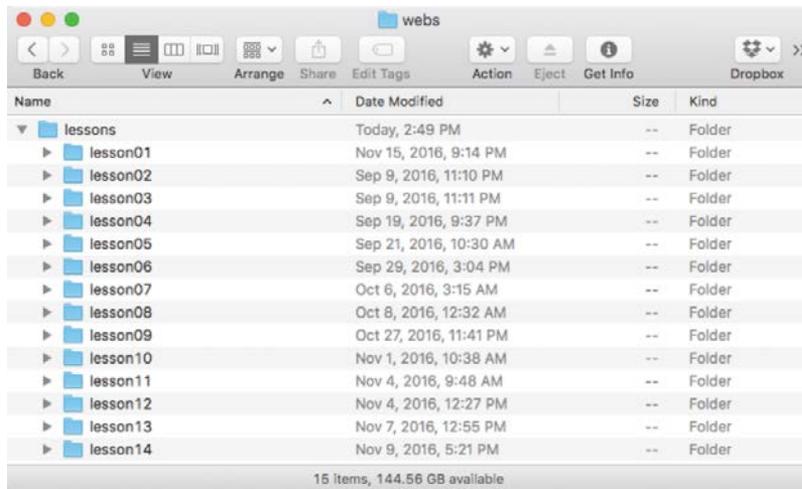
- 1 Go to [www.peachpit.com/register](http://www.peachpit.com/register).
- 2 Sign in or create a new account.
- 3 Enter the ISBN **9780134664286**.
- 4 Answer the questions as proof of purchase.
- 5 The **Web Edition** will appear on the Digital Purchases tab on your Account page. Click the **Launch** link to access the product.

The **Lesson Files** can be accessed through the Registered Products tab on your Account page. Click the Access Bonus Content link below the title of your product to proceed to the download page. Click the lesson file links to download them to your computer.

The files are compressed into ZIP archives to speed up download time and to protect the contents from damage during transfer. You must uncompress (or “unzip”) the files to restore them to their original size and format before you use them with the book. Modern Mac and Windows systems are set up to open ZIP archives by simply double-clicking.

**6** Do one of the following:

- If you downloaded **DWCC2017\_lesson\_files.zip**, unzipping the archive will produce a folder named **DWCC2017\_Lesson\_Files** containing all the lesson files used by the book.
- If you downloaded the lessons individually, create a new folder on your hard drive and name it **DWCC2017**. Unzip the individual lesson files to this folder. That way, all the lesson files will be stored in one location. Do not share or copy files between lessons.



**Note:** The files are updated from time to time, so the date may be different than the one shown.

## Recommended lesson order

The training in this book is designed to take you from A to Z in basic to intermediate website design, development, and production. Each new lesson builds on previous exercises, using supplied files and assets to create an entire website. I recommend you download all lesson files at once, and then perform each lesson in sequential order to achieve a successful result and the most complete understanding of all aspects of web design.

The ideal training scenario will start in Lesson 1 and proceed through the entire book to Lesson 15. Each lesson builds the skills and understanding necessary to complete subsequent tasks. We recommend that you do not skip any lessons, or

even individual exercises. Although ideal, this method may not be a practicable scenario for every user. So, each lesson folder contains all the files needed to complete every exercise within it using partially completed or staged assets, allowing you to complete individual lessons out of order, if desired.

However, don't assume that the staged files and customized templates in each lesson represent a complete set of assets. It may seem that these folders contain duplicative materials. But these "duplicate" files and assets, in most cases, cannot be used interchangeably in other lessons or exercises. Doing so will probably cause you to fail to achieve the goal of the exercise.

For that reason, you should treat each folder as a stand-alone website. Copy the lesson folder to your hard drive, and create a new site for that lesson using the Site Setup dialog. Do not define sites using subfolders of existing sites. Keep your sites and assets in their original folders to avoid conflicts.

One suggestion is to organize the lesson folders in a single *web* or *sites* master folder near the root of your hard drive. But avoid using the Dreamweaver application folder. In most cases, you'll want to use a local web server as your testing server, which is described in Lesson 13, "Publishing to the Web."

## Bonus material

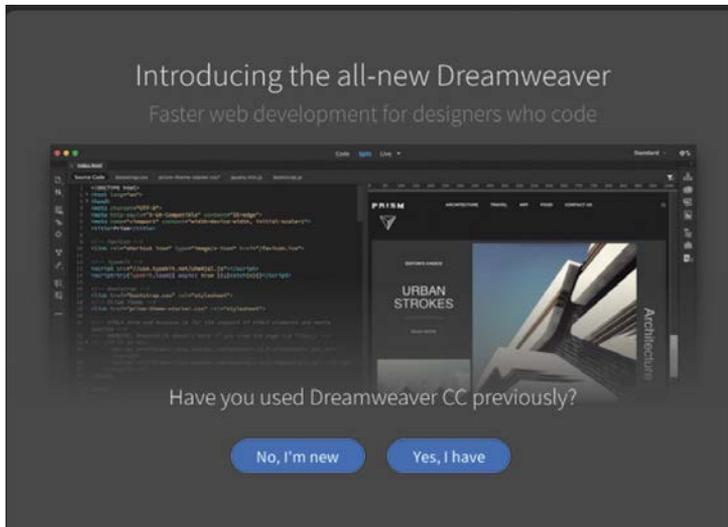
We've provided additional material for Lessons 2 and 3 and a bonus Lesson 15 on the Peachpit website:

- Lesson 2, "HTML Basics Bonus"
- Lesson 3, "CSS Basics Bonus"
- Lesson 15, "Working with Web Animation and Video Bonus"

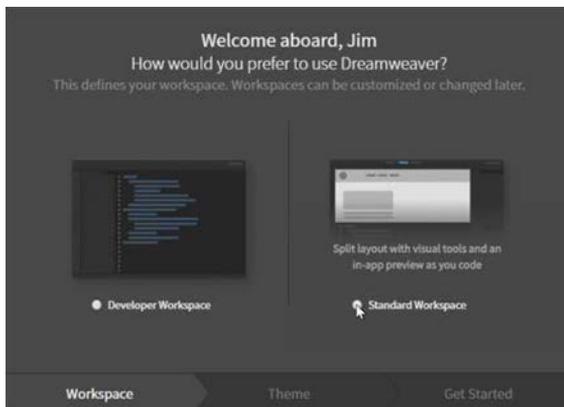
You will find these on your Account page once you register your book, as described earlier in "Accessing the Lesson Files and Web Edition."

## On first launch

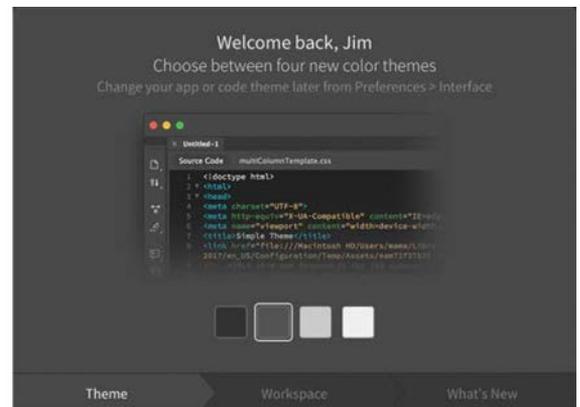
Right after installation or upon first launch, Dreamweaver CC will display several introduction screens. The program will first ask you if you are a new or experienced user of Dreamweaver.



As each screen appears, it guides you through the setup of the interface. Depending whether you are using Windows or macOS, or select new or experienced user, several screens will show different options. You will choose your workspace and color theme. I used the lightest theme for the screen shots and the Standard workspace. Feel free to pick the theme color you prefer. All exercises in the book will work in any color theme.

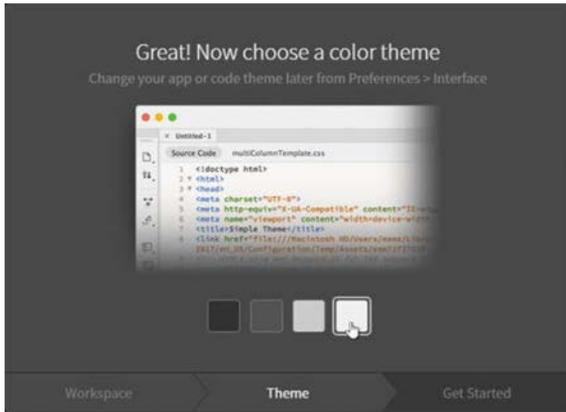


New User

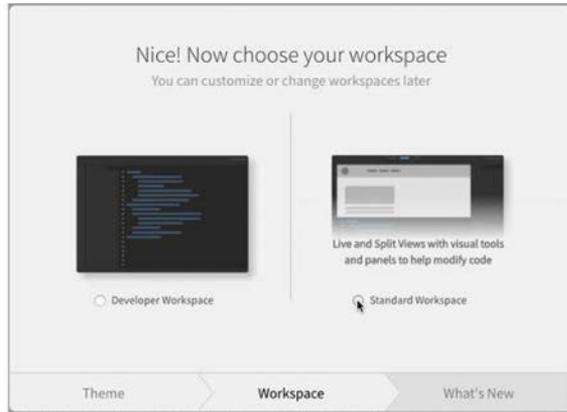


Experienced User

As you work through the introductory screens, they may appear in a different sequence than shown here.

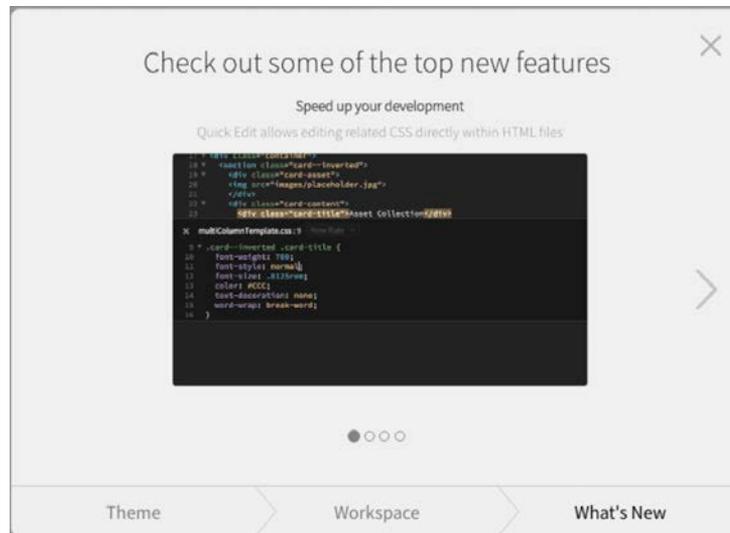


New User

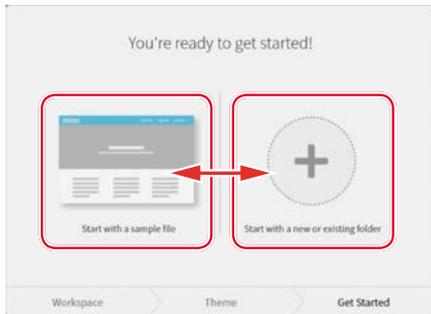


Experienced User

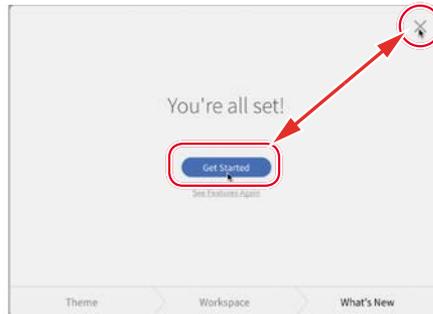
For experienced users, the Introduction screen will preview some of the new features added to the program. Review the new features or proceed to the final screen.



When you complete the setup, the final screen prompts you to get started. Depending on whether you are a new or experienced user, you may be directed to open a file; select a folder or proceed to the program interface.



New User



Experienced User

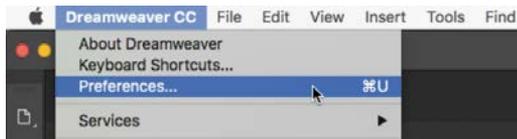
Once you complete the introductory screens, Dreamweaver may prompt you to Sync Settings to the Creative Cloud. This feature allows you to back up and synchronize program preferences between two machines using your account. Click Advanced to access the Sync Settings in Preference. Click Disable Sync Settings to shut off synchronization. Click Sync Setting Now to synchronize your settings immediately.

## Choosing the program color theme

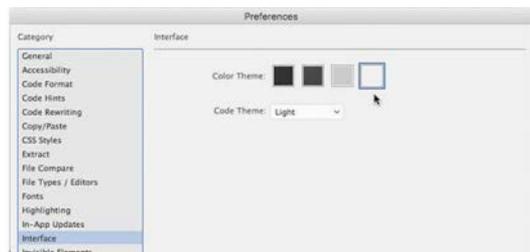
If you purchased the book after you installed and launched Dreamweaver, you may be currently using a different color theme than the one pictured in most screen shots in the book. All exercises will function properly using any color theme, but if you want to configure your interface to match the one shown, complete the following steps.

- 1 Select Edit > Preferences in Windows or Dreamweaver CC > Preferences in macOS.

The Preferences dialog appears.



- 2 Select the **Interface** category.
- 3 Select the lightest color theme.



The interface changes to the new theme. Note how the Code theme changed too. But the changes are not permanent. If you close the dialog, the theme will revert to the original colors.

- 4 Click the Apply button.

The theme changes are now permanent.

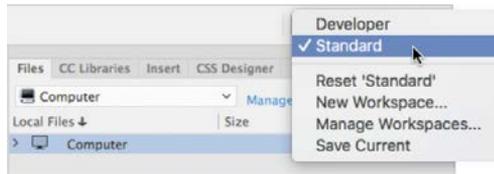
- 5 Click the Close button.

Feel free to change the color theme at any time. Often users select the theme that works best in their normal working environment. The lighter themes work best in well-lighted rooms, while the darker themes work best in indirect or controlled lighting environments used in some design offices. All exercises will work properly in any theme color.

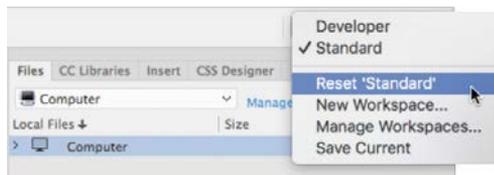
## Setting up the workspace

Dreamweaver CC (2017 release) includes two main workspaces to accommodate various computer configurations and individual workflows. For this book, the Standard workspace is recommended.

- 1 If the Standard workspace is not displayed by default, you can select it from the Workspace drop-down menu on the upper-right side of the screen.



- 2 If the default Standard workspace has been modified—where certain toolbars and panels are not visible (as they appear in the figures in the book)—you can restore the factory setting by choosing Reset 'Standard' from the Workspace drop-down menu.



Workspace Layout options can also be accessed from the Window menu.

Most of the figures in this book show the Standard workspace. When you finish the lessons in this book, experiment with each workspace to find the one that you prefer, or build your own configuration and save the layout under a custom name.

For a more complete description of the Dreamweaver workspaces, see Lesson 1, “Customizing Your Workspace.”

# Defining a Dreamweaver site

In the course of completing the following lessons, you will create webpages from scratch and use existing files and resources that are stored on your hard drive. The resulting webpages and assets make up what's called your *local* site. When you are ready to upload your site to the Internet (see Lesson 13, "Publishing to the Web"), you publish your completed files to a web-host server, which then becomes your *remote* site. The folder structures and files of the local and remote sites are usually mirror images of one another.

The first step is to define your local site.

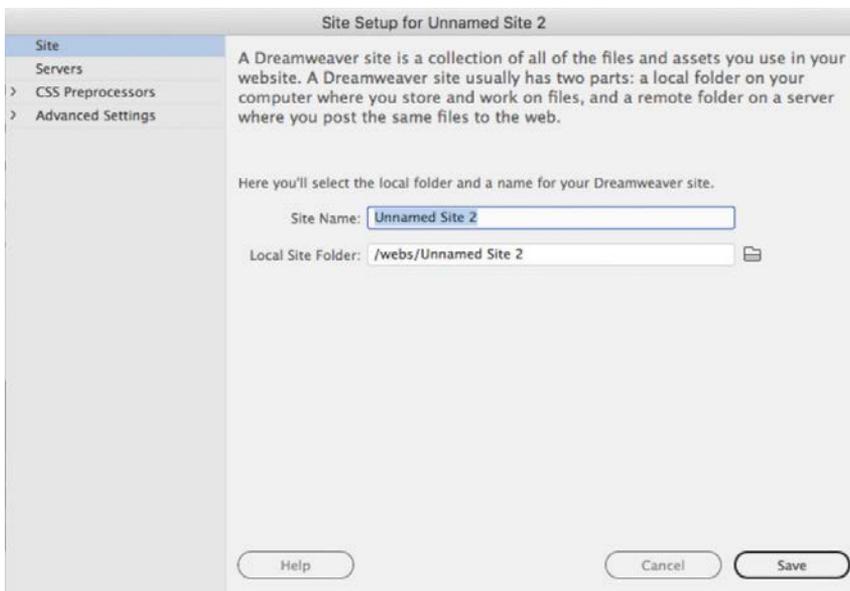
- 1 Launch Adobe Dreamweaver CC (2017 release) or later.
- 2 Open the Site menu.



◆ **Warning:** You must unzip the lesson files before you create your site definition.

The Site menu provides options for creating and managing standard Dreamweaver sites.

- 3 Choose New Site.



The Site Setup dialog appears.

To create a standard website in Dreamweaver, you need only name it and select the local site folder. The site name should relate to a specific project or client and will appear in the Files panel Site drop-down menu. This name is intended for your own purposes only; it will not be seen by the public, so there are no limitations to the name you can create. Use a name that clearly describes the purpose of the website. For the purposes of this book, use the name of the lesson you intend to complete, such as lesson01, lesson02, lesson03, and so on.

- 4 Type **lesson01** or another name, as appropriate, in the Site Name field.



● **Note:** The main folder that contains the site will be referred to throughout the book as the site root folder.

- 5 Next to the Local Site Folder field, click the Browse for Folder icon . The Choose Root Folder dialog appears.
- 6 Navigate to the appropriate folder containing the lesson files you downloaded from Peachpit.com (as described earlier) and click Select/Choose.

● **Note:** Lesson files must be decompressed prior to defining the site.



You could click Save at this time and begin working on your new website, but you'll add one more piece of handy information.

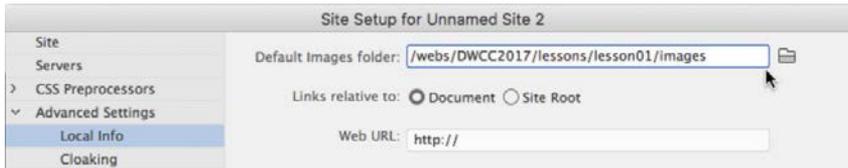
● **Note:** The folder that contains the image assets will be referred to throughout the book as the site default images folder or the default images folder.

- 7 Click the arrow next to the Advanced Settings category to reveal the categories listed there. Select Local Info.

Although it's not required, a good policy for site management is to store different file types in separate folders. For example, many websites provide individual folders for images, PDFs, videos, and so on. Dreamweaver assists in this endeavor by including an option for a Default Images folder.

Later, as you insert images from other locations on your computer, Dreamweaver will use this setting to automatically move the images into the site structure.

- 8 Next to the Default Images Folder field, click the Browse for Folder icon. When the dialog opens, navigate to the appropriate images folder for that lesson or site and click Select/Choose.



**Note:** Resource folders for images and other assets should always be contained within the main site root folder.

The path to the images folder appears in the Default Images Folder field. The next step would be to enter your site domain name in the Web URL field.

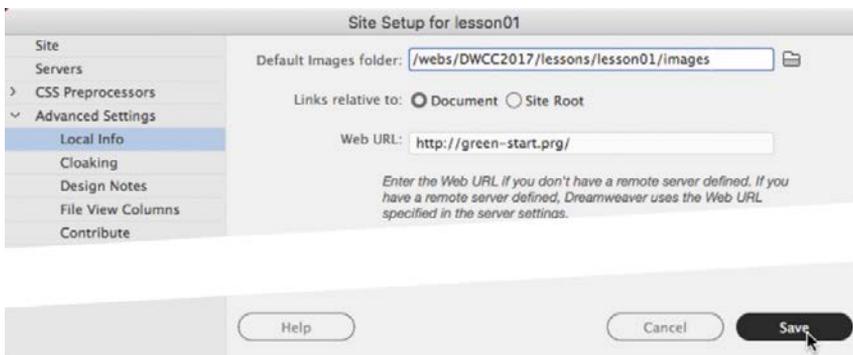
- 9 Enter **http://green-start.org** for the lessons in this book, or enter your own website URL, in the Web URL field.



**Note:** The Web URL is not needed for most static HTML sites, but it's required for working with sites using dynamic applications or to connect to databases and a testing server.

You've entered all the information required to begin your new site. In subsequent lessons, you'll add more information to enable you to upload files to your remote and testing servers.

- 10 In the Site Setup dialog, click Save. The Site Setup dialog closes.



In the Files panel, the new site name appears in the site list drop-down menu. As you add more site definitions, you can switch between the sites by selecting the appropriate name from this menu.

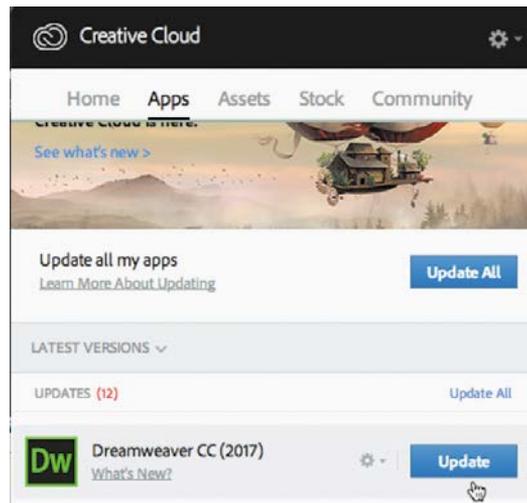
Whenever a site is selected or modified, Dreamweaver will build, or rebuild, a cache of every file in the folder. The cache identifies relationships between the webpages and the assets within sites and will assist you whenever a file is moved, renamed, or deleted to update links or other referenced information.

**11** Click OK to build the cache, if necessary.

Setting up a site is a crucial first step in beginning any project in Dreamweaver. Knowing where the site root folder is located helps Dreamweaver determine link pathways and enables many sitewide options, such as orphaned-file checking and Find and Replace.

## Checking for updates

Adobe periodically provides software updates. To check for updates in the program, choose Help > Updates in Dreamweaver. An update notice may also appear in the Creative Cloud update desktop manager.



For book updates and bonus material, visit your Account page on Peachpit.com and select the Lesson & Update Files tab.

## Additional resources

*Adobe Dreamweaver CC Classroom in a Book (2017 release)* is not meant to replace documentation that comes with the program or to be a comprehensive reference for every feature. Only the commands and options used in the lessons are explained in this book. For comprehensive information about program features and tutorials, refer to these resources:

**Adobe Dreamweaver Learn & Support:** [helpx.adobe.com/dreamweaver](http://helpx.adobe.com/dreamweaver) (accessible in Dreamweaver by choosing Help > Help And Support > Dreamweaver Support Center) is where you can find and browse tutorials, help, and support on Adobe.com.

**Dreamweaver Help:** [helpx.adobe.com/support/dreamweaver.html](http://helpx.adobe.com/support/dreamweaver.html) is a reference for application features, commands, and tools (press F1 or choose Help > Help And Support > Dreamweaver Online Help). You can also download Help as a PDF document optimized for printing at [helpx.adobe.com/pdf/dreamweaver\\_reference.pdf](http://helpx.adobe.com/pdf/dreamweaver_reference.pdf).

**Adobe Forums:** [forums.adobe.com](http://forums.adobe.com) lets you tap into peer-to-peer discussions and questions and answers on Adobe products.

**Resources for educators:** [www.adobe.com/education](http://www.adobe.com/education) and [edex.adobe.com](http://edex.adobe.com) offer a treasure trove of information for instructors who teach classes on Adobe software. You'll find solutions for education at all levels, including free curricula that use an integrated approach to teaching Adobe software and that can be used to prepare for the Adobe Certified Associate exams.

Also check out these useful links:

**Adobe Add-ons:** [creative.adobe.com/addons](http://creative.adobe.com/addons) is a central resource for finding tools, services, extensions, code samples, and more to supplement and extend your Adobe products.

**Adobe Dreamweaver CC product home page:** [www.adobe.com/products/dreamweaver](http://www.adobe.com/products/dreamweaver) has more information about the product.

## Adobe Authorized Training Centers

Adobe Authorized Training Centers offer instructor-led courses and training on Adobe products. A directory of AATCs is available at [training.adobe.com/trainingpartners](http://training.adobe.com/trainingpartners).

# 4

## WEB DESIGN BASICS

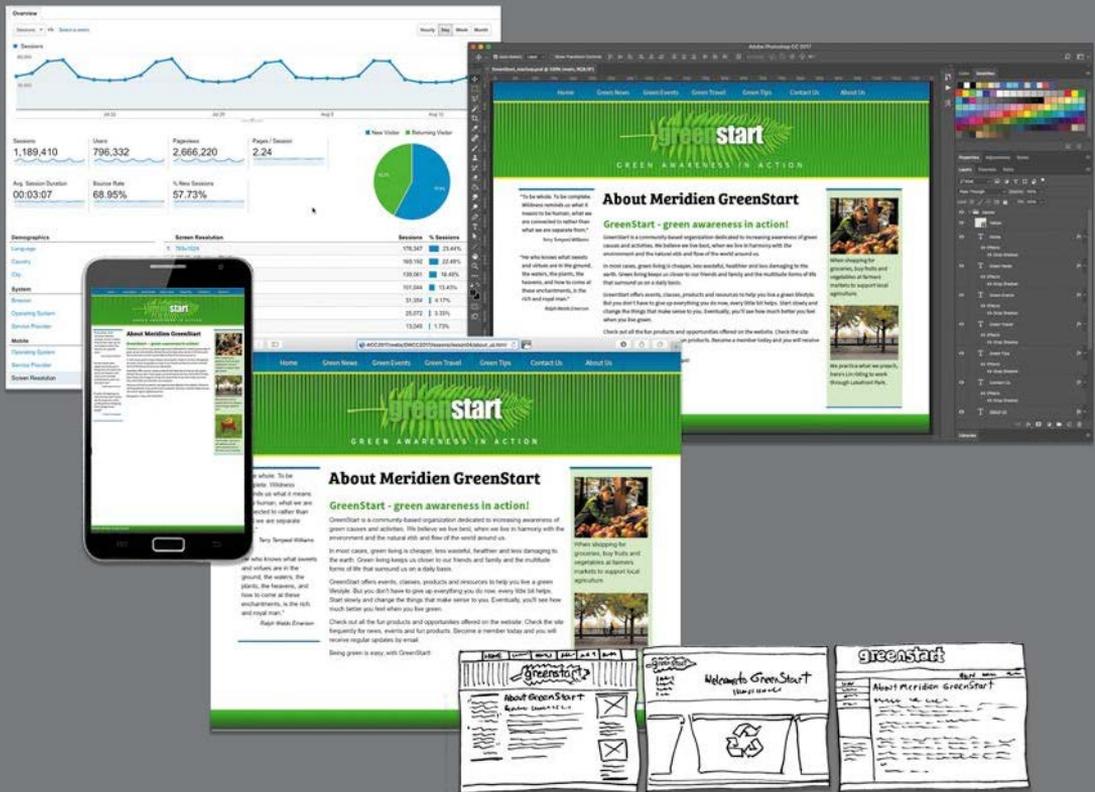
### Lesson overview

In this lesson, you'll learn the following:

- The basics of webpage design
- How to create page thumbnails and wireframes
- How to use Adobe Photoshop to generate site image assets automatically



This lesson will take about 30 minutes to complete. If you have not already done so, download the project files for this lesson from the Lesson & Update Files tab on your Account page at [www.peachpit.com](http://www.peachpit.com), store them on your computer in a convenient location, and define a new site in Dreamweaver based on this folder, as described in the “Getting Started” section at the beginning of this book. Your Account page is also where you'll find any updates to the chapters or to the lesson files. Look on the Lesson & Update Files tab to access the most current content.



Whether you use thumbnails and wireframes, Photoshop, or just a vivid imagination, Dreamweaver can quickly turn your design concepts into complete, standards-based CSS layouts.

# Developing a new website

Before you begin any web design project for yourself or for a client, you need to answer three important questions:

- What is the purpose of the website?
- Who is the audience?
- How do they get here?

## What is the purpose of the website?

Will the website sell or support a product or service? Is your site for entertainment or games? Will you provide information or news? Will you need a shopping cart or database? Do you need to accept credit card payments or electronic transfers? Knowing the purpose of the website tells you what type of content you'll be developing and working with and what types of technologies you'll need to incorporate.

## Who is the audience?

Is the audience adults, children, seniors, professionals, hobbyists, men, women, everyone? Knowing *who* your audience will be is vital to the overall design and functionality of your site. A site intended for children probably needs more animation, interactivity, and bright, engaging colors. Adults will want serious content and in-depth analysis. Seniors may need larger type and other accessibility enhancements.

A good first step is to check out the competition. Is there an existing website performing the same service or selling the same product? Are they successful? You don't have to mimic others just because they're doing the same thing. Look at Google and Yahoo—they perform the same basic service, but their site designs couldn't be more different from one another.

## How do they get here?

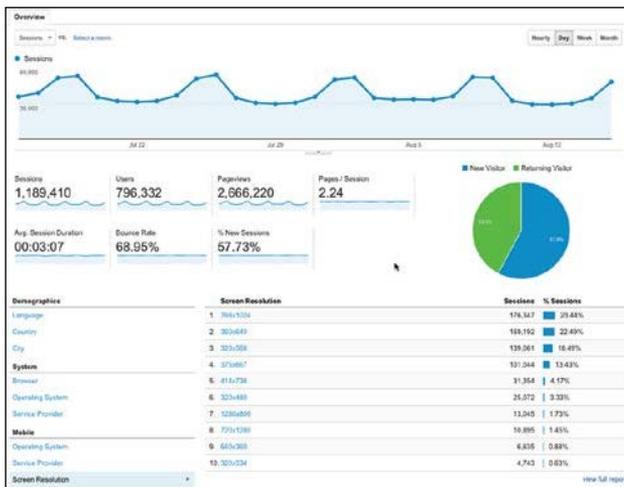
This sounds like an odd question when speaking of the Internet. But just as with a brick-and-mortar business, your online customers can come to you in a variety of ways. For example, are they accessing your site on a desktop computer, laptop, tablet, or cellphone? Are they using high-speed Internet, wireless, or dial-up service? What browser are they most likely to use, and what is the size and resolution of the display? These answers will tell you a lot about what kind of experience your customers will expect. Dial-up and cellphone users may not want to see a lot of graphics or video, whereas users with large flat-panel displays and high-speed connections may demand as much bang and sizzle as you can send at them.

So where do you get this information? Some you'll have to get through painstaking research and demographic analysis. Some you'll get from educated guesses based on your own tastes and understanding of your market. But a lot of it is actually available on the Internet itself. W3Schools, for one, keeps track of tons of statistics regarding access and usage, all updated regularly:

- <http://w3schools.com/browsers/default.asp> provides information about browser statistics.
- [http://w3schools.com/browsers/browsers\\_os.asp](http://w3schools.com/browsers/browsers_os.asp) gives the breakdown on operating systems. In 2011, W3Schools started to track the usage of mobile devices on the Internet.
- [http://w3schools.com/browsers/browsers\\_display.asp](http://w3schools.com/browsers/browsers_display.asp) lets you find out the latest information on the resolution, or size, of screens using the Internet.

If you are redesigning an existing site, your web-hosting service itself may provide valuable statistics on historical traffic patterns and even the visitors themselves. If you host your own site, you can incorporate third-party tools, such as Google Analytics and Adobe Omniture, into your code to do the tracking for you for free or for a small fee.

As of the fall of 2016, Windows still dominates the Internet (80 to 85 percent), with most users favoring Google Chrome (73 percent), followed by Firefox (16 percent), with various versions of Internet Explorer (5 percent) a distant third. The vast majority of browsers (99 percent) are set to a resolution higher than 1024 pixels by 768 pixels. If it weren't for the rapid growth in usage of tablets and smartphones for accessing the Internet, these statistics would be great news for most web designers and developers. But designing a website that can look good and work effectively for both flat-panel displays and cellphones is a tall order.



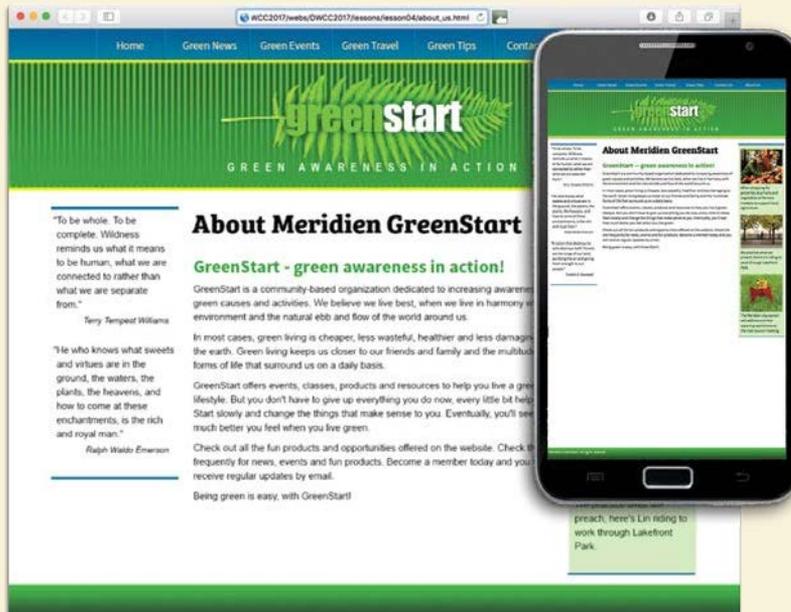
Analytics provides comprehensive statistics on the visitors to your site. Google Analytics, pictured here, is a popular choice.

# Responsive web design

Each day, more people are using cellphones and other mobile devices to access the Internet. Some people may use them to access the Internet more frequently than they use desktop computers. This presents a few nagging challenges to web designers. For one thing, cellphone screens are a fraction of the size of even the smallest flat-panel display. How do you cram a two- or three-column page design into a meager 300 to 400 pixels? Another problem is that mobile device manufacturers have dropped support for Flash-based content on their devices.

Until the last few years, web design usually required that you target an optimum size (height and width in pixels) for a webpage and then build the entire site on these specifications. Today, that scenario is becoming a rare occurrence. Now, you are presented with the decision to build a site that either can scale to any size display (responsive) or can morph to support a few target display types for desktop and mobile users (adaptive).

Your own decision will be based in part on the content you want to provide and on the capabilities of the devices accessing your pages. Building an attractive website that supports video, audio, and other dynamic content is hard enough without throwing in a panoply of different display sizes and device capabilities. The term *responsive web design* was coined, in a book of the same name (2011), by a Boston-based web developer named Ethan Marcotte. In it he describes the notion of designing pages that can adapt to multiple screen dimensions automatically. As you work through the following lessons, you will learn many techniques for responsive web design and implement them in your site and asset design.



Many of the concepts of print design are not applicable to the web, because you are not in control of the user's experience. For example, print designers know in advance the page size for which they are designing. The printed page doesn't change when you rotate it from portrait to landscape. On the other hand, a page carefully designed for a typical flat panel is basically useless on a cellphone.

# Scenario

For the purposes of this book, you'll be working to develop a website for Meridien GreenStart, a fictitious community-based organization dedicated to green investment and action. This website will offer a variety of products and services and require a broad range of webpage types, including dynamic pages using technologies such as jQuery, which is a form of JavaScript.

Your customers come from a wide demographic that includes all ages and educational levels. They are people who are concerned about environmental conditions and who are dedicated to conservation, recycling, and the reuse of natural and human resources.

Your marketing research indicates that most of your customers use desktop computers or laptops, connecting via high-speed Internet services. You can expect to get 20 to 30 percent of your visitors exclusively via cellphone and other mobile devices, and much of the rest will be using mobile from time to time.

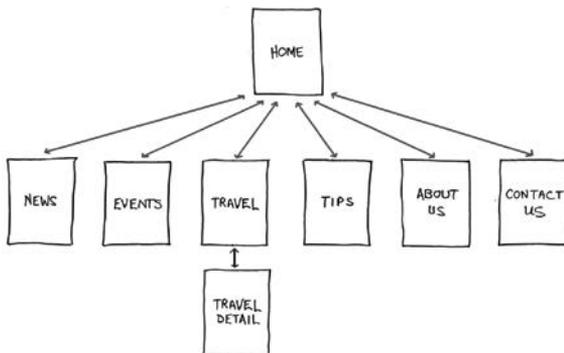
To simplify the process of learning Dreamweaver, we'll focus on creating a fixed-width desktop site design first. In Lesson 7, "Designing for Mobile Devices," you'll learn how to adapt your fixed-width design to work with smartphones and tablets.

## Working with thumbnails and wireframes

After you have nailed down the answers to the three questions about your website purpose, customer demographic, and access model, the next step is to determine how many pages you'll need, what they will do, and what they will look like.

### Creating thumbnails

Many web designers start by drawing thumbnails with pencil and paper. Think of thumbnails as a graphical shopping list of the pages you'll need to create for the website. Thumbnails can help you work out the basic navigation structure for the site. Draw lines between the thumbnails showing how navigation will connect them.



Thumbnails list the pages that need to be built and how they are connected to each other.

Most sites are divided into levels. Typically, the first level includes all the pages in your main navigation menu—the ones a visitor can reach directly from the home page. The second level includes pages you can reach only through specific actions or from specific locations, say from a shopping cart or product detail page.

## Creating a page design

Once you've figured out what your site needs in terms of pages, products, and services, you can then turn to what those pages will look like. Make a list of components you want or need on each page, such as headers and footers, navigation, and areas for the main content and the sidebars (if any). Put aside any items that won't be needed on every page. What other factors do you need to consider? If mobile devices are going to be an important consideration of your design identity, will any of the components be required or optional for these devices? Although many components can be simply resized for mobile screens, some will have to be completely redesigned or reimagined.

Identifying the essential components for each page helps you create a page design and structure that will meet your needs.

1. Header (includes banner and logo)
2. Footer (copyright info)
3. Horizontal navigation (for internal reference, i.e., Home, About Us, Contact Us)
4. Main content (one-column with chance of two or more)

Do you have a company logo, business identity, graphic imagery, or color scheme you want to match or complement? Do you have publications, brochures, or current advertising campaigns you want to emulate? It helps to gather them all in one place so you can see everything all at once on a desk or conference table. If you're lucky, a theme will rise organically from this collection.

### Desktop or mobile

Once you've created your checklist of the components that you'll need on each page, sketch out several rough layouts that work for these components. Depending on your target visitor demographics, you may decide to focus on a design that's optimized for desktop computers or one that works best on tablets and smartphones.

Most designers settle on one basic page design that is a compromise between flexibility and sizzle. Some site designs may naturally lean toward using more than one basic layout. But resist the urge to design each page separately. Minimizing the number of page designs may sound like a major limitation, but it's key to producing a professional-looking site that's easy to manage. It's the reason why some professionals, such as doctors and airline pilots, wear uniforms. Using a consistent page design, or template, conveys a sense of professionalism and confidence to

your visitor. While you're figuring out what your pages will look like, you'll have to address the size and placement of the basic components. Where you put a component can drastically affect its impact and usefulness.

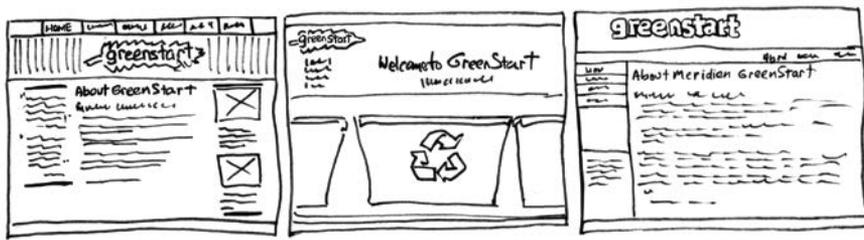
In print, designers know that the upper-left corner of a layout is considered one of the "power positions," a place where you want to locate important aspects of a design, such as a logo or title. This is because in western culture we read from left to right, top to bottom. The second power position is the lower-right corner, because this is the last thing your eyes will see when you're finished reading.

Unfortunately, in web design this theory doesn't hold up for one simple reason: You can never be certain how the user is seeing your design. Are they on a 20-inch flat panel or a 3-inch wide smartphone?

In most instances, the only thing you can be certain of is that the user can see the upper-left corner of any page. Do you want to waste this position by slapping the company logo here? Or make the site more useful by slipping in a navigational menu? This is one of the key predicaments of the web designer. Do you go for design sizzle, workable utility, or something in between?

## Creating wireframes

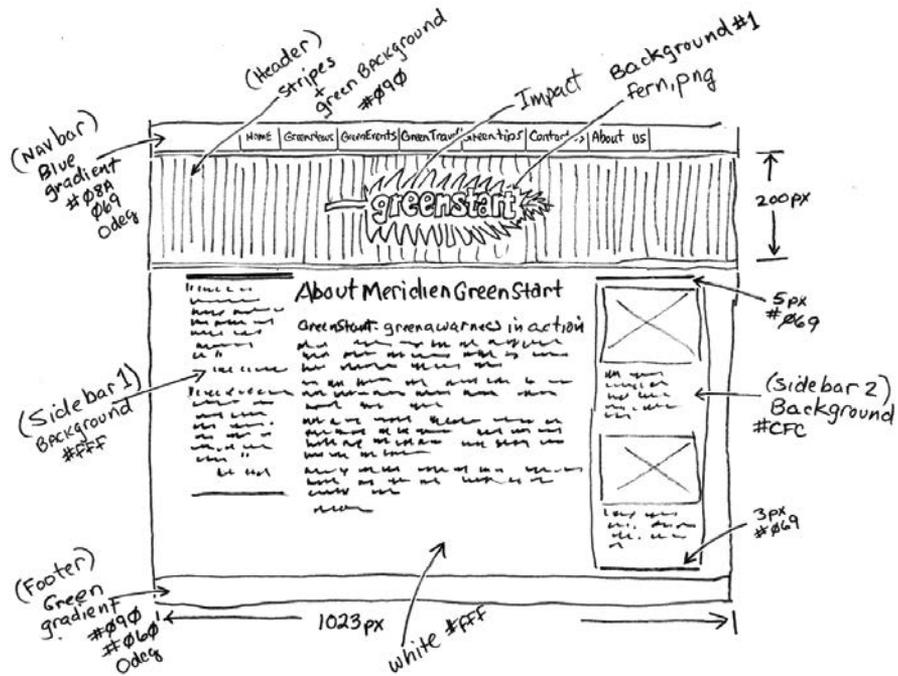
After you pick the winning design, wireframing is a fast way to work out the structure of each page in the site. A wireframe is like a thumbnail, but bigger, that sketches out each page and fills in more details about the components, such as actual link names and main headings, but with minimal design or styling. This step helps to anticipate problems before you smack into them when working in code.



Wireframes allow you to experiment with page designs quickly and easily without wasting time with code.

Once the basic concepts are worked out, many designers take an extra step and create a full-size mock-up or "proof of concept" using a program like Photoshop or even Adobe Illustrator. It's a handy thing to do because you'll find that some clients just aren't comfortable giving an approval based only on pencil sketches. The advantage here is that all these programs allow you to export the results to full-size images (JPEG, GIF, or PNG) that can be viewed in a browser as if they were finished webpages. Such mock-ups are as good as seeing the real thing but may take only a fraction of the time to produce.

The wireframe for the final design should identify all components and include specific information about content, color, and dimensions.



● **Note:** You should be able to open this file with any version of Photoshop CC or higher. Be aware if you use a version different from the one pictured, the panels and menu options may appear different.

● **Note:** The mock-up uses fonts from Typekit, Adobe’s online font service. To view the final design properly in Photoshop, you will need to download and install these fonts. Typekit fonts are included in your subscription to Creative Cloud.

To demonstrate how a graphics program could be used to build such a mock-up, I created a sample webpage layout using Photoshop and saved it into the Lesson 4 resources folder. Let’s take a look.

- 1 Launch Photoshop CC or higher.
- 2 Open **GreenStart\_mockup.psd** from the lesson04/resources folder.

The Photoshop file contains a complete mock-up of the GreenStart site design, which is composed of various vector-based design components as well as image assets stored in separate layers. Note the use of colors and gradients in the design.

In addition to creating graphical mock-ups, Photoshop has tricks geared specifically for web designers. So you can see these features firsthand, I’ve provided a bonus online lesson where you can learn how to use Photoshop to create your web image assets from this file. Check out the “Getting Started” section at the beginning of the book to learn how to access the bonus lesson.

## Review questions

- 1 What three questions should you ask before starting any web design project?
- 2 What is the purpose of using thumbnails and wireframes?
- 3 Why is it important to create a design that takes into account smartphones and tablets?
- 4 What is responsive design, and why should Dreamweaver users be aware of it?
- 5 Why would you use Photoshop, Illustrator, or other programs, like Adobe Fireworks to design a website?

## Review answers

- 1 What is the purpose of the website? Who is the audience? How did they get here? These questions, and their answers, are essential in helping you develop the design, content, and strategy of your site.
- 2 Thumbnails and wireframes are quick techniques for roughing out the design and structure of your site without having to waste lots of time coding sample pages.
- 3 Mobile device users are one of the fastest-growing demographics on the web. Many visitors will use a mobile device to access your website on a regular basis or exclusively. Webpages designed for desktop computers often display poorly on mobile devices, making the websites difficult or impossible to use for these mobile visitors.
- 4 Responsive design is a method for making the most effective use of a webpage, and its content, by designing it to adapt to various types of displays and devices automatically.
- 5 Using Photoshop, Illustrator, or Fireworks, you can produce page designs and mock-ups much faster than when designing in code with Dreamweaver. Designs can even be exported as web-compatible graphics that can be viewed in a browser to get client approval.

# INDEX

## A

- <a> element, 57, 145, 344, 375
- absolute hyperlinks, 345, 356–358
- Accordion widgets. *See* Bootstrap
  - Accordion widgets
- Add Behavior icon, 390, 396, 399
- Add Class/ID icon, 162, 176, 315, 316, 364
- Add CSS Source icon, 142
- Add New Server icon, 419, 423
- Add Selector icon, 163, 268, 316
- Adobe Add-ons, 17, 390, 391
- Adobe Authorized Training Centers, 17
- Adobe Creative Cloud, 4
- Adobe Dreamweaver. *See* Dreamweaver
- Adobe forums, 17
- Adobe Muse, 55
- Adobe Photoshop. *See* Photoshop
- All mode, CSS Designer, 46, 84
- alpha transparency, 309, 311
- animation, bonus chapter on, 8
- Apply Comment icon, 451, 452
- <article> element, 60, 75, 208
- <aside> element, 60, 156, 169, 172, 204, 205
- Assets panel, 243, 253, 313, 333
- <audio> tag, 60

## B

- background color, 146–148, 167, 411
- background images
  - adding to headers, 164–167
  - gradients as, 148–149, 412–413

- behaviors, 393–403
  - adding to hyperlinks, 399–401
  - applying, 390, 395–398
  - overview of, 390–391
  - removing applied, 398–399
  - responsive design and, 401–403
  - review questions/answers on, 415
  - Swap Image behavior, 395–397
  - Swap Image Restore behavior, 397–398
- Behaviors panel, 390, 395
- Berners-Lee, Tim, 54
- bit depth, 308
- <blockquote> element, 57, 170, 172, 266
- <body> element, 57, 443
- bonus material, 8
- Bootstrap, 113–125
  - adding semantic elements to, 122–125
  - code inconsistency cleanup, 138–139
  - column width manipulation, 210–215
  - component width management, 178–180
  - creating layouts with, 116–122
  - Customize options, 115
  - hiding unwanted content using, 203–206
  - mobile device design and, 200–215
  - read-only style sheet, 143
- Bootstrap Accordion widgets, 404–414
  - inserting into layouts, 404–407
  - styling, 407–414

- borders
  - accordion, 411
  - indented text, 269
  - navigation menu, 149–151
  - table row, 279
- box model, 72–73
- <br> tag, 57, 255
- Brightness and Contrast tool, 339
- Browse for File icon, 350, 381, 387
- Browse for Folder icon, 14, 15, 454, 455
- browsers. *See* web browsers

**C**

- <canvas> tag, 60
- captions, table, 287–288
- cascade theory, 74, 76
- CC Files option, 22
- cells, styling table, 278–281
- character entities, 58–59
- Check Spelling dialog, 295–296
- child pages, 235–246
  - adding content to, 237–241
  - creating new, 236–237
  - formatting content in, 241–243
  - hyperlink updates in, 354–355
  - updating, 243–246, 354–355
- <cite> element, 172, 261
- class attributes, 87–88
- classes
  - creating custom, 161–163, 176–178
  - pseudo-classes and, 145
- Classroom in a Book series, 1
- clipboard, 255
- cloaking process, 426–427
- code, 440–475
  - automatically writing, 445–449
  - collapsing/expanding, 470–471
  - comments added to, 451–452
  - Common toolbar for, 451
  - creating HTML, 442–449
  - CSS preprocessors for, 452–466
  - Emmet toolkit for, 445–449
  - font in book indicating, 2
  - Linting support for, 467–468
  - manually writing, 442–444
  - multicursor support for, 449–450
  - review questions/answers on, 474–475
  - selection options for, 468–470
  - Split view option for, 472
  - See also* CSS; HTML
- Code Hinting window, 268, 443–444
- Code Navigator, 79–83
- Code view, 26
  - CSS styling in, 46
  - Find and Replace feature, 299–300
  - hyperlink tools used in, 381
  - long selectors created in, 292
  - previewing assets in, 472–473
  - Refresh button, 407
  - selecting code in, 468–470
  - Split view option, 472
  - writing code in, 442–449
- collapsing/expanding code, 470–471
- color
  - background, 146–148, 167, 411
  - text, 158–159
- color picker, 148, 159
- color space, 308–309
- color themes, 11–12
- column widths, 210–215
- comma-separated values (CSV) file, 283
- comments, 57, 451–452
- Commit icon, 323, 330, 337
- Common toolbar, 26, 451
- Compare option, 436
- compiling CSS code, 458–460
- compression, image file, 310–311
- COMPUTED option, 46, 85–86
- Connect to Remote Server icon, 431
- Container-fluid option, 118
- content placeholders, 174–175
- copying/pasting
  - code to find/replace, 300–301
  - consistent view required for, 383, 394
  - CSS properties, 221–224
  - images from Photoshop, 327–331
  - styles, 285–286, 410
  - tables, 276–277
- Crop tool, 337–338, 339

- cropping images, 337–338
- CSS (cascading style sheets), 64–91
  - bonus lesson on, 66, 68
  - box model, 72–73
  - cascade theory, 74, 76
  - class and id attributes, 87–89
  - code compilation, 458–460
  - Code Navigator tool, 79–83
  - copying/pasting properties, 221–224
  - CSS Designer tool, 43–47, 83–86
  - current version, 89–90
  - descendant theory, 77
  - HTML comparison, 66–68
  - inheritance theory, 76
  - multiple element formatting, 86
  - positioning images using, 314–317
  - preprocessors, 452–466
  - pseudo-classes, 145
  - rules and rule syntax, 73–74, 75, 219–220
  - selector nesting, 461–463
  - shorthand techniques, 87
  - specificity theory, 77–78
  - style sheet imports, 465–466
  - styling tables with, 277–278
  - support resources, 90
  - values calculation, 463–464
- CSS3, 89–90
- CSS Designer, 43–47, 83–86
  - All and Current modes, 46–47, 84
  - copying/pasting properties, 221–222
  - example of working with, 139–145
  - @Media window, 44
  - Properties window, 45–46, 85
  - Selectors window, 44, 85
  - Sources window, 43
  - style sheet creation, 142–145
- CSS preprocessors, 452–466
  - code compilation, 458–460
  - enabling, 453–455
  - resources on, 454, 466
  - selector nesting, 461–463
  - source file creation, 455–458
  - style sheet imports, 465–466
  - values calculation, 463–464
- CSS Property inspector, 40

- Current mode, CSS Designer, 46, 47, 84, 415
- custom classes, 161–163, 176–178
- custom media queries, 217–218, 316
- Customize Toolbar dialog, 451

## D

- declarations, 73
- Delete icon, 223, 436
- dependent files, 431
- deprecated tags, 67
- descendant theory, 77
- Design view, 27, 255, 273, 282, 324
- designing webpages. *See* web design
- destination links
  - adding to the same page, 386
  - Element HUD for creating, 366–367
  - id attribute for creating, 365–366
- Developer workspace, 31, 442
- Disable icon, 223
- dithering process, 308
- <div> element, 57, 106, 122, 127
- Document toolbar, 25
- DOM Viewer, 48, 170–174, 207–208
- dpi (dots per inch), 307
- dragging and dropping images, 333–335
- Dreamweaver
  - color themes, 11–12
  - graphic tools, 339
  - installing, 4
  - introduction screens, 8–11
  - resources, 17
  - site setup, 13–16
  - updating, 5, 16
  - workspaces, 12
- drop shadows, 160–161
- drop zone, 35
- drop-down menus, 370–385
  - adding hyperlinks to, 381–382
  - creating, 370–373
  - identifying styling on, 377–381
  - moving to site template, 382–385
  - styling, 374–377
  - See also* navigation menus
- .dwt file extension, 231
- dynamic templates, 231

## E

- Edge Web Fonts, 183–188
- Edit HTML Attributes icon, 314, 334, 360, 364
- Edit Image Settings tool, 339
- Edit image tool, 339
- editable regions
  - formatting content in, 241–243
  - inserting into templates, 231–233
- Element HUD, 48–49, 358, 360–361, 366–367
- element references, 3
- `<em>` tag, 57, 357
- email links, 347, 358–362
  - creating, 359–360
  - image-based, 360–361
  - text-based, 361–362
  - warning about, 362
- embedded formatting, 73
- Emmet toolkit, 445–449
- external hyperlinks, 344, 356–358
- Extract workflow, 36–37

## F

- `<figcaption>` tag, 60
- `<figure>` tag, 60, 241
- File Activity icon, 432
- file formats
  - for raster images, 310–311
  - for vector graphics, 306
- Files panel, 419, 427, 431, 432, 434, 435
- Find and Replace feature, 297–301
- fonts
  - Edge Web, 183–188
  - size specifications for, 160, 191–193
  - stacks of, 184, 189–191
  - typefaces vs., 183
  - Typekit, 100, 185
  - web-hosted, 185, 189
- `<footer>` tag, 60
- `<form>` tag, 57
- freezing
  - JavaScript, 377, 378
  - navigation menus, 368–369
- FTP (File Transfer Protocol), 418
- FTP over SSL/TLS connections, 418

## FTP sites

- connection options, 421
- steps for setting up, 419–423
- troubleshooting connections to, 422

## G

- Get icon, 433, 434, 436
- GIF file format, 310
- Google Analytics, 95
- Google Maps, 356–358
- gradient backgrounds, 148–149, 412–413
- graphic tools in Dreamweaver, 339
- graphics
  - raster, 306–311
  - vector, 306
  - See also* images

## H

- `<h1>` to `<h6>` tags, 57, 258
- `<head>` tag, 57, 231
- `<header>` element, 60, 156, 158, 164, 167, 169
- headers, 156–169
  - background images for, 164–167
  - color backgrounds for, 167
  - custom classes for, 161–163
  - design effects for, 167–169
  - entering text for, 156–157
  - formatting text for, 158–161
- headings, creating, 258–259
- heads-up displays (HUDs), 48–49
  - Element HUD, 48–49, 358, 360–361, 366–367
  - Image HUD, 49, 322
  - Position Assist HUD, 48, 405
  - Text HUD, 49, 357, 361–362, 368
- Help reference, 17
- hexadecimal colors, 167
- `<hgroup>` tag, 60
- hiding elements, 203–206
- high color, 309
- hinting menu, 154, 160, 204, 269
- home page
  - hyperlinks to, 352–354
  - setting up, 428–429
- `<hr>` tag, 57

## HTML (HyperText Markup Language), 52–63

- automatically writing, 445–449
- bonus exercises on, 56
- character entities, 58–59
- comments added to, 452
- CSS comparison, 66–68
- current version, 59–61
- defaults, 68–70
- Emmet toolkit for, 445–449
- historical origins, 54–55
- manually writing, 442–444
- structure of webpage using, 56
- table formatting and, 272
- tags, 55, 56–58, 443

## HTML5, 59–61

- Bootstrap and, 122–125
- quote attribution in, 261
- semantic web design, 60–61
- tags, 59–60

## HTML entities, 180–182

## HTML Property inspector, 39

## HTML structures, 259–262

## <html> tag, 57

## HUDs. *See* heads-up displays

## Hyperlink icon, 357

## hyperlinks, 342–387

- absolute, 345, 356–358
- adding behaviors to, 399–401
- checking on pages, 385–386
- destination, 365–368, 386
- drop-down menu, 381–382
- editing/removing, 349
- email, 347, 358–362
- external, 344, 356–358
- home page, 352–354
- image-based, 360–361
- internal, 344, 348–356
- navigation menu, 151–153
- placeholder for, 350, 399, 400
- pseudo-classes for, 145
- relative, 344, 345, 348–352
- targeted, 362–368
- text-based, 361–362
- updating in child pages, 354–355

## I

### id attributes

- creating, 88–89, 444
- targeted links and, 362, 365–366, 367–368

### <iframe> tag, 57

### Ignore option, 436

### Image HUD, 49, 322

### Image Optimization dialog, 321, 329, 339

### Image Property inspector, 40

### image-based links, 360–361

### images, 304–341

- color spaces used for, 308–309
- copying/pasting from Photoshop, 327–331
- cropping with Crop tool, 337–338
- dragging and dropping, 333–335
- file formats for, 306, 310–311
- inserting on a webpage, 312–314, 318–324
- making responsive, 334–335
- non-web file type, 321–324
- optimizing with Property inspector, 335–338
- Photoshop Smart Objects as, 325–327
- positioning, 314–317
- Quality setting for, 321
- raster graphics, 306–311, 330
- resolution of, 307–308, 324
- screen size and, 331–333
- size of, 308, 324, 337
- tools for editing, 339
- vector graphics, 306

### Images category icon, 313, 333

### <img> element, 57, 314

### .img-responsive class, 335

### Import Tabular Data dialog, 284

### importing

- CSS style sheets, 465–466
- text, 253–256

### indented text, 266–269

### inheritance theory, 76

### inline formatting, 73

### <input> tag, 57

### Insert menu, 320–321

### Insert panel, 118, 131, 318–319

### Insert Row with Columns dialog, 119, 120–121

- inserting
  - Bootstrap Accordion widgets, 404–407
  - editable regions into templates, 231–233
  - images on a webpage, 312–314, 318–324
  - metadata into templates, 233–235
  - rows or columns into tables, 276
  - tables from other sources, 283–286

- Inspect mode, 30

- installing Dreamweaver, 4

- interactivity, 388–415

- Bootstrap Accordion widgets for, 404–414
  - Dreamweaver behaviors for, 390–391, 393–403
  - identifying styling on elements with, 377–381
  - review questions/answers on, 415

- interface overview, 18–51

- internal hyperlinks, 344, 348–356

- home link creation, 352–354
  - relative link creation, 348–352
  - targeted link creation, 363–365
  - updating in child pages, 354–355

- introduction screens, 8–11

## J

- JavaScript

- Dreamweaver behaviors as, 390
  - freezing/unfreezing, 378, 380
  - hosted fonts requiring, 191

- JPEG file format, 310–311

- jQuery framework, 389, 404, 414

## K

- keyboard shortcuts, 37–39

## L

- layouts

- page, 102–127
  - predefined, 107–125
  - template creation from, 230–231
  - workspace, 30–31

- LESS CSS preprocessor, 454

- lesson files

- downloading and unzipping, 6–7
  - recommended order for using, 7–8

- `<li>` element, 57, 265, 372

- line numbers, 468–469

- `<link>` element, 57

- Link Checker panel, 385–386

- linked CSS formatting, 73

- links. *See* hyperlinks

- Linting support, 467–468

- lists, 262–271

- creating, 262–266

- indented text in, 266–269

- ordered and unordered, 265–266

- responsive, 270–271

- Live Source Code mode, 29–30

- Live view, 27–28, 109, 123

- copying text in, 255, 256

- editing menus in, 371–372

- previewing pages in, 251, 356

- Live View Options icon, 378, 380

- local site, 13, 418

- Locked icon, 237

- Lorem* generator, 448

- lossy compression, 311

## M

- macOS vs. Windows instructions, 3

- `<main>` element, 60, 169

- Make Image Responsive checkbox, 334

- Manage Fonts dialog, 186

- Manage Sites dialog, 419, 453

- map links, 357–358

- Marcotte, Ethan, 96

- max-width specification, 47, 333

- measurement systems, 160

- media queries, 200, 215–220

- adding rules to, 219–220

- creating custom, 217–218

- CSS Designer window for, 44

- explanation of, 112

- identifying, 215–217

- resources on, 226

- syntax used in, 200

- VMQ interface and, 111–113

- media type properties, 199

- menus. *See* drop-down menus; navigation menus

- `<meta>` tag, 57, 234, 235

- metadata
  - image-related, 314
  - inserting into templates, 233–235
- minification, 75
- min-width specification, 47
- mobile device design, 196–227
  - Bootstrap framework and, 200–215
  - column width manipulation and, 210–215
  - copying/pasting CSS properties, 221–224
  - media queries and, 200, 215–220, 226
  - media type properties and, 199
  - mobile-first design and, 198, 207–210
  - responsive design and, 198–200, 270–271
  - Scrubber tool and, 201–203
  - steps for completing, 224–225
  - tables and, 288–295
- mobile-first design, 198, 207–210
- mobile-optimized sites, 206
- mock-ups, 99–100
- monochrome, 308
- multicursor support, 449–450

## N

- named anchors, 362, 366
- `<nav>` element, 60
- nav pills, 372
- `navbar-fixed-top` class, 369
- navbars, 131–132
- navigation, 342–387
  - basics of, 344–345
  - checking on pages, 385–386
  - drop-down menus for, 370–385
  - email links for, 358–362
  - external hyperlinks for, 356–358
  - image-based links for, 360–361
  - internal hyperlinks for, 348–356
  - targeting page elements, 362–368
  - text-based links for, 361–362
  - See also* hyperlinks
- navigation menus, 130–156
  - adding new items to, 135–138
  - centering, 153–155
  - cleaning up, 138–139
  - CSS Designer and, 139–145
  - freezing, 368–369

- hyperlinks in, 151–153
  - replacing, 382–385
  - steps for creating, 130–135
  - styling, 146–153
- See also* drop-down menus
- nesting CSS selectors, 461–463
- New Document dialog, 107, 443
- New Feature guides, 24–25
- “no” symbol, 349, 365

## O

- `<ol>` element, 58, 265
- online materials, 6–7
- `onMouseOut` attribute, 398
- `onMouseOver` attribute, 397, 398
- ordered lists, 265

## P

- `<p>` element, 58, 75
- page design
  - desktop vs. mobile, 98–99
  - evaluating options for, 104–106
  - list of components for, 98
- page layouts, 102–127
  - Bootstrap framework and, 113–125
  - evaluating design options for, 104–106
  - Visual Media Queries interface and, 111–113
  - working with predefined, 107–125
- palettes, color, 308–309
- panels, 31–35
  - closing, 33
  - docking, 35
  - dragging, 34
  - floating, 34
  - grouping and stacking, 35
  - minimizing, 32–33
- Parent Tag selector, 470
- Paste Styles option, 286, 410
- Photoshop
  - copying/pasting images from, 327–331
  - Smart Objects from, 325–327

- <picture> element, 60, 324
- pixels, 306–307
- placeholders
  - content, 174–175, 448
  - hyperlink, 350, 399, 400
  - webpage, 432
- PNG file format, 311
- Point to File icon, 352
- Position Assist HUD, 48, 405
- positioning images, 314–317
- predefined layouts, 107–125
  - Bootstrap framework and, 113–125
    - steps for working with, 107–110
  - VMQ interface and, 111–113
- Preferences dialog, 11, 24
- prelaunch checklist, 430
- previewing
  - pages in Live view, 251
  - pages in web browsers, 289
- Property inspector, 39–40
  - displaying, 175, 233, 275
  - docking, 253, 275
  - graphic tools in, 339
  - optimizing images with, 335–338
  - Refresh button, 407
- pseudo-classes, 145, 291
- publishing to the web, 416–439
  - cloaking process for, 426–427
  - home page setup for, 428–429
  - prelaunch checklist for, 430
  - putting your site online, 430–434
  - remote site setup for, 418–423
  - synchronization process for, 434–436
  - testing servers for, 423–425
- punctuation, code, 3
- Put icon, 431, 432, 434, 436

## Q

- queries. *See* media queries
- Quick Start option, 23
- Quick Tag Editor, 123, 161, 162, 257, 261
- quotations, 169–174

## R

- raster graphics, 306–311
  - color spaces for, 308–309
  - file formats for, 310–311
  - resolution of, 307–308
  - scaling issues, 330
  - size of, 308
- RDS (Remote Development Services), 418
- Recent Files option, 22
- Refresh icon, 243, 313, 333
- regular expressions, 297
- Related Files interface, 40–41, 475
- relative hyperlinks, 344, 345, 348–352
- remote servers, 419, 430
- remote sites, 13, 418–425
  - connection methods, 418
  - setting up for FTP, 419–423
  - synchronizing local and, 434–436
  - testing servers for, 423–425
  - troubleshooting connections to, 422
- Remove Comment icon, 452
- Remove Event icon, 399
- Resample tool, 339
- Reset icon, 323
- resolution, 307–308
- resources
  - on Adobe Dreamweaver, 17
  - on CSS and CSS preprocessors, 90, 454, 466
  - on media queries, 226
- responsive web design, 96
  - behaviors and, 401–403
  - images and, 334–335
  - lists utilizing, 270–271
  - mobile devices and, 198–200
  - tables utilizing, 288–295
    - See also* mobile device design
- rollover effects, 152, 390, 401, 402, 411–414
- rows, table, 274–276
- rules, CSS, 73–74, 75, 219–220

## S

- Sass CSS preprocessor, 454, 456, 463
- Save All command, 38, 148, 246
- Save Web Image dialog, 322, 329

- saving
  - custom workspaces, 36
  - pages as templates, 230
- <script> tag, 58
- Scrubber tool
  - mobile device design and, 201–203
  - resizing document windows with, 110, 113
- SCSS documents, 456
- <section> element, 60, 241, 256, 285
- Select File dialog, 350
- Select Image Source dialog, 318, 320, 396
- selecting code, 468–470
  - line numbers for, 468–469
  - parent tags for, 470
  - tag selectors for, 469–470
- selectors
  - CSS, 73–74, 75, 77, 461–463
  - tag, 42, 132, 469–470
- Selectors window, 44
- semantic content, 169–178
  - adding to Bootstrap, 122–125
  - creating for text, 256–258
  - custom element classes and, 176–178
  - DOM panel for creating, 170–174
  - main content placeholders and, 174–175
  - steps for building, 169–170
- semantic web design, 60–61
- SFTP (Secure FTP), 418
- Sharpen tool, 339
- shorthand, CSS, 87
- Show All option, 24
- Show Set option, 45, 85, 142, 269, 278
- Site Definition dialog, 453
- Site menu, 13
- Site Root button, 329
- site root folder, 14, 109
- Site Setup dialog, 13, 419, 426
- Smart Objects, 325–327, 341
- smartphones. *See* mobile device design
- <source> tag, 60
- <span> tag, 58, 161
- special characters, 180–182
- specificity theory, 77–78
- spell-checking webpages, 295–297
- Split Code view, 472
- Split view, 28–29, 265
- stacks, font, 184, 189–191
- staging servers, 418, 423
- Standard toolbar, 25
- Standard workspace, 12, 30–31
- Start Screen options, 21–24
- starter templates, 23, 108
- strikethrough formatting, 2
- <strong> tag, 58, 357
- <style> tag, 58
- styling
  - Accordion widgets, 407–414
  - copying/pasting, 285–286, 410
  - drop-down menus, 374–377
  - identifying on interactive elements, 377–381
  - navigational menus, 146–153
  - tables and cells, 277–281
- SVG graphics, 306
- Swap Image behavior, 395–397
- Swap Image Restore behavior, 397–398
- synchronization process, 434–436
- Synchronize icon, 435
- syntax
  - CSS rule, 75
  - media query, 200

## T

- tabbed panels, 404
- Table dialog, 272
- Table Property inspector, 40
- tables, 271–295
  - caption elements in, 287–288
  - cell styling for, 278–281
  - controlling the display of, 281–283
  - copying and pasting, 276–277
  - creating from scratch, 271–276
  - inserting from other sources, 283–286
  - making responsive, 288–295
  - moving between cells in, 273
  - styling with CSS, 277–278
- <table> tag, 58, 275, 287
- tag selectors, 42, 132, 469–470
- tags
  - HTML, 55, 56–58
  - HTML5, 59–60
- targeted links, 362–368

- creating internal, 363–365
- Element HUD for creating, 366–367
- id attribute for, 362, 365–366, 367–368
- <td> tag, 58, 278, 280
- templates, 228–247
  - adding content to, 237–241
  - Bootstrap framework, 113–125
  - child pages produced from, 235–246
  - creating from existing layouts, 230–231
  - detaching pages from, 371
  - drop-down menu, 370–371
  - editable regions in, 231–233
  - formatting content in, 241–243
  - how they work, 230
  - metadata added to, 233–235
  - updating, 243–246, 384
- Templates category icon, 243, 253
- testing
  - hyperlinks, 355
  - site functionality, 424
  - web designs, 219
- testing server, 423–425
- text, 253–262
  - finding and replacing, 297–301
  - font size specification for, 191–193
  - formatting for headers, 158–161
  - global type styles for, 182–193
  - headings created for, 258–259
  - HTML structures added to, 259–262
  - importing from documents, 253–256
  - indented, 266–269
  - lists created from, 262–271
  - semantic structures for, 256–258
  - spell-checking, 295–297
- Text HUD, 49, 357, 361–362, 368
- <textarea> element, 58
- text-based links, 361–362
- <th> tag, 58, 278, 279, 280
- thumbnails, 97–98
- TinyURLs, 1, 476–477
- <title> tag, 58, 231, 234
- Toggle Size Constrain icon, 323, 337
- toolbars, 25–26
- <tr> tag, 58, 299
- true color, 309

- type. *See* text
- typefaces
  - fonts distinguished from, 183
  - using in web design, 182
  - See also* fonts
- Typekit fonts, 100, 185

## U

- <u1> tag, 58, 266
- Undo command, 339
- unordered lists, 266
- Update from Original tool, 339
- Update Pages dialog, 245, 355
- Update Template Files dialog, 245, 354, 384
- updating
  - child pages, 243–246, 354–355
  - Dreamweaver, 5, 16
  - templates, 243–246, 384
- uploading files, 430–434

## V

- values, 160
- vector graphics, 306
- views, 26–30
  - Code view, 26
  - Design view, 27
  - Inspect mode, 30
  - Live Source Code mode, 29–30
  - Live view, 27–28
  - Split view, 28–29, 472
- Visual Media Query (VMQ) interface, 47, 111–113

## W

- Web 2.0 functionality, 390
- web browsers
  - hyperlink info in, 346
  - popularity of specific, 71, 95
  - previewing pages in, 289

- web design, 92–101
  - important questions for, 94
  - page design and, 98–99
  - responsive, 96, 198–200
  - statistics relevant to, 95
  - testing regimen for, 219
  - thumbnails for, 97–98
  - wireframes for, 99–100
- Web Edition of book, 6
- web fonts
  - building font stacks with, 189–191
  - Edge Web Fonts as, 185–188
- WebDav system, 418
- web-safe color palette, 309
- Windows vs. macOS instructions, 3–4
- wireframes, 99–100
- workspaces
  - customizing, 18–51
  - interface components, 20
  - prebuilt, 30–31
  - saving custom, 36
  - setting up, 12
- writing code
  - automatically, 445–449
  - manually, 442–444
- WYSIWYG view, 20