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Adobe Dreamweaver CC 2019 release

CLASSROOM IN A BOOK®

The official training workbook from Adobe

Jim Maivald

Adobe Dreamweaver CC Classroom in a Book® (2019 release)

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GETTING STARTED

Adobe® Dreamweaver CC is one of the leading web-authoring programs available. 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® (2019 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 that 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 (2019 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 macOS 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.

Bolded text

Certain names, words, and phrases will be bolded from time to time, usually when first cited in an instruction. This styling will include text, other than HTML or CSS code, that needs to be entered into program dialogs or into the body of a webpage, like this:

Type Insert main heading here

Filenames, like **mygreen-styles.css**, will also be bolded as needed to identify crucial resources or targets of a specific step or exercise. Be aware that these same names may not be bolded in introductory descriptions or general discussion. Be sure to identify all resources required in a specific exercise prior to commencing it.

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>

Enter the code exactly as depicted, being careful to include all punctuation marks and special characters.

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/stripe.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);
```

In most cases, white space differences will not affect the resulting display or operation of the code, but you should always attempt to match the depicted code exactly.

Missing punctuation

HTML code, CSS markup, and JavaScript often require the use of various punctuation, such as periods (.), commas (,), and semicolons (;), 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: https://adobe.com

Element references

Within the body of descriptions and exercise instructions, elements may be referenced by name or by class or id attribute. When an element is identified by its tag name, it will appear as <section> or section. 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 systems, mostly because of platformspecific 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:

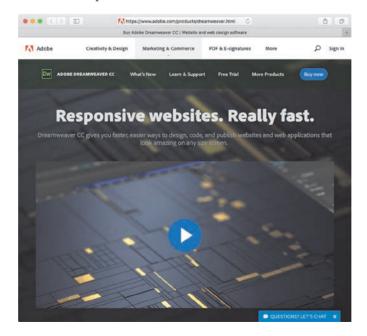
Windows	macOS
Control = Ctrl	Command = Cmd
Alternate = Alt	Option = Opt

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 select Edit > Copy or "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 helpx.adobe.com/dreamweaver/ **system-requirements.html** to obtain the system requirements.

Go to www.adobe.com/creativecloud/plans.html to sign up for Adobe Creative Cloud. Dreamweaver may be purchased with the entire Creative Cloud family or as a standalone app. Adobe also allows you to try Creative Cloud and the individual applications for seven days for free.

Check out www.adobe.com/products/dreamweaver.html to learn more about the different options for obtaining Dreamweaver.

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. We recommend you download all lesson files at once.

Start with Lesson 1 and proceed through the entire book to Lesson 12. Continue with the online Lessons 13 through 16 (refer to the "Bonus material" section for more information about the online material).

I 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 and exercises. Doing so will probably cause you to fail to achieve the goal or desired results of the exercise.

For that reason, you should treat each folder as a standalone 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 11, "Publishing to the Web."

Bonus material

We've provided additional material for Lessons 2, 3, and 4 on the Peachpit website. This book has so much great material that we couldn't fit it all in the printed pages, so we placed Lessons 14 through 16 on the Peachpit website as well:

Lesson 2, "HTML Basics Bonus"

Lesson 3, "CSS Basics Bonus"

Lesson 4, "Creating Web Assets Using Photoshop Generator Bonus"

Lesson 14, "Working with a Web Framework"

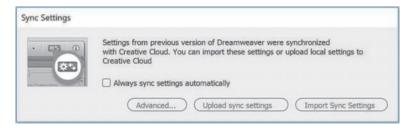
Lesson 15, "Adapting Content to Responsive Design"

Lesson 16, "Working with Web Animation and Video"

You will find these on your account page (Lessons & Update Files tab) 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. First, the Sync Settings dialog will appear. If you are a user of previous versions of Dreamweaver, select Import Sync Settings to download your existing program preferences. If this is the first time you've used Dreamweaver, select Upload Sync Settings to sync your preferences to your Creative Cloud account.



In the book, I use the lightest interface themes for the screen shots. This was done both to save ink in printing and to place less stress on the environment. Feel free to pick the color themes you prefer.

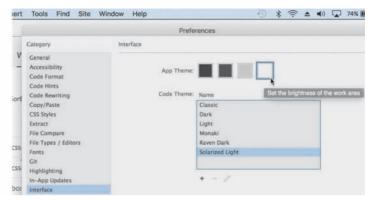
Choosing the program color theme

If you purchased the book after you installed and launched Dreamweaver, you may be 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 App Theme color.
Select Solarized Light from the Code Theme menu.





The interface changes to the new theme. Depending on which app theme you select, the code theme may change automatically. The changes are not permanent yet. If you close the dialog, the theme will revert to the original colors.

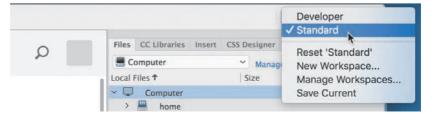
- 4 Click the Apply button.
 The theme changes are now permanent.
- **5** Click the Close button.

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.

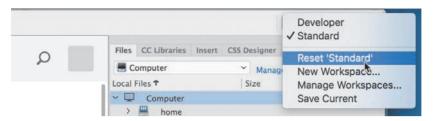
Setting up the workspace

Dreamweaver CC (2019 release) includes two main workspaces to accommodate various computer configurations and individual workflows. For this book, the Standard workspace is recommended.

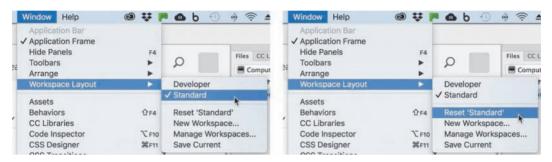
1 If the Standard workspace is not displayed by default, you can select it from the Window > Workspace menu.



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 settings by choosing Reset 'Standard' from the Workspace drop-down menu.



These same options can be accessed from the Window > Workspace Layout 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."

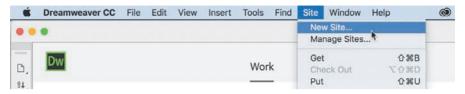
Defining a Dreamweaver site

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 11, "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.

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

- 1 Launch Adobe Dreamweaver CC (2019 release) or later.
- 2 Open the Site menu.



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

Choose New Site.



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

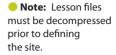
The Site Setup dialog appears.

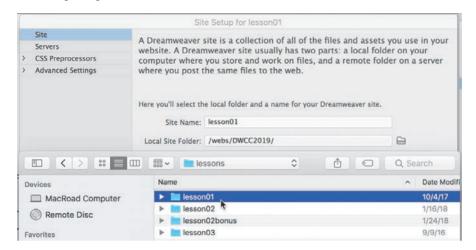
To create a standard website in Dreamweaver, you need only name it and select the local site folder. The site name should relate to a specific project or client and will appear in the Files panel Site drop-down menu. This name is intended for your own purposes only; it will not be seen by the public, 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.

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



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





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

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



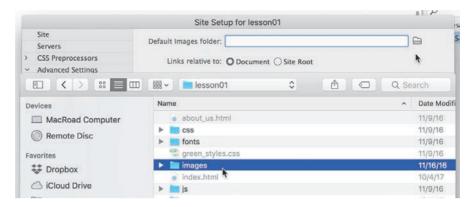
Although it's not required, a good policy for site management is to store different file types in separate folders. For example, many websites provide individual folders for images, PDFs, videos, and so on. Dreamweaver assists in this endeavor by including an option for a default images folder.

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.

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.

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

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.



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.

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 information that will enable you to upload files to your remote and testing servers.

10 In the Site Setup dialog, click Save.

The Site Setup dialog closes.

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.



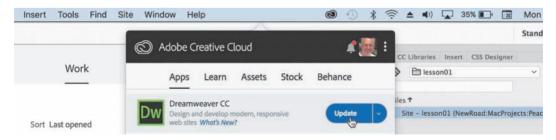
In the Files panel, the new site name appears in the site list drop-down menu. As you add more site definitions, you can switch between the sites by selecting the appropriate name from this menu.



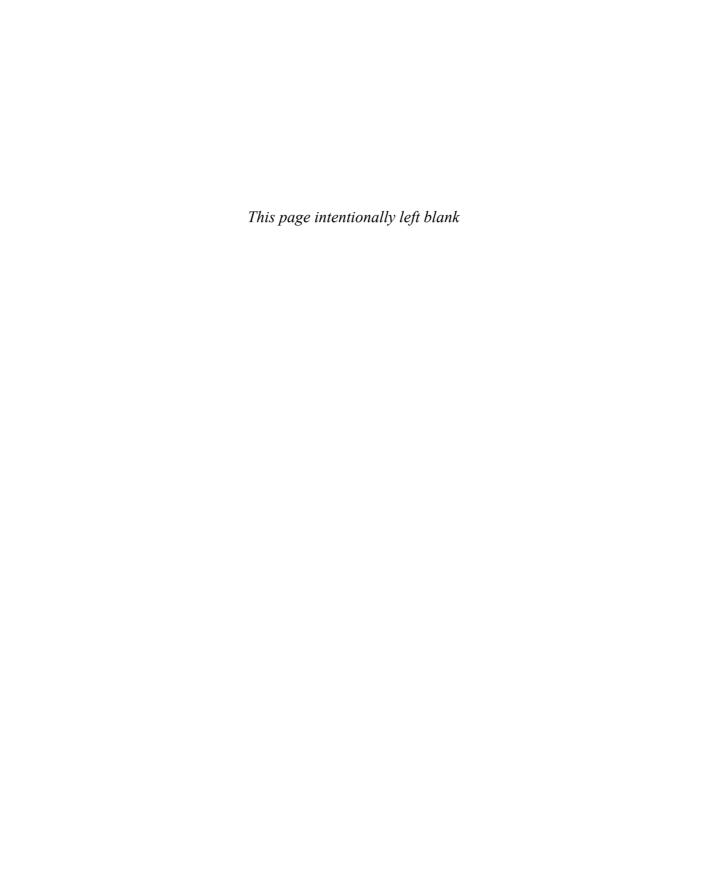
Setting up a site is a crucial first step in beginning any project in Dreamweaver. Knowing where the site root folder is located helps Dreamweaver determine link pathways and enables many sitewide options, such as orphaned-file checking and Find and Replace.

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.



WORKING WITH IMAGES

Lesson overview

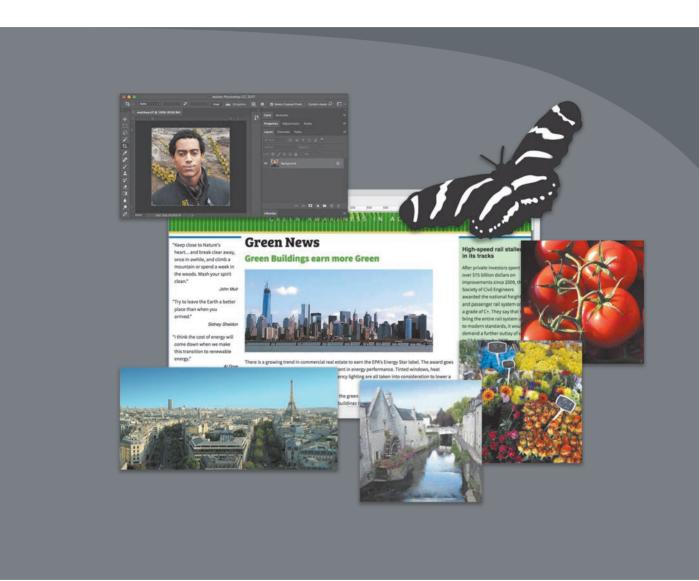
In this lesson, you'll learn how to work with images and include them in your webpages in the following ways:

- Insert an image into a webpage
- **Use Photoshop Smart Objects**
- Copy and paste an image from Photoshop
- Make images responsive to different device and screen sizes
- Use tools in Dreamweaver to resize, crop, and resample web-compatible images



This lesson will take about 1 hour to complete. Please log in to your account on peachpit.com to download the project files for this lesson, as described in the "Getting Started" section at the beginning of this book. Follow the instructions under "Accessing the Lesson Files and Web Edition." Define a site based on the lesson08 folder.

Your Account page is also where you'll find any updates to the lessons or to the lesson files. Look on the Lesson & Update Files tab to access the most current content.

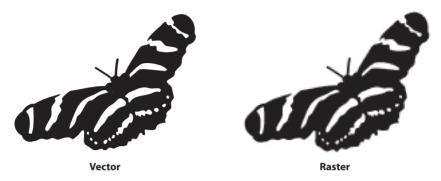


Dreamweaver provides many ways to insert and adjust graphics, both within the program and in tandem with other Creative Cloud tools, such as Adobe Fireworks and Adobe Photoshop.

Web image basics

The web is not so much a place as it is an experience. Essential to that experience are the images and graphics—both still and animated—that populate most websites. In the computer world, graphics fall into two main categories: vector and raster.

Vector graphic formats excel in line art, drawings, and logo art. Raster technology works better for storing photographic images.



Vector graphics

Vector graphics are created by math. They act as discrete objects, which you can reposition and resize as many times as you want without affecting or diminishing their output quality. The best application of vector art is wherever geometric shapes and text are used to create artistic effects. For example, most company logos are built from vector shapes.

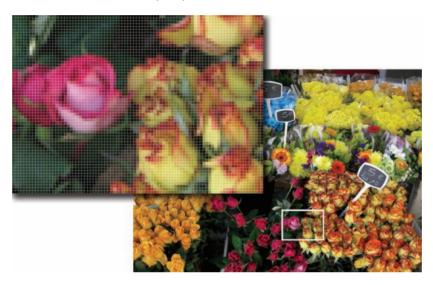
Vector graphics are typically stored in the AI, EPS, PICT, or WMF file formats. Unfortunately, most web browsers don't support these formats. The vector format that is supported is SVG (Scalable Vector Graphic). The simplest way to get started with SVG is to create a graphic in your favorite vector-drawing program—such as Adobe Illustrator or CorelDRAW—and then export it to this format. If you are a good programmer, you may want to try creating SVG graphics using XML (Extensible Markup Language). Check out www.w3schools.com/html/html5 svg.asp to find out more about creating SVG graphics.

Raster graphics

Although SVG has definite advantages, web designers primarily use raster-based images in their webpages. Raster images are built from pixels, which stands for picture elements. Pixels have three basic characteristics:

- They are perfectly square in shape.
- They are all the same size.
- They display only one color at a time.

Raster-based images are composed of thousands, even millions, of pixels arranged in rows and columns, in patterns that create the illusion of an actual photo, painting, or drawing. It's an illusion, because there is no real photo on the screen, just a bunch of pixels that fool your eyes into seeing an image. And as the quality of the image increases, the illusion becomes more realistic. Raster image quality is based on three factors: resolution, size, and color.



The inset image shows an enlargement of the flowers, revealing the pixels that compose the image itself.

Resolution

Resolution is the best known of the factors affecting raster image quality. It is the expression of image quality measured in the number of pixels that fit in 1 inch (ppi). The more pixels you can fit in 1 inch, the more detail you can depict in the image. But better quality comes at a price. An unfortunate byproduct of higher resolution is larger file size. That's because each pixel must be stored as bytes of information within the image file—information that has real overhead in computer terms. More pixels means more information, which means larger files.

Note: Printers and printing presses use round "dots" to create photographic images. Ouality on a printer is measured in dots per inch, or dpi. The process of converting the square pixels used in your computer into the round dots used on the printer is called screening.

Resolution has a dramatic effect on image output. The web image on the left looks fine in the browser but doesn't have enough quality for printing.



72 ppi



300 ppi

Luckily, web images have to appear and look their best only on computer screens, which are based mostly on a resolution of 72 ppi. This is low compared to other applications or output—such as professional four-color printing—where 300 dpi is considered the lowest acceptable quality. The lower resolution of the computer screen is an important factor in keeping most web image files at a reasonable size for downloading from the Internet.

Size

Size refers to the vertical and horizontal dimensions of the image. As image size increases, more pixels are required to create it, and therefore the file becomes larger. Since graphics take more time to download than HTML code, many designers in recent years have replaced graphical components with CSS formatting to speed up the web experience for their visitors. But if you need or want to use images, one method to ensure snappy downloads is to keep image size small. Even today, with the proliferation of high-speed Internet service, many websites still avoid using full-screen graphics, although that too is changing.

Although these two images share the identical resolution and color depth, you can see how image dimensions can affect file size.



1.6MB

Color

Color refers to the color space, or palette, that describes each image. Most computer screens display only a fraction of the colors that the human eye can see. And different computers and applications display varying levels of color, expressed by the term bit depth. Monochrome, or 1-bit color, is the smallest color space, displaying only black and white, with no shades of gray. Monochrome is used mostly for line-art illustrations, for blueprints, and to reproduce handwriting or signatures.

The 4-bit color space describes up to 16 colors. Additional colors can be simulated by a process known as dithering, where the available colors are interspersed and juxtaposed to create an illusion of more colors. This color space was created for the first color computer systems and game consoles. Because of its limitations, this palette is seldom used today.

The 8-bit palette offers up to 256 colors or 256 shades of gray. This is the basic color system of all computers, mobile phones, game systems, and handheld devices. This color space also includes what is known as the web-safe color palette. Web-safe refers to a subset of 8-bit colors that are supported on both Mac and Windows computers. Most computers, game consoles, handheld devices, and even phones now support higher color palettes, so 8-bit is not as important anymore. Unless you need to support non-computer devices, you can probably disregard the web-safe palette altogether.

Today, only a few older cellphones and handheld games support the 16-bit color space. This palette is named *high color* and sports a grand total of 65,000 colors. Although this sounds like a lot, 16-bit color is not considered good enough for most graphic design purposes or professional printing.

The highest color space is 24-bit color, which is named true color. This system generates up to 16.7 million colors. It is the gold standard for graphic design and professional printing. Several years ago, a new color space was added to the mix: 32-bit color. It doesn't offer any additional colors, but it provides an additional 8 bits of data for an attribute known as alpha transparency.

Alpha transparency enables you to designate parts of an image or graphic as fully or partially transparent. This trick allows you to create graphics that seem to have rounded corners or curves and can even eliminate the white bounding box typical of raster graphics.







Here you can see a dramatic comparison of three color spaces and what the total number of available colors means to image quality.

24-bit color

8-bit color

4-bit color

As with size and resolution, color depth can dramatically affect image file size. With all other aspects being equal, an 8-bit image is more than seven times larger than a monochrome image. And the 24-bit version is more than three times larger than the 8-bit image. The key to the effective use of images on a website is finding the balance of resolution, size, and color to achieve the desired optimal quality.

Optimizing your images is essential, even as more people get smartphones and tablets, because there are still millions of people all across the United States, and around the world, who don't have high-speed wired access to the Internet. In February of 2018, Pew research published a study reporting that only 65% of American households had access to broadband internet. Check out https://tinyurl.com/ pew-broadband-report to see specific details. Using large images on your site is becoming more popular, but it could also cause problems for your target audience, depending on where they live.

Raster image file formats

Raster images can be stored in a multitude of file formats, but web designers have to be concerned with only three: GIF, JPEG, and PNG. These three formats are optimized for use on the Internet and compatible with virtually every browser. However, they are not equal in capability.

GIF

GIF (Graphics Interchange Format) was one of the first raster image file formats designed specifically for the web. It has changed only a little in the last 30 years. GIF supports a maximum of 256 colors (8-bit palette) and 72 ppi, so it's used mainly for web interfaces—buttons and graphical borders and such. But it does have two interesting features that keep it pertinent for today's web designers: index transparency and support for simple animation.

JPEG

JPEG, also written JPG, is named for the Joint Photographic Experts Group that created the image standard back in 1992 as a direct reaction to the limitations of the GIF file format. JPEG is a powerful format that supports unlimited resolution, image dimensions, and color depth. Because of this, most digital cameras use IPEG as their default file type for image storage. It's also the reason most designers use JPEG on their websites for images that must be displayed in high quality.

This may sound odd to you, since "high quality" (as described earlier) usually means large file size. Large files take longer to download to your browser. So why is this format so popular on the web? The JPEG format's claim to fame comes from its patented user-selectable image compression algorithm, which can reduce file size as much as 95 percent. JPEG images are compressed each time they are saved and then decompressed as they are opened and displayed.

Unfortunately, all this compression has a downside. Too much compression damages image quality. This type of compression is called *lossy*, because it loses quality. In fact, the loss in quality is great enough that it can potentially render an image totally useless. Each time designers save a JPEG image, they face a trade-off between image quality and file size.



Low Quality High compression 130K



Medium Quality Medium compression 150K



High Quality Low compression 260K

Here you see the effects of different amounts of compression on the file size and quality of an image.

PNG

PNG (Portable Network Graphics) was developed in 1995 because of a looming patent dispute involving the GIF format. At the time, it looked as if designers and developers would have to pay a royalty for using the .gif file extension. Although that issue blew over, PNG has found many adherents and a home on the Internet because of its capabilities.

PNG combines many of the features of GIF and JPEG and adds a few of its own. For example, it offers support for unlimited resolution, 32-bit color, and full alpha transparency. It also provides lossless compression, which means you can save an image in PNG format and not worry about losing any quality when you save the file.

The only downside to PNG is that its most important feature—alpha transparency is not fully supported in older browsers. Luckily, these browsers are retired year after year, so this issue is becoming of little concern to most web designers.

But as with everything on the web, your own needs may vary from the general trends. Before using any specific technology, it's always a good idea to check your site analytics and confirm which browsers your visitors are actually using.

Previewing the completed files

To get a sense of the files you will work on in this lesson, let's preview the completed pages in a browser.

- 1 Launch Adobe Dreamweaver CC (2019 release) or later.
- **2** Define a new site for the lesson08 folder, as described in the "Getting Started" section at the beginning of the book. Name the new site lesson08.

Note: If you have not already downloaded the project files for this lesson to your computer from your Account page, make sure to do so now. See "Getting Started" at the beginning of the book.

3 Open **contactus-finished.html** from the lesson08/finished-files folder.



The page includes several images, as well as a Photoshop Smart Object.

Open **news-finished.html** from the lesson08/finished-files folder.



The news page contains images of varying sizes and composition.

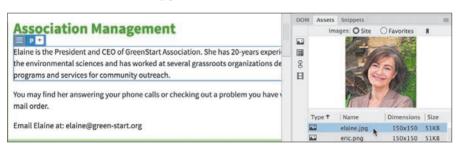
Close all sample files.

In the following exercises, you will insert these images into these pages using a variety of techniques and format them to work on any screen.

Inserting an image

Images are key components of any webpage, both for developing visual interest and for telling stories. Dreamweaver provides numerous ways to populate your pages with images, using built-in commands and even using copy and paste from other Adobe apps. Let's start with some of the tools built into Dreamweaver itself, such as the Assets panel.

- 1 In the Files panel, open **contact-us.html** in Live view.
- **2** Click the first paragraph under the heading *Association Management*. The Element Display appears focused on the p element.
- 3 Choose Window > Assets to display the Assets panel, if necessary. Click the Images category icon **\text{\text{L}}** to display a list of all images stored within the site.
- 4 Locate and select **elaine.jpg** in the list.



► Tip: The Assets panel should be populated as soon as vou define a site and Dreamweaver creates the cache. If the panel is empty, click the Refresh Site List icon.

Note: When work-

should be sure that your

ing with images in Dreamweaver, vou

site's default images folder is set up accord-

ing to the directions in

the "Getting Started" section at the begin-

ning of the book.

A preview of **elaine.jpg** appears in the Assets panel. The panel lists the image's name, dimensions in pixels, size in kilo- or megabytes, and file type, as well as its full directory path.

- Note the dimensions of the image: 150 pixels by 150 pixels.
- **6** At the bottom of the panel, click the Insert button.



The Position Assist dialog appears.

- Note: You may need to drag the edge of the panel to widen it to see all the asset information.
- Note: The Images window shows all images stored anywhere in the defined site—even ones outside the site's default images folder—so vou mav see listings for images stored in the lesson subfolders too.

7 Click Nest.



The image appears at the beginning of the paragraph. The Element Display now focuses on the img element. You can use the Quick Property inspector to add alt text to the image.

- **8** Click the Edit HTML Attribute icon **=**. The Quick Property inspector's HTML Attribute dialog appears.
- In the Alt field in the Element Display, enter Elaine, Meridien GreenStart President and CEO as the alternate text.





Note: Alt text provides descriptive metadata about images; in some browsers, alt text may be seen if the image doesn't load properly, or it may be accessed by individuals with visual disabilities.

10 Choose File > Save.

You inserted Elaine's picture in the text, but it doesn't look very nice at its current position. In the next exercise, you will adjust the image position using a CSS class.

Controlling image positions with CSS classes

The element is an inline element by default. That's why you can insert images into paragraphs and other elements. When the image is taller than the font size, the image will increase the vertical space for the line in which it appears. In the past, you could adjust its position using either HTML attributes or CSS,

but many of the HTML-based formatting attributes have been deprecated from the language as well as from Dreamweaver. Now you should rely completely on CSS-based techniques.

In this instance, the employee photos will alternate from right to left going down the page and the text will wrap around the image to use the space more effectively. To do this, you'll create a custom CSS class to provide options for left and right alignment. You can use the Element Display to create and apply the new class at the same time.

- 1 If necessary, open **contact-us.html** in Live view.
- 2 Click the image of Elaine in the first paragraph of the Association Management section.

The Element Display appears focused on the img element.

- 3 Click the Add Class/ID icon +.
- **4** Type **.flt-rgt** in the text field.

The new class name is short for "float right," hinting at what CSS command you're going to use to style the images.

- 5 Press Enter/Return.
 - The CSS Source dialog appears.
- 6 If necessary, select mygreen-styles.css from the Select A Source drop-down menu.





7 Press Enter/Return to complete the class.

The CSS Source dialog disappears, and a new class is created in the style sheet. Let's take a look.

8 If necessary, select Elaine's picture. In the CSS Designer, click the Current button.

The new selector appears at the top of the Properties pane.

9 Create the following properties:

float: right margin-left: 10px



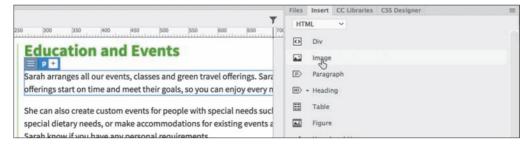
The image moves to the right side of the section element; the text wraps around on the left. As you learned in Lesson 3's online bonus content, "CSS Basics Bonus," applying a float property removes an element from the normal flow of the HTML structure, although it still maintains its width and height.

The margin setting keeps the text from touching the edge of the image. You will create a similar rule to align images to the left in the next exercise.

Working with the Insert panel

The Insert panel duplicates key menu commands and makes inserting images and other code elements both quick and easy. You can even dock it to the top of the document window to have it available all the time. In this exercise, you will use the Insert panel to add an image to the layout.

- 1 In Live view, click the first paragraph under the heading *Education and Events*. The Element Display appears focused on the p tag.
- **2** Choose Window > Insert to display the Insert panel, if necessary.
- In the Insert panel, choose the HTML category.
- Click Image.

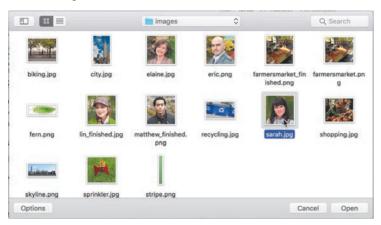


The Position Assist dialog appears.

5 Click Nest.

The Select Image Source dialog appears.

6 Select **sarah.jpg** from the site images folder. Click OK/Open.



7 In the Property inspector, enter Sarah, GreenStart Events Coordinator in the Alt field.

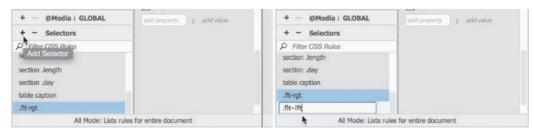


Now you'll create a new rule for images aligned to the left. In the last exercise, you created the class in the Element Display first. You can also create classes in CSS Designer.

8 In CSS Designer, click the All button, if necessary. Select the class .flt-rgt class.

If you select a class before creating a new selector, Dreamweaver inserts the new selector directly after the selected rule in the style sheet.

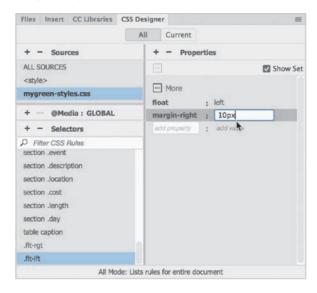
9 Click the Add Selector icon + Type .flt-lft and press Enter/Return.



The name is short for "float left."

10 Create the following properties in the new rule:

float: left margin-right: 10px



- 11 Select Sarah's image.
- **12** Click the Add Class/ID icon + on Sarah's image. Type .flt-lft in the field and press Enter/Return.







As you type, the new class name will appear in the hinting menu. Feel free to select the name when you see it in the list. After you apply the class, the image drops down into the paragraph on the left side, with the text wrapping to its right.

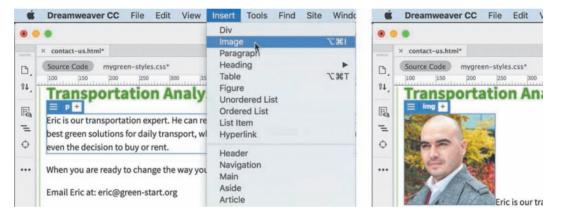
13 Save the file.

Another way to insert images in your webpage is by using the Insert menu.

Using the Insert menu

The Insert menu duplicates all the commands you'll find in the Insert panel. Some users find the menu faster and easier to use. Others prefer the ready nature of the panel, which allows you to focus on one element and quickly insert multiple copies of it at once. Feel free to alternate between the two methods as desired or even use the keyboard shortcut. In this exercise, you will use the Insert menu to add images.

- Click the first paragraph under the heading *Transportation Analysis*.
- 2 Choose Insert > Image or press Ctrl+Alt+I/Cmd+Option+I. The Position Assist dialog appears.
- 3 Click Nest. The Select Image Source dialog appears.
- 4 Navigate to the images folder in lesson08. Select the file **eric.png** and click Open.



The **eric.png** image appears in the Dreamweaver layout. Once the classes have been created and defined, you simply have to add the appropriate class using the Element Display.

5 Click the Add Class/ID icon \blacksquare and type the following: .flt-rgt

As you type, the class will appear in the hinting menu. You can click the name or use the arrow keys to highlight it, and you can press Enter/Return to select it. As soon as the class is selected, the image floats to the right side of the paragraph.

6 In the Property inspector, type Eric, Transportation Research Coordinator in the Alt field.



7 Save all files.

So far, you have inserted only web-compatible image formats. But Dreamweaver is not limited to the file types GIF, JPEG, and PNG; it can work with other file types too. In the next exercise, you will learn how to insert a Photoshop document (PSD) into a webpage.

Inserting non-web file types

Although most browsers will display only the web-compliant image formats described earlier, Dreamweaver also allows you to use other formats; the program will then automatically convert the file to a compatible format on the fly.

- 1 Click the first paragraph under the heading *Research and Development*.
- 2 Choose Insert > Image. Nest the image in the first paragraph. Navigate to the lesson08/resources folder. Select lin.psd.
- **3** Click OK/Open to insert the image. The Image Optimization dialog appears; it acts as an intermediary that allows you to specify how and to what format the image will be converted.
- Observe the options in the Preset and Format menus.

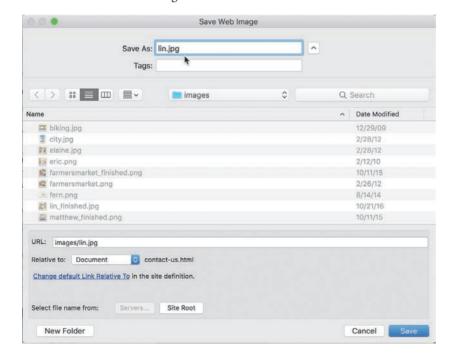
The Preset menu allows you to select from six predetermined options that have a proven track record for web-based images. The Format menu allows you to specify your own custom settings from among five options: GIF, JPEG, PNG 8, PNG 24, and PNG 32.

5 Choose JPEG High For Maximum Compatibility from the Presets menu. Note the Quality setting.



This Quality setting produces a high-quality image with a moderate amount of compression. If you lower the Quality setting, you automatically increase the compression level and reduce the file size; increase the Quality setting for the opposite effect. The secret to effective design is to select a good balance between quality and compression. The default setting for the JPEG High preset is 80, which is sufficient for your purposes.

Click OK to convert the image.



The Save Web Image dialog appears with the name *lin* entered in the Save As field. Dreamweaver adds the .jpg extension to the file automatically. Be sure to save the file to the default site images folder. If Dreamweaver does not automatically point to this folder, navigate to it before saving the file.

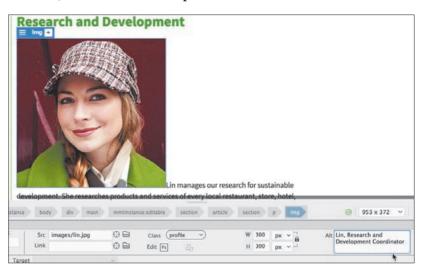
- Note: The Image Optimization dialog displays the final file size of the image at the bottom of the dialog.
- Note: When an image has to be converted this way, Dreamweaver usually saves the converted image into the site's default images folder. This is not the case when the images inserted are web-compatible. So before you insert an image, you should be aware of its current location in the site and move it to the proper folder first, if necessary.

► **Tip:** The Element Display and the Property inspector can be used interchangeably to enter alt text.

7 Click Save.

The Save Web Image dialog closes. The image appears in the layout and is now linked to the JPEG file saved in the default images folder.

Enter Lin, Research and Development Coordinator in the Alt field.



The image appears in Dreamweaver at the cursor position. The image has been resampled to 72 ppi but still appears at its original dimensions, so it's larger than the other images in the layout. You can resize the image in the Property inspector.

If necessary, click the Toggle Size Constrain icon **t** to display the closed lock. Change the Width value to 150px and press Enter/Return.



Note: Whenever you change HTML or CSS properties, you may need to press Enter/Return to complete the modification.

When the lock icon appears closed, the relationship between width and height is constrained, and the two change proportionally to each other—change one and they both change. The change to the image size is only temporary at the moment, as indicated by the Reset \bigcirc and Commit \checkmark icons. In other words, the HTML attributes specify the size of the image as 150 pixels by 150 pixels, but the JPEG file holds an image that's still 300 pixels by 300 pixels—four times as many pixels as it needs to have.

10 Click the Commit icon ✓.



The image is now resized to 150 by 150 pixels permanently.

- 11 Apply the flt-lft class to this image using the Element Display. Save all files. In Live view, the image now appears like the others in the layout; however, this image has a difference. But you can't see it in Live view.
- **12** Switch to Design view.



In Design view, you can now see an icon 🔓 in the upper-left corner of the image that identifies this image as a Photoshop Smart Object.

13 Save all files.

Right size, wrong size

Until the latest mobile devices appeared on the scene, deciding what size and resolution to use for web images was pretty simple. You picked a specific width and height and saved the image at 72 pixels per inch. That's all you needed to do.

But today, web designers want their sites to work well for all visitors, no matter what type or size of device they want to use. So, the days of picking one size and one resolution may be gone forever. But what's the answer? At the moment, there isn't one perfect solution.

One trend simply inserts an image that is larger or has higher resolution and resizes it using CSS. This allows the image to display more clearly on high-resolution screens, like Apple's Retina display. The downside is that lower-resolution devices are stuck downloading an image that's larger than they need. This not only slows the loading of the page for no reason, but it can incur higher data charges for smartphone users.

Another idea is to provide multiple images optimized for different devices and resolutions and use JavaScript to load the proper image as needed. But many users object to using scripts for such basic resources as images. Others want a standardized solution.

So, W3C is working on a technique that uses a new element named <picture>, which will not require JavaScript at all. Using this new element, you would select several images and declare how they should be used, and then the browser would load the appropriate image. Unfortunately, this element is so new that Dreamweaver doesn't support it yet, and few browsers even know what it is.

Implementing a responsive workflow for images is outside the scope of this course. In Lesson 14, "Working with a Web Framework," you will learn how to adapt standard web images to a responsive template using CSS and media queries.

Working with Photoshop **Smart Objects (optional)**

Unlike other images, Smart Objects maintain a connection to their original Photoshop (PSD) file. If the PSD file is altered in any manner and then saved, Dreamweaver identifies those changes and provides the means to update the web image used in the layout. The following exercise can be completed only if you have Photoshop installed on your computer along with Dreamweaver.

1 If necessary, open **contact-us.html** in Design view. Scroll down to the **lin.jpg** image in the *Research and Development* section. Observe the icon in the upper-left corner of the image.

The \Box_{Ω} icon indicates that the image is a Smart Object. The icon appears only within Dreamweaver itself; visitors see the normal image in the browser, as you saw originally in Live view. If you want to edit or optimize the image, you can simply right-click the image and choose the appropriate option from the context menu.

To make substantive changes to the image, you will have to open it in Photoshop. (If you don't have Photoshop installed, copy lesson08/resources/ smartobject/lin.psd into the lesson08/resources folder to replace the original image, and then skip to step 6.) In this exercise, you will edit the image background using Photoshop.

2 Right-click the **lin.jpg** image. Choose Edit Original With > Adobe Photoshop CC 2019 from the context menu.

Note: The exact

may differ depending

on your operating sys-

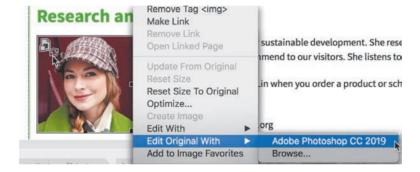
tem and what version of Photoshop you have

Photoshop is installed at all, you may not see

any program listed.

installed. If no version of

name of the apps appearing in the menu



Photoshop launches—if it is installed on your computer—and loads the file.

- 3 In Photoshop, choose Window > Layers to display the Layers panel, if necessary. Observe the names and states of any existing layers.
 - The image has two layers: Lin and New Background. New Background is turned off.
- 4 Click the eye icon for the New Background layer to display its contents.





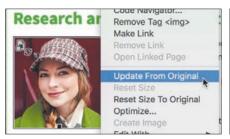
The background of the image changes to show a scene from a park.



- **5** Save the Photoshop file.
- 6 Switch back to Dreamweaver. Position the cursor over the Smart Object icon .

A tool tip appears indicating that the original image has been modified. You don't have to update the image at this time, and you can leave the out-of-date image in the layout for as long as you want. Dreamweaver will continue to monitor its status as long as it's in the layout. But for this exercise, let's update the image.

7 Right-click the image and choose Update From Original from the context menu.





This Smart Object, and any other instances of it, changes to reflect the new background. You can check the status of the Smart Object by positioning the pointer over the image. A tool tip should appear showing that the image is synced. You can also insert the same original PSD image multiple times in the site using different dimensions and image settings under different filenames. All the Smart Objects will stay connected to the PSD and will allow you to update them as the PSD changes.

Save the file.

As you can see, Smart Objects have several advantages over a typical image workflow. For frequently changed or updated images, using a Smart Object can simplify updates to the website in the future.

Copying and pasting images from Photoshop (optional)

As you build your website, you will need to edit and optimize many images before you use them in your site. Adobe Photoshop is an excellent program for performing these tasks. A common workflow is to make the needed changes to the images and then manually export the optimized GIF, JPEG, or PNG files to the default images folder in your website. But sometimes simply copying images and pasting them directly into your layout is faster and easier.

1 Launch Adobe Photoshop, if necessary. Open matthew.tif from the lesson08/resources folder. Observe the Layers panel.



Note: You should be able to use any version of Photoshop for this exercise. But Creative Cloud subscribers can download and install the latest version at anv time.

The image has only one layer. In Photoshop, by default you can copy only one layer at a time to paste into Dreamweaver. To copy multiple layers, you have to merge or flatten the image first, or you have to use the command Edit > Copy Merged to copy images with multiple active layers.

- 2 Choose Select > All, or press Ctrl+A/Cmd+A, to select the entire image.
- **3** Choose Edit > Copy, or press Ctrl+C/Cmd+C, to copy the image.
- 4 Switch to Dreamweaver. Scroll down to the Information Systems section in contact-us.html. Insert the cursor at the beginning of the first paragraph in this section and before the name Matthew.
- **5** Press Ctrl+V/Cmd+V to paste the image from the clipboard.



Tip: When inserting images that are outside the default site images folder, Dreamweaver may try to save the image in its original location, which may be outside the site folder. When in doubt, use the Site Root button in the Save As dialog to focus the dialog on the site folder. Then select the images folder from there.

The image appears in the layout with the Image Optimization dialog.

6 Choose the preset PNG24 For Photos (Sharp Details), and choose PNG24 from the Format menu. Click OK.

The Save Image dialog appears.

If necessary, navigate to the default site images folder. Name the image matthew.png and select the default site images folder, if necessary. Click Save.





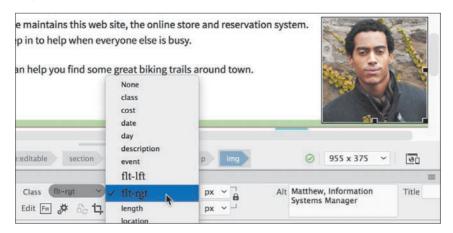
You have now saved the image as a web-compatible PNG file in the site images folder. Just like the image of Lin, Matthew's image is larger than the others.

Click on the image to select it. In the Properties inspector, change the image dimensions to 150px by 150px. Click the Commit icon ✓ to apply the change. Click OK in the dialog that appears, acknowledging that the change is permanent.



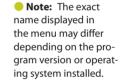
- Note: Raster images can be scaled down in size without losing quality, but the opposite is not true. Unless a graphic has a resolution higher than 72 ppi, scaling it larger without noticeable degradation may be impossible.
- If necessary, select the image for Matthew and enter **Matthew, Information Systems Manager** in the Alt field in the Property inspector.

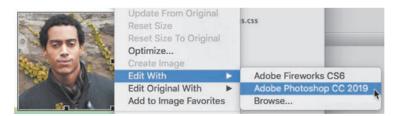
10 Apply the flt-rgt class to matthew.png using the Class menu in the Property inspector.



The image appears in the layout at the same size as the other images and aligned to the right. Although this image came from Photoshop, it's not "smart" like a Photoshop Smart Object and can't be updated automatically. It does, however, give you an easy way to load the image into Photoshop or another image editor to perform any modifications.

- 11 In the layout, right-click matthew.png. Choose Edit With > Photoshop CC 2019 from the context menu. If Photoshop CC 2019 is not installed, select the program that is displayed.
 - ▶ Tip: If no image-editor program is displayed, you may need to browse for a compatible editor. The executable program file is usually stored in the Program Files folder in Windows and in the Applications folder on a Mac.





The program launches and displays the PNG file from the site images folder. If you make changes to this image, you merely have to save the file to update the image in Dreamweaver.

Note: This exercise is geared specifically to Photoshop, but the changes can be made in most image editors.

12 In Photoshop, press Ctrl+L/Cmd+L to open the Levels dialog. Adjust the brightness and contrast. Save and close the image.



- Note: Although Dreamweaver automatically reloads any modified file, most browsers won't. You will have to refresh the browser display before you see any changes.
- 13 Switch back to Dreamweaver. Scroll down to view the **matthew.png** image in the Information Systems section. The image should be updated in the layout automatically. Since you saved the changes under the original filename, no other action is necessary. This method saves you several steps and avoids any potential typing errors.
- 14 Save all files

In the next exercise, you will insert an image using drag and drop.

Inserting images by drag and drop

Most of the programs in Creative Cloud offer drag-and-drop capabilities. Dreamweaver is no exception.

- 1 Open **news.html** from the site root folder in Live view.
- **2** Choose Window > Assets to display the Assets panel, if necessary. The Assets panel may not be opened by default in the Dreamweaver workspace. You can leave it as a floating dialog or dock it to keep it out of the way.
- **3** If necessary, drag the Assets panel to dock it beside the Files or DOM tab.
- - ▶ **Tip:** If you don't see specific image files listed in the Assets panel, click the Refresh icon to reload site images.

5 Drag the **skyline.png** icon from the panel and position the cursor between the first paragraph and the heading Green Buildings earn more Green.



If you position the cursor correctly, you will see a green line between the heading and the paragraph, indicating where the image will be inserted once you release the mouse.

Unlike the images used in the previous exercises, **skyline.png** was inserted between the <h2> and elements. It is not part of any of the paragraphs, so no float command is needed.

- **6** Enter **Green buildings are top earners** in the Property inspector's Alt field.
- 7 Save all files.

For users who do not have Photoshop or another image editor, Dreamweaver provides tools for basic image processing.

Optimizing images with the **Property inspector**

Optimized web images try to balance image dimensions and quality against file size. Sometimes you may need to optimize graphics that have already been placed on the page. Dreamweaver has built-in features that can help you achieve the smallest possible file size while preserving image quality. In this exercise, you'll use tools in Dreamweaver to scale, optimize, and crop an image for the web.

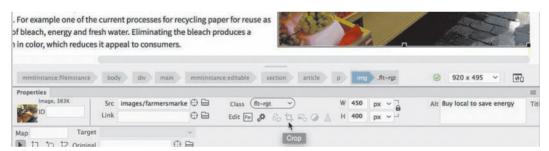
- 1 If necessary, open **news.html** in Live view or switch to it.
- **2** Click to select the first paragraph below the *Shopping green saves energy* heading.
- 3 Choose Insert > Image. Click Nest in the Position Assist dialog. Select **farmersmarket.png** from the site images folder. Click Open.
- **4** Enter **Buy local to save energy** in the Alt field.

5 Apply the .flt-rgt class to the image.



The image is too large, and there's barely any room for it in the column. It could really use some resizing and cropping. Dreamweaver's built-in tools work only in Design view.

Switch to Design view and observe the Property inspector.



Whenever an image is selected, image-editing tools appear below the Class menu in the Property inspector. The icons allow you to edit the image in Photoshop or Adobe Fireworks or to adjust several aspects in place. See the sidebar "Dreamweaver's graphic tools" at the end of the lesson for an explanation of each tool.

There are two ways to reduce the dimensions of an image in Dreamweaver. The first method changes the size of the image temporarily by imposing userdefined dimensions.

7 Select **farmersmarket.png**. If necessary, click the Toggle Size Constrain icon in the Property inspector to lock the image proportions. Change the image width to **350 pixels** and press the Tab key.





When the size constraint is locked, the height automatically conforms proportionally to the new width. Note that Dreamweaver indicates that the new size is not permanent by displaying the current specifications in bold and by displaying the Reset and Commit icons.

- **8** Click the Commit icon **✓**. A dialog appears that indicates the change will be permanent.
- 9 Click OK. Dreamweaver can also crop images.
- **10** With the image still selected, click the Crop icon \Box in the Property inspector. A dialog appears indicating that the action will permanently change the image.
- 11 Click OK. Crop handles appear slightly inset from the edges of the image. You want to crop the width but not the height.
- 12 Drag the crop handles to set the image to a width of 300 pixels and a height of 312 pixels.

Tip: Dimensions may also be entered manually if you know the final proportions.





13 Press Enter/Return to apply the change.

14 Save all files.

Most designers edit and resize images prior to bringing them into Dreamweaver, but it's nice to know that these tools are available for any last-minute changes or fast turnarounds

In this lesson, you learned how to insert images and Photoshop Smart Objects into a Dreamweaver page, copy and paste from Photoshop, and use the Property inspector to edit and resample images.

There are numerous ways to create and edit images for the web. The methods examined in this lesson show but a few of them and are not meant to recommend or endorse one method over another. Feel free to use whatever methods and workflow you desire based on your own situation and expertise.

Dreamweaver's graphic tools

All Dreamweaver's graphic tools appear in the Property inspector when an image is selected in Design view. Here are the seven tools:



Edit—Opens the selected image in the defined external graphics editor if you have one installed. You can assign a graphics-editing program to any given file type in the File Types/Editors category of the Preferences dialog. The button's image changes according to the program chosen. For example, if Fireworks is the designated editor for the image type, a Fireworks icon is shown; if Photoshop is the editor, you'll see a Photoshop icon. If neither app is installed, you will see a generic edit icon.



Edit Image Settings—Opens the Image Optimization dialog, allowing you to apply user-defined optimization specifications to the selected image.



Update From Original—Updates any placed Smart Object to match any changes to the original source file.



Crop—Permanently removes unwanted portions of an image. When the Crop tool is active, a bounding box with a series of control handles appears within the selected image. You can adjust the bounding box size by dragging the handles or by entering the final dimensions. When the box outlines the desired portion of the image, press Enter/Return or doubleclick the graphic to apply the cropping.



Resample—Permanently resizes an image. The Resample tool is active only when an image has been resized.



Brightness And Contrast—Offers user-selectable adjustments to an image's brightness and contrast; a dialog presents sliders for each value that can be adjusted independently. A live preview is available so that you can evaluate adjustments before committing to them.



Sharpen—Affects the enhancement of image details by raising or lowering the contrast of pixels on a scale from 0 to 10. Like the Brightness And Contrast tool, Sharpen offers a real-time preview.

You can undo most graphics operations by choosing Edit > Undo until the containing document is closed or you quit Dreamweaver.

Review questions

- 1 What are the three factors that determine raster image quality?
- **2** What file formats are specifically designed for use on the web?
- 3 Describe at least two methods for inserting an image into a webpage using Dreamweaver.
- **4** True or false: All graphics have to be optimized outside of Dreamweaver.
- 5 What is the advantage of using a Photoshop Smart Object over copying and pasting an image from Photoshop?

Review answers

- 1 Raster image quality is determined by resolution, image dimensions, and color depth.
- 2 The compatible image formats for the web are GIF, JPEG, PNG, and SVG.
- 3 One method to insert an image into a webpage using Dreamweaver is to use the Insert panel. Another method is to drag the graphic file into the layout from the Assets panel. Images can also be copied and pasted from Photoshop and Fireworks.
- 4 False. Images can be optimized even after they are inserted into Dreamweaver by using the Property inspector. Optimization can include rescaling, changing format, or finetuning format settings.
- 5 A Smart Object can be used multiple times in different places on a site, and each instance of the Smart Object can be assigned individual settings. All copies remain connected to the original image. If the original is updated, all the connected images are immediately updated as well. When you copy and paste all or part of a Photoshop file, however, you get a single image that can have only one set of values applied to it.

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