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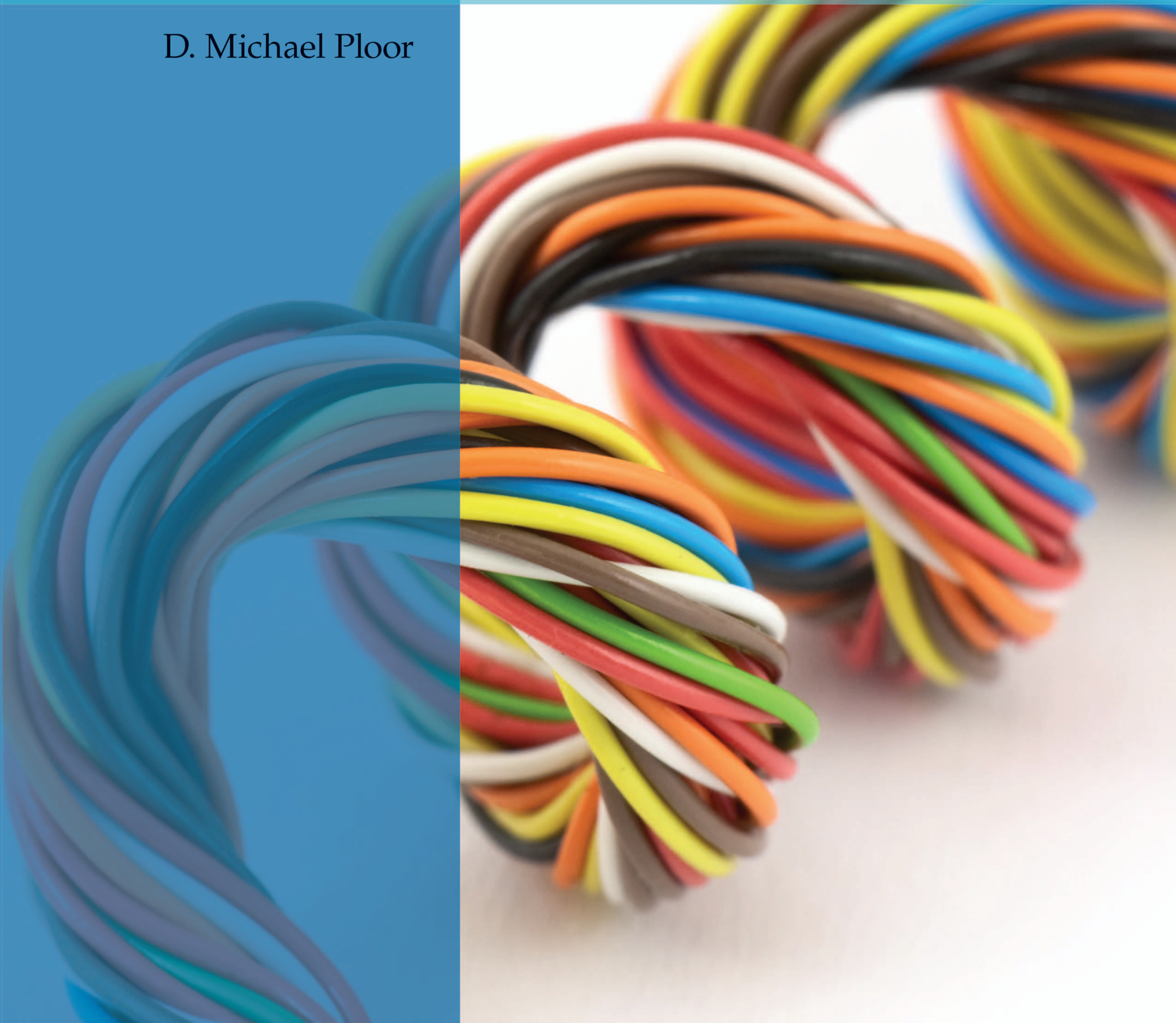
Common
Occupational
Readiness
Essentials

CERTIFICATION PREP
Adobe Dreamweaver Creative Cloud

D. Michael Ploor



Sample Pages

Certification Prep Series

Start on Monday. Test on Friday.

by D. Michael Ploor

Certification Prep Series consists of individual guides that provide practice in the basic skills needed to be successful using the corresponding software. No previous software experience is required. Although the guides focus on learning skills, not test taking, users that complete the practice will be prepared to take the official software certification exam and exhibit workplace readiness. Step-by-step instructions demonstrate actual software commands and features, building from basic to advanced. Content is divided into small units for better learning and usage. There is no need to purchase additional materials as all lesson content is created using the software.

- Provides an affordable way to prepare for industry certification versus other methods.
- Integrates easily into existing classroom activities.
- Focuses on hands-on experience to develop skills.

Microsoft Office Products

- Microsoft Word 2016
- Microsoft Excel 2016
- Microsoft PowerPoint 2016
- Microsoft Outlook 2016
- Microsoft Access 2016
- Microsoft Word 2013
- Microsoft Excel 2013
- Microsoft PowerPoint 2013
- Microsoft Outlook 2013
- Microsoft Access 2013

Microsoft Office 2010 is also available.

Adobe Products

- Adobe Photoshop Creative Cloud
- Adobe Dreamweaver Creative Cloud
- Adobe Flash Creative Cloud
- Adobe Illustrator Creative Cloud
- Adobe InDesign Creative Cloud
- Adobe Photoshop CS6
- Adobe Dreamweaver CS6
- Adobe Flash CS6
- Adobe Illustrator CS6
- Adobe Photoshop CS5
- Adobe Dreamweaver CS5
- Adobe Flash CS5

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visit www.g-w.com, or call 800.323.0440.

Table of Contents

Introduction

The Common Occupational Readiness Essentials (CORE) series of certification preparation guides focuses on mastering the essential basic skills needed as a workplace-ready user of the software. The goal of each CORE certification preparation guide is to provide practice in each essential basic skill required by employers who use the software. To prove workplace readiness, you will also be prepared to take the official certification exam for the software.

CORE Adobe Dreamweaver Creative Cloud will help prepare you to take the Adobe Certified Associate (ACA) Adobe Dreamweaver Creative Cloud certification exam. It provides step-by-step instruction for the features and commands covered on the certification exam. The focus of the lessons is to practice *using* the actual commands and features instead of creating a complete end product. Most lesson content is created using the software, and minimal downloading of files is required. Furthermore, each certification preparation guide is broken down into small learning units to enable better comprehension and application of the software. Where required, answers are provided at the back of the certification preparation guide.

Certification as an Adobe Certified Associate demonstrates an aptitude with Adobe software. ACA certification is offered for Adobe Dreamweaver, Adobe Flash, Adobe Photoshop, Adobe Premier, Adobe Illustrator, and Adobe InDesign. Certification exams are provided by Certiport, Inc., through various testing facilities. Visit www.certiport.com for more information on registering for certification exams.

About the Author

D. Michael Ploor is the author of the CORE series of certification preparation guides. Mr. Ploor's students have achieved exceptional results with the CORE certification preparation guides. His students collectively pass more than 500 industry certification exams each year without the need for other preparation materials. Mr. Ploor has demonstrated the strength of integrating the CORE guides in a diverse mix of courses.

Mr. Ploor is also the author of three textbooks on the subject of video game design: *Introduction to Video Game Design, Video Game Design Foundations,* and *Video Game Design Composition.* He is a National Board Certified Teacher in Career and Technical Education and holds an MBA degree from the University of South Florida. He maintains professional teaching credentials in Business Education and Education Media Specialist.

Mr. Ploor is at the forefront of innovative teaching and curriculum. He developed STEM curriculum while serving as the lead teacher in the Career Academy of Computer Game Design at Middleton Magnet STEM High School. Mr. Ploor has applied his skills as a STEM Curriculum Integration Specialist in designing innovative curriculum and by collaborating to construct the state standards for video game design in several states. He has also been instrumental in authoring competitive events for Career and Technical Student Organizations such as the Future Business Leaders of America (FBLA) and Phi Beta Lambda (PBL).

In addition to publishing textbooks and lessons, Mr. Ploor provides professional development as a frequent presenter at regional and national conferences to promote CTE education and video game design curriculum for the high school and middle school levels.

Lesson 5 Designing a Website

Objectives

Students will explain the preproduction process of website design. Students will describe the use of cascading style sheets. Students will identify elements of the Dreamweaver workspace. Students will save a local website. Students will apply inline style formatting. Students will create an internal style sheet. Students will edit an existing CSS rule. Students will apply page formatting to a web page. Students will explain WYSIWYG editing. Students will create an external style sheet. Students will inspect the application of an external CSS. Students will customize a workspace.

Designing a Website

A web designer should not simply start building a website and then later ask the client how he or she likes it. This would result in not only the work needed to create the website, but the work caused by all of the changes the client is sure to make. It is better to do the job right the first time and have few modifications later. For this reason, a web designer should engage in preproduction activities before designing, building, and programming a working website.

Preproduction

The ***preproduction stage*** involves gathering information and designing the layout of the website. The web designer will interview the client, conduct research on competing websites, and gather customer demographic information to best determine what requirements need to be met by the website. Being able to effectively evaluate a website will prove a valuable skill in preproduction.

Monkey Business Images/Shutterstock.com

Figure 5-1.

Preproduction interviews are critical to understanding the client's needs and wants.

Client Interviews

When working with a client, it is important to have a full understanding of what he or she expects. You should conduct ***preproduction interviews*** with the client to brainstorm ideas and fully communicate the goals for the finished product, as shown in **Figure 5-1.** A preproduction interview takes place before any production work begins. If you start working without this important step, the client may be dissatisfied with the result and you would have to redo the project. In the professional world, you are paid by the client, and the client will not pay for unsatisfactory work that does not meet the specified goals.

Working with the client in a preproduction interview, you will need to identify not only the target market, but also the client goals. Ask questions to identify the business type, business goals, website purpose, target audience, who are competitors locally and nationally, what platforms will display the site, and what the designer should focus attention on when planning the site. Research the client company before the interview so you can construct appropriate interview questions.

The ***client goals*** set the direction of the creative work. The client is paying you to create something to meet a goal, often attracting customers. The client may have a goal of informing or attracting attention. The use of color is important in attracting attention, while color in informational websites may have little value.

Client Needs vs. Client Wants

Many times, a client places wants ahead of needs. A client might want flashy graphics, sound, video, and games on the website without considering how or if these features assist the goal of the website. It is the designer's job to focus first on the *needs* of the client and then build in some of what the client *wants* if appropriate to the goal of the website.

A need is determined by what the website is intended to do. If the site is for selling flowers, then it needs to show flower arrangements and have a clear ordering process. If the client wants to have an encyclopedia section about the history of roses, you may need to refocus the discussion on the goal of the website to determine what is needed. Getting the client to understand and stick to the goal may take some convincing. In this case, refocus the client on the purpose of the site, which is to make it easy for customers to choose and purchase flowers. Remind the client that after the site is fully functional and meets the goals, then additional pages can be added. If the website fails to meet the intended goals, the client will be upset even if the site has the design elements he or she wants.

Relevant Content

After an effective client interview, the designer must work with the client to gather relevant content. Each image, color, passage of text, and other design elements need to be compared to the expectations of the target audience. If the content is not relevant for the audience, then it must be changed.

To ensure that the content meets the needs of the target audience, members of that audience should be surveyed. A ***survey*** is a series of questions posed to a specific group of people. People from the target audience should view the content and provide feedback as to what they like, do not like, and find relevant or appropriate.

Relevant content for a target audience of children can also cause some issues. The content must be age appropriate for the children users and also appropriate to the parent. Many websites use a kid-safe registration, where a parent gives consent for his or her child to use the site or a portion of the site. A kid-safe registration is a login that requires a parent's permission to activate, usually through an e-mail confirmation.

Client Deliverables

Before leaving the client and beginning to plan the website, the designer must have a firm understanding of what work will be performed, a timeline or due date for delivering the website, and how design changes will be reported. A ***statement of work*** is a contract that outlines the scope of work the designer is to perform. The statement of work should include what type of work the client is hiring you to do, the scope of work that the designer is to perform, all mandatory deliverables, all mandatory deadlines, and how many changes are included without additional charges.

The ***type of work*** performed may be design only or it may include hosting. You may include other services in the type of work performed, such as logo design or image editing. This work is not usually performed by the web designer, but can be included if your skill set allows and if negotiated with the client. Describing the type of work is a very important part of the statement of work. The description should be very detailed to make sure the designer and client both know what work is being done and what other work may be required from someone else.

The ***scope of work*** states the amount of content that will be provided. For example, the scope may limit the project to a six-page website with one form to collect customer data. If the client later decides to add e-commerce for selling of goods, that would be outside of the stated scope of work. This would need to be covered under a new contract.

A ***timeline for deliverables*** outlines dates when the client is required to provide web resources and when the designer must provide draft and finished work. Deadlines must be specified for all client deliverables, such as images, videos, pictures, logos, and textual content. The designer's work is based on the client providing materials on time. If the client is late, the designer cannot complete his or her work. Additionally, deadlines must be specified for when the designer delivers a draft website, the window of time for review and changes, deadline for a change request, and a final deadline for the launch of the website.

Changes are typically permitted when the draft website is reviewed by the client. However, this must be specified in the statement of work. A limited number of changes should be specified in the statement of work. Without a limit, the client will be able to continually request changes. This could lead to a never-ending project. Whenever asking for a change, the client should submit a ***change request document.*** This document records the specifics of the alteration so the designer knows what to modify. It should be kept as part of the formal documentation for the project.

Storyboards

As part of the creative process, a standardized layout should be created to provide consistency throughout the entire website. The web designer creates a wireframe for the layout. A ***wireframe*** is essentially the website layout created using boxes to show the placement of elements on a web page, as shown in **Figure 5-2.** To make the website easy to use, most of the elements should be the same on each page of the site. Drastic changes in layout and color from one page to the next make the user feel like he or she accidentally navigated to a different site. Having a unity of design allows the user to quickly learn the basic site navigation and apply it on each page of the site.

Using the wireframe layout, a designer creates a storyboard for the entire website. A ***storyboard*** is a collection of enhanced wireframe sketches to show basic layout and content for each web page. Each web page is displayed as a wireframe panel

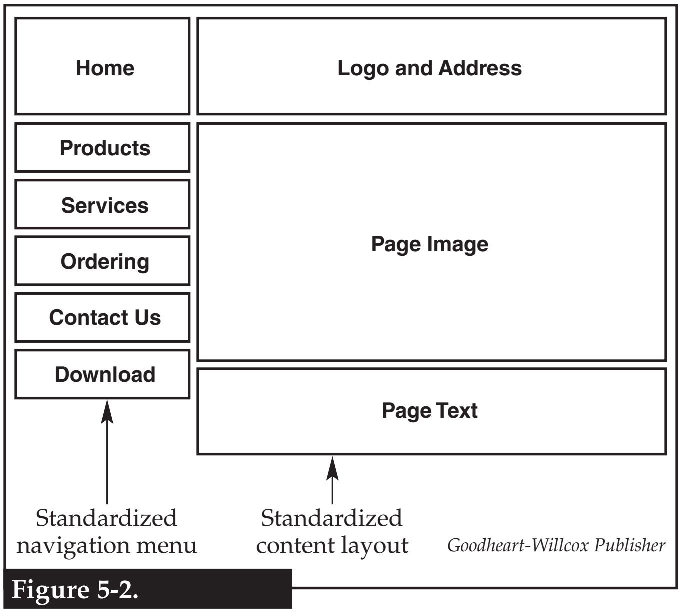

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Figure 5-2.

This is a typical example of a wireframe used in the design process of a website.

Content Tool	Plug-in
Adobe Flash	Flash Player
JavaScript	JavaScript installed
HTML5	None

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Figure 5-3.

Common tools for providing rich media on a web page and the associated plug-in required.

in the storyboard. Each wireframe panel shows the important features of the web page, element layout, color palette, font samples, and navigation description. In addition to the design elements, each panel should list the web page title, file names, and navigational links and display images or sketches of intended graphics or rich media content.

Rich media, such as animations, movies, interactive content, or games, need to be clearly marked in the flowchart and explained as to how it will impact the user and the technology. A ***flowchart*** is a chart listing features to include on a web page. Technology lag must be addressed for rich media and interactive content. Interactive content provides the user the opportunity to interact, control, or modify what is available on the web page. Games, posts, message boards, and more are all part of interactive content. Showing the controls on the storyboard of how the user will access the rich media content will address key issues when trying to up-sell the client to include rich media.

Additionally, the designer should list the format and plug-ins needed for the rich media. A ***plug-in*** is a program installed on the user's computer to allow rich media content to play. If the rich media requires a plug-in, a link to the installation should be provided. Otherwise, the user may not be able to use or view the content. Common tools for rich media and plug-ins needed are shown in **Figure 5-3.**

Development Preapproval

With a good storyboard in place, the client can see the placement of the design elements, give feedback, and approve the design before the website production begins. Mark the storyboards with the changes requested by the client. Have the client initial each panel to approve the basic design features for each page. This practice will prevent misunderstandings and create a written record for all changes requested by the client. Once the client approves the storyboard, production of the website can begin.

Cascading Style Sheets

Because a website should maintain a consistent look and feel from the home page to every other page, the World Wide Web Consortium has recommended the use of cascading style sheets in website design. A ***cascading style sheet (CSS)*** holds the formatting definitions or option settings for all web pages that reference it. The storyboard can be used to construct the CSS so each page has a similar look and the website maintains unity. The main formatting definitions such as font family, font size, font color, background color, and more are contained in a style sheet.

The main idea behind CSS design begins with an understanding of the term cascading. *Cascading* refers to a series of steps, such as a series of steps in a waterfall. This is applied to web design by establishing a hierarchy for formatting a website. A formatting definition of a parent (higher up in the hierarchy) will be applied to a child (lower down in the hierarchy) unless the child contains specific formatting definitions to override it.

Types of Style Sheets

An ***external style sheet*** is a style sheet in a separate file. This is the most effective way of separating the contents from the design of a website. Each web page links to the external style sheet to define the overall style settings. A designer might set up a main external style sheet and have all the pages of a website include the formatting defined in that style sheet. All of the web pages would look exactly the same in terms of format, but the designer adds different images and text to customize each web page.

If the designer wants to override the external style sheet, this is typically done using an internal style sheet. An ***internal style sheet*** is a set of formatting definitions within the code for a given web page. Any overrides to the external style sheet are placed in the <head> section of the web page definition. These changes only affect that specific page and do not alter the external style sheet.

Sometimes the designer only wants to change the formatting of a single line of the web page. An ***inline style*** is placed within the <body> section of the web page definition to change the formatting definitions of a single line or small area of the page. Inline style sheets override all other style sheet definitions.

Essentially, the cascade hierarchy has the browser apply the external style sheet to the web page unless an internal style sheet exists. If there is an internal style sheet, it will be applied as the next step in the cascade unless there is an inline style sheet. An inline style sheet will be applied as the next step in the cascade unless there are any other inline style sheets.

CSS Templates

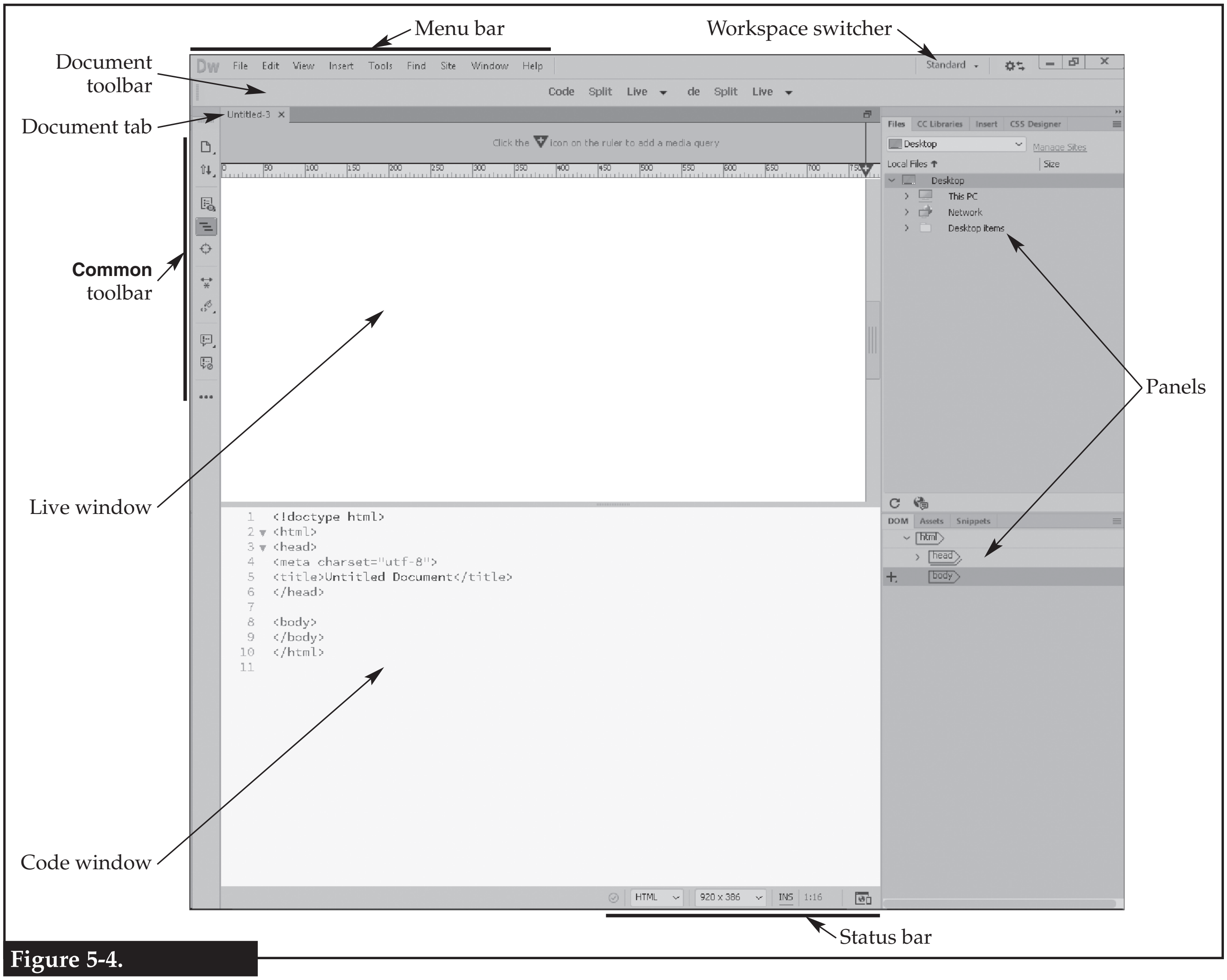
Through the use of cascading style sheets a designer can create a design template for the website. A ***template*** is a preformatted page or section that simply needs the content added. A letter template is preformatted with all components and style of a business letter. The letter only needs the specific content, such as the body of the letter, added to create a new custom letter that is properly formatted. A CSS allows the same thing to happen with web page design.

An external CSS can be specified to create a template for the different types of pages used within the website. For example, a CSS file might be named Forms.css. This could be the template for all pages that contain forms for customers to complete. That keeps all the forms looking similar.

A single web page can link to several external CSS files. An element such as the navigation panel that contains buttons to link to the home page, contact page, or other main pages can be created once and used over and over again on each web page. The designer would create a single CSS file to define these navigational elements, and then link it on each page where it is needed. This CSS file can also be a reusable template for this specific element.

How to Begin

1. Within your working folder, create a subfolder named Website. This will serve as a local folder in which to store the website and all associated files. A ***local folder*** exists on your computer, not on a network or web server.
2. Inside the Website folder, create a subfolder named CSS. A subfolder is also commonly called a ***nested folder.*** The CSS folder will hold all of the CSS documents for the website.
3. Create a second subfolder or nested folder named Media. This folder will hold all images and other media for the website.
4. Launch Dreamweaver. When Dreamweaver opens, a splash page is displayed to help you quickly start a new project or continue working on an existing project.
5. Click **Quick Start** on the left of the splash screen, and click the HTML Document tile on the right side. A new HTML project is opened.
6. Review the parts of the Dreamweaver interface as shown in **Figure 5-4.**



```
<!doctype html>
<html>
<head>
<meta charset="utf-8">
<title>Untitled Document</title>
</head>

<body>
</body>
</html>
```

Figure 5-4.

The basic layout of the Dreamweaver interface.

Workspace

A ***workspace*** is the layout of the toolbars, panels, and document on the screen. Changing the layout by moving panels, adding more tools, rearranging panels, or otherwise changing the screen setup changes the workspace. A workspace can be customized to display the toolbars and panels in different locations to help the designer perform best. You may also create custom views by dragging the workspace tools to different locations and saving the workspace.

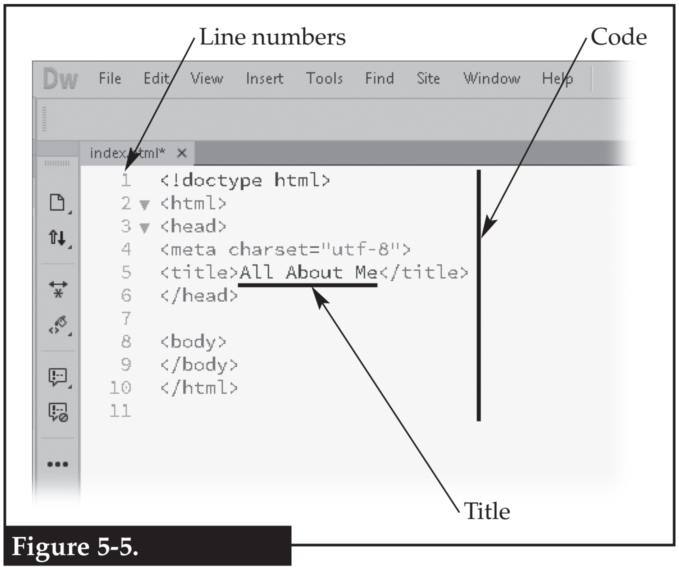
The **Menu** bar holds commands in a pull-down menu format. Click a pull-down menu to see the commands it contains, and then click a command to activate it. The **Menu** bar is available in the PC version of Dreamweaver.

Dreamweaver makes use of panels. A ***panel*** is a small window that holds commands or options. A panel may also have multiple tabs to group commands by function. A designer can arrange the panels in any configuration. The panels can even be moved from one panel group to another. Panels may be expanded with the commands visible or collapsed. Collapsed panels have been minimized to icons to save space on the screen. Clicking a panel icon will expand the panel.

The ***document window*** is the area where the web page is created. The view in the document window can be of code, the live view of the web page, or other view. The ability to switch between a view of the web page and the code that defines the page greatly helps the designer.

Above the document window is the **Document** toolbar. The ***document tab*** contains the document. The designer can have multiple documents open in Dreamweaver at the same time. Each document will have a separate document tab. The designer can navigate between open documents by simply clicking the different document tabs.

7. Click the workspace switcher button in the top-right corner of the screen. This will be, by default, labeled either **Standard** or **Developer**, depending on what was specified when Dreamweaver was set up. The Developer workspace is intended to focus on coding, while the Standard workspace includes visual tools and a split screen of the live view and the code view. The current workspace will be checked in the drop-down menu displayed by clicking the workspace switcher button.
8. Click either Standard or Developer in the drop-down menu that is displayed, whichever is currently not checked. Notice how the arrangement of toolbars and panels has changed.
9. Applying what you have learned, set the Standard workspace current. The Standard workspace is often used by those new to Dreamweaver because many tools are displayed. This is the workspace shown in **Figure 5-4.** Unless instructed to change workspaces, use the Standard workspace for the lessons in this guide.
10. Click the tab on the **Insert** panel to display the panel. The **Insert** panel contains many of the most commonly used tools for design elements. Each area on the **Insert** panel contains a set of tools grouped by design element.
11. Click the **Code** link on the **Document** toolbar. The document window switches to display only the code window, as shown in **Figure 5-5.** Also notice the buttons in the **Common** toolbar have changed. The available tools help edit the code.



```
 1   <!doctype html>
 2 ▼ <html>
 3 ▼ <head>
 4   <meta charset="utf-8">
 5   <title>All About Me</title>
 6   </head>
 7
 8   <body>
 9   </body>
10   </html>
11
```

Figure 5-5.

In the code view, the code composing the web page is displayed.

12. Locate line 3, which contains the code <head>. As explained earlier, this is an opening tag. In this case, the tag begins the head section of the code. Recall that information in the head section will not be visible on the web page. This section has information such as the web page title, meta tags, links to any external CSSs, and any internal CSSs.
13. Locate the code on line 5. This line contains the code <title>Untitled Document</title>. The current name of the web page, which is not the name of the file, is Untitled Document. Click in front of the U, delete Untitled Document, and add the text All About Me. The name, or title, of the web page is now All About Me. This is what will appear in the title bar of the web browser. Placing information between an opening and closing tag will make that information appear as content.
14. Locate line 6, which contains the code </head>. As explained earlier, this is a closing tag for the head section.
15. Click on line 8, and position the insertion point after the <body> tag.
16. Press the [Enter] key to start a new line.
17. On the new line 9, add the text Welcome to My Website. This text will appear on the web page as content.
18. Click the arrow next to the **Live** link on the **Document** toolbar, and click **Design** in the drop-down menu. The design view displays the web page in the document window as it will appear in a web browser. Notice that the text added to the body section of the code appears on the web page.

Local Site Saving

For this project, a local site is being created. All work will be saved on your computer. Later, all of the completed files for the website can be uploaded to a web server and made available on the Internet.

19. Click **File**>**Save As…** in the pull-down menu. A standard save-type dialog box is displayed.
20. Navigate to your working folder, and the Website subfolder.
21. Click in the **File name:** text box, and enter index. The first page or home page of a website is almost always named index.html or index.htm.
22. Click the **Save** button to save the web page. If a message appears asking to update links, click the **Yes** button.

TIP

Dreamweaver automatically uses the .html extension, but this can be overridden by manually entering the .htm extension.

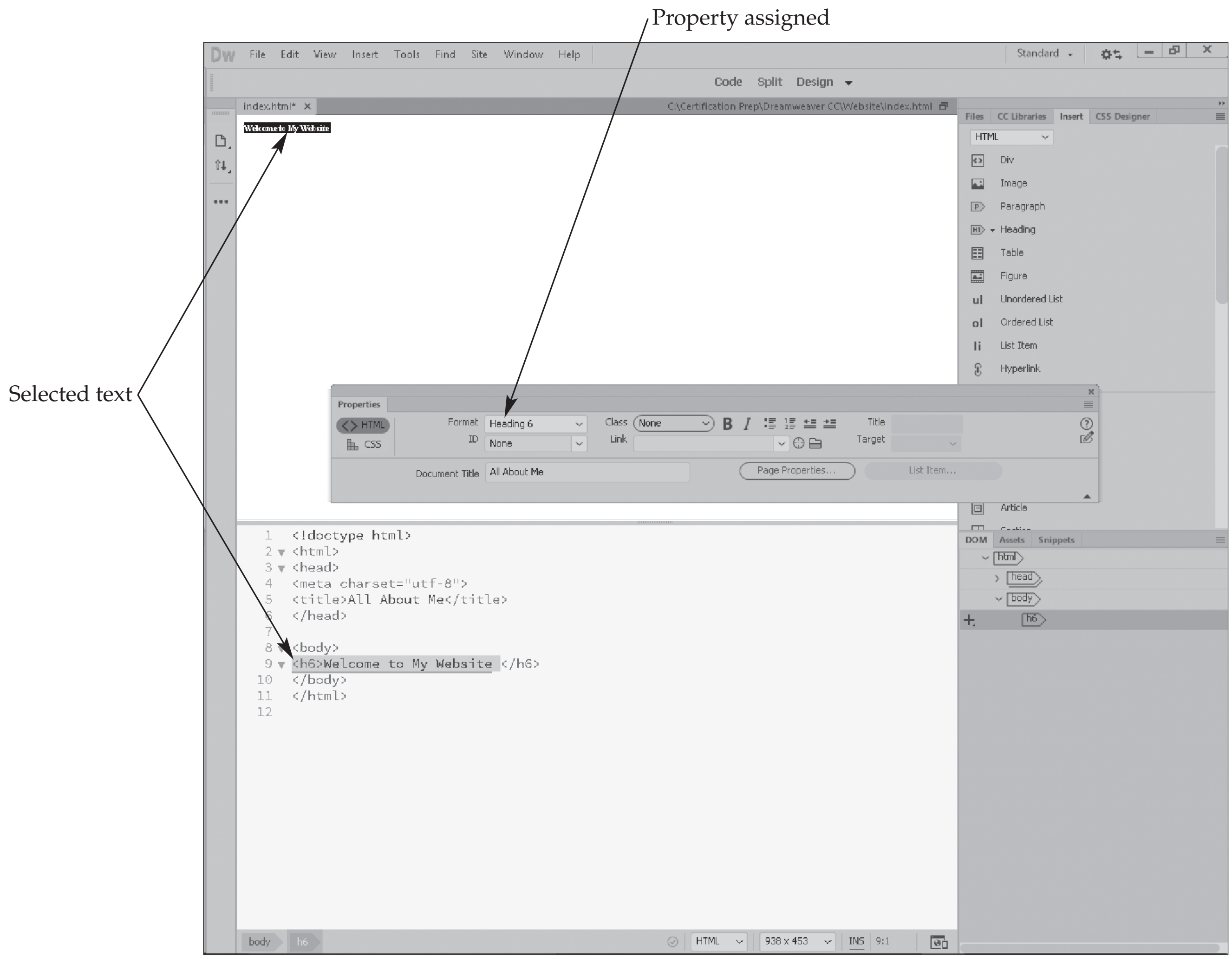
Inline Style Formatting

While the W3C standard for website formatting is a CSS, at first you will use inline styles so you can directly see how each style element affects the web page. Later, you will create external style sheets to maintain consistency between web pages and speed up development.

TIP
The name of the web page appears in the **Document Title** text box on the **Properties** panel. This text box can be used to edit the name.

HTML

23. Click the **Windows** pull-down menu, and then click **Properties** in the menu. The **Properties** panel is displayed, most likely as a floating (not docked) panel. If the panel is already displayed, clicking the menu entry hides it.
24. Make sure the design view is displayed in the document window and the **Properties** panel is displayed.
25. Select the text Welcome to My Website by clicking in front of the text, holding down the left mouse button, and scrolling to the end of the text.
26. In the **Properties** panel, click the **HTML** button. The **Properties** panel is used to inspect and change the individual properties of a selected item, or to change the properties of the entire page. When the **HTML** button is clicked, the properties are for HTML, not for a CSS.
27. Click the **Format** drop-down arrow, and click **Heading 6** in the drop-down list to change the property. Notice the text is changed to a very small size.
28. Click the **Split** link on the **Document** toolbar. The view in the document window displays both the code view and design view at the same time. Notice that line 9 contains the tag <h6>, as shown in **Figure 5-6.** This tag applies the Heading 6



Welcome to My Website

Format: Heading 6
ID: None
Class: None
Link:
Title:
Target:
Document Title: All About Me

```
1   <!doctype html>
2   <html>
3   <head>
4   <meta charset="utf-8">
5   <title>All About Me</title>
6   </head>
7
8   <body>
9   <h6>Welcome to My Website </h6>
10  </body>
11  </html>
12
```

Figure 5-6.

A split view offers two different views of the web page. Here, the code view and the design view are displayed.

TIP
The actual formatting of styles such as Heading 1, strong, and emphasis can be controlled by a CSS.

Bold

Italic

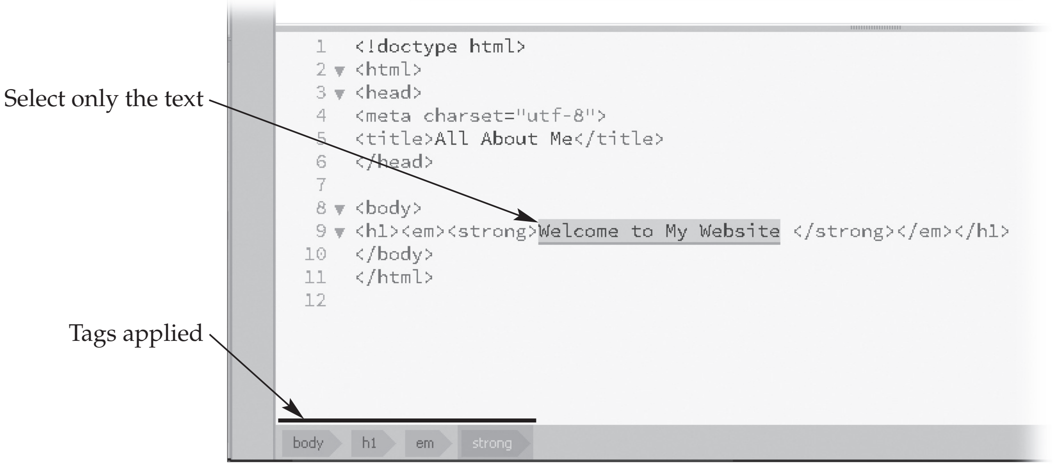
style to the text between the opening and closing tags for the head. Heading 6 is the smallest text size.

29. Applying what you have learned, assign the Heading 1 style to the selected text. Notice the changes to the tags in line 9. Any changes in design view are updated in code view. Heading 1 is the largest text size.
30. On the **Properties** panel, click the **Bold** button to bold the selected text. Notice the <strong> tag is added to line 9. Any text between the opening and closing tags will be bold. This is considered an inline style because it is within a tag, the <h1> (Heading 1) tag.
31. On the **Properties** panel, click the **Italic** button to italicize the selected text. Notice the <em> tag is added to line 9 to emphasize the text. Also notice the <strong> tag remains, so the text is both bold and italic.
32. In the code window, select only the text Welcome to My Website, not any of the surrounding code. Then, look at the status bar. The tags applied to the selected text appear on the left-hand side of the status bar, in this case <body>, <h1>, <em>, and <strong>, as shown in **Figure 5-7.**
33. Save the project by clicking **File**>**Save** on the **Menu** bar.

Internal Style Sheet Formatting

You may have noticed that the formatting options for inline styles are very limited. There is no code to center the text, change text color, or many other text formatting options common to word processors. Codes for these options were once part of HTML, but have now been deprecated or made obsolete. HTML5 is the new standard for web page creation, and it calls for these formatting options to be contained in a cascading style sheet, either internally or externally.

34. With the text Welcome to My Website selected, click the **CSS Designer** panel to make it current. This panel is docked with the **Files**, **CC Libraries**, and **Insert** panels.
35. Click the **Add a new CSS source** button in the **Sources** area of the **CSS Designer** panel. Then, click **Define in Page** in the menu that is displayed as shown in **Figure 5-8.** This specifies an internal cascading style sheet. Notice lines 6 and 7 in the code now contain opening and closing tags for a CSS.



```
1   <!doctype html>
2 ▼ <html>
3 ▼ <head>
4   <meta charset="utf-8">
5   <title>All About Me</title>
6   </head>
7
8 ▼ <body>
9 ▼ <h1><em><strong>Welcome to My Website </strong></em></h1>
10  </body>
11  </html>
12
```

Figure 5-7.

The status bar indicates which tags are applied to the selected text.

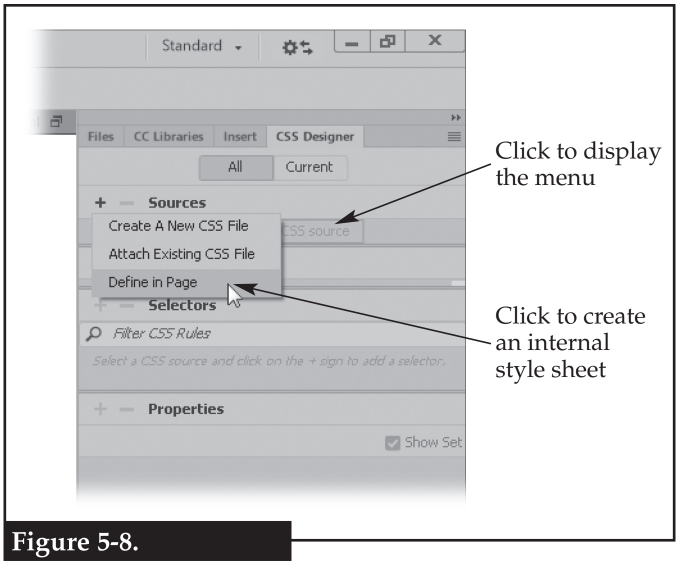


Figure 5-8.

Creating an internal CSS.

36. In the **Selectors** area of the **CSS Designer** panel, click the plus sign (+). If you hover the cursor over the plus sign, the help text is Add Selector. Dreamweaver automatically suggests a style name based on the formatting applied to the selected text, as shown in **Figure 5-9.** This should be h1 em strong since the text is tagged as a Heading 1 and the emphasis and strong formatting have been applied.
37. Edit the entry in the text box so it reads h1, and then press the [Enter] key. Notice lines 7 and 8 in the code now contain a section for Heading 1. The formatting for the <h1> tag will be placed within this section. This section should also be selected (highlighted) in the code window.
38. Click the plus sign in the **Properties** area of the **CSS Designer** panel. An empty text box appears in which a property can be specified.
39. Enter te. Dreamweaver automatically suggests properties based on these letters. Select the text-align property in the list either by using the arrow keys and pressing the [Tab] key or clicking it with the mouse. A second text box appears, as shown in **Figure 5-10.** This is for the property's value.
40. Select center in the list of available values. Notice that the text in the design window is now centered. Also, the code for the property is automatically added in the code window. On line 7, the code begins the definition for h1. The definition must be contained inside curly brackets ({ }), the first of which is at the end of line 7. The closing curly bracket is on line 9. On line 8, the formatting

TIP

Notice how Dreamweaver uses indentation to help group the code. It is good practice to visually group sections of code using line breaks and tabs.

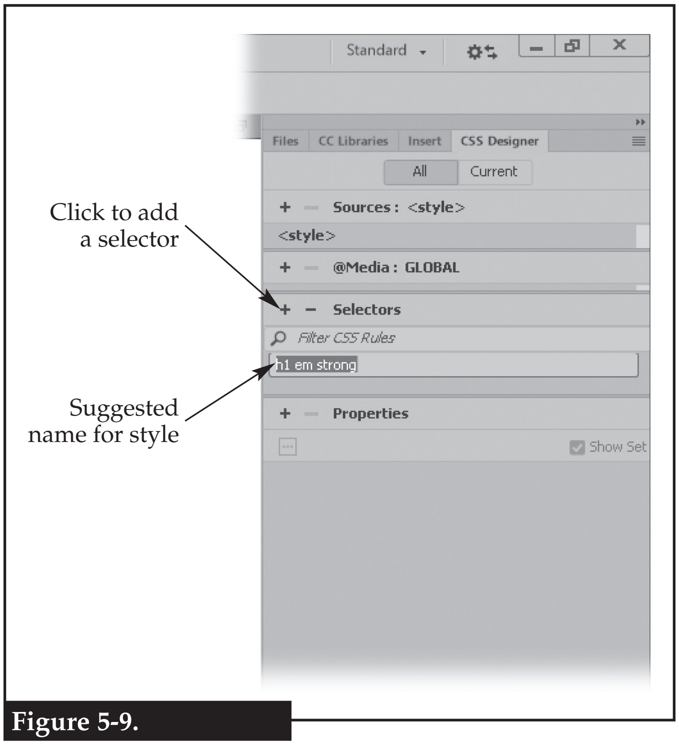


Figure 5-9.

Adding a selector to the internal CSS.

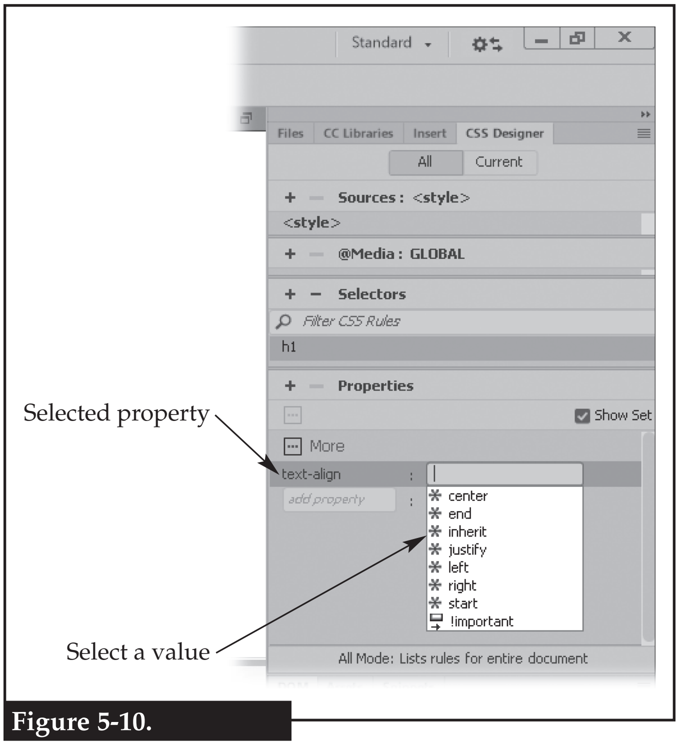


Figure 5-10.

A property has been added to the h1 style in the internal CSS, and now a value must be set.

property is applied. Currently, only the text-align: center property is added. Notice a semicolon (;) ends the property.

Editing CSS Rules

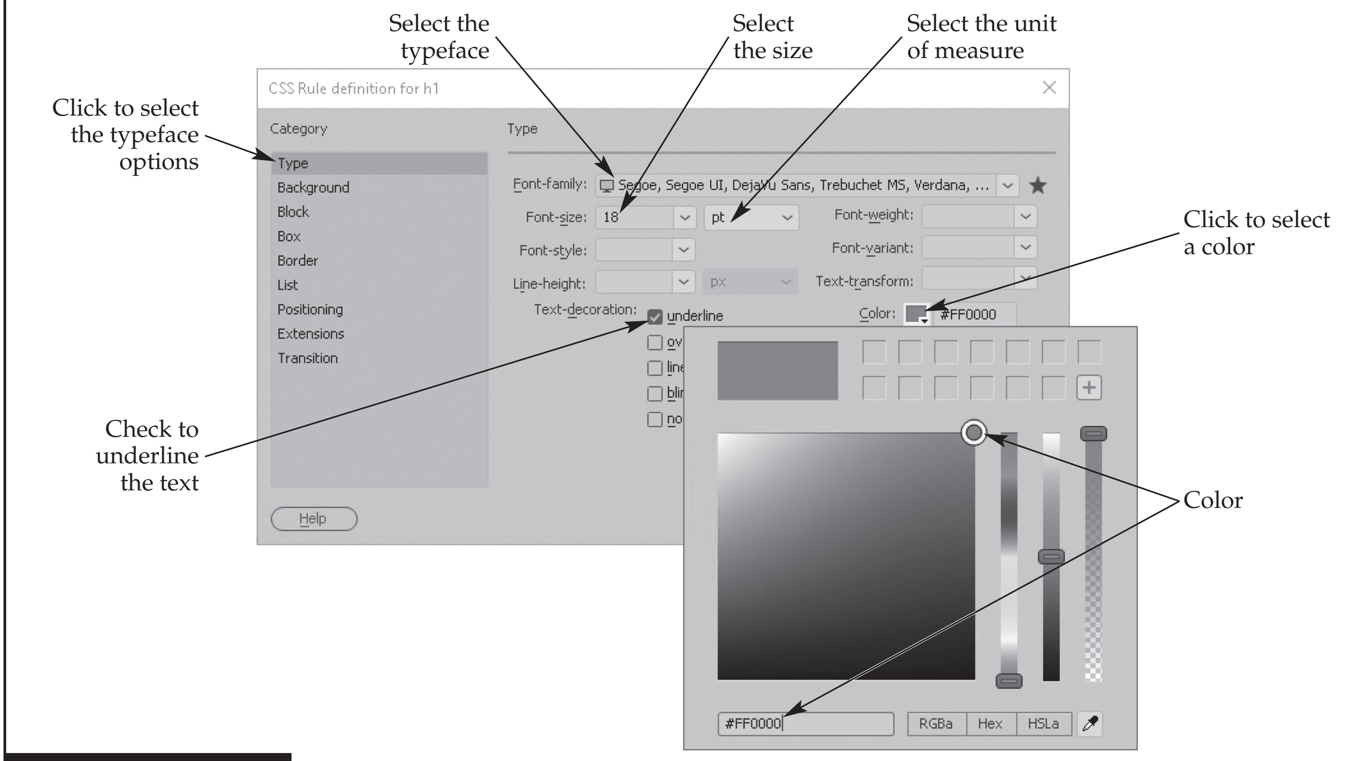
As you have seen, the **CSS Designer** panel is used to add a CSS. This panel can also be used to edit the CSS.

CSS

41. Click the **CSS** button in the **Properties** panel, and then click anywhere in the text Welcome to My Website; do not select any of the text. Notice the **Targeted Rule** drop-down arrow in the **Properties** panel displays h1 to indicate the rule applied to the text. Any changes made to the CSS properties in the **Properties** panel will be applied to the h1 style (rule).
42. Click the **Edit Rule** button in the **Properties** panel. The **CSS Rule Definition** dialog box is displayed for the current rule (h1), as shown in **Figure 5-11.**
43. Click **Type** in the **Category** list on the left-hand side of the dialog box. The options for typeface are shown on the right-hand side of the dialog box.
44. Click the **Font-family:** drop-down arrow, and click **Segoe UI, DejaVu Sans, Trebuchet MS, Verdana, sans-serif** in the drop-down list. Always choose a font from the options shown in Dreamweaver. Specialized fonts will not display unless the user has that font installed on his or her device. The **Segoe UI, DejaVu Sans, Trebuchet MS, Verdana, sans-serif** selection means the browser will display the text in either the Segoe UI, DejaVu Sans, Trebuchet MS, or Verdana typeface if the user has one of those fonts installed. Otherwise, the browser displays the text in the default sans serif font for the user's device.

TIP

Sans serif typeface is traditionally used for headlines. Serif typeface is traditionally used for large blocks of text, such as body copy.



CSS Rule definition for h1

Category: Type, Background, Block, Box, Border, List, Positioning, Extensions, Transition

Type

Font-family: Segoe, Segoe UI, DejaVu Sans, Trebuchet MS, Verdana, ...

Font-size: 18 pt

Font-weight:

Font-style:

Font-variant:

Line-height: px

Text-transform:

Text-decoration: ☑ underline □ ov □ line □ blir □ no

Color: #FF0000

#FF0000 RGBa Hex HSLa

Help

Select the typeface
Select the size
Select the unit of measure
Click to select the typeface options
Click to select a color
Check to underline the text
Color

Figure 5-11.

Defining the specific settings for a CSS rule.

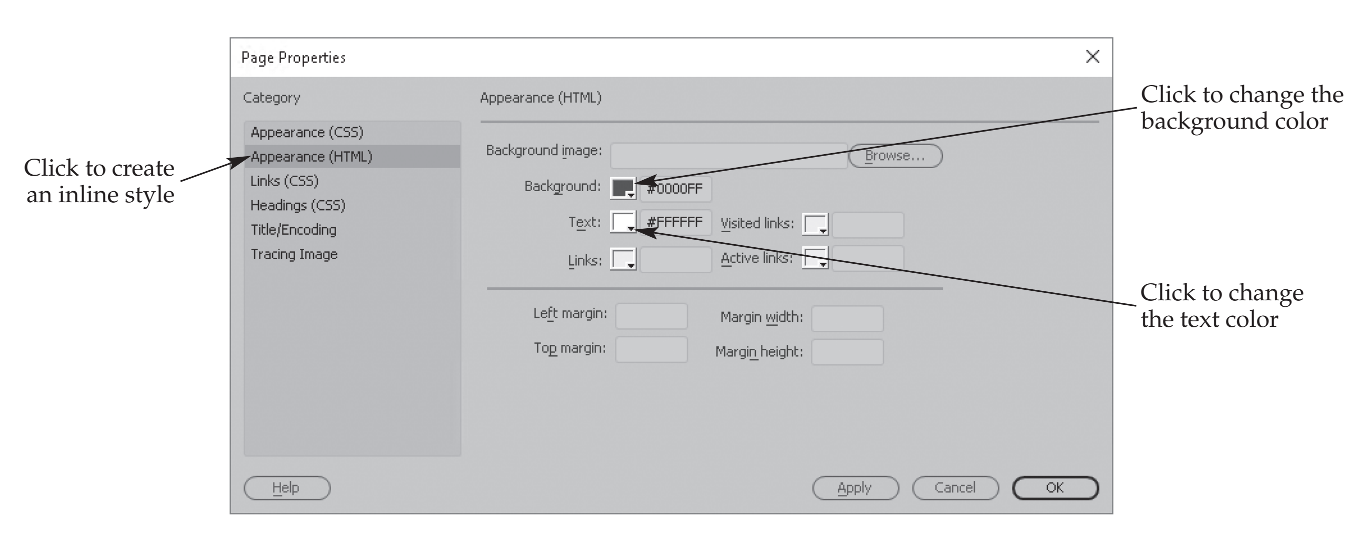
45. Click the **Font-size:** drop-down arrow, and click **18** in the drop-down list. Click the drop-down arrow to the right of this setting, and click **pt** in the drop-down list. *Pt* stands for points. Point and pica are common units of measurement used in the graphic design industry. One ***point*** is 1/72 of an inch, or approximately 0.139". One ***pica*** is equal to 12 points, and there are six picas per inch.
46. In the **Text-decoration:** area, check the **underline** check box. This will place a rule, or line, underneath the text.
47. Click the **Color:** color swatch to display color options. Notice you can pick a color or enter a hexadecimal number in the text box at the bottom of the palette.
48. Enter #FF0000 in the text box. This is a pure red, as reflected in the preview. Click anywhere off of the color palette to set the color and close the palette.
49. Click **Block** in the **Category** list on the left. The options in the Block category are used to change the paragraph settings, such as line spacing and text alignment.
50. Make sure the **Text-align:** drop-down arrow displays **center**. This was set earlier when the rule was created.
51. Click the **OK** button to close the **CSS Rule Definition** dialog box and update the rule. Notice how the text changes in the design view.
52. In code view, examine the internal style sheet from line 7 to line 13. Notice the style sheet is updated with the code reflecting the settings made in the **CSS Rule Definition** dialog box. A semicolon (;) is used to end each property setting.

TIP
Notice the names of options in the **CSS Rule Definition** dialog box match the code for the option. For example, the **Text-align:** drop-down arrow corresponds to the code text-align.

Formatting the Page

Currently, the page has default settings, which are visually rather plain. Changing the page properties can allow each web page to have a different appearance. However, it is usually not advisable to change the appearance of each web page as the website will lose unity of design. Page properties are changed with an internal style sheet or an inline style applied to that specific page.

53. In the design view, click after the word Website, and press the [Enter] key to start a new paragraph.
54. In the new paragraph, add the text Welcome to my home page. Notice the text does not have the same formatting applied as the heading. The text formatting and alignment are the default setting as there is no CSS rule applied to the paragraph to change it.
55. Click **File**>**Page Properties...** on the **Menu** bar. The **Page Properties** dialog box is displayed, as shown in **Figure 5-12.**
56. Click **Appearance (HTML)** in the **Category** list. Changing the HTML code will not create an internal style sheet, as changing the CSS code would. Instead, an inline style will be created.
57. Applying what you have learned, click the **Background color:** color swatch, and select blue (#0000FF).
58. Applying what you have learned, change the **Text:** color setting to white (#FFFFFF).
59. Click the **Apply** button to see the changes appear. Using the **Apply** button allows you to preview the appearance. If this was not what you wanted, you could immediately make a change and preview it again.
60. Click the **OK** button to close the dialog box.



Background: #0000FF

Text: #FFFFFF

Click to create an inline style

Click to change the background color

Click to change the text color

Figure 5-12.

Defining the basic appearance of the web page.

61. In the code view, notice on line 17 the code for the background color and text color is added within the opening <body> tag: <body bgcolor="#0000FF" text="#FFFFFF">.

WYSIWYG Editing

WYSIWYG stands for what you see is what you get and is pronounced *wi-zee-wig.* Making changes in the design view writes the correct code in code view, so what you see in the design view is what you get on the web page. A WYSIWYG editor allows the designer to make changes to the page without manually programming the code.

62. In the design view, replace the word my in the paragraph text with your first and last name and make it possessive, such as Welcome to Mike Ploor's home page.
63. Click at the end of the sentence, and press the [Enter] key to start a new paragraph.
64. Add the text (Insert Image Here), and press the [Enter] key. This text will act as a placeholder for where an image will be inserted later.
65. Add the text Click below to visit more web pages about me, and press the [Enter] key.
66. Add the text (Insert Table Here) to act as a placeholder for where a table will be placed.
67. Click the arrow next to the **Design** link on the **Document** toolbar, and click **Live** in the drop-down menu. The design view is changed to display the web page as it would appear in a browser. Notice a slight change in appearance with more room at the top of the page in the live view.
68. Locate the resolution drop-down arrow on the status bar, and click it. In the drop-down menu that is displayed, click **414 x 736 iPhone 6s Plus**. The live view simulates the display of the page on this mobile device.
69. Click **1024 x 768 iPad** in the resolution menu to view the web page as it would be seen on an iPad.
70. Click **Full Size** in the resolution menu. This is the default display size.

Real-time Preview

71. Applying what you have learned, display a split view of the code view and the design view.
72. Click the **Real-time Preview** button on the status bar. A window appears, as shown in **Figure 5-13.**

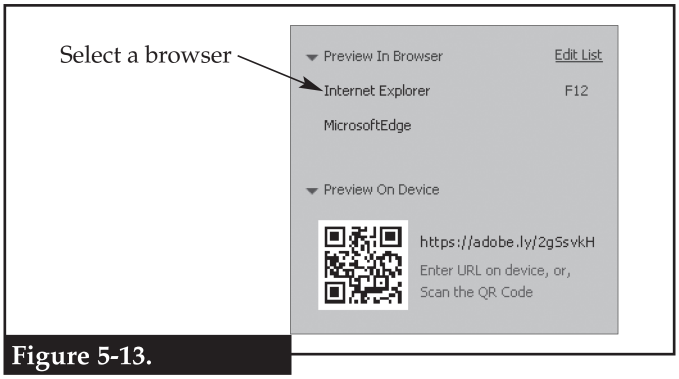


Figure 5-13.

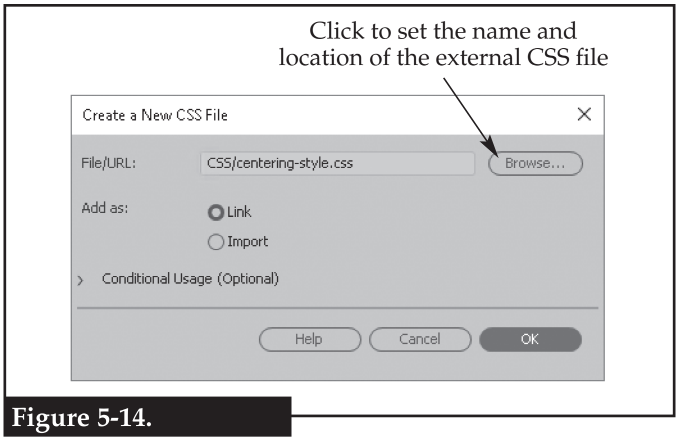
The web page can be previewed in real time in a web browser or on a mobile device.

73. Click the one of the browsers listed in the window. A browser window is opened with the web page displayed. Notice the design view and the actual web page are very similar in appearance.
74. Close the browser window.

External Style Sheet

Currently, all formatting is applied to the single page being edited. An external style sheet will allow the formatting to be applied to more than one page.

75. In the design view, select all of the body text from Welcome to *name*'s home page. through (Insert Table Here).
76. Click the plus sign in the **Sources:** area of the **CSS Designer** panel, and click **Create a New CSS File** in the drop-down menu. The **Create a New CSS File** dialog box is displayed, as shown in **Figure 5-14.**


Click to set the name and location of the external CSS file
Create a New CSS File
Browse...
Conditional Usage (Optional)
Help
Cancel
OK

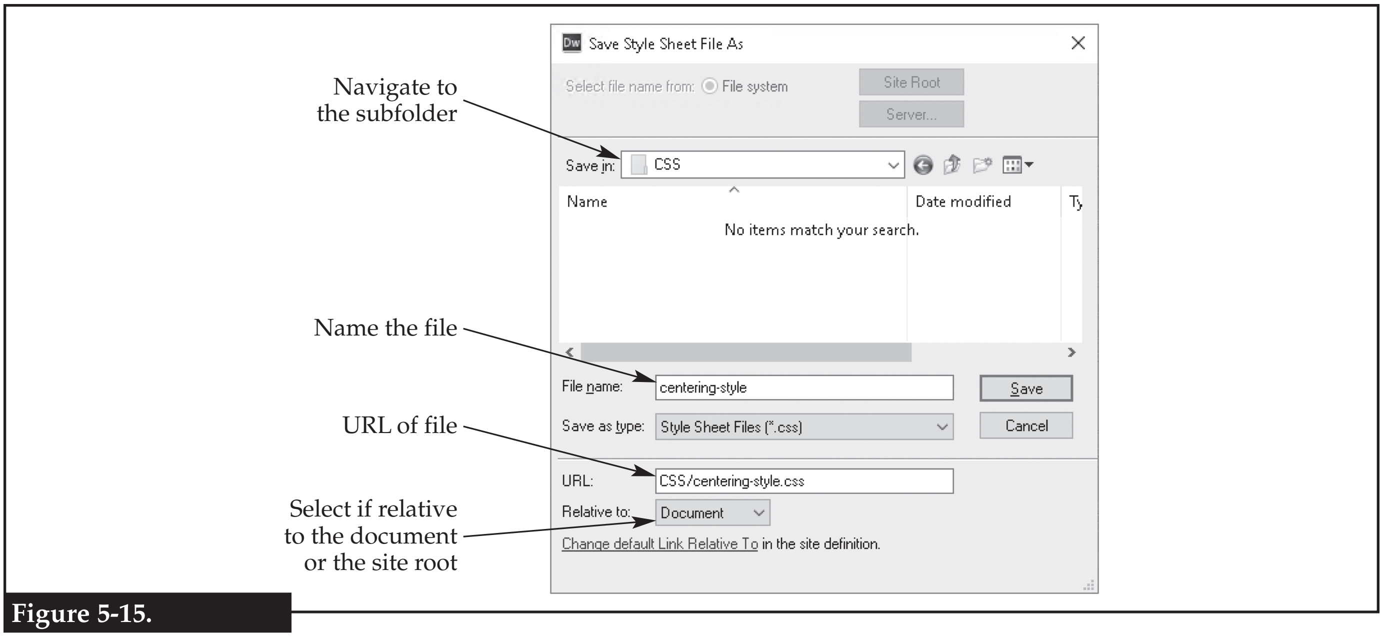
File/URL: CSS/centering-style.css

Add as: ● Link ○ Import

Figure 5-14.

Creating a CSS as an external file.

77. Click the **Browse...** button. The **Save Style Sheet File As** dialog box is displayed, as shown in **Figure 5-15.**
78. Click in the **File name:** text box, and enter centering-style.
79. Navigate to the CSS subfolder folder inside the *LastName*_Website folder.
80. Click the **Relative to:** drop-down arrow, and click **Document** in the drop-down list. The URL can be relative to the document or to the root of the website. If the saving path is the same as the root folder, then it is relative to the root folder. Otherwise, the relative location is the same folder that contains the document. In this case, saving relative to the document will save in the *LastName*_Website folder, while saving relative to the root folder would have saved to a server address. The ***root folder*** is the main folder that contains all files or subfolders with files for the website.
81. Click the **Save** button to set the file name and location.
82. Click the **OK** button in the **Create a New CSS File** dialog box to create the external style sheet file.
83. In the code view, examine line 15, which was added to the head section. External style sheets are referenced with a <link> tag that specifies the URL of the CSS document.



Save Style Sheet File As
Select file name from: File system
Site Root
Server...
Name
Date modified
Ty
Save
Cancel
Change default Link Relative To in the site definition.

Save in: CSS

No items match your search.

File name: centering-style

Save as type: Style Sheet Files (*.css)

URL: CSS/centering-style.css

Relative to: Document

Navigate to the subfolder

Name the file

URL of file

Select if relative to the document or the site root

Figure 5-15.

Setting the name and location for an external CSS file.

Inspecting the External CSS

84. Launch a file explorer, open the *LastName*_Website\CSS folder. There is one document stored in this folder (centering-style.css). The CSS is a separate document and can be linked to any web page. Any style definitions saved in this file will be used to control the appearance of any web page linked to this file.

85. Switch to Dreamweaver. Notice below the tab that contains the document name are now two buttons: **Source Code** and **centering-style.css**. Click the **centering-style.css** button. The CSS document is displayed. Notice that it is currently empty.

86. Click the plus sign in the **Selectors** area of the **CSS Designer** panel, and enter body in the text box.

87. Applying what you have learned, add the property text-align with a value of center. Notice how the code is added to the CSS file and the live preview updates so the body text is centered.

88. Click **File**>**Save** in the **Menu** bar to save the CSS file.

89. Click the **Source Code** button. Notice how the code for centering the text is not contained within the <body> tag for the page. This is because that property is controlled by the external CSS.

90. Click **File**>**Save** in the **Menu** bar to save the web page.

TIP

A file that has unsaved changes will be indicated with an asterisk (*) next to the file name in the document tab.

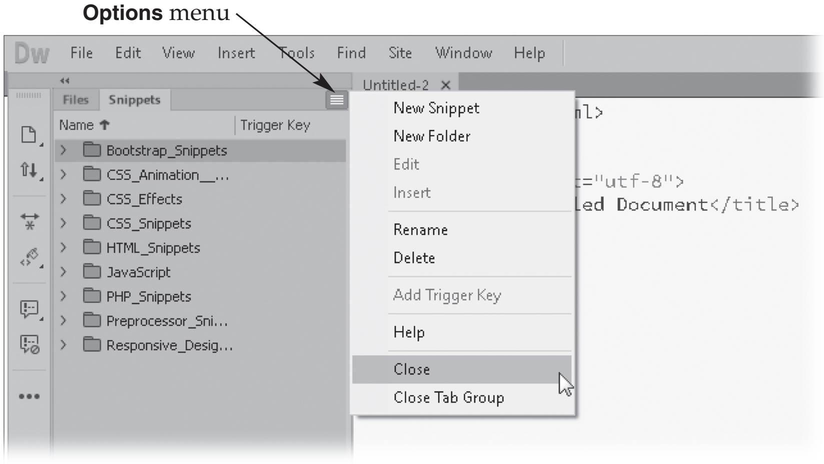
Custom Workspace

91. Applying what you have learned, change to the Developer workspace.

92. Locate the **Snippets** panel. Click and hold the **Snippets** panel tab, and drag the panel to the middle of the screen. This will float the panel away from the docking area.

93. Drag the **Snippets** panel to the **Files** panel tab. When a blue box appears around the **Files** tab, release the mouse button. The **Snippets** panel is docked with the **Files** panel.

94. Click the **Options** menu in the upper-right corner of the **Snippets** panel, as shown in **Figure 5-16.** Click **Close** in the drop-down menu. The **Snippets** panel is closed (hidden).
95. Click the workspace switcher button, and click **New Workspace...** in the drop-down menu.
96. In the **New Workspace** dialog box, enter My Custom Workspace in the **Name:** text box, and click the **OK** button. A custom workspace with this name is saved and set current. It will appear in the drop-down menu displayed by clicking the workspace switcher button.
97. Click **Edit**>**Preferences...** on the **Menu** bar.
98. On the left-hand side of the **Preferences** dialog box, click **Sync Settings**.
99. On the right-hand side of the dialog box, click the **Sync Settings Now** button. This will synchronize the custom workspace to your Creative Cloud account. Close the **Preferences** dialog box.
100. Applying what you have learned, change to the Developer workspace, and float the **Snippets** panel.
101. Click the workspace switcher button, and click **Reset 'Developer'** in the drop-down menu. The Developer workspace is returned to its default settings and panel locations.
102. Applying what you have learned, restore the Standard workspace.



```
ml>
t="utf-8">
led Document</title>
```

Figure 5-16.

Using the panel Options menu.

Lesson Review

Vocabulary

In a word processing document or on a sheet of paper, list all of the ***key terms*** in this lesson. Place each term on a separate line. Then, write a definition for each term using your own words. You will continue to build this terminology dictionary throughout this certification guide.

Review Questions

Answer the following questions. These questions are aligned to questions in the certification exam. Answering these questions will help prepare you to take the exam.

1. How can a designer test if content is relevant to the target audience?

   ____

   ____

2. What are two things a designer should do to create a kid-safe website?

   ____

   ____

3. What five items should be included in a statement of work?

   ____

   ____

4. What should be included in a wireframe panel in addition to the layout drawing?

   ____

   ____

5. What are two items that the designer should list on the storyboard when using rich media?

   ____

   ____

6. Which CSS structure is the most effective in separating the content from the design of the website?

   ____

7. Hover the cursor over the buttons on the **Insert** panel to reveal the name for each tool. Under which tab is the command to insert a form? A table? Text tags such as <b> and <h2>? Media such as SWF and FLV?

   ____

   ____

   ____

8. On what toolbar is the text box to change the title of the web page?

   ____

9. Which view option allows the designer to see the design and code view at the same time?

   ____

10. Which tool on the **Properties** panel is used to assign the Heading 3 style to selected text?

    ____

11. Which HTML tag is used to apply bold formatting to text?

    ____

12. How would you identify in the code view text that has the Heading 1 style applied to it?

____

____

13. Which command on the **Properties** panel is used to access tools to change the font color and background color as an internal CSS style sheet?

____

14. How is a panel docked to another panel?

____

____

15. How is a panel closed?

____

Answers

Lesson 1

1. Shape, form, line, color, value, space, and texture.
2. Regular shapes and objects that are used to assemble more complex shapes or objects.
3. The primary colors of red, blue, and yellow.
4. A complementary color is located opposite of the selected color on the color wheel, while an analogous color is located next to the selected color.
5. Positive space is the area or volume occupied by the primary objects, while negative space is the area or volume around or between the primary objects.
6. The point or points in a perspective drawing where receding parallel lines appear to meet.
7. Movement, emphasis, harmony, variety, balance, contrast, proportion, pattern, and unity.
8. Movement.
9. Emphasis.
10. Balance.
11. An image is divided into three sections horizontally and three sections vertically to create nine areas, and where the lines cross are the focal points for a scene.
12. Contrast.
13. Unity.
14. proximity
15. Shorter development time, easier maintenance, and improved usability.

Lesson 2

1. PNG-24
2. GIF, PNG-8, PNG-24, JPEG, BMP, and RAW or CIFF. (There are other file types.)
3. CGM, AI, and EPS. (There are other file types.)
4. RGB color model at a resolution of 72 or 96 dpi.
5. The alpha channel allows for a masking color, which is a single shade of a color that determines areas of transparency in the image.
6. Vector.
7. The process of converting a raster image into a vector image.
8. Raster images are composed of colored dots at specified locations, while vector images are composed of elements recorded by their mathematical definitions.
9. Applying the most appropriate resolution and file compression.
10. Download it from a digital camera.
11. The image is dithered, and the software creates a color through interpolation.
12. 576
13. Bicubic for enlargement.
14. A serif font has decorations called serifs at the ends of letters, while a sans serif font lacks these decorations.
15. In the Advanced Settings within Site Setup.

Lesson 3

1. To reduce the amount of data on any one network cable.
2. The URL is interpreted by a domain name server (DNS) into an Internet protocol (IP) address, which is used to direct the browser to the correct web page.
3. A domain name is much easier to recognize and remember than an IP address.

4. A hyperlink is an electronic link between a marked place in a document to another place in the document or to another document, file, or web page, while a bookmark is a location saved to an organizational area in software.
5. The <meta> tag.
6. The .com top-level domain indicates a commerce site.
7. Click the **Back** button or press the [Backspace] key.
8. </script>
9. In the **HEAD** section.
10. <meta *element data*>

Lesson 4

1. Eight seconds.
2. It creates an uncluttered look, which helps focus attention.
3. Age, income, race, education level, participation in a specific activity, or other characteristics.
4. Sixteen.
5. Old technology may be sold in emerging markets.
6. Resolution and color.
7. By including design elements that can be understood regardless of the user's spoken language.
8. Persons with hard-to-control movement of fingers, hands, and other parts of the body can input commands.
9. It reads the alt text assigned to the image.
10. CSS3 media queries, scalable image size, resizable fonts, and device-specific HTML.

Lesson 5

1. Survey members of the target audience.
2. Create age-appropriate content and provide a kid-safe registration.
3. 1) What type of work the client is hiring you to do, 2) the scope of work that the designer is to perform, 3) all mandatory deliverables, 4) all mandatory deadlines, and 5) how many changes are included without additional charges.
4. Important features of the web page, element layout, color palette, font samples, and navigation description.
5. How to address technology lag and controls to be used.
6. An external style sheet.
7. On the **Insert** panel: **Forms** tab, **Common** tab, **Text** tab, and **Common** tab.
8. The **Document** toolbar.
9. The split view displayed by clicking the **Split** button.
10. The **Format** drop-down arrow, which is available after clicking the **HTML** button in the **Properties** panel.
11. <strong>
12. The text is enclosed within the <h1> opening tag and the </h1> closing tag.
13. The **Page Properties…** button, which opens the **Page Properties** dialog box containing these tools.
14. Drag the panel until the cursor touches the tab for the panel to which it will be docked.
15. Click the Options menu in the upper-right corner of the panel, and click Close in the drop-down menu.

Lesson 6

1. HTML4 and XHTML
2. It allows a page to load faster and also requires less coding.
3. The <canvas> tag allows for a drawing area to be created within a web page. The <audio> tag controls the sound on a web page.

4. Designers create and store code for reuse as snippets so the code can be easily copied and pasted where needed.
5. Include multiple video formats, use multiple video sources, and make the video searchable.
6. Limit the number of moving images and avoid using animations that last more than a few seconds.
7. The original image and the rollover image.
8. Up (normal; not pressed), down (pressed), over (rollover and not pressed), and over while down (rollover and pressed).
9. A hotspot is a clickable section of the image, and the target is the link that will be opened when the hotspot is clicked.
10. Client-side elements are controlled within the browser, and server-side elements are controlled by a program running on the server.
11. There is no restriction because the copyright holder is giving permission for use.
12. To open, download (get), upload (put), update, and develop the site structure by organizing files and folders.
13. Click the right-hand drop-down arrow in the **Files** panel, and select **Remote server** in the drop-down list. A remote server must be defined. Then click the **Connect to Remote Server** button.
14. Use the **Alt** text box on the **Properties** panel.
15. Enter the alternative text in the **Alt** text box.
16. Click the **Brightness and Contrast** button in the **Edit** area of the **Properties** panel, and enter 30% in the **Brightness** text box in the **Brightness/Contrast** dialog box.
17. Add them to the **Favorites** list in the **Assets** panel.
18. By assigning a mailto: link to an image or text or using the **Email Link** button on the **Common** tab of the **Insert** panel.
19. Right-click on the asset, and click **Align**>**Right** in the shortcut menu, or adjust the property for the asset in the **Properties** panel.
20. <a href="http://www.linkedin.com">LinkedIn</a>
21. The **Files** panel, **Assets** panel, and **Insert** panel.
22. The **Circular Hotspot Tool** button.
23. The **Pointer Hotspot Tool** button.
24. The **Polygon Hotspot Tool** button.
25. The **Rectangle Hotspot Tool** button.
26. The <base> tag.
27. A template.
28. Click and hold the **Point to File** button in the **Properties** panel, drag it to the **Files** panel, and release the mouse button when the leader points to the hobbies.htm file.
29. To verify the link in a web browser.
30. It provides a list of external links, but it does not verify that external links are correct.

Lesson 7

1. Load time, efficiency of use, and ease of navigation.
2. Place it in a menu that appears on every page of the website.
3. If the users' adaptation to the navigation of the site and the users' level of acceptance and satisfaction.
4. (any three) Web forms, site reports, e-mail links, and on-demand chat.
5. Information should be easy to verify, contact should be easy, and information should be updated when needed.
6. Editing the background color in the CSS, replacing a few images, and adding a little text.
7. To allow only one designer to make changes at a time.
8. It displays the lines of code for the web page and the CSS rules. It also allows the related files to be opened.
9. Click **Div** on the **Insert** panel, or add the opening <div> and closing </div> tags in the code view.
10. header
11. Ordered list, unordered list, and list item or element.
12. It displays each DIV container with a different-colored background to help identify each container.

13. Entered as code or inserted using Dreamweaver commands.
14. The <font> tag is not supported in HTML5.
15. The **Add to Personal Dictionary** option.

Lesson 8

1. Text fields, hidden fields, buttons, check boxes, radio buttons, list menus, and file fields.
2. Click the drop-down arrow at the top of the panel, and click **Form** in the drop-down menu.
3. It sets the order in which elements on the form will be navigated when the [Tab] key is pressed.
4. The tab index should create a logical order from the top of the form to the bottom of the form.
5. It can show the user the format in which to enter data, or it can provide a common value the user can accept instead of having to enter data.
6. A select, or list, menu can help prevent input errors by limiting user input to only the values in a drop-down menu.
7. All other radio buttons are off as only one radio button in the group can be on at a time.
8. It clears all data from the form and returns it to its default state.
9. The **Form Action** text box is used to specify what action will be taken with the button is clicked.
10. If the tab index does not create a logical order for navigating the form, the user may become confused and skip or miss entering some data or submit a form with incorrect data.