

# Dreamweaver Primer

*Using Dreamweaver CS3 to Create  
and Publish Simple Web Pages*

Continuing Studies CS 38:  
Using Dreamweaver, Photoshop, and Fireworks –  
Graphics Production for the Web

January 2010

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# Booklet Goal and Objectives

The goal of this booklet is to teach you the basics of using *Adobe Dreamweaver CS3*.

The objectives of this course include your being able to:

- Understand basic HTML (HyperText Markup Language).
- Create a simple web page using *Dreamweaver*.
- “Publish” a web page, by uploading it to the Tripod web server.

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# Configuring *Dreamweaver*

*Dreamweaver* is a web site management tool designed to simplify the creation and maintenance of web sites. With *Dreamweaver*, anyone can create and edit web pages with ease – *Dreamweaver* writes the HTML code for you. *Dreamweaver* is not designed for single web page creation; rather, it is designed for creating and maintaining a complete web site. Therefore, *Dreamweaver* needs to know where all of the local content (copies of the web pages and images) of your particular web site resides.

To configure *Dreamweaver*:

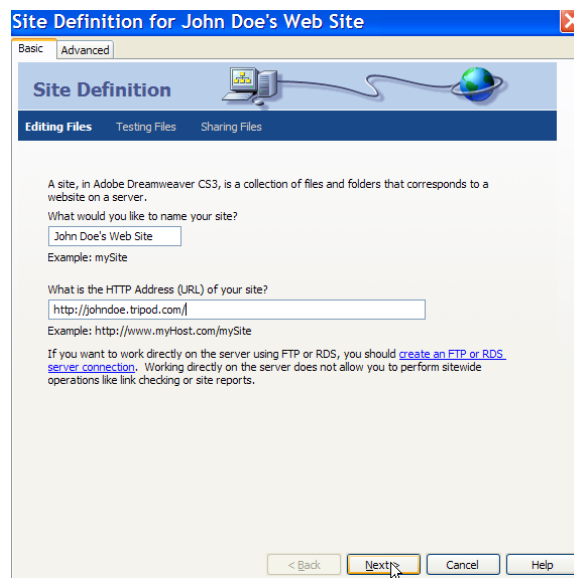
1. On the **Site** menu, click **New Site**.



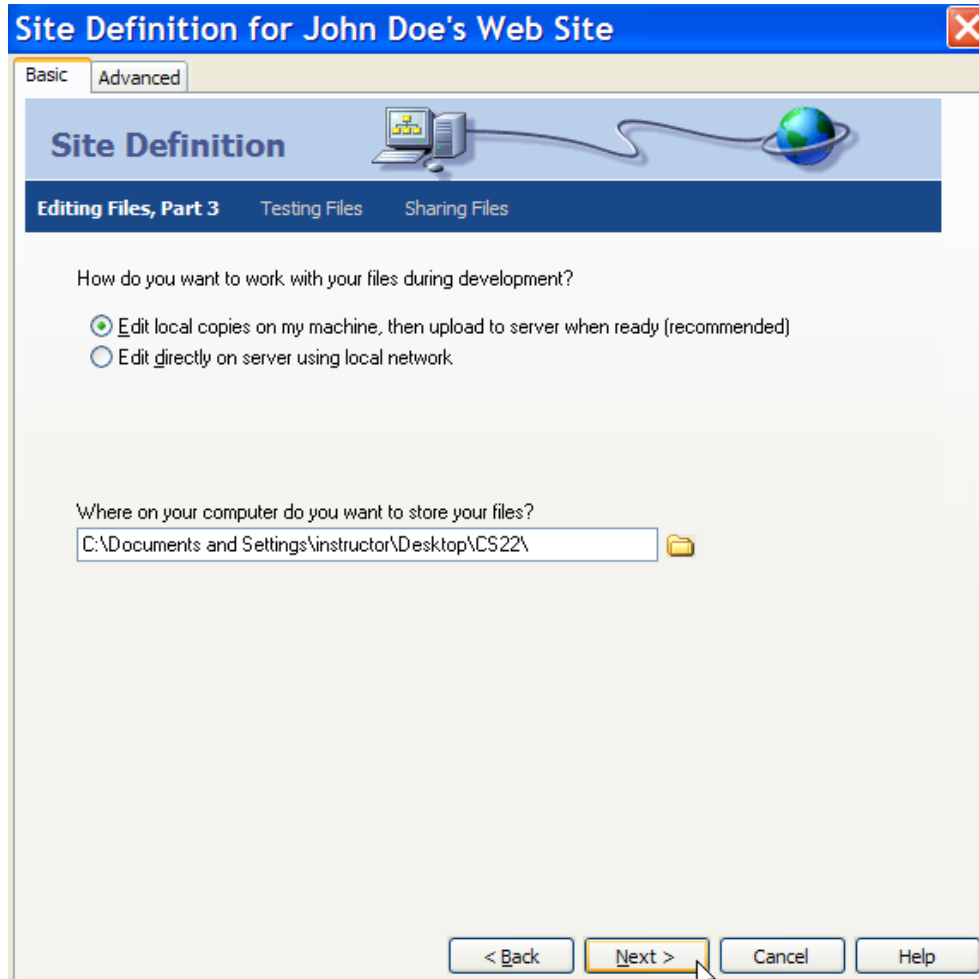
2. In the **What is the HTTP Address for your site** field, enter the name of your site. This name will never appear on any web pages; it is only for *Dreamweaver*.

In the **What is the HTTP Address for your site**, field, enter `http://YOUR-TRIPOD-USERNAME.tripod.com/`

3. Click **Next**.



4. Although we will not be using it in this class, you will be offered the option of using Server Technology (ColdFusion, asp.net, asp, jsp, php). Click **Next**.
5. Enter the location of the web page files on your computer. (In class, they will be on the folder with your name on the Desktop). You will publish them (copy them to a web server) from this location. Click **Next**.



6. To publish to the Tripod servers, enter or select the following:
- a) In the **Sharing Files** section, select **FTP**.
  - b) In the **What is the hostname or FTP address of your Web server?** field, enter ftp.tripod.com
  - c) In the **What folder on the server do you want to store your files in** field, leave it blank.
  - d) In the **What is your FTP login** field, enter your Tripod Username.
  - e) In the **What is your FTP password** field, enter your Tripod username's password.
  - f) Make sure the **Use Secure FTP (SFTP)** box is left unchecked.
  - g) Click **Next**.

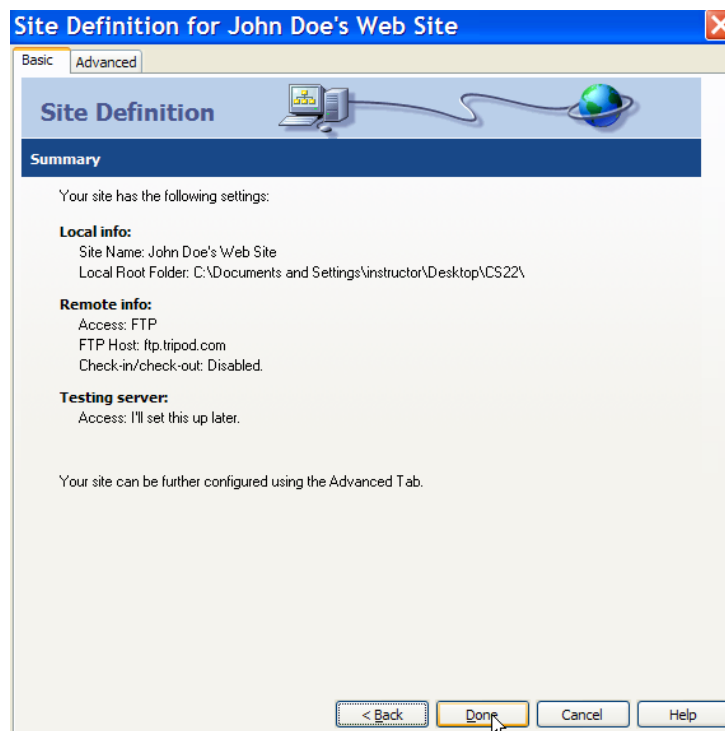
The screenshot shows a dialog box titled "Site Definition for John Doe's Web Site" with a "Basic" and "Advanced" tab. The "Sharing Files" tab is active. The form contains the following fields and controls:

- How do you connect to your remote server? (Dropdown menu: FTP) — a)
- What is the hostname or FTP address of your Web server? (Text box: ftp.tripod.com) — b)
- What folder on the server do you want to store your files in? (Text box: empty) — c)
- What is your FTP login? (Text box: john doe) — d)
- What is your FTP password? (Text box: masked with dots) — e)
- Use Secure FTP (SFTP) — e)
- Test Connection button — f)
- Navigation buttons: < Back, Next >, Cancel, Help — g) points to Next >

7. Since we will not be collaborating with anyone else on this web site, click **No, do not enable check in and check out**, and then click **Next**.



8. Review the **Site Definition Summary** to ensure that all of your settings are correct. Then, click **Done**.



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# A Quick Overview of HTML

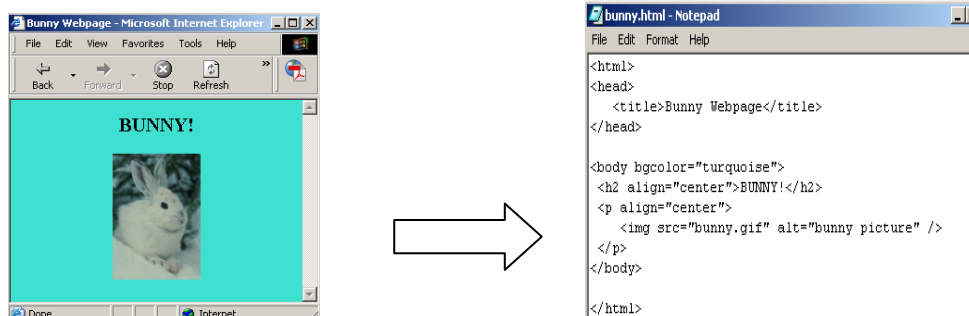
*Dreamweaver* is a great web editor, and a wonderful time saver for creating web pages, since it converts your mouse clicks and keyboarding into clear, clean HTML code. However, to troubleshoot problems with your web site, you will still need to understand what *Dreamweaver* is actually writing.

We normally think of a web page as the fully formatted, graphics-laden document that is displayed when a browser opens to a particular web address. Here, for example, is the main Stanford web page (<http://www.stanford.edu>):



It turns out, however, that the web page isn't actually this document with pictures and color and neatly formatted text. This is merely the *processed* version of the web page. The actual web page is a plain text source code file, which the browser translates into the fully formatted web page. The pictures, colors, and other non-text items on a web page aren't actually on the web page itself — the web page itself is simply text, with the formatting and graphics encoded. You can look at the code for any web page on most web browsers by clicking the **View** menu and then clicking **Source** or **Page Source**. The source code file is written in a language known as the HyperText Markup Language, or HTML.

Here's an example of a processed web page and its source code:





One of HTML's strengths is its platform independence. The web pages produced using HTML can be viewed on many different types of computers using any web browser.

Most HTML tags work in pairs — a starting tag that tells the web browser to begin using the effect, and an ending tag that tells the browser to stop it.

Tags are always enclosed in angle brackets: `<tag>`

The ending tag of a pair of tags always features a forward-leaning slash just after the first angle bracket: `</tag>`

For example, to create a boldfacing effect, the bold tag, `<strong>`, can be used. To make the words "this class is great" appear bold, the code is

```
<strong> this class is great </strong>
```

In this example, the `<strong>` tells the browser to start the boldfacing effect, and the `</strong>` tells the browser to end the boldfacing effect.

*Attributes* can be added to a tag to modify its effect. They always appear as part of the starting tag:

```
<tag attribute="value"> text text text </tag>
```

For example, to center text, use the paragraph tag, `<p>`, and modify it with the attribute `align` and value `center`:

```
<p align="center"> text text text </p>
```

Although earlier versions of HTML allowed designers to use either uppercase or lowercase, the latest version, xHTML, requires that tags and attributes be typed in all lowercase characters.

A few tags are "singles" that mark the spot where, for example, a graphic or line break or horizontal rule-line should go. Single tags must end with a space followed by the forward slash: `<tag />`

For example, to display a horizontal line across the page, use the horizontal rule tag: `<hr />`

*Dreamweaver* automatically converts your mouse clicks and keyboarding into the HTML code for your web page.

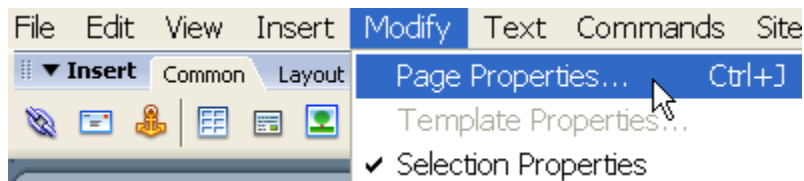
---

# Modifying Layout

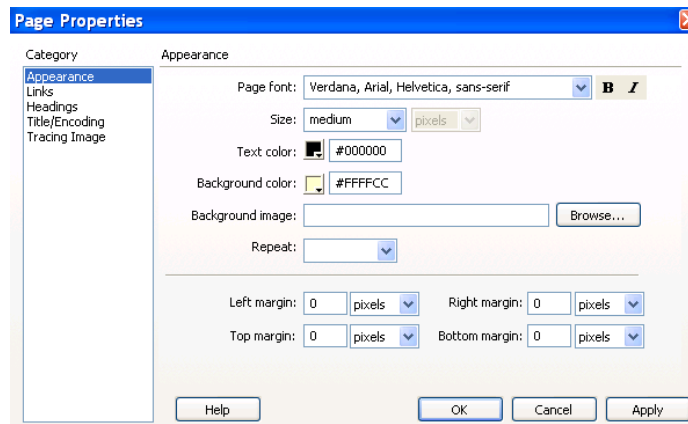
*Dreamweaver* allows you to make global changes to the layout of a web page — changes such as font, color, and header structure. You may also set up a “style sheet” of features to apply to an entire web site, multiple web pages (to be discussed in a more advanced class). This is known as Cascading Style Sheets.

To set the layout appearance choices for an entire web page in *Dreamweaver*:

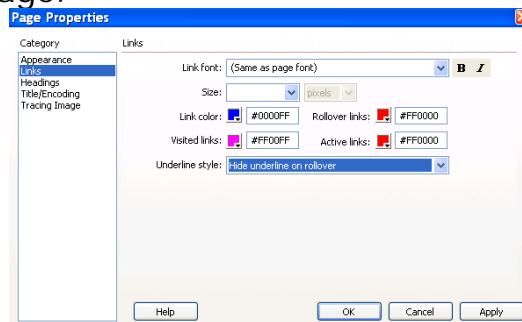
1. On the **Modify** menu, click **Page Properties**.



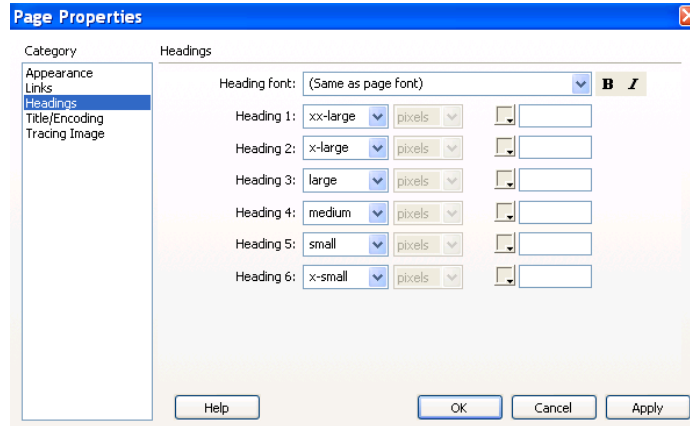
2. In the **Appearance** category, set up the defaults for your web page (font name, font size, font color, margins, etc.).



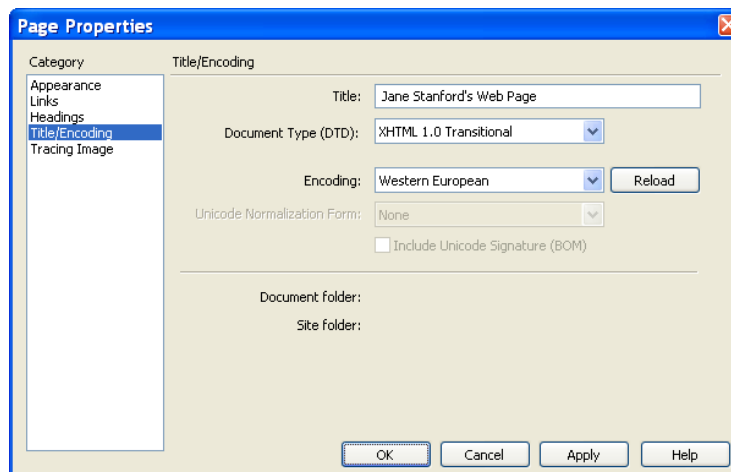
3. In the **Links** category, set up the colors and style for the links on your web page.



- In the **Headings** category, choose the appearance for each heading level.



- In the **Title/Encoding** category, ensure that the title of your web page accurately reflects the content of your web page. The title of a web page is the part of the web page that is saved as a favorite when the page is bookmarked. It is also the text that search engines (e.g., *Google*) use to help determine ranking. Make sure your title is an accurate reflection of your page and contains those words you wish associated with your web site.



- In the **Tracing Image** category, leave the options set to their defaults. This category lets you insert an image file for use as a guide in designing your page. For more information about using *Tracing Image*, see *Dreamweaver's* help feature (click **Help**).
- Click **OK** to set your page properties.

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# Formatting Text

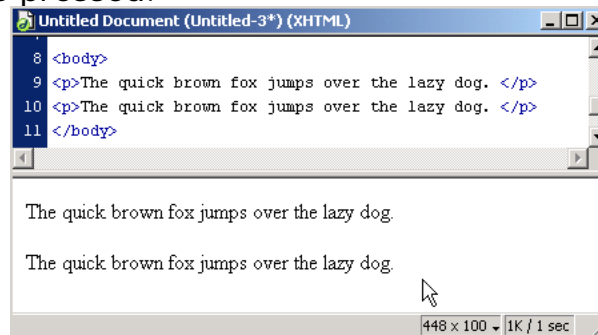
## Breaking Lines and Paragraphs

There are two tags used to create line breaks:

1. The paragraph tag pair, `<p> </p>`. This pair surrounds a paragraph, one or more lines of text. Most browsers process this in such a way that a blank line appears between paragraphs.

```
<p> text text text </p>
```

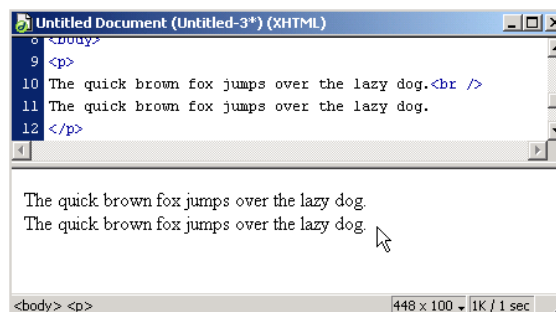
In *Dreamweaver*, paragraph tag pairs are created when the Enter key is pressed.



2. The line break tag, `<br />`. This single tag is used whenever a carriage return effect is desired (when you want to break a line, but do not necessarily wish a blank line to follow). It can be used within a `<p>` tag pair, if necessary. Note that since the line break tag is a single tag, it requires a space followed by a slash at the end.

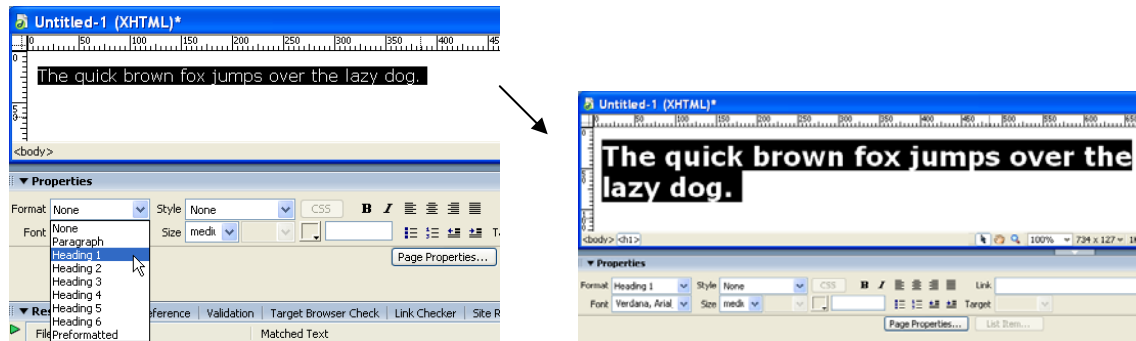
```
text text text <br />
```

In *Dreamweaver*, this effect is created by holding down the Shift key while pressing Enter.



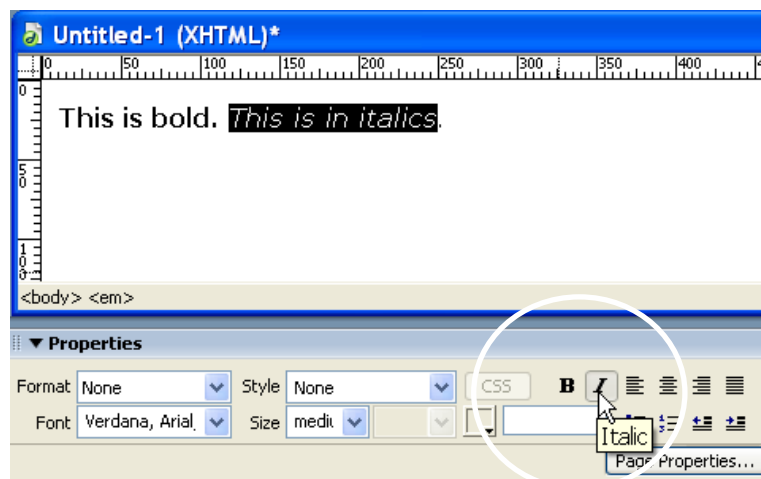
## Creating Headings

The headings tag pairs `<h1>` `</h1>` through `<h6>` `</h6>` enclose text that will appear as a heading of a section of a web page. Most web browsers will boldface and enlarge a heading and set it on its own, separate line. In *Dreamweaver*, this is done by highlighting the text, then selecting the appropriate heading level from the Properties palette.



## Bolding and Italicizing Text

There are several tags used to change how text appears on a web page. The tag pair `<strong>` `</strong>` is used to make the text **bold** (the **B** button on the Properties palette). The tag pair `<em>` `</em>` is used to make text appear in *italics* (the **I** button on the Properties palette).



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# Fonts and Web Pages

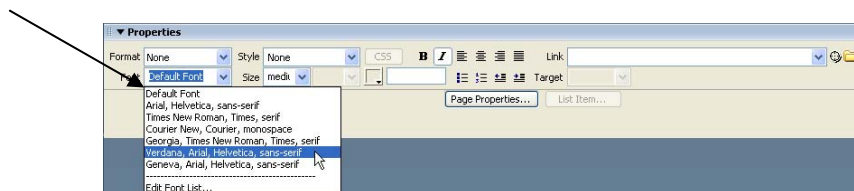
In *Dreamweaver*, the font's name (typeface), size, and color can be easily modified. Use these modifications with care:

- Color used poorly can make the page unreadable.
- Beware of a dark background with dark text. Or a light background with light text – try to keep high contrast between the background and text.
- When changing colors, remember that colored text often indicates links. Seeing too many colored, non-link words on a page can be confusing to the viewer.

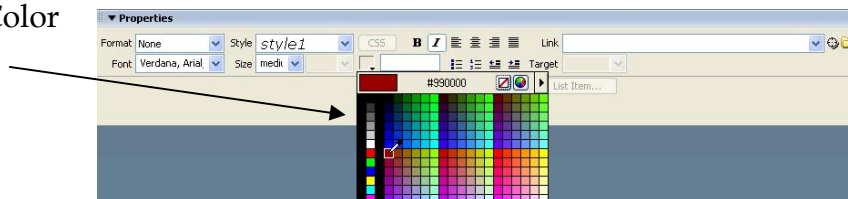
Also, use caution when specifying a particular font. If the viewer's computer does not have the font, the desired effect will not be produced. Specifying a generic alternative—*serif*, *sans-serif*, and *monospace*—is the safest option, since these are readable by virtually all browsers and computers.

To change the font name, font color, or font size in *Dreamweaver*, first highlight the text you want to change, and then make your choices in the Properties palette.

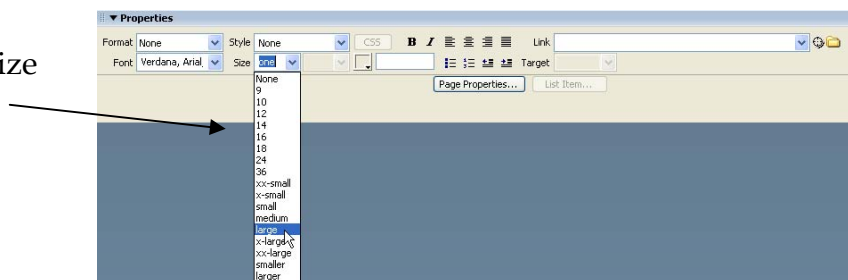
Font Name



Font Color



Font Size

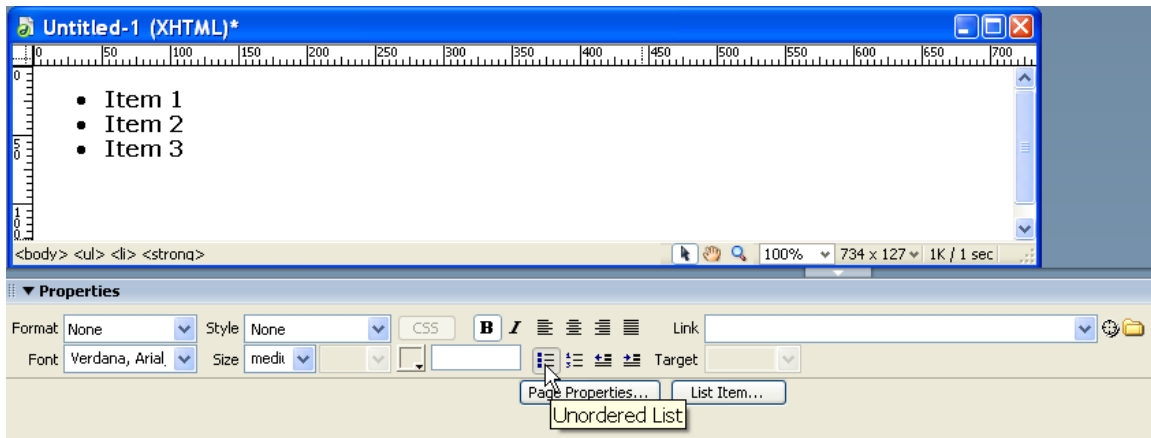


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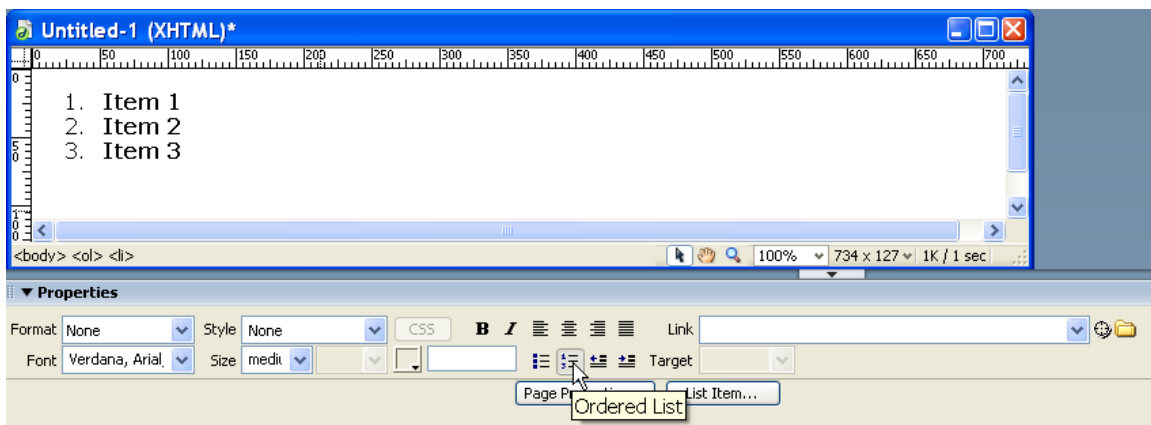
# Making Lists



You can easily add formatted lists to your pages.

*Unordered Lists* are created using the `<ul>` `</ul>` tag pair. These tags go at the very beginning and end of the list. In addition, each item in the list is surrounded by a list item tag pair, `<li>` `</li>`. The list item tag pair tells the browser to put that item on its own line. Most browsers process the unordered list item tag with a bullet.



*Ordered Lists* are created using the `<ol>` `</ol>` tag pair. Just like the `<ul>` tag pair, these go at the beginning and end of a list. Again, each separate item in the list is surrounded by a list item tag pair, `<li>` `</li>`. In an ordered list, browsers process the list item tag pair with a number, thereby creating a numbered list.



In *Dreamweaver*, press the  button to begin an unordered list and the  button to begin an ordered list. The *List Item* tags are automatically generated.

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# Uniform Resource Locator (URL)

The URL (Uniform Resource Locator), also known as a web address, describes the location of a web page on the Internet. The first part of a URL is the protocol, which tells the browser how the information is to be sent and received.

Some typical protocols are:

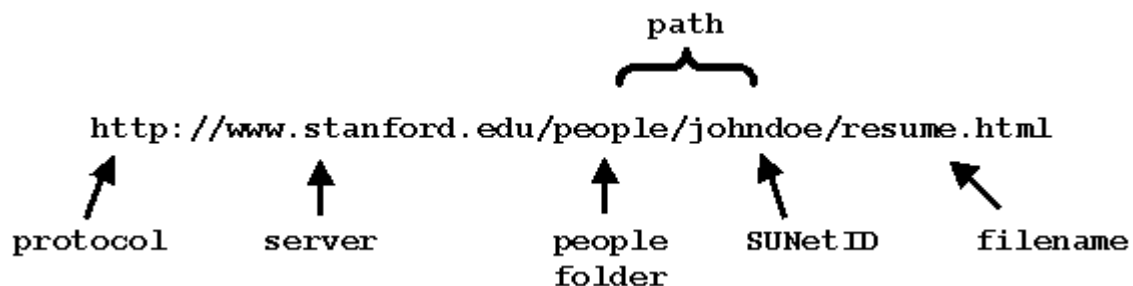
- `http://` for web pages on the Internet
- `https://` for secured web pages on the Internet
- `file:///` for files on a local desktop computer
- `mailto:email@domain.com` for email addresses

The next part of a URL lists the name of the computer that houses the web page. This computer is called a *server*.

After the server, the URL lists the *path*, or directory structure, needed to get to the web page.

The last part of the URL lists the file name. If no file name is listed, the browser will assume the web page's name is *index.html*.

For example, the in URL shown below, the protocol is **http://**, the server computer is **www.stanford.edu**, the path is **/people/johndoe/**, and the file name is **resume.html**. In other words, the browser will be instructed to use the **http** protocol to go on the Internet, locate the **www.stanford.edu** computer, go down the **/people/johndoe/** pathway, and display the file **resume.html**.

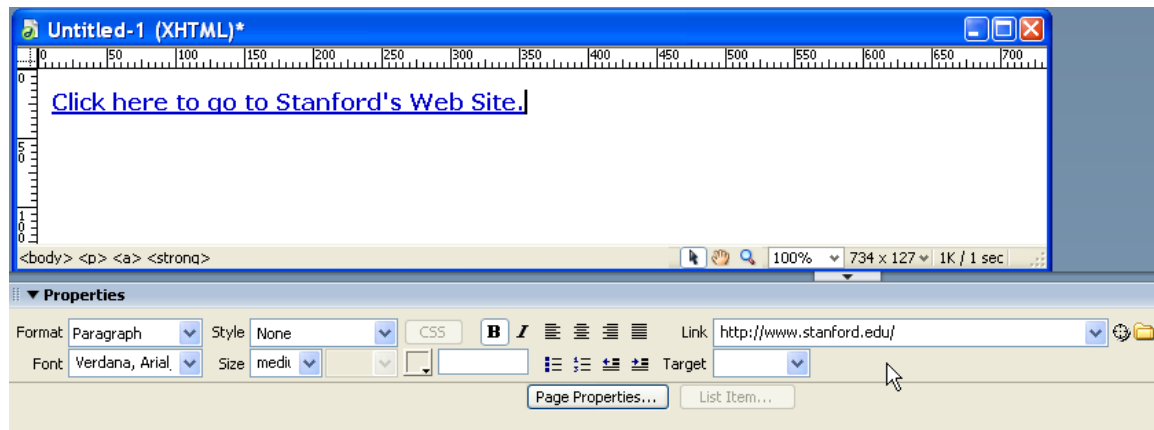




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# Making Links

To create a hypertext link in *Dreamweaver*, highlight the text that will be clicked on, then enter the URL in the *Link* section of the Properties palette:



This causes a pair of tags known as “anchors” to be used, making clickable, “hot” links from the web page to some other place on the Internet. By surrounding a piece of text in the source code with an anchor tag pair, the text appears as a clickable link when the web page is viewed in a browser. When the viewer’s mouse hovers over the link, the mouse pointer changes from an arrow to a hand. When the mouse is clicked, another location on the Internet is displayed.

This “other location” is determined by its URL. The tag for anchor is `<a>`, the attribute used is `href`, which stands for Hypertext REFERENCE, and the value of `href` is the URL of the link.

```
<a href="URL-of-other-location"> text to become a clickable link </a>
```

Here is an example:

```
<a href="http://www.stanford.edu"> Click here to visit Stanford. </a>
```



## Warning!

Be sure to have the correct spelling and punctuation of the URL.

Also, case counts!

For example, <http://www.stanford.edu/people/johndoe/> is not the same as <http://www.stanford.edu/people/JohnDoe/> OR <http://www.stanford.edu/people/JOHNDOE/>.

## Fully Qualified vs. Relative URLs

Anchor tag pairs can be fully qualified or relative URLs.

Fully qualified URLs completely define the protocol, the domain of the server computer which houses the web page, the path, and the file name.

Relative URLs may omit the protocol, domain, or path. The browser will assume the current protocol, domain, or path are to be used. By current, we mean the domain and directory of the page that is currently being displayed (i.e., relative to the current page, display *this page*).

Relative URLs only work when the web page being linked to sits on the same web server as the page containing the link. For example, to make a clickable link to a page stored as **foo.html** on the same server and in the same folder as the current page, one would use the following anchor tag:

```
<a href="foo.html"> clickable link text </a>
```

Note that the protocol, domain, and path have been omitted. The browser will assume that they are the same as those of the referring document page.

If **foo.html** were to stay on the same server but move to a different folder, called **blotz**, a relative URL could still be used, as long as the folder and path were included.

```
<a href="/blotz/foo.html"> clickable link text </a>
```

If you are in doubt as to how to make a relative URL, use the fully qualified URL instead. The fully qualified URL defines exactly where an object is on the Internet.

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# Images

In word processing, when you place an image (e.g., a picture or a chart) in a document, that image becomes an embedded part of the document file, like nuts in a brownie. This is why these documents can become quite large.

The web scheme does not work this way. Instead, images that appear on a web page are stored on a web server as separate files, and the source code for the web page — which is always a plain-text file — contains tags that point to the location of the images. Whenever that web page is loaded, the browser must fetch each of the image files separately and display them on the web page according to the HTML.

The tag used to display images is the image tag `<img>`. Because the `<img>` tag is a single tag, it must end with a space and a forward slash.

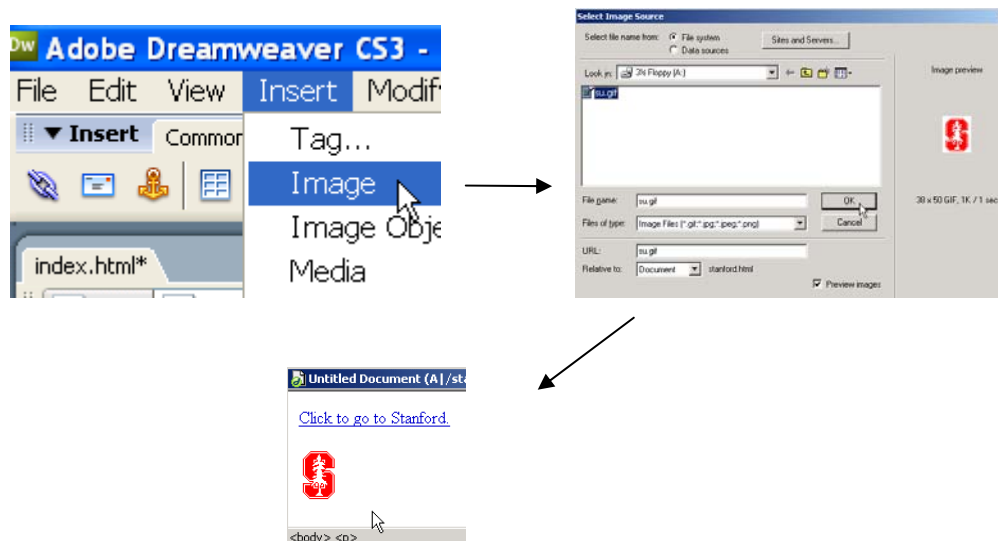
Here's an example:

```

```

The image tag is inserted in the source text at the point where the image should appear when the web page is viewed. Although the image file must be stored on a web server somewhere on the Internet, it does not necessarily need to be stored on the same web server as the source code file (web page).

To add an image to a web page using *Dreamweaver*, on the **Insert** menu, click **Image**, locate the image file, and press **OK**.



## **PNG, JPEG, and GIF File Formats**

Of the dozens of graphics file formats that computers are capable of creating and storing, only three can be displayed on a web page by web browsers:

- PNG (Portable Network Graphic)
- JPG (Joint Photographic experts Group)
- GIF (Graphics Interchange File)

If you plan to create your own images or to scan in photographs to be used on the web, be sure the image files are either the PNG, JPG, or GIF format.

## **Using Images From Online Sources**

There are many free archives for images available on the web. Keep in mind, however, that images, as well as text, are considered copyrighted materials and should not be used without permission. If you see an image you like that isn't clearly labeled as being available for your use, seek permission before you use it.

It is best to store a copy of the image you plan to use in your own web folder (on the server). In addition, you should save a copy on your local computer, in the folder in which you are creating your web pages.

There are two reasons for putting a copy of the image in your web folder on the server. First, if you point to the image on the remote server, each time someone views your page, it will load slowly, because the web browser will need to make a separate connection to that remote server to pull that image in and display it on your page. Second, there's always the chance that the provider of the image will stop providing it (or change its location), leaving you without access to the image for your page.

A great repository of freely usable media files, including images, is the *Wikimedia Commons*: <http://commons.wikimedia.org/>

To copy an image to your web space:

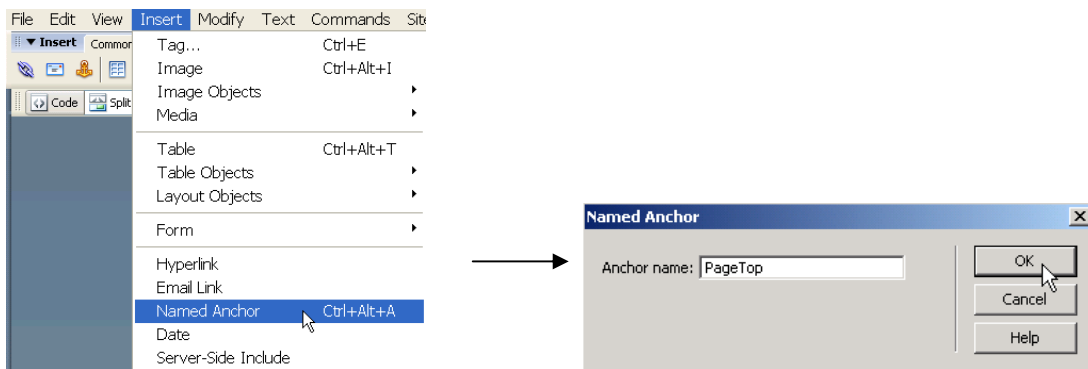
1. Open your browser and locate the image's web page.
2. Place your mouse over the image.
3. Windows users: Right-click the mouse.  
Mac users: Control-click the mouse button until the dialog box appears.
4. Select **Save Picture As** (or **Save Image As** or **Download Image to Disk** or **Save Graphic As**, depending on your browser).
5. Save the image to your hard drive in the folder in which you are creating your web pages.

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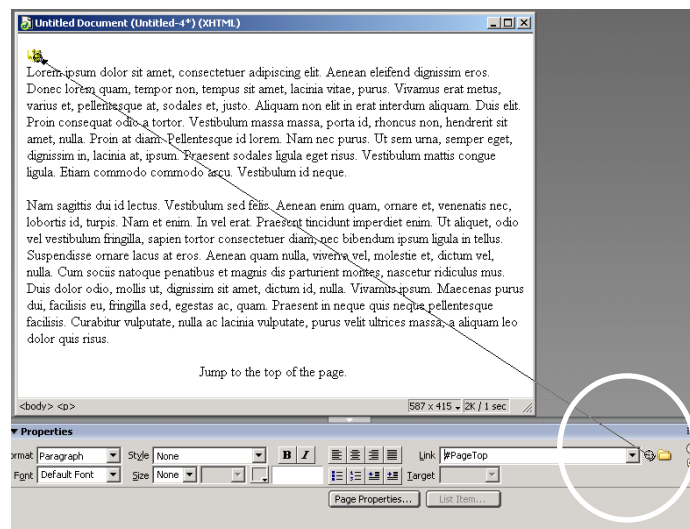
# Internal Links

Internal links point viewers to a specific spot in a web page. You can point to a place in the current document or to a specific spot in another document.

First, you need to decide the spot (target) you'll be pointing people to. In *Dreamweaver*, first place the cursor at that target point. Then, on the **Insert** menu, click **Named Anchor**. The named anchor can be called anything you want. Using one word is best, however (e.g., *PageTop*, not *Page Top*).



To point users to this target, highlight the text that will serve as the hyperlink, and click and drag the **Point to File**  to the **Named Anchor** .

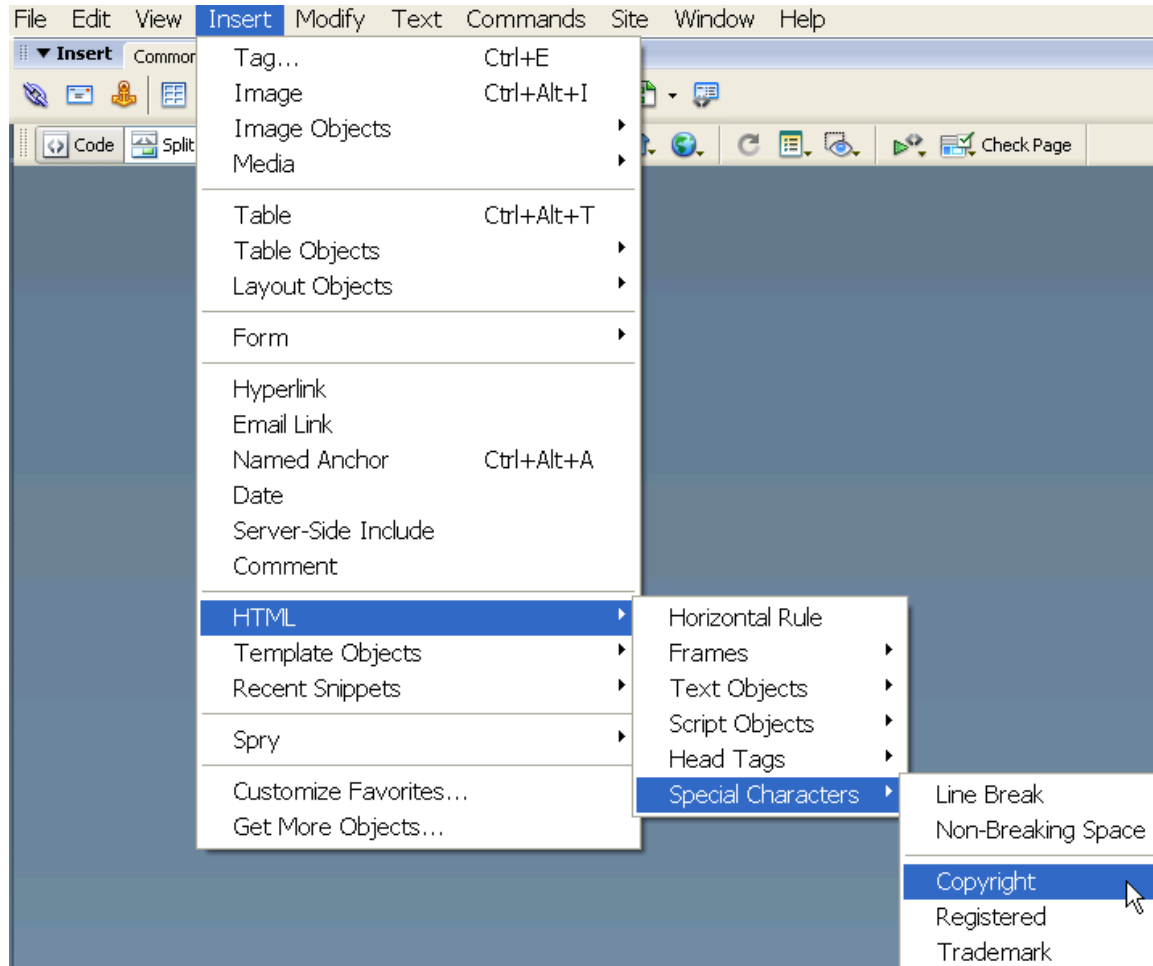


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# Special Text Characters in HTML

Sometimes, you need to add non-keyboard characters – such as ©, ñ, or Ç – to a web page. HTML requires the use of standard keyboard (ASCII) characters, which does not include these special characters. Fortunately, there is a set of codes (some text and some numeric) which allow us to specify many useful non-keyboard characters.

To use special characters in *Dreamweaver*, on the **Insert** menu, point to **HTML**, then to **Special Characters**, and then click the desired character. If the character you wish to insert is not among the commonly used characters, click **Other** to locate it.



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# Getting Your Pages Noticed

Once you have created your web site, you will want people to know about it. Depending on the content and the intended audience, you may want to list it with a search tool, like *Yahoo* or *Google*. In that case, there are some things you can do to maximize the chances of being listed by search tools.

## Listing Web Pages with a Search Tool

Almost all search tools have a way for you to add your page to their site. Decide which search tools you want your page listed with, and sign up. Some services will let you sign up for several tools at once (usually for a fee). Check the home pages of specific search engines for instructions on signing up for these services.

## Using Meta Tags

Another way search tools find your page is through the use of web crawlers. Web crawlers are software programs that go from a known page and follow the links on it. They then add all these pages to the search tool's database. In this way, a search tool can find more and more pages—making its search results more useful to users.

Meta tags are a way for you, the web page creator, to specify keywords and descriptions for your pages. As the search engines do searches in their indexes, they use meta tags as one way to determine the order in which documents are listed on the results pages. Meta tags are an important way to make your search tool listings more effective. The meta tag looks like this:

```
<meta name="text" content="text" />
```

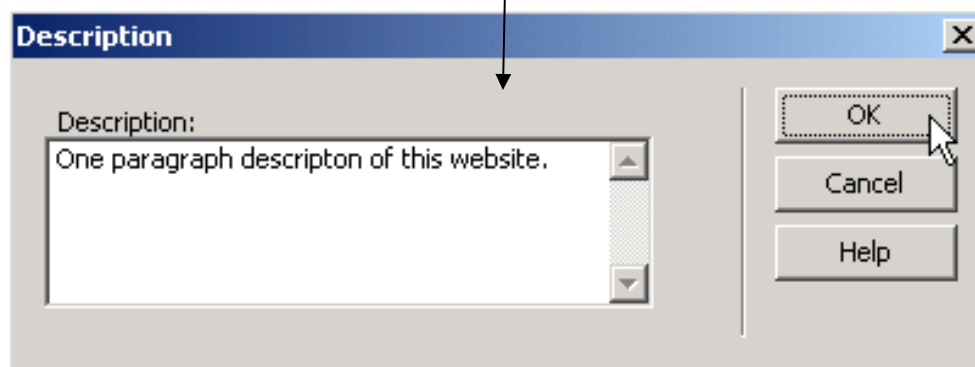
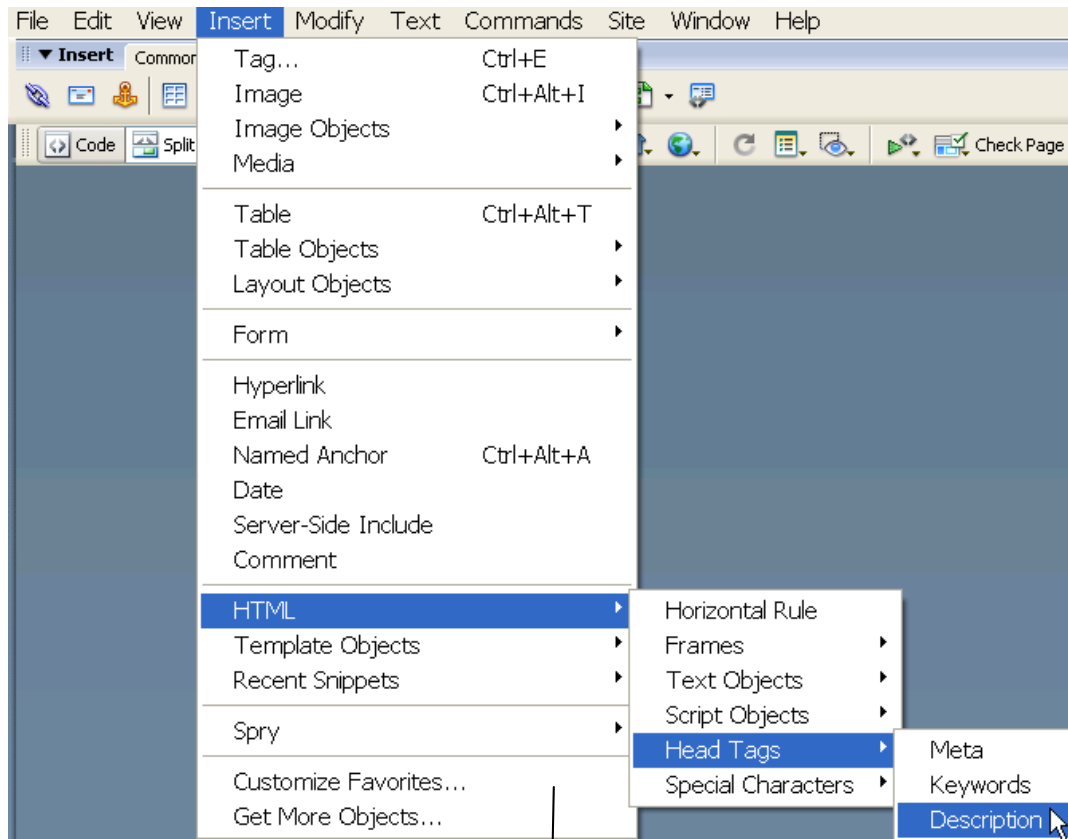
There are several options for the meta tag attributes:

```
<meta name="keywords" content="list, of, keywords, separated, by, commas" />  
<meta name="description" content="a brief text description of your web page" />  
<meta name="robots" content="noindex" />
```

The last one tells a search tool NOT to list your page on its site. You can do this if you do not want the general public to find the page. Be aware that this last tag may be ignored by search tools and should not be used when security is important. There are other, better security options available (e.g., password protection).



To add meta tags using *Dreamweaver*, on the **Insert** menu, point to **Head Tags**, and then click the meta tag desired (**Keywords** or **Description**).



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## Publishing Web Pages

By moving a copy of your web page from your desktop computer to the web server, you will “publish” your web page, and anyone, anywhere in the world who has Internet access, will be able to view your web page. Publishing on the Internet simply involves copying a web page into the “right” folder on a web server. On Tripod, this folder is the main, root folder that is associated with your Tripod username.

Once you publish your web page on the Tripod server, the URL for the page is based on your Tripod username:

<http://YOUR-TRIPOD-USERNAME.tripod.com/>

### Publishing Using *Dreamweaver*

Publishing a web page using *Dreamweaver* is a simple, 3-step process, assuming that everything has been configured correctly.

1. Check that you are in the web page you wish to publish.
2. On the **Site** menu, click **Put**.
3. Click Yes when Dreamweaver asks if you wish to put the dependent files (dependent files include any CSS, JavaScript, or image files associated with your web page).

*Dreamweaver* will connect and publish your web page.


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# Maintaining Your Web Site After You Leave This Class

Right now, your web site only exists in 2 places: on the classroom computer, and on the Tripod server. When you return home, or to your office, you will want to configure the copy of *Dreamweaver* on your own computer to enable you to continue to work on the web site you developed in class.

To work on your web site at *your* computer:

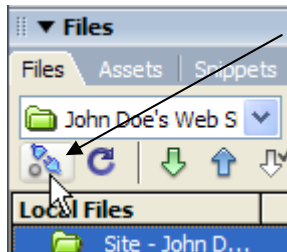
1. Launch *Dreamweaver*.
2. Configure *Dreamweaver* (see *Configuring Dreamweaver*, p. 4).

In the **Editing Files** section of the **Site Definition** window, at the **Where on your computer do you want to store your files?** question, click the folder icon  and locate a folder on your hard drive in which to store the files associated with your web site.

If you wish to create a new folder to store the files, click the **Create New Folder** icon.



3. Click the connect button to connect to your Tripod account:



4. Download (copy) your files from the server computer to the folder you designated/created on your computer in the previous step.
5. Return to *Dreamweaver* and begin updating the web site.

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# Resources

- The *Adobe Dreamweaver* web site contains documentation and other support.  
<http://www.adobe.com/software/dreamweaver/>
- *Dreamweaver Exchange* contains commands, helper-programs, and other downloads to increase the efficiency and capabilities of *Dreamweaver*.  
<http://www.adobe.com/cfusion/exchange/>
- *Barry's Clipart Server* is a free image repository.  
<http://www.barrysclipart.com/>
- The *Wikimedia Commons* is a database of millions of freely usable media files.  
<http://commons.wikimedia.org/>
- Primarily for Stanford users, the *Stanford Web Guide* is a starting point for information about building and maintaining web sites for Stanford offices and departments, containing style guidelines, design elements, best practices, page templates, and more.  
<http://webguide.stanford.edu>
- Information about the Stanford University Web Services can be found at:  
<http://web.stanford.edu>
- Stanford's Web Services Wiki is a source for developer resources and a place to collaborate on standards and best practices.  
<http://web.stanford.edu/wiki>
- Stanford's Techcommons is an online hub that brings together dispersed resources and technology groups on campus.  
<http://techcommons.stanford.edu/>
- For information on web accessibility, go to the *The Stanford Online Accessibility Program (SOAP)* web site:  
<http://soap.stanford.edu/>