

Weave some magic on the Web
the fun and easy way®

Dreamweaver® CS3

FOR DUMMIES®

***A Reference
for the
Rest of Us!®***

FREE eTips at dummies.com®

Janine Warner

*Author of more than a dozen
books about the Internet*

*Design, organize,
build, and deploy
professional
sites*



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by Janine Warner



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About the Author

Janine Warner is a bestselling author, journalist, and Internet consultant.

Since 1995, she's written and coauthored more than a dozen books about the Internet, including *Creating Family Web Sites For Dummies* and *Teach Yourself Dreamweaver Visually*.

She's also the host of a series of training videos on Web design for Total Training, a pioneer in innovative video-based training. Her first video on Dreamweaver has won two industry awards, and excerpts of her videos are features at both Microsoft.com and Adobe.com.

An award-winning journalist, her articles and columns have appeared in a variety of publications, including *The Miami Herald*, *Shape Magazine*, and the Pulitzer Prize-winning *Point Reyes Light* newspaper. She also writes a regular column about Dreamweaver for *Layers Magazine*.

Janine is a popular speaker at conferences and events throughout the United States and abroad, and she's taught online journalism courses at the University of Southern California Annenberg School for Communication and the University of Miami.

Warner is a special guest reporter for the consumer technology show Into Tomorrow (a syndicated program that reaches more than one million weekly listeners), and

she has been a featured guest on television news and technology programs on ABC, NBC, and TechTV.

Warner has extensive Internet experience working on large and small Web sites. From 1994 to 1998, she ran Visiontec Communications, a Web design business in Northern California, where she worked for a diverse group of clients including Levi Strauss & Co., AirTouch International, Beth's Desserts, and many other small and medium-size businesses.

In 1998, she joined The Miami Herald as their Online Managing Editor. A year later, she was promoted to Director of New Media and managed a team of designers, programmers, journalists, and sales staff. She left that position to serve as Director of Latin American Operations for CNET Networks, an international technology media company.

Warner earned a degree in journalism and Spanish from the University of Massachusetts, Amherst, and spent the first several years of her career in Northern California as a reporter and editor.

To learn more, visit www.JCWarner.com.

Dedication

To all those who dare to dream about the possibilities of the Web: May this book make your work easier so you can make those dreams come true.

Author's Acknowledgments

I love teaching Web design because it's so much fun to see what everyone creates on the Internet. Most of all, I want to thank all the people who have read my books or watched my videos over the years and gone on to create Web sites. You are my greatest inspiration. Thank you, thank you, thank you.

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Introduction

In the ten-plus years that I've been writing about Web design, I've seen many changes — from the early days (before Dreamweaver even existed) when you could create only simple pages with HTML 1.0, to the elaborate designs you can create with Dreamweaver today using XHTML, CSS, JavaScript, multimedia, and more.

If you're not sure what those acronyms mean yet, don't worry. I remember what it was like to learn all this stuff, too, so I designed this book to intro-duce you to the basic concepts. But I also want to prepare you for the ever-changing world of Web design, so I show you how to use Dreamweaver to create Web sites that take advantage of the latest advances in Web technologies, such as CSS and XHTML.

One of the challenges of Web design today is that Web pages are not only displayed on different kinds of computers but are also being downloaded to computers with monitors that are as big as wide-screen televisions and as small as cell phones. As a result, creating Web sites that look good to all visitors is a lot more complex than it used to be, and standards have become a lot more important. That's why you find out not only how to use all the great features in Dreamweaver but also how to determine which of those features will best serve your goals and your audience.

About This Book

I designed *Dreamweaver CS3 For Dummies* to help you find the answers you need when you need them. You don't have to read this book cover to cover, and you certainly don't have to memorize it. Consider this a quick study guide and a reference you can return to. Each section stands alone, giving you easy answers to specific questions and step-by-step instructions for common tasks.

Want to find out how to change the background color in Page Properties, design styles to align images, or add an interactive photo gallery with the Swap Image behavior? Jump right in and go directly to the section that most interests you. And don't worry about getting sand on this book if you do take it to the beach or coffee spilled on the pages if you bring it with you to breakfast — I promise it won't complain!

What's New in Dreamweaver CS3?

Dreamweaver's high-end features make it the preferred choice for professional Web designers, and its easy-to-use graphical interface makes it popular among novices and hobbyists as well. With each new version, Dreamweaver has become more powerful and feature

rich, but this upgrade is arguably the most dramatic, with the following new features:

✓ **Better integration with Photoshop, Flash, and other design programs.** Some of the coolest improvements to Dreamweaver CS3 are due to the fact that Macromedia (the company that created all previous versions of Dreamweaver) was acquired by Adobe (a company well-known for creating other popular programs, including Photoshop, Illustrator, and InDesign). As a result, programs that used to belong to Macromedia, including Fireworks and Flash, are now fully integrated with programs created by Adobe, such as Photoshop and Acrobat. And that means you can now work much more efficiently with this popular collection of tools, creating graphics in Photoshop and moving them into Dreamweaver with cut-and-paste ease. If you're an experienced Photoshop user, you may already be familiar with Adobe's Bridge program, which makes it easy to share images and other files among programs. With CS3, the Bridge now supports files from a wide collection of programs, including Dreamweaver.

✓ **Enhanced CSS support.** Other enhancements to Dreamweaver CS3 include better CSS support and new CSS features and templates. Creating Web sites with Cascading Style Sheets is by far the best option today. That's why so many of the improvements to Dreamweaver are related to CSS and why I've dedicated more of this book than ever to the best strategies for creating styles and CSS layouts.

✓ **A built-in device emulator.** When it comes to testing your Web designs, one of the most exciting

additions to Dreamweaver CS3 is the new device emulator (shown at the end of in Chapter 2). Adobe Device Central comes with a collection of emulators that let you see how your pages will look when displayed in a variety of cell phone brands and models, and you can add more emulators as they become available.

✓ **Advances in dynamic site development.** The most advanced features in Dreamweaver CS3 are designed to help you create database-driven Web sites using a broad range of technologies. Whether you prefer PHP, ColdFusion, ASP, or any of several other options, you can use Dreamweaver to create these kinds of advanced site technologies. If you're still not sure how dynamic sites work or their advantages, you'll find an introduction to database development in Chapter 13 and instructions for defining data sources, displaying data in Web pages, and building master pages in Chapters 13 and 15.

Using Dreamweaver on a Mac or PC

Dreamweaver works almost identically on Macintosh or Windows computers. In these two figures, you see the same Web page opened in design view on a Mac and a PC. To keep screenshots consistent throughout this book, I've used a computer running Windows XP. However, I've tested the program on both platforms, and whenever there is a difference in how a feature works, I indicate that difference in the instructions.

Figure 1:
The front page of my JCWarner.com Web site open in Dreamweaver CS3 on a Macintosh.

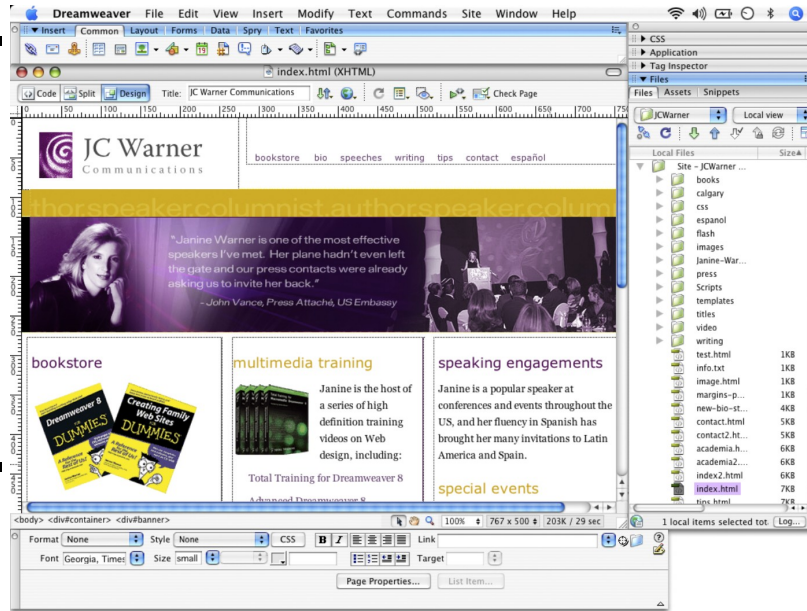
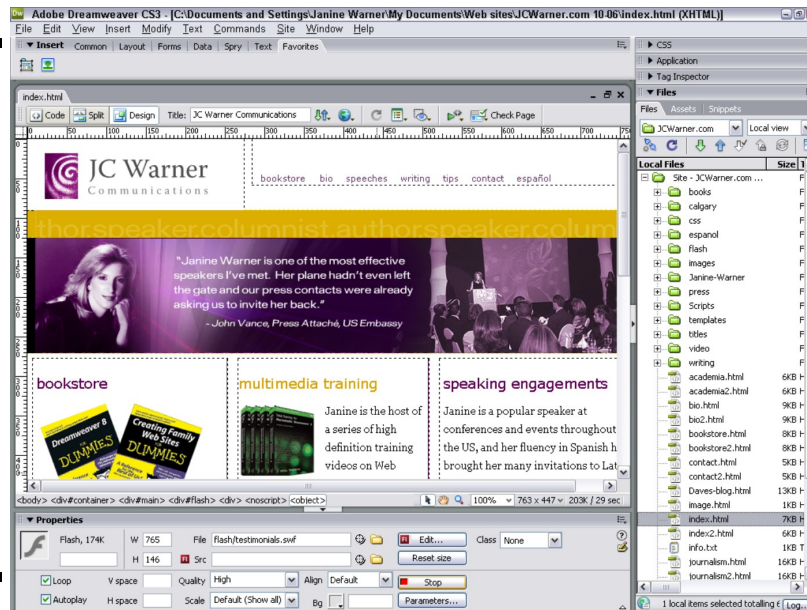


Figure 2:
The front page of my JCWarner.com Web site open in Dreamweaver CS3 on a computer running Windows XP.



Conventions Used in This Book

Keeping things consistent makes them easier to understand. In this book, those consistent elements are

conventions. Notice how the word *conventions* is in italics? That's a convention I use frequently. I put new terms in italics and then define them so that you know what they mean.

When I type URLs (Web addresses) or e-mail addresses within regular paragraph text, they look like this: www.jcwarner.com. Sometimes, however, I set URLs off on their own line, like this:

```
www.jcwarner.com
```

That's so you can easily spot them on a page if you want to type them into your browser to visit a site. I also assume that your Web browser doesn't require the introductory `http://` for Web addresses. If you use an older browser, remember to type this before the address (also make sure you include that part of the address when you're creating links in Dreamweaver).

Even though Dreamweaver makes knowing HTML code unnecessary, you may want to wade into HTML waters occasionally. I include HTML code in this book when I think it can help you better understand how things work in design view. Sometimes it's easier to remove or edit a tag in code view than design view. When I do provide examples, such as the following code which links a URL to a Web page, I set off the HTML in the same monospaced type as URLs:

```
<A HREF="http://www.jcwarner.com">Janine's Web Site</A>
```

When I introduce you to a new set of features, such as options in a dialog box, I set these items apart with bullets so that you can see that they're all related. When I want you to follow instructions, I use numbered steps to walk you through the process.

What You're Not to Read

If you're like most of the Web designers I know, you don't have time to wade through a thick book before you start working on your Web site. That's why I wrote *Dreamweaver CS3 For Dummies* in a way that makes it easy for you to find the answers you need quickly. You don't have to read this book cover to cover. If you're in a hurry, go right to the information you need most and then get back to work. If you're new to Web design, or you want to know the intricacies of Dreamweaver, skim through the chapters to get an overview and then go back and read what's most relevant to your project in greater detail. Whether you are building a simple site for the first time or working to redesign a complex site for the umpteenth time, you'll find everything you need in these pages.

Foolish Assumptions

Although Dreamweaver is designed for *professional* developers, I don't assume you're a pro — at least not

yet. In keeping with the philosophy behind the *For Dummies* series, this book is an easy-to-use guide designed for readers with a wide range of experience. Being interested in Web design and wanting to create a Web site is key, but that desire is all that I expect from you.

If you're an experienced Web designer, *Dreamweaver CS3 For Dummies* is an ideal reference for you because it gets you working quickly with this program, starting with basic Web page design features and progressing to more advanced options. If you're new to Web design, this book walks you through all you need to know to create a Web site, from creating a new page to publishing your finished project on the Web.

How This Book Is Organized

To ease you through the learning curve associated with any new program, I organized *Dreamweaver CS3 For Dummies* to be a complete reference. This section provides a breakdown of the five parts of the book and what you can find in each one. Each chapter walks you through the features of Dreamweaver step by step, providing tips and helping you understand the vocabulary of Web design as you go along.

Part I: Creating Great Web Sites

Part I introduces you to the basic concepts of Web design as well as the main features of Dreamweaver. In Chapter 1, I give you an overview of the many approaches to Web design, so you can best determine how you want to build your Web site before you get into the details of which features in Dreamweaver are best suited to any particular design approach. In Chapter 2, I start you on the road to your first Web site, including creating a new site, importing an existing site, creating new Web pages, applying basic formatting, and setting links. To make this chapter more interesting and help you see how all these features come together, I walk you through creating a real Web page as I show you how the features work.

In Chapter 3, we move onto graphics, with an introduction to creating graphics for the Web, an overview of the differences in formats (GIFs, JPEGs, and PNG files), and detailed instructions for adding and positioning graphics in your pages. In Chapter 4, you discover Dreamweaver's testing and publishing features, so you can start uploading pages to the Internet as soon as you're ready. If you work with a team of designers, you may be especially interested in the Check In/Out feature, which makes it easier to manage a site when several people are working together. You'll also find instructions for using integrated e-mail for communicating with other team members.