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FOR
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- Transform your designs with drop shadows, rounded corners, and different fonts
- Create a site that looks great on small and large screens

IN FULL COLOR!

Janine Warner

Author, video host, and web designer



Dreamweaver® CC

FOR
DUMMIES®
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by Janine Warner

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About the Author

Janine Warner's best-selling books and videos about the Internet have won her an international following and earned her speaking and consulting engagements around the world.

She is also the founder and managing director of DigitalFamily.com, a full-service interactive design and training agency that offers web and mobile design, content strategy, and Internet marketing services.

Janine's skills as a "techy translator" helped her land the deal for her first book in 1996. Since then, she's written or coauthored more than 25 books, including *Web Sites For Dummies*, *Mobile Web Design For Dummies*, and every edition of *Dreamweaver For Dummies*. She has also created more than 50 hours of training videos about web design and content strategy for Lynda.com and KelbyTraining.com.

Janine has taught courses at the University of Miami and the University of Southern California. She's also been a guest lecturer at more than 20 other universities in the United States and Latin America, and she helped create an Internet Literacy program for high school students in Central America.

She is a member of the TV Academy's Interactive Media Peer Group and has served as a judge in the Interactive Emmy Awards, the Knight News Challenge, and the Arroba de Oro Latin American Internet Awards.

In 1998, Janine's experience as a journalist and Internet consultant, combined with her fluency in Spanish, took her to *The Miami Herald* as Online Managing Editor. A year later, she was promoted to Director of New Media.

She left that position to serve as Director of Latin American Operations for CNET Networks.

Since 2001, Janine has run her own business as an author, a consultant, and a speaker. Over the years, she's worked with one of Russia's largest publishing companies in Moscow; traveled to New Delhi to speak at Internet World India; and worked with media companies and other businesses in Colombia, Chile, Brazil, Panama, Costa Rica, Nicaragua, El Salvador, Mexico, and Spain.

When she's not traveling, she is based in Southern California, where she lives with her husband, David LaFontaine, manages DigitalFamily.com and occasionally takes a break to run on the beach.

Dedication

To all those who aspire to share their stories and passions on the web: May all your dreams come true.

Author's Acknowledgments

More than anything, I want to thank all the people who have read my books or watched my videos over the years. You are my greatest inspiration, and I sincerely enjoy it when you send me links to your websites. You'll find my e-mail address on my site at www.DigitalFamily.com.

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helped me with a website, book, video, or any other aspect of the writing and research that goes into these pages. Okay, now I think I can go to sleep tonight without fearing that I've forgotten anyone. Thank you, thank you, thank you.

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Dreamweaver CC For Dummies®

Visit

www.dummies.com/cheatsheet/dreamweavercc to view this book's cheat sheet.

Table of Contents

Introduction

[About This Book](#)

[Using Dreamweaver on a Mac or PC](#)

[Conventions Used in This Book](#)

[What You're Not to Read](#)

[Foolish Assumptions](#)

[How This Book Is Organized](#)

[Part I: Getting Started with Dreamweaver CC](#)

[Part II: Creating Page Designs with Style](#)

[Part III: Making Your Site Cool with Advanced Features](#)

[Part IV: The Part of Tens](#)

[Icons Used in This Book](#)

[Where to Go from Here](#)

Part I: Getting started with Dreamweaver CC

Chapter 1: The Many Ways to Design a Web Page

[Comparing Static and Dynamic Sites](#)

[Working with Templates in Dreamweaver](#)

[Creating and editing Dreamweaver templates](#)

[Editing WordPress, Joomla!, and Drupal templates](#)

[Assessing Other Web Design Tools](#)

[Understanding How to Build a Website in Dreamweaver](#)

[Managing your site's structure](#)

[Exploring HTML, XHTML, and HTML5](#)

[Comparing Tables, Frames, and Layers](#)

[Creating page designs with HTML tables](#)

[Considering design options with HTML frames](#)

[Appreciating the Benefits of Cascading Style Sheets](#)

[Understanding Browser Differences](#)

[Introducing the Dreamweaver CC Workspace](#)

[Changing workspace layouts](#)

[The menu bar](#)

[The Document toolbar](#)

[The Document window](#)

[The docking panels](#)

[The Insert panel](#)

[The Property inspector](#)

[The status bar](#)

[Changing preference settings](#)

Chapter 2: Opening and Creating Sites

[Setting Up a New or Existing Site](#)

[Switching among Sites](#)

[Managing Sites in Dreamweaver](#)

[Creating Pages](#)

[Starting from the Welcome screen](#)

[Creating an HTML page with the New Document window](#)

[Naming new page files](#)

[Naming the first page index.html](#)

[Bestowing a page title](#)

[Changing Page-Wide Styles with the Page Properties Dialog Box](#)

[Changing background and text colors](#)

[Changing link styles with Page Properties](#)

[Adding and Formatting Text](#)

[Adding text to a web page](#)

[Formatting text with the heading tags](#)

[Adding paragraphs and line breaks](#)

[Setting Links in Dreamweaver](#)

[Linking pages within your website](#)

[Setting links to many pages at once](#)

[Linking to another website](#)

[Setting a link to an e-mail address](#)

[Linking to PDFs](#)

[Adding Meta Tags for Search Engines](#)

[Chapter 3: Creating Web Graphics](#)

[Creating and Optimizing Web Graphics](#)

[Resizing graphics and photos](#)

[Choosing the best image format](#)

[Saving images for the web: The basics](#)

[Optimizing JPEG images for the web](#)

[Optimizing images in GIF and PNG formats](#)

[How small is small enough?](#)

[Inserting Images in Dreamweaver](#)

[Image Editing in Dreamweaver](#)

[Cropping an image](#)

[Adjusting brightness and contrast](#)

[Sharpening an image](#)

[Opening an image in Photoshop or Fireworks from Dreamweaver](#)

[Inserting a Background Image](#)

[Chapter 4: Managing, Testing, and Publishing a Website](#)

[Understanding Why Web Pages Can Look Bad in Some Browsers](#)

[Understanding browser differences](#)

[Targeting browsers for your design](#)

[Previewing Your Page in a Browser](#)

[Adding web browsers to the preview feature](#)

[Previewing pages in many web browsers](#)

[Testing sites with online browser services](#)

[Testing your designs with mobile, tablet, and desktop previews](#)

[Testing Your Work with the Site Reporting Feature](#)

[Finding and Fixing Broken Links](#)

[Checking for broken links](#)

[Fixing broken links](#)

[Making Global Changes to Links](#)

[Managing Files and Folders in Your Site](#)

[Moving and renaming files and folders](#)

[Creating files and creating and deleting folders](#)

[Publishing Your Website](#)

[Setting up Dreamweaver's FTP features](#)

[Publishing files to a web server with FTP](#)

[Synchronizing local and remote sites](#)

[Setting cloaking options](#)

[Using Design Notes to Keep in Touch](#)

[Part II: Creating Page Designs with Style](#)

[Chapter 5: Introducing Cascading Style Sheets](#)

[Introducing Cascading Style Sheets](#)

[Understanding the basics of styles](#)

[Combining CSS and HTML](#)

[Understanding style selectors](#)

[Using internal versus external style sheets](#)

[Looking at the code behind the scenes](#)

[Introducing the CSS Designer Panel](#)

[Identifying and selecting styles](#)

[Reviewing CSS Selector Options](#)

[The Layout options](#)

[The Text panel](#)

[The Border panel](#)

[The Background panel](#)

[The Box-Shadow panel](#)

[The List panel](#)

[The CSS Transitions panel](#)

[Switching between CSS and HTML Mode in the Property Inspector](#)

[Chapter 6: Creating and Editing CSS Styles](#)

[Organizing Style Sheets](#)

[Creating an internal style sheet](#)

[Creating an external style sheet](#)

[Attaching an external style sheet to a page](#)

[Moving and copying styles](#)

[Creating Style Rules](#)

[Defining styles with the tag selector](#)

[Creating styles with class and ID selectors](#)

[Applying class and ID styles](#)

[Resetting HTML elements with CSS](#)

[Creating Layouts with CSS and Div Tags](#)

[Using Dreamweaver's CSS Layouts](#)

[Creating a new page with a CSS layout](#)

[Editing the styles in a CSS layout](#)

[Creating a Navigation Bar from an Unordered List of Links](#)

[Comparing Margins and Padding in CSS](#)

[Aligning and Centering Elements in CSS](#)

[Centering a page layout with CSS margins](#)

[Aligning the contents of an element](#)

[Aligning elements with floats](#)

[Editing, Renaming, and Removing Styles](#)

[Editing a style](#)

[Renaming existing styles](#)

[Removing or changing a style](#)

[Chapter 7: Designing with CSS3](#)

[Comparing Browser Support for CSS3](#)

[Adding drop and text shadows](#)

[Adding drop shadows to images and divs](#)

[Softening Edges with Rounded Corners](#)

[Enhancing Your Site with Custom Fonts](#)

[How does the @font-face rule work?](#)

[Using custom fonts from the Google Web Fonts site](#)

[Chapter 8: Creating Responsive Designs with Fluid Grid Layouts](#)

[Understanding Responsive Web Design](#)

[Designing Pages with Fluid Grid Layouts](#)

[Creating a new fluid grid layout](#)

[Adding fluid elements to a layout](#)

[Positioning elements to create three layouts in one fluid grid](#)

[Creating Custom Media Queries](#)

[Applying styles to your page designs](#)

[Using media queries in external style sheets](#)

[Creating media queries in Dreamweaver](#)

Chapter 9: Saving Time with Templates and More

[Templating Your Pages](#)

[Creating Templates](#)

[Creating editable and uneditable regions](#)

[Creating a new Dreamweaver template](#)

[Saving any page as a template](#)

[Making attributes editable](#)

[Creating a Page from a Template](#)

[Making Global Changes with Templates](#)

[Opening a template from any page created from a template](#)

[Reusing Elements with the Library Feature](#)

[Creating and Using Library Items](#)

[Creating a library item](#)

[Adding a library item to a page](#)

[Highlighting library items](#)

[Making global changes with library items](#)

[Editing one instance of a library item](#)

[Using a Tracing Image to Guide Your Design Work](#)

Chapter 10: Coming to the HTML Table

[Understanding HTML Tables](#)

[Creating Tables in Dreamweaver](#)

[Changing your table's appearance](#)

[Making tables more accessible](#)

[Specifying cell options](#)

[Aligning table content in columns and rows](#)

[Merging and splitting table cells](#)

[Sorting Table Data](#)

[Nesting Tables within Tables](#)

[Part III: Making Your Site Cool with Advanced Features](#)

[Chapter 11: Adding Interactivity with Behaviors](#)

[Brushing Up on Behavior Basics](#)

[Creating a Simple Rollover Image](#)

[Adding Behaviors to a Web Page](#)

[Creating swaps with multiple images](#)

[Using the Open Browser Window behavior](#)

[Attaching Multiple Behaviors](#)

[Editing a Behavior](#)

[Installing New Extensions for Behaviors](#)

[Chapter 12: Using jQuery UI and Mobile Widgets](#)

[Making Magic with jQuery](#)

[Creating Collapsible Panels](#)

[Creating Tabbed Panels](#)

[Using jQuery Mobile Widgets](#)

[Chapter 13: Showing Off with Multimedia](#)

[Understanding Multimedia Players](#)

[Using YouTube, Vimeo, and Other Online Services to Host Videos](#)

[Using SoundCloud to Host Audio Files](#)

[Using Adobe Flash](#)

[Inserting Flash SWF files](#)

[Setting Flash properties](#)

[Using scripts to make Flash function better](#)

[Working with Adobe Edge Animate Files](#)

[Working with Video and Audio on the Web](#)

[Comparing popular video formats](#)

[Comparing popular audio formats](#)

[Adding Audio and Video Files to Web Pages](#)

[Linking to audio and video files](#)

[Inserting audio and video files](#)

[Setting options for audio and video files](#)

[Adding Flash audio and video files](#)

[Part IV: The Part of Tens](#)

[Chapter 14: Ten Resources You May Need](#)

[Registering a Domain Name](#)

[Dressing Up the Address Bar with a Favicon](#)

[Add Forms with Online Services](#)

[Selling Stuff on the Web](#)

[Sharing Your Computer Screen Remotely](#)

[Keeping Track of Traffic](#)

[Taking Your Site's Temperature with a Heat Map](#)

[Surveying Your Visitors](#)

[Keeping Up with Web Standards at W3.org](#)

[Extending Dreamweaver at Adobe.com](#)

[Chapter 15: Ten Ways to Promote Your Site](#)

[Scoring High in Search Engines](#)

[Buying Traffic \(Yes, You Really Can!\)](#)

[Using Social Networking Sites for Promotion](#)

[Increasing Your Ranking on Social Bookmarking Sites](#)

[Spreading the Love with Social Media Share Buttons](#)

[Enticing Visitors to Return for Updates](#)

[Marketing a Website to the Media](#)

[Unleashing the Power of Viral Marketing](#)

[Blogging, Blogging, Blogging](#)

[Gathering Ideas from Other Websites](#)

[Cheat Sheet](#)

Introduction

In the last few years, the Internet has experienced extraordinary growth and has gone through incredible changes. As more and more users access the web with smartphones, tablets, Apple TVs, dashboard-mounted touchscreens in cars, and even tiny head-mounted displays on Google Glass, web designers have been forced to design sites that work on devices from tiny mobile screens to giant television sets.

Simultaneously, the technologies that work best on the web are changing. The once popular design tool Adobe Flash is losing its audience because videos and animations created in Flash don't work on the iPad or iPhone. Fortunately, HTML5 and CSS3 (the latest flavors of the Hypertext Markup Language and Cascading Style Sheets, respectively), make it possible to add new design features and greater interactivity without the need for Flash.

I can't cover every detail of all these technologies in this book, but I do give you a solid introduction to modern web design. You discover how the newest features in Dreamweaver CC make it easier to create web pages that meet modern standards and adapt to all the screens used to view websites today.

In this fully updated version of *Dreamweaver For Dummies*, I added a new chapter to show you how to create responsive web page designs that adjust to fit different screen sizes, using Dreamweaver's fluid grid layout features.

Over the years, web design has evolved into an increasingly complex field, and Dreamweaver has evolved with it, adding features that go way beyond the

basics of combining a few words and images. Adobe's dedication to keeping up with changing standards and adding new features with each new version is why Dreamweaver is such a popular program among professional web designers, as well as among a growing number of people who want to build sites for their hobbies, clubs, families, and small businesses.

In the 15-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 HTML5, CSS3, jQuery, multimedia, and more.

If you're not sure what those acronyms mean yet, don't worry. I remember what it was like to figure out all this stuff, so I designed this book to introduce you to the basic concepts before you get into the more advanced features. To prepare you for the ever-changing world of web design, I show you how to use Dreamweaver to create websites that take advantage of the latest advances in web technology — including CSS3, covered in the [Chapter 7](#), and responsive design, covered in the brand-new [Chapter 8](#).

One of the challenges of web design today is that web pages are not only displayed on different kinds of computers but also downloaded to computers with monitors as big as widescreen televisions — or as small as the little screens on cell phones. As a result, creating websites that look good to *all* visitors is a lot more complex than it used to be — and standards have become a lot more important. This book shows you not only how to use all the great features in Dreamweaver but also

how to determine which of those features best serve your goals and your audience.

About This Book

I designed *Dreamweaver CC For Dummies* to help you find the answers you need when you need them. You don't have to read through 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 CSS style rules to align images, or add an interactive photo gallery with the Swap Image behavior? Jump right to the pages that cover those features. (Hint: the Table of Contents and index can help you find the sections that interest you most.) Don't worry about getting sand on this book at the beach or coffee spilled on the pages at breakfast. I promise it won't complain!

You find templates, artwork, and other goodies to use with this book at www.DigitalFamily.com/bonus.

Using Dreamweaver on a Mac or PC

Dreamweaver works almost identically on Macintosh or Windows computers. To keep screenshots consistent throughout this book, I've used a computer running Windows 7. However, I've tested the program on both platforms, and whenever I find a difference in how a

feature works, I indicate that difference in the instructions.

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? I frequently put new terms in italics and then define them so you know what they mean. It just makes reading so much nicer.

When I type actual *URLs* (web addresses) in regular paragraph text, they look like this: www.digitalfamily.com.

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 that quaint prefix before the address (also make sure you include that part of the address when you're creating links in Dreamweaver).

Even though Dreamweaver makes understanding HTML pages easier, 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 — including filenames, file extensions, attributes, and tags, such as the following code that links a URL to a web page — I set off the HTML in monospaced type:

```
<a href="http://www.digitalfamily.com">Learn more about  
Dreamweaver at Janine's DigitalFamily website</a>
```

When I introduce you to a new set of features, such as options in a dialog box, I set those items apart with bullet lists so you can see that they're all related. When I want you to follow instructions, I use numbered step lists 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 website. That's why I wrote *Dreamweaver CC 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're building a simple site for the first time or working to redesign a complex site for the umpteenth time, you 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. If you're interested in web design and want to create a website, that's all I expect from you.

If you're an experienced web designer, *Dreamweaver CC For Dummies* is an ideal reference for you because it

gets you working quickly with the 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 website, 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 CC For Dummies* as a reference. This section provides a breakdown of the four 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: Getting Started with Dreamweaver CC

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 website 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 website — 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](#), I move on to 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 make sure that all your links work and that your website will look good in the most important web browsers. You also find everything you need to start uploading pages to the Internet.

Part II: Creating Page Designs with Style

[Chapter 5](#) provides an overview of how Cascading Style Sheets work and how they can save you time. CSS has become *the* way to create page designs and manage formatting on web pages, and these features have been dramatically improved in Dreamweaver CC. In this chapter, you find descriptions of the style definition options available in Dreamweaver as well as instructions for creating and applying styles. In [Chapter 6](#), I take you further into CSS, introducing you to the power of `<div>` tags, how to create CSS layouts, how to create centered CSS designs, and how to use Dreamweaver's newest CSS testing features. In [Chapter 7](#), I show how Dreamweaver CC has more fully integrated some of the hot new design options, such as drop shadows and gradients, which were made possible by CSS3.

In [Chapter 8](#), I introduce fluid grid layouts, which make it easier to create websites using a new technique called *responsive design*. The advantage of responsive design, sometimes called adaptive design, is that it enables you to create page layouts that adjust to different screen sizes so that they look as good on tiny smartphone screens as they do on giant desktop monitors. In [Chapter](#)

[9](#), I cover the use of templates and Dreamweaver's Library items, which come in handy for commonly used elements, such as the copyright on all your web pages. In [Chapter 10](#), I take a look at HTML Tables, and show where and how this time-honored technique is still relevant with modern web design.

Part III: Making Your Site Cool with Advanced Features

In Part III, you discover how cool your site can look when you add interactive images, audio, video, and drop-down menus. In [Chapter 11](#), you find instructions for creating an interactive photo gallery with the Swap Image behavior, as well as how to use other features in Dreamweaver's Behaviors panel — including the Open New Browser behavior. In [Chapter 12](#), you discover how great the Spry features are for adding AJAX interactivity to your site. You find instructions for creating and customizing drop-down lists, collapsible panels, and more. In [Chapter 13](#), you find out what it takes to add multimedia to your web pages, including how to insert and create links to a variety of file types — from Flash to HTML5 animations, and video and audio files.

Part IV: The Part of Tens

Part IV features two quick references to help you develop the best websites possible. [Chapter 14](#) provides a collection of online resources where you can register domain names and find hosting services, as well as a few services that can help you take care of more advanced challenges (such as setting up interactive forms and e-commerce shopping carts). In [Chapter 15](#), you find ten ways to promote your website, from search engine optimization to social media and beyond.