

STUDENT MANUAL

Adobe®
Dreamweaver®
CC (2017): Part 2

Adobe[®]
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Acknowledgements

PROJECT TEAM

<i>Author</i>	<i>Media Designer</i>	<i>Content Editor</i>
Gail Sandler	Brian Sullivan	Catherine M. Albano

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Adobe® Dreamweaver® CC (2017): Part 2

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About This Course

You are familiar with creating web pages and now you will use Adobe® Dreamweaver® CC (2017) to enhance web pages by adding advanced functions such as movement, media elements, forms, and links to social media. You will also create responsive pages to ensure that your websites are compatible with various modern display devices, such as tablets and smartphones. You will create HTML email for email marketing or email newsletters. Lastly, you will share files over a server to work in a collaborative manner. All this will ensure that you develop a website that retains user interest by providing an engaging user experience across multiple display devices.

This course is a great component of your preparation for the Adobe Certified Expert (ACE) Dreamweaver CC exam and the Adobe Certified Associate (ACA) Web Authoring Using Adobe Dreamweaver CC exam. See the files in the **Exam Mapping for Dreamweaver CC** folder in the course data files for information on how the exam topics are addressed in the material.

Course Description

Target Student

This course is designed for those who have some experience using Dreamweaver to design or modify websites and want to learn more. Students may be designing sites for the Internet or sites for their company's intranet. Students may be creating new sites or redesigning or updating existing sites. Students may be creating HTML email or newsletters. Web design may be only one part of the students' job duties. Or perhaps web design is the student's primary job function. Students may be artists or developers who wish to use a WYSIWIG tool for speed and ease of use.

Course Prerequisites

To ensure your success, you should have:

- Basic Windows skills.
- Basic knowledge of HTML5 and CSS. You can obtain this level of skills and knowledge by taking the Logical Operations course *HTML5: Content Authoring Fundamentals*.
- Basic knowledge of Dreamweaver, including how to create a page and site, and add and style text, images, links, and tables in Dreamweaver. You can obtain this level of skills and knowledge by taking the Logical Operations course *Adobe® Dreamweaver® CC (2017): Part 1*.

Course Objectives

In this course, you will be able to develop interactive and engaging websites that are compatible with multiple display devices.

You will:

- Implement basic design principles in writing a website.
- Author a site suitable for both mobile and desktop viewing.
- Create forms.
- Add movement through behaviors and CSS transitions.
- Insert audio and video media.
- Reach your target audience through social media and HTML email marketing.
- Manage website files through testing and synchronizing.
- Set project requirements.

The CHOICE Home Screen

Logon and access information for your CHOICE environment will be provided with your class experience. The CHOICE platform is your entry point to the CHOICE learning experience, of which this course manual is only one part.

On the CHOICE Home screen, you can access the CHOICE Course screens for your specific courses. Visit the CHOICE Course screen both during and after class to make use of the world of support and instructional resources that make up the CHOICE experience.

Each CHOICE Course screen will give you access to the following resources:

- **Classroom:** A link to your training provider's classroom environment.
- **eBook:** An interactive electronic version of the printed book for your course.
- **Files:** Any course files available to download.
- **Checklists:** Step-by-step procedures and general guidelines you can use as a reference during and after class.
- **LearnTOs:** Brief animated videos that enhance and extend the classroom learning experience.
- **Assessment:** A course assessment for your self-assessment of the course content.
- Social media resources that enable you to collaborate with others in the learning community using professional communications sites such as LinkedIn or microblogging tools such as Twitter.

Depending on the nature of your course and the components chosen by your learning provider, the CHOICE Course screen may also include access to elements such as:

- LogicalLABS, a virtual technical environment for your course.
- Various partner resources related to the courseware.
- Related certifications or credentials.
- A link to your training provider's website.
- Notices from the CHOICE administrator.
- Newsletters and other communications from your learning provider.
- Mentoring services.

Visit your CHOICE Home screen often to connect, communicate, and extend your learning experience!

How to Use This Book

As You Learn

This book is divided into lessons and topics, covering a subject or a set of related subjects. In most cases, lessons are arranged in order of increasing proficiency.

The results-oriented topics include relevant and supporting information you need to master the content. Each topic has various types of activities designed to enable you to solidify your understanding of the informational material presented in the course. Information is provided for reference and reflection to facilitate understanding and practice.

Data files for various activities as well as other supporting files for the course are available by download from the CHOICE Course screen. In addition to sample data for the course exercises, the course files may contain media components to enhance your learning and additional reference materials for use both during and after the course.

Checklists of procedures and guidelines can be used during class and as after-class references when you're back on the job and need to refresh your understanding.

At the back of the book, you will find a glossary of the definitions of the terms and concepts used throughout the course. You will also find an index to assist in locating information within the instructional components of the book.

As You Review






Any method of instruction is only as effective as the time and effort you, the student, are willing to invest in it. In addition, some of the information that you learn in class may not be important to you immediately, but it may become important later. For this reason, we encourage you to spend some time reviewing the content of the course after your time in the classroom.

As a Reference

The organization and layout of this book make it an easy-to-use resource for future reference. Taking advantage of the glossary, index, and table of contents, you can use this book as a first source of definitions, background information, and summaries.

Course Icons

Watch throughout the material for the following visual cues.

<i>Icon</i>	<i>Description</i>
	A Note provides additional information, guidance, or hints about a topic or task.
	A Caution note makes you aware of places where you need to be particularly careful with your actions, settings, or decisions so that you can be sure to get the desired results of an activity or task.
	LearnTO notes show you where an associated LearnTO is particularly relevant to the content. Access LearnTOs from your CHOICE Course screen.
	Checklists provide job aids you can use after class as a reference to perform skills back on the job. Access checklists from your CHOICE Course screen.
	Social notes remind you to check your CHOICE Course screen for opportunities to interact with the CHOICE community using social media.

1

Design Considerations

Lesson Time: 30 minutes

Lesson Introduction

You are familiar with the fundamentals of creating web pages in Adobe® Dreamweaver® CC. With millions of web pages vying for user attention, the onus is on you, as a web designer, to present content in a manner that will both attract interested users and ensure that they will revisit your website. Familiarity with various website design requirements will help you design a functional website that is user-friendly and accomplishes your website's objectives.

Developing a successful website depends on how well you understand the needs of your end users. This involves identifying your target audience and how they access and use information on the devices they prefer.

Lesson Objectives

In this lesson, you will:

- Apply fundamental design principles to enhance page and site appearance and effectiveness.
- Apply principles of usability and accessibility.

TOPIC A

Fundamental Design Principles

In order to ensure that the website accomplishes its goals and objectives, the objectives and target audience must be clearly defined. If you do not clearly define them, you run the risk of creating a site that, no matter how attractive, does not accomplish its goals. Create a consistent look between your pages. This will enhance interest and trust in your organization and therefore in your product, services, and messages. Judicious use of fonts and colors will also contribute to interest and credibility. All of these factors should be considered before creating individual pages.

Website Design Considerations

Start with your purpose. Before reviewing any other design considerations, consider your intent in creating your site. What action do you wish the site visitor to take as a result of viewing your pages? In web design parlance, this action is called conversion: You have converted the visit into a desired visitor action. This action could be making a purchase, calling your organization, completing a form or survey, attending entertainment, learning something new, or changing an attitude. Or it could be as simple as enjoying your site.

Define your target audience. Consider not just who your current customers/site visitors are, but also who you would like to add to your customer or viewer base. Who do you want to attract to your website? What is the age, gender, location, income bracket, and education level of your intended audience? What are their interests, occupations, and pastimes? How do they use their computer, tablet, or smartphone?



Figure 1-1: Factors that define the target audience.

Your website will be viewed as an expression of your organization's character and the products or services you provide. Before you create the design, clarify the image you wish to project. Is your organization's image whimsical and playful or professional and corporate? Do your products and services appeal to tradition, or promote a forward-looking outlook? Coordinate with your marketing department and other stakeholders. If you are designing a site for another organization, get a clear sense of the tone they wish to set before you begin.

Once you have defined the website purpose, target audience, and tone, then design the look and feel of the site. Website colors, graphics, and fonts should be consistent with print advertising or brochures, and consistent with other media you use to reach your intended audience. Use your logo. Not only should the look of your site be consistent with other materials, but it should also be consistent internally. In other words, use the same colors, fonts, look, and feel on each page. To some extent, use a similar layout on each page and similar navigation.

Colors, Fonts, and Layout

When drawing together the web design team, include a graphic artist. If you are not a graphic artist and don't have one on staff, consider hiring one. The colors, fonts, and layout of your pages represent your organization and its products to the world as much as the text. If you cannot hire a graphic artist, here are a few principles to start with.

Although it is possible to create attractive, engaging designs with one color or many colors, try starting with only a few. Adobe provides a tool for creating color schemes, Adobe's Kuler color wheel, available at <https://color.adobe.com>. Another popular tool for creating color schemes is available at www.paletton.com.

This same principle of "less is more" can be applied to fonts. Too many fonts can be distracting, make your pages hard to read, and detract from a professional appearance. Select one font for your headings and one for the body text. Ensure that the font size is large enough to read, given the age of your target audience. Text color should contrast with background color. If the background is light, use a dark text color. If the background is dark, use a light text color. Dark text on a light background is easier to read. Avoid overly ornate fonts, as they can be difficult to read.

Periodic Updates

To maintain trust in your site and organization, and to keep visitors coming back, ensure that the information on your site is updated regularly. Accurate up-to-date information protects and enhances your credibility. New information keeps viewers coming back. In addition to updating information, periodically update the look and feel of your site. You might consider the web as following fashion trends, just as clothing, cars, and home decor follow such trends. Has it been several years since you changed the site's appearance? Does your site look a few years behind current styles on the web? If you answered yes to these questions, consider redesigning your site.

The Benefits of Consistency

Several aspects of design should be consistent across the pages of a site, such as:

- Fonts
- Colors
- Navigation
- Locations for navigation, search, and login
- Image styles

Consistency offers several benefits. Consistency:

- Enables users to view and navigate the site easily.
- Reinforces in the user's mind that he is still viewing the same site.
- Reinforces recognition of your brand.
- Provides a more professional look.
- Allows design of templates that can be applied across web pages in a website. This will make the designing, publishing, and maintenance of a website easier.
- Enables presentation of content in an organized and structured way with the implementation of eXtensible Markup Language (XML) and Cascading Style Sheets (CSS).



Note: To learn more about image styles in Dreamweaver, check out the LearnTO **Work with Dreamweaver Image Options** presentation by clicking the **LearnTO** tile on your CHOICE Course screen.

Guidelines for Website Design Considerations



Note: All of the Guidelines for this lesson are available as checklists from the **Checklist** tile on the CHOICE Course screen.

Much has been said and written about planning a website. Here are a few selected key principles to follow.

- Put the purpose first. Define the website goal and objectives. What should the user do upon or after visiting the site? Make a purchase? Complete a survey? Learn something new? Change an attitude?
- Define your target audience.
- Create a look and feel that is consistent with your brand.
- Create consistency of look and feel between the pages: Use the same colors and fonts and place key components such as search and navigation in the same location on each page.
- Limit the number of fonts to two or three.
- Limit the number of colors.
- Express the character of your organization, products, services, and message.
- Update the look and feel of your site periodically. Styles change on the web. An outdated look can damage site credibility and will not encourage visitors to return.

ACTIVITY 1–1

Examining Website Design Considerations

Scenario

You are part of a team which will design a website for Emerald Epicure, an online source of olives and olive oil targeting the home gourmet chef as well as smaller restaurants. As part of its efforts to increase sales, Emerald Epicure's marketing department aims to raise awareness of its products' health benefits, many recipe options, and the wide selection of quality olives. (You will work on pages for Emerald Epicure's site throughout this course.) As a first step, use your knowledge of website design to answer the following questions.

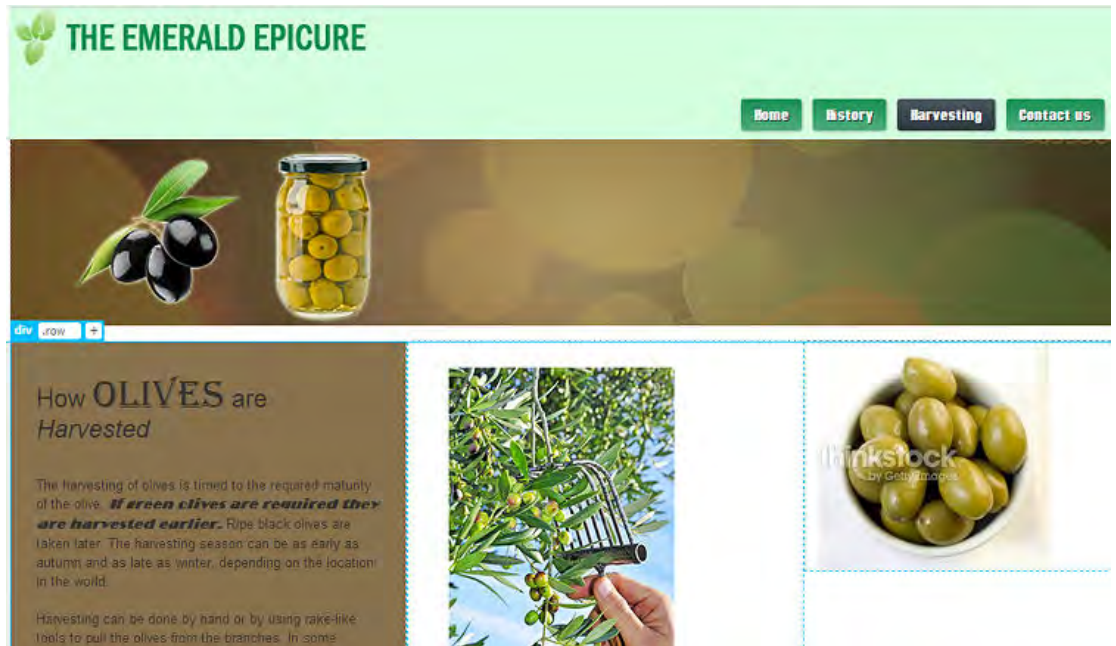
1. Which of the following are design considerations that you will need to think about before starting your website design? (Choose two.)

- Target audience
- Purpose of a website
- Software application
- Web page navigation

2. Which of the following audience characteristics should you evaluate while designing a website? (Choose four.)

- Age
- Ethnicity
- Educational qualification
- Income
- Level of computer literacy
- Marital status

3. Observe the screen capture of a web page. What design flaws do you see?



4. Sylvia has been assigned the task of developing a website for a client, Emerald Epicure, within a week. Because the client wants the site to be up and running soon, Sylvia immediately begins designing the site and soon proceeds to developing the layout and then the coding for the site. In your opinion, is Sylvia's decision to immediately get started with designing the website appropriate?

TOPIC B

Usability and Accessibility

Usability is the ease and effectiveness with which your target audience can use the site. Accessibility is how well the site enables visitors with vision, hearing, and motor challenges to use the site.

You have examined selected key website design considerations. Several of these, such as choosing readable fonts and ensuring adequate contrast between the font color and background color, are also crucial to usability. You will examine additional principles of usability and accessibility. Near the end of the course, after you have created mobile-ready pages, forms, and movement, and inserted multimedia, you will revisit the issue of usability and explore usability testing.

Best Practices for Usability

Usability is the extent to which users can find and absorb relevant content, access the site's functions, and feel satisfied with the process of doing so. Factors that make a site more or less usable have been widely studied, including studies that track eye movement as users view web pages. A great deal has been written on the subject.

You have already encountered some usability principles in the previous topic, such as choosing simple, readable fonts and ensuring adequate contrast between text and background color. The following are selected principles.

Layout and Navigation

- Reserve particular locations for page elements such as navigation, search, login, and content. For example, a user who uses the Search option at the top-right corner on one page will have problems if it is moved to a different location on other pages of the website.
- Make navigation obvious.
 - Link text should use words your users already know.
 - Don't make users recall what has come before in order to navigate.
 - Be cautious about using icons for navigation: be sure they are self-explanatory.
 - Links should look like links. Users should not have to wonder which text is link text.
- Use white space. White space makes it easier for viewers to divide the page content into segments and thus comfortably find what they need.
- Your viewers have viewed many other sites, and certain layouts and navigation choices have become common. Thus, it is easier for viewers to use your site if your site's layout and navigation is similar to common patterns on the web.

Text and Colors

- Avoid small fonts. This makes reading easier for everyone, not just the visually impaired.
- Text with extra letter spacing and extra line spacing is easier to read.
- Always set a background color, even if that background color is white. Browsers allow users to change their default background color. If you do not set a background color, the user's default background color may not provide sufficient contrast to your text color.

Content

- Include relevant content only.
- Omit unneeded words.
- Provide a title for each page.
- Users tend to scan web pages instead of reading the entire page. This scanning is not done in a linear fashion. Because viewers read web pages differently from printed pages, writing for the

web is different from writing for print. Help users find the most relevant information quickly with the following techniques:

- Avoid long blocks of text.
- Use short phrases. Be concise.
- Use headings.
- Use bulleted or numbered lists for easy reading.
- Format keywords as bold or italic.
- Break up text with images.
- Use common terms. Avoid technical jargon unless your target audience is familiar with it.
- Images catch the eye and often can convey information more quickly than text.

Personal Information and Logins

- If you want users to make a purchase or use a feature, provide the product information or let them try out the feature before asking for personal information such as their email address.
- Require user registration only if it serves a purpose. Registration reduces traffic. That said, registration may serve a legitimate marketing or security purpose.

If you follow these principles, viewers will be more apt to find what they want, feel comfortable on your site, convert their visit to action, and make return visits.

Best Practices for Accessibility

Accessibility techniques can ensure that those with vision, hearing, and motor challenges can use your site. As our population ages, a growing proportion of the public will develop challenges that make it hard to use sites that do not implement these techniques. Some of the common accessibility techniques include:

- Use alternative text on images and image maps so that visually impaired people who use screen readers can read the text specified for the image.
- Design web pages in such a way that all information conveyed by using color is also available without color.
- Highlight and identify the row and column headers for data tables.
- Provide captions for tables.
- Provide text equivalents for buttons and image navigation.
- Provide an easy navigation scheme.
- Provide skip buttons or links to skip to main content links and navigation links.
- Provide redundant text links for each active region and label the links with commonly used terms.
- Provide a label for every form input field so that screen readers can inform the visually handicapped about the field.
- Provide captions for videos or a transcript.



Access the Checklist tile on your CHOICE Course screen for reference information and job aids on **How to Strengthen Accessibility**.

ACTIVITY 1–2

Designing Usable and Accessible Sites

Scenario

A colleague has drafted a home page for Emerald Epicure. You have been asked to assess the page for usability and accessibility.

1. Observe the following draft home page and suggest modifications to enhance usability.



The Saga of the Olive

When we search for the origin of the olive, we find it began in Anatolia about 6,000 years ago. Anatolia is the peninsula in southwestern Asia that forms the Asian part of Turkey. It then spread south to countries bordering the Mediterranean Sea. Since it was used as a food, for heating, for lighting, as medicine, and as perfume, it became a symbol of wealth and peace. The history of the olive can be traced through ancient recorded accounts. How to cure olives for food was found in Crete and is dated to approximately 3,500 B.C. The Egyptians knew about the olive and recorded that knowledge around 1,000 B.C. Manifests of exported olives and oil are found in Phoenician records. In colonizing Sicily, the Greeks brought olives and olive oil with them. Olive trees must attain maturity before providing acceptable crops of olives. It takes newly planted trees about 8 years to show their first olives. More prolific crops are not attained for another 7 to 12 years. The trees are most comfortable in the warm and temperate areas of the globe. It likes alkaline soil and is subject to frost damage when temperatures fall below -5 degrees Centigrade.

Olive trees, as a resource, provide a wide array of products, among them food for humans as well as animals, oil, tea, cosmetics, health aids, woodware, and furniture. Olives can be cured using a variety of brines and flavorings. They can be filled with an assortment of ingredients from pimentos to pearl onions. Interesting and flavorful pastes or tapenades are made from the chopped olives. Olive oils are available in different flavors, colors, and consistencies for applications in food preparation and enhancement. Olive leaves are processed for tea and are used as fodder for farm animals. The processed leaves are also used as medical and health supplements. The extract from the leaves and the olive oil itself is believed to aid the human cardiovascular system, and have other soothing effects. The wood is prized for manufacturing durable implements and furniture.

Uses for Olives

Common Uses	Olive oils
Talbe Olives	Olive Pomace Oil
Stuffed Olives	Virgin Olive Oil
Martinis	Extra Virgin Olive Oil

2. Re-examine the image above and suggest ways to enhance accessibility.

3. Examine the following code for the images of olives and urns in the screen shot above. How could the code be modified to enhance accessibility?

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

Summary

In this lesson, you have examined fundamental website design considerations. You have analyzed a page for both usability and accessibility.

Are there aspects of your existing website that you could change to enhance usability? If your website is in early planning stages, what do you plan to do to enhance usability?

Who is the target audience for your website? What do you know about them and what implications does this knowledge have for your website design?



Note: Check your CHOICE Course screen for opportunities to interact with your classmates, peers, and the larger CHOICE online community about the topics covered in this course or other topics you are interested in. From the Course screen you can also access available resources for a more continuous learning experience.

2

Writing for Mobile Platforms

Lesson Time: 2 hours, 30 minutes

Lesson Introduction

You have examined and applied design principles that can make your site more attractive and impressive. One of the most challenging tasks in authoring websites is planning and creating pages that work well on multiple devices with differing screen sizes and resolutions. Dreamweaver CC offers several tools for using today's methods for achieving these goals.

Lesson Objectives

In this lesson, you will:

- Create and test pages that change with window size (responsive pages).
- Create responsive pages quickly with Bootstrap.
- Modify a Bootstrap page.

TOPIC A

Create Media Queries for Mobile Platforms

In order to author pages that are effective and attractive across multiple devices, you will need to consider small-screen design factors, view pages in varied sizes, and use methods and tools for modifying the layout and even the content.

Tools for Mobile Design

You will examine how to create a design with small screens in mind. Dreamweaver offers several tools for implementing your design:

- Two quick methods for viewing your page in varied sizes
- The Visual Media Query bar to help with layout and content changes
- Time savers for writing CSS for multiple screens and even print output
- Bootstrap, a popular framework for speeding up the process

You will work with all of these methods in this lesson. You will start with a look at how to plan a usable mobile design.

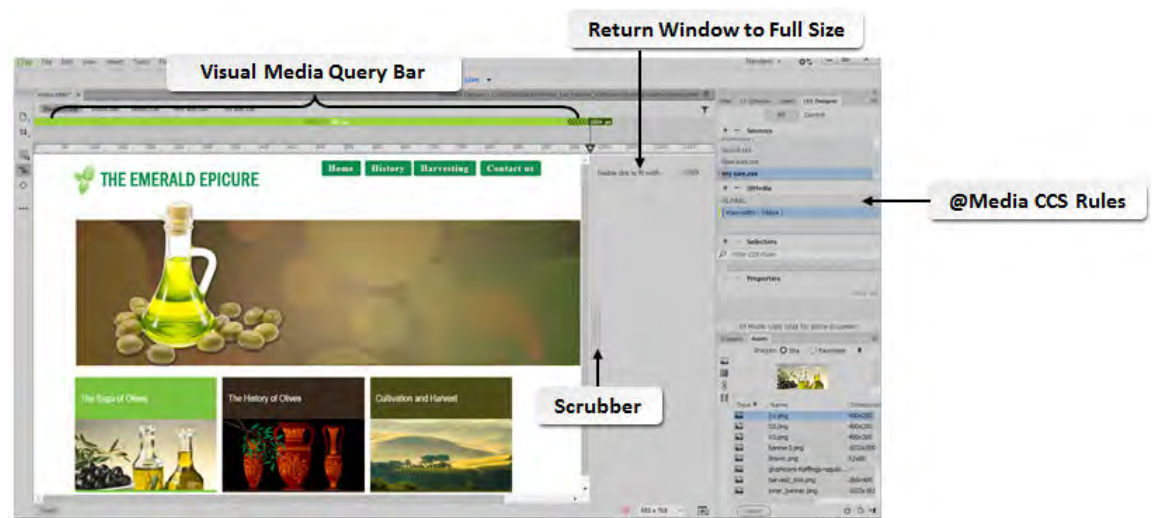


Figure 2-1: Visual Media Query bar.

The Challenge of Writing for Mobile Devices

As adults increasingly rely on smart phones and tablets, many actually do more of their Internet browsing on mobile devices than on their desktop computers. So you can safely assume that a significant number of viewers will try to access your content from mobile devices. We've all visited sites that worked well on these smaller screens, and we've seen sites that did not. In designing for mobile devices, consider the following:

- Readable font size and weight
- Readable images
- Download speed
- Links large enough to be clicked by touch
- Navigation structure that is both easy to understand and minimizes unnecessary intervening pages. Navigation for smaller screens needs to be simpler.
- Forms that allow completion by touch

In general, you can solve the challenge of multiple screen sizes in one of two ways. One method is to design two or three separate websites from the ground up for varied devices. Or you can use *responsive web design*, which is to say you can use your HTML and CSS to resize, move, hide, or resize the content for various devices.

The @media CSS rule allows you to apply CSS styles to adjust your content for screen sizes you specify. Whichever method you choose, consider the factors listed previously.

In discussing the window size of various devices, web designers and developers often talk about the *viewport*, which is the user's visible area of a web page. Use a meta viewport element to set the viewport to the width of the device.

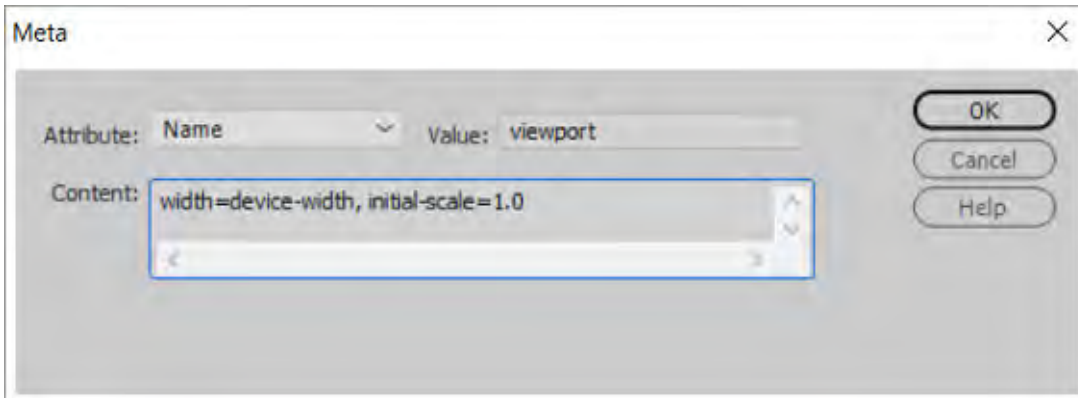


Figure 2–2: Viewport Meta tag.

Guidelines for Writing for Smartphones and Tablets



Note: All of the Guidelines for this lesson are available as checklists from the **Checklist** tile on the CHOICE Course screen.

Follow these guidelines to ensure that your websites can be easily viewed and navigated on mobile devices:

- Each web page should detect the device used and its screen size.
- Links and buttons should be at least 30 pixels wide or tall.
- Avoid horizontal scrolling.
- Don't overdo the number of images, as too many images will slow download speed.
- Use small images that users can tap to zoom. Provide clear instructions on how to zoom in and how to move between images.
- Your content will be far narrower than it would be on a desktop and, therefore, it will "wrap." Plan visually pleasing wrapping.
- Consider download speed of the entire page.
- Size form fields for usability. You will explore this later in the "Creating Forms" lesson.
- Keep navigation simple, with as few taps as possible. Remember that each additional page load means increased wait time and, for those without unlimited data plans, the possibility of increased costs.
- Keep menus short. Where the goal of fewer taps conflicts with the goal of short menus, strive for a workable balance.
- Breadcrumbs can help users identify the section they came from.
- Tapping the organization logo should return the user to the home page because that's what users expect.
- Avoid submenus that require hovering. Consider drop-down accordion menus instead, with perhaps a sandwich navigation icon, sometimes called the hamburger icon, at the top left or

right, to display the menu. Accordion menus allow the user to tap a main menu item to view the submenu items vertically.



Figure 2–3: Sandwich or hamburger icon.

- Offer a visible search box at the top of the page.
- For complex interactions such as making a purchase or completing a form or survey, make it easy for the visitor to email a link to themselves or save-to-cart so that they can complete the interaction on a desktop, or perhaps after browsing on a smartphone, complete a form or purchase on a tablet.

ACTIVITY 2–1

Evaluating a Page for Mobile Readiness

Data Files

All files in C:\092006Data\Writing_for_Mobile_Platforms\Topic_A\starter

Before You Begin

Dreamweaver is open.

Scenario

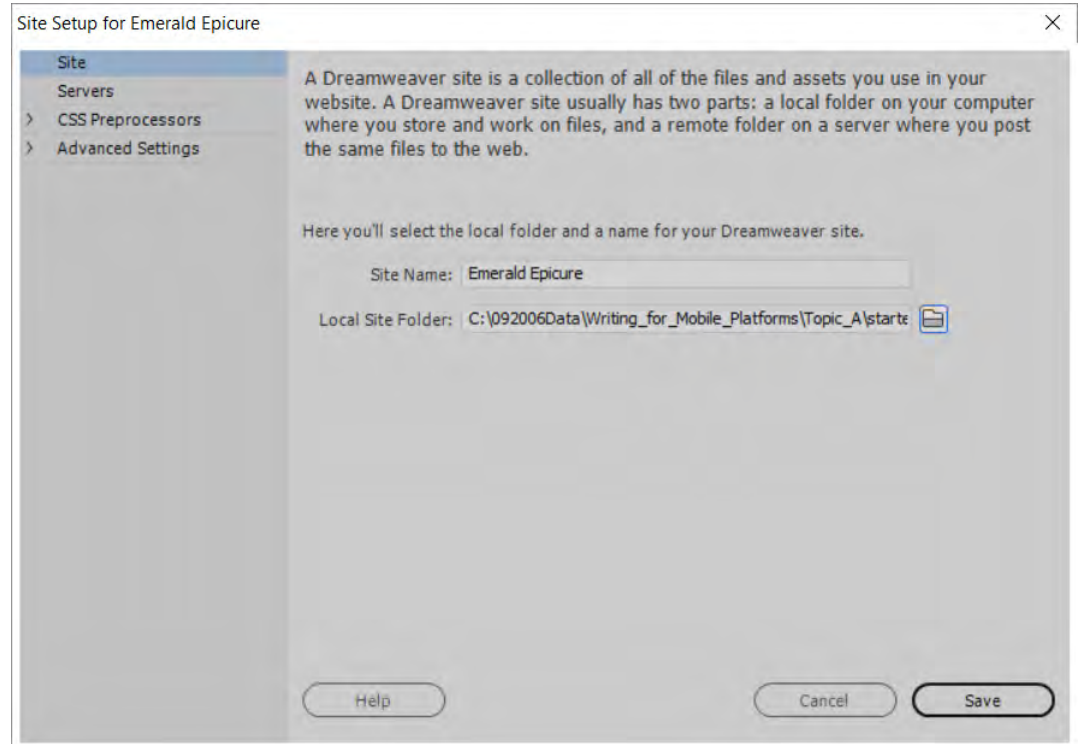
The Emerald Epicure notices that a growing number of their website viewers are using phones and tablets to view their website. Several website viewers have expressed frustration in reading pages, finding information, and following links. The company's website analytics display a steady stream of visitors to the home page, but a downward trend in visitors who follow links from the home page to other site pages. The company decides to conduct an analysis of site usability on mobile devices.



Note: Activities may vary slightly if the software vendor has issued digital updates. Your instructor will notify you of any changes.

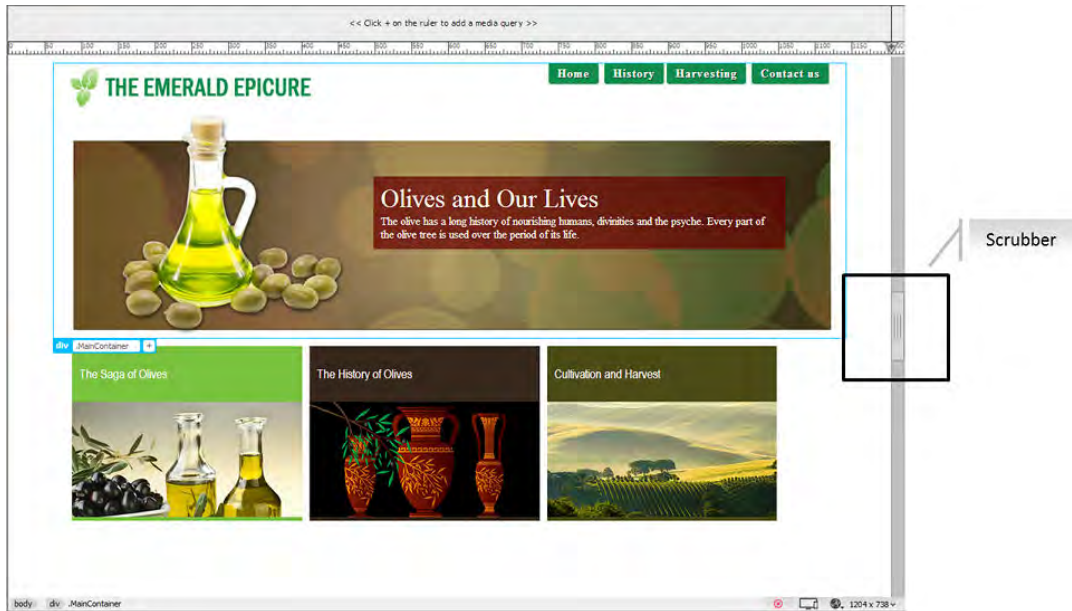
1. Create a new site for the company Emerald Epicure.
 - a) In the **Files** panel, from the **Site** drop-down list, select **Manage Sites**.
 - b) Select **New Site**.
 - c) In the **Site Name** text box, enter *Emerald Epicure*
 - d) To the right of the **Local Site Folder** text box, select the **folder** button and browse to C:\092006Data\Writing_for_Mobile_Platforms\Topic_A\starter.

- e) Select **Select Folder**.

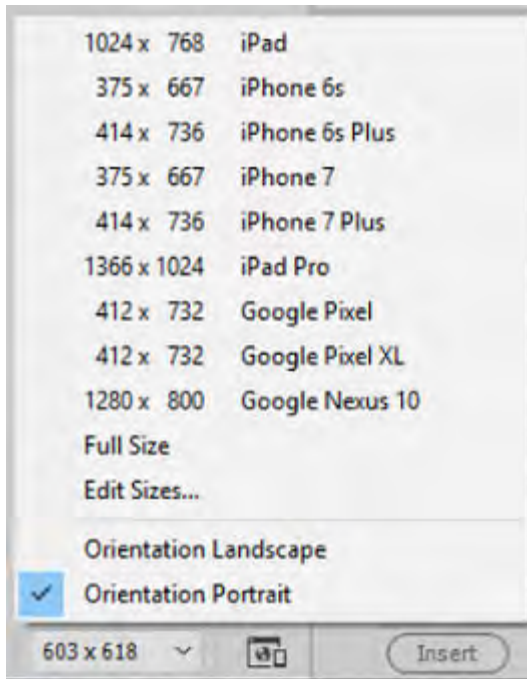


- f) In the **Site Setup** dialog box, select **Save**.
 - g) In the **Manage Sites** dialog box, select **Done**.
 - h) In the **Files** panel, observe the file list. A home page and accompanying images were included in the root folder.
2. Open a file and resize window in a fluid manner.
- a) In the **Files** panel, Open **index.html**.
 - b) Change the view for the document window to **Live** view.


- c) Drag the **scrubber** toward the left. Observe the change in window size as you drag the scrubber to various positions.



- 3. Resize the window using the **Window Size** selector.
 - a) At the far right of the status bar, select the **Window Size** selector.



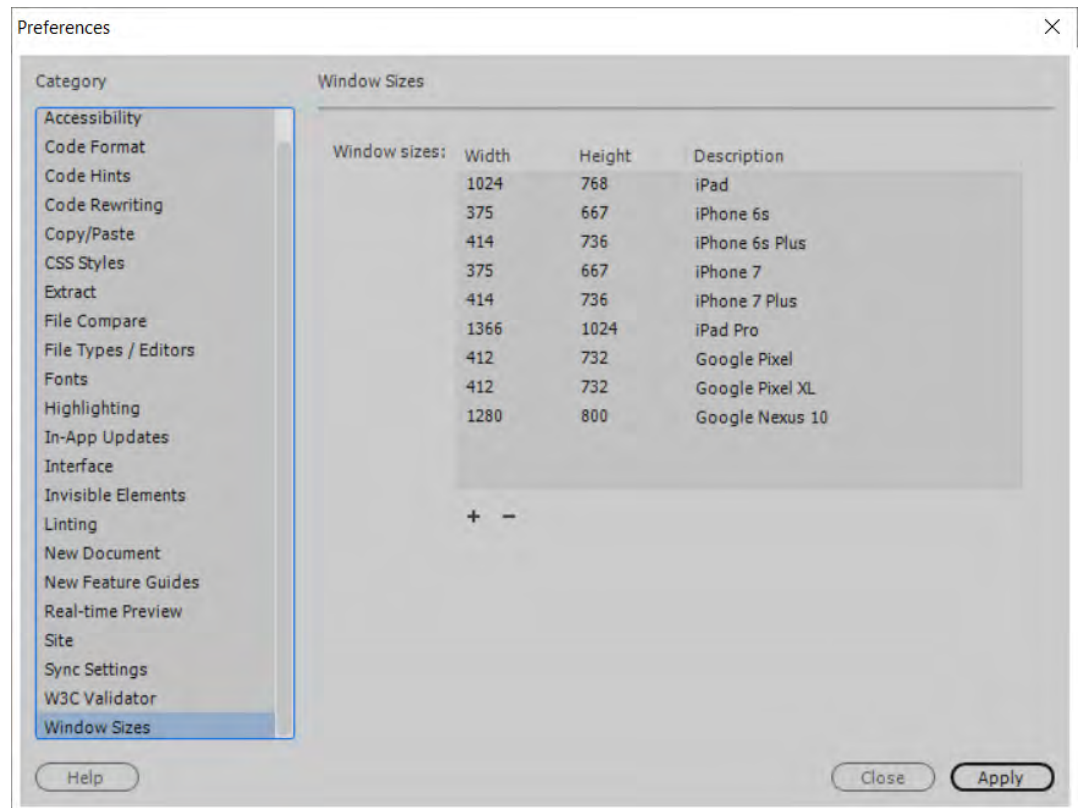
- b) Select the **iPad** view. Note whether text is readable and navigation is easy to use in the **iPad** view.
 - c) Select the **iPhone 7** view.



Note: Note whether text is readable and navigation is easy to use in the iPhone 7 view. Observe the position of the three side-by-side images.

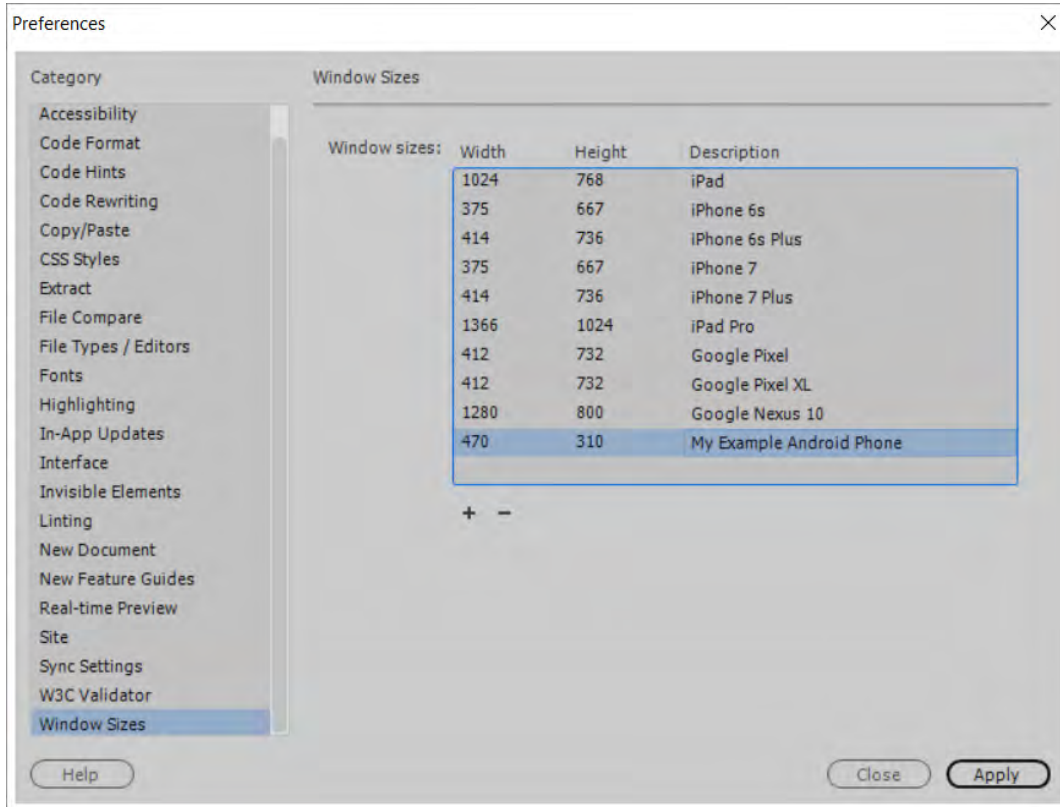
- d) Use the **Window Size** drop-down list to switch to **Orientation Landscape**. Observe how the layout adapts. Note whether there is any aspect of the layout that does not work.

- e) To return the window to full size, double-click the area labeled "Double click to fit width." The window expands to the width and height of your document window.
4. Create a custom window size.
 - a) Select the **Window Size** drop-down list in the right corner of the status bar.
 - b) Select **Edit Sizes**.
The **Window Sizes** category is selected at the left of the **Preferences** dialog box.



- c) Select the plus sign (+) at the lower-left of the list of sizes.
A text box appears just below the last width entry.
- d) In the **Width** column text box, type **470**
- e) Press **Tab**. A text box appears just below the last height entry. In the **Height** text box, type **310**

- f) Press **Tab**. In the **Description** text box, type *My Example Android Phone*



- g) Select **Apply**.
- h) In the **Preferences** dialog box, select **Close**.
- i) To view the page in your new window size, select the **Window Size** drop-down list, and select **My Example Android Phone**.
- j) To return the window to full size, double-click the "Double click to fit width" area. The window expands to the width and height of your document window.

Media Queries

A *media query* is CSS code that uses the @media CSS rule to apply a set of CSS properties only for devices with certain capabilities, such as a specified width, orientation, or resolution. Dreamweaver empowers you by providing the Visual Media Query bar and CSS Designer panel so you can create media queries without writing code by hand.



Figure 2-4: The Visual Media Query bar.

Use the **Visual Media Query** bar to define several possible viewport widths. You may define the minimum width or maximum width or both.

Then use CSS Designer to associate each size definition with CSS rules that control formatting and layout.

The Visual Media Query bar sits at the top of the document window. Colored bands in the bar make it easy to resize the window to each media query, affording a preview of your page in viewports of various sizes.

- A green band denotes a query that defines a maximum width but not a minimum width. Viewports narrower than this maximum width would use the styles associated with this media query.
- A purple band denotes a query that defines a minimum width but not a maximum width. Viewports wider than this minimum would use styles associated with this media query.
- A blue band denotes a query that defines both a minimum width and a maximum width. Viewports with widths between the maximum and minimum widths would use the styles associated with this media query.



Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Create a Media Query.

ACTIVITY 2-2

Creating a Media Query

Data Files

All files in C:\092006Data\Writing_for_Mobile_Platforms\Topic_A\starter

Before You Begin

The C:\092006Data\Writing_for_Mobile_Platforms\Topic_A\starter\index.html file is open.

Scenario

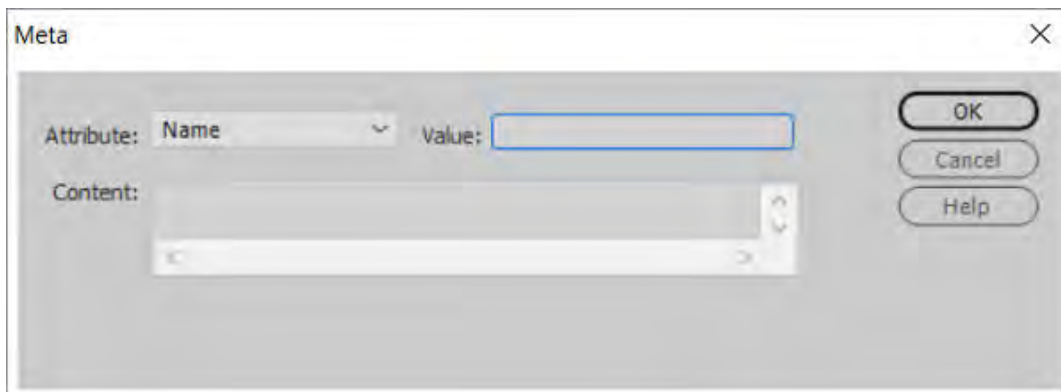
You have been assigned the task of making the Emerald Epicure home page attractive and usable on devices of various sizes. You decide to write media queries to facilitate this process.

1. Add the viewport **Meta** tag.



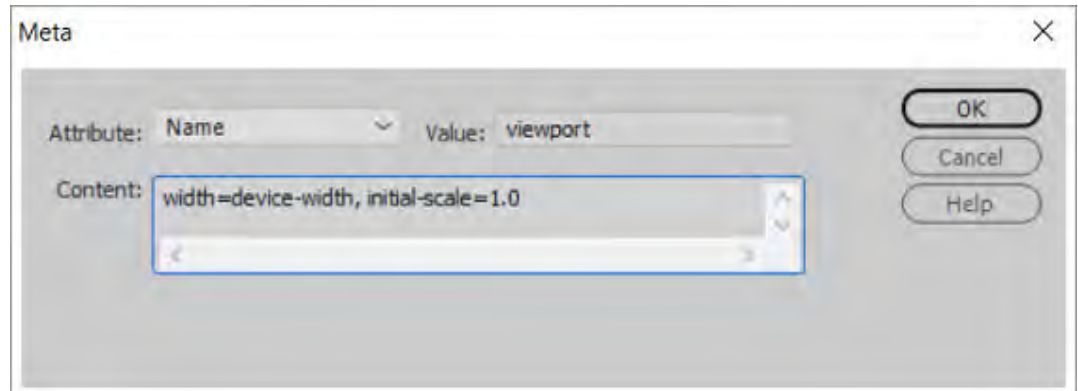
Note: There is no need to select a location in the document window. Dreamweaver will place the meta tag in the head.

- a) In the **Insert** panel, select the **HTML** category.
- b) Select **Meta**.



- c) In the **Value** text box, type *viewport*

- d) In the **Content** text box, type: *width=device-width, initial-scale=1.0*



- e) Select **OK**.
 f) Switch to **Split** view.
 g) Scroll to the **head** section to observe the meta tag.

```

<head>
<meta charset="utf-8">
<title>Emerald Epicure</title>
<link href="css/styles.css" rel="stylesheet" type="text/css">
<link href="css/layout.css" rel="stylesheet" type="text/css">
<link href="New size.css" rel="stylesheet" type="text/css">
<link href="my size.css" rel="stylesheet" type="text/css">
<meta name="viewport" content="width=device-width, initial-scale=1.0">
</head>

```

- h) Select **Live** view.

2. Delete image widths in pixels.

- If the **Property Inspector** is not already displayed, select **Window→Properties** to display it.
- If the **Property Inspector** is not docked at the bottom of the screen, drag the **Property Inspector** panel below the **Tag Selector** to dock it.
- Select the **Emerald Epicure logo**.
- In the **Properties Inspector**, delete the **width** and **height**.
- Select the **banner3.png**; that is, the image containing the bottle of salad dressing.
- In the **Properties Inspector**, delete the **width** and **height**.
- Observe that the width and height have already been deleted for the remaining images.

3. If it is open, close the **DOM** panel to allow more room to observe **CSS Designer**.

- Select the **DOM** panel menu.
- Select **Close Tab Group**.

4. Set the image widths in percentages.

- Widen the **CSS Designer** panel until **Sources** displays on the left and **Properties** displays on the right.
- At the top of the **CSS Designer** panel, if **All** is not yet selected, select it.
- Under **Selectors**, select **#logo**.
- In the **CSS Designer Properties**, set the **width** to **100%**.
- In the document window, select the **banner image**.
- Under **Sources**, select **styles.css**.
- In the **Selectors** panel, select **+** and delete all of the text except **#banner_image**.

- h) Press **Enter**.
 - i) In the **Properties** panel, set the **width** to **100%**
5. Create a media query for viewports with a maximum width of 768px.
- a) In **Live** view, drag the scrubber to **768px** on the ruler.

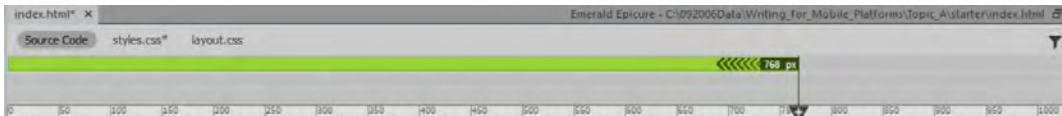
A plus sign (+) appears on the ruler.
 - b) Select the plus sign (+) on the ruler to set the width of the media query. You have created a breakpoint.

The ruler now displays green to the left of the breakpoint. A pop-up box appears.



- c) Observe that the drop-down list at the top of the pop-up box is set to **max-width**.
- d) Still in the pop-up box, verify that **max-width** is set to **768**
- e) From the drop-down list which initially displays **Create a New CSS File**, select **styles.css** to add the media rule to the **styles.css** file.
- f) Select **OK**.

The **Visual Media Query** bar now displays a green bar to the left of the 768px point.




- g) Switch to **Split** view and above the **Document** window, select **styles.css**.
- h) Scroll down to the bottom of the file and observe the media rule.

```
@media (max-width: 768px){
}
```

6. Create a media query for viewports between 768px and 991px.

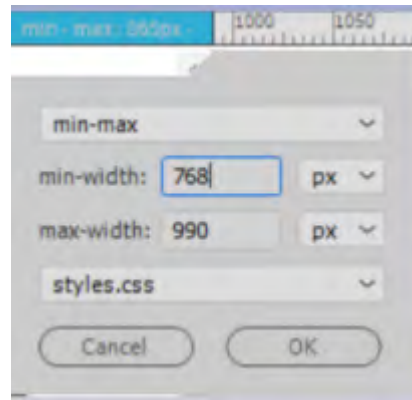
- a) Switch to **Live View**.

b)  **Note:** If 990 is not visible on the ruler, collapse the panels at the right of your screen.

- Drag the scrubber to **990px** on the ruler.

A plus sign appears on the ruler.
- c) Select the plus sign (+) on the ruler to set the width of the media query. You have created another breakpoint.
- d) Set the drop-down list at the top of the pop-up box to **min-max**.
- e) Still in the pop-up box, in the **min-width** text box, enter **768**
- f) Still in the pop-up box, in the **max-width** text box, enter **990**

- g) Verify that the drop-down list nearest the bottom of the box displays **styles.css** to add the media rule to the **styles.css** file.



- h) Select **OK**.
The **Visual Media Query** bar now displays a blue bar between the 768px and 990px points.



- i) Switch to **Split** view and verify **styles.css** is displayed. Observe the updated media rule.

```
@media (min-width: 768px) and (max-width: 990px){
}
```

- j) Select **File→Save All**.

Varied Styles for Varied Viewports

CSS Designer allows you to create CSS rules for each media query without writing code. In the **@media** section of CSS Designer, select the media query you wish to edit. Then, just as you would for a non-responsive page, in the **Selectors** section of CSS Designer, select any selector. In the **Properties** section, edit the properties of the selector.



Access the Checklist tile on your **CHOICE** Course screen for reference information and job aids on **How to Create Styles for Media Queries by Using CSS Designer**.

ACTIVITY 2–3

Adding Styles to a Media Query

Data Files

All files in C:\092006Data\Writing_for_Mobile_Platforms\Topic_A\starter

Before You Begin

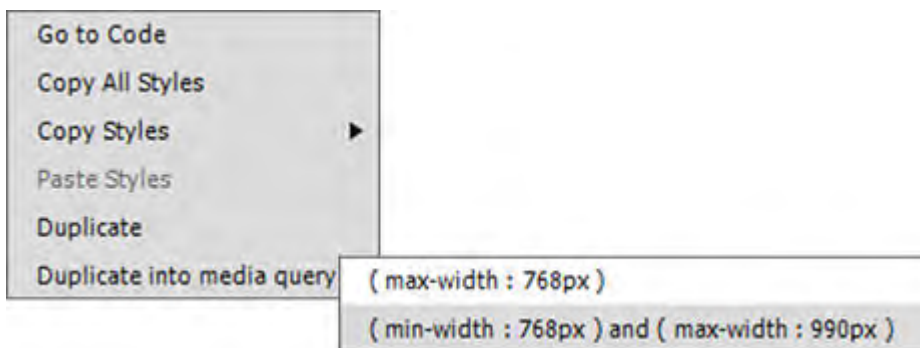
The C:\092006Data\Writing_for_Mobile_Platforms\Topic_A\starter\index.html file is open.

Scenario

Now that you have created two media queries, you are ready to modify the styles of page elements when viewed in a small viewport.

1. With index.html open, in the Visual Media Query bar, select the green bar for the media query with a width of 768px. Observe changes in the page appearance. What would you want to change in this view?

2. Style the Navigation buttons to appear below the logo.
 - a) If your document window is now smaller than 768px, again select the **768 px media query**.
 - b) Make sure the **CSS Designer** panel is visible. If the **Sources** panel does not appear to the left of **CSS Properties**, widen the panel until it does.
 - c) Under **Sources**, select **styles.css**.
 - d) Under **Selectors**, right-click **.top-right-nav**.
A context menu appears.
 - e) On the context menu, select **Duplicate into media query** and, on the submenu that appears, select **(max-width: 768px)**.



- f) Switch to **Split** view.

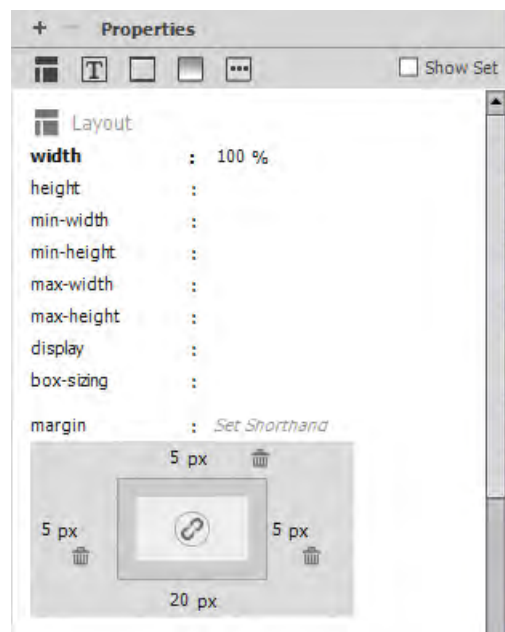
- g) At the bottom of **styles.css**, observe the new **.top-right nav** rule within the **@Media (max-width: 768px)** rule.

```

▼ @media (max-width: 768px){
▼ .top-right-nav {
    width: 50%;
    float: right;
    text-align: right;
    margin-top: 5px;
    margin-right: 5px;
    margin-bottom: 5px;
    margin-left: 5px;
}

```

3. Style the navigation buttons to appear below the logo in narrow viewports.
 - a) Select **Live** view.
 - b) In **CSS Designer**, under **@Media**, select **(max-width:768px)**.
 - c) Under **Selectors**, select **.top-right-nav**.
 - d) In the **Properties** pane, set **width** to **100%**.
 - e) In the **margin** box, make sure the lock icon is open. Then select the bottom value, the **margin-bottom**, and type **20px**



- f) In the **Properties** pane, change the **float** value to **left** and the **text-align** value to **left**.

- g) Observe that the navigation buttons now appear below the logo.



4. Save and close the file.
- a) Select **File**→**Save All**.
 - b) Select **File**→**Close**.
-

TOPIC B

Create Mobile Responsive Pages with Bootstrap

You have examined and used visual mobile queries to assist in creating responsive designs. You have probably already noticed that creating responsive pages can be truly time-consuming. You will now explore a tool to speed this process.

Tools for More Efficient Responsive Design

Dreamweaver provides two tools you can use to produce more efficient responsive designs:

- **Fluid grid layouts:** Dreamweaver 2014 offered a template for fluid grid designs. Dreamweaver now labels this template as "legacy." Pages written with this template cannot be edited in Design view.
- **Bootstrap:** A popular framework that goes beyond a fluid grid layout, saving design time necessary for responsive pages. Dreamweaver can create Bootstrap pages.

Fluid Grid Layouts

Grid layouts can be used in designing either static or responsive pages. In a grid layout, the page is divided into columns. Bootstrap pages in Dreamweaver use 12 columns by default. Although a grid layout can be used as a way to arrange elements on a non-responsive page, it also shines as a way to adjust the arrangement of page elements for mobile devices. As the viewport size decreases, content that would be displayed in the rightmost columns on a desktop can be more easily shifted downward below the left-most columns. Or, put another way, on mobile devices, the right-most columns can appear as new rows below the left-most columns.

Page layouts can be fixed-width or fluid in nature, and this is true for grid layouts as well. Fixed-width layouts assume a page that is a defined number of pixels wide, and page elements that are also a defined number of pixels wide. *Fluid layouts* define the width of page elements as a percentage of their containers. A fluid grid layout can define the grid columns as a percentage of the viewport width.

Fluid grids can be immensely helpful in designing responsive sites. However, a fluid grid layout by itself does not guarantee an attractive, easy-to-read page in varied viewports. For example, a layout that is pleasing and usable in a 960-pixel layout may appear stretched, with too much blank space between elements, when displayed in a larger window. Using only a fluid layout to achieve responsiveness cannot prevent links and forms that are difficult to use on mobile devices, or text that is too small or does not adequately contrast with background on small devices.

Older versions of Dreamweaver CC offered a fluid grid template. Although that fluid grid template still exists in the current version of Dreamweaver CC, it is labeled a legacy document type. Design view cannot be used with the fluid grid template.



Note: To learn more about fluid layouts, check out the **LearnTO Work with Fluid Layouts** presentation by clicking the **LearnTO** tile on your CHOICE Course screen.

Overview of Bootstrap

As previously noted, further adjustments can be made by using media queries to apply CSS styles. However, this process can be hugely time consuming. You are, in effect, writing several versions of each web page. Bootstrap is a popular framework that can save you a great amount of time in designing responsive pages.

Bootstrap uses HTML5, CSS templates, and JavaScript plug-ins to provide a responsive grid layout, plus responsive navigation, text, buttons, forms, tables, images, image carousels, and more. You can choose fluid or fixed-width containers.

Why use Bootstrap?

- You can create responsive sites faster.
- Bootstrap combines tested pre-built HTML, CSS templates, and JavaScript plug-ins.
- All of the major browsers are compatible with Bootstrap.
- Dreamweaver makes Bootstrap easy. Templates and plug-ins are automatically created when you create a page. Dreamweaver's graphical interface minimizes manual code writing as you design and edit your Bootstrap page.

So when might you not want to use Bootstrap?

- When you don't need responsiveness. Perhaps you are working on intranet pages that are never viewed on mobile devices.
- When responsive pages already exist and do not need major modification.
- When the time and money required to rewrite a great many pages outweigh projected benefits.
- When your site's page contributors and editors are not familiar with HTML and CSS. Bootstrap presupposes a familiarity with HTML and CSS. In this situation, consider a Content Management System (CMS) that will make contributing easy for those without this knowledge.

Bootstrap Pages

You can create a Bootstrap page in several ways.

- From a template for a specific purpose, including both layout and suggested content.

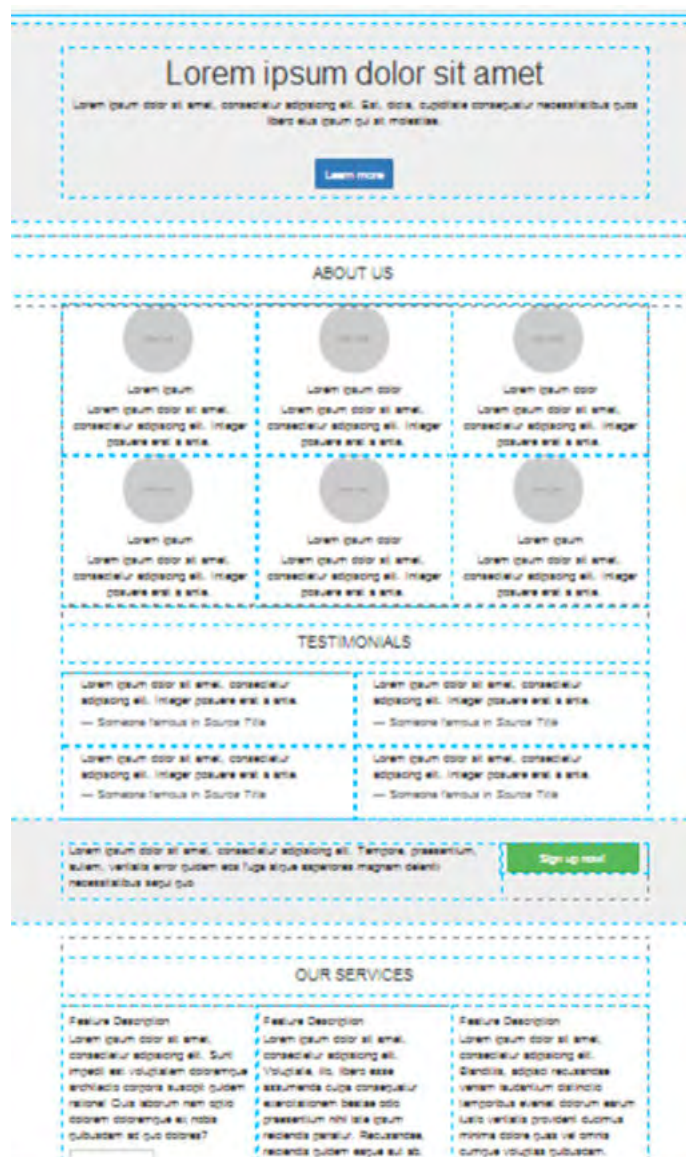


Figure 2–5: A page based on Dreamweaver's Bootstrap template "agency."

- From a pre-built layout. The pre-built layout provides a screen-wide top container, two sets of three columns, and a footer at the bottom.

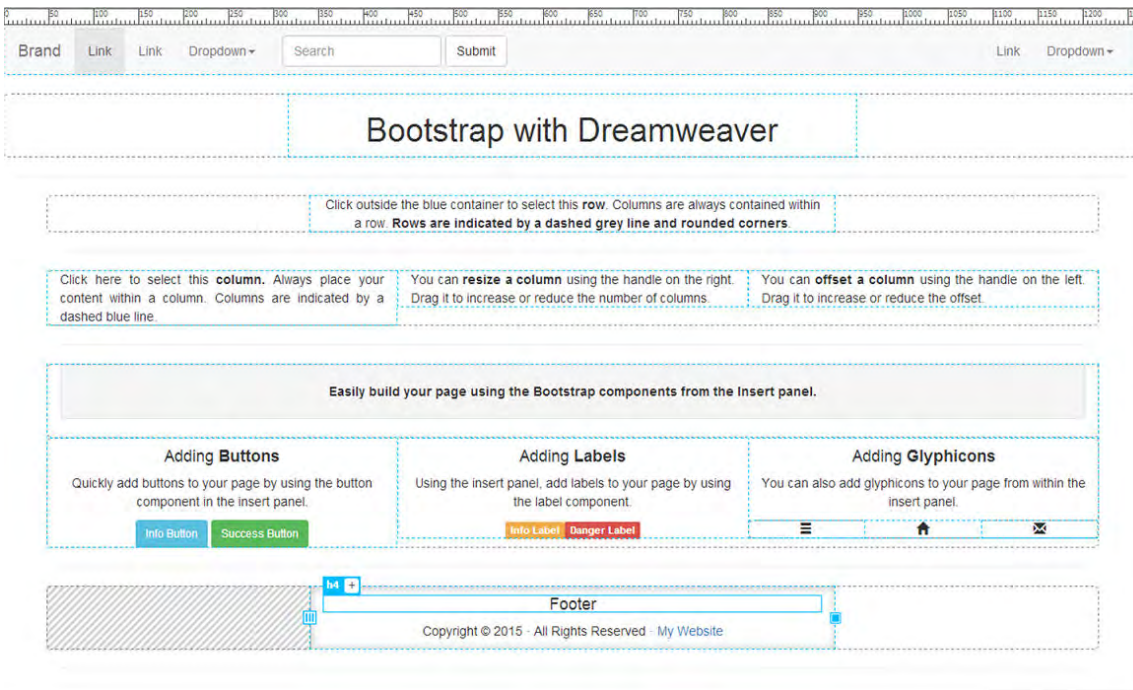


Figure 2-6: A page created with Dreamweaver's Bootstrap pre-built layout.

- Container by container.



Figure 2-7: Building a page container by container in a Dreamweaver Bootstrap site.

Bootstrap comes with its own CSS file, along with fonts and JavaScript. The first time you create a new Bootstrap page in a site, Dreamweaver will copy the default Bootstrap CSS file into a new CSS folder. (You will select **Create new** in the **New document** dialog box to make this happen.) If you create your own layout, you can enter containers with a static width or fluid containers. You can also enter a grid row with columns.

The default number of columns in the underlying grid is 12, and you can, of course, combine these underlying columns into fewer larger columns. Your new page also includes several media queries. You can edit the default sizes for these media queries when you create the page.

On Bootstrap pages, rows are bordered in gray dashed lines with rounded corners, and columns are bordered in blue dashed lines.

	<p>Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Create a Bootstrap Page.</p>
--	---

ACTIVITY 2–4

Creating a Bootstrap Page

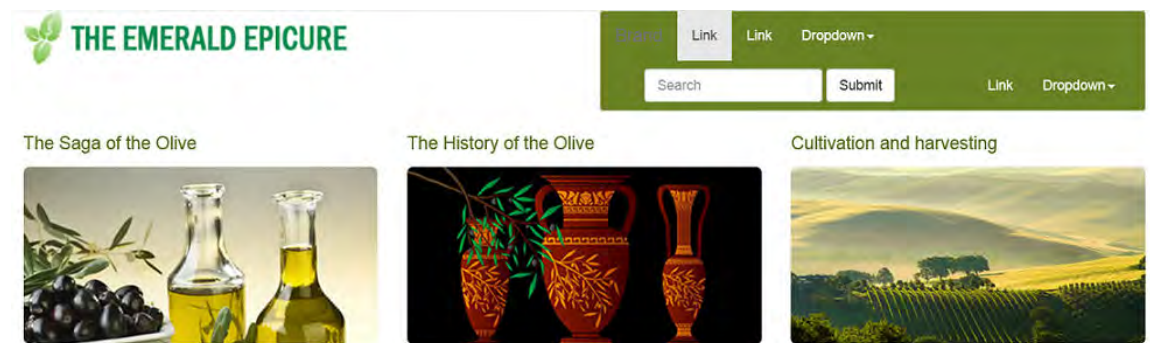
Data Files

All files in C:\092006Data\Writing_for_Mobile_Platforms\Topic_B\starter


Scenario

You have been working on making the Emerald Epicure home page more attractive and usable on devices that have viewport sizes. You wonder if there is a quicker, more efficient way to accomplish this task, and a colleague suggests that you use the Bootstrap framework to recreate your pages. As a first step, you will create a page by using Bootstrap.


By the end of all the activities in this lesson, you will have created this page:



Note: Activities may vary slightly if the software vendor has issued digital updates. Your instructor will notify you of any changes.

1. Create a new site for the company Emerald Epicure.
 - a) In the **Files** panel, select the **Manage Sites** drop-down list and select **Manage Sites**.
 - b) In the **Manage Sites** dialog box, select **Emerald Epicure**.
 - c) Select **Edit the currently selected site**. 
 - d) To the right of the **Local Site Folder** text box, select the **folder** button and browse to **C:\092006Data\Writing_for_Mobile_Platforms\Topic_B\starter**.
 - e) Select **Select Folder**.
 - f) In the **Site Setup** dialog box, select **Save**.
 - g) In the box notifying you that the cache will be re-created, select **OK**.
 - h) In the **Manage Sites** dialog box, select **Done**.
 - i) Observe that the site's local folder contains only one subfolder, **images**, and that there are no files outside of the **images** folder.

2. Start a Bootstrap page where you will create the layout.
 - a) On the **Application Bar**, select **File→New**. The **New Document** dialog box opens.
 - b) In the **New Document** dialog box, confirm that the **Document Type** is **HTML**.
 - c) Under **Framework**, if the **Bootstrap** tab is not already selected, select it.
 - d) In the **Bootstrap CSS** section, make sure that **Create new** is selected.

- e) Deselect **Include a pre-built layout**.
 - f) Select **Create**.
 - g) On the **File** menu, select **Save**. Name the page *index.html* and select **Save**.
3. Observe files and folders created from the Bootstrap template.
- a) If **Live** view is not displayed, select the **Switch to Live View** drop-down arrow and select **Live** view.
 - b) Select near the top of the page. Observe the **body** tag.
 - c) Observe several media queries on the query bar.
 - d) Observe three new folders in the **Files** panel: **css**, **fonts**, and **js**. If these folders do not appear, select **Refresh**  in the **Files** pane.
-

TOPIC C

Modify a Bootstrap Page

You have created a new page by using the Dreamweaver Bootstrap template. Assuming you have not used the pre-built layout, you are now ready to add containers and content to your page and style them.

Page Layout with Bootstrap

Bootstrap offers several classes of div tags for layout purposes: Container, Container-fluid, and Grid Row with column.

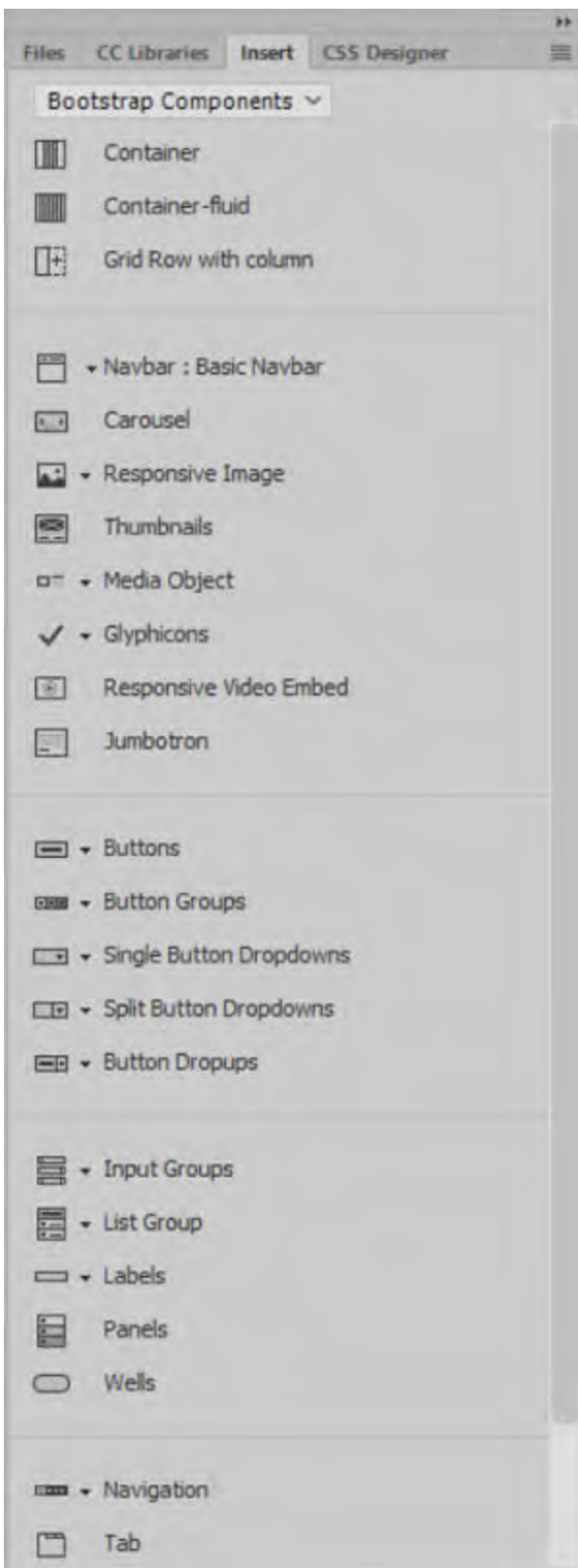


Figure 2-8: Bootstrap components on the Insert panel.

Container is one fixed width per media query and by default will center within its parent.

Container-fluid can extend to the full width of its parent tag. If the width of a device falls between

the widths of your media queries, the contents of the Container-fluid div can still extend across the device.

Grid row with column creates a grid based on the grid underlying the page template. If, when creating the page, you used the default 12-column grid, you can combine those columns a variety of ways. For example, you can create three columns, each of which uses four of the underlying columns. Or, you could create two columns, with the left column combining eight underlying columns and the right column combining only four underlying columns. After creating a **Grid row with column**, you can add a row or column as needed. Columns in a grid row are assigned the class .col-[xs, sm, md, lg] - [number of columns]. The media query targeted when the grid row is created dictates whether the column will be labeled extra small, small, medium, or large.

Time-Saving Bootstrap Components

Bootstrap pages offer a variety of popular responsive components.

<i>Component</i>	<i>Uses and Variations</i>
Navbar	You can insert a Basic Navbar with link buttons and a search box. You can insert an Inverted Navbar with a dark background and light text.
Carousel	This slide show of images is hugely popular.
Responsive Image	Choose one of several shapes: circular, rounded corner, or thumbnail. Not all of the image shapes will display correctly in Internet Explorer 8.
Thumbnails	The Thumbnails component inserts a small image placeholder with a placeholder for text and buttons.
Media Objects	Dreamweaver provides two types of media objects: Default media and Media Lists . Both arrange a series of images with accompanying text for each.
Glyphicons	Glyphicons are small symbols. They include a home icon, envelope, and hamburger.
Responsive Video Embed	Your video resizes for different viewports.
Jumbotron	Contents of a Jumbotron are displayed across the full width of the screen. Jumbotrons can contain images, text, or other content.
Buttons	Available buttons range from small to large and in a variety of colors. Buttons can be inserted in groups, as drop-down lists, or as pop-up lists.
Form elements	Bootstrap form elements include input groups, list groups, labels, panels, and wells.
Navigation aids	Organize your page with Tab , an Accordion , Pagination , or Breadcrumbs .

Live View

In the *Adobe® Dreamweaver® CC (2017): Part 1* course, you worked largely in **Design view** and to some extent in **Code** or **Split view**. **Live view**, which is newer than Design view, originally was read-only, providing a way to preview a page as it would appear in the browser. In Dreamweaver CC 2017, Live view is now the default view and much of your editing can be done there. Some types of editing are easier in Live view, whereas other types of editing are easiest in Design view or even in Code view. Some people find it easier to edit a Bootstrap page in Live view.

You will be using Live view in creating and modifying pages through much of this course.

When you select a page element in Live view, the element will be surrounded by a blue line. In the upper- or lower-left corner of the element, you will see the Element Display box, which contains the name of the HTML tag followed by a plus sign. By selecting the plus sign you can apply a CSS class to the page element, or assign an ID.



Figure 2-9: HTML tag visible in Element Display.

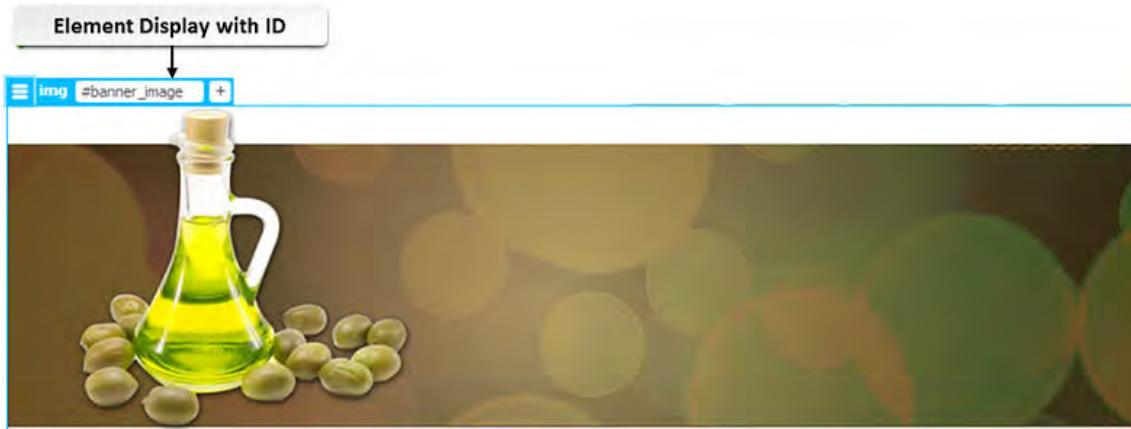


Figure 2-10: Element Display with ID.

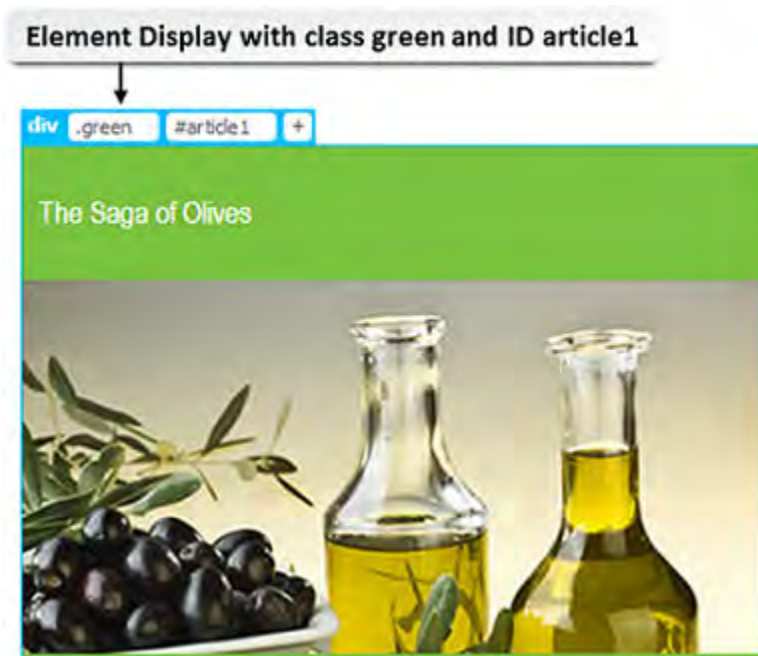


Figure 2-11: Element Display with CSS class and ID.

Adding and Editing Text in Live View

In Live view, you can add or edit text in a `<p>` tag or in a heading tag. When you nest one of these tags within a `<div>` or semantic tag, placeholder text appears. To enter text, you must first replace the placeholder text.

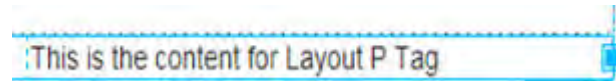


Figure 2-12: Placeholder text in a `<p>` tag, nested in a grid row column.



Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Lay Out a Page Created with Bootstrap.

ACTIVITY 2–5

Adding and Arranging Page Elements on a Bootstrap Page

Data Files

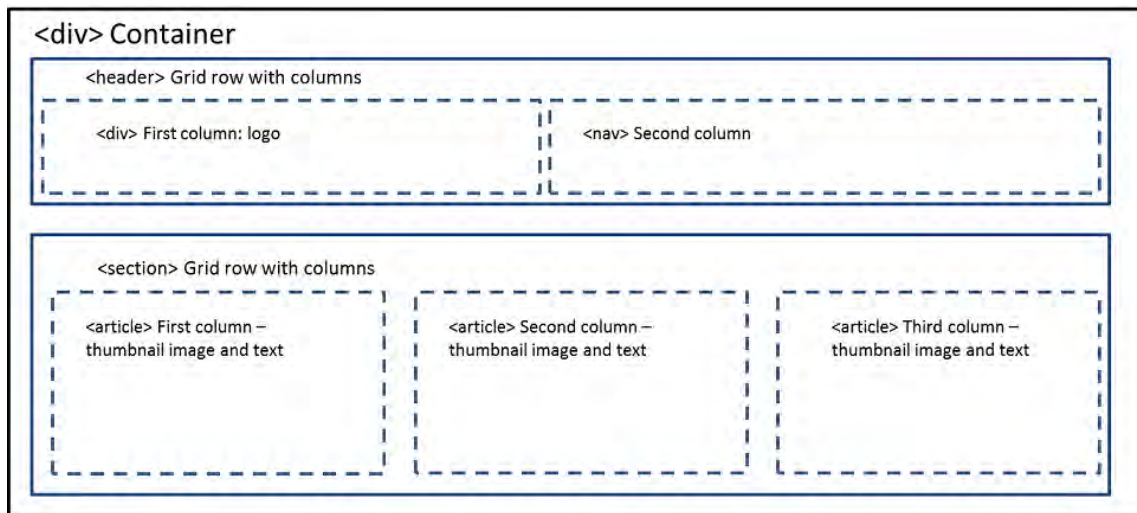
All files in C:\092006Data\Writing_for_Mobile_Platforms\Topic_B\starter

Before You Begin

The Emerald Epicure site is open. The **index.html** page you created in the "Creating a Bootstrap Page" activity is open.

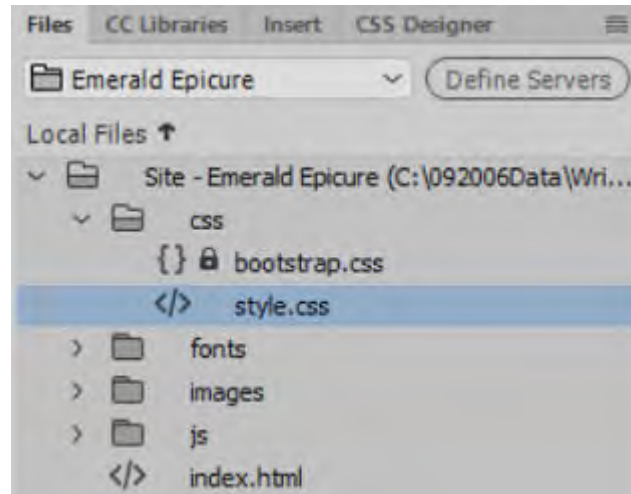
Scenario

Your home page is ready and waiting for content. Bootstrap has created CSS, fonts, and JavaScript. You decide to provide IDs for your page elements to facilitate later editing. You and a colleague have drawn an initial wireframe for your page layout and given some thought as to how you will use Bootstrap to accomplish this.

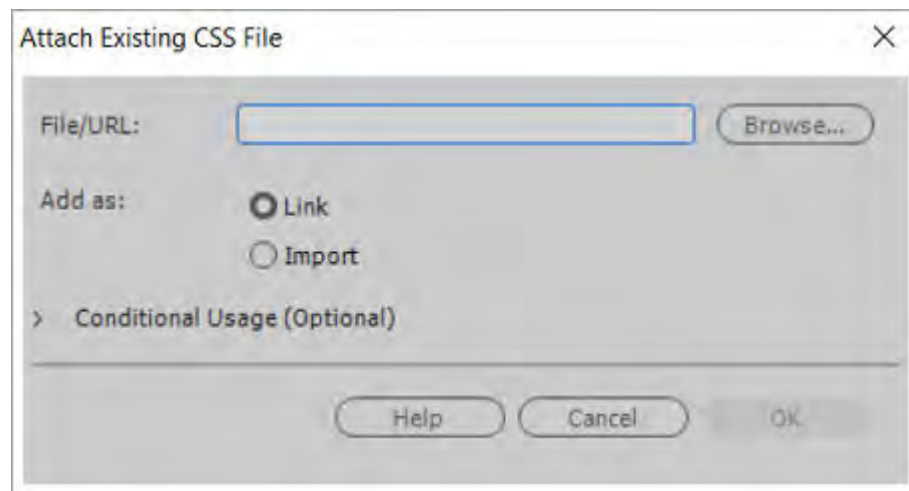


1. Create a custom style sheet in the `css` folder and link it to the home page.
 - a) In the **Files** panel, right-click the `css` folder and select **New File**.
A new file appears in the **Files** list with the file name selected.

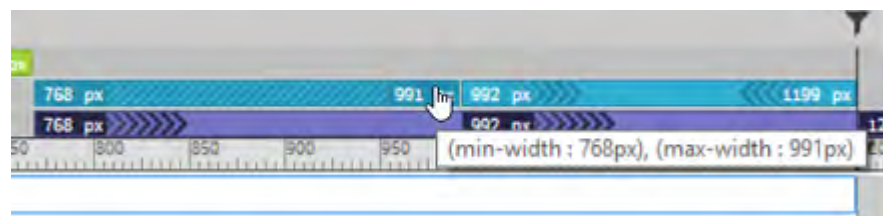
- b) Delete **untitled.html** and enter **style.css** as the file name.



- c) Select the document window to select the **index.html** page.
 d) On the **Application Bar**, select **File→Attach Style Sheet**.



- e) In the **Attach Existing CSS File** box, select **Browse** and navigate to the **css** folder. Select **style.css**.
 f) Select **OK**.
 g) In the **Attach Existing CSS File** box, verify that **Link** is selected.
 h) Select **OK**.
2. Add a container for all page contents.
- a) On the **Visual Media Query** bar, select the media query **min-width 992 - max-width 1199**.

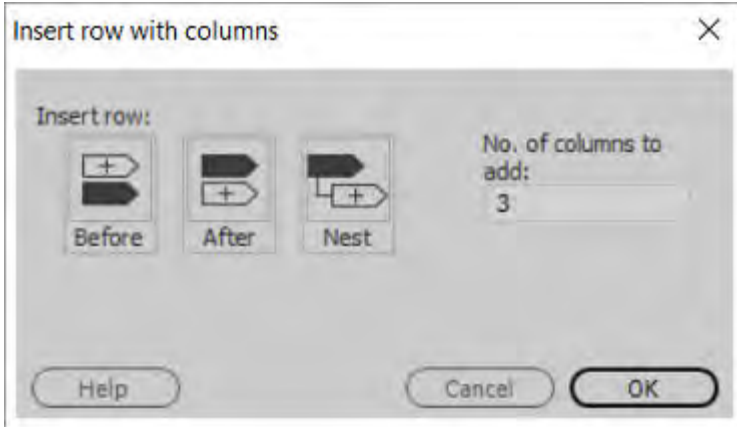


- b) In **Live** view, select the **body** tag.
 c) From the drop-down list at the top of the **Insert** panel, select **Bootstrap Components**.

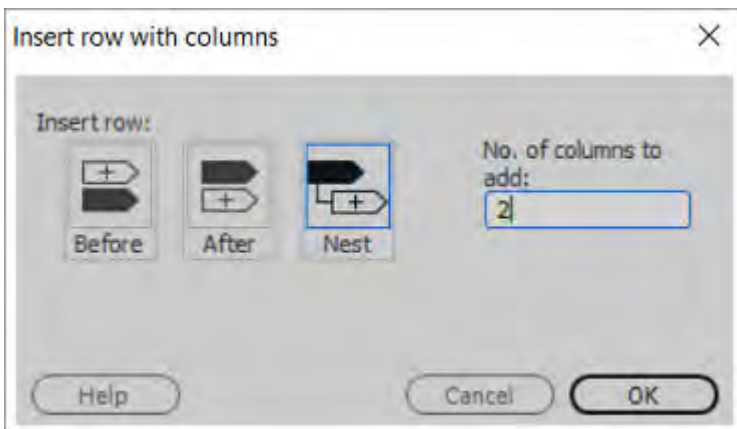
- d) Select **Container**.
A div with the container class appears within the body tag.

3. Add a **Grid Row with column** to contain the Emerald Epicure logo and navigation.

- a) On the **Insert** panel, select **Grid Row with column**.
The **Insert row with columns** dialog box appears.



- b) In the **Insert row** section, select **Nest** to place your grid within the container div.
- c) In the **No. of columns to add** text box, type **2**



- d) Select **OK**. Observe the blue dotted line between the two columns of your new row. Observe the tags and classes in the **Tag Selector**. Observe the **Element Display**.



- 4. Change the row's div tag to a semantic header tag.
 - a) With the new div tag still selected, switch to **Split** view.
 - b) In the element `<div class="row">`, select **div** and type **header**
 - c) Within the header tag, add **`id="logo-and-nav-grid"`**

- d) Select the associated closing `</div>` and substitute `</header>`

Your code should look like this:

```
<div class="container">
  <header class="row" id="logo-and-nav-grid">
    <div class="col-sm-6"></div>
    <div class="col-sm-6"></div>
  </header>
</div>
```

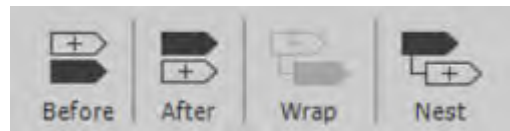
- e) Select **Live view**.
f) Observe the **Element Display** for the new `<header>`.



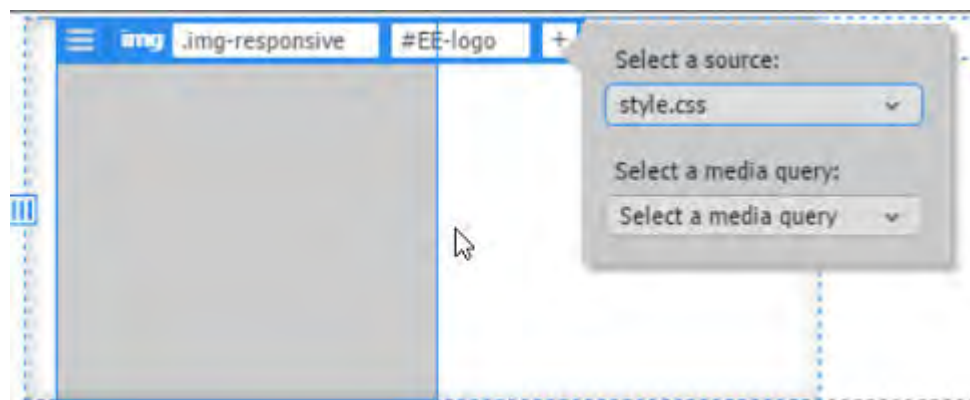
5. Add a placeholder responsive image for the company logo and assign an ID.
a) Select the first column in the header.



- b) On the **Insert** panel, select **Responsive Image** and from the pop-up list, select **Default**.
c) In the document window, from the positioning pop-up, select the **Nest** option.

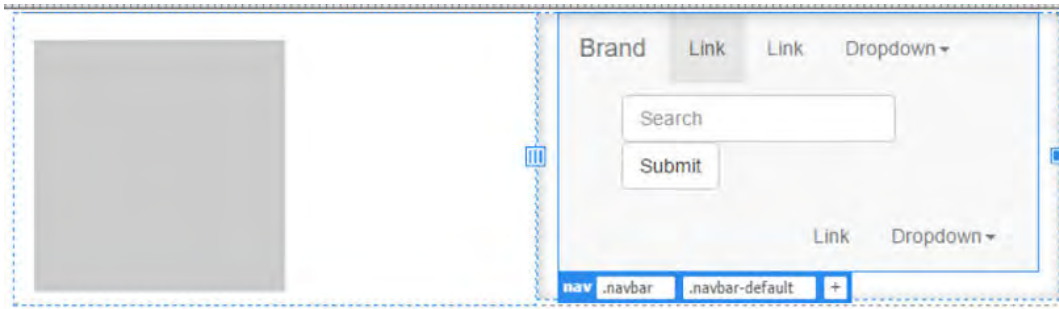


- d) In the **Element Display** for the image placeholder, select the plus sign (+) and enter `#EE-Logo`



- e) Make sure that **Select a source** is set to `style.css`.
f) Press **Enter**.
6. Add a navigation bar to the right-hand column in the grid row with columns.
a) Select the right-most column in the grid row with columns.

- b) In the **Insert** panel, select **Navbar: Basic Navbar** and, in the **Position Assist** dialog box, select **Nest**. Your page so far looks like this:



- 7. Add a grid row with columns to house text on product background, history, and harvesting.
 - a) Right-click and, in the context menu, select **Select Parent Tag**.
 - b) Right-click and, in the context menu, select **Select Parent Tag** again. The header row will be selected.



- c) On the **Insert** panel, select **Grid Row with column**.
- d) In the **Insert row with columns** box, in the **Insert row** section, select **After** to place your grid after the header.
- e) Make sure the **No. of columns to add** text box is set to **3**
- f) Select **OK**. Observe the blue dotted lines between the three columns of your new row. Observe the tags and classes in the **Tag Selector**.
- g) Use the **Split** view to replace **div** tags with semantic tags by making the following changes to the code. Be sure to change closing tags.

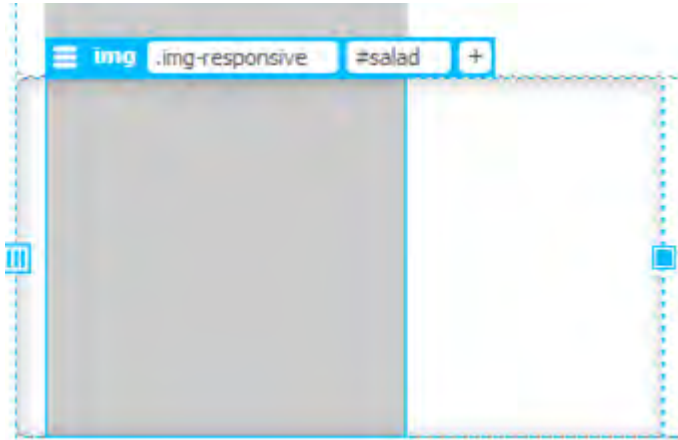
div class="row"	section class="row"
For all three columns:	
div class="col-md-4"	article class="col-md-4"

Your code should look like this:

```
<section class="row">
  <article class="col-md-4"></article>
  <article class="col-md-4"></article>
  <article class="col-md-4"></article>
</section>
```

- 8. Add a responsive image to the first column in the row.
 - a) Select the first column in the <section> row.
 - b) In the **Insert** panel, select **Responsive Image** and then select **Nest**.

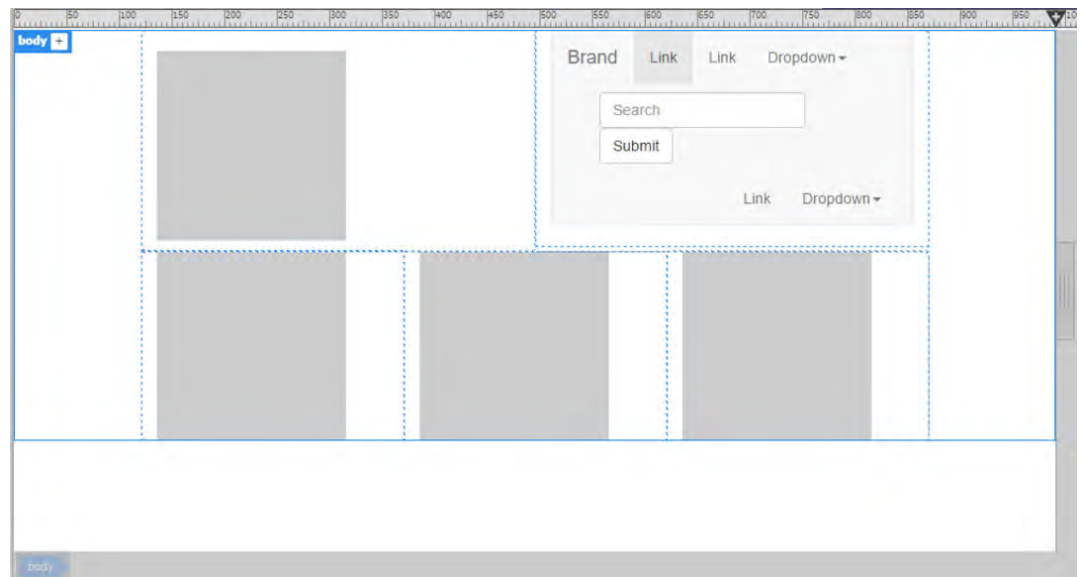
- c) In the **Element Display**, select the plus sign (+) and enter **#salad** to assign the ID.



- d) Press **Enter** twice.

9. Add a responsive image to the second and third columns in the row.

- a) Using the same method you used to add a responsive image to the first column, add a responsive image to the second and third columns with the ids "urns" and "field," respectively.
b) Click outside of the document window and observe the page layout.



10. Save the layout.

- a) Select **File→Save All**.
b) If the **Copy Dependent Files** box appears, select **OK** to allow the Image Placeholder image to be saved within the site folder.

ACTIVITY 2–6

Adding Content to a Bootstrap Page

Data Files


Data files are in the C:\092006Data\Writing_for_Mobile_Platforms\Topic_B\starter folder and the page created in the Adding and Arranging Page Elements on a Bootstrap Page activity. If you feel you may have made a mistake and would like to work from the files as they should be at this point, you may use the Manage Sites dialog box to repoint the Emerald Epicure site to Writing_for_Mobile_Platforms\Topic_B\additional_files.

Before You Begin

The Site Emerald Epicure is open. The **Local** folder for the site is still **C:\092006Data\Writing_for_Mobile_Platforms\Topic_B\starter**, or you have switched it to **Writing_for_Mobile_Platforms\Topic_B\additional_files**. The **index.html** page is open.

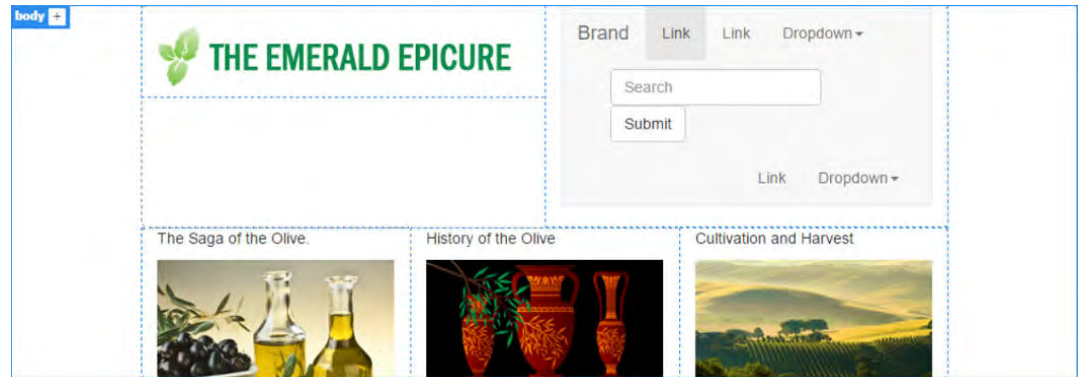
Scenario

You have created a layout and added containers to your Bootstrap home page. You have also added placeholders for your images and a navigation bar. You now need to add images and text to the page.

1. Specify the images in the first grid row.
 - a) In **index.html**, select the image placeholder in the top-most grid row on your page. The image placeholder appears as a gray box with the ID **#EE-logo**.
 - b) In the **Files** panel, expand the **images** folder.
 - c) In the **Properties Inspector**, drag from the **Src Point to File** icon  to the file **logo.png**. The Emerald Epicure logo appears.
2. Add the images and text in the second grid row.
 - a) In the second grid row, select the first img-responsive placeholder. This image placeholder appears as a gray box with the ID **#salad**.
 - b) In the **Properties Inspector**, drag from the **Src Point to File** icon to the file **salad.png**.
 - c) With the salad image selected, in the **Insert** panel, select the **HTML** category and the **Paragraph** tag.
 - d) In the positioning pop-up, select **Before**.
 - e) Double-click the placeholder text in the new paragraph. An orange box appears around the text. Select the placeholder text and enter *The Saga of the Olive*
 - f) Select outside the paragraph.
3. Add images and text to the second and third columns.
 - a) Using the same method you used to add an image and text to the first column, add images and text to the second and third columns as follows:

<i>Image File</i>	<i>Paragraph Text</i>
urns.png	History of the Olive
field.png	Cultivation and Harvest

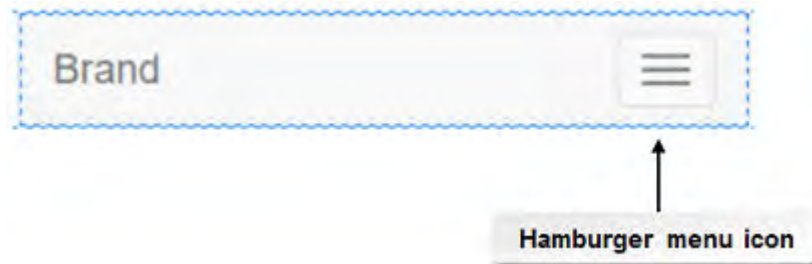
- b) Select outside the row.



- 4. View the images and navigation bar for various devices.

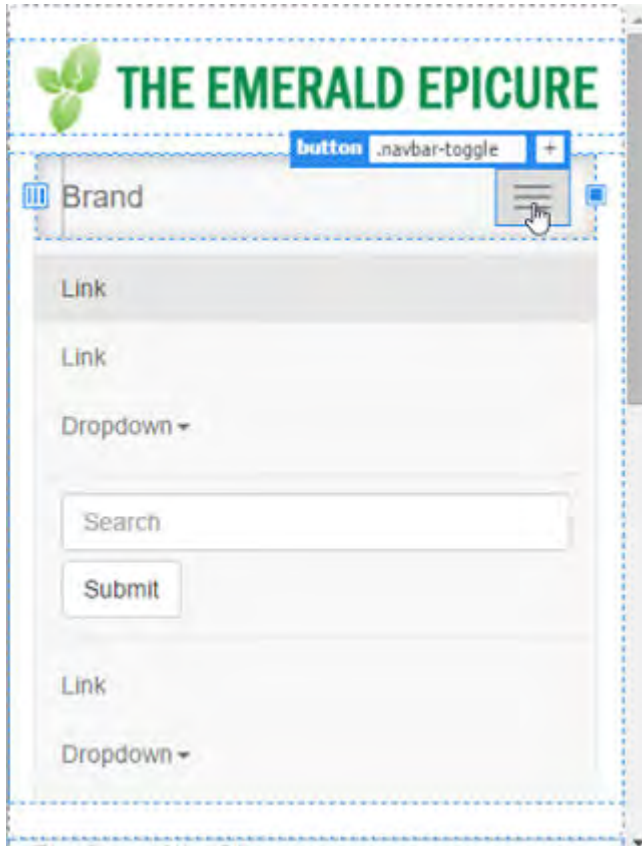
- a) View your images in various media queries.
- b) To view the logo as it would appear on an iPhone 7, select the **Window Size** tool and select **iPhone7**.

The logo is small enough to appear essentially the same in most viewport sizes. In the iPhone 7 and similar sizes, the menu collapses to a hamburger icon.



- c) Select the hamburger icon.

When the hamburger icon is selected in **Live** view of the browser, a vertical menu of link placeholders appears.



- d) On the **Application Bar**, select **File→Save**.
 e) Select **Double click to fit width** to set the document size to fill the available window.
 f) Preview in the browser.
 g) Close the browser tab displaying your page and return to Dreamweaver.

5. Save the file.

- a) Select **File→Save All**.
 b) Keep the file open.

Styles for Elements on a Bootstrap Page

Bootstrap components, including Bootstrap divs, are associated with built-in styles in the bootstrap.css file. The bootstrap.css file is over 5,500 lines of read-only code. You can easily view the CSS for a class or element ID by using the Filter box in the CSS Designer panel. You can modify the style of bootstrap components by creating your own style sheet or by adding a style to the HTML page. In effect, you will be creating styles that add properties to the default styles or overrule properties of the default styles.

The @media rule in bootstrap.css provides styles for several viewport sizes. Several media queries are built-in for various screen sizes and for printing. One of the built-in media queries has a minimum width of 767 pixels; 767 pixels is a common smartphone size. You also have the option of adding additional media queries and specifying a style for built-in or custom media queries.



Note: For more information about writing CSS code, check out the LearnTO **Implement Best Practices for Writing CSS Code** and LearnTO **Work with Various Coding Features of Dreamweaver** presentations. You can access these presentations by clicking the **LearnTO** tile on your CHOICE Course screen.

CSS Descendant Selector

Many built-in Bootstrap classes make use of descendant selectors. A class with a descendant selector applies a style for each instance of tag x that occurs nested within tag y . For example, you might want to format list item text as bold, but only when the list item is nested inside a nav tag. You could accomplish your goal by writing a compound class such as the one in the following figure.

```
nav li {  
    font-weight:bold;  
}
```

Figure 2–13: Descendant selector.

This rule would not impact list items outside a nav tag.

For more information on compound CSS classes, see "CSS Combinators" at www.w3schools.com/css/css_combinators.asp.



Access the Checklist tile on your CHOICE Course screen for reference information and job aids on **How to Style a Bootstrap Div or Component**.

ACTIVITY 2-7

Styling Elements on a Bootstrap Page

Data Files


Data files are in the `Writing_for_Mobile_Platforms\Topic_B\starter` folder and the page created in the Adding and Arranging Page Elements on a Bootstrap Page activity. Students who switched to `Writing_for_Mobile_Platforms\Topic_B\additional_files\index.html` should continue with that file.

Before You Begin

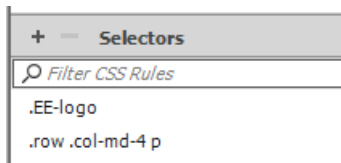
The Site Emerald Epicure is open. The `index.html` page you modified in the "Adding and Arranging Page Elements on a Bootstrap Page" activity is open.

Scenario

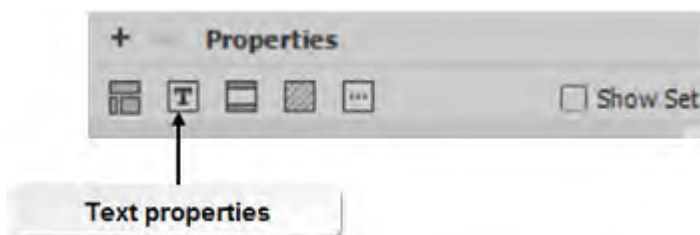
You have created a layout and added certain components to your Bootstrap home page. You now need to style the components on the page.

1. Center and enlarge the text in the three-column grid.
 - a) Select the paragraph tag in the first column of the three-column grid.
 - b) At the top of the **CSS Designer** panel, verify that **All** is selected.
 - c) So that the new style will be added to the `style.css` file in the **Sources** section, select **style.css**.
 - d) In the **Selectors** section, select the plus sign. 

The new selector appears as `.row .col-md-4 p` because in the last exercise, you selected a paragraph in a column that combines four underlying columns.



- e) Press **Enter**.
- f) If **Show Set** is selected, deselect it.
- g) In the **Properties** section, select the **Text** icon to view text-related properties.



- h) Set the color to `#536C1F` to set the text color to green.
- i) From the **font-size**: drop-down list, select **em** and type **1.3**

- j) Set the **text-align** property to center.



- k) Observe that the paragraph text in all three columns is green and center-aligned.
2. Style the navigation bar.
- Select any item in the navigation bar.
 - In the **Tag Selector**, select **nav** to select the navigation bar.



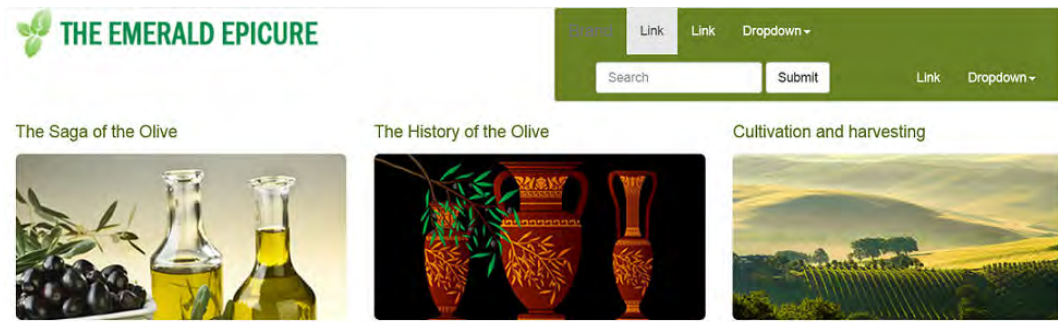
- Select the plus sign **+** at the top of the **Selectors** section.
The new **Selector** appears as **#logo-and-nav-grid .col-md-6 .navbar.navbar-default** because when you insert a default nav bar, the built-in bootstrap.css file assigns it the **.navbar.navbar-default** class.
- Press **Enter**.
- In **CSS Properties**, select the background category of properties.



- Select the **background-color** drop-down list to display the color selection box. Type **#6A8225** in the box in lower-left portion of the color selection box.
3. Set the text of links in the nav bar to white.
- Select the area just to the right of the link with the light gray background.
You are selecting a link that is difficult to see because of the green background applied to the nav bar.
 - Select the plus sign **+** at the top of the **Selectors** section.
The new selector appears as **.nav.navbar-nav li a** because the built-in bootstrap.css file assigned the **.nav.navbar-nav li a** class to the links in the list within the navigation bar when you inserted the default nav bar.
 - Press **Enter**.
 - In **CSS Properties**, select the text category of properties.
 - Select the **color**: drop-down list to display the color selection box. Type **#FFFFFF** in the lower-left portion of the color selection box.

4. Save and preview.

- a) Select **File**→**Save All**.
- b) Select **File**→**Real-time Preview**→**Internet Explorer**. Your page will be similar to this example:



- a) Close Internet Explorer.
- b) Select **File**→**Close All**.

Summary

In this lesson, you created media queries and used them to design an attractive page that is usable across devices with different viewport sizes. You used the Bootstrap template to more efficiently create responsive pages.

Given your target audience, which devices do you think they use, or will use, most often to access your pages?

Which guidelines for writing mobile pages will be most important for your site?



Note: Check your CHOICE Course screen for opportunities to interact with your classmates, peers, and the larger CHOICE online community about the topics covered in this course or other topics you are interested in. From the Course screen you can also access available resources for a more continuous learning experience.

3

Creating Forms

Lesson Time: 1 hour

Lesson Introduction

You formatted web pages in order to enhance their appearance. You have used digital forms on websites. As you develop your site, you may need to collect information from visitors, such as opinions, customer or employee information, or feedback on your services.

Lesson Objectives

In this lesson, you will:

- Create a form with form fields.
- Validate a form.

TOPIC A

Create a Form with Form Fields

You know that the design and layout of a regular web page requires thought and planning. In much the same fashion, you will need to plan and lay out a form, and consider its placement in a page. To make a form functional, you need to add data input fields.

Forms

A *form* is a page that collects data from users and submits the data to a server for processing. Every single form on a web page has a unique name and contains input elements, or controls, and other HTML features. For data to be transmitted from the form to the server, the form supplies the browser with a path to the form page or script, which processes data and defines the method for data transmission. Built on a combination of form elements and scripts that process data, each form differs in its function and appearance.

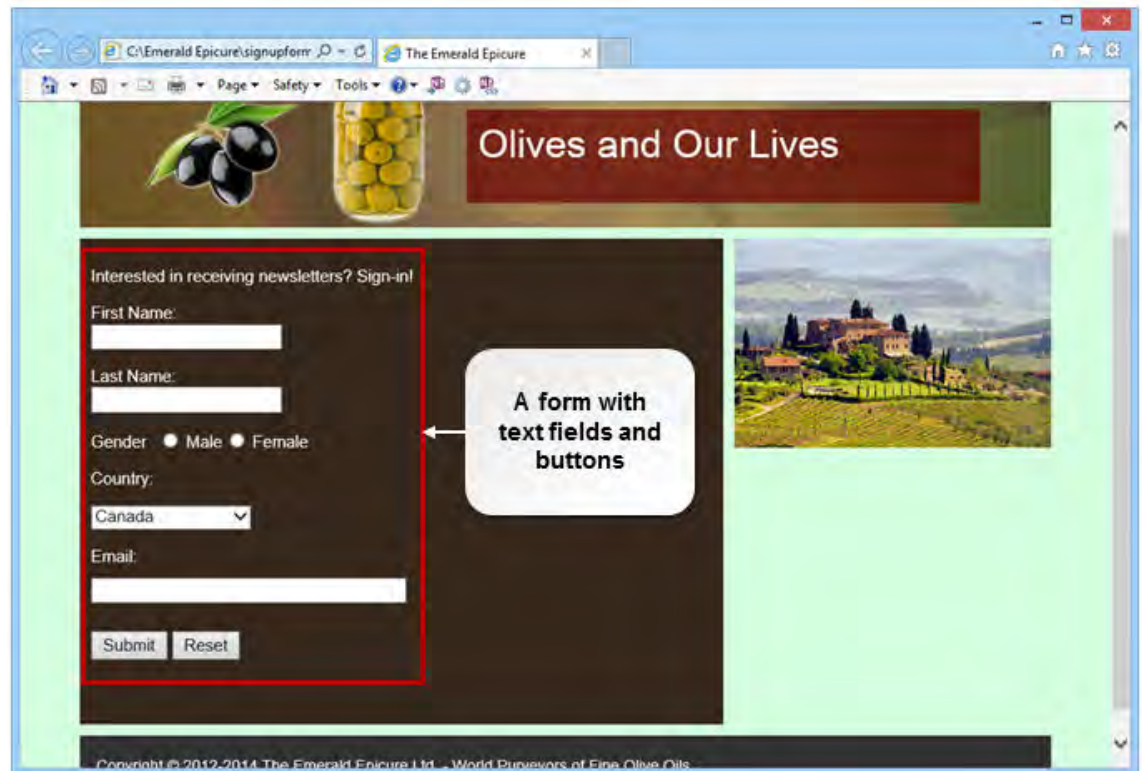


Figure 3-1: A form with various elements.

Form Properties

Form properties are the features of a form that determine what happens to the form when it is submitted.

Property	Description
Form ID	A distinct name given to a form on a web page.
Action	The path specified to a page or script that processes a form.

Property	Description
Method	A mode in which a form's data can be submitted to a server.
Target	The window where processed data is displayed.
Enctype	The encoding format that needs to be applied to submitted data.
Class	The type of CSS style that is applied to a form.

Form Processing Methods

The different methods by which information is processed in a form are called form processing methods. Once a form is submitted, the data in the form is transferred to an email address, a server-side application, or a Common Gateway Interface (CGI) script. If the data is delivered to an email address, the receiver obtains the data in the form of an email message, which is then processed. With ColdFusion or JSP, which are server-side applications, the page searches and updates a database and returns the processed results to the browser in HTML. Data processing in a CGI script is similar to a server-side application. In addition, the script redirects the request to another HTML page, which is to be returned to the browser.

To send the information to the form processor, choose between the Get and Post actions. The Get action places the names and values of the form fields in the URL of the form processor. Post embeds the form data in the HTTP request.

Form Elements

A *form element*, also called a form field, enables users to enter their data directly in a form and record the inputs. Each form element in a form has a unique name, and it saves the data that users enter. After the form is submitted, the name and value pairs of all the form elements used are transferred to a server, where they are processed.

Interested in receiving newsletters? Sign-in!

First Name:

Last Name:

Gender Male Female

Country:

Email:

Figure 3–2: Different form elements added to a form.

Types of Form Elements

Dreamweaver provides different types of form elements. Most of the elements listed in the following table are fields in which the user enters information. The label element is simply a label for a form field. This list is not exhaustive.

<i>Type</i>	<i>Description</i>
Text Field	Accepts alphanumeric input.
Hidden Field	Stores information a user enters in other fields, such as names and email addresses, which is used by the script that processes the form.
Textarea	Accepts several lines of alphanumeric input.
Checkbox	Shows one option to be selected or deselected.
Checkbox Group	Holds a collection of check boxes that can be selected or deselected. Multiple options can be selected within a group.
Radio Button	Displays one option among a group of options.
Radio Group	Holds a group of radio buttons that represent exclusive options. All the options have identical names, but hold different values. If one option in the group is selected, all the other options are deselected.
List/Menu	Displays a drop-down list that enables users to select a single item, or displays a list box that enables users to select a single item or multiple items.
Jump Menu	Builds a menu that allows users to select an option to navigate to another page.
Image Field	Provides an image that can be used as a graphical button.
File Field	Permits users to browse and select a file.
Button	Executes a particular task when clicked. Mostly used to submit and reset a form's contents or execute scripts.
Label	Shows descriptive text.
Email	Intended for entry of an email address. If an entry in the field does not include an @ sign, the browser will indicate that the entry is invalid.
Date	When viewed in Google Chrome, the Date field offers the user a calendar tool for selecting a date.



Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Create a Form with Fields and Field Properties.

ACTIVITY 3-1


Creating a Form

Data Files

All files in C:\092006Data\Creating_Forms\starter


Scenario

As part of a marketing initiative, the marketing team has suggested that site visitors be allowed to sign up in the company's website, so that they can receive product information, updates, and information on various promotional offers on a regular basis. You decide to get started with the creation of a form. To collect the required information from your website users, you have to provide the necessary input fields in the form page.

1. Use the files in C:\092006Data\Creating_Forms\starter for the Emerald Epicure site.
 - a) In the **Files** panel, select the **Manage Sites** drop-down list, and select **Manage Sites**.
 - b) In the **Manage Sites** dialog box, select **Emerald Epicure**.
 - c) Select **Edit site**. 
 - d) Browse to C:\092006Data\Creating_Forms\starter.
 - e) Select **Select Folder**.
 - f) In the **Site Setup** dialog box, select **Save**.
 - g) If a box appears notifying you that the cache will be re-created, select **OK**.
 - h) In the **Manage Sites** dialog box, select **Done**.

2. Add a Form container.
 - a) Open the file **signupform.html**.
 - b) In **Live** view, select the **h3** object containing the words "Interested in receiving newsletters? Sign up!"
 - c) In the **Insert** panel, from the drop-down list at the top of the panel, select the **Form** category.
 - d) In the **Form** category, select **Form** and the position **After**.
 - e) Observe that a form HTML element has been added beneath the words "Interested in receiving newsletters? Sign up!"

3. Set the form properties.
 - a) Verify that the form is selected or the insertion point is inside the form.
 - b) In the **Property Inspector**, in the **ID** text box, enter **Signup** to assign an ID to the form.
 - c) In the **Action** text box, enter **action.cfm**



Note: You are entering **action.cfm** as an example only. The file extension **.cfm** refers to Cold Fusion Markup language. The server file that will process your form could be one of several file types, each with its own file extension, such as **.cfm**, **.asp**, **.php**, or **.pl**.

 - d) In the **Method** drop-down list, make sure that **POST** is selected.



Note: The GET method appends input to the requested URL. It is often used for search forms or to direct the site visitor to another page in the site. Thus, the input is visible to anyone viewing the destination page. Input sent to the server via the **POST** method is not visible in the URL. However, the information being sent can be accessed by a hacker. If the information should be secure, use a secure connection to a secure server.

e) Select **File→Save**.


4. Which form property is used to define the procedure by which a form's data is submitted to a server?

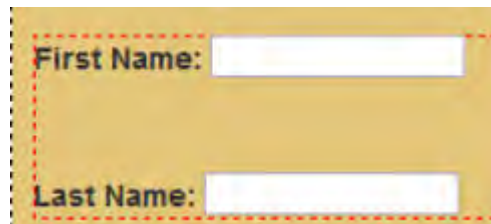
- Form ID
- Class
- Method
- Action

5. What are some of the most common uses of forms?

6. Add text fields to the form.


- a) Switch to **Design** view and position the insertion point inside the form you created.
 b) Delete the placeholder text.

- c) In the **Form** category, in the **Insert** panel, select **Text**  to generate the text field.
 d) In the document window, add a title for the **First Name** field by replacing the text "Text Field:" with **First Name:**
 e) Select the **First Name** field. In the **Property Inspector**, in the **Name** box, select the text **textfield** and type *first_name*
 f) Position the insertion point after the blank text box, press **Enter** twice and, in the **Insert** panel, select **Text** to generate the text field.
 g) In the document window, add a title for the **Last Name** field by selecting the text "Text Field:" and entering **Last Name:**
 Your form should now include the following:




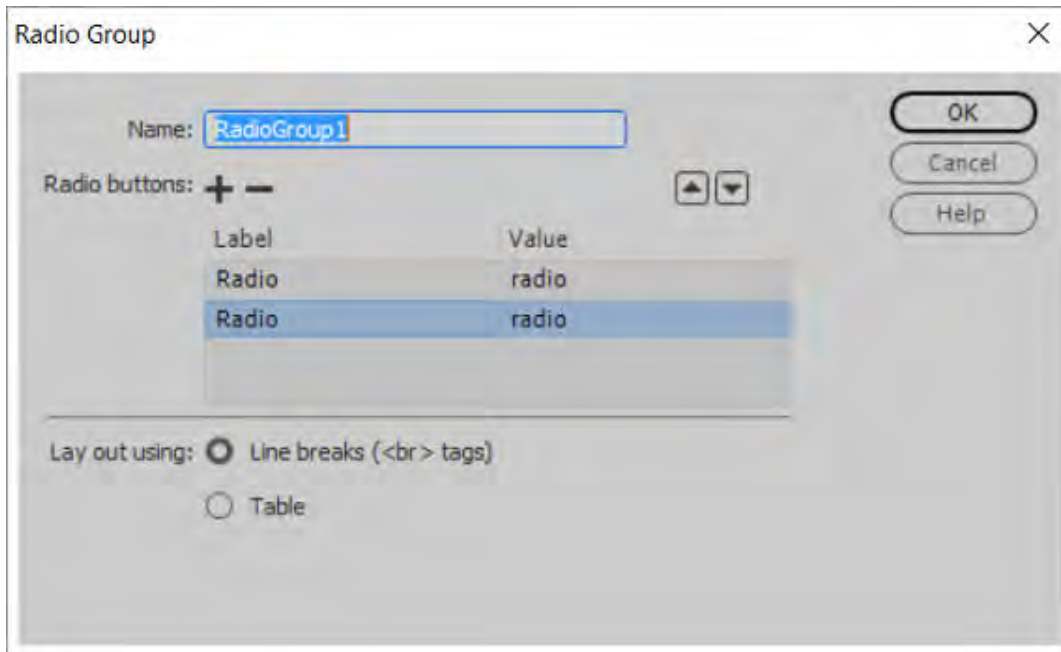
- h) Select the **Last Name** field. In the **Property Inspector**, in the **Name** box, select the text **textfield** and enter *last_name*

7. Add radio buttons and a label to the form.

- a) Position the insertion point after the **Last Name** blank text box and press **Enter** twice.
 b) In the **Insert** panel, select **Label** . Select **Split** view.
 c) In the **Code** portion of the window, within the <label> tag, type **Gender:**

```
<p>  
<label> Gender: | /label>  
&nbsp; </p>
```


- d) Switch to **Design** view.
 - e) In the **Insert** panel, select **Radio Button Group**. 
- The **Radio Group** dialog box is displayed.

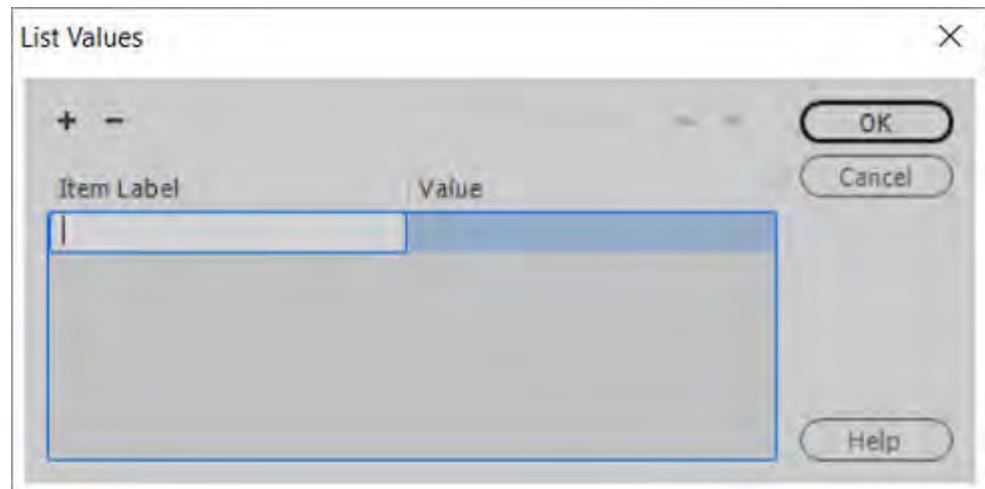


- f) In the **Radio Group** box, highlight the placeholder text in the **Name** text box and enter **Gender**
- g) Select the placeholder text **Radio** in the first row under the column header **Label**. Type **Male**
- h) Press **Tab**. The placeholder text **radio** under the **Value** column header is selected. Type **male**
- i) Press **Tab**. In the **Label** column, enter **Female**
- j) Press **Tab**. In the **Value** column, enter **female**



- k) Select **OK**.

- l) Position the insertion point after the word **Male** and press **Delete** to place both **Radio** buttons on the same line.
8. Add a drop-down list to the form.
- At the end of the label "Female," press **Enter** twice and, in the **Insert** panel, select **Select**. 
 - Select the placeholder text "Select:" and type **Country:**
 - Right-click the empty drop-down box. From the pop-up menu, select **List Values**.

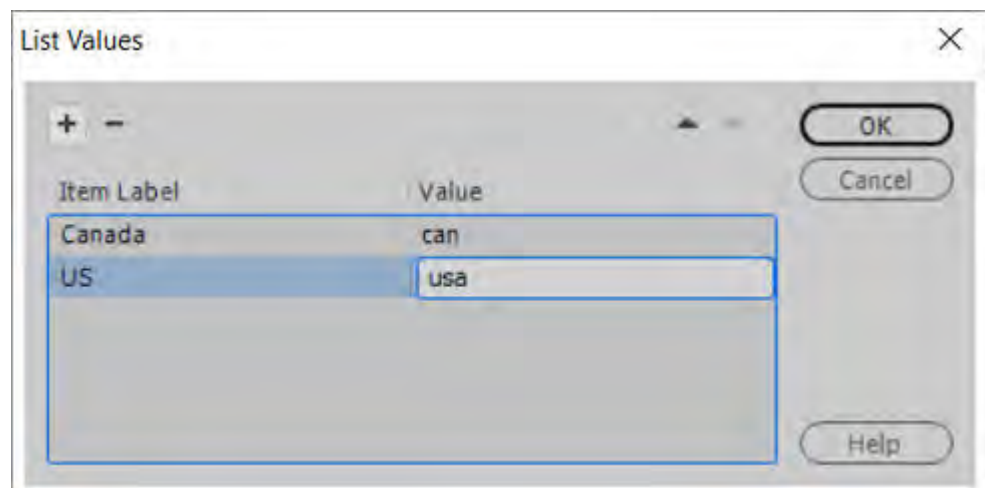


- In the **List Values** dialog box, in the **Item Label** column, type **Canada** and press **Tab**.
- In the **Value** column, enter **can**
- Select the plus sign (+) in the upper-left of the **List Values** dialog box and, in the **Item Label** column, type **US** and press **Tab**.



Note: You can also use the **Tab** key to create a new list value.

- In the **Value** column, enter **usa**



h) In the **List Values** dialog box, select **OK**.

Your form now includes:

The image shows a form on a yellow background. It contains four fields: 'First Name:' with a text input box, 'Last Name:' with a text input box, 'Gender:' with two radio buttons labeled 'Male' and 'Female', and 'Country:' with a dropdown menu currently showing 'Canada'.

9. Add an email field.

- Position the insertion point after the **Country** drop-down box and press **Enter** twice to move down two lines.
- In the **Insert** panel, select **Email**.



10. Add a field that will require a numeric value. The field will inquire how many jars of olives the user has purchased.

- Position the insertion point after the **Email** field and press **Enter** twice to move down two lines.
- In the **Insert** panel, select **Text** to generate the text field.
- In the document window, add a title for the field by selecting the text "Text Field:" and entering *How many jars of olives have you purchased this year?*
- Select the new field. In the **Property Inspector**, in the **Name** box, select the text "textfield" and type *jars-purchased*



Note: You will configure this field to only allow numeric input in the next activity.

11. Add the **Submit** and **Reset** buttons to the form.

- Position the insertion point after the last text box and press **Enter** twice.
- In the **Insert** panel, select **Submit Button**. 
- Position the insertion point to the right of the **Submit** button, and in the **Insert** panel, select **Reset Button**. 

12. Save and preview the form.

- Select **File**→**Save**.
- Preview the page in your preferred browser, then close the browser.
- Keep the **signupform.html** file open.

TOPIC B

Validate a Form

You have inserted form fields in your form. To ensure that users enter the right type of data in those form elements, you will need to set up a validating mechanism.

Form Validation

Form validation is the task of verifying if the data entered in a form is valid, meaning that it meets criteria that you set. This can be done either on the client side or server side. The form validation on the client side is done using scripts, such as JavaScript or jQuery Widgets. The validation on the server side is performed by scripts that are written to process the form.

Dreamweaver provides quick, easy methods for creating certain types of client-side validation. You can require a field. You can require a numeric value in a field. The email field is automatically validated, meaning that it is checked for an @ symbol.

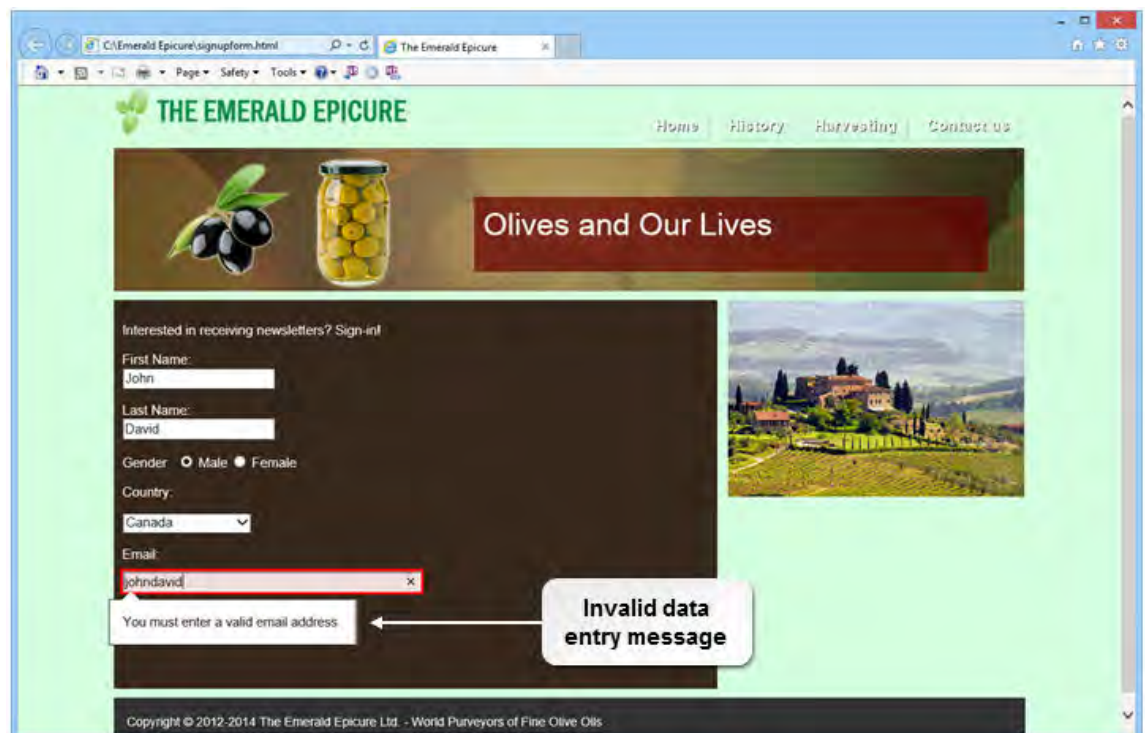


Figure 3–3: A form validated by using scripts.

Date Fields

Invalid form field data entry messages vary in appearance in different browsers. Microsoft Edge™ and Google Chrome™ force entry of numbers in the date field, whereas Internet Explorer® does not.

The way the field is displayed on the page in the browser varies as well. In Microsoft Edge and Chrome, a date field is displayed with a mm/dd/yyyy mask. In Internet Explorer, it is displayed as a free-text field. In the Edge and Chrome browsers, when you click in the **Date** field, a date picker is displayed. This is a way of ensuring that a valid date is entered in the form.

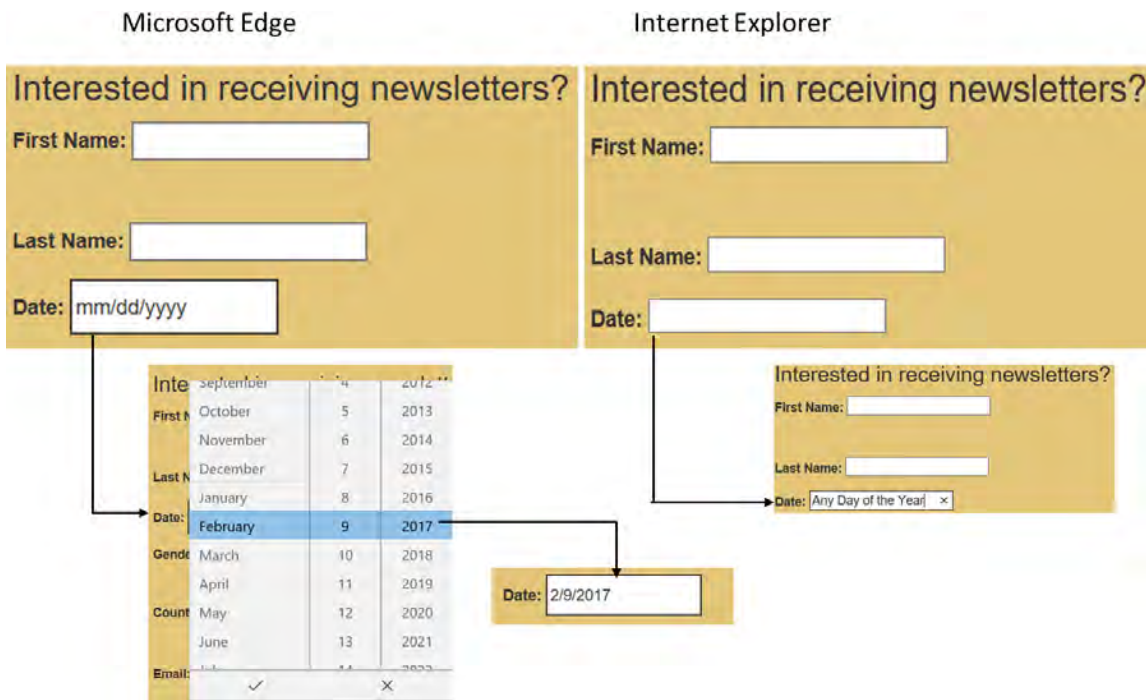


Figure 3-4: Date field displays differently in different browsers.

The Validate Form Behavior

The *Validate Form behavior* can be used to check whether or not the values in specific text fields are numeric and if numeric, whether they fall within a range of values. Validate Form behavior can also be used to require a field and to require the @ sign in an email field. However, each of these two validations can be accomplished through another method: Dreamweaver's email field automatically requires an @ sign, and the Properties Inspector can be used to require input in a field. The validity of Dreamweaver's email field and completion of fields marked **Required** in the **Properties Inspector** will be checked when the **Submit** button is selected. If you use the Behaviors panel to validate fields, you can specify that the field will be validated onSubmit, onBlur, or onChange. Although the onBlur and onChange events are similar, they are not the same. The onBlur event occurs as the user leaves the field. The onChange event checks validity only if the user changes the field's value. Thus, the onBlur event is particularly useful if you wish to validate whether or not the user makes a change to the field.

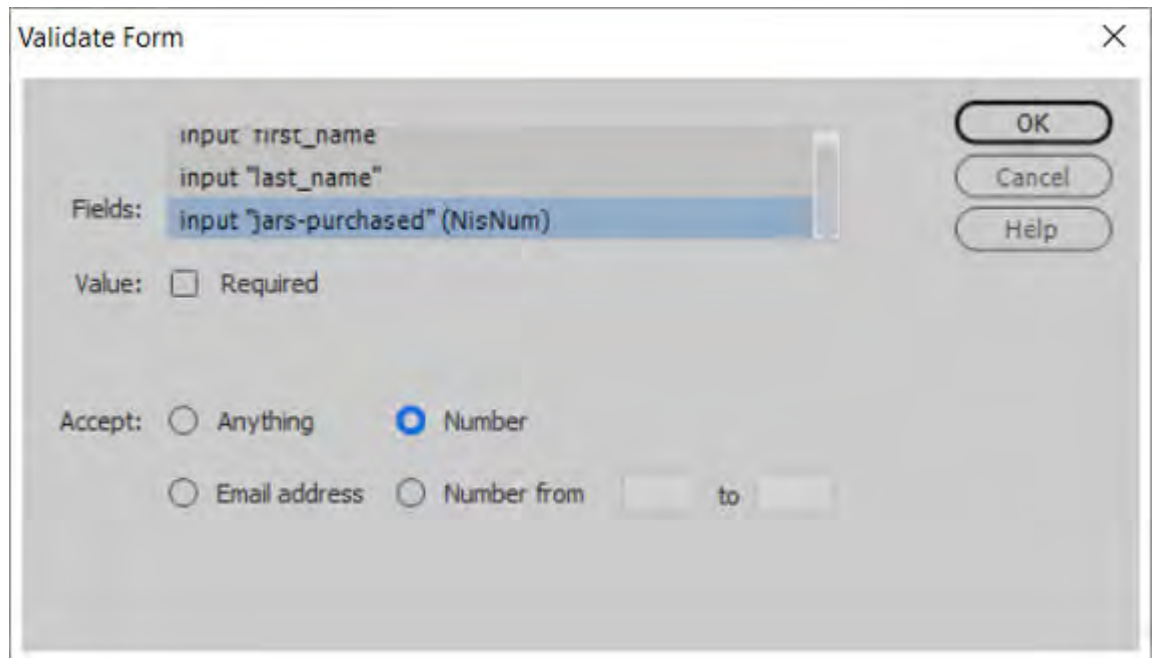



Figure 3-5: The Validate Form dialog box.

	Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Validate a Form.
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ACTIVITY 3–2

Validating a Form

Data Files

All files in C:\092006Data\Creating_Forms\starter, as modified in the previous exercise

Before You Begin

The `signupform.html` file is open and the previous activity has been completed.

Scenario

In the form that you are developing on the `signupform.html` web page, you need to gather data, such as visitor's email addresses. You need to ensure that visitors enter their first and last names. Your marketing department has asked you to be sure to ask how many jars of olives users have purchased in the past month.

1. Use the **Properties Inspector** to require entries into the first and last name fields.
 - a) If **Design** view is not active, switch to **Design** view.
 - b) Select the **First Name** field in the form. Be sure to select the input field box and not the label.
 - c) In the **Properties Inspector**, check the **Required** check box.
 - d) Select the **Last Name** field in the form. Be sure to select the input field box and not the label.
 - e) In the **Properties Inspector**, check the **Required** check box.
 - f) Save the file.




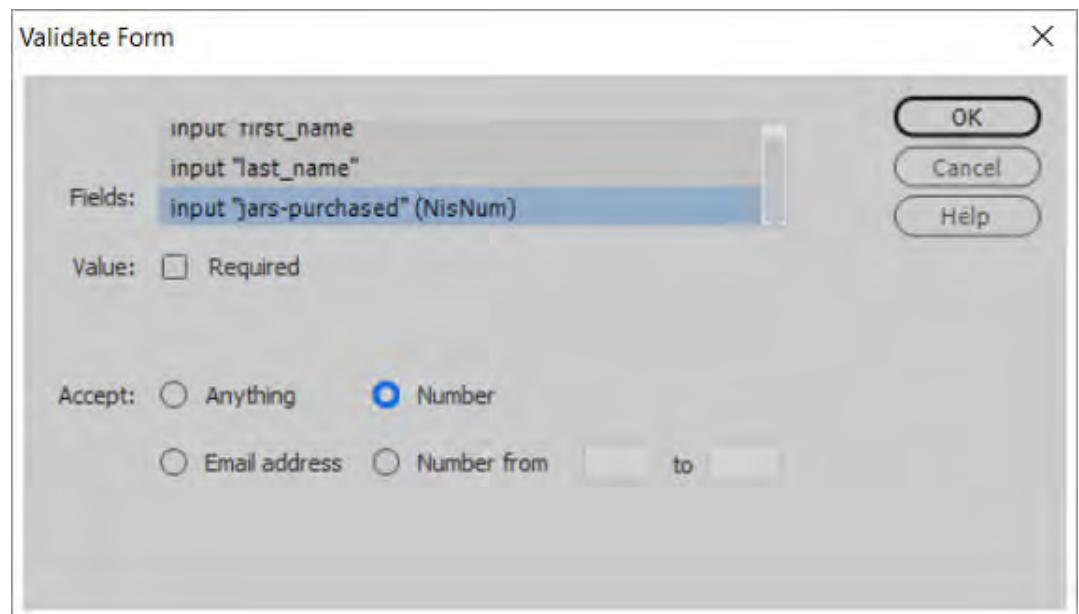
Note: The **Email** field provided in Dreamweaver's **Insert** panel will automatically check for the presence of an @ sign. You do not need to set a property to trigger this.

2. Require that a number be entered in response to the question "How many jars of olives have you purchased this year?"
 - a) Select any of the form fields. Use the **Tag Selector** to select the form tag.

- b) On the **Application Bar**, select **Window→Behaviors**.



- c) Select the plus sign  in the **Behaviors** panel.
A pop-up menu appears.
- d) From the pop-up menu, select **Validate Form**.
- e) In the **Fields** list, select input "jars_purchased".
- f) In the **Accept** section, select **Number**.



- g) Select **OK**.
- h) In the **Behaviors** panel, set the value to the left of **Validate Form** to **onBlur**.

-
- i) Close the **Behaviors** panel.
 - j) On the **Application Bar**, select **File→Save**.
3. Complete the sign-up form to test the validation settings.
- a) Preview the web page in Internet Explorer by selecting **File→Real-time Preview→Internet Explorer**.
 - b) Leave the **First Name** text box blank.
 - c) In the **Last Name** text box, type *David*
 - d) In the **Gender** section, select the **Male** radio button.
 - e) From the **Country** drop-down list, select **US**.
 - f) In the **Email** field, enter *David*
 - g) For the question "How many jars of olives have you purchased this year?" enter *many*
 - h) Select **Submit** and observe the messages and red highlighting that indicate the **First Name** field is required and the red highlighting that indicates the **Email** field is incorrectly filled out.
 - i) In the **First Name** field, type *John* and in the **Email** field, change the text to *john.david@example.com*
The fields turn white, indicating that the input has been accepted.
 - j) Press **Submit**. Depending on your browser, the **Submit** button may be labeled **Submit Query**.
 - k) Observe the error message prompting the user to enter a number in the jars-purchased field. Close the error message.
 - l) In the **Jars-purchased** text box, enter *5*
 - m) Press **Submit**. Depending on your browser, the **Submit** button may be labeled **Submit Query**.
 - n) Close **Internet Explorer**.
 - o) Close all open files.
-

Summary

In this lesson, you created forms and validated form fields. Forms have become one of the integral features of a website and enable you to collect information or feedback from your site users. Dreamweaver enables you to develop and validate forms easily and quickly by means of built-in form elements.

What are some of the best practices that you have implemented when developing a form page?

What are some of the form validation techniques that you will use to check for valid user input?



Note: Check your CHOICE Course screen for opportunities to interact with your classmates, peers, and the larger CHOICE online community about the topics covered in this course or other topics you are interested in. From the Course screen you can also access available resources for a more continuous learning experience.

4

Creating Movement

Lesson Time: 30 minutes

Lesson Introduction

You have created layouts that will look good when displayed on multiple devices, including smartphones and tablets. You have also created usable, effective forms.

Given competition between web pages and user expectations, web designers increasingly must use strategies such as movement to maintain user interest, keep users on a page longer, and encourage return visits. You may also need to create movement to display more information in a compact space or to make a specific point. You can use Dreamweaver to add movement by using behaviors and CSS transitions.

Lesson Objectives

In this lesson, you will:

- Create movement with CSS Transitions.
- Add behaviors.

TOPIC A

Apply CSS Transitions to Create Movement

You learned the basics of CSS and how to use CSS Designer in *Adobe® Dreamweaver® CC (2017): Part 1*. You have used CSS to format the appearance of pages on desktop and mobile devices, and to control the appearance of elements on a form.

Web designs often call for movement on a page. In order to use CSS to provide movement, you must create a transition.

Benefits of Creating Movement

Movement on a page can offer several benefits.

- It can enhance user interest.
- Users may stay on a page longer due to visual interest.
- Movement can encourage return visits to the site.
- You can use movement to display more information in a compact space.
- Dynamic content can illustrate certain points more effectively than static content.

CSS Transitions

CSS Transitions provides a powerful way to implement animation effects on your web pages. You can allow your animations to change in a fluid motion rather than changing abruptly. By using the **CSS Transitions** panel, you can apply transition effects by selecting a CSS rule you want to target, selecting an event (for example, hover), and selecting which properties will change during the animation. These transitions are supported by most modern browsers.

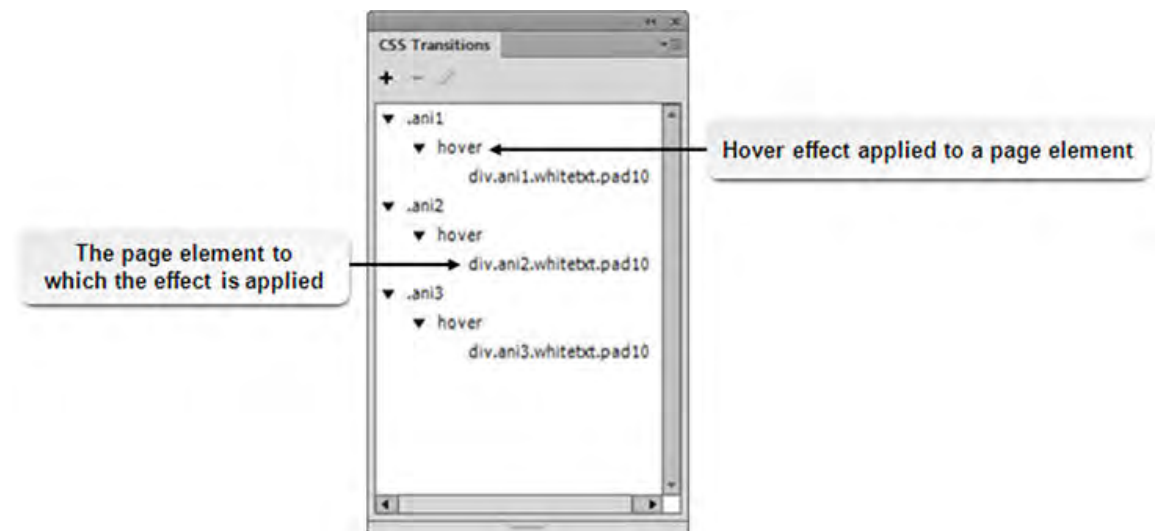



Figure 4-1: CSS Transitions.

	<p>Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Create Movement with CSS Transitions.</p>
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ACTIVITY 4-1

Creating Movement with CSS Transitions

Data Files


All files in C:\092006Data\Creating_Movement\starter

Before You Begin

Dreamweaver is open.





Scenario

After formatting the index.html file, you feel that the web page offers a great deal of text that does not sufficiently engage users. You decide to apply a transition effect to the article containers so that some of the text is displayed when the mouse pointer hovers over images.

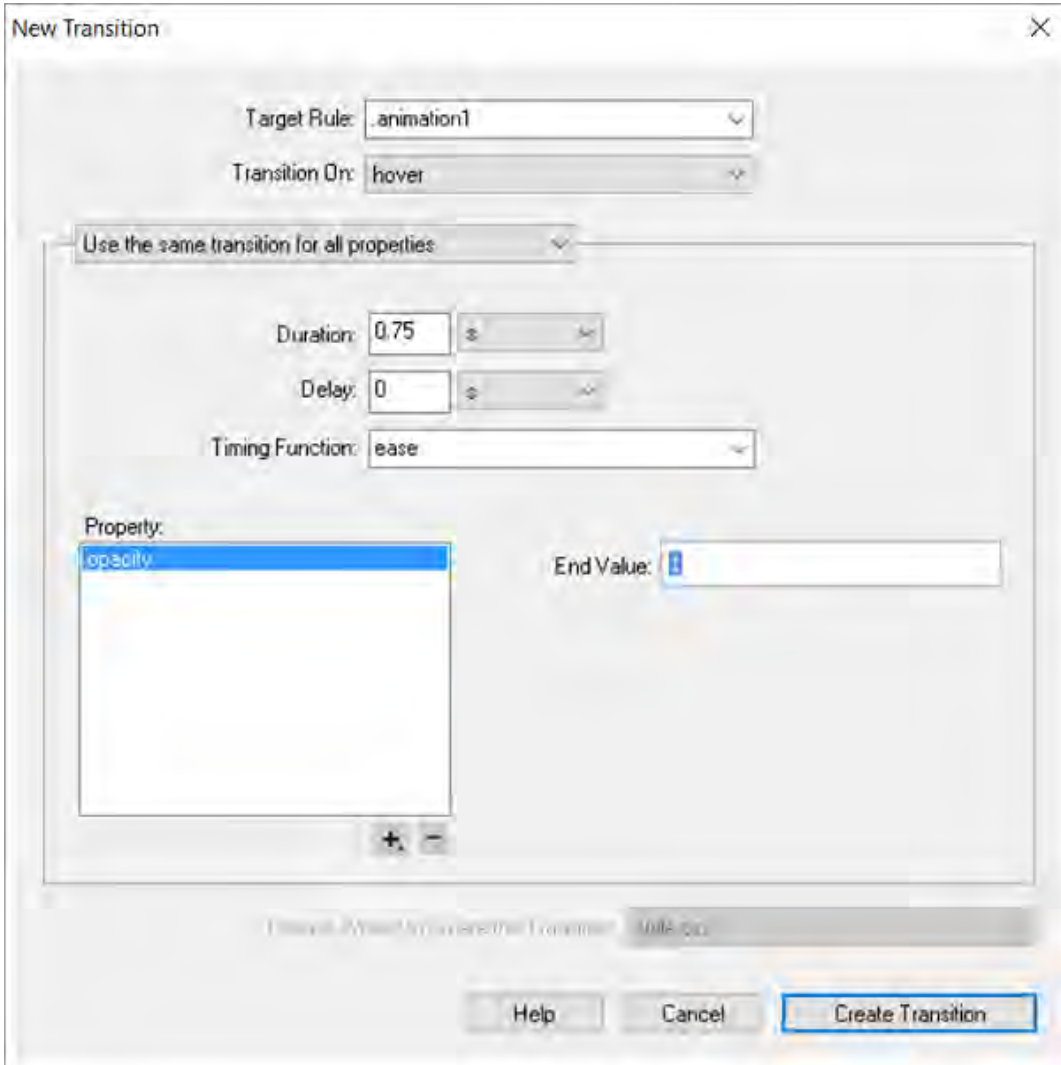
1. Use the files in C:\092006Data\Creating_Movement\starter for the Emerald Epicure site.
 - a) In the **Files** panel, select the **Manage Sites** drop-down list and select **Manage Sites**.
 - b) In the **Manage Sites** dialog box, select **Emerald Epicure**.
 - c) Select **Edit site**. 
 - d) Browse to C:\092006Data\Creating_Movement\starter.
 - e) Select **Select Folder**.
 - f) In the **Site Setup** dialog box, select **Save**.
 - g) If a box appears, notifying you that the cache will be re-created, select **OK**.
 - h) In the **Manage Sites** dialog box, select **Done**.
2. Observe an existing style.
 - a) Open **index.html**.
 - b) Switch to **Code** view.
 - c) Above the **Document** toolbar, select **style.css**.
 - d) Scroll down to find the **.animation1** rule.
 - e) Observe that the opacity is set to **0%**.

```
.animation1{
  background-color: rgba(123, 193, 64, 0.9);
  top: 30px;
  bottom: 0;
  color: #FFFFFF;
  width: 97%;
  height:100%;
  opacity: 0;
  position: absolute;
```

3. Format the text that will be animated by using an existing style rule.
 - a) Switch to **Live** view.
 - b) Select the **p** tag for the text below the "Saga of the Olive" image.

- c) To add the class `.animation1` to the `p` tag, in the **Element Display**, select the plus sign (+) and enter `.animation1`
The text below the image is no longer visible, as the opacity property was set to 0.
 - d) Similarly, apply the class `.animation2` to the `<p>` tag following the image of urns, and apply the class `.animation3` to the `<p>` tag following the image of a field.
4. Fine-tune the position of the text on top of the images by resizing the **Article** container.
 - a) In the **CSS Designer** panel, under **Sources**, select `style.css`.
 - b) In the **CSS Designer** panel, under **Selectors**, select the plus sign  and type `#Article1, #Article2, #Article3`
 - c)  **Note:** You can efficiently apply a style to multiple IDs. Use **CSS Designer** to create a selector with several IDs separated by a comma.
Press **Enter** twice.
 - d) In the **Properties** section, if **Show Set** is selected, deselect it.
 - e) Click after **max-height:** and, from the pop-up menu, select **px**. Type `240`
 - f) Click after **display:** and, from the pop-up menu, select **block**.
 - g) In the **padding property** box, make sure the lock icon is open. At the bottom of the box, click on **0px** and type `10px`
 - h) Select the **position** property, and from the pop-up menu, select **relative**.
 - i) Select the **overflow-x** property, and from the pop-up menu, select **hidden**.
 - j) Select the **overflow-y** property, and from the pop-up menu, select **hidden**.
 - k) In **Live** view, verify that each of the articles is now just tall enough for the title and images.
 5. Observe that the text formerly below the images is no longer visible in the browser.
 - a) Select **File→Save All**.
 - b) Select **File→Real-time Preview** and select the desired browser.
 - c) Observe that the text which was below the images is no longer visible.
 - d) Close the browser.
 6. Apply a transition effect to the article containers to make the associated text appear on hover.
 - a) On the **Application Bar**, select **Window→CSS Transitions**.
 - b) In the **CSS Transitions** panel, select the **Create New Transition** button. 
 - c) In the **New Transition** dialog box, from the **Target Rule** drop-down list, select `.animation1`.
 - d) From the **Transition On** drop-down list, select **hover**.
 - e) In the drop-down list below the **Transition On** drop-down list, make sure that **Use the same transition for all properties** is selected.
 - f) In the **Duration** text box, type `0.75` and, in the drop-down list to the right of it, verify that **s** is selected.
 - g) In the **Delay** text box, type `0`
 - h) From the **Timing Function** drop-down list, select **ease**.
 - i) In the CSS Designer **Property** section, select the plus sign  and select **opacity**.
 - j) In the **End Value** text box, type `1`

k) Verify that the **New Transition** box looks like this:



- l) Select **Create Transition**.
- m) With the **CSS Transitions** panel still open, hover the mouse pointer over the "Saga of the Olives" image and observe that the associated text appears.

7. Add the transition effect to the remaining columns.

- a) Animate the text below the "History of the Olives" image and the "Cultivation and Harvest" image, using the same method you used in the first column.

Container	Rule to apply
Article2	.animation2
Article3	.animation3

- b) Observe the **Transitions** panel.



- c) Close the **CSS Transitions** panel.
8. Save and preview the web page.
 - a) Select **File→Save All**.
 - b) In Internet Explorer, select **File→Real-time Preview** and select the desired browser.

c) Move the mouse pointer over the images and observe that the corresponding text is displayed over them.

The screenshot shows a website layout for 'THE EMERALD EPICURE'. At the top left is the logo with a green leaf icon. To its right is a navigation menu with links: Home, History, Harvest, Contact Us, and Newsletter Signup. Below the navigation is a large banner image of a glass bottle of olive oil surrounded by olives. Underneath the banner are three columns of content:

- The Saga of the Olive:** A green box containing text about the origin of the olive in Anatolia, its spread to the Mediterranean region, and its historical uses as food, medicine, and a symbol of wealth.
- The History of the Olive:** A dark box with an image of three ornate ancient vases.
- Cultivation and Harvest:** A box with an image of an olive grove under a sunset sky.

At the bottom of the page is a large orange box with two columns of text:

- Left Column:** A paragraph describing olive trees as a resource, listing products like food, oil, cosmetics, and wood, and detailing various uses of olives and olive oil.
- Right Column:** A section titled 'Uses of Olives' with a bulleted list: Table Olives, Stuffed Olives, Martinis, Olive Tapenade, Olive Pomace, Olive Oil, and Olive Leaf Extract.

d) Leave all files open.

TOPIC B

Apply Behaviors to Create Movement

You have formatted web pages and applied transition effects to a few elements that dynamically varied the display of text over an image. To apply some types of movement, web designers must go beyond transitions and use behaviors.

Behaviors

A behavior is an aggregate of an event and an action that is triggered by the event. When behaviors are applied to page elements, a specific type of user interaction will provoke the action, which will display the element along with the desired effect. Behaviors can be applied to different page elements by using the **Behaviors** panel.

The Behaviors Panel

New behaviors can be created and applied to different page elements such as text, images, or links by using the **Behaviors** panel. A few or all of the parameters of behaviors can also be modified here. Various options are available on the **Behaviors** panel.

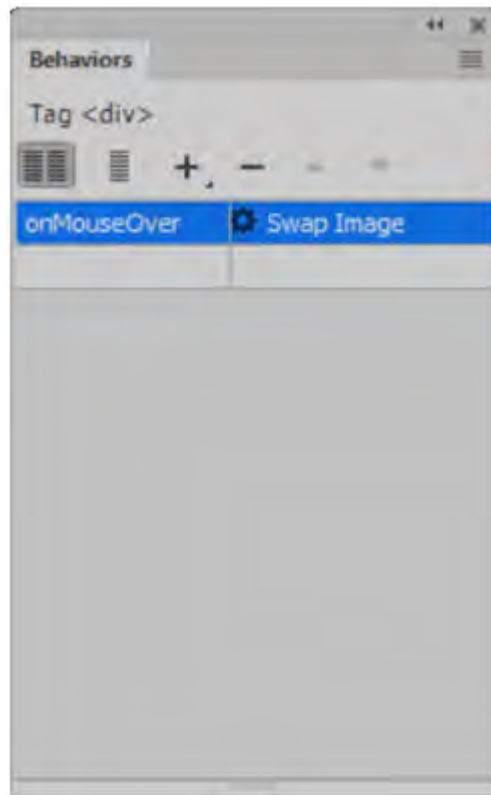


Figure 4–2: The Behaviors panel.

The Behaviors panel provides several options to further define or manage a behavior.

<i>Option</i>	<i>Description</i>
Show set events	Lists all the events that are applied to a specific page element.

<i>Option</i>	<i>Description</i>
Show all events	Lists all the events that are supported by an element by default. The events are displayed in alphabetical order.
Add behavior	Lists a set of behaviors that can be applied to different elements in a web page.
Remove event	Removes the selected event.
Move event value up	Moves the selected event one step up.
Move event value down	Moves the selected event one step down.

Available Behaviors

Several built-in behaviors, which can be applied to different page elements, are available in Dreamweaver.

<i>Behavior</i>	<i>Function</i>
Call JavaScript	A custom JavaScript function is called when an event occurs.
Change Property	The value of an object's property is changed.
Check Plug-in	Plug-ins installed on users' systems are checked. Based on the plug-in, users are redirected to different pages.
Drag AP Element	An AP element is allowed to be dragged.
Effects	A visual effect is added to an element.
Go To URL	When a link is clicked, a new page is opened in the current window.
Jump Menu	Users are allowed to select a web page from the menu and navigate to it.
Jump Menu Go	A Go button is applied to the Jump menu so that the behavior is enabled when users click the button.
Open Browser Window	When a link is clicked, a web page is opened in a new window.
Pop-up Message	A JavaScript alert message as described by the developer is displayed.
Preload Images	The images that are not displayed during the initial loading of a web page are cached and displayed faster the next time the web page is requested.
Set Text	The original text is set or replaced with new text or with a different formatting style.
Show-Hide Elements	The visibility of an element is controlled. It is shown, hidden, or restored.
Swap Image	A rollover effect is created by replacing an image with another.
Swap Image Restore	The swapped image is made invisible and the original image is restored.
Validate Form	The input data in a form is validated to ensure that the user had entered valid types of data.

You can get additional behaviors. From the **Add behavior** drop-down list, select **Get More Behaviors**. Your browser will open to an **Adobe Add-ons** page where you can select additional behaviors to download and add.

Behavior Events

The following table describes the different events that are available for most browsers to trigger behaviors.

<i>Event</i>	<i>Triggers a Behavior When Users</i>
onBlur	Select an element in the page. The focus is then moved away from the element.
onClick	Click at a specified location on the web page.
onDblClick	Double-click at a specified location on the web page.
onFocus	Focus a specified element on the web page when it is selected.
onKeyDown	Keep pressing down a key.
onKeyPress	Press a key.
onKeyUp	Release a key.
onMouseDown	Click the left mouse button on a specified location on the web page.
onMouseMove	Move the mouse pointer.
onMouseOut	Move the mouse pointer away from a specified location on the web page.
onMouseOver	Hover the mouse pointer over a specified location on the web page.
onMouseUp	Release the mouse button.



Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Create a Behavior.

ACTIVITY 4-2

Adding Movement with a Behavior

Data Files

All files in C:\092006Data\Creating_Movement\starter

Before You Begin

The local folder of the active website is C:\092006Data\Creating_Movement\starter and the previous activity has been completed.

Scenario

You have applied a transition effect to the article containers on the home page. You decide that the Harvest page would also be more interesting with some interactive movement. You decide to use the Swap Image behavior so that when the user moves the mouse pointer over the harvest tool image, the pointer will be replaced with an image of an olive jar.

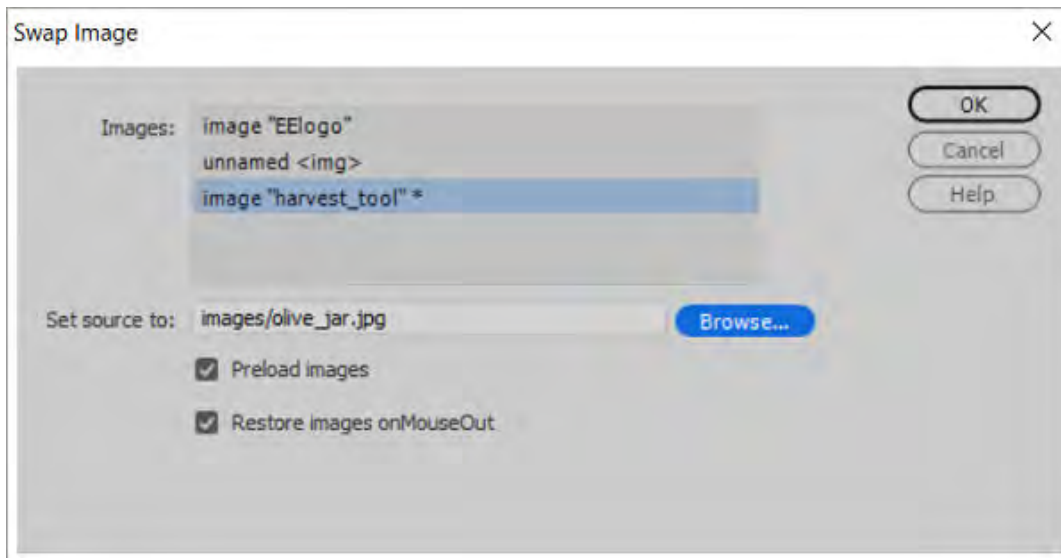
-
1. Assign an ID to the harvest tool image.
 - a) Open the **harvest.html** file.
 - b) Select the harvest tool image.
 - c) In the **Properties Inspector**, in the **ID** field, enter *harvest_tool*
 2. Create a behavior to swap the image on mouse over.
 - a) Switch to **Design** view.
 - b) Make sure the harvest tool image is still selected.

- c) Select **Window→Behaviors**.
The **Behaviors** panel opens.




- d) Select the plus sign and, when the pop-up menu appears, select **Swap Image**.
- e) Verify that the image "**harvest_tool**" is selected.
- f) In the **Set source to** line, select **Browse**.
The **Select Image Source** dialog box appears.
- g) Browse to the **C:\092006Data\Creating_Movement\starter\images** folder and select **olive_jar.jpg**.
- h) Select **OK**.
- i) In the **Swap Image** dialog box, make sure that **Preload images** is selected so that the image will download with the page and be available for a quick smooth swap.

- j) Make sure that **Restore images onMouseOut** is selected so that the **harvest_tool** image will reappear when the visitor moves the mouse pointer away from the image.



- k) Select **OK**.
 - l) Close the **Behaviors** panel.
3. Preview the image rollover.
- a) Select **File→Save All**.
 - b) Select **File→Real-time Preview** and select your preferred browser.

c)  **Note:** You may need to select an **Allow blocked content** button at the top of your browser in order to view the Swap Image behavior.

Roll the mouse pointer over the harvest tool image to view the jar of cured olives.

- d) Close the browser.
- e) In Dreamweaver, select **File→Close All**.

Summary

In this lesson, you have created movement to add interest to a page. You used two methods for creating movement, CSS Transitions and the Behaviors panel.

Are there portions of your website that would be enhanced by adding movement?

What kind of movement might you apply to these elements on your site?



Note: Check your CHOICE Course screen for opportunities to interact with your classmates, peers, and the larger CHOICE online community about the topics covered in this course or other topics you are interested in. From the Course screen you can also access available resources for a more continuous learning experience.

5

Adding Multimedia

Lesson Time: 30 minutes

Lesson Introduction

You have already explored how adding movement to a web page can enhance interest and engagement with transitions and behaviors. You can also capture your audience's attention with carefully chosen and well placed audio and video files.

Lesson Objectives

In this lesson, you will:

- Insert an audio file.
- Insert a video file.

TOPIC A

Insert Audio Files

You may wish to add a spoken narrative to provide information, sway opinion, or inspire a purchase. Or perhaps you wish to inspire positive feelings with music appropriate for your audience and content. For whatever reason, Dreamweaver makes this process quick and easy.

Benefits of Multimedia Files

Aspects of multimedia add interest and complexity to a web page. The many benefits of multimedia include the following:

- Capture user interest.
- Encourage return visits to the site.
- Display of more information in a compact space.
- Illustrate certain points more effectively than static content.
- Amuse and enhance interest.
- Relax and associate positive feelings with your site (particularly music).

While audio and video offer many benefits, before inserting multimedia be sure it is appropriate for the target audience, relevant to the page content, and adds value.

HTML5 <Audio> Element

The HTML5 <audio> element specifies a standard way to embed audio in a web page. The controls attribute of the <audio> element adds play, pause, and volume controls. The source attribute points to the source file. You may choose to provide multiple source files so that if a browser cannot play the first source option, it can attempt to play the second option. Selecting the autoplay attribute starts the audio upon page load. Be careful of this choice. Many people do not like to hear audio immediately on opening a page, unless they expected the page to play audio.

Types of Audio Files

As of publication, three file formats are supported for the <audio> element: MP3, OGG, and WAV.

In general, these three file formats are supported by recent versions of the major browsers (Internet Explorer, Chrome, Firefox, Safari, and Opera) with the following exceptions:

- Internet Explorer does not support WAV or OGG files.
- Safari does not support OGG files.



Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Insert an Audio File.

ACTIVITY 5-1

Inserting an Audio File

Data Files


All files in C:\092006Data\Adding_Multimedia\starter folder

Before You Begin

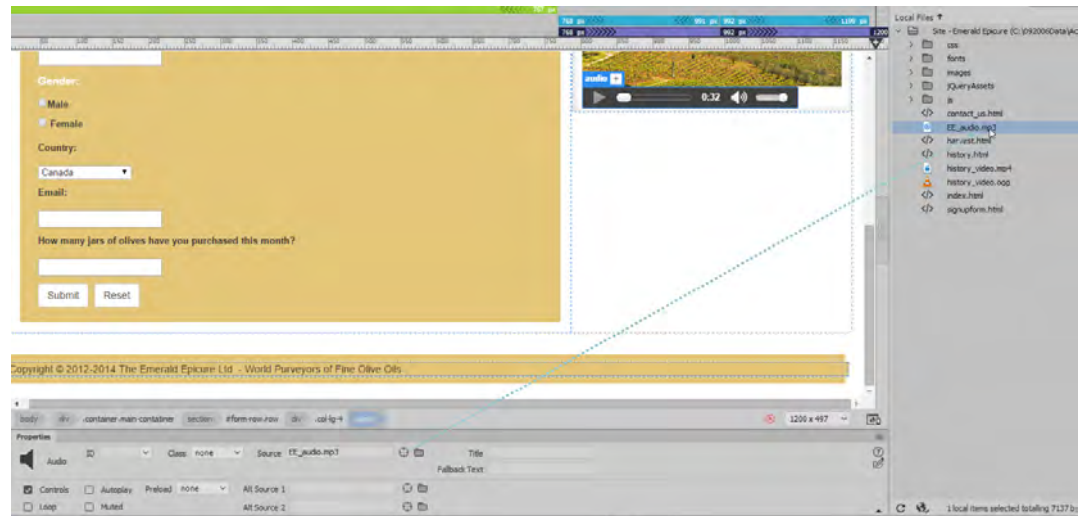
Dreamweaver is open.

Scenario

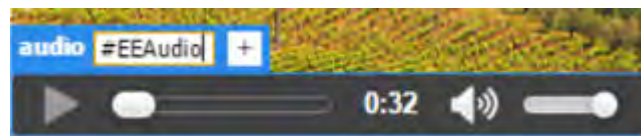
As part of your efforts to make your web pages more engaging, you identified a place where you think the inclusion of an audio file will make the web page more interesting to users.

1. Use the files in C:\092006Data\Adding_Multimedia\starter for the Emerald Epicure site.
 - a) In the **Files** panel, select the **Manage Sites** drop-down list, and select **Manage Sites**.
 - b) In the **Manage Sites** dialog box, select **Emerald Epicure**.
 - c) Select **Edit site**. 
 - d) Browse to C:\092006Data\Adding_Multimedia\starter.
 - e) Select **Select Folder**.
 - f) In the **Site Setup** dialog box, select **Save**.
 - g) If a box appears notifying you that the cache will be re-created, select **OK**.
 - h) In the **Manage Sites** dialog box, select **Done**.
2. In the **Files** panel, open the **signupform.html** file.
3. Insert an audio file in the web page.
 - a) In **Live** view, select the farm image. The image may be to the right of the form or below the form, depending on your document window width.
 - b) In the **Insert** panel, select the **HTML category** and then select **HTML5 Audio**.
 - c) In the positioning pop-up, select **After** so that the audio controls are positioned immediately after the image.
 - d) Display the **Files** panel.

- e) In the **Properties Inspector**, drag from the **Source Point to File** icon  to the file **EE_audio.mp3**.



- f) In the **Properties Inspector**, make sure **Controls** is checked so that playback controls will be visible to the user.
- g) In the **Properties Inspector**, check **Autoplay** so the audio will play once when the page opens.
- h) In the **Properties Inspector**, confirm that **Loop** is not selected. The audio will play only once.
4. Style the audio controls to fit within the column but not be overly wide.
- a) With the audio control still selected, in the **Element Display**, enter **#EEAudio**



- b) In the pop-up window, make sure that under **Select a source**, **style.css** is listed.
- c) Press **Enter** twice.
- d) In **CSS Designer**, in the **Selectors** filter box, enter **#EEAudio**
#EEAudio appears in the **Selectors** list.
- e) Select **#EEAudio**.
- f) In the **Properties** pane, double-click after **width:** and enter **100%**
- g) Double-click after **max-width:** and enter **400px**
5. Preview the web page in a browser.
- a) Select **File→Save All**.
- b) Select **File→Real-time Preview** and select your preferred browser.
- c) Observe that the audio plays on the web page. Observe that the audio controls are no wider than the image.
- d) Resize the window until the column containing the audio wraps to underneath the form. Observe that the audio controls are not overly wide.
- e) Close the browser.
- f) Close the **signupform.html** file.

TOPIC B

Insert Video Files

You have added an audio file to create a mood or convey information. To add a video file, you will need to select the correct file format and configure controls.

HTML5 Video Tag

HTML5 provides an open standard for including multimedia elements in web pages. Recent versions of Chrome, Internet Explorer, Firefox, Safari, and Opera all support the HTML5 video element. The HTML5 tags support the inclusion of closed captions and text transcripts within a video.

<i>Attributes</i>	<i>Descriptions</i>
Controls	Adds play, pause, and volume controls.
Width and height	If the width and height are not set, the page might change as the video loads. This change will appear to the user as a flicker.
Source	Specifies the file. You may choose to provide multiple source files, so that if a browser cannot play the first source option, it can attempt to play the second option.
Poster	An image file that is displayed when the video is not playing.
Autoplay	Selecting this attribute starts the video upon page load. Be careful of this choice. Many people prefer to start a video using the controls,.

Types of Video Files

As of publication, three file formats are supported for the <video> element: MP4, OGG, and WebM.

In general, these three file formats are supported by recent versions of the major browsers, Internet Explorer, Chrome, Firefox, Safari, and Opera, with the following exceptions:

- Internet Explorer does not support WebM or OGG files.
- Safari does not support WebM or OGG files.



Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Insert a Video File.

ACTIVITY 5–2

Inserting a Video File

Data Files


All files in C:\092006Data\Adding_Multimedia\starter

Scenario

You have added the necessary graphics and text on your web pages. However, some of your peers suggest that a certain section of a web page is better represented in the form of a video file, so that the web page grabs users' attention as well as conveys the idea more effectively.

1. In the **Files** panel, open the **history.html** file and switch to **Live** view if it is not already displayed.
2. Insert video by using the **Insert** panel.
 - a) In the document window, select the column to the right of the **History** text container.



- b) In the **Insert** panel, select the **HTML** category and then select **HTML5 Video**.
 - c) In the positioning pop-up, select **Nest** so that the video is positioned within the column.
 - d) Display the **Files** panel.
 - e) In the **Properties Inspector**, drag from the **Source Point to File** icon  to the file **history_video.mp4**.
 - f) In the **Properties Inspector**, confirm that **Controls** is selected so that playback controls will be visible to the user.
 - g) In the **Properties Inspector**, check **AutoPlay**.
 - h) Display the **Files** panel and expand the **images** folder.
 - i) In the **Properties Inspector**, drag from the **Poster Point to File** icon to the **history_video_poster.png** file.
3. Preview the web page in a browser.

- a) Select **File→Save** to save the file.
- b) Preview the web page in your preferred web browser.
- c) Observe that the video plays on the web page.



History of Olives

The history of olives and olive oil is rich with tales of wealth, value, and mores. The ancient Greeks considered olive oil as liquid gold. Everyone used the olive and its oil in daily life. The olive was so important that laws were passed on who could harvest it, how much was allowed to be harvested and how it was to be preserved since it was considered an integral element to the nation's survival. Some cities in Greece forbade the cutting of olive trees. It was called a favorite food, a great therapeutic, and the most important fruit given to mankind.

In Rome, olive oil traders dedicated a statue and a temple to the god of olives. Both in Rome and Greece, common practices included olive oil used in washing one's hair, anointing the dead and applying olive oil to the skin. Ancient eye shadow was made from pulverized charcoal and olive oil.



- d) Close the browser.
- e) In Dreamweaver, select **File→Close All**.

Summary

In this lesson, you added external media files on your web pages. Integrating multimedia elements—such as video and audio files—enhances the appeal of your web pages. Also, multimedia elements complement the text on your web pages and help communicate the intent of your website to users more effectively.

Is there content you would like to present on your site that might best be presented in audio or video files?

Given what you know about the devices and browsers used by your target audience, what types of video or audio files would be apt to reach most of them?



Note: Check your CHOICE Course screen for opportunities to interact with your classmates, peers, and the larger CHOICE online community about the topics covered in this course or other topics you are interested in. From the Course screen you can also access available resources for a more continuous learning experience.

6

Marketing Through Social Media and Email

Lesson Time: 1 hour

Lesson Introduction

Just a few years ago, attracting the attention of search engines was almost the entire game of getting the attention of your target audience on the web. While Search Engine Optimization is still important, organizations must harness the power of social media and email marketing to stay competitive.

Lesson Objectives

In this lesson, you will:

- Plan a strategy for using social media to attract site visitors.
- Add links to social media sites.
- Create email marketing materials and newsletters.

TOPIC A

Plan a Social Media Strategy

Given the proliferation of platforms and variety of possible approaches, you will need a carefully crafted plan to accomplish your social media goals.

Benefits of Social Media Marketing

The term *social media* refers to the means by which people interact and build relationships on various virtual communities and networks. Participants share and exchange user-generated content that includes opinions, ideas, analysis, data, pictures, videos, and more.

Social media is a powerful tool for sales, marketing, education, changing attitudes and even swaying public opinion. Many, if not most, companies, organizations, and government agencies maintain a presence on the most widely used social networks. Through social media, organizations can see many benefits, including:

- Expanding their online presence to reach more people or new groups of people
- Thought leadership: by demonstrating expertise, organizations can become known and trusted in their industry, which translates into sales
- Market research
- Marketing and advertising
- Building brand awareness

Brief Overview of Social Media Strategizing

An effective social media marketing strategy requires thoughtful, in-depth planning integrated with the organization's overall marketing, public relations, and customer service strategies. A productive strategy includes analysis and planning related to the topics listed here, among others:

- Organizational readiness to launch a social media campaign.
- Organizational goals: Consider long-term and short-term business goals. Explore whether problems faced by your organization could be resolved or reduced through social media. The social media campaign should be aligned with identified organizational goals.
- Market segments, targeting.
- Competitors and their social media efforts.
- Specific goals for your social media campaign.
- The most suitable social media platforms, in light of the above.
- Types of content (text, images, video, slides, how-to information) and topics.
- How you will manage your efforts in the campaign and how you will manage the online community.
- How you will measure results and make optimal adjustments. In other words, decide on a method for measuring progress toward your goals. Before launching the campaign, define *key performance indicators (KPIs)*. A KPI is a metric that is measurable and can be used to gauge whether or not activities are progressing toward a defined goal. For example, if the goal is to post 30 blog posts a month, the KPI might be one blog post per day.

Social Media Platforms

The social media landscape continues to evolve at a rapid pace. There are many types of platforms. Individual platforms come and go, and their popularity and demographics change over time.

Platforms are sometimes referred to as channels. Before you select a platform, be sure you have defined your target audience and your goals. Some of the most popular social media sites are:

- Facebook
- Google+
- YouTube
- Twitter
- LinkedIn
- Pinterest

Platforms and Goals

Each social media platform is best at achieving specific goals. The following table rates selected social media platforms based on three common goals.

<i>Platform</i>	<i>Goal: Increase Site Traffic</i>	<i>Goal: Increase Brand Awareness</i>	<i>Goal: Customer Engagement</i>
Facebook	Good	Good	Good
Twitter	Good	Good	Good
LinkedIn	Moderate	Good	Moderate
YouTube	Moderate	Good	Good
Google+	Moderate	Good	Good

Platforms, Popularity, and Demographics

Because the popularity of social media types and sites, along with user demographics, change so rapidly, how do you keep track of which is best for you? Some widely used resources you can use to determine this are:

- **Pew Research:** <http://pewinternet.org>. Search the site for social media.
- **Nonprofit Quarterly:** <http://nonprofitquarterly.org/2013/09/26/the-demographics-of-users-of-social-media-summarized/>
- **Ragan Communications:** www.ragan.com. View an infographic on the Pew report at www.ragan.com/Main/Articles/47119.aspx. See also Ragan's A to Z guide for social media at www.ragan.com/Main/Articles/46237.aspx. Additional information on trends can be gleaned by searching the site for social media demographics or social media trends.
- **Mobile Marketing Watch:** www.mobilemarketingwatch.com. The site offers updates on trends in social media usage and approaches.

In terms of popularity, Google+ and Pinterest are growing. Facebook has gained middle-aged users and lost market share among millennials.

Branding and Keywords

In crafting the look and copy of the page, plan for consistent branding and effective keywords.

The social media site should promote the organization's branding. Where possible, those visiting your social media site or following your feed should be seeing your logo, your colors, and the verbiage you use to describe your products and services. Ideally, they should, in effect, "know where they are" before even reading the text.

One of the first steps in developing a social media marketing plan is determining how to help people who might be interested in your services locate you online. One of the most powerful methods is to ensure that your site is prominently displayed when potential customers use a search engine to find your type of product or service.

The search words or phrases potential site visitors type into search engines are known as *keywords*. You or a colleague have probably already selected keywords for your web pages. You may or may not want to use the same keywords for your social media site, depending on whether the product and audience are the same for the website and social media site.

As a rule, more specific keywords are most effective. Many organizations use keyword phrases of from two to four words, such as “dress shoes for women.” Another option is longer keyword phrases, known as *long-tail keywords*. Studies show that over 35 percent of the time, the first link in the list of results is the one that people click. Your site is more apt to be the first link or among the first three links if you use long-tail keywords. However, a smaller group of searchers enter a given long-tail keyword, so fewer people will then view the result of the search.

The right keyword selection is crucial to your campaign; be sure to thoroughly research your options through sources such as Google AdWords, Trellian’s Keyword Discovery at www.keyworddiscovery.com, and, of course, your customers. Determining the best possible keywords is an art in itself, and deserves further study. Check if someone in your marketing department has this expertise, consider hiring a search engine optimization (SEO) expert.

Guidelines for Planning a Social Media Campaign



Note: All of the Guidelines for this lesson are available as checklists from the **Checklist** tile on the CHOICE Course screen.

As a starting point in planning your social media strategy, consider the following key guidelines.

- Start with your organization’s goals and overall marketing plan.
- Consider both long-term and short-term organizational goals.
- Evaluate which platforms lend themselves to your goals.
- Identify platforms that support content that your organization is already good at producing. These may require less investment of time and energy.
- Evaluate which platforms are most popular in your target demographic.
- Before launching the campaign, select key performance indicators (KPIs) that match the goals. In other words, decide on a method for measuring progress toward a goal.
- Design your campaign to be consistent with your organization’s brand in terms of logo, colors, fonts, and language/verbiage.
- Select keywords to optimize search engine results; consider long-tail keywords.
- Use online keyword research tools.
- Think like your customer when selecting keywords: Choose words they would use in search queries.

ACTIVITY 6–1

Planning a Social Media Strategy

Scenario

Emerald Epicure sells a variety of olive oils. The largest share of purchases is made by well-educated female consumers who have disposable income and an interest in cooking and nutrition. A smaller share is sold to small restaurants. You have been asked to help form the company's task force on social media marketing.

-
1. Who should be on the social media planning team and why?
 2. Is there any additional information you need on your target audience?
 3. Visit one or more of the sites offering information on which demographics use which social media platforms. Which platforms most closely match your target audience's demographics?
 4. One of Emerald Epicure's social media goals is to promote new products, specifically French olives such as Niçoise and Picholine. List several options for keywords.

5. Your colleague develops the following graphic to use on social media. The olives are green and the words Emerald Epicure match the green shade of the olives, a different shade than your logo. How effective do you think it might be? How would it fit into your marketing plan?

Emerald Epicure
The Best Olives
Ever



6. If you decide to use the image, what revisions might you make to the ad?

7. If you do post the ad, what platform would you use?

TOPIC B

Add Links to Social Media

As the mechanics of using social media vary from platform to platform, you may need to learn procedures for several channels.

Facebook

Facebook, though not as dominant as it once was, remains the most popular social media channel. The demographics of Facebook followers has changed, with an increase in middle-aged users and perhaps a decrease in use by millennials. You can create a Facebook page for your organization and buy advertising on Facebook.

Twitter

Twitter allows its users to send messages of up to 140 characters. A posting to Twitter is called a *tweet*. Twitter users sign up to follow particular organizations or persons, or categories of tweet sources. Twitter users can elect to have tweets emailed to them. You can place a feed of your tweets on your website. You can partner with other organizations to place a feed of your tweets on their sites.

Twitter claims 320 million active users per month, with 79 percent of accounts outside the United States. Twitter supports over 35 languages. Pew Research Center reports that in 2016, 24 percent of U.S. adults used Twitter. In the United States, users tend to be under 50 and college educated. Although Twitter user demographics may differ in different countries, worldwide it is among the 10 largest social media networks.



Note: To learn more about linking to Twitter, check out the **LearnTO Use Twitter in Your Social Media Campaign** presentation by clicking the **LearnTO** tile on your CHOICE Course screen.



Access the **Checklist** tile on your **CHOICE** Course screen for reference information and job aids on **How to Add Links to Facebook**.

ACTIVITY 6–2

Adding a Link to Facebook

Data Files


All files in C:\092006Data\Marketing_Through_Social_Media_and_Email\starter

Before You Begin

Dreamweaver is open. All files are closed.

Scenario

You are nearly ready to post your new site for Emerald Epicure. Emerald Epicure already has a Facebook page, and you want to be sure that your site visitors can "Like" your Facebook page and "Share" it with their Facebook friends.

1. Use the files in C:\092006Data\Marketing_Through_Social_Media_and_Email\starter for the Emerald Epicure site.
 - a) In the **Files** panel, select the **Manage Sites** drop-down list and select **Manage Sites**.
 - b) In the **Manage Sites** dialog box, select **Emerald Epicure**.
 - c) Select **Edit site**. 
 - d) Browse to C:\092006Data\Getting_Noticed_Through_Social_Media_and_Email_Marketing\starter.
 - e) Select **Select Folder**.
 - f) In the **Site Setup** dialog box, select **Save**.
 - g) If a box appears notifying you that the cache will be re-created, select **OK**.
 - h) In the **Manage Sites** dialog box, select **Done**.
 - i) Open the **index.html** page.
2. Create the code needed to insert a **Like and Share** link to Facebook.
 - a) In your preferred browser, navigate to <https://developers.facebook.com/docs/plugins/like-button>.
 - b) Select the **Like Button Configurator** button to jump down the page to that section.
 - c) In the **URL to like** text box, enter *http://www.emeraldepicure.com*
 - d) In the **Width** box, enter **255**
 - e) From the **Layout** drop-down list, select **standard**.
 - f) In the **Action Type** drop-down list, select **like**.
 - g) Confirm that **Include Share Button** is selected.

h) Select **Get Code**.

A window labeled "Your Plugin Code" appears

Javascript SDK IFrame ✕

Step 2: Include the JavaScript SDK on your page once, ideally right after the opening <body> tag.

```
<div id="fb-root"></div>
<script>(function(d, s, id) {
  var js, fjs = d.getElementsByTagName(s)[0];
  if (d.getElementById(id)) return;
  js = d.createElement(s); js.id = id;
  js.src = "//connect.facebook.net/en_US/sdk.js#xfbml=1&version=v2.8";
  fjs.parentNode.insertBefore(js, fjs);
})(document, 'script', 'facebook-jssdk');</script>
```

Step 3: Place this code wherever you want the plugin to appear on your page.

```
<div class="fb-like" data-href="http://www.emeraldepicture.com" data-
width="255" data-layout="standard" data-action="like" data-size="small" data-
show-faces="true" data-share="true"></div>
```

3. Paste the first box of code into your page.

- a) Click in the code from the box under **Step 2**. It should be selected, but if not, right-click and select **Select all**.
- b) Right-click the selected code and select **Copy**.
- c) In Dreamweaver, switch to the **Code** or **Split** view.
- d) Paste just after the <body> tag.

4. Paste the second box of code into your page.

- a) Return to the browser. If the code box is no longer displayed, select the **Get Code**.
- b) Copy the code in the box below **Step 3**.
- c) In **Live** view, select the Emerald Epicure logo image.
- d) In the **Insert** panel, in the **Bootstrap Components** category, select **Container**.
- e) In the **Positioning** pop-up, select **After**.
- f) Switch to **Split** view.
- g) In the **Code** portion of **Split** view, position the insertion point after <div class="container"> within the new div tag.

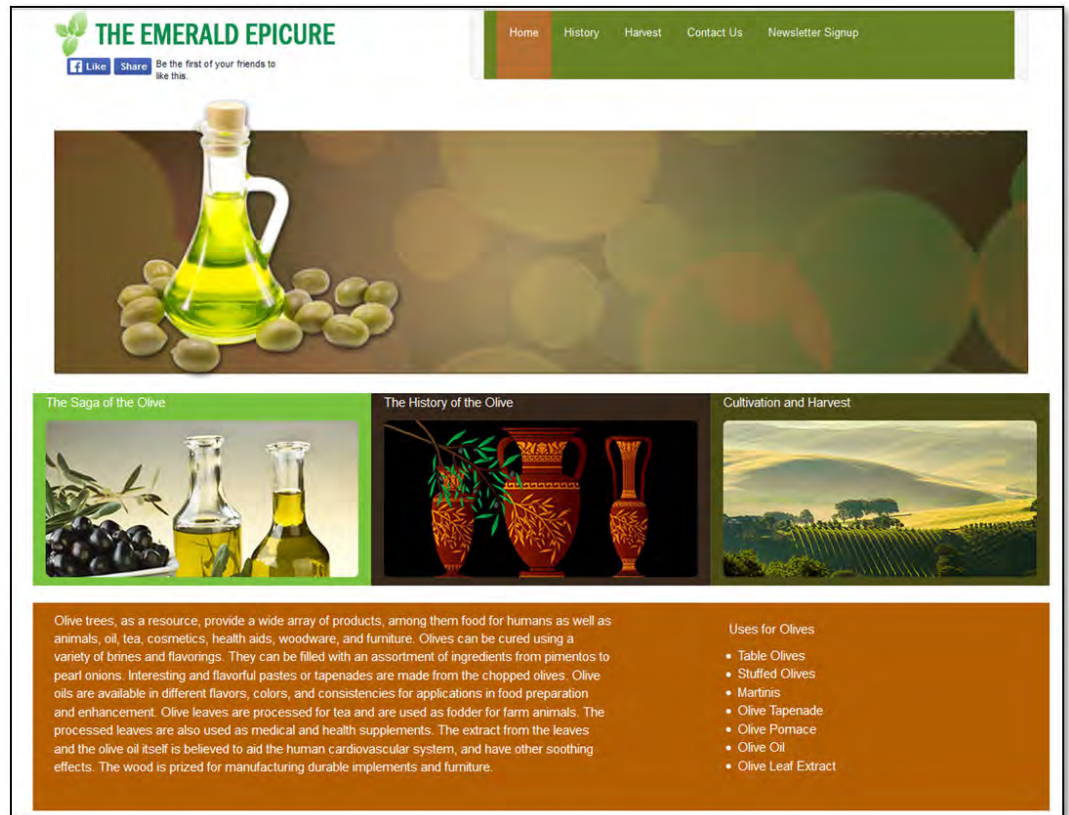
```
<header class="row logo-and-nav-grid">
  <div class="col-lg-5">|</div>
```

h) Paste your code.

```

<header class="row logo-and-nav-grid">
  <div class="col-lg-5">
  </div><div class="fb-like" data-href="https://emeralddepicure.com" data-layout="standard" data-
  action="like" data-size="small" data-show-faces="true" data-share="true"></div></div>
  
```

The Facebook graphic will not be visible until you post your page to the server. We will not post the page in this activity. When posted, your page would appear as follows.



i) Save and close **index.html**.

TOPIC C

Create Email Marketing Materials and Newsletters

You are reaching your customers, prospects, and organization members — whoever your target audience is — through your website and now through selected social media channels. As you develop your online marketing plan, you may need to use email to expand your market and keep the attention of current customers.

Email Marketing Materials and Newsletters

Email can win you an additional boost in gaining your audience's attention. As with the social media campaign, coordinate your email with your marketing plan and use your organization's branding. Provide links in the email to point back to more detailed information on your site or on social media.

Email marketing can be used for occasional promotions or event notices, or regular newsletters. If you are sending to large lists of external customers, consider using an email marketing service. The services can provide you with assistance and templates in writing your email, help with managing mailings and campaigns, marketing advice, and useful data on your customers' email clients. Some of the more popular email marketing services are Active Campaign, Campaign Monitor, Constant Contact, Litmus, and MailChimp.

Designing materials for email requires markedly different coding from your web pages. Two major differences involve layout methods and how to insert CSS. This is because email clients handle HTML and CSS differently than browsers do. In some respects, you will take a step back in time to methods more common in web design a few years ago.

In designing web pages, current best practice is to use div tags and HTML5 semantic tags to lay out your page. However, in designing for email clients, use tables to lay out the page. Start with an outer table to center all of your content in the email. Use an inner table to lay out images, text, and other pieces of content in relation to each other. If your design calls for a background color, set the background color for the outer table, as some email clients ignore formatting of the <body> tag.

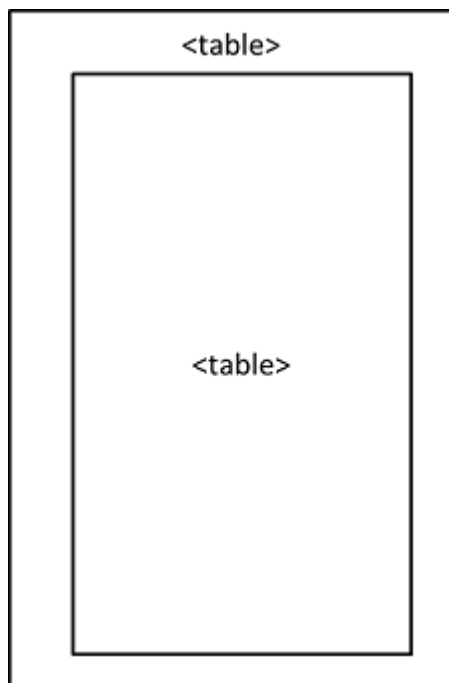


Figure 6-1: Use an outer table to center content.

Responsive Layout in HTML Emails

As more and more readers access their email on a smartphone or tablet, your HTML email should be responsive. Major email marketing services often recommend a table layout with one column. In the simplest case, each row contains only one cell.

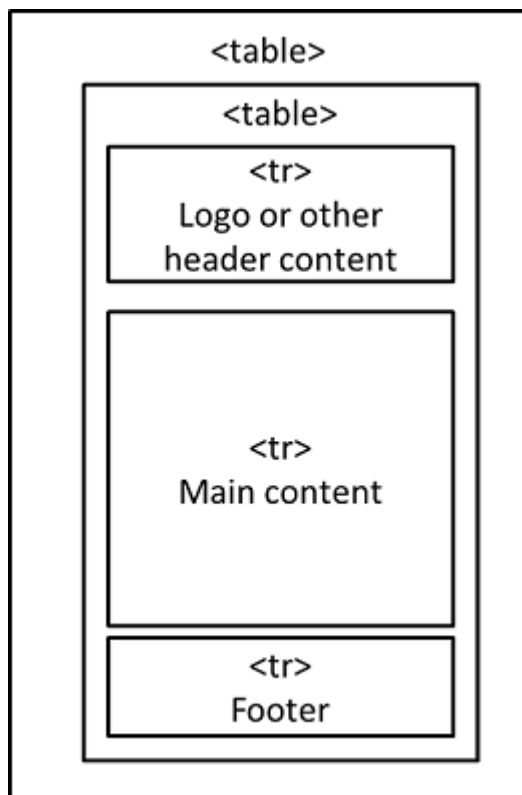


Figure 6-2: Simple one-column table.

You may wish to lay out several images or blocks of text horizontally and side-by-side for wider viewports, but vertically for smaller viewports. Multiple cells within a table will not automatically wrap. To achieve reliable wrapping, nest several one-cell tables inside your one-column table.

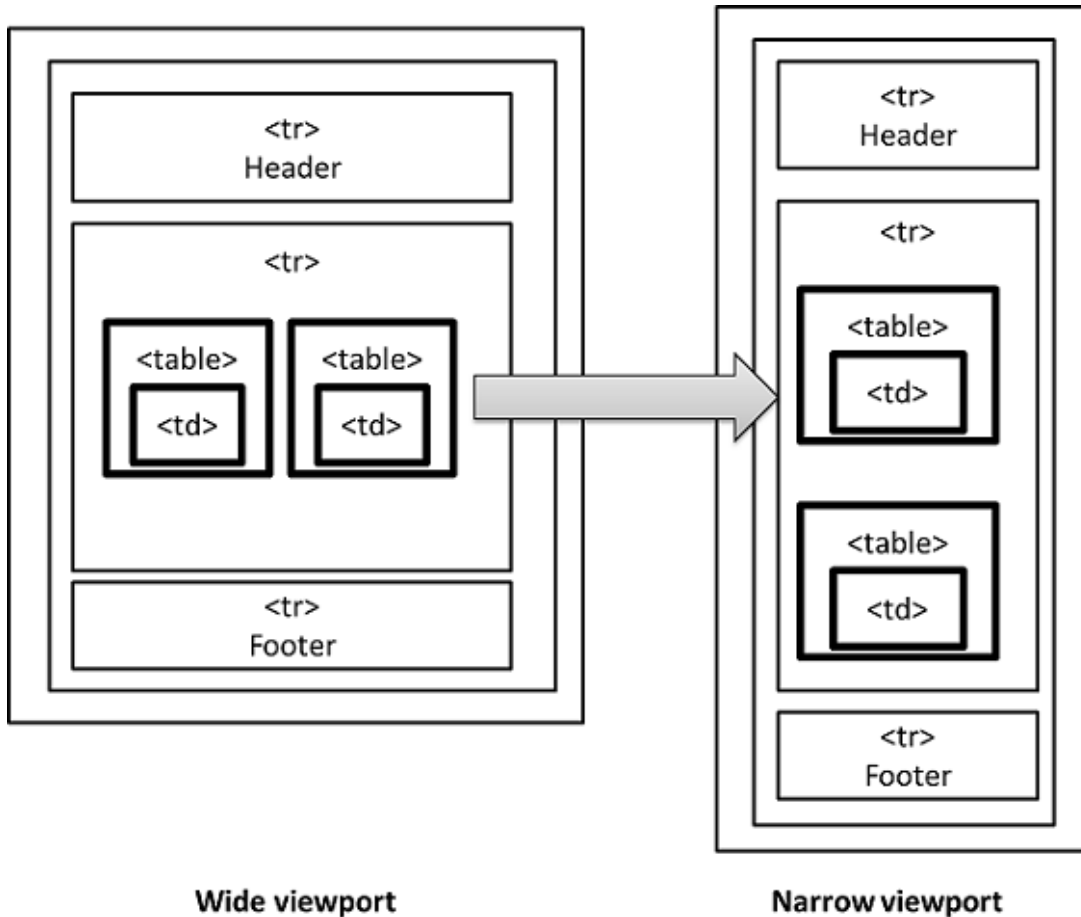


Figure 6-3: One-cell tables used for wrapping content in mobile viewports.

CSS in HTML Emails

When designing a website, it is most efficient to create your CSS in an external style sheet. However, some email clients will ignore external style sheets and classes. Therefore, for HTML email, the CSS should be entirely within the HTML page. Furthermore, with the exception noted below, the CSS should be inline, not in a `<style>` tag, as some older email clients ignore the contents of a `<style>` tag.

An exception to the rule about placing CSS inline is media calls. For the most part, mail clients on smartphones and tablets will execute CSS in a style tag, so place your `@media` rule within a style tag.

CSS that is closest to the element it affects overrules CSS that is more distant. (This is the meaning of "Cascading" in the term Cascading Style Sheets.) Therefore, an inline style will overrule an `@media` rule in the style tag. Fortunately the **important** rule can ensure that the CSS in an `@media` rule control is displayed in specified viewports. As an example, for viewports no wider than 480px, the following code will display any table at a width of 100 percent of the table's container, with no border, even if inline CSS specifies a lesser width or defines a border. This code is included in the Dreamweaver email template.


```

@media screen and (max-width:480px) {
  /*styling for objects with screen size less than 480px; */
  body, table, td, p, a, li, blockquote {
    -webkit-text-size-adjust: none!important;
    font-family: sans-serif;
  }
  table {
    /* All tables are 100% width */
    width: 100% !important;
    border-style: none !important;
  }
}

```

Some email clients ignore certain CSS properties, regardless of where they are placed. A notable example for layout purposes is the **clear** property. In writing web pages, it is very common to use the **clear** property to clear out **float** properties. In HTML email, consider using **
** to place one element below another instead of using **clear**. Some email clients also ignore CSS for rounded corners and background colors.

Guidelines for Writing Marketing Email and Newsletters

When writing marketing HTML email and HTML newsletters, consider the following guidelines.

- Research your readers: Learn which email clients your readers will be using. Are your readers internal to your company? If your readers are external customers and you are using an email marketing service, after you have sent email to your customer list, ask the service for a report on which email client your customers use.
- Make the email responsive.
- Use tables for layout and nested one-cell tables to achieve horizontally laid-out content in wide viewports and vertically laid-out content in narrow viewports.
- Be aware that some email clients block images until the reader clicks a button. Many readers won't click this button. Be sure crucial information is visible in text even if it is repeated in images. You can place crucial information in the alt tags for images, although not all email clients will display alt text.
- Use inline CSS; place your media queries in the body, not in the head. Consider using an "inliner" tool that will take a style from an external style sheet or from a `<style>` tag in a page head and apply it to each corresponding element. If you are using an email marketing service, the service may provide you with an inliner tool. Inliner tools are also available from other sources.
- Some email clients can't render a background color or a rounded corner border. Ensure that your design will appear functional and attractive without these.
- Some email clients ignore the CSS clear rule. Use line breaks `
` to arrange one element below another.
- Avoid hover states for links.
- Avoid JavaScript or other scripts.
- Avoid Flash.
- In linking to web pages, use absolute URLs, meaning the entire address. For example, use <http://www.emeraldpicture.com/newproducts.html> instead of `newproducts.html`.
- If you want readers to complete a form, link to the form on your website.
- Validate your code. Dreamweaver can be used to connect to the W3C code validator.
- Test in Outlook and other popular email clients. You should also test on a variety of phones and tablets. Your email marketing service may well offer a tool for testing in a variety of email clients. If you have not yet selected an email marketing provider, choose one that will provide a broad testing tool.

- Once you have an email layout and format you like, use it as a template for future correspondence.



Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Create Email Marketing Materials and Newsletters.

ACTIVITY 6–3

Creating Email Marketing Materials

Data Files

Continue with files from previous activity.

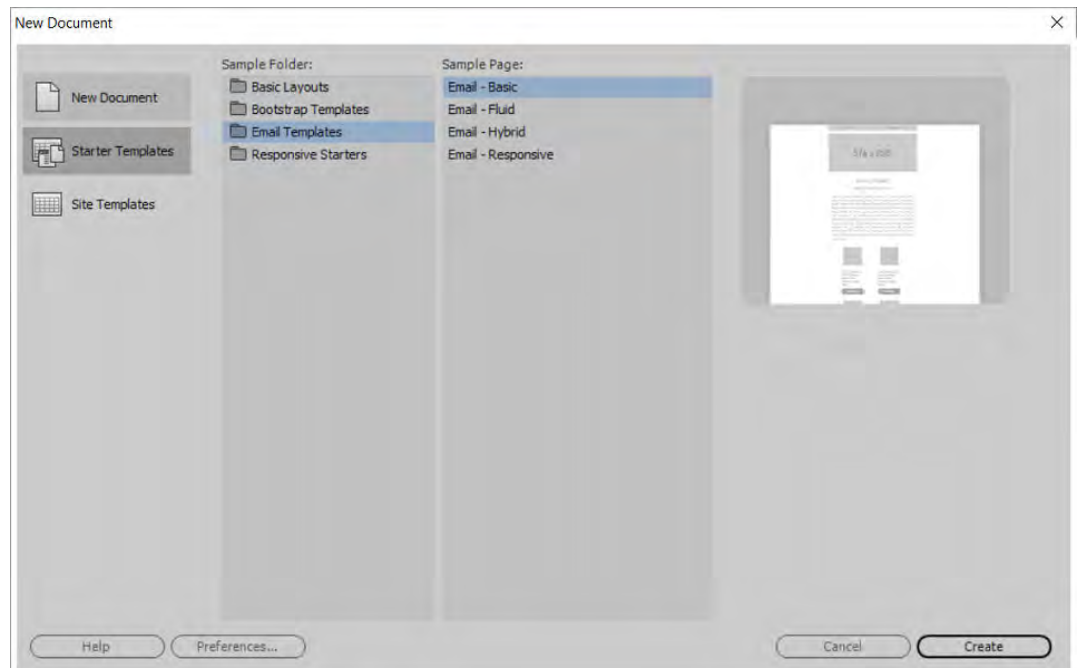
Before You Begin

Dreamweaver is open. The Emerald Epicure site is still set to **C:\092006Data\Marketing_Through_Social_Media_and_Email\starter**.


Scenario

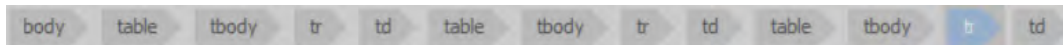
You have been asked to create an HTML email message featuring two types of French olives. Your company will be using a popular email marketing service to distribute the message. Because you have limited time, you decide to use the responsive email template built into Dreamweaver.

1. Create an HTML file for using Dreamweaver's built-in email template.
 - a) Select **File→New**.
The **New Document** dialog box opens.
 - b) At the left of the **New Document** dialog box, select **Starter Templates**.
 - c) Under **Sample Folder**, select **Email Templates**.
 - d) Under **Sample page**, select **Email - Responsive**.



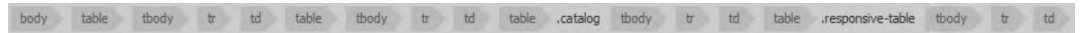
- e) Select **Create**. A new file appears.
2. Observe and save the file.
 - a) In **Split** view, observe the placeholders for images and text. In the code section, scroll through the code and notice that tables are used for the page layout.

- b) Select the large image placeholder labeled **576 × 250**. Observe the **Tag Selector**.
 - c) Select **File**→**Save**. Name the file *NewProductsEmail.html*
3. Insert header content.
- a) In **Live** view, select **LOGO**. Observe that the word **Logo** is contained in a **<td>** tag.
 - b) Select the **Insert** panel and, in the **HTML** category, select **Image**.
 - c) In the positioning pop-up, select **Nest**.
The **Select Image Source** dialog box appears.
 - d) Navigate to **Marketing_Through_Social_Media_and_Email**starterimages and select **logo_small.png**. Select **OK**.
 - e) Delete the text **LOGO**.
 - f) Select **Issue |Date** and enter today's date.
 - g) In the **Files** panel, expand the **images** folder.
 - h) In the **Document** window, select the image placeholder labeled **576 × 250**.
 - i) In the **Properties Inspector**, select the **Src Point to File**  tool and drag to **Files panel**→**images** folder→**file: inner_banner_small.png**.
4. Insert the heading text and slogan.
- a) Replace the words **EMAIL THEME** with *Monthly Feature: French Olives*
 - b) Replace the words **SOME AWESOME TAG LINE** with *Olives: Great taste, great health*
5. Delete a table row to remove a large block of text.
- a) Select the placeholder text below your new tag line. Observe that the text is contained in a **<td>** tag.
 - b) Use the **Tag Selector** to select the last **<tr>** tag that contains the **<td>** tag.



- c) Press **Delete** to delete the **<tr>**.
6. Delete the first two small images and associated text.
- a) Observe the grid of four image placeholders. Select the text just below the first image placeholder.

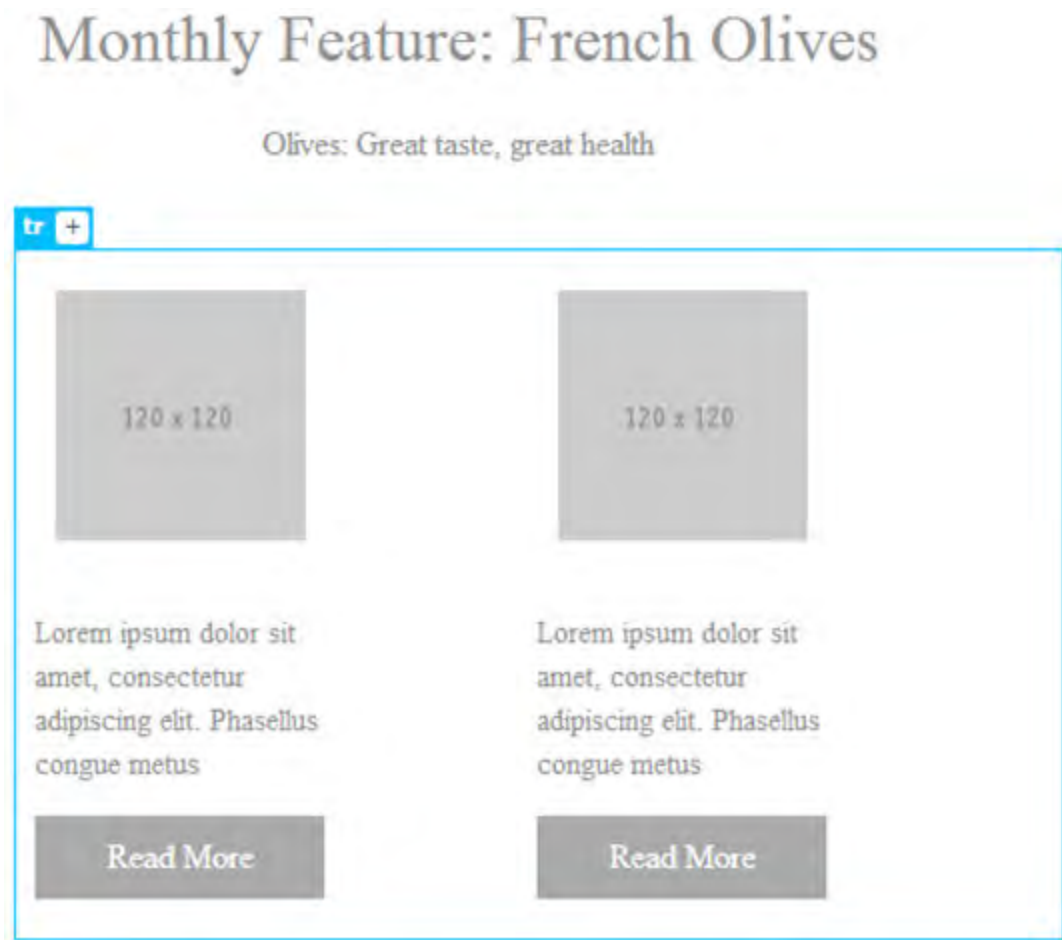
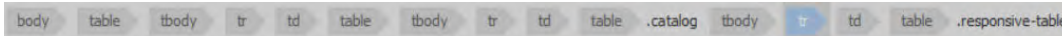
- b) In the **Tag Selector**, notice that there are several nested tables. Select the **<table>** tag with the class **.responsive-table**.




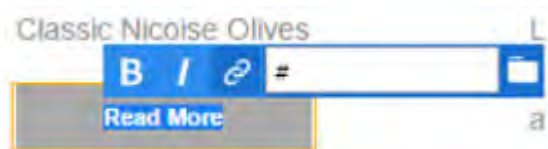
Observe that this table contains an image placeholder and the placeholder text.



- c) Now select the `<tr>` that contains your previous selection and column beside it. Two link buttons will also be contained in this table row.



- d) Press **Delete**. Instead of two rows of image placeholders with text and links, now there is only one row.
7. Add promotional content to nested tables.
- a) Select the first image placeholder in the promotional content segment. In the **Properties Inspector**, drag from the **Src Point to File** tool  to the **Files** panel **images** folder, file **salads_Nicoise.jpg**.
 - b) Select the sample text under the first image. Selecting this text will select a `<p>` tag. Replace the selected text with ***Classic Nicoise Olives***
 - c) Click outside the text.
 - d) Select the text **Read More** under the first image. In the text box, delete the **#**



- e) In the link box that displays above the text, add a link to <http://www.emeralddepicure.com/newproducts.html>

- f) Select the second placeholder image in the first row. In the **Properties Inspector**, drag from the **Src** **Point to File** tool  to the **File panel images** folder, file **picholine_olives.jpg**.
 - g) Select sample text under the second image. Replace the placeholder text with ***Crunchy Picholine***
 - h) Select the text **Read More** under the second image. As you did for the first product, set the link destination to ***<http://www.emeraldpicure.com/newproducts.html>***
 - i) Press **F5** to refresh the **Live** view.
 - j) Save the file and keep it open.
-

ACTIVITY 6-4

Styling Email Marketing Materials

Data Files

Continue with files from previous activity.

Before You Begin

Dreamweaver is open. The Emerald Epicure site is still set to **C:\092006Data\Marketing_Through_Social_Media_and_Email\starter**. The file **NewProductsEmail.html** is open.

Scenario

You have created an HTML email. You decide to refine the style of several email elements.

1. Style the product names in promotional section of the page by using inline styles.
 - a) Switch to **Split** view.
 - b) In the **Live** portion of your page, select **<p> Classic Nicoise Olives**.
 - c) Observe that the code corresponding to this text is selected in the code portion of the page. Observe the inline style assigned to the paragraph.

```
<td><p style="font-size: 14px; font-style: normal; font-weight: normal; color: #929292; padding: 5px 0px 0px 10px; line-height: 1.5em; font-family: sans-serif;">Classic Nicoise Olives</p>
```

- d) Set **font-weight** to **bold** and the **color** to **#5E5C5D**. This will render a darker shade of gray.

```
<td><p style="font-size: 14px; font-style: normal; font-weight: bold; color: #5E5C5D; padding: 5px 0px 0px 10px; line-height: 1.5em; font-family: sans-serif;">Classic Nicoise Olives</p>
```

- e) Edit the **<p>** containing the words **Crunchy Picholine** in the same way.
- f) Refresh **Live** view.



Classic Nicoise Olives

[Read More](#)



Crunchy Picholine

[Read More](#)

2. Style the **Read More** button to be slightly narrower in smaller viewports by editing the **@Media** rule.
 - a) In the **Visual Media Queries** bar, select the **600px** media rule. Observe that the **Read More** buttons extend almost all the way across the available space.
 - b) In the **Live** portion of **Split** view, select the **Read More <p>** for the Classic Niçoise Olives.
 - c) In the **Code** portion of the **Split** view, observe the selected code. Within the selection, add to the **<p>** tag attributes: `id="productlink1"`

Insert ID

```
<p id="productlink1" style="background-color:#AAAAAA; text-align:center; padding: 10px 10px 10px 10px; margin: 10px 10px 10px 10px;color: #FFFFFF; font-family: sans-serif;"><a href="http://www.emeraldpicture.com/newproducts.html">Read More</a></p>
```

- d) In the **Live** portion of **Split** view, select the **Read More** button for the Crunchy Picholine Olives.
- e) In the **Code** portion of the **Split** view, observe the selected code. Within the selection, add to the **<p>** tag attributes: `id="productlink2"`
- f) Still in the **Code** portion of **Split** view, scroll upward to the **@Media** screen and **(max-width:600px)** rule.



Note: This should be at or near line 26 in the code.

- g) After the last style in this **@Media** rule, add the following code. Be sure to enter the closing `}` so that the `}` that closes the **@Media** rule will not be lost.

```
▼ @media screen and (max-width:600px) {
  /*styling for objects with screen size less than 600px; */
  ▼ body, table, td, p, a, li, blockquote {
    -webkit-text-size-adjust: none!important;
    font-family: sans-serif;
  }
  ▼ #productlink1, #productlink2 {
    width:85%;important;
    margin:auto:important;
  }
}
```

- h) Switch to **Live** view.
 - i) Refresh **Live** view.
 - j) In the **Visual Media Queries** bar, make sure that the **600px media rule** is selected. Observe that the **Read More** buttons are now slightly narrower.
3. Observe code and close.
 - a) Switch to **Code** view. Observe that both the HTML and the CSS are in the same file.
 - b) Save the file.
 - c) Close all the files.

Summary

In this lesson, you examined the process of planning a social media campaign and created a "Like" button for Facebook. In addition, you created and styled an HTML email message for an email campaign.

If your organization uses social media or may do so in the future, which platform do you think would be most beneficial?

If you are not sure which platform your target audience uses, how would you find out?



Note: Check your CHOICE Course screen for opportunities to interact with your classmates, peers, and the larger CHOICE online community about the topics covered in this course or other topics you are interested in. From the Course screen you can also access available resources for a more continuous learning experience.

7 Testing and Maintaining Your Site

Lesson Time: 30 minutes

Lesson Introduction

The different tools and features available in Adobe® Dreamweaver® CC have enabled you to develop a fully functional and interactive website. Consider what would happen if the website isn't displayed as intended (as in a different browser or device than it was tested on) or some of the navigational elements do not work as planned. Your users might experience errors in planned functionality or might find the navigation or content confusing. All your time and effort could be in vain if you do not take proactive measures, such as usability testing and validation, to ensure that your website works as you intended when it is rolled out to end users.

As you develop the website, there will be times when you might require multiple developers to work on it. Sharing website files with others on your team enables you to work on the website-related files in a collaborative manner and complete tasks quickly. Adobe Dreamweaver CC provides you with features that help you track, manage, and synchronize your files effectively when working in a collaborative environment.

Lesson Objectives

In this lesson, you will:

- Optimize appearance and actions on your site by validating against World Wide Web Consortium standards
- Share website files with other users.
- Synchronize local and remote copies of your site while coordinating with other authors.

TOPIC A

Validate Your Site Against W3 Standards

A lot of time, effort, and creativity are spent in the process of developing a website. All the effort will be wasted if users encounter various problems while accessing the site. However, before the site is uploaded to a server, it should be tested to ensure that the website is displayed and functions as it is supposed to. In this topic, you will test a website.

Storyboard Testing

Before a website is built, the entire site is commonly represented by a storyboard. The storyboard serves as reference material at any instance during the site's development. Once the site is completed, it needs to be tested against its storyboard. This ensures that all the objectives that the site was built to meet are achieved. During storyboard testing, all the details that are represented on the storyboard, such as website hierarchy, file name, page or document name, navigation, images, text, and link information, will have to be checked. Other details include the assets used on the site, navigation structure, user interaction components, and site validation requirements.

World Wide Web Consortium Standards and Validation

The World Wide Web Consortium (W3C) sets standards for HTML and CSS. If code does not comply with W3C standards, there is an increased chance that the page will not appear or function properly in some browsers. To a certain extent, some, but not all, web browsers tend to be "forgiving" of certain common coding errors. Thus, you might write a page that contains syntax errors and therefore does not comply with these standards. When you test that page in one or two browsers, the page may be displayed as you intended. However, when some of your users display the page in a browser you didn't test, your users may be the first to experience a malfunctioning, unreadable, or unattractive result.

W3C validation checks whether or not HTML and CSS on a given page comply with those standards. The purpose of validation is so that users do not have issues when browsing a website. The World Wide Web Consortium, w3.org, offers several validation tools.

- Markup validation for HTML: The markup validation tool checks the HTML code against syntax (that is, the grammar) of HTML. This tool is available at <https://validator.w3.org>. You can validate your page by using your browser to navigate to this URL, or you can open your file in Dreamweaver and select File→Validate→Validate Current Document (W3C).
- Markup validation for CSS: This markup validation tool checks the CSS style sheet code against the syntax of CSS. This tool is available at <http://jigsaw.w3.org/css-validator>.
- Broken link checker: Little is more frustrating than finding a promising link, following it, and then learning that the anticipated page no longer exists. Broken links can not only frustrate your visitors, but also reduce their confidence in your site. W3C offers a link checker at <https://validator.w3.org/checklink>. Dreamweaver CC (2017) also offers a method for checking links.

Be aware that even after your pages pass validation testing, some browsers may render the page in a way you didn't intend. Validation reduces, but does not completely eliminate, possible display problems.

Usability Testing

The goal of *usability testing*, as applied to websites, is to ascertain how easily and effectively visitors can use the website. Typically paid or unpaid representatives of the expected user group are invited to test the site. Usability testing should be completed before uploading to a production server; that

is, before making the site available to the public or to its intended users within an organization. Usability testing can be planned and executed by in-house staff or outsourced to usability testing consultants.

Elements Involved in Conducting a Website Usability Test

The first step in the process of performing a website usability test is to draw up a usability testing plan. This plan details the purpose and goals of the usability test and includes the parameters against which the results will be measured. Examples of goals include:

- Relevance of content to the target audience.
- Ease of navigation.
- Consistency in the layout and presentation.
- Success in accomplishing a task such as filling up a form or completing an online shopping transaction.

Target audience representatives performing the test can be provided with checklists to ensure that all the parameters are tested.

The end task in this process is to compile the information from the testers, analyze it, and identify any necessary changes. Collecting information from the testers can be done through different methods, such as:

- Videotaping or audio recording the sessions
- Observing the tester while the testing is in process
- Interviewing the tester after the testing process
- Asking the testers to provide their feedback in a questionnaire or form

Final results obtained out of the website usability test should be used to take remedial actions, if necessary.

Other Feedback Before and After Posting

In addition to gathering feedback during structured usability testing, it can be helpful to elicit feedback from other stakeholders. Invite colleagues within the company to visit the test site and email their feedback. If you wish to secure feedback from trusted stakeholders outside your organization, consider arranging access in a secure manner and inviting comment. Finally, after the site is posted, your site should offer a feedback form or, at the least, an email link for providing feedback in an ongoing manner.

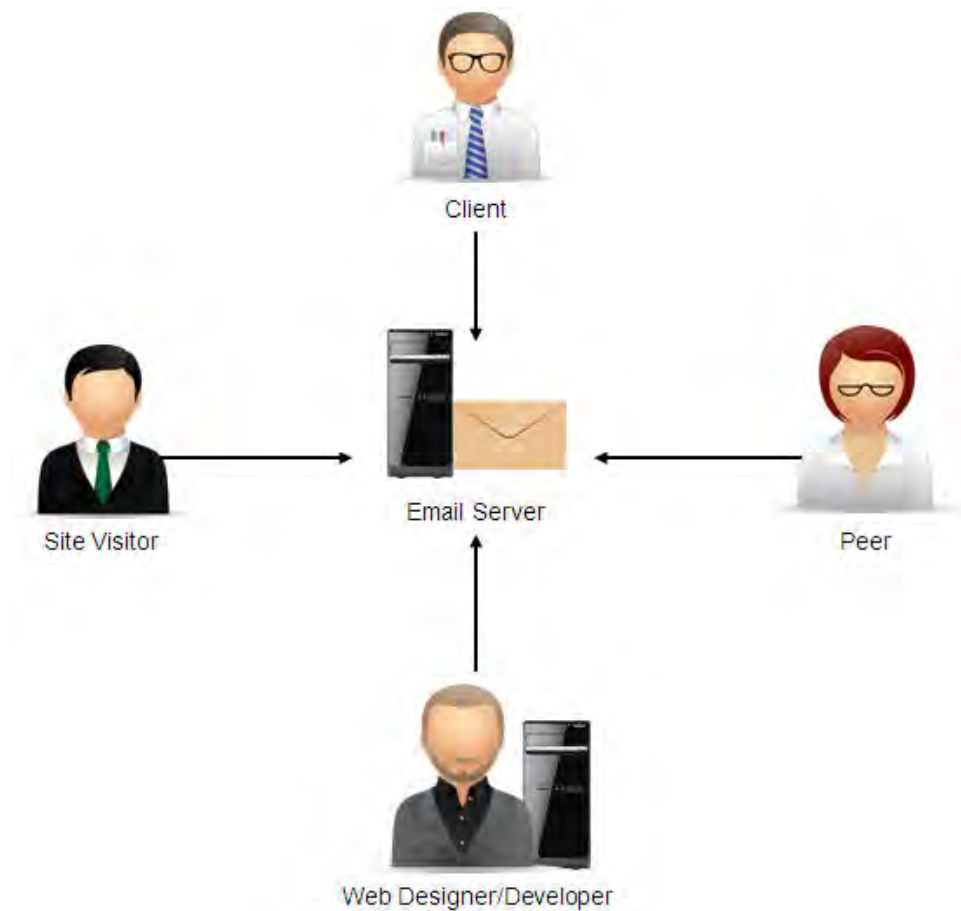



Figure 7-1: Feedback from varied sources.

	Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Validate Your Site Against W3 Standards.
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ACTIVITY 7-1

Validating Your Site Against W3C Standards

Data Files


All files in C:\092006Data\Testing_and_Maintaining_Your_Site\starter

Before You Begin

Dreamweaver is open. All files are closed.

Scenario

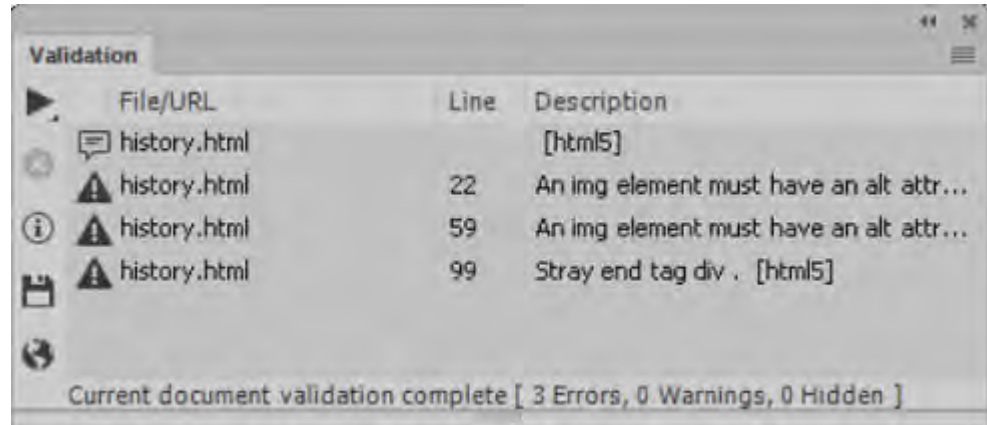
Before you upload your website on the server, you would like to test and validate the site to detect and correct errors.

1. Use the files in the folder C:\092006Data\Testing_and_Maintaining_Your_Site\starter for the Emerald Epicure site.
 - a) In the **Files** panel, select the **Manage Sites** drop-down list and select **Manage Sites**.
 - b) In the **Manage Sites** dialog box, select **Emerald Epicure**.
 - c) Select **Edit site**. 
 - d) Browse to C:\092006Data\Testing_and_Maintaining_Your_Site\starter.
 - e) Select **Select Folder**.
 - f) In the **Site Setup** dialog box, select **Save**.
 - g) If a box appears notifying you that the cache will be re-created, select **OK**.
 - h) In the **Manage Sites** dialog box, select **Done**.
2. Open **history.html**.
3. **What are some of the details listed in a storyboard? (Choose four.)**
 - Assets used on the site
 - Navigation structure
 - User interaction components
 - Site validation requirements
 - Project plan
 - Coding standards
4. **Which test will you perform on the site to ensure that all the objectives that the site was built to meet are achieved?**
 - W3C validation
 - Usability
 - Storyboard
 - Site report
5. **True or False? The participants in the usability test are members of the team that developed the site.**
 - True
 - False


6. Validate the **history.html** page.

- a) Select **File**→**Validate**→**Current Document (W3C)**.
- b) If the **W3C Validator Notification** dialog box appears, select **OK**.

If **Don't show this dialog again** has been selected in the past, the **W3C Validator Notification** dialog box will not appear. Either way, the **Validation** panel will appear listing any errors. The validation results for the history page will be:



- c) Observe errors listed. Observe that the line number of the error is specified. Two images are missing an **alt** attribute. Line 99 contains a stray **div** tag.

- d)  **Note:** You will not be using this file again, so there is no need to correct the errors at this point.

Close the **Validation** panel.

- e) Close **history.html**.

TOPIC B

Share Website Files with Other Users

Chances are that you may not be the only person to work on a website development project. With crunched deadlines and fast turnaround times, you may need to work with a team, which requires sharing your website-related files with multiple users. Transferring the files to a server will help you accomplish this. In this topic, you will share your website files with other users.

SSL

The *Secure Socket Layer (SSL)* protocol is used to provide extra security when communicating across multiple networks. Sensitive information that is transferred on a network (such as the Internet) is encrypted, thereby ensuring the integrity of data. It is mostly used in websites where confidential information is obtained from customers. For example, shopping carts for e-commerce sites use SSL. When the user enters **HTTPS:** in the browser URL box, the browser and server negotiate an encrypted session based on the key from the server's SSL certificate, and a temporary key the browser generates for that particular session.



Note: The SSL protocol has been superseded by Transport Layer Security (TLS), though most websites and browsers support either. Web hosting companies and others often describe their encrypted transmission as SSL, the term that is more familiar to many, even when the protocol used is TLS.

In addition to providing encryption, an SSL certificate can prove the site's identity to a website visitor. After all, users want to be sure that they are actually connected to their favorite online store and not an imposter site set up by a hacker.

A website with an SSL certificate displays **HTTPS:** in the browser URL box. Many, if not most, website users know that HTTPS provides extra security.

If you are managing a site or authoring portions of a site, you want to rest assured that only authorized developers are uploading files to the website. To accomplish this goal, the server administrator can configure the remote site to require a connection that encrypts both the login information and the data transmitted. If that is the case, you will need to configure your Dreamweaver site connection type for the right protocol. Dreamweaver CC supports a number of encryption options, including using SSL. Request the protocol and port number information from your server administrator.

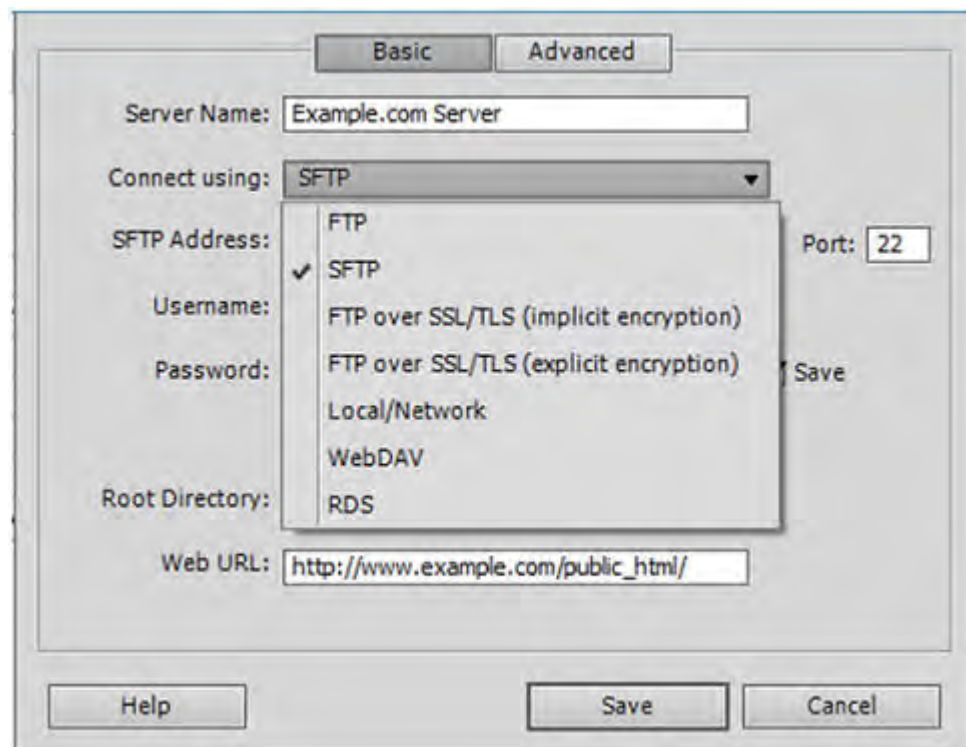


Figure 7-2: Site setup connection types.



Note: SFTP, or Secure FTP, is an extension of Secure Shell (SSH). It is a popular choice for encrypting FTP connections.

In high security environments, the client might also be required to furnish an SSL certificate to prove its identity to the server. This is usually done for virtual private network (VPN) connections and not FTP or web servers. However, some organizations might require it. If this is the case, the client certificate would be installed in the client operating system, and not in Dreamweaver.



Note: For more information on configuring remote connections, see the article "Connect to a remote server" at <http://helpx.adobe.com/dreamweaver/using/connect-remote-server.html>.

Check-Out Feature

Dreamweaver's file *check-out feature* allows you to prevent multiple developers from editing the same file simultaneously. This is beneficial when working in a collaborative environment where many team members need to work with the same file. You can identify which files are checked out from the **Files** panel. If someone other than you checked out the file, a red check mark will be displayed for each checked out file, along with the name of the person who checked out the file. A green check mark next to the file's icon indicates a file that you checked out.

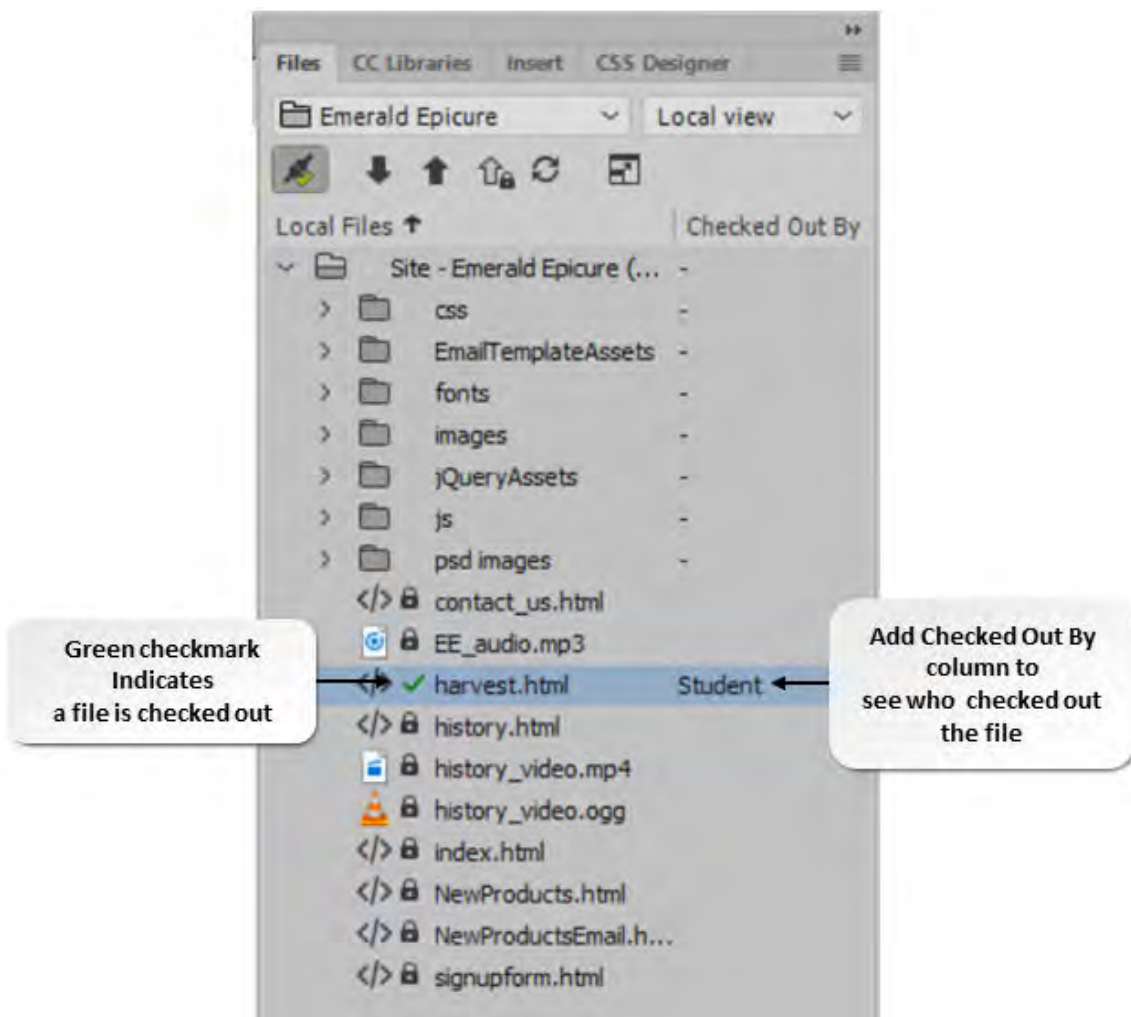


Figure 7-3: The checkmark indicates a checked-out file.

Dependent Files

When you share web pages between the local root folder and a remote folder by using the **Files** panel, you are notified to upload dependent files or download dependent files of a page. Dependent files are the images, external style sheets, library items, and other files that are referenced on the web page and that are loaded by the browser when the web page is loaded. It's recommended to download these dependent files during check-out and upload them during check-in. If the latest versions of the dependent files are already available in the local folder, you need not download them again. Similarly, if the latest versions of the dependent files are already available in the remote folder, you need not upload them again.

To refrain from uploading or downloading dependent files, set the options in the **Dependent files** section by selecting **Edit**→**Preferences**→**Site**.

Check-In Feature

Dreamweaver's file *check-in feature* enables you to transfer an edited file back onto the server so that it is available to other team members for editing. After you check-in a file, the local version of the file becomes read-only, and a **Lock** icon is displayed next to the file in the **Files** panel, indicating that the file cannot be edited.

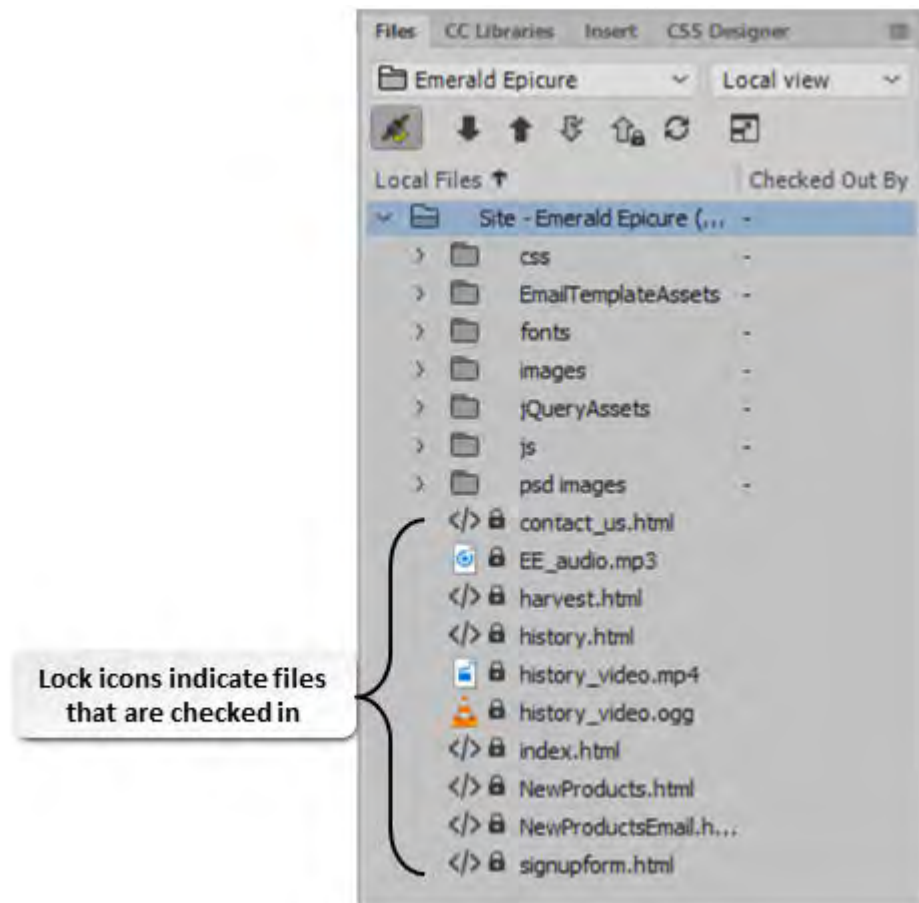


Figure 7-4: The lock icons indicate checked-in files.

Cloaking

In using Dreamweaver CC, you will at times be performing certain operations on the entire site as a whole. You may wish to get or put the entire site, or check all links, or generate reports. If you need to perform a site-wide operation and yet wish to exclude certain files, the cloaking feature will allow you to do so. For example, you might want to store files that need to be updated in the local site and upload them onto the server only when finalized. Or, you might maintain a subfolder as part of the local root folder that contains files you will never post, such as PSD files, for example. By default, you can apply cloaking to selected files and folders in any site. It is possible to disable this feature.

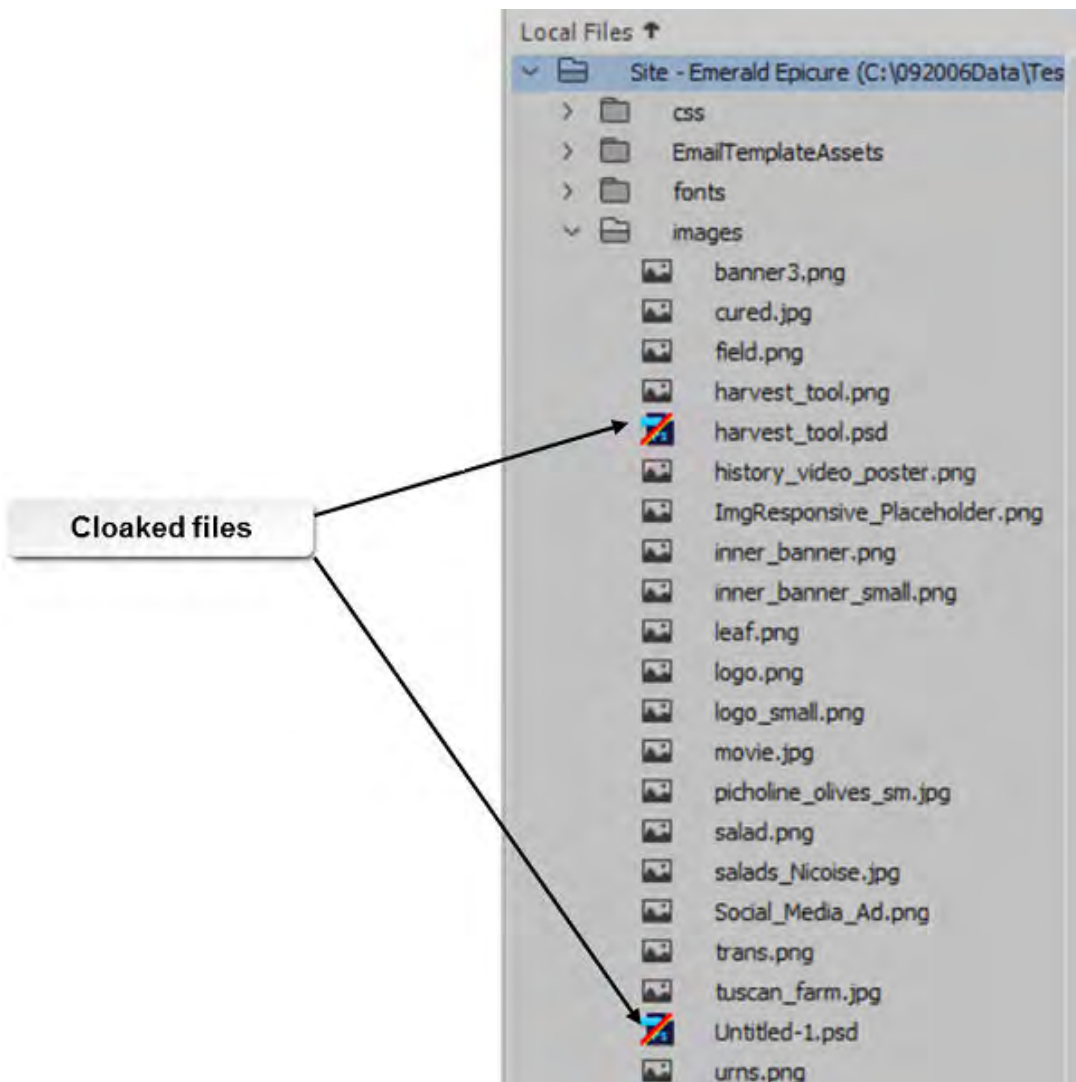


Figure 7-5: The cloaked files listed in the Files panel.

Cloaking prevents cloaked files and folders from being part of certain operations, such as:

- Check-in, check-out, get, and put
- Synchronization
- Finding newer local and remote documents
- Working with contents in the **Assets** panel
- Updating available templates and libraries
- Generating reports
- Site-wide operations—checking and changing links

ACTIVITY 7-2

Sharing Website Files with Other Users

Data Files


All files in C:\092006Data\Testing_and_Maintaining_Your_Site\starter

Before You Begin

Dreamweaver is open. All files are closed.




Scenario

You are almost done with the development of a website for Emerald Epicure. But there are some last-minute tasks that need to be completed in a very short timespan. You decide to share your website files so that multiple developers can work on them.

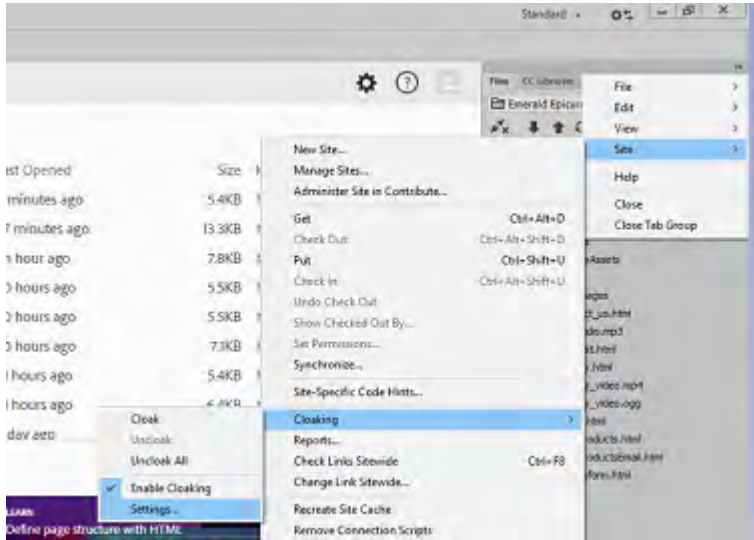
1.  **Note:** The **EE_Test_Server** folder represents a remote server, but located within the local machine. The steps given here simulate the actual file transfer to and from a remote server.

On the **C** drive, create a folder with the name *EE_Test_Server*

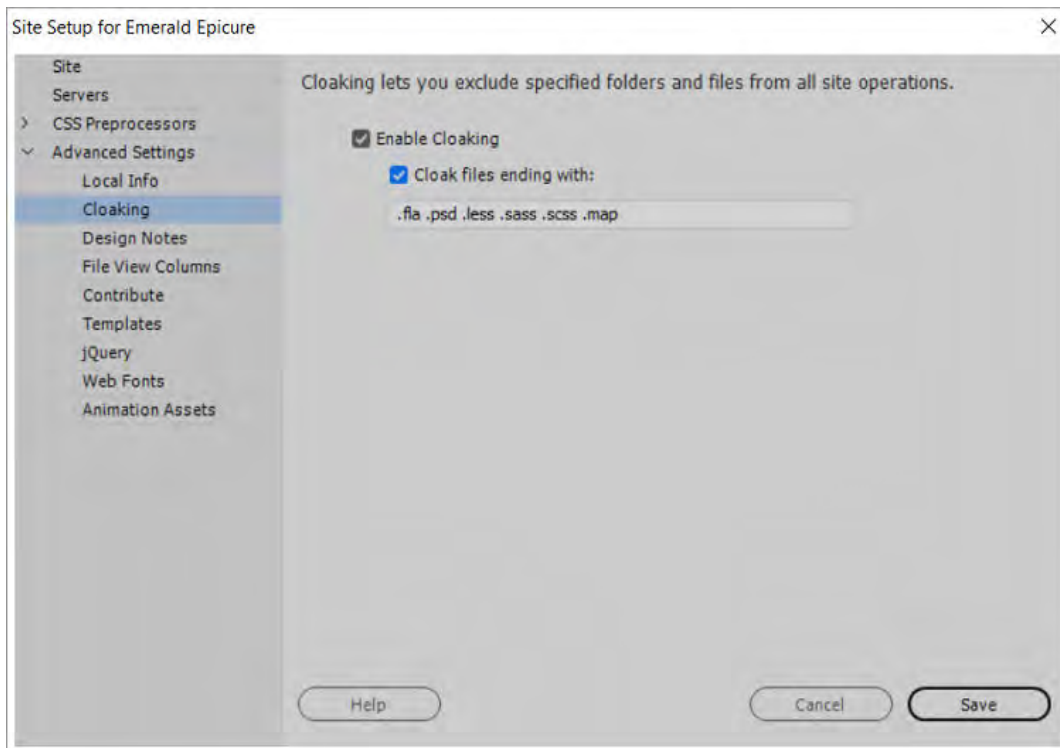
2. Set up a server.
 - a) In the **Files** panel, from the **Site** drop-down list, select **Manage Sites**.
 - b) In the **Manage Sites** dialog box, in the **Your Sites** section, verify that **Emerald Epicure** is selected.

Select the **Edit the currently selected site** button. 
 - c) In the **Site Setup for Emerald Epicure** dialog box, in the left pane, select **Servers**.
 - d) Select the **Add new Server** button. 
 - e) On the **Basic** tab, in the **Server Name** text box, type *EE Test Server*
 - f) From the **Connect using** drop-down list, select **Local/Network**.
 - g) To the right of the **Server Folder** text box, select the **Browse** button. 
 - h) In the **Choose Folder** dialog box, navigate to **C:\EE_Test_Server** and select **Select Folder**.
 - i) Select **Save** to add the server.
 - j) In the **Site Setup for Emerald Epicure** dialog box, select **Save**.
 - k) In the **Manage Sites** dialog box, select **Done**.
3. Cloak the files that have the .psd extension.

a) In the **Files** panel options menu, select **Site→Cloaking→Settings**.

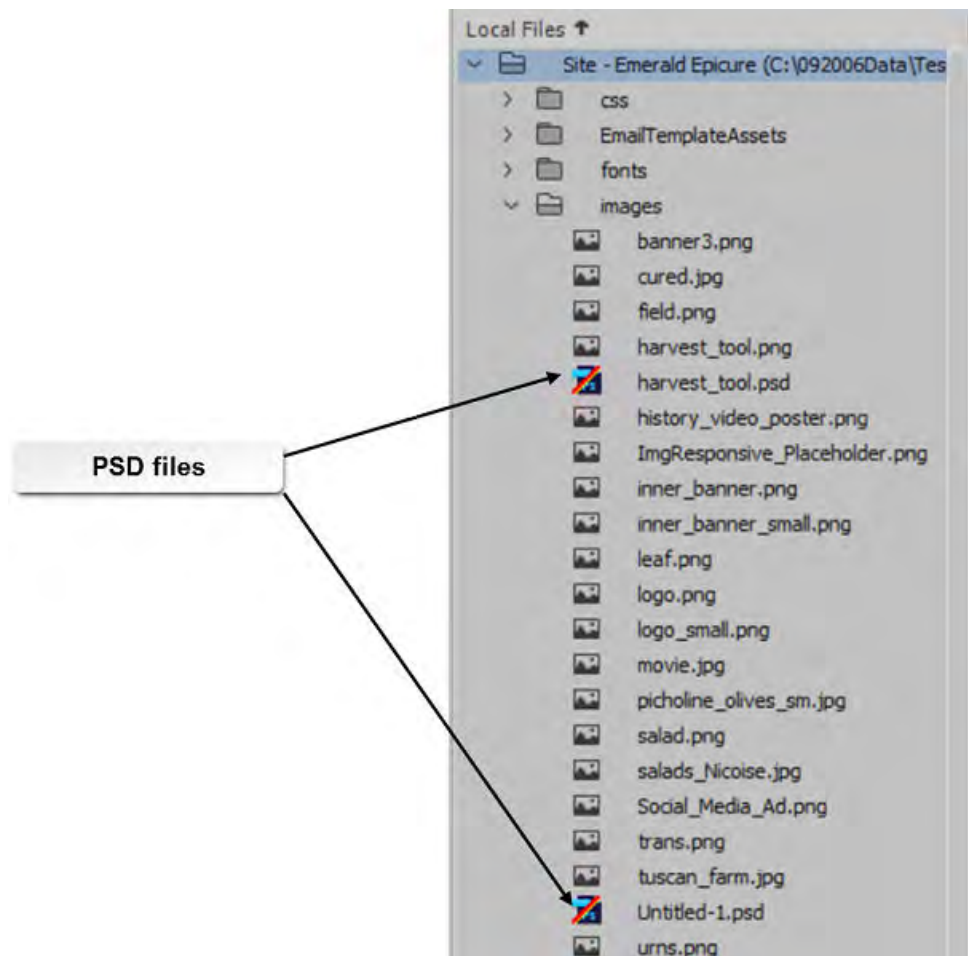






- b) In the **Site Setup for Emerald Epicure** dialog box, if necessary, expand the **Advanced Settings** tab and, in the **Cloaking** section, check the **Cloak files ending with** check box.
- c) Observe that the default is to cloak files that have **.fla** and **.psd** extensions.



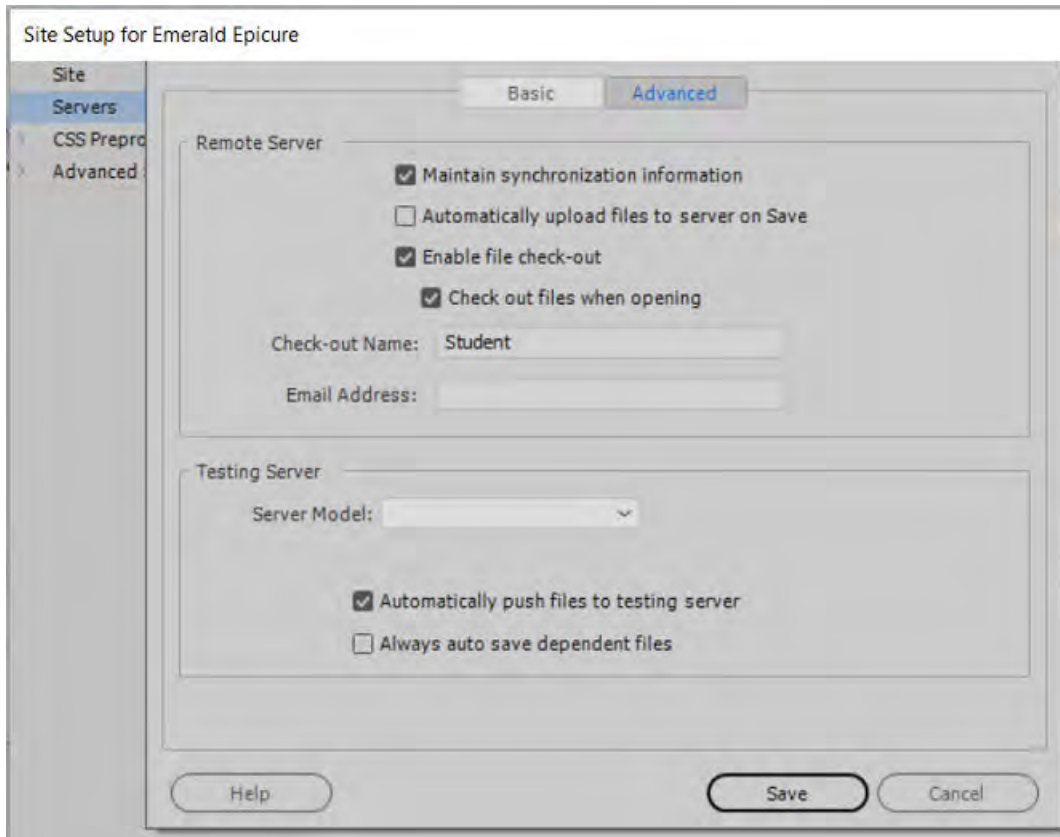
- d) Accept the default and select **Save**.
- e) Observe that the Dreamweaver message box displays a message that the cache will be re-created. Select **OK**.
- f) In the **Local Files** pane, expand the images folder.

- g) Observe that a red slash appears to the left of the files that have the .png extension, indicating that the files have been cloaked.




- h) Collapse the **images** folder.
4. Place the site files on the server.
- On the **Files** panel toolbar, select the **Expand to show local and remote sites** button. 
 - On the toolbar, select the **Connect to Remote Server** button  to connect to the remote server.
 - Make sure that the **Remote Site** pane displays C:\EE_Test_Server\
 - In the **Local Files** pane, select the **Site** root folder if it is not already selected.
 - On the toolbar, select the **Put File(s)** button  to upload the site files to the server.
 - Select **OK** to confirm uploading the entire site to the remote server.
 - Observe that the **Remote Site** pane displays the files uploaded to the server.
5. Enable check out.
- In the **Files** panel, from the **Site** drop-down list, select **Manage Sites**.
 - In the **Manage Sites** dialog box, verify that **Emerald Epicure** is selected and select the **Edit** button.
 - In the **Site Setup for Emerald Epicure** dialog box, in the left pane, select **Servers** and select **EE Test Server**.
 - Select **Edit existing Server**  and select the **Advanced** tab.
 - On the **Advanced** tab, in the **Remote Server** section, check the **Enable file check-out** check box.

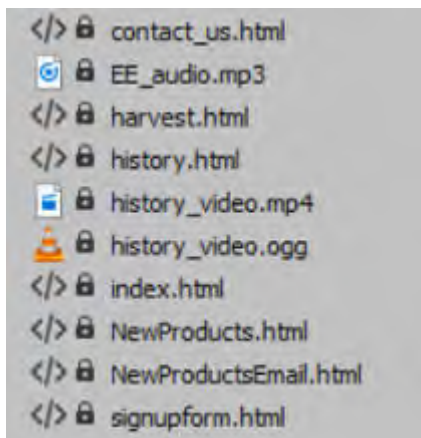
- f) In the **Check-out Name** text box, type *Student*



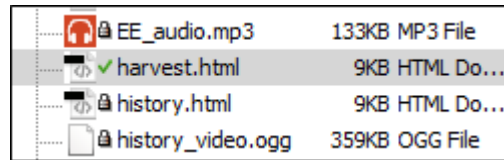
- g) Select **Save**.
 h) In the **Site Setup for Emerald Epicure** dialog box, select **Save**.
 i) In the **Manage Sites** dialog box, select **Done**.

6. Check in all the files onto the server.

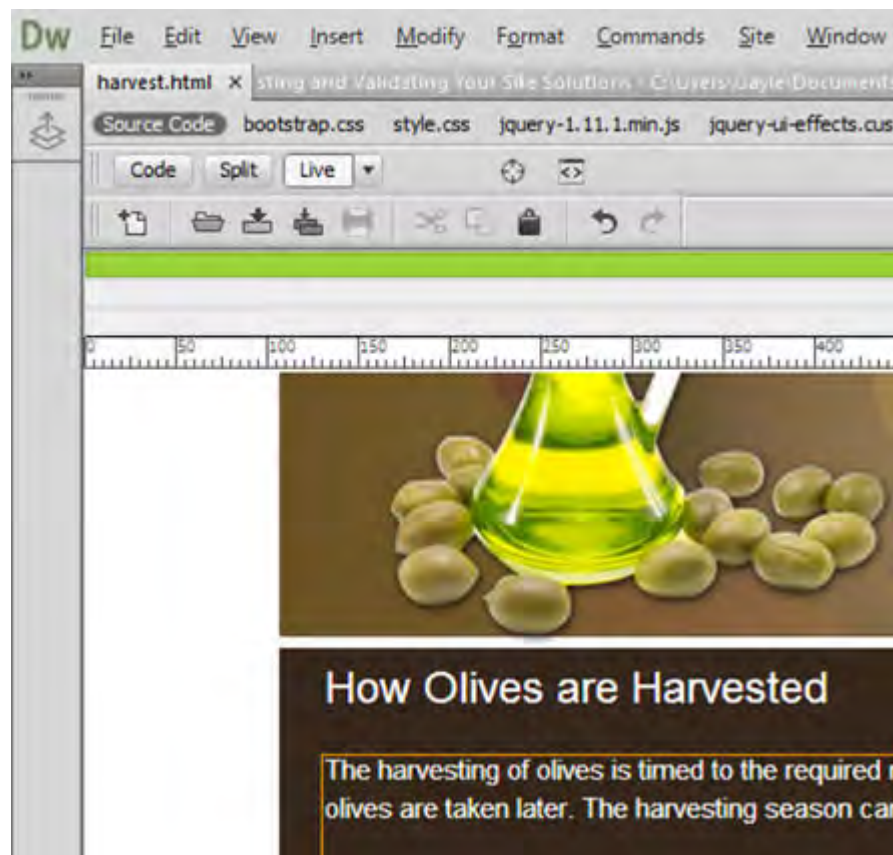
- a) In the **Local Files** pane, select the site root folder. On the toolbar, select the **Check In** button. 
 b) Select **OK** to check in the entire site.
 c) In the **Local Files** pane, observe that a lock symbol appears to the left of the files, indicating that they are in read-only mode.




7. Check out the **harvest.html** file from the server.
 - a) In the **Local Files** pane, select the **harvest.html** file.
 - b) Right-click **harvest.html** and select **Unlock**.
 - c) Right-click the file again and select **Check Out**.
 - d) In the **Dependent Files** message box, select **Yes**.
 - e) Observe that a check mark appears to the left of the **harvest.html** file, indicating that it is now ready to be edited. In the **Remote Server** pane.



- f) Right-click the words **Local Files** and, from the menu, select **Checked Out By** to display the column. Notice that in both the **Remote Server** and **Local Files** lists that the **Checked Out By** column is now displayed and that **Student** is shown as the person who checked out the **harvest.html** file.
8. Edit the file and check it back in.
 - a) Open **harvest.html**.
 - b) In **Code** view, on line 96, enter the word **The** in front of the first sentence of the first paragraph in the body, and set the H in "Harvesting" as lowercase.



- c) Select **File→Save**.
- d) In the **Files** panel, select the **Check In** button. 
- e) If Dreamweaver prompts you with a message, select **Yes** to check in the file.

- f) In the **Local Files** pane, observe that a lock symbol appears to the left of **harvest.html**, indicating that it is once again in read-only mode.

9. Leave all files open.

TOPIC C

Synchronize Your Site

You have tested your site and posted it to a testing server or to a live server, which displays it to your colleagues or the Internet. You and perhaps others make periodic updates. You need to know which files are more recent: those on the remote server or those in your local workings folders.

Site Synchronization

Synchronization is a feature in Dreamweaver that enables you to compare the local versions of your documents with the remote versions, to ensure that you are using updated documents. In the **Synchronize Files** dialog box, you can specify the files or sites to be synchronized and the direction in which synchronization should take place. After synchronization is complete, Dreamweaver confirms the files that have been updated.

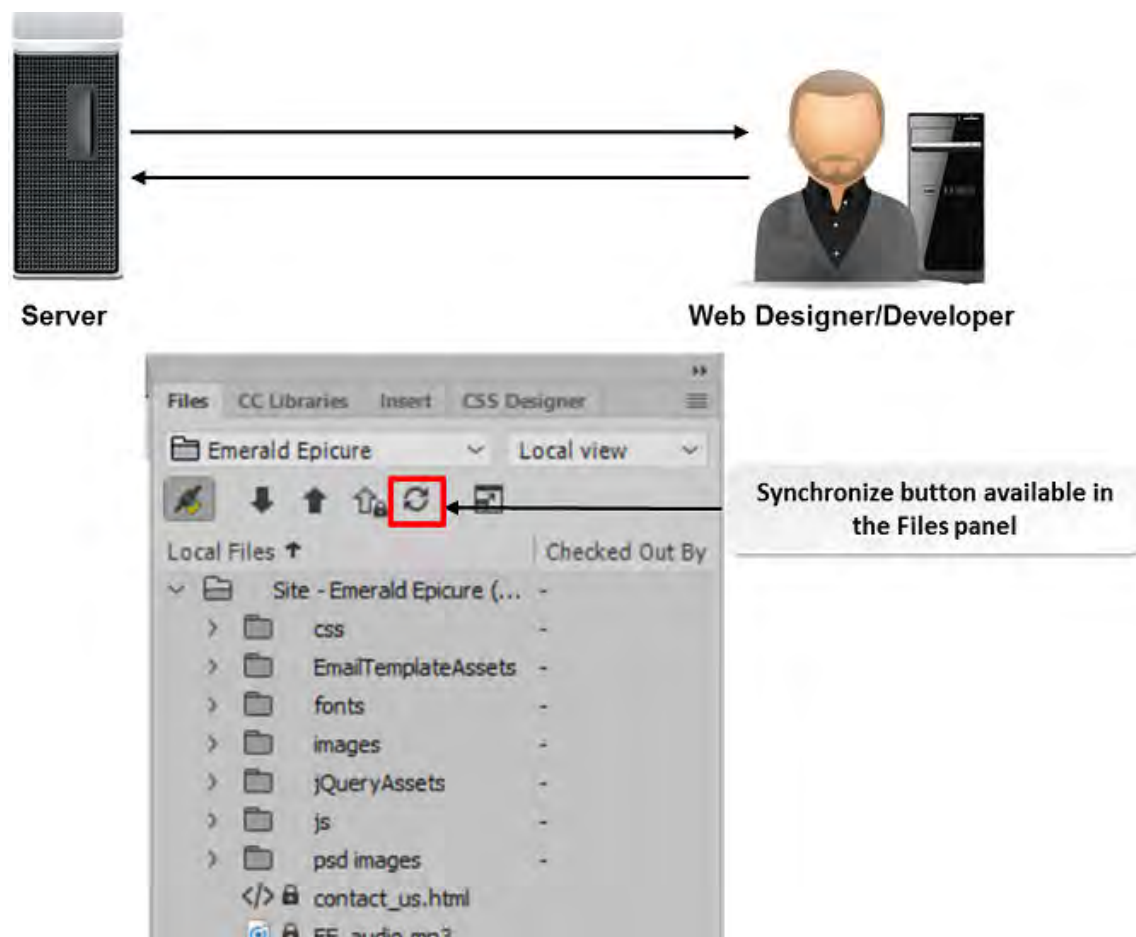


Figure 7–6: The synchronization process.

Synchronization Direction

Three options are available from the **Synchronize with Remote Server** dialog box to specify the direction in which you want your files to be copied.

Option	Description
Put Newer Files To Remote	Uploads new files or updated files present in the local site onto the remote server.
Get Newer Files From Remote	Downloads new files or modified files available on the remote server onto the local site.
Get And Put Newer Files	Places the recent versions of all the files on the local site and remote server.

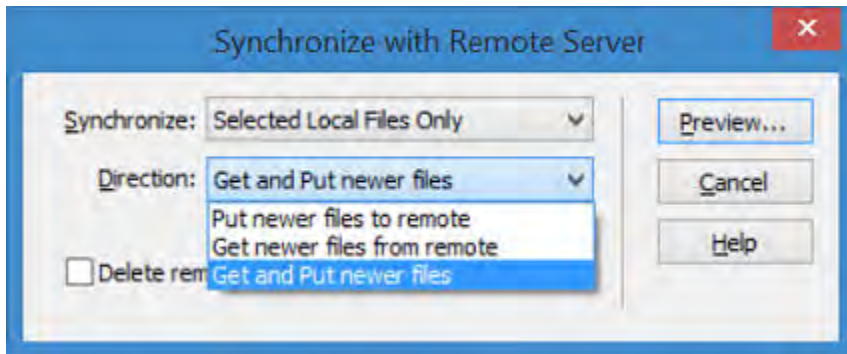


Figure 7-7: The *Synchronize with Remote Server* dialog box allows you to choose direction.

File Comparison

Dreamweaver allows you to compare files present in the local site and remote server by using file comparison tools. You can compare code of two local files, two remote files, or the local and remote versions of the same file. File comparison tools cannot be used to compare movie files or graphics. Before you compare two files, you need to install a comparison tool on your system. Dreamweaver mostly works with third-party file comparison tools. Some third-party comparison tools that are compatible with Dreamweaver are WinMerge and Notepad++.

	<p>Access the Checklist tile on your CHOICE Course screen for reference information and job aids on How to Synchronize Your Site.</p>
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ACTIVITY 7–3

Synchronizing Your Site

Data Files



All files in C:\092006Data\Testing_and_Maintaining_Your_Site\starter
C:\092006Data\Testing_and_Maintaining_Your_Site\Additional files\oliveoils.html

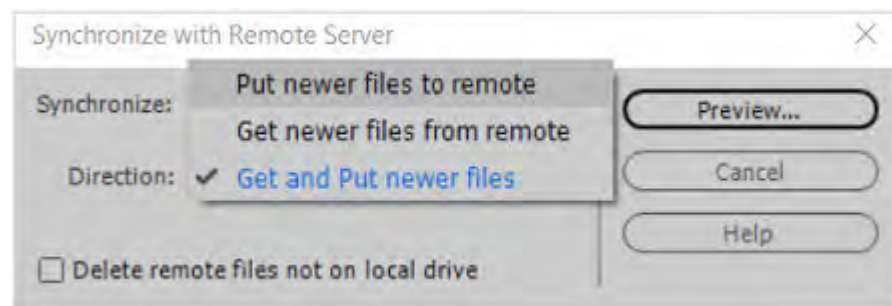
Before You Begin

You are still connected to the remote server and the **harvest.html** file is open.

Scenario

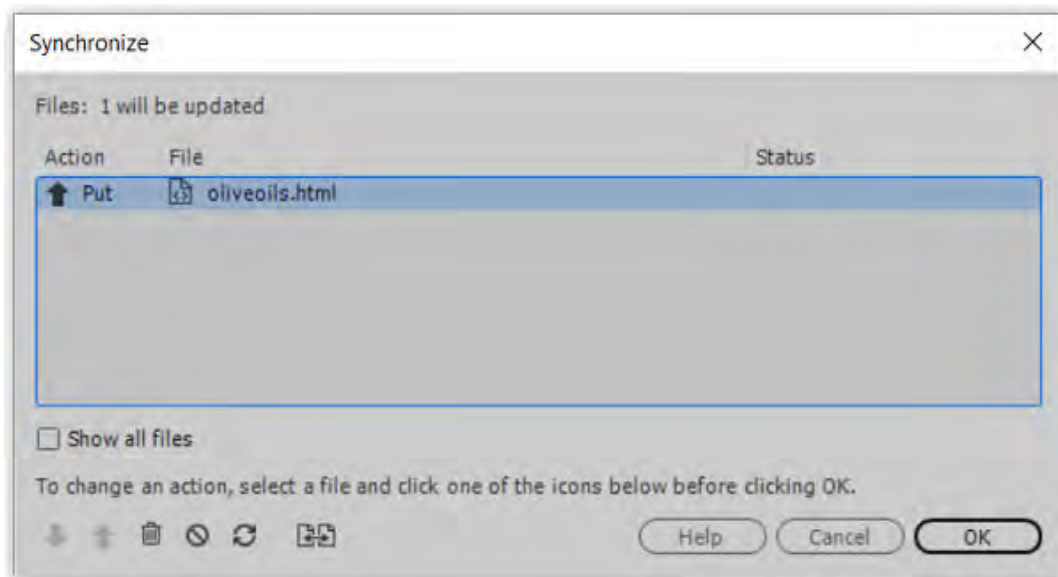
A website developer wants to add a new web page to a site. He needs to ensure that once the file is added to the local system, the same addition needs to be mirrored in the server copy.

1. Copy a newly created file onto the site folder.
 - a) In File Explorer, navigate to the C:\092006Data\Test_and_Validate_Your_Site\Additional_Files folder and copy the **oliveoils.html** file.
 - b) Navigate to C:\092006Data\Test_and_Validate_Your_Site\ starter and paste the **oliveoils.html** file.
 - c) If the file does not automatically appear in the Dreamweaver application, at the bottom of the **Files** panel, select the **Refresh** button. 
2. Synchronize the newly created file on the site folder with files on the remote site.
 - a) On the toolbar, select the **Synchronize with "Remote Server"** button. 
 - b) In the **Synchronize with Remote Server** dialog box, from the **Synchronize** drop-down list, verify that **Entire 'Emerald Epicure' Site** is selected.
 - c) In the **Direction** drop-down list, select the **Put newer files to remote** option.



- d) Ensure that the **Delete local files not on remote server** check box is unchecked.

- e) Select **Preview**. In the **Synchronize** dialog box, observe that one file, **oliveproducts.html**, will be updated.



- f) Select **OK** to place the file onto the server. Observe that the uploaded file is displayed as being in a checked-out state.



Note: If Dreamweaver displays a message warning that there is no remote copy of the file, select **OK** and try again.

3. Check in the file onto the server.

- a) In the **Local Files** pane, select **oliveoils.html**.
- b) On the toolbar, select the **Check In** button.
- c) If necessary, in the **Dependent Files** dialog box, select **Yes**.
- d) Observe that a lock appears to the left of the file, indicating that it is now in read-only mode.
- e) Close any open files and close the Adobe Dreamweaver CC application.

Summary

In this lesson, you validated your site code by using the W3C evaluation tool, set up a system of checking files in and out, and synchronized your site with a remote server.

What kinds of problems could arise from not establishing a system of checking in and out when you have multiple authors?

How might you go about testing your site for usability?



Note: Check your CHOICE Course screen for opportunities to interact with your classmates, peers, and the larger CHOICE online community about the topics covered in this course or other topics you are interested in. From the Course screen you can also access available resources for a more continuous learning experience.

8

Setting Project Requirements

Lesson Time: 30 minutes

Lesson Introduction

When using Adobe® Dreamweaver® CC, it is important to know how to plan and execute a project. You must understand the requirements and specifications of your project, so you will know what actions you need to perform, the environment you are designing for, the expectations for the final product, and who your end user is. Knowing this information up front will make your projects run more efficiently.

Everyone practices project management to some degree. For example, making dinner requires plans, such as recipes. You must secure assets with a trip to the store, and it is a good idea to have a budget to make sure everything is affordable. Certainly the objective is to eat, but who is the dinner for? Meatloaf and green beans might be your family's favorite but impressing your boss might require filet mignon and grilled asparagus. You will need to prepare each part of the dinner at the correct time, so everything ends up on the table together. What tasks can you delegate? If you are an especially good project manager, you might have the kids set the table and your spouse chop onions.

Project management is vital to the business world. A well-planned and efficiently run project keeps costs in line, sticks to the timeline, utilizes resources effectively, minimizes unpleasant surprises, and delivers a product or service that provides the company with a high return on investment.

Lesson Objectives

In this lesson, you will:

- Establish project requirements and documentation.
- Identify and adhere to established copyright rules.
- Determine project management tasks.

TOPIC A

Identify Purpose, Audience, Audience Needs

As an Adobe Dreamweaver site designer and web page developer, you will need to have a solid understanding of the purpose and audience for site content. You will need to identify project requirements, client goals, audience needs, and common problems that arise throughout the project development cycles.

In this topic, you will learn how to identify client requirements and project goals, and examine project documentation to see how the project requirements documents compare to the finished project.

Purpose

When determining the purpose of the content, it is necessary to consider the client's goals for the project and identify how the content can best fulfill those goals. Is the purpose to educate, entertain, or inform? What types of text, media, functionality, and interactivity will be needed?

Audience

As you identify how the content should be communicated, it is important to consider the demographics of the target audience. Key demographics generally include age group, gender, computer literacy, education, income level, and geographical location. How relevant the demographics will be to a project will vary from project to project.

Audience Needs

What does your audience expect to gain from the experience, and how can you best meet their needs? Consider usability, accessibility, engagement, and the technology the audience will be using to determine how audience needs can best be met.

Guidelines for Identifying Purpose, Audience, and Audience Needs

Follow these guidelines to identify project purpose, audience, and audience needs.



Note: Access the **Checklist** tile on the CHOICE Course screen to view all the Guidelines for this lesson.

Determine the Project Purpose and Objectives

To determine a project's purpose and objectives, consider the following:

- What should be the final outcome of the project? For example, is it a call to action, such as prompting donations for a nonprofit organization? Or is it informational, such as an instructional video or pamphlet?

Identify Who Your Audience Is

To determine your audience, identify:

- Age range
- Gender

- Education level
- Socioeconomic class
- Geographic location

Determine Your Audience Needs

To identify your audience's needs:

- If you are designing for a specific audience, what would appeal to them?
- What challenges or constraints are they facing? For instance, if you are designing for college students, you would realize that the majority of college students face financial burdens.

ACTIVITY 8–1

Determining Your Target Audience

Data Files

C:\092006Data\Setting Project Requirements\chocolates.png

C:\092006Data\Setting Project Requirements\flyer.png

C:\092006Data\Setting Project Requirements\zoo.png

C:\092006Data\Setting Project Requirements\billboard.png

C:\092006Data\Setting Project Requirements\business_card.png

Scenario

Most design projects are created with the target audience in mind, the designer implementing design elements specific to the demographics within that audience. Examine the following files and determine the target audience for each one of them. This is an open discussion. There are no right or wrong answers. Be sure to share your opinion, especially if it is different from others. You may have experiences or a different perspective that can bring value add to the conversation.

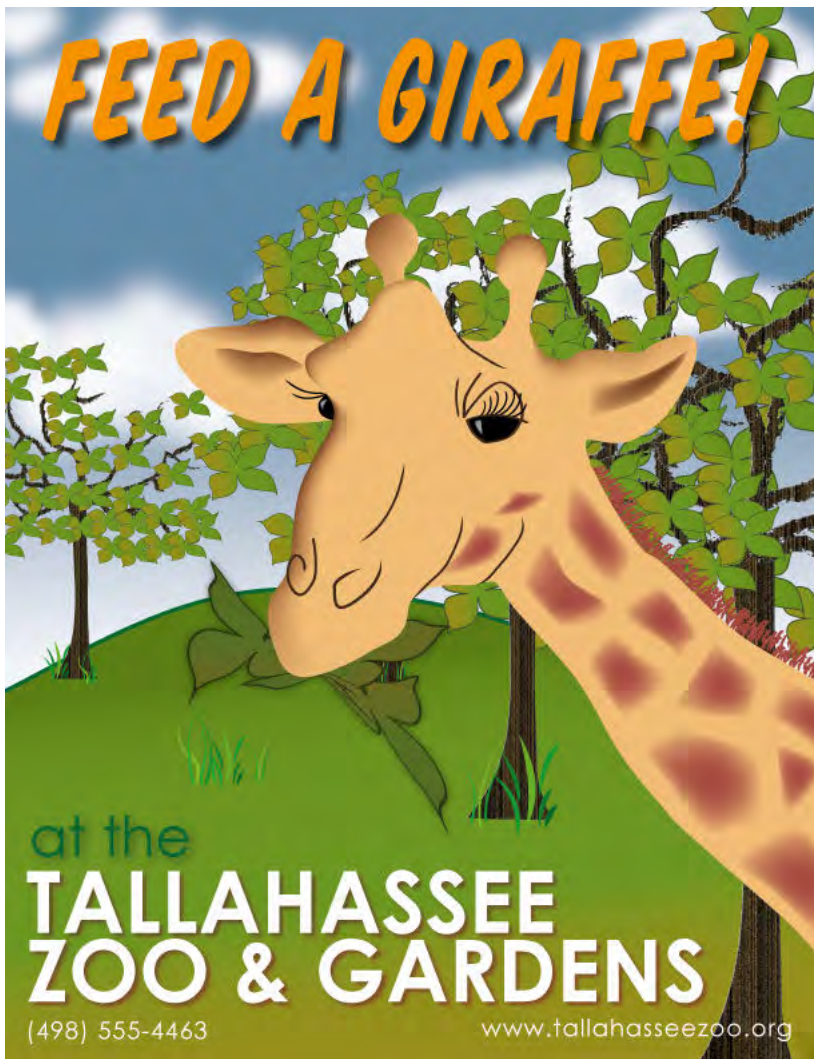
1. Open C:\092014Data\Setting Project Requirements\chocolates.png and answer the following questions.



What is the target audience demographic, such as age, gender, profession, and so on?

2. In what type of environment would the product be most successful?

3. Is the finished design effective in reaching its target audience?
4. Open the website ww5.komen.org and answer the following questions.
What is the target audience?
5. What is the objective of the website?
6. Open the `C:\092014Data\Setting Project Requirements\zoo.png` file and answer the following questions.



What is the target audience?

7. Which elements present in the design lead you to that conclusion?

8. Open the C:\092014Data\Setting Project Requirements\billboard.png file and answer the following questions.

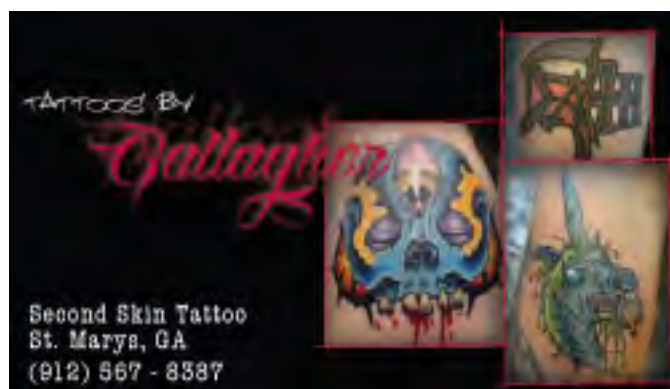


What is the target audience?

9. Given the client, is this an effective way to advertise their product?

10. Is it evident that this is an attempt at reaching a new demographic?

11. Open the C:\092014Data\Setting Project Requirements\business_card.png file and answer the following questions.



What is the target audience?

12. Which elements present in the design lead you to that conclusion?

13. What about this particular design makes it somewhat different from the previous designs?

TOPIC B

Adhere to Copyright Rules for Site Content

Copyright law, developed to protect intellectual property, was enacted to enable our society to progress. Because you create original work when you build web pages and you might use graphics, illustrations, and text created by others in building those pages, you are on both sides of the copyright law. As a graphic designer, you seek both protection for your intellectual property and fair and legal use of the intellectual property of others.

Copyright Terminology

All products resulting from human creativity are considered *intellectual property*. A *copyright* is protection of a specific and tangible expression of an idea. It does not protect the idea. That expression can take the form of a novel, song, design, movie, website, and so on. A trademark is similar but it protects a design, image, slogan, symbol, or word that identifies goods or services. The copyright owner obtains the copyright at the moment of realization or completion of the tangible result from the idea.

Available Permissions for Use

One limitation to the copyright law is for fair use. Fair use allows limited use of a copyright-protected work. What is allowable is determined by the following factors:

- The purpose of the use.
- The nature of the copyright-protected work.
- How much is to be copied.
- The effect on the market or value of the work.

Fair use is determined on a case-by-case basis. It is in common use for commentary, criticism, library archiving, news reporting, research, scholarship, and teaching.

If you will be using text or graphics owned by others, you must properly cite the origin of the information. This should be done whether the copyright symbol or notice is present in the original or not.

If you suspect a work is copyrighted, seek out the owner and request permission to use all or part of the work. Many websites have sufficient contact information. If you believe the copyright is recorded at the U.S. Copyright Office and it was recorded after 1978, you can research the owner online at www.copyright.gov. Copyrights recorded before 1978 can be researched by their staff for a fee.

Copyright Notice

The primary way to identify copyrighted material is by checking for a copyright notice. However, you can no longer depend on this notice being present. The use of a copyright notice was once required as a condition of copyright protection, but it is now optional. The notice does not register the copyright with the U.S. Copyright Office. If you wish to register a copyright you must do it through that office.

It is a good idea to put a copyright notice on your website so visitors are reminded that your site is protected by copyright. The general form of the notice is “**Copyright 2017 The Emerald Epicure Ltd. All Rights Reserved.**” The copyright symbol © may be substituted for the word “Copyright.”

Guidelines for Determining and Evaluating Standard Copyright Rules for Site Content Use

To determine whether or not a content element is valid for reproduction and use, ask yourself the following questions:

- Did I create it?
 - If so, you may use it for whatever you like. You might also want to consider obtaining your own copyright for the image.
 - If not, find out who did and obtain permission. If this is not possible, do not use the image in question.
- Did I pay for it?
 - There are many sites out there on which you can obtain free-to-use graphics and/or photographs. Some are even free for download. However, if you are using images from one of these sites, be sure to check the owner's specifications on usage. In some cases they are free only for personal and not commercial use.
- What am I going to do with it?
 - If it is for student use, you are generally free to use it for a project. However, if it is for commercial purposes, it is vital that you obtain permission from the author so that you don't end up in court.
 - The concept of fair use allows the designer to use the image for educating, research, parodies, and critiques, as long as its value is not compromised.
 - Altering someone else's image does not change ownership, even if it is up to 99 percent altered. In some cases, courts have found that artwork has not infringed upon copyright laws because the original image was no longer recognizable. This is not always the case, and is not a law.
- Where did I get the site content?
 - Did you find the content element on the Internet? Some people believe that the Internet is public domain, but this is not the case.
 - If it is an image scanned from print, it is still subject to all copyright laws.
- Is the site content in question?
 - If the content is in question, just don't use it.
 - It's not worth a lawsuit or the damage it can have on your professional reputation.
 - With enough work and training, chances are you can create something similar, eliminating any concern over violating copyright laws.

ACTIVITY 8–2

Reviewing Copyright and Citation Principles

Before You Begin

Review the following situations and determine whether or not you should use the site content.

Scenario

Emerald Epicure's marketing department has ideas about a new look for its website. In a meeting, they showed you mock-ups of web pages that they would like you to develop. You noticed that some of the content looks like it was downloaded from the Internet. You asked them if they are aware of copyright restrictions regarding using images. The marketing department manager has asked you to clarify to the team when it is permissible to use multimedia content.

1. Is it permissible to use a photograph that you took yourself?
 2. Is it permissible to use a logo from another organization?
 3. Is it permissible to use an image found on the Internet?
 4. Is it permissible to use a royalty-free image downloaded for free?
 5. Is it permissible to use a royalty-free image paid for on a stock photography site?
 6. Is it permissible to use a video downloaded from the Internet?
-

TOPIC C

Determine and Evaluate Project Management Tasks and Responsibilities

As an Adobe Dreamweaver designer and developer, you will need to have a solid understanding of project tasks and common problems that arise throughout the project development cycle.

In this topic, you will learn how to identify components of a project plan and life cycle, as well as the importance of receiving feedback on your design plans.

The Project Plan

The objective of a project plan is to identify the approach that the project team will use to produce and deliver the scope of the project. A well-planned project ensures that the project meets specific objectives within the given time frame, and helps streamline the development process. At a minimum, the project plan answers these four questions:

- Why is there a need for the project?
- What is the work that will be performed?
- Who will be involved and what will their responsibilities be?
- When will the project be delivered?

The following table defines some of the items that generally appear within a project plan.

Component	Description
Project scope	Detail specifications, internal due dates, milestones for project deliverables that the client would then approve, and final deadlines.
Tasks	A list of items that need to be accomplished to meet the project milestones.
Due dates	Due dates include internal deadlines for tasks and project phases, as well as due dates for client deliverables.
Resource allocation	Indicates which tasks go to which team members.

The Project Life Cycle

The *project life cycle* includes all phases of a project, starting with the idea, progressing through development, and delivering a finished product or service. It is important to manage a project throughout the project life cycle to keep the project on track and on budget. Project management can be broken down into five phases, known as process groups: initiating, planning and analysis, building, monitoring, and closing.

Initiating

During the initiating phase, the project is sponsored and defined. The deliverable for the initiating phase is the scope document, which specifies the breadth of the project. It details exactly what will be delivered, as well as what will not be delivered. For internal projects, it is often written by the project sponsor, and for external projects, the scope is agreed to by the customer and internal sponsor. It does not include cost estimates or timelines, as these items are covered separately.

Planning and Analysis

Good planning in the beginning stages of a project keeps issues down to a minimum, eliminates rework, and maintains timelines. Planning takes into account all facets of the project. The following are some things to consider:

- What are your project's objectives? Hold discussions with stakeholders, such as an internal marketing department, management, or an external client. Agree on the objectives of the project, for example, providing information, selling to new clients, up-selling current clients, and so on.
- Who is the intended audience? A deliverable designed to appeal to eight-year-old girls will be different from one designed for neurobiology graduate students. To understand your audience, analyze the demographics, including age, gender, profession, culture, education, ethnicity, computer literacy, and so on. Do not assume. Research often reveals surprises. If you have access to a marketing department, they will often have this information for you.
- What is the output? Deliverables designed for a web server will differ from those intended for use on an intranet server. Consider things such as resolution, technology, and design. For highly technical projects, you may need to consult the technology team for specifications.
- What assets are available? Will you be provided assets such as photos, illustrations, and copy or will you need to acquire or create them yourself?
- What resources can you draw upon? Will you have a team of people? Can you hire contractors with specific skills, such as photographers, copy writers, and illustrators?

The following documents are created during the planning stage of a project. For smaller projects, this information may be combined into one document with separate sections.

- **The project plan:** This document details the specifics of the project, such as project objectives, audience, deliverables, output, and more.
- **Human resource plan:** This is an optional document that specifies the people involved, their roles and responsibilities, dates needed, and resource costing. Detailing this information makes sure the right person is available at the right stage of the project. One of the biggest mistakes in project management is overbooking your people, so it is important to be realistic.
- **Communication management plan:** This is an optional document specifying when certain communication should occur and methods of communication, as well as any hierarchical communication chains needed for issue escalation. Dissemination of information throughout the team is crucial to ensure everyone is on the same page and working together. This can eliminate duplication of efforts that slow the project or eliminate gaps in the development process that can bring a project to a standstill. Regular communication with external clients is necessary to keep them informed of any issues that might affect the delivery of the project in terms of scope, budget, quality, or completion date.
- **Risk management plan:** This document identifies any possible stumbling blocks with resources, time, technology, and so on. Contingency plans are often crafted in advance in case they are needed. Anticipating problems and being prepared for them keeps the project moving forward.
- **Cost management plan:** This document breaks the project down in terms of cost. Because no company has unlimited funds, this document is crucial and usually requires approval from management.
- **Procurement plan:** This optional document specifies outside vendors needed to supply assets and resources. Do you need to hire an outside agency to provide photos, illustrations, or code? If your deliverable is for an external web site, do you need to secure a hosting partner? You will probably solicit bids from multiple vendors to get the service at the best price. All this information can be documented in your procurement plan.
- **Schedules and timelines:** Knowing when the project is to be completed is obviously important. However, dividing the project into phases, or even sub-phases, with corresponding due dates will tell you when the project is going smoothly or when it starts to fall behind, requiring the implementation of one of your risk management contingency plans.

Building

During the building phase, the team develops the product or service, using the planning documents as a guide. The deliverable of the building phase is the project itself, either a product or service.

Monitoring

Monitoring involves overseeing the project to make sure it is delivered on time and on budget with the expected quality. It is during this phase that modifications to the project scope and planning documents are made and approved, based on any changes required to the project.

Closing

The closing phase wraps up the project. The product or service is delivered, the contract is closed, and vendors are paid. External processes or other products are evaluated to see if updates are required, based on the release of the new product or service.

Feedback on Design Plans

Communication is crucial throughout the project. It is estimated that communicating takes up 90 percent of a project manager's time. A good communicator can really streamline a project.

Verbal communication has the advantage of voice inflections and body language that convey so much more than words alone can. Through verbal communication, you will know when a team member is frustrated with an issue, and you can step in to find solutions. Relying on verbal communication alone, however, can leave you open to miscommunication. Verbal information might be misunderstood, forgotten, or not heard at all. Written communication used in conjunction with verbal communication is better if the writing is clear. It gives you a paper trail—something to refer to when miscommunications arise.

A project that involves visual design can be especially challenging regarding communication, but if handled well, it can keep the team on track. In the beginning of the design process, usually quick thumbnails of potential designs are presented to stakeholders and the team. Discussions take place, and the design is honed down to a few possibilities. More detailed comprehensives (comps) of the selected designs are created, distributed, and discussed, until one design is agreed upon. There may then be additional modifications of the chosen design.

During and after each design meeting, it is good practice to record the decisions made. Send an email with the chosen designs to all team members and stakeholders. Summarize the discussion and decisions. If anything was heard incorrectly, the participants have a chance to speak up and correct the miscommunication immediately before unnecessary work begins.

When a design has been selected and honed, create a design document. A design document communicates the design guidelines to the team members and keeps the design visually unified and coherent as the project advances. Design documents may include sample layouts, font specifications, styles, colors, and resolutions. It can be especially important for a deliverable such as a website that will need maintenance after the project is completed.

Guidelines to Determine and Evaluate Project Management Tasks and Responsibilities

Here are some guidelines for determining and evaluating project management tasks and responsibilities:

- Work closely with the client to determine the scope of the project.
- Do not set unrealistic due dates.
- Monitor the timeline and budget to ensure the project stays within estimates.
- Do not over-utilize your resources.
- Leave yourself some buffer time/budget/manpower/other resources.
- Try to stay within the confines of the original scope.

- Communicate with stakeholders regarding scope creep and other budgetary or timeline issues.
- Regularly involve the client at all phases of the project life cycle.

ACTIVITY 8–3

Evaluating Project Management

Before You Begin

This is a minds-on exercise in which you will discuss the objectives and tasks of the project management life cycle. You will provide answers as well as have an open discussion about each question.

Scenario

Emerald Epicure's marketing department would like to begin a new campaign to launch a new product. This campaign will include marketing materials such as a new section on their existing website, new posters, a new logo, and new promotional videos. You will also be working with new team members as the team leader, a responsibility that is new to you.

-
1. What are the five major parts of the project life cycle?
 2. How will the five life cycle parts apply to this particular project and its objectives?
 3. Your team consists of six people, including you. How will you go about dividing up the tasks?
 4. How will you, as team leader, ensure that you meet the deadline and project objectives?
-

Summary

In this lesson, you learned about managing a Dreamweaver project. You learned the components of the project plan and life cycle and how important it is to involve your client and obtain feedback.

In your own environment, will you be responsible for managing Dreamweaver projects?

What do you think will be some of the greatest challenges in managing a Dreamweaver project life cycle?



Note: Check your CHOICE Course screen for opportunities to interact with your classmates, peers, and the larger CHOICE online community about the topics covered in this course or other topics you are interested in. From the Course screen you can also access available resources for a more continuous learning experience.

Course Follow-Up

Congratulations! You have completed the *Adobe® Dreamweaver® CC (2017): Part 2* course. You have successfully created an engaging, responsive website using Bootstrap. Your site includes text, forms, graphics, movement, and videos to convey key points of your message. You have explored social media campaigns and produced an HTML email message. With millions of websites competing for users' attention, your ability to create a website that meets its intended purpose, objectives, and expectations of your target audience will define its success or failure. With Dreamweaver, you can efficiently create appealing websites that are compatible for a wide range of target audiences.

What's Next?

This is the last course in the Adobe® Dreamweaver® CC series, although you are encouraged to explore the other courses in the Logical Operations series of Adobe CC courseware. You may also explore Dreamweaver further by actively participating in any of the social media forums set up by your instructor or training administrator through the **Social Media** tile on the CHOICE Course screen.

Mastery Builders

Mastery Builders are provided for certain lessons as additional learning resources for this course. Mastery Builders are developed for selected lessons within a course in cases when they seem most instructionally useful as well as technically feasible. In general, Mastery Builders are supplemental, optional unguided practice and may or may not be performed as part of the classroom activities. Your instructor will consider setup requirements, classroom timing, and instructional needs to determine which Mastery Builders are appropriate for you to perform, and at what point during the class. If you do not perform the Mastery Builders in class, your instructor can tell you if you can perform them independently as self-study, and if there are any special setup requirements.

Mastery Builder 2–1

Writing for Mobile Platforms

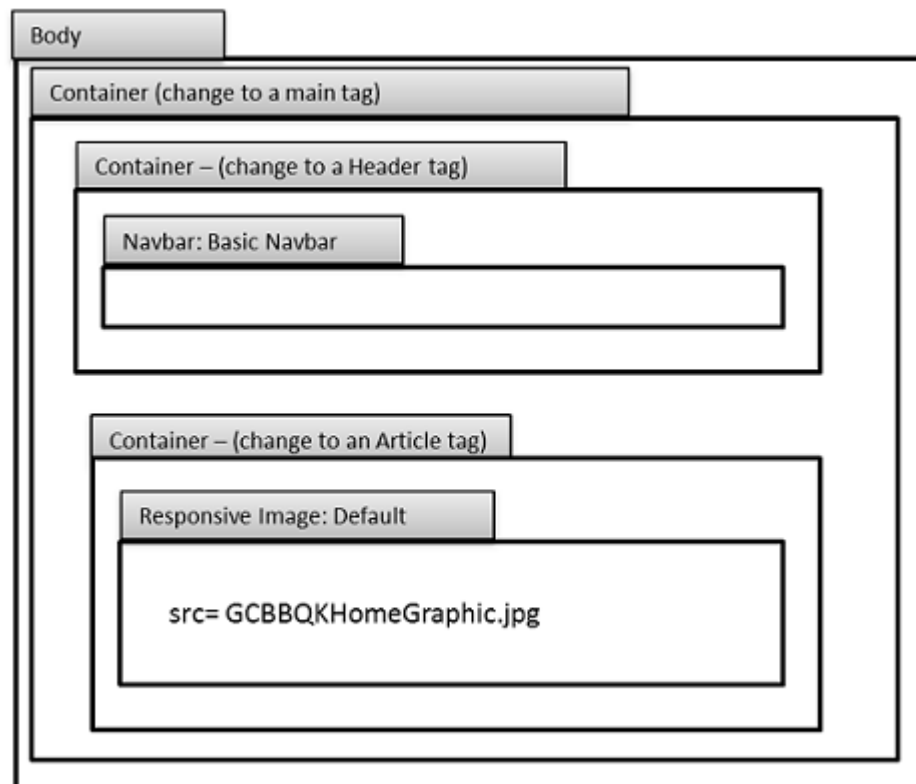
Activity Time: 20 minutes

Data Files

All files in C:\092006Data\Writing_for_Mobile_Platforms\lab\starter

Scenario

You are creating a website for Greene City BBQ Kitchen, which offers catering and take-out. To ensure that your website is displayed properly in any given device, you decide to use Bootstrap to lay out the home page. Your mock-up of the home page layout looks like this:



1. Create a site in Dreamweaver pointing to the folder **C:\092006Data\Writing_for_Mobile_Platforms\lab\starter**.
2. Create a blank page by using Bootstrap. Do not use the built-in layout.
3. Save the page as ***index.html***
4. By using the aforementioned wireframe, lay out the page. Use Bootstrap components.

5. Change the container **div** tags to semantic html5 tags as in the aforementioned wireframe.



Note: Use **Split** view.

6. Replace the image placeholder with the image **GCBBQKHomeGraphic.jpg**.
7. In the css folder, create a CSS page and name it **style.css**
This will be used in a subsequent lab.
8. Attach **style.css** to **index.html**.
9. Save and preview the file. Your result should look like this:



Mastery Builder 3–1

Creating Forms

Activity Time: 10 minutes

Data Files

All files in C:\092006Data\Creating_Forms\lab\starter

Scenario

You want feedback from customers who have used your catering service or ordered takeout. You decide to create a form to obtain feedback.

1. Create a Bootstrap page.
 2. Save the page as *survey.html*
 3. Attach the page to the existing style.css page.
 4. Insert a form with the ID survey.
 5. Set the form action to *survey.asp*
 6. Insert text form elements with the ID and labels *First Name* and *Last Name*
 7. Use check boxes to ask whether the customer purchased catering or take-out.
 8. Use radio buttons to ask if the customer was *Very Satisfied*, *Satisfied*, *Dissatisfied*, or *Very Dissatisfied*.
 9. Use a text area to request comments.
 10. Add Submit and Refresh buttons.
 11. Save your changes and preview in browser.
-

Mastery Builder 4–1

Creating Movement

Activity Time: 10 minutes

Data Files

All files in C:\092006Data\Creating_Movement\lab\starter

Scenario

You decide to add movement to the home page in order to enhance visitor interest.

1. Use **Manage Sites** to switch to C:\092006Data\Creating_Movement\lab\starter.
2. Open **index.html**.
3. In the left column, select the image **catering_page.jpg** and observe that it has been assigned the ID **Beef**.
4. Add a behavior so that the image changes to **catering2.jpg** on hover.



Note: Work in Design view and use swap image.

5. In the second column, add a **Heading 3:H3** with the text *"The best catering in town"*
6. Save your changes and preview the movement in a browser.

Mastery Builder 5–1

Adding Multimedia

Activity Time: 10 minutes

Data Files

All files in C:\092006Data\Adding_Multimedia\lab\starter

Scenario

You decide to add music to the home page.

1. Use the files in C:\092006Data\Adding_Multimedia\lab\starter.
 2. Open **index.html**.
 3. Select the heading “The best catering in town.”
 4. Insert an **HTML5 Audio** tag after the heading.
 5. Set the source to **EE_audio.mp3**.
 6. Set the audio file to **Autoplay** and **Loop**.
 7. If time allows, use CSS to set the **maxwidth** to **300px**.
 8. Save your changes and preview the file in browser.
-

Mastery Builder 6–1

Marketing Through Social Media and Email

Activity Time: 20 minutes

Data Files

All files in C:\092006Data\Marketing_Through_Social_Media_and_Email\lab\starter

Scenario

Your marketing department is planning a big push to increase takeout orders. You are tasked with designing an HTML email message to send to everyone on the customer email list.

-
1. Use the files in C:\092006Data\Marketing_Through_Social_Media_and_Email\lab\starter.
 2. Create an HTML email message by using the Starter Template: Email Templates: Email - Responsive.
 3. Save the file as *takeout_email.html*
 4. Use **GCBBQKHomeGraphic_small.jpg** to replace the 576 × 250 image placeholder.
 5. Replace the text “Email theme” with *Takeout you'll talk about*
 6. Add the images **catering_page_small.jpg** and **catering2_small.jpg** to the first two small image placeholders. Add descriptive text as you wish.
 7. Save your changes and preview it in the browser.
 8. As time allows:
 - a) Add links to the home page.
 - b) Delete the row containing the large block of placeholder text.
 - c) Delete the second row of small images/text/links.
 - d) Save your changes and preview it in the browser.
-

Solutions

ACTIVITY 1–1: Examining Website Design Considerations

1. Which of the following are design considerations that you will need to think about before starting your website design? (Choose two.)

- Target audience
- Purpose of a website
- Software application
- Web page navigation

2. Which of the following audience characteristics should you evaluate while designing a website? (Choose four.)

- Age
- Ethnicity
- Educational qualification
- Income
- Level of computer literacy
- Marital status

3. Observe the screen capture of a web page. What design flaws do you see?

A: Discuss the following possible answers: There are too many fonts. The font used for the sentence "If green olives are required they are harvested earlier" is difficult to read. There is insufficient contrast between the font color and the background color. Students might also note that the image of the harvest tool has padding, while the image of the olives does not, and that the arrangement and spacing of the text and two pictures is unattractive.

4. Sylvia has been assigned the task of developing a website for a client, Emerald Epicure, within a week. Because the client wants the site to be up and running soon, Sylvia immediately begins designing the site and soon proceeds to developing the layout and then the coding for the site. In your opinion, is Sylvia's decision to immediately get started with designing the website appropriate?

A: Answers may vary, but can include: Skipping tasks such as identifying the website purpose and analyzing the target audience may result in developing a website that fails to meet its intended purpose. This can result in rework and delays in meeting scheduled commitments.

ACTIVITY 1–2: Designing Usable and Accessible Sites

1. **Observe the following draft home page and suggest modifications to enhance usability.**

A: Answers will vary and may include: Enlarge the text, add white space, break up the text with headers, add bulleted lists, and format keywords as bold or italic.

2. **Re-examine the image above and suggest ways to enhance accessibility.**

A: Answers will vary and might overlap with answers in the previous question. Answers might include: The table header row should be highlighted and font size should be larger.

3. **Examine the following code for the images of olives and urns in the screen shot above. How could the code be modified to enhance accessibility?**

A: Images should have descriptive alt text.

ACTIVITY 2–3: Adding Styles to a Media Query

1. **With index.html open, in the Visual Media Query bar, select the green bar for the media query with a width of 768px. Observe changes in the page appearance. What would you want to change in this view?**

A: Answers may vary. The **Contact us** navigation button overlaps the **Harvesting** button.

ACTIVITY 3–1: Creating a Form

4. **Which form property is used to define the procedure by which a form's data is submitted to a server?**

- Form ID
- Class
- Method
- Action

5. **What are some of the most common uses of forms?**

A: Answers will vary, but may include: to collect information and feedback from site visitors, conduct surveys, perform business transactions, and provide login or search mechanisms.

ACTIVITY 6–1: Planning a Social Media Strategy

1. **Who should be on the social media planning team and why?**

A: Possible answers include a representative from the organization's strategic planning team, a representative from marketing and sales teams, a representative from customer service, the web designer, and the graphic artist.

2. Is there any additional information you need on your target audience?

A: Answers may vary, but may include age demographics, what proportion of buyers live in rural versus urban areas, and more information on the small restaurants. The company might research behaviors, lifestyles, and personality factors of current customers or desired customers. The company might plan to target new market segments.

3. Visit one or more of the sites offering information on which demographics use which social media platforms. Which platforms most closely match your target audience's demographics?

A: Answers may vary. The Pew report in particular offers a wealth of information. Ragan offers a condensed, easy-to-read version of the report, plus additional related articles. As of this manual's publication date, the latest Pew report lists Facebook as the most widely used platform and Instagram as the second-largest population of women using a social network.

4. One of Emerald Epicure's social media goals is to promote new products, specifically French olives such as Niçoise and Picholine. List several options for keywords.

A: Answers may vary, but may include imported French olives, Niçoise olives, Picholine olives, imported French Niçoise olives. Long-tail keywords have both advantages and disadvantages. Further research may be advisable.

5. Your colleague develops the following graphic to use on social media. The olives are green and the words Emerald Epicure match the green shade of the olives, a different shade than your logo. How effective do you think it might be? How would it fit into your marketing plan?

A: Answers will vary. The image does not use the colors of the website, and the company name is rendered in a different font than in the website. The image does not include the logo. Therefore, either the website or the image is not consistent with the company's branding. Persons who have visited the website and later see this graphic might wonder if the graphic is from a different company of the same name.

6. If you decide to use the image, what revisions might you make to the ad?

A: Answers will vary. The company might consider adding the Emerald Epicure logo, rendering the company name and perhaps the tag line in the brand color and font, or other changes to make the ad more consistent with Emerald Epicure branding.

7. If you do post the ad, what platform would you use?

A: Answers will vary. A simple image of this type, with revisions, might be used as an ad on Facebook or Pinterest. Other platforms may also be suitable.

ACTIVITY 7-1: Validating Your Site Against W3C Standards

3. What are some of the details listed in a storyboard? (Choose four.)

- Assets used on the site
- Navigation structure
- User interaction components
- Site validation requirements
- Project plan
- Coding standards

4. Which test will you perform on the site to ensure that all the objectives that the site was built to meet are achieved?
 - W3C validation
 - Usability
 - Storyboard
 - Site report

5. True or False? The participants in the usability test are members of the team that developed the site.
 - True
 - False

ACTIVITY 8–1: Determining Your Target Audience

1. What is the target audience demographic, such as age, gender, profession, and so on?

A: Answers will vary. Some will say that the adult professional woman is the target. Others might expand the gender to both sexes, or place the age at mid-30s–50s.

2. In what type of environment would the product be most successful?

A: Answers will vary. Some will suggest that an upscale boutique shop would be an excellent venue. Others might say online or in a coffee shop.

3. Is the finished design effective in reaching its target audience?

A: Answers will vary, but the consensus will probably be yes.

4. What is the target audience?

A: Answers will vary. Some will say women of all demographic types and ages. Others will say it also includes men. Still others will say anyone who is concerned with finding a cure for breast cancer.

5. What is the objective of the website?

A: Answers will vary. Some will point to the fund-raising aspect. Others will highlight the informational aspect or the effort at building a community.

6. What is the target audience?

A: Answers will vary. Some will say the parents of kids. Others will say the kids themselves.

7. Which elements present in the design lead you to that conclusion?

A: Answers will vary. Those who say the target is parents will point out that the phone number and web address point to an older audience. Others will say the headline of feeding a giraffe would be especially exciting to children.

8. What is the target audience?

A: Answers will vary. Most will say women in their 20s and 30s.

9. Given the client, is this an effective way to advertise their product?

A: Answers will vary. Some students may remember seeing advertising by GAP NOW. People will have different opinions about the effectiveness of this approach. Some will say that it suggests that the target audience wants to differentiate themselves from past generations and, therefore, the approach is effective.

10. Is it evident that this is an attempt at reaching a new demographic?

A: Answers will vary. Some will point out that the color and makeup of the subjects on the left make the images look older, more artificial, and dated (That was then...). The "This is now." images are brighter in color, more vibrant, closer, and more intimate. Some will say it is a new demographic (generation). Others will say it's the same demographic that is re-inventing itself culturally.

11. What is the target audience?

A: Answers will vary, but many will say a slightly younger crowd looking for "edgier" tattoo designs.

12. Which elements present in the design lead you to that conclusion?

A: Answers will vary. The designs are atypical, with more unusual colors. The background is black, which suggests a younger crowd.

13. What about this particular design makes it somewhat different from the previous designs?

A: Answers will vary. The images are "darker" in emotional tone and more fanciful and fantasy-oriented.

ACTIVITY 8–2: Reviewing Copyright and Citation Principles

1. Is it permissible to use a photograph that you took yourself?

A: Yes. These are free to use for whatever you may choose. However, you might want to obtain permission from any subjects in your photographs before using them publicly or commercially. Many organizations, including governmental organizations, require that the subjects of photos sign consent to use forms.

2. Is it permissible to use a logo from another organization?

A: It depends. Logos fall into a kind of a gray area because they are considered creative objects, but are not always creative enough to warrant copyright protection. Many large corporations have logo-use standards and specifications on their website, as well as a way to contact someone concerning its use.

3. Is it permissible to use an image found on the Internet?

A: No. Unless specifically stated, this is not eligible for free use or reproduction.

4. Is it permissible to use a royalty-free image downloaded for free?

A: Yes. However, although the image is royalty-free, meaning the copyright owner does not require payment or even notification when image is used, it is not necessarily open for use in any environment. Most images come with specifications for their allotted uses.

5. Is it permissible to use a royalty-free image paid for on a stock photography site?

A: Yes. In most cases, once an image is paid for, you can use it for whatever you may choose. However, many stock image sites have specific licensing terms that you should become familiar with before using one of their images.

6. Is it permissible to use a video downloaded from the Internet?

A: Probably not. Most likely, this video is not safe for use. Many free video sites where people upload their own videos have specific copyright ownership for all videos posted there. As with stock photography, there are also some free stock video sites available for your use.

ACTIVITY 8–3: Evaluating Project Management

1. What are the five major parts of the project life cycle?

A: Initiation, planning and analysis, building, monitoring, and closing.

2. How will the five life cycle parts apply to this particular project and its objectives?

A: Answers will vary, but you will want to apply the concept of the five life cycle parts to the project in order to organize the tasks and manage the project effectively.

3. Your team consists of six people, including you. How will you go about dividing up the tasks?

A: Answers will vary. In most cases, you will identify who is best suited for each task, and assign those people as resources to the tasks accordingly.

4. How will you, as team leader, ensure that you meet the deadline and project objectives?

A: Answers will vary. It is useful to use a project management tool such as a spreadsheet or special software to help manage your schedule and resources. The project manager must always strive to make sure everyone is utilized appropriately and has the tools and resources they need to get the work done.

Glossary

Bootstrap

A popular framework for writing responsive pages in an efficient manner. It uses HTML5 and CSS templates and JavaScript plug-ins to provide a responsive grid layout, plus responsive navigation, text, buttons, forms, tables, images, image carousels, and more.

check-in feature

In Dreamweaver, the process of placing a checked-out file back onto the server.

check-out feature

In Dreamweaver, the process of taking out a file from the server for editing. While a file is checked out by one author, other authors cannot edit it.

copyright

The protection of a specific and tangible expression of an idea.

fluid layout

A layout in which the width of page elements is defined as a percentage of their containers; with a fluid layout, as the viewport size changes, the element's size changes proportionally. Fluid layouts may also be referred to as liquid layouts.

Although a liquid layout is often used in responsive design, you will still need to use media queries to make further adjustments in page appearance for varied viewports.

form

An HTML element that allows for data collection and data submission to a server.

form element

Enables users to enter their data directly in a form and record the inputs.

form property

The features of a form that determine what happens to the form when it is submitted.

form validation

The task of verifying if the data entered in a form is valid, meaning that it meets criteria that you set.

grid layouts

A design approach in which the page is divided into columns. A grid layout can be used in designing a web page or other artwork.

intellectual property

All products resulting from human creativity.

keywords

Search words or phrases potential site visitors type into search engines.

KPI

(key performance indicator) A metric that is measurable and can be used to gauge whether or not activities are progressing toward a defined goal. For example, if the goal is to post 30 blog posts a month, the KPI might be one blog post per day.

long-tail keywords

Keyword phrases that are made up of more than one word.

media query

Code that applies a block of CSS properties only when a page is viewed on devices with certain capabilities, such as a specified width, orientation, or resolution. It can also be used to apply CSS properties only when the page is printed.

project life cycle

All phases of a project, starting with the idea, progressing through development, and delivering a finished product or service.

responsive web design

Designing a web page for use on various devices. You can use HTML, CSS, and perhaps scripts to resize, move, hide, shrink, enlarge, or otherwise change the appearance of the content for optimal viewing on smartphones, tablets, laptops, and desktops with a range of viewport sizes.

SSL

(Secure Socket Layer) A protocol used to provide extra security when communicating across multiple networks.

synchronization

A feature in Dreamweaver that allows you to compare the local version of your website with the remote version.

usability

The extent to which users can find and absorb relevant content, access the site's functions, and feel satisfied with the process of doing so.

usability testing

A process to ascertain how easily and effectively visitors can use a website.

Validate Form behavior

A process of validating whether or not the values in specific text fields are numeric and if numeric, whether they fall within a range of values.

viewport

The area of a web page visible to the user; the size of the viewport is of critical

importance when designing responsive pages. The viewport is not necessarily the total width of the device, but rather the area in which the page is rendered.

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