

# Dreamweaver CS3

## Introduction

Web Site Development and Adobe  
Dreamweaver CS3

# The Internet

- What is it?
- Idea of network
- How the internet was “born”?
  - Advanced Research Projects Agency (ARPA)



# World Wide Web and Web Browsers

- What is it?
- Host x Client
- Hypertext Transfer Protocol (HTTP)
- What is a web browser?
- Web site x Web page
- URL

# Web Browsers

- Most popular:
  - MS Internet Explorer (IE)
  - Mozilla Firefox
  - Netscape Navigator

# Web Browser - IE

- Parts of Internet Explorer:
  - Title Bar
  - Search Box
  - Address Bar
  - Command Bar
  - Document Window
  - Web Page Tab

# Web pages

- Common characteristics – basic elements:
  - Headings
  - Titles
  - Text
  - Images
  - Background
  - Hyperlinks – different ways to show the new page

# Web site

- Set of web pages linked together
- Home page (index page)



# How do you access the Web?

- ISP – Internet Service Provider
- OSP – Online Service Provider
- WSP – Wireless Service Provider

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# Types of Web sites

Page DW-7

- Portal
- News
- Informational
- Business / Marketing
- Educational
- Entertainment
- Blog
- Wiki
- Social Networking
- Personal...

# Planning a Web Site

- Purpose & Goal
- Target Audience
- Web Technologies available
- Web site comparison
- Value-Added Content (text, image, multimedia...)

# Web Site Navigation

- How the visitor will navigate your web site?!?!
  - Where am I? Where do I go? Where is the home page?
- Navigation Map, Site Map
  - Appropriate tools to create it
- Structure
  - Linear
  - Hierarchical
  - Random
  - Grid
  - Hybrid

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# Web Site Development

## Development Basics

- Typography
  - Appearance and arrangement of characters
- Images
- Page Layout
  - Template
  - 1 topic per page; control vertical and horizontal size of page; start text on the left; use concise statements
- Color

# Reviewing and Testing the Web Site

- Typing errors, grammar errors
- Is the page layout consistent?
- Broken links
- Forms, multimedia working ok?
- Different web browsers behavior
- Group Test – other people testing it

# Publishing a Web Site

- Domain Name – text version of IP address
  - DNS = Domain Name System
  - URL = Uniform Resource Locator
  - Accredited Registrar Directory – provides a list of ICANN (Internet Corporation for Assigned Names and Numbers)
    - <http://icann.org/registrars/accredited-list.html>
    - Pay per year
- Acquire server space
  - Online community
  - <http://www.websitehostdirectory.com>

# Selecting a Host Provider

- Check list (basic) on page DW-16/17



# Maintaining a Web Site



- Changing content
- Checking broken links / adding new links
- Documentation

→ Using tools provided by ISP

# Tools Used to Create Web Pages

- Text editor
- XHTML editor
- WYSIWYG text editor (Web Page Authoring)
  - MS FrontPage
  - Adobe Dreamweaver

# Web Site Languages

- Pages written in plain text saved in ASCII
- HTML → XHTML – piece of code page DW-19
- Standards – W3C

# Adobe Dreamweaver CS3

- Drag-and-drop workflow
- Visual Cascading Style Sheets (CSS)
- Integration with Adobe Photoshop CS3 and Contribute CS3
- New Adobe Device Central CS3 (mobile)
- Extended XML integration (XSL or Spry framework for AJAX)
- Added support for Flash video