

U n i v e r s i t y o f H a w a ' i a t M a n o a
O u t r e a c h C o l l e g e

Basics:

Beginning Webmaster

Your First Web Page

**Pacific
New
Media**

Pacific New Media

University of Hawai'i at Manoa

Outreach College

*2530 Dole Street, Sakamaki C104
Honolulu, Hawaii 96822*

*(808) 956-8244
pnm@hawaii.edu*

By Blaine Fergerstrom

*©2006 Blaine Fergerstrom
ZZ-Type / Alohatown.com
zztype@alohatown.com*

*For more information or updates, please see:
<http://alohatown.com/class>*

*Portions of this book were originally written by Ron Knowlton,
subsequently edited, updated and rewritten.*

*First Edition, November 2002
Second Edition, May 2006*

Table of Contents

Part I – The Basics

A	What is the Internet/Worldwide Web?	4
B	What is HTML (HyperText Markup Language)?	5
C	What tools do I need?	6
D	Design a Simple Page using simple tools (text editor)	8
	• Your First Page	8
	• Basic HTML Page Elements	10
	• Reviewing Your Work	12
	• Text Formatting Codes	14
	• Kalakoa! Adding Color	17
	• Get The Picture? Adding Images	20
	• Link Me Up, Scottie! Hyperlinks	22

Part II – WYSIWYG?

A	Dreamweaver (A Pictorial Guide)	25
----------	--	-----------

Part III – Whee! FTP!

A	How do I publish (upload) my finished work?	40
----------	--	-----------

Part IV – Now What?

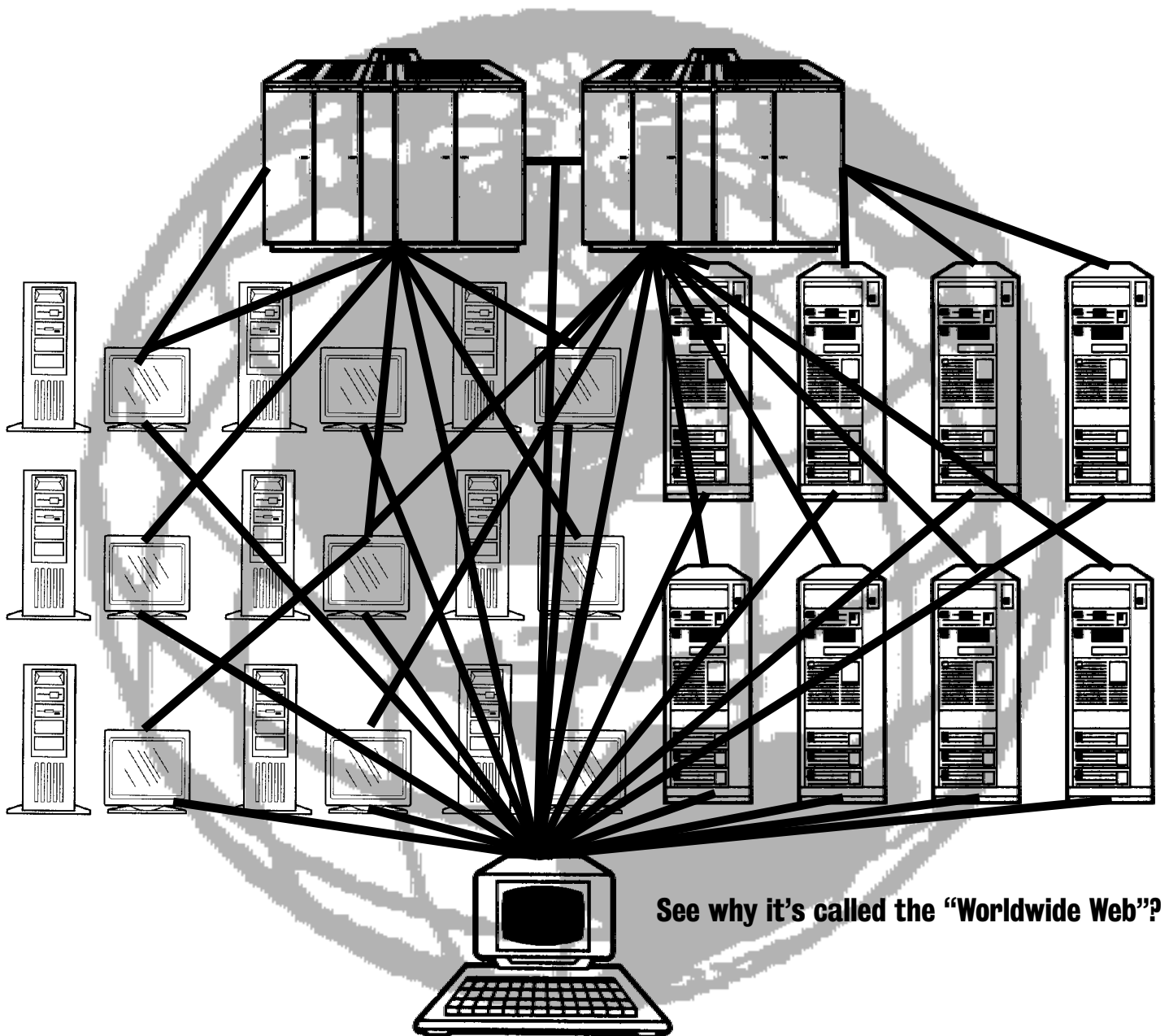
A	What's the next step?	
----------	------------------------------	--

What is the 'Worldwide Web'?

The Internet is a network of millions of computers connected by cabling, some through telephone, cable and other communications lines. They all speak a common language called "TCP/IP" or Transfer Control Protocol/Internet Protocol...basically they all speak the same language to each other over this network. Yes, they communicate.

When you're viewing Web Pages, you are looking at files stored on individual computers throughout the world. When you type a Web address in your browser, your machine calls the remote computer and asks if it has a page for you. The remote computer, or "server" then responds by sending a copy of the requested file(s) to your computer for display in your Web browser.

The different computers that make up the internet range from desktop machines like what you're using now to large mainframe computers.



What is this 'HTML' stuff?

'Hypertext Markup Language'

The HyperText Markup Language that is used to create web pages serves 2 purposes:

Hypertext Markup Language, or HTML, provides a generic, universal way to describe the appearance of a page. Different computers and different software packages speak different languages and use different formatting schemes: How you boldface text in Microsoft Word is different from how you do it in WordPerfect which is different from how you do it in Pagemaker. HTML is a simple universal standard for describing the "look" of information.

HTML also provides a means of connecting one page to another page through "HyperLinks."

HTML is a very basic, high-level programming or scripting language. It is characterized by tags or commands enclosed in "less-than" and "greater-than" symbols ... "<" and ">". Most HTML tag commands work in pairs, though a few work stand-alone. For example:

`` means "turn bolding on" from this point in the document and where `` means "stop bolding now ... please turn it off." `<i>...means italics!</i>`.

Some tags can have "modifiers" strung along inside them to accomplish more effects. For example:

`` This is the
BIG RED text.``

Notice that the main tag is FONT, but modifiers for SIZE and COLOR were added to it. Also, did you also notice that it only required a single `` to end it?

Tags can be nested, to further control how your document looks.

`` This is the
BIG BOLD RED text.``

The `
` tag (line break) is a standalone tag that is used to end a line of text. There is *no* "`</BR>`" tag. You may use as many `
` tags as you need to space things out on a page.

HINT: In most Web browsers, the "View" menu contains an item that permits you to "View Page Source" or to view the HTML code that created that Web page. If you are viewing a page and wonder, "How did they do that?", simply go to the View menu and select "View Source." In Internet Explorer in Windows will actually open the document in Note Pad, which you can save, modify and view the changed document from your hard drive.

Tools rule!

What tools do I need to make a Web page?

Contrary to popular belief, you don't need to spend a lot of money to make Web pages. The truth is, anything that will edit and save a plain text file will do the job, in a pinch. Find the factory-installed copy of **Note Pad** on a PC or **Simple Text** on a Macintosh and you're in business. Of course, you can spend money for good tools. Most webmasters use many tools, depending on the situation and what they are trying to do. Tools range from free, to shareware, to full commercial applications.

If you plan on working in HTML code, an "HTML helper" application might come in handy. Many of these can be found on the Internet as freeware or for a nominal fee as shareware. One such tool on the Macintosh side is "*PageSpinner*." This application will apply tags for you from buttons or menu items. This greatly speeds production and reduces typing errors. On the PC side, a similar application called "*Coffee Cup HTML Editor*" is very popular. There are many, many more. A search on VersionTracker.com or Tucows.com will yield many choices. Try a few to find one you like.

For WYSIWYG (What You See Is What You Get) Web page authoring, the free or shareware choices are more limited, but they do exist.

Nvu ("Envy You," get it?) is a free Java-based WYSIWYG editor. Right alongside is the possibly better "Sea Monkey." Silly name, but the thing works, and it's free! Also available for free (PC and Mac versions) is Netscape's Communicator. Go to Netscape.com and download the latest "*Communicator*." It includes a WYSIWYG authoring section. Download links for all these apps are maintained on the class help page. <http://www.alohatown.com/class/>

Either of these tools will do the job, though neither is as good as the commercial applications.

If you don't mind spending a little money to get a good tool, Adobe's (formerly Macromedia's) *Dreamweaver* is currently very popular, as is Adobe's *GoLive Cyberstudio*. Either tool will help you greatly in the process of creating Web sites. On the downside, they sometimes try to "help" too much, getting in the way of what you're trying to do. On the plus side, they both allow you to tinker with the code directly, as well. Most professionals use a tool like this.

TIP: Check your word processing program. Most word processors (and many other applications) have "Export to HTML" or "Export to Web Page" options built in. Microsoft Word has this built in to the file menu. Simply create your word processing document, make it look nice and "save as" a Web page. It will create an HTML document for you, including graphics, which you can simply upload or post on your Web site. You can also open the document in an HTML or WYSIWYG editor to work on it further. This can save much time when you are tasked with publishing many already-existing documents on the Web.

You may also need a tool to edit image files for your site. While Adobe's *Photoshop* is very popular, it is very expensive. Any image tool that will save an RGB JPEG or GIF file will suffice. Adobe has *Photoshop Elements*, as well as *Photoshop LE*, *PhotoDeluxe* and *ImageReady*.

TIP: Often, these tools are bundled free with scanners or digital cameras. See if you don't already have one, or shop the bargain bin at CompUSA to find an inexpensive scanner or digital camera.

Macintosh**Windows****HTML Web Page Authoring****Note Pad or Simple Text**

Free!

Free!

Anything that will edit a plain text file can be used to create a Web page! Many other cheap or free tools are available. Search the Web for more. (<http://www.versiontracker.com>, <http://www.tucows.com>)

HTML Editor Applications**PageSpinner**

\$29

—

(<http://www.optima-system.com>) PageSpinner is a text editor that shows you the HTML document, colors the tags and will type the correct tags for you at the click of a button. It also has a great HTML tutorial section.

CoffeeCup HTML Editor

—

\$49

(<http://www.coffeecup.com/html-editor/>) CoffeeCup is a text editor that shows you the HTML, colors the tags and will type the correct tags for you at the click of a button. Also has a WYSIWYG view. 30-day trial. Windows.

BEdit

\$125

—

(<http://www.bbedit.com/products/bbedit/>) Shareware text editing application very popular with programmers and web coders. Many features geared to helping coders in their work. Mac-only.

WYSIWYG Web Page Authoring**Nvu**

Free!

Free!

(<http://www.nvu.com>) Java-based authoring application with versions for Mac, Windows and Linux.

Sea Monkey

Free!

Free!

(<http://www.mozilla.org/projects/seamonkey/>) Authoring app. with versions for Mac, Windows and Linux.

Microsoft FrontPage

\$135

\$140

(<http://www.microsoft.com>) Good basic WYSIWYG editor. Advanced functions require specialized server.

Adobe GoLive

\$399

\$399

Pro-level tool. (<http://www.adobe.com/products/golive/>) One of the two industry-leading web design applications. Adobe bought out its leading competitor, Dreamweaver, and continues to offer both applications.

Adobe Dreamweaver

\$399

\$399

Pro-level tool. (<http://www.adobe.com/products/dreamweaver/>) Adobe bought its challenger, Macromedia. Good news is that they continue to update this industry-leading program.

Image Creation/Manipulation**Adobe Photoshop**

\$650

\$650

Photoshop is the tool professionals use for creating the pictures, images, and logos that appear on Web pages.

Adobe Photoshop Elements

\$80

\$90

Consumer version of Photoshop, does RGB GIF and JPEG images. Fits the bill nicely for Web work. V5 for Windows: <http://www.adobe.com/products/photoshopelwin/> or V4 for Mac

<http://www.adobe.com/products/photoshopelmac/>

Adobe Fireworks

\$300

\$300

Image editing tool for the Web. Very comprehensive, can do most tasks. Formerly produced by Macromedia. Free demo available at <http://www.adobe.com/products/fireworks/>

Word Processors / Office Suites**Microsoft Office**

\$450

\$450

(Word, Excel, PowerPoint) Can export documents to make automatic Web Pages

WordPerfect

???

\$370

Word processor can export documents to make automatic Web Pages

Apple Works

\$99

—

Ships free with many Mac models. (word processor, spreadsheet, database and communications in one app.) Exports word processing pages or spreadsheets to HTML.

Your first page

‘What? Me? A programmer?’



This is a “contact” page for our new Pacific New Media Web site. We will use a plain text editor to craft this page (Simple Text or Note Pad) in HTML.

Note the text-based navigation system and the email links. This page has most of the elements of a common Web page.

The logo graphic is supplied in your “images” folder. (It is a GIF image on a transparent background.)

The full HTML code for this page appears on the next page. (Don’t worry, we’ll take it step-at-a-time. You will understand all of this before you leave the class.)

```
<html>
<head>
<title>Pacific New Media - Contact Info</title>
</head>
<body bgcolor="#CCFFCC">

<blockquote>



<font color="#006600" size="7" face="Verdana, Arial, Helvetica"><i>Pacific New
Media</i></font><p>

<font face="Verdana, Arial, Helvetica"><b>University of Hawaii at Manoa Outreach
College</b></font><p>

<font size="5" face="Verdana, Arial, Helvetica"><i>Let the experts teach you</i> </font><p>

<hr align="left" width="550" size="1"><br>

<font size="2"><a href="index.html">HOME</a> | <a href="video.html">VIDEO</a> | <a
href="contact.html">CONTACT</a> | <a
href="http://www.outreach.hawaii.edu/pnm/">MAIN SITE</a> | <a
href="http://www.hawaii.edu">UH MANOA</a></font><p>

<b>Contact us via the address below, or through our<br>
Web site:
<a href="http://www.outreach.hawaii.edu/pnm/">Pacific New Media</a>.</b><p>

<blockquote>
University of Hawaii Outreach College<br>
Pacific New Media<br>
2530 Dole Street, Sakamaki C104<br>
Honolulu, HI 96822<p>

Telephone: (808) 956-8244<br>
Email: <a href="mailto:pnm@hawaii.edu">pnm@hawaii.edu</a><p>
</blockquote>

<hr width="425" size="1">
<center><font size="1">&copy; 2006 Pacific New Media</font></center><p>

</blockquote>

</body>
</html>
```

Where to begin?

Basic elements of an HTML page

Every html page is nothing more than a plain text file with some special characters or “tags” included in them. Web browser software (Internet Explorer, Netscape Navigator) “reads” text files looking for these special tags. When the browser finds these tags, it reads and interprets them, using them to display what the page author intended.

The Bare Minimum

Every Web page has this minimum basic format:

```
<HTML>
<HEAD>
  <TITLE>Your page title goes here</TITLE>
</HEAD>
<BODY>
  Everything else on your page goes here
</BODY>
</HTML>
```

All Web pages begin with the “html” tag. This tells the Web browser that this is indeed a Web page and that it should look for more codes in the document to try and render for the reader.

The “title” is a subsection of the “head” section of the code and controls what appears in the title bar of your reader’s page. (That’s the gray bar across the top of every Web page. See the example on the previous pages.) There are other things that can go in the “head” section, like metatags and javascript, but those are beyond the scope of this lesson.

The “body” of the Web page is the page-proper. It is the contents of the page that your viewers will read. It can contain text, colors, images, movies, animations and more.

Basic HTML Elements

<i>Start Tag</i>	<i>End Tag</i>	
<HTML>	</HTML>	Start and end of every document
<HEAD>	</HEAD>	Start and end of header portion of document
<BODY>	</BODY>	Start and end of body portion of document

Header Elements

<TITLE>	</TITLE>	Title of document reflected in title bar
---------	----------	--

Whatchacallit?

- File names for Web pages should end in either “.html” (properly) or “.htm” (acceptable) so computers can recognize them as web pages.
- File names can not contain any spaces, slashes, commas, apostrophes, ’okina or many other special characters. This also holds true for folder and directory names. Web servers may use these special characters for navigation or other purposes.
- Keep your file names simple, short and all lowercase. Do not name files with sentences. This makes it hard to convey a page address to another person.

On the left are invalid file names, on the right are preferred or acceptable file names:

My kitten.doc	kitten.html
Trees/Oak.html	oaktrees.html or oak-trees.html
I'm from Hawai'i.html	hawaii.html or Im_from_hawaii.html
silly dog.txt	sillydog.html or silly.htm

Be sure to save your files as plain text-only, with the correct .html or .htm suffix. You cannot save a Word doc file with an .htm extension and expect it to work in a Web browser.

Also be sure to keep your HTML files together in a common Web site folder, as they will have to be able to reference each other once uploaded or posted to a Web site.

The example page

Provided for you in your class project folder are text files containing the "boilerplate" text of our Web site documents. You should be typing only HTML code at this point. Open the "contact.txt" text file in any text editor (Simple Text or Note Pad). Add the minimum tags (indicated in **bold** below) to our example "contact.txt" page and rename the file "contact.html" on the Desktop (My Computer).

```
<html>
<head>
<title>Pacific New Media - Contact Info</title>
</head>

<body>

Pacific New Media
University of Hawaii at Manoa Outreach College
Let the experts teach you

HOME | VIDEO | CONTACT | MAIN SITE | UH MANOA

Contact us via the address below, or through our Web site:
Pacific New Media.

University of Hawaii Outreach College
Pacific New Media
2530 Dole Street, Sakamaki C104
Honolulu, HI 96822

Telephone: (808) 956-8244
Email: pnm@hawaii.edu

© 2006 Pacific New Media

</body>
</html>
```

How's it looking?

Reviewing your work.

How do you know it worked? How can you tell what's happening when you're only looking at funky text on a page?

The answer is deceptively simple: Open your new .html file in a Web browser!

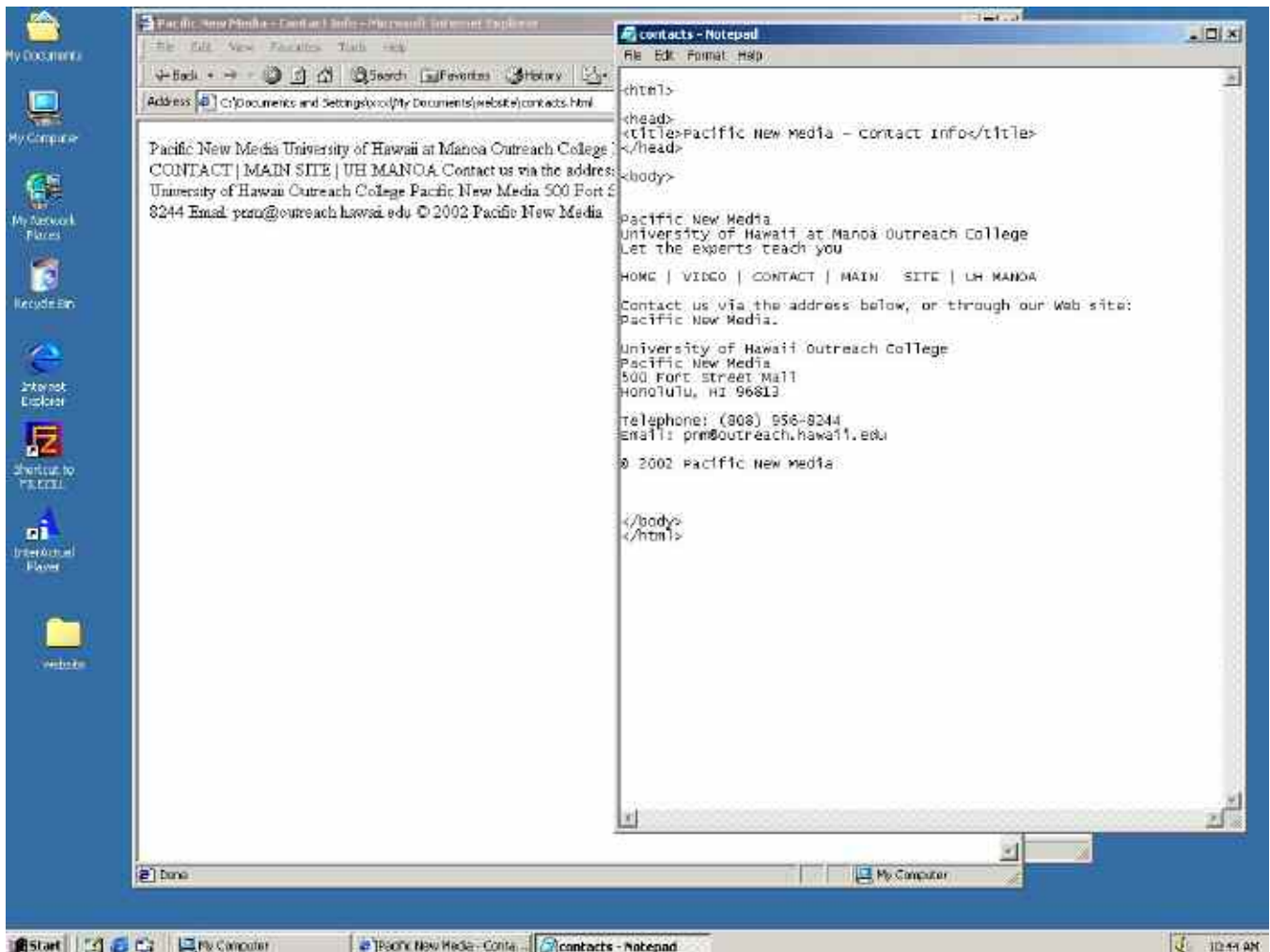
Run your Web browser (I.E. or Navigator) and go to the File menu. Look for an "Open File" or "Open Local" menu item. Select it.

A file browser dialog box should pop up. Navigate to wherever on your hard drive your Web site folder resides and select the "contact.html" file.

If your Web browser is open to fill the whole screen, click the icon to break it away from the edge of the screen, then grab the bottom-right corner (by clicking, holding and dragging) to resize the browser window to about 2/3 the width of your screen. This should reveal your Simple Text/Note Pad document, still open behind it..

The Note Pad/Simple Text document should also be resized to about 2/3 your screen width to overlap the Web browser window.

Grab the top bar of your windows. Move one to the right half of your screen, the other to the left, keeping both open at the same time.



That way, you can work on the text/html document, save your changes, then click on the Web browser, then click the "Refresh" button to see the result of your changes. The browser reads the text file off the hard drive, so it won't "see" your changes unless you save your Simple Text/Note Pad document first.

So how's it look?

Your Web page should look like the example on the previous page, for the moment. That page has only the basic HTML document tags with a bunch of unformatted text in the middle.

Take a look at the title bar of the Web browser: It should contain your title section text.

```
<html>
<head>
<title>Pacific New Media - Contact Info</title>
</head>
<body>
```

Pacific New Media
University of Hawaii at Manoa Outreach College
Let the experts teach you

HOME | VIDEO | CONTACT | MAIN SITE | UH MANOA

Contact us via the address below, or through our Web site:
Pacific New Media.

University of Hawaii Outreach College
Pacific New Media
1234 Varney Circle
Honolulu, HI 96822

Telephone: (808) 524-7890
Email: shorowitz@outreach.hawaii.edu

© 2006 Pacific New Media

```
</body>
</html>
```

Let's get fancy!

Tricks with text--formatting

Body Elements

Start Tag	End Tag	Description
<H1>	</H1>	Largest size of bold headline text
<H2>	</H2>	bold headline text
<H3>	</H3>	bold headline text
<H4>	</H4>	bold headline text
<H5>	</H5>	bold headline text
<H6>	</H6>	Smallest size of bold headline text
		Smallest Text Size
		Text Size
		Text Size
		Text Size
		Text Size
		Text Size
		Largest Text Size
		
		

Breaks

<P>	Paragraph break (one blank line after break) (Multiple <P> tags are ignored, cannot be "stacked")
 	Line break (no extra lines after break) (Can be "stacked" to push elements down the page.)

Styles

		Boldface
<I>	</I>	<i>Italics</i> (those are "i"s inside the tags <i>, not lowercase "L".)

Rules

<HR> Horizontal rule, defaults to the entire width of the page, you can add "width=#%" to control how wide the rule is and "size=#" to control the thickness. For example <HR WIDTH=50% SIZE=10> would provide a 10 point thick rule that is half the page wide.

Alignment

<CENTER>	</CENTER>	Aligns all page elements to the center.
<P ALIGN=RIGHT>	</P>	Aligns paragraph text to the right.
<P ALIGN=LEFT>	</P>	Paragraph text is aligned left by default. Not necessary.
<BLOCKQUOTE>	</BLOCKQUOTE>	Indents your text approx. 48 pixels, left and right.

Example

Honolulu is on Oahu

Honolulu is on Oahu

Honolulu is on Oahu

Honolulu is on Oahu

Honolulu is on Oahu

Honolulu is on Oahu

The Earth is the third planet

The Earth is the third planet

The Earth is the third planet

The Earth is the third planet

The Earth is the third planet

The Earth is the third planet

The Earth is the third

The Earth is the third planet

The Earth is the third...

OK, now YOU do it!

Let's add some tags to our page-in-progress. Add the bold tags in the example below to your "contacts.html" page. Save your changes frequently and preview your work by reloading your Web browser window.

Be sure your tags are properly "nested." If you start a tag on the "outside" of your string of tags, finish it on the outside. **YOUR TEXT HERE**

```
<html>
<head><title>Pacific New Media - Contact Info</title></head>
<body>

<blockquote>

<font size="7" face="Verdana, Arial, Helvetica"><i>Pacific New
Media</i></font><br>

<font face="Verdana, Arial, Helvetica"><b>University of Hawaii at
Manoa Outreach College</b></font><br>

<font size="5" face="Verdana, Arial, Helvetica"><i>Let the experts
teach you</i></font><p>

<hr align="left" width="550" size="1"><br>

<font size="2">HOME | VIDEO | CONTACT | MAIN SITE | UH
MANOA</font><p>

<b>Contact us via the address below, or through our<br>
Web site: Pacific New Media.</b><p>

<blockquote>
University of Hawaii Outreach College<br>
Pacific New Media<br>
2530 Dole Street, Sakamaki C104<br>
Honolulu, HI 96822<p>

Telephone: (808) 956-8244<br>
Email: pnm@hawaii.edu<p>
</blockquote>

<hr width="425" size="1">
<center><font size="1">© 2006 Pacific New
Media</font></center><p>

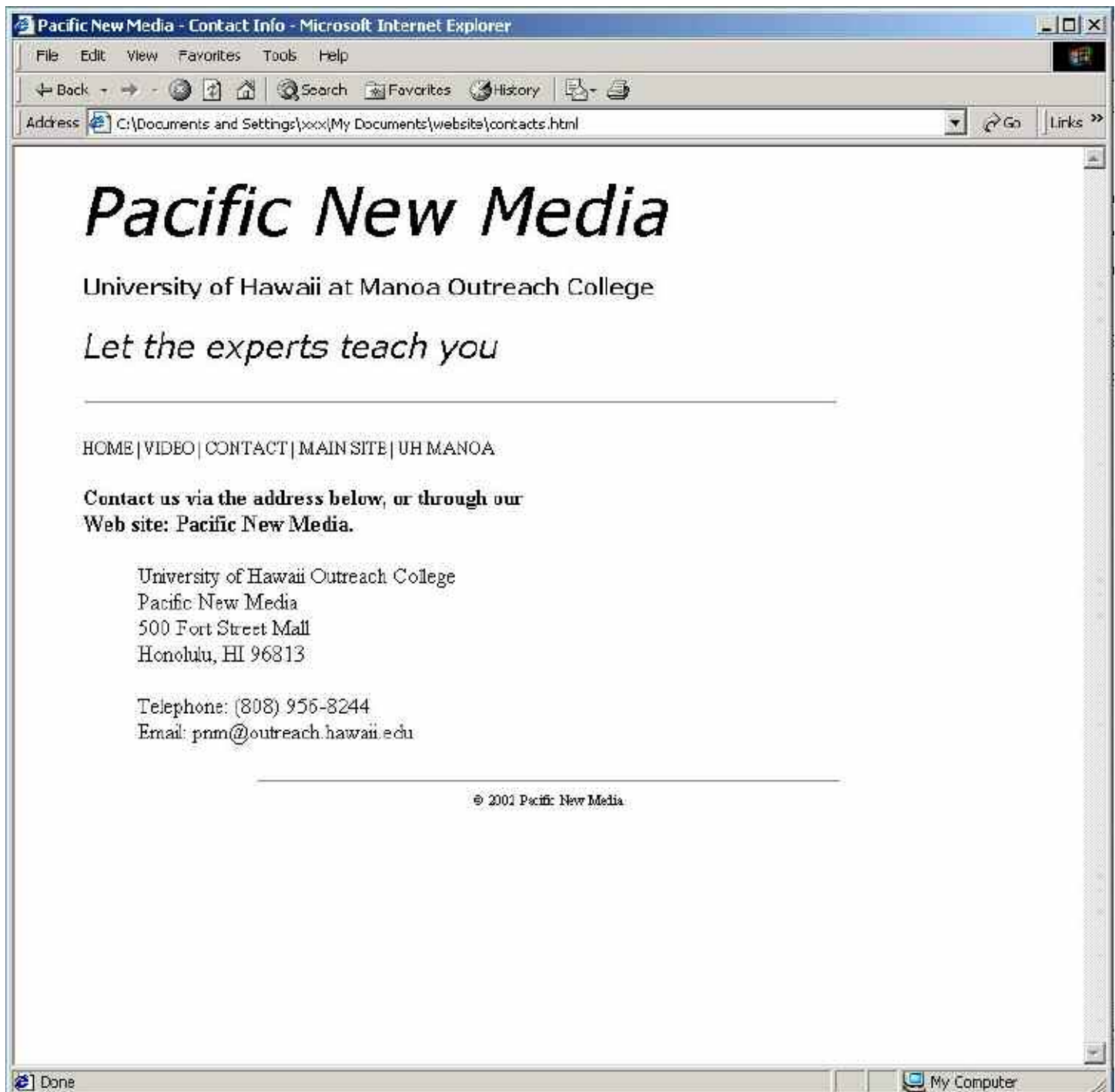
</blockquote>

</body>
</html>
```

How does it look?

Compare your results with mine:

Do they match? If you already "got it," feel free to move on to the next section on color.



Kalakoia!

Adding color to your pages.

Colors are defined with RGB hexadecimal values from 0-9 plus A-F with two digits for each red, green and blue value. (RRGGBB). The RGB stands for Red-Green-Blue, or the three primary colors mixed by your computer to come up with the thousands or millions of colors on your computer screen.

#RRGGBB

Colors are defined by 6-character codes, here are some example colors:

Black	#000000
White	#FFFFFF
Blue, dark	#0000FF
Blue, Light	#99FFFF
Brown	#996633
Brown, Light	#CC9966
Goldenrod	#FFCC00
Gray, Light	#DDDDDD
Gray, Medium	#777777
Green	#00FF00
Green, Light	#A1F4BB
Orange	#FF6600
Mustard	#CCCC33
Purple	#FF00FF
Purple, Dark	#663399
Purple, Light	#FF99FF
Red	#FF0000
Turquoise	#00FFFF
Yellow	#FFFF00

Be nice with color

Color on your page is great, but it should be used with careful consideration. Remember that folks who are colorblind cannot distinguish between red and green, or other color combinations.

Never use color as the sole indicator of importance or conveyor of critical information on a Web site. Some people in your audience may not be able to "see" your message.

For more information on working with color, see <http://www.lynda.com>; for information accommodating folks with disabilities, please see <http://www.cast.org>.

Background Color

The Background Color of the page can be changed by adding an additional statement to the <BODY> tag:

```
<BODY BGCOLOR="#color code">
```

For example, to make the Background Color Light Purple:

```
<BODY BGCOLOR="FF99FF">
```

Text Color

The Text color can be changed by adding a color statement to the tag:

```
<FONT COLOR="#color code"> </FONT>
```

For example, to make the text Orange:

```
<FONT COLOR="#FF6600">Orange text appears here.</FONT>
```

Kalakoā, too

Let's add some color to our page

Below is our example "contacts.html" page with some color codes added (**in bold type**). Add the bold items to your example page, making sure to save your work frequently. Also be sure to check your work in your Web browser as you progress.

```
<html>
<head>
<title>Pacific New Media - Contact Info</title>
</head>
<body bicolor="#CCFFCC">

<blockquote>

<font color="#006600" size="7" face="Verdana, Arial, Helvetica"><i>Pacific New
Media</i></font><br>

<font face="Verdana, Arial, Helvetica"><b>University of Hawaii at Manoa Outreach
College</b></font><br>

<font size="5" face="Verdana, Arial, Helvetica"><i>Let the experts teach you</i> </font><p>

<hr align="left" width="550" size="1"><br>

<font size="2">HOME | VIDEO | CONTACT | MAIN SITE | UH MANOA</font><p>

<b>Contact us via the address below, or through our<br>
Web site: Pacific New Media.</b><p>

<blockquote>
University of Hawaii Outreach College<br>
Pacific New Media<br>
2530 Dole Street, Sakamaki C104<br>
Honolulu, HI 96822<p>

Telephone: (808) 956-8244<br>
Email: pnm@hawaii.edu<p>
</blockquote>

<hr width="425" size="1">
<center><font size="1">&copy; 2006 Pacific New Media</font></center><p>

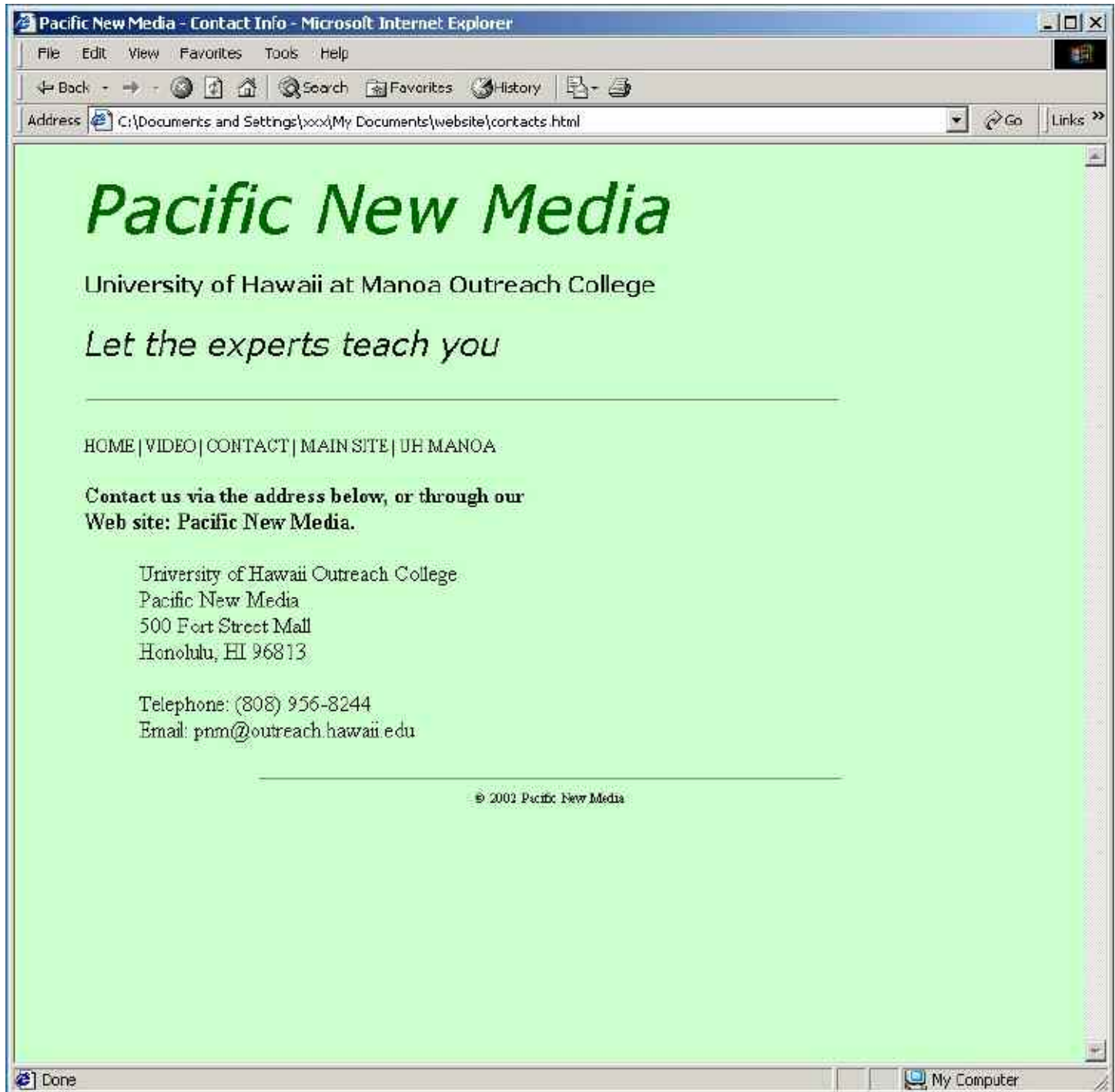
</blockquote>

</body>
</html>
```

Lookin' good!

Do your colors look like mine?

Or did you go crazy with color? If you did, GOOD! It means you understand. Move along now.



Get the picture?

Adding images to your documents.

To include an image in a page, insert the following tag:

```
<IMG SRC="image file name" ALT="image description">
```

For example:

```
<IMG SRC="hand.gif" ALT="Illustration of a hand">
```

The IMG stands for "IMAGE" and SRC stands for "SOURCE" of that image--where the Web browser can find it. If the SRC is just a file name, the browser assumes that the file is in the same location as the HTML page. If the image file is in a subdirectory, there must be exact information on the relative path from the HTML document to the image file.

If you have an "images" folder, that would be included in our example like this:

```
<IMG SRC="images/hand.gif" ALT="Illustration of a hand">
```

The "/" after images indicates to the Web browser that "images" is a directory and that "hand.gif" is inside that directory. The ".gif" extension on the file name indicates that this is a file, and indicates the file's type.

Be sure to enclose your file name in quotes. This indicates to the Web browser that a file external to the Web page is to be inserted at this point in the document.

GIF or JPG

It is important to save your image file in either a GIF or JPEG format, and to name your file with a three letter file format identifying extension. In the case of GIF, the extension is .gif. In the case of JPEG, the extension is .jpg.

Only GIF files can have transparent backgrounds, can be "image maps" with multiple clickable areas in a single image, or can contain animations. JPEG files are often of higher quality and smaller than GIF files and are faster to download.

GIF files reduce file size by limiting, rejecting or deleting color information from the image. If you have a photograph with a fine gradient, as in the sky or fine shading on a person's face, the GIF compression may appear as "banding" in the finely graded areas of the image.

JPEG files will hold that fine gradation. But if you set the compression level too high, "artifacting" or funny "halos" will appear around contrasty areas of your photo. Finding the balance between file size and quality is the key.

ALT, who goes there?

The ALT tag included in the image tag is to indicate the content of the image to readers who cannot see the image. The content of the ALT tag also shows up in some Web browsers when you pause the cursor over the image for a few seconds.

ALT tags are crucial for site visitors who are blind and using a text reader to peruse your site. The text reader machine vocalizes the contents of your site, including the ALT tags. Without them, the blind person merely hears that an image has been encountered, with no indication of the image contents or its importance. If you have graphic buttons, ALT tags become absolutely critical for site navigation.

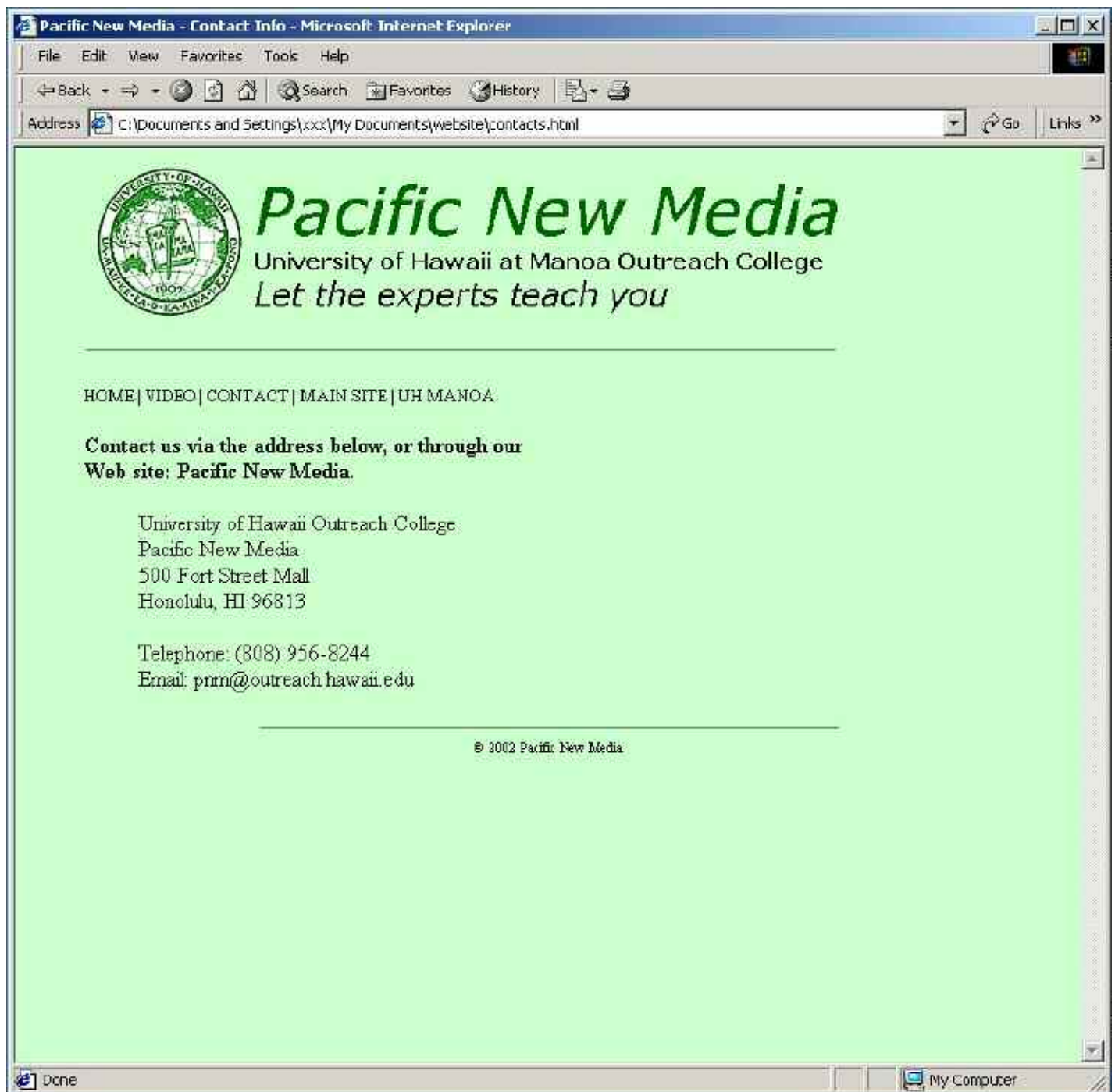
For more information on accommodating Web site visitors with disabilities, please see <http://www.cast.org>.

Causing text to wrap around an image is controlled by adding an ALIGN modifier to the IMG tag. In this example, the image will go to the left, and the text will wrap around it to the right.

An HSPACE modifier added to the tag string will make the text repel from the image by the indicated number of points. Our example below adds 9 points space between the image and the text wrapping around it.

Add the following IMG tag to your document just above the green "Pacific New Media" headline (just below the first <blockquote> tag):

The UH Logo image has been provided for you in the "images" folder. It is a transparent GIF. The end result should look something like this:



Link me up, Scottie!

Linking: The coolest thing about Web pages!

To make an item on your web page into a link to another web page, surround it with the "A" (ANCHOR) and "HREF" (HOTLINK REFERENCE) tags :

Page item to click on

The "<A HREF..." tag tells it where to start and the "" tag tells it where to stop "anchoring" or linking. For example, you have the following words on your page:

Mickey Mouse

To make those words into a link to the Disney Web site, add the following information around the words "Mickey Mouse":

Mickey Mouse

Turning a Graphic into a Link

This same tag is used to turn a graphic into a link. For example, you have a picture of a truck on your web page:

To make the picture into a link to the Ford Motor Company Web site, add the following information around the picture tag:

To make the linked image have no "blue border," add border="0" to your image tag:

Link to the next page

The links above send readers away from your site to other Web sites. To send them to another page on your own Web site, you need only specify the file name that you want to send them to.

Click for Page 2

If the page is in a subfolder, that subfolder must be included in the href:

Click for Chapter 1, Page 2

Link to Send Email:

Click here to send mail

Note that there are no spaces in the href section, which is enclosed in quotes.

You don't need to underline any of the text. That happens automatically on the Web page. I added the underlines here for illustration purposes.

OK, we go!

Add the links indicated in bold on the next page to your document. Save your work frequently and preview your work in the Web browser. Click on the links in your Web browser to see if they work.

Note that some of the pages we link to in the exercise have not been created yet (video.html, index.html). When you click on those, you should get an error message grumbling about it. Worry not, we'll be creating those pages shortly. Then your links will all work.

Further, the email link may throw up an error message if the computer you have been working on has not been properly configured to send email. That's OK. The error is your confirmation that the link works. On a machine with a properly-configured email client, the client will launch and a new mail message will be created, automatically addressed to the recipient you specified in the link.

```
<html>
<head>
<title>Pacific New Media - Contact Info</title>
</head>
<body bgcolor="#CCFFCC">

<blockquote>


<font color="#006600" size="7" face="Verdana, Arial, Helvetica"><i>Pacific New
Media</i></font><br>

<font face="Verdana, Arial, Helvetica"><b>University of Hawaii at Manoa Outreach
College</b></font><br>

<font size="5" face="Verdana, Arial, Helvetica"><i>Let the experts teach you</i> </font><p>

<hr align="left" width="550" size="1"><br>

<font size="2"><a href="index.html">HOME</a>
| <a href="video.html">VIDEO</a>
| <a href="contact.html">CONTACT</a>
| <a href="http://www.outreach.hawaii.edu/pnm/">MAIN SITE</a>
| <a href="http://www.hawaii.edu">UH MANOA</a></font><p>

<b>Contact us via the address below, or through our<br>
Web site:
<a href="http://www.outreach.hawaii.edu/pnm/">Pacific New Media</a>.</b><p>

<blockquote>
University of Hawaii Outreach College<br>
Pacific New Media<br>
2530 Dole Street, Sakamaki C104<br>
Honolulu, HI 96822<p>

Telephone: (808) 956-8244<br>
Email: <a href="mailto:pnm@hawaii.edu">pnm@hawaii.edu</a><p>
</blockquote>

<hr width="425" size="1">
<center><font size="1">&copy; 2006 Pacific New Media</font></center><p>

</blockquote>
</body>
</html>
```

How's it look now?

Far you have come, yes?

(With apologies to Yoda.)

So, now that we have a Web page, what else can we do?



So we don't have to key in all that stuff again, let's duplicate the "contact.html" page and make a couple of more pages to play with. Make one duplicate and rename it "video.html" and another, to be renamed "index.html" (our new home page).

We'll now shift gears and use a new tool for doing Web pages "the easy way."



Part II: **Why so hard?**

Working with a WYSIWYG Web Page Editor

Now you know!

Hey, why'd he make me type all that stuff??

The answer to the obvious question is so that you'd know how it works. You may not know every intimate detail of HTML code, but you do now have a firm grasp on what makes it work.

WYSIWYG Web page editors are all the rage, and they are very useful in producing Web pages quickly. But sometimes, they just have a mind of their own. Sometimes, they just will not do their master's bidding.

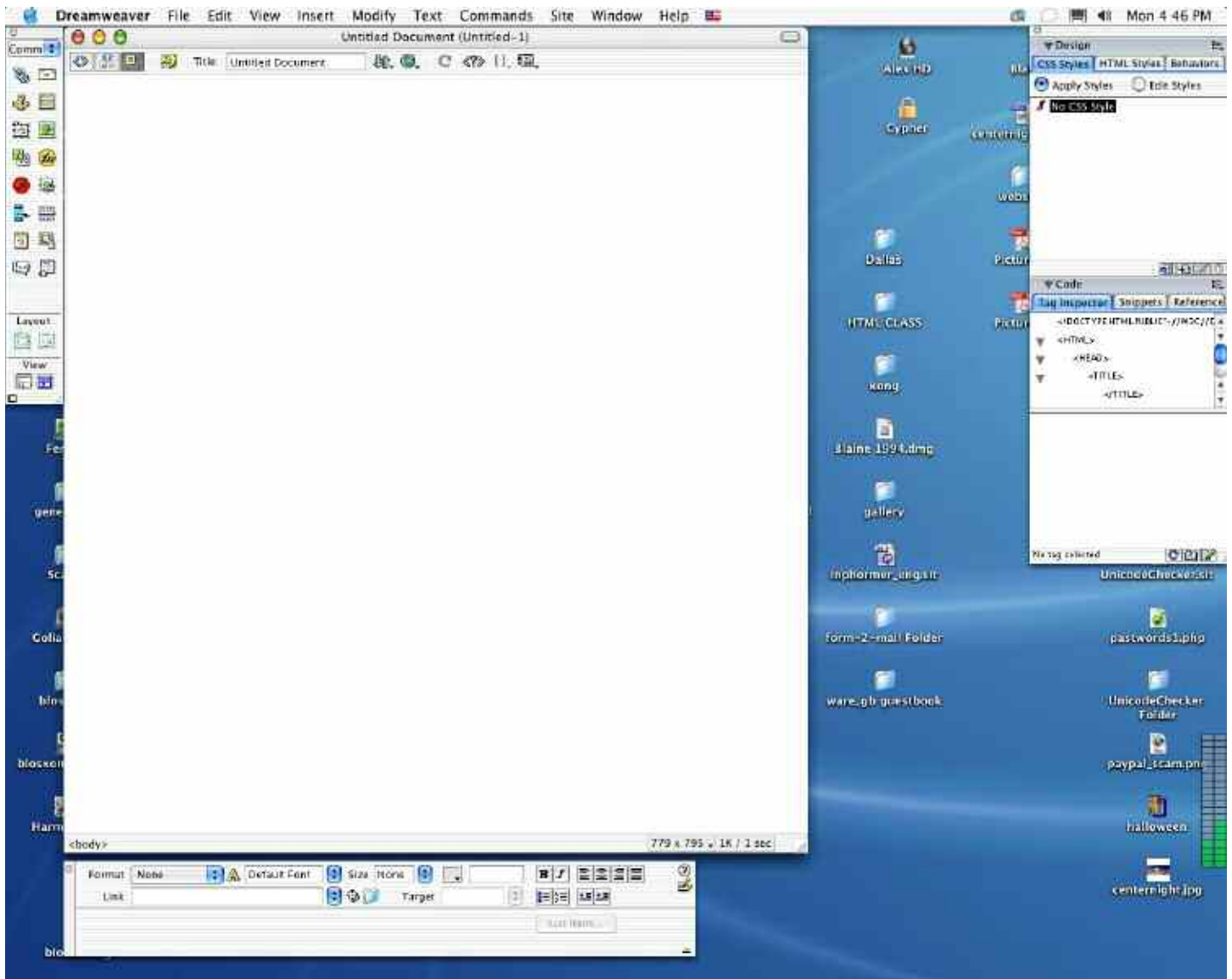
That's when you peek at the page code and let the computer know who's boss! (Remember, all Web pages are plain text files, at heart!)

In this section, we try out the "Cadillac" of WYSIWYG page editors, Macromedia Dreamweaver MX. Adobe's GoLive Cyberstudio is considered by some to be as good, or better. Personal taste and work style will play a large role in your tool selection. Try a few, if you can. Your mileage may vary.

Let's get to the fancy stuff!

OK, launch Macromedia Dreamweaver. (Under Mac OS X, look in the Dock at the bottom edge of your screen for the big, green button with a dark green "d"). Spend a few minutes looking at the mesmerizing array of buttons, menus and palettes.





Macromedia's Dreamweaver MX tries to fulfill your every need when it comes to Web page publishing. If you can think of it, someone at Macromedia has tried to provide you the means to accomplish it (without leaving their program).

Notice in the picture above how it fills your screen with palettes, buttons and options. Focus in on the major tools, as they will be of the most use to you now. You can get fancy later.

The illustration shows the Dreamweaver application open, with a new, blank page ready for work.

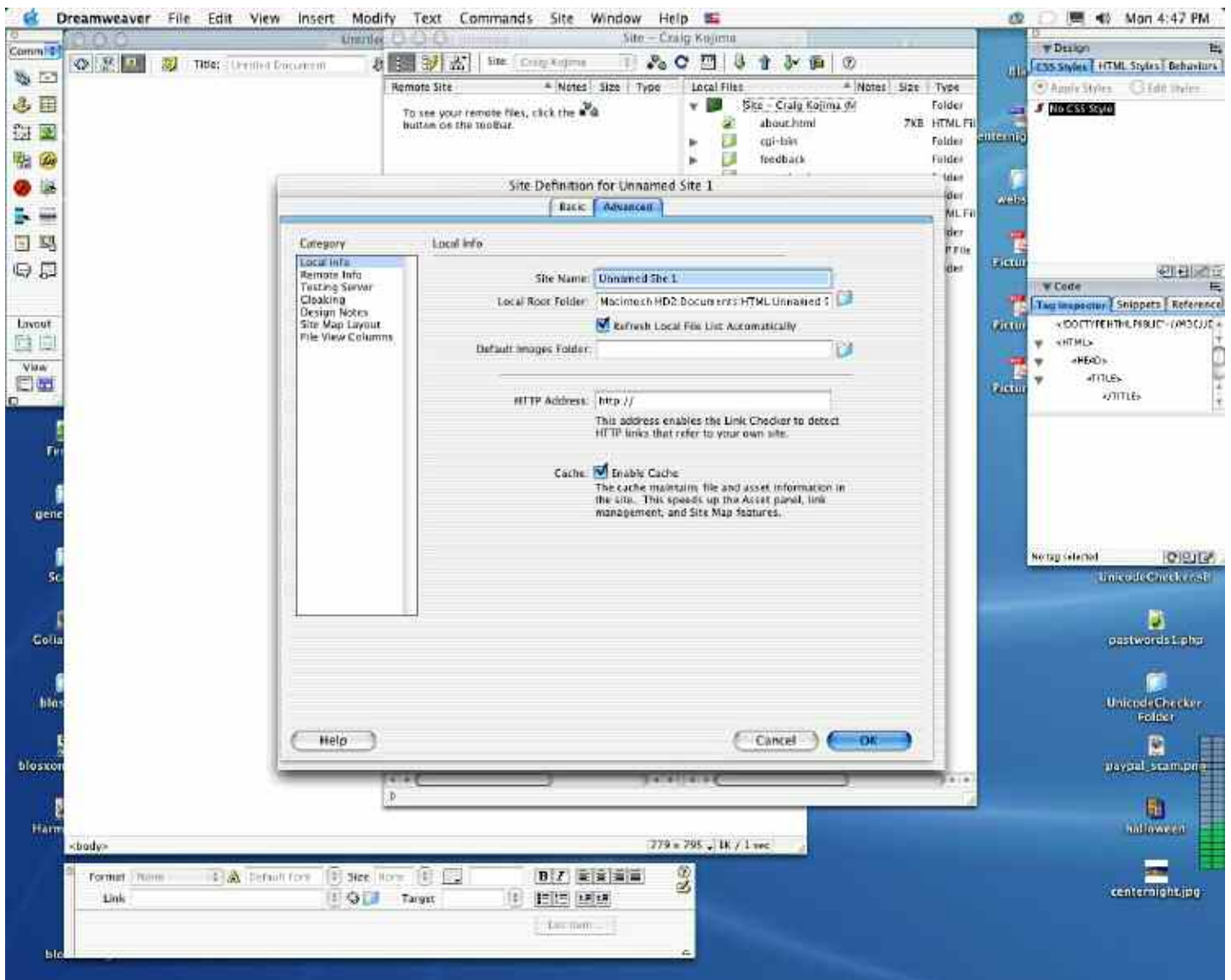
Along the top of the screen, program menus offer all means of help. Along the left edge, the major "Insert" menu is open, offering to insert text, pictures, movies, scripts and anything else you like.

At bottom is the "Properties" palette. Here you will find interactive information on the state or settings of any Web page object you select on screen. Things like fonts, text sizes, colors and links are all applied here.

At right are optional palettes for things like Style Sheets and other advanced site authoring tools.

One palette not seen above is the "Site Manager" panel. This is invoked with the "F8" function key on your keyboard. You will use this section to manage your site files in Dreamweaver, including using the built-in FTP (File Transfer Protocol) section to move your completed files to your Web site.

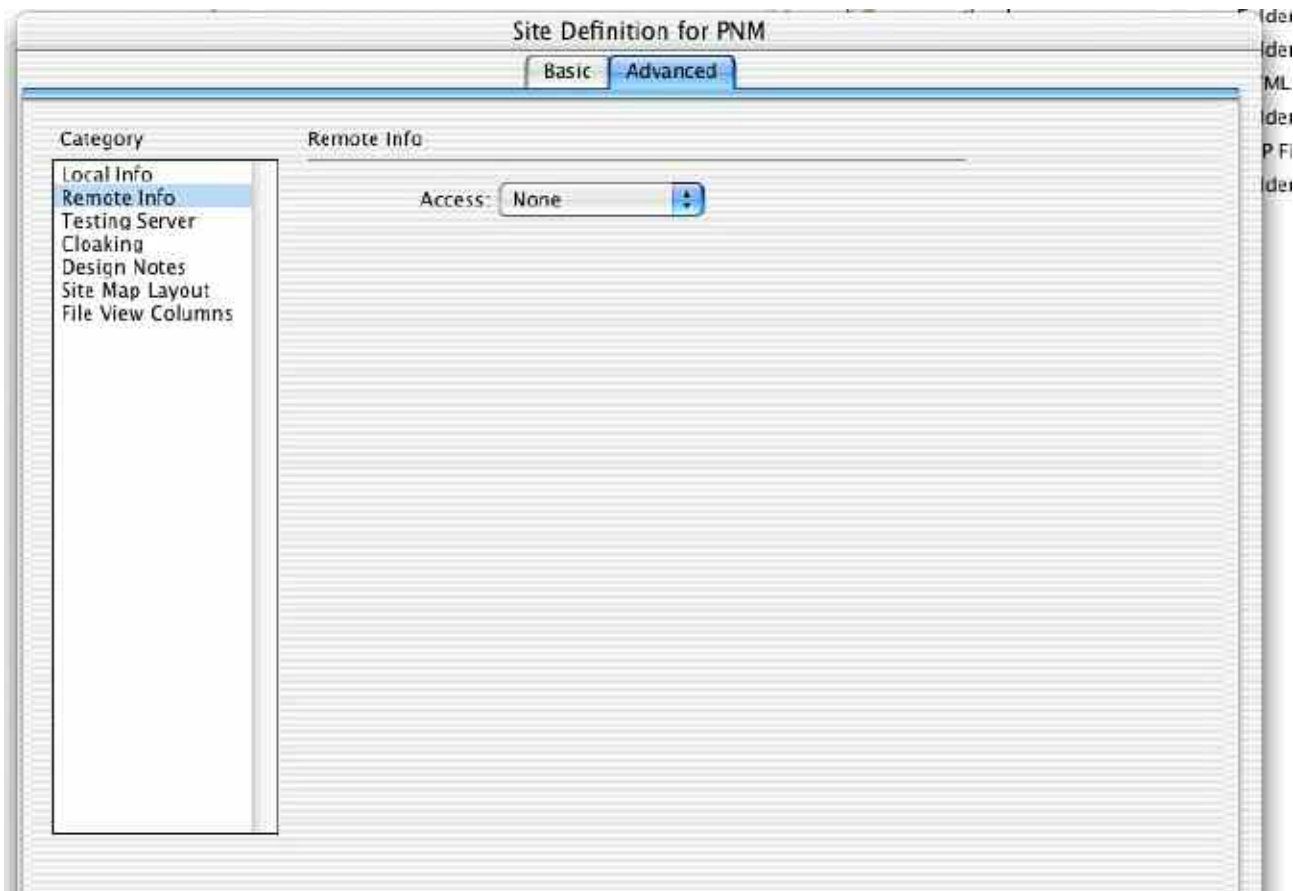
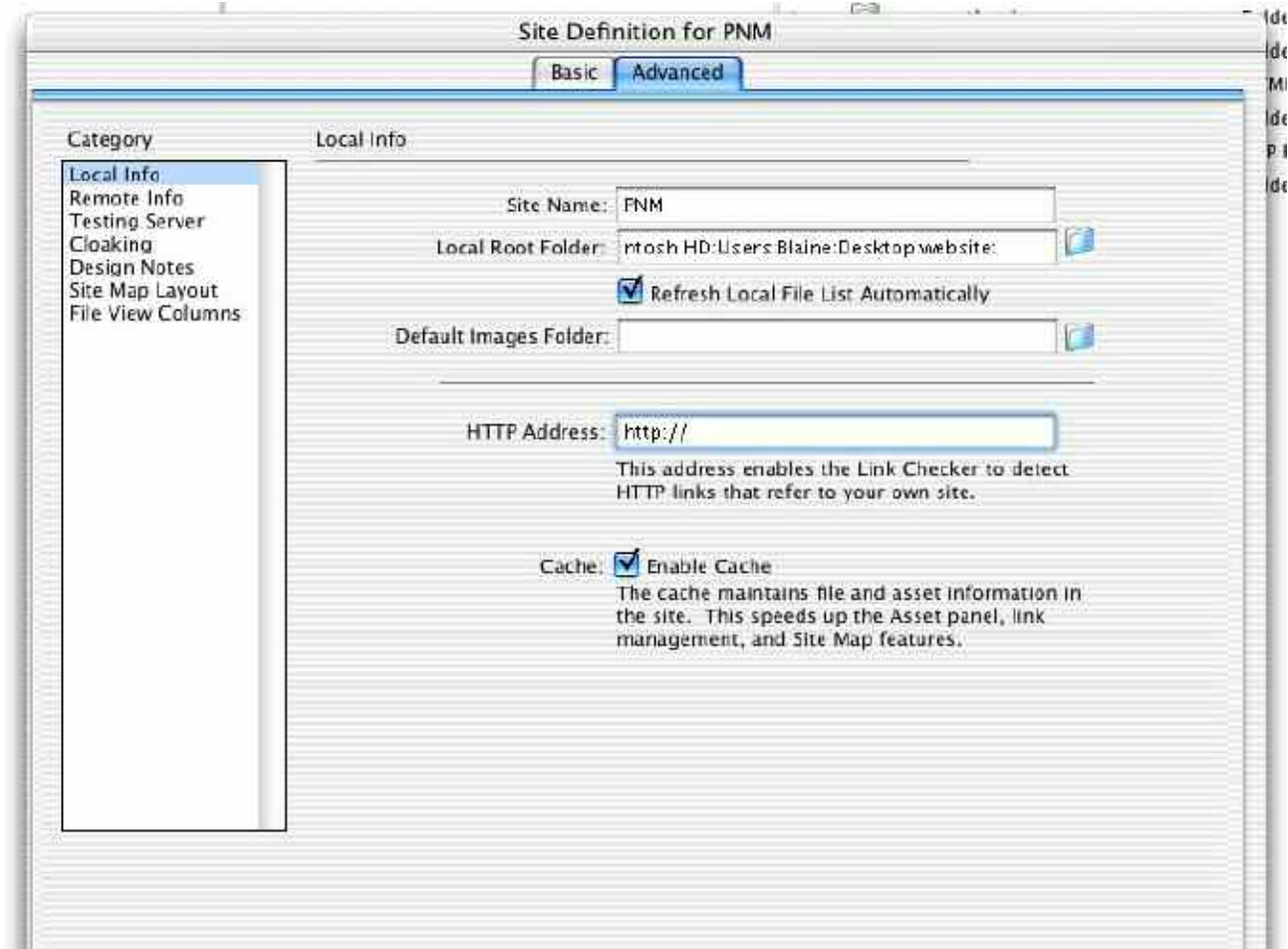
Once you've opened the Site Manager window, click on the "Edit Sites" button to define your site.

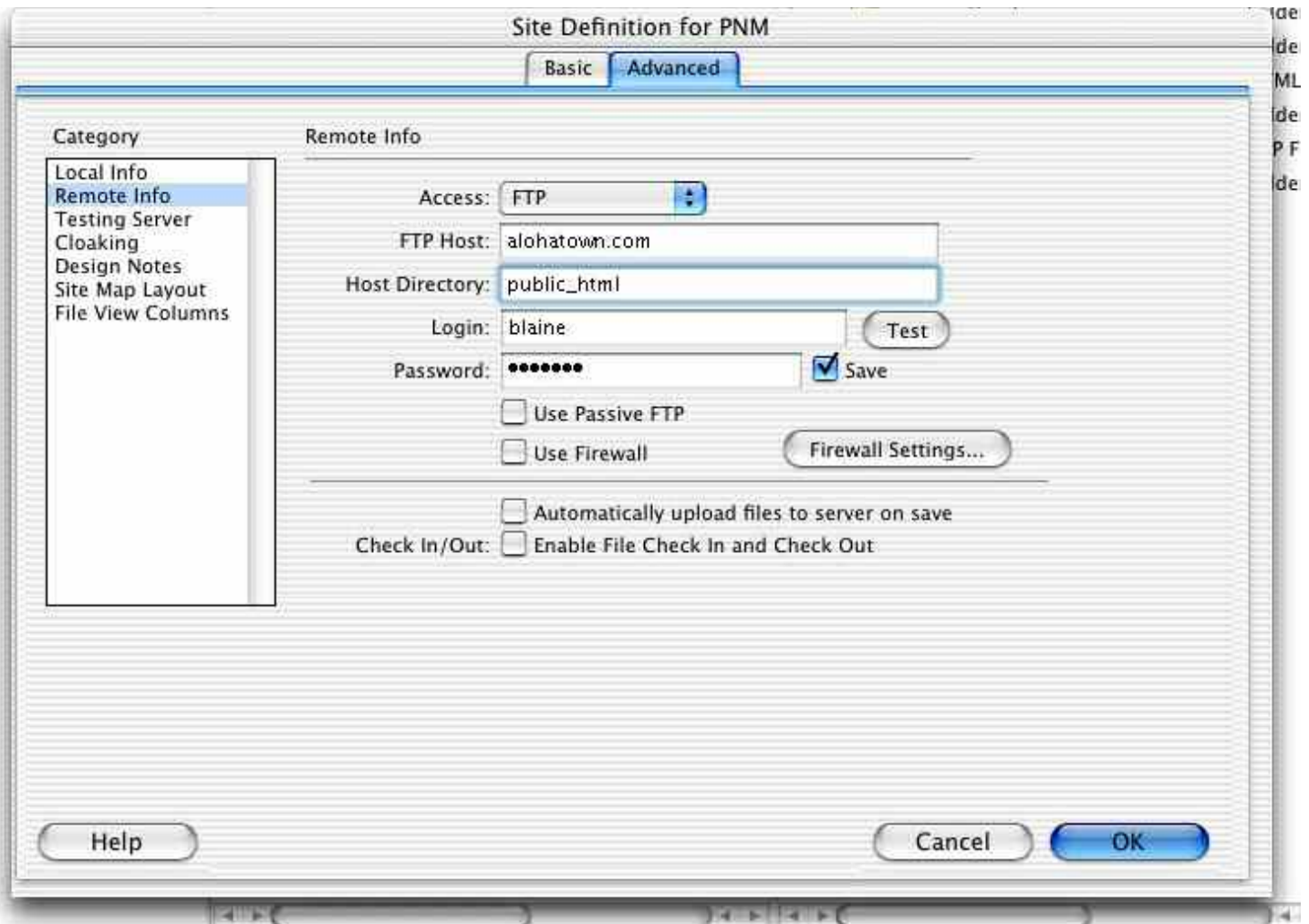


In defining your site, you will let Dreamweaver know where on your local hard drive the site's files will be stored, and also what means you will use to transfer the files to your Web site when you're done.

Start with the "Local Info" panel, where you will indicate your site's name, point to the local folder where your files will be kept (for this class, point to your working Web site folder on your desktop) and also the true Web site address (URL) to use as a reference. You can leave the default images folder section blank.

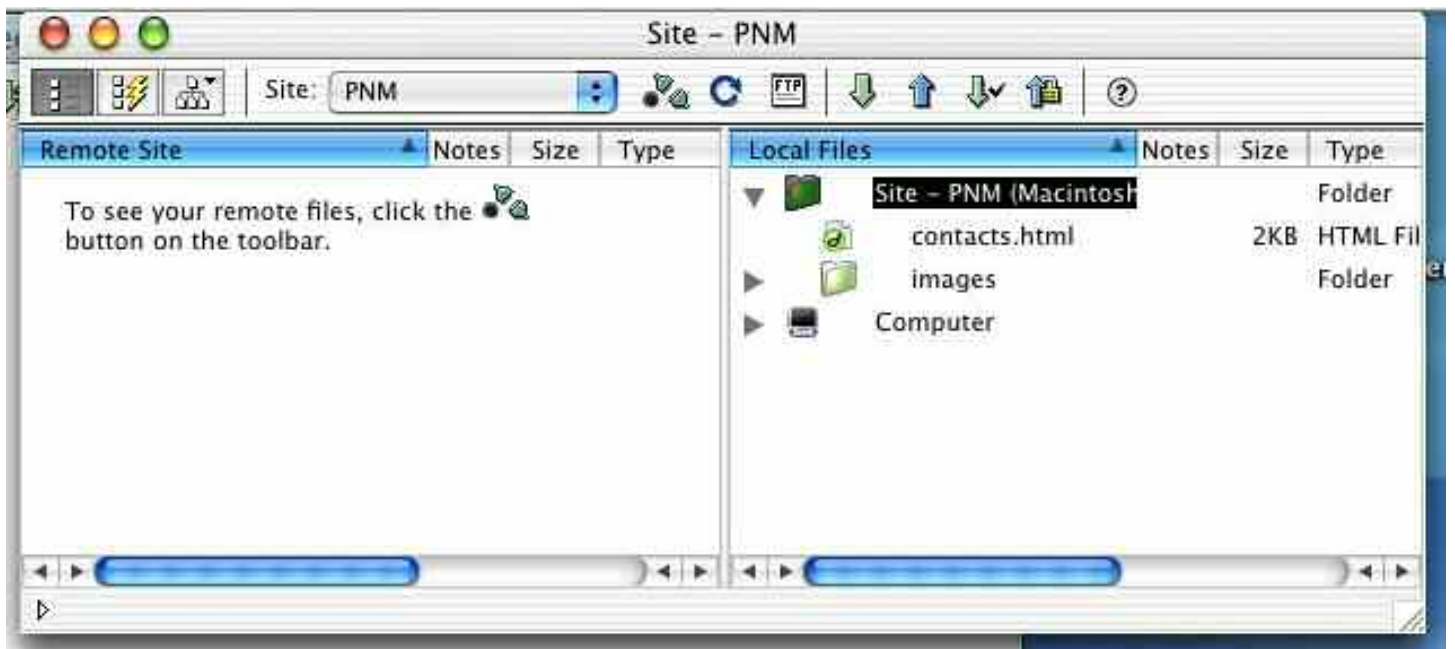
Next click the "Remote Info" category (on the left of the Site Definition panel). By default, Access is set to "None." If you click on the None popup, you will get a menu of methods by which you can transfer files to your Web site. Most commonly, FTP (File Transfer Protocol) is used. Select that from the list.

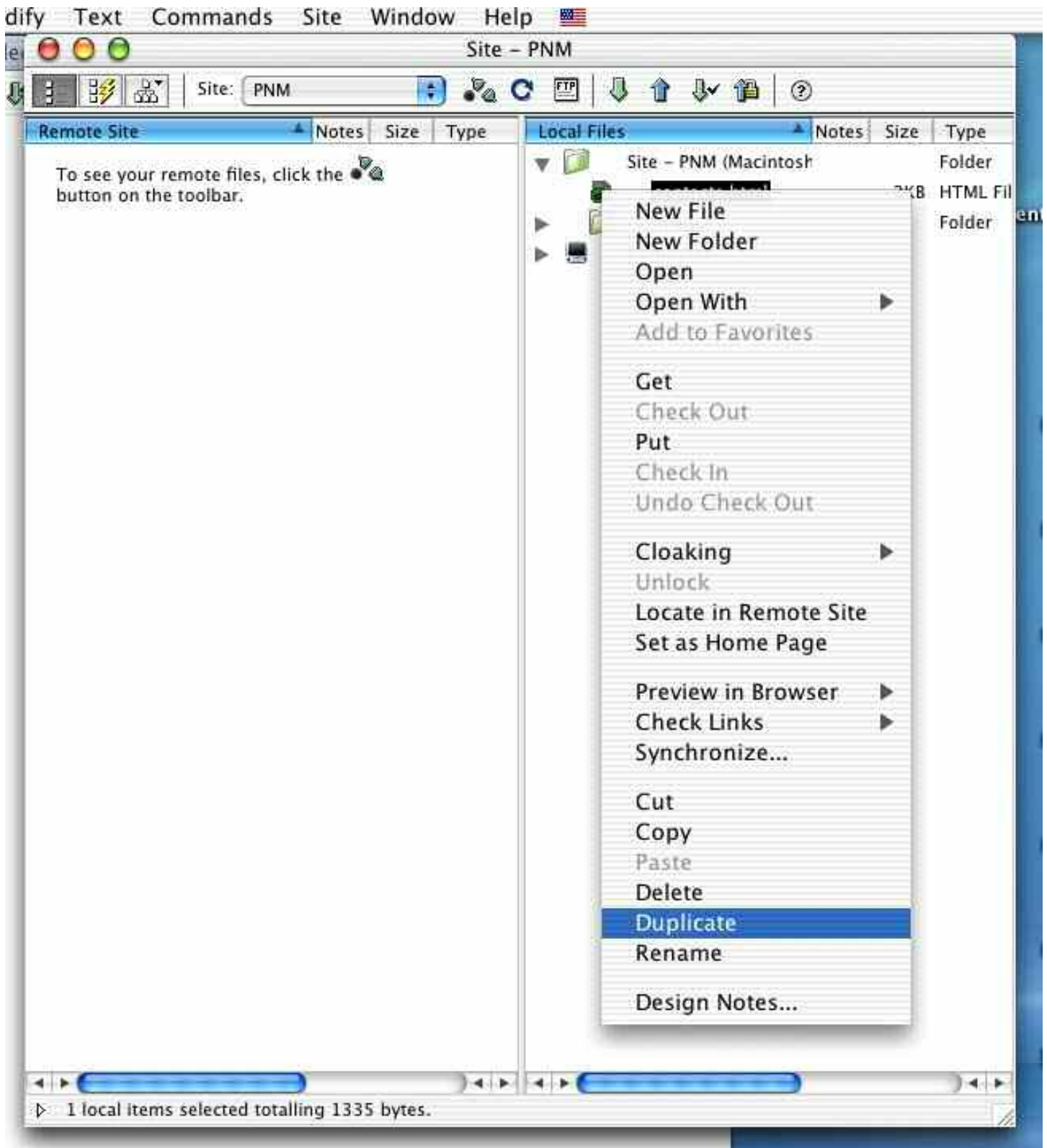




You will need to enter your own site's FTP host address (usually the "domain name"), your Account Login and Password information. Usually this is the same information you use to access your email account.

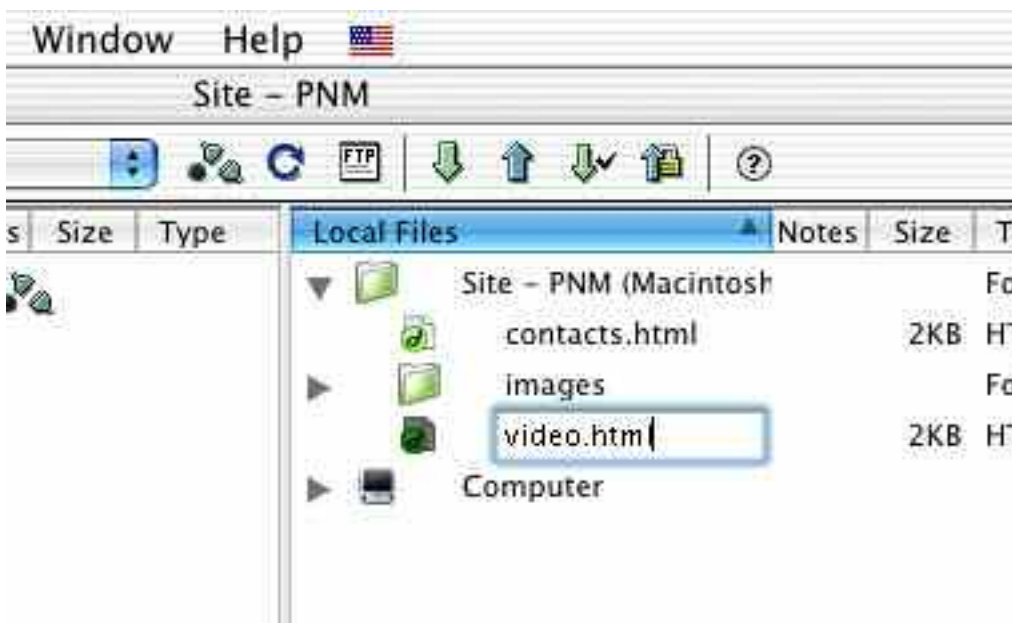
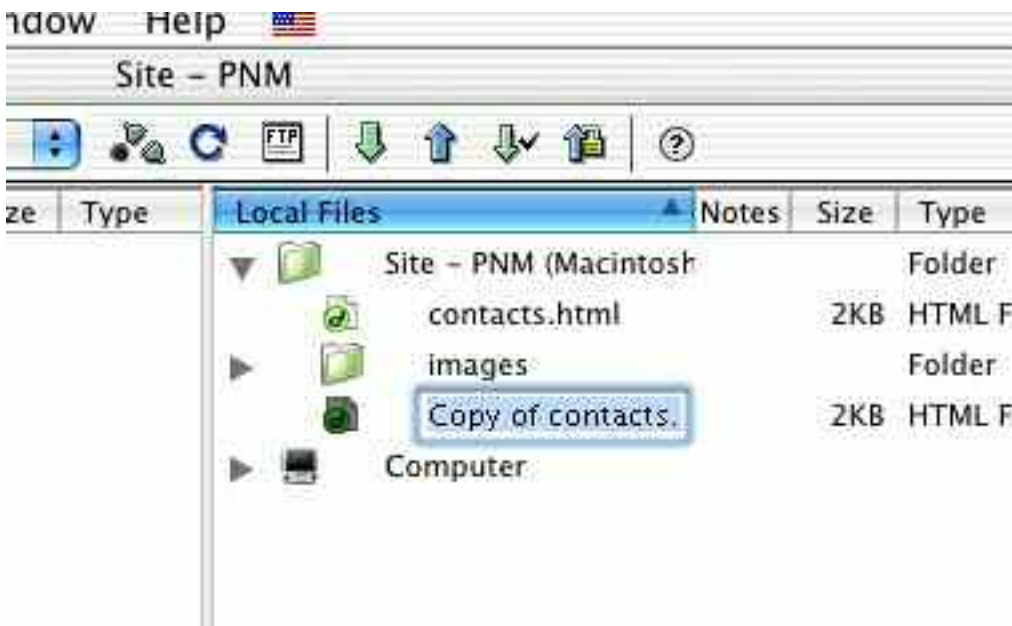
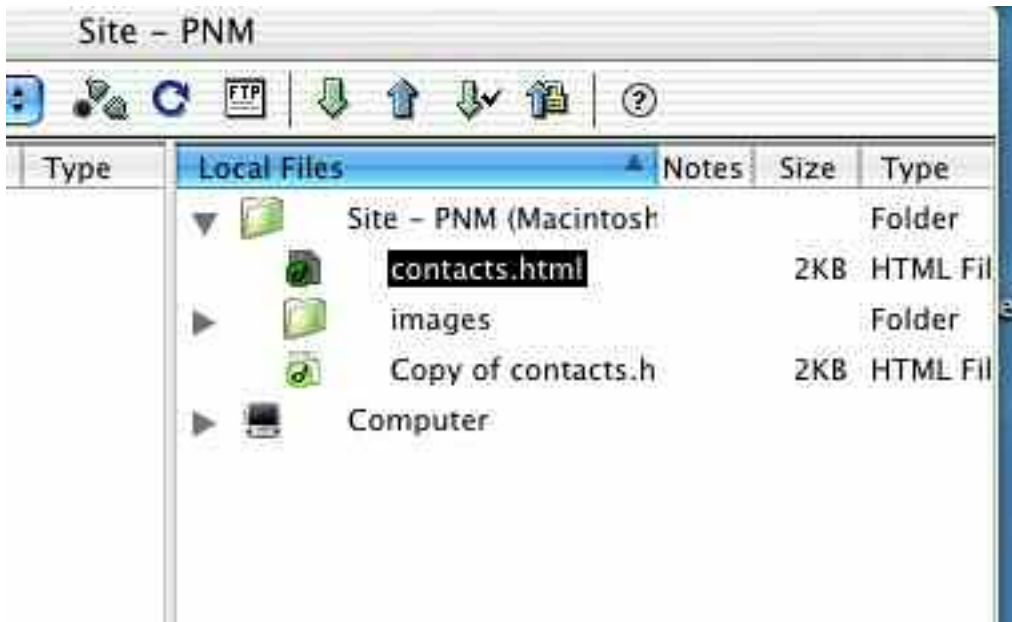
Once completed, click the OK button and you'll see your local site folder.

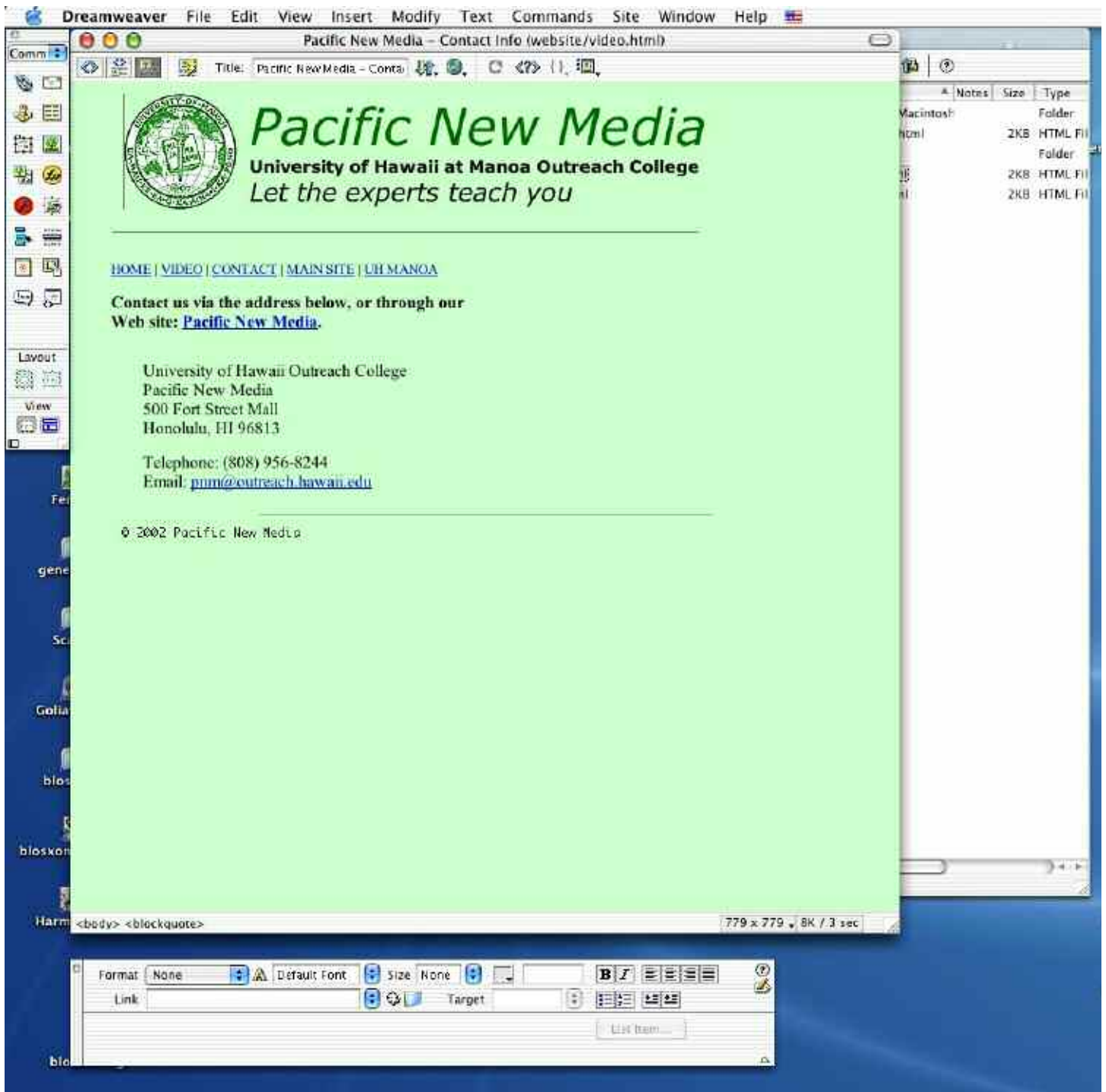




Once you see your site in the window, you can Control-click (Right-click on a PC) on a file in your site to get the file and folder options window. Here you can elect to Duplicate a file in your site, among other functions.

Duplicate your contact page twice, renaming one file "Index.html" and the other "video.html" for future use. (See the next page for an illustration of this.)





Open the video.html file by double-clicking on the picture part of the file in the Site Manager window.

Dreamweaver File Edit View Insert Modify Text Commands Site Win

Pacific New Media - Contact Info (website/video.html*)

Common
Text
Tables
Frames
Forms
Templates
Characters
Media
Head
Script
Application



Pacific New Media

University of Hawaii at Manoa Outreach College
Let the experts teach you

[VIDEO](#) | [CONTACT](#) | [MAIN SITE](#) | [UH MANOA](#)

Contact us via the address below, or through our
Web site: [Pacific New Media](#).

University of Hawaii Outreach College
Pacific New Media
500 Fort Street Mall

Dreamweaver File Edit View Insert Modify Text Commands Site Win

Pacific New Media - Contact Info (website/video.html*)

Media



Pacific New Media

University of Hawaii at Manoa Outreach College
Let the experts teach you

[HOME](#) | [VIDEO](#) | [CONTACT](#) | [MAIN SITE](#) | [UH MANOA](#)

Contact us via the address below, or through our
Web site: [Pacific New Media](#).

University of Hawaii Outreach College
Pacific New Media
500 Fort Street Mall

Dreamweaver File Edit View Insert Modify Text Commands Site Win

Pacific New Media - Contact Info (website/video.html*)

Title: Pacific New Media - Conta



Pacific New Media

University of Hawaii at Manoa Outreach College
Let the experts teach you

[HOME](#) | [VIDEO](#) | [CONTACT](#) | [MAIN SITE](#) | [UH MANOA](#)




**Contact us via the address below, or through our
Web site: [Pacific New Media](#).**

University of Hawaii Outreach College
Pacific New Media

Dreamweaver File Edit View Insert Modify Text Commands Site Window Help

Pacific New Media - Contact Info (website/video.html*)

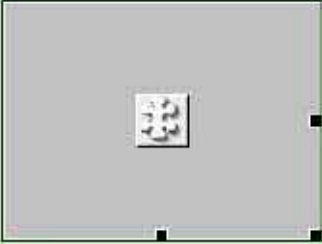
Title: Pacific NewMedia - Conta



Pacific New Media

University of Hawaii at Manoa Outreach College
Let the experts teach you

[HOME](#) | [VIDEO](#) | [CONTACT](#) | [MAIN SITE](#) | [UH MANOA](#)




Contact us via the address below, or through our Web site: [Pacific New Media](#).

University of Hawaii Outreach College
Pacific New Media
500 Fort Street Mall
Honolulu, HI 96813

Telephone: (808) 956-8244
Email: pnm@outreach.hawaii.edu

© 2002 Pacific New Media


Harm <body> <blockquote> <p> <embed> 779 x 779 262K / 73 sec

	Plugin, 254K	W 192	Src images/alex.m ov	Align Default
		H 144	Plg URL http://www.apple.com/	Play
	V Space		Border	
	H Space		Parameters...	

Dreamweaver File Edit View Insert Modify Text Commands Site Window Help

Pacific New Media - Contact Info (website/video.html*)

Title: Pacific New Media - Conte



Pacific New Media

University of Hawaii at Manoa Outreach College
Let the experts teach you

[HOME](#) | [VIDEO](#) | [CONTACT](#) | [MAIN SITE](#) | [UH MANOA](#)



Contact us via the address below, or through
Web site: [Pacific New Media](#).

University of Hawaii Outreach College
Pacific New Media
500 Fort Street Mall
Honolulu, HI 96813

Telephone: (808) 956-8244
Email: pnm@outreach.hawaii.edu

© 2002 Pacific New Media

779 x 779 - 262K / 73 sec

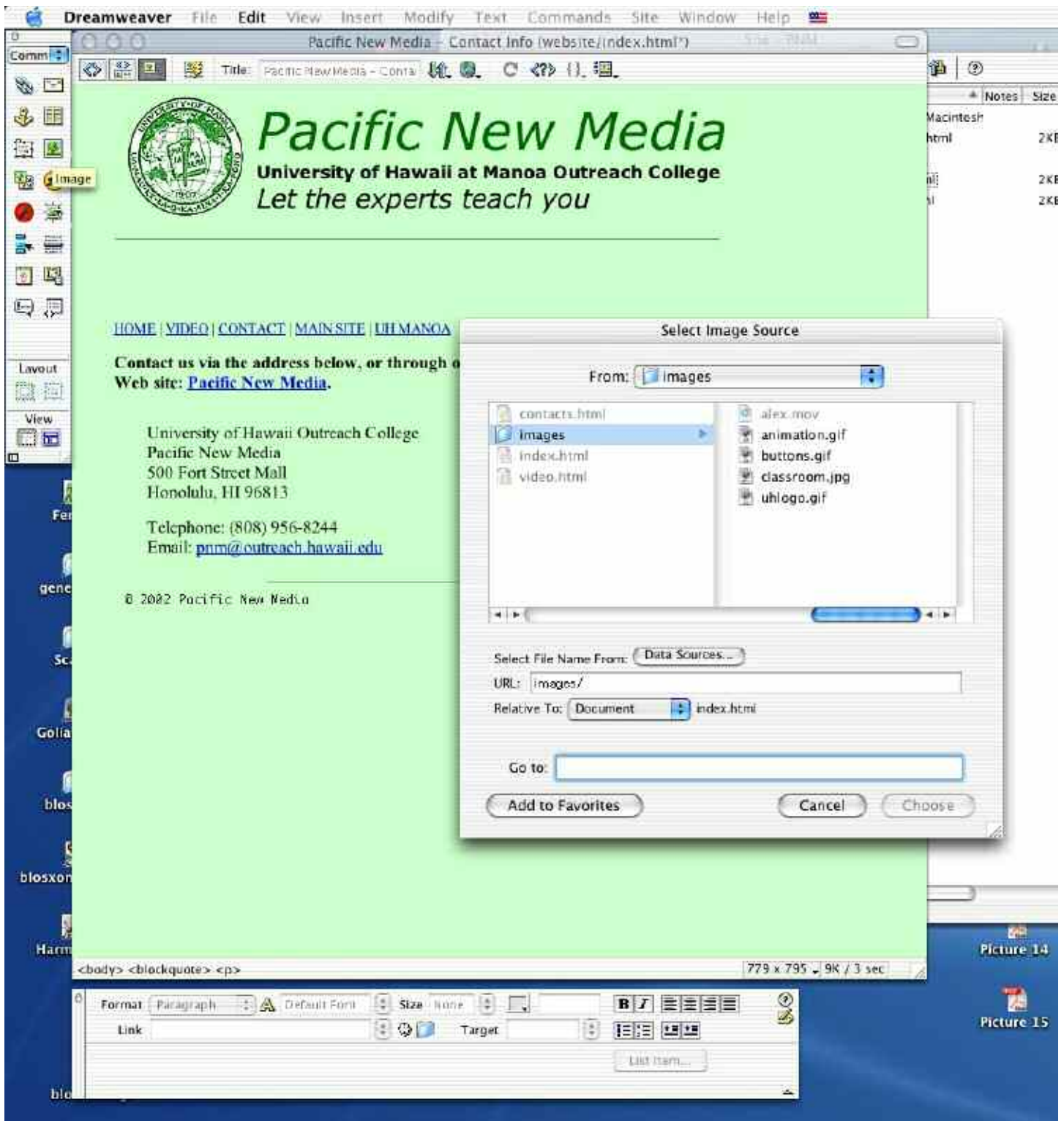
Parameters

Parameter	Value
controller	<input checked="" type="checkbox"/> true
autoplay	true

OK Cancel Help

Plugin, 254K W 192 H 144 Src: images/alex.mov Align: Default Plg URL: http://www.apple.com/ Play


V Space H Space Border Parameters...



Dreamweaver File Edit View Insert Modify Text Commands Site Window Help

Pacific New Media - Contact Info (website/index.html)

Macintosh
control 2KB
2KB
2KB



Pacific New Media

University of Hawaii at Manoa Outreach College
Let the experts teach you

Home Video Contact PNM Main Site UH Manoa

[HOME](#) | [VIDEO](#) | [CONTACT](#) | [MAIN SITE](#) | [UH MANOA](#)

Contact us via the address below, or through our Web site: [Pacific New Media](#).

University of Hawaii Outreach College
Pacific New Media
500 Fort Street Mall
Honolulu, HI 96813

Telephone: (808) 956-8244
Email: pnm@outreach.hawaii.edu

© 2002 Pacific New Media

779 x 795 11K / 3 sec

Image 3K	W: 517	Src: images/buttons.gif	Alt: []
	H: 29	Link: []	Map: []
	V Space: []	Target: []	Border: []
	H Space: []	Low Src: []	Align: Default

Picture 14
Picture 22
Picture 15

Are we there yet?

How to get the pages from your computer to the Internet

Now that you've made a page comes the "aha" moment. How do we get it from computer to worldwide? We will use another Internet protocol called "FTP." That's another 'Net acronym for "File Transfer Protocol." It's the Internet protocol we'll use to transfer the files from here to there.

First we'll need an FTP tool

The Macintosh Resource Page:

<http://www.macresource.com/mrp/software/lists/internet.shtml>

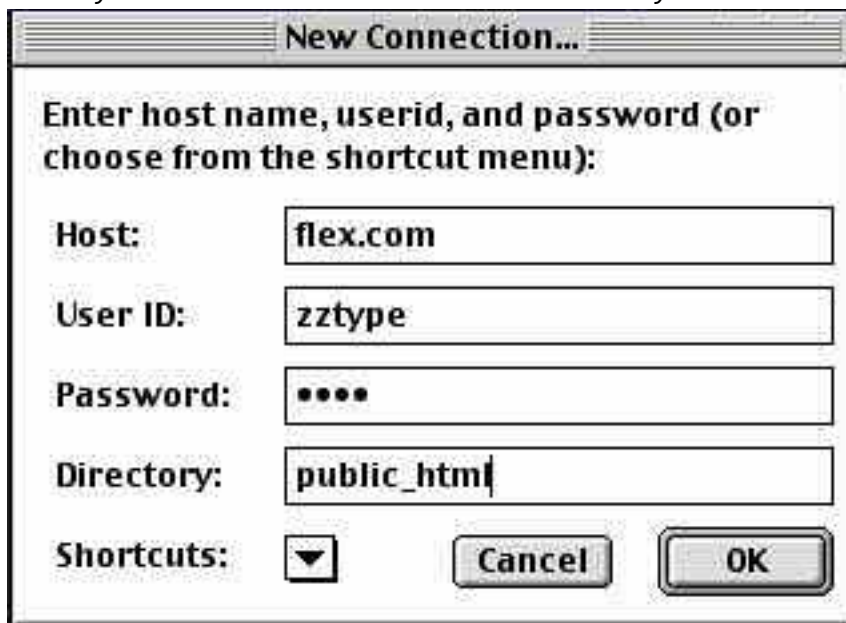
This download page has links to lots of the software you will need to work on the Web, including Fetch FTP software. If you're on a Mac, download a copy, then come back here, or...

WS_FTP for Windows:

http://www.ipswitch.com/junodj/ws_ftp32.htm

Download a copy, then come back here. My instructions won't be exact, but will help you figure out what to do once you have the software.

Once you have the FTP software installed on your hard drive, launch it. You should see a window



like the one to the left (Fetch), or a double-window in WS_FTP.

Your "host" is your Internet Service Provider (ISP). It could be aloha.net, lava.net, pixi.com, aloha.com, mydomain.com – whichever.

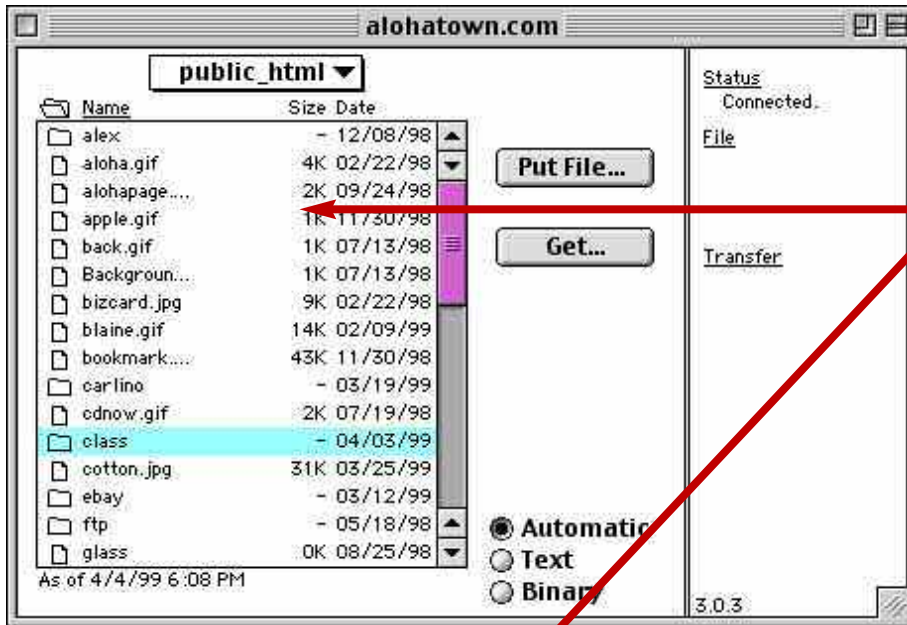
Your user ID is your logon name. My e-mail address is "zztype@alohatown.com." My user name is "zztype" so that's what I use.

Type your account password in the Password box. Usually it is the same password you use to access your e-mail, but it could be a separate password set up by your ISP.

The directory is usually "public_html" but varies. If you're not sure or if that doesn't work, just leave the directory blank and look around for something similar like "public" or "html" or "web" in the window that shows up.

WS_FTP users will need to read the information that comes with the program. You will need to click one of the buttons in between the two windows that comes up and set up a new session. You will need the same information as above, though.

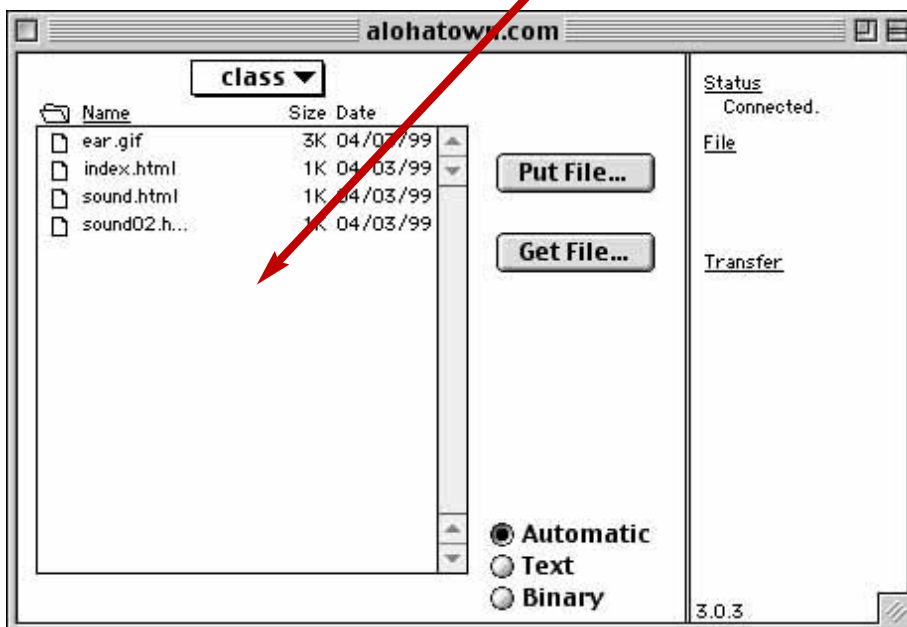
Once you click "OK" your computer will try to connect to your site and you should see a window like this:



Your directory may have no files in it, or it may have a few files in it – index.html for example.

Any files you drag from your computer to this window will be immediately uploaded and accessible on the Worldwide Web.

I have selected the "class" directory in the first picture on this page. A double-click will take you to the inside of the "class" directory.



The second picture shows you the inside of the "class" directory. Notice the directory contains the class files we uploaded from class. Anything you drag to this window will be at <http://www.yourdomain.com/class/> (if you have a domain) or maybe <http://www.yourisp.com/~yourname/class/> depending on your ISP.

The index.html page

How do I make my page the “home” page?

An “index.html” file in any directory will be the default file presented when someone visits that address or directory. (Some Web servers specify “default.html” as the index page).

If you don't use an “index.html” file, you will need to specify the full address to the file, including file name: <http://www.yourisp.com/~yourname/class/yourfile.html>

If you don't have an index or default page in your directory, some Web servers will simply display the contents of the directory as individual files or folders that can be clicked on. This may have the side effect of letting the public see files not intended for them. Some Web servers are configured not to show directory contents and will display a “forbidden” warning if someone tries to view a directory with no index.html page.

Updating files

I found a mistake! Oh no!

You update the files on your web site by keeping a local “mirror” of all your web site files on your computer's hard drive. When something needs to be changed on the web site, simply open and edit your local mirrored copy, then upload the changed file to the web server using your FTP program. It will replace whatever is stored on the web server with the new file and your site will be instantly updated.

