

# Dreamweaver I

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## Agenda

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- Announcements
- Contact Information Sheet
- Attendance
- Go over syllabus and outline
- On with the class

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## Announcement (Housekeeping)

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- Parking in any lot (but dorms) after 3 pm
- Fire exits
- Restrooms
- Breaks (50 minutes, then break for 10)
- Smoke Free
- Water is fine
- No food in the computer room
  - Snack machines

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### Class Rules

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- All opinions are honored
- We agree to disagree
- Stay on topic – as much as we can
- Share the time

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### Important Things to Remember

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- There are no tests – ever!
- You should learn what you want to learn
- We will learn from everyone
  - We will learn together
  - We will do almost all exercises as a group
- Always as questions
- This will be fun!

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### Course Structure

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- Lecture on new concepts
- Working on site
- Lots of discussion
  - Always ask questions!

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**Class Web Page**

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[www.montet.org/wtc](http://www.montet.org/wtc)

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**Introductions**

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- Instructor
  - Who is this guy?
- Class
  - Who are you?
  - What experience do you have with the Web?
  - What do want to learn from this class?

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**Outline Review**

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- Week 1: How the Web Works
- Week 2: Planning and the Basics
- Week 3: Linking it Together
- Week 4: Tables and Roll-overs
- Week 5: Functionality to the Site

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## Today

- How the Web works
- Pieces of a Web page
  - Browsers, servers, and domain names
  - What is XHTML?
  - What is CSS?
  - What is JavaScript?
- Dreamweaver interface
- Planning your Web site (if time allows)

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## Dreamweaver Interface

A walk around the park  
A live demo...

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## The Web



How this stinker  
works

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### The Players

**Computer**  
Runs the Browsers, balances checkbook

**BROWSERS**  
Software that translates Web Content into pages

**Domains**  
How Browsers find Web Files

**Web Files**  
Files that make up a Web page

**Servers**  
Stores and "serves" Web Files

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### Process – text version

**Request**

- Browser requests page
- Sends request to Internet Service Provider (ISP)

**Find page**

- ISP looks up server using the Domain Name
- Server looks up requested files

**Send files back to display**

- Server sends files to browser
- Browser makes puts files together

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### Process – fun version

[www.montet.org/wtc](http://www.montet.org/wtc)

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Elements of a Web Page

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Content      Design      Images      Client-Side Coding

**Dw**

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eXtensible HyperText Markup Language (XHTML)

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For the coder in all of us  
or  
Peeking under the hood

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XHTML

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- The latest version of HTML
- A language of **tags** (tag-based language)
  - <tag></tag>
- Formats content
- Adds elements
  - Bolding text...

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### XHTML vs. HTML (geeking out)

- XHTML must be nested correctly
  - **Good:**  
`<strong><em>my text</em></strong>`
  - **Bad:**  
`<strong><em>my text</strong></em>`
- All tags and attributes in lowercase
- All tags must be closed
  - **Good:**  
`<p>My<br />text</p>`
  - **Bad:**  
`<p>My<br>text`

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### XHTML vs. HTML (still geeking out)

- Why XHTML?
  - In line with XML
  - Generates better code (a.k.a. markup)
  - Works better for mobile devices

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## Hands On

Finally! Let's write some code –  
with Dreamweaver

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# Web Development Process

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## The basic steps

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## Web Workflow

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Analysis	Project Definition	Design & Develop	Content	Coding	Test & Launch
Needs Assessment	Project Requirements	Site Mapping	Write Content	Planning	Internal Testing
User Analysis	Technical Definitions	Database Design	Content Into Site	Database	Beta Testing
Technological Analysis	Maintenance Schedule	Creative	Metadata	Coding	Launch
	Content Requirements	Develop Pages		Confirmation	Beyond

Milestones

<small>Send Client Survey*</small>	<small>Requirements Document*</small>	<small>Creative Brief</small>	<small>Internal Content Review</small>	<small>Site - Ready for Testing*</small>	<small>Site Tests Determined</small>
<small>Completed Client Survey*</small>	<small>Functional Scope Document*</small>	<small>Site Map*</small>	<small>Content Provider</small>	<small>Content to Client*</small>	<small>Site Testing Completed</small>
<small>Project Summary*</small>	<small>Maintenance Plan (optional)*</small>	<small>Wire Frame*</small>	<small>Content to Client*</small>	<small>Completed Content</small>	<small>Site Live*</small>
	<small>Deliverables Schedule*</small>	<small>Internal Content Review</small>	<small>Completed Content</small>	<small>Content into Site</small>	<small>Maintenance Schedule (optional)*</small>
		<small>Creative Concepts to Client*</small>			
		<small>Creative Concepts Finalized</small>			
		<small>Database Schema (if necessary)</small>			

Completed Activities

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## Analysis

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**Needs Assessment**

- Outline current functionality
- Determine new requirements
- Overview client initiatives

**User Analysis**

- Define customer/user
- Product/company perception
- Outline expected use
- Conduct interviews

**Technological Analysis**

- Define current technology
- Define available technology
- Determine final hosting
- Outline database needs

**5% of Project Budget**

Milestones

- Send Client Survey\*
- Completed Client Survey
- Project Summary\*

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## Project Definition

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<b>Project Requirements</b> Determine deliverables and schedule Outline testing plan Define metrics for success	<b>10% of Project Budget</b>
<b>Technical Definitions</b> Outline functionality Determine required technology Define hosting requirements Define database requirements Define coding specifications	Requirements Document* Functions (scope) Document* Maintenance Plan (draft)* Deliverables Schedule*
<b>Maintenance Schedule</b> Outline maintenance needs Draft maintenance schedule	
<b>Content Requirements</b> Outline content areas Audit existing content	

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## Design & Development

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<b>Site Mapping</b> Determine user needs Define Web site sections Outline Navigation	<b>20% of Project Budget</b>
<b>Database Design</b> Develop database schema Determine database integration Identify data sources	Creative Brief Site Map* Wire Frame* Internal Creative Review Creative Concepts to Client* Creative Concepts Finalized Database Schema (if necessary)
<b>Creative</b> Write Creative Brief Develop concepts Internal review & updates Present concepts to client Finalize creative	
<b>Develop Pages</b> Create CSS and style guide Create templates for all levels	

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## Content & Coding

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<b>45% of Project Budget</b>	
Internal Content Review Content Proofed Content to Client* Completed Content Content into Site	Site - Ready for Testing*
Client approval of content	Migrate data Input new data as necessary
<b>Content Into Site</b> Content placed in pages Content moved to database Final proofing for data entry errors	<b>Coding</b> Determine methodology Define coding requirements Code pages
<b>Metadata</b> Audit content for SEO Write keywords/metadata Keywords/metadata into pages	<b>Confirmation</b> Check data I/O Final check of all pages

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## Design & Development

- Internal Testing**
  - Identify testing agents
  - Develop internal schedule
  - Conduct internal testing
  - Make updates/repairs
- Beta Testing**
  - Identify beta testers
  - Write up task list and schedule
  - Conduct beta testing
  - Address issues
- Launch**
  - Move site/database to live location
  - Confirm DNS and server settings
  - Confirm page functionality
- Beyond**
  - Finalize maintenance schedule

**10% of Project Budget**

- Beta Testers Determined
- Beta Testing Completed
- Site Live\*
- Maintenance Schedule (final)\*\*

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## What about the other 10%?

**Marketing!**

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