

# DREAMWEAVER CS3: CREATING BASIC WEB PAGES

## AN INTRODUCTION TO WEB PAGES AND BEST PRACTICES

**THE BASIC EQUATION FOR A WEB PAGE IS:**



**Structure  
(aka Containers)**

+



**Content**

=



**Web Page**



### STRUCTURE / CONTAINERS

#### **HTML**

**Hyper-text Markup Language**

- The primary language of the web
- Provides structural elements (e.g. tables, lists, paragraphs, headings)
- Has rudimentary styling and layout options

#### **CSS**

**Cascading Style Sheets**

- New language meant to supplement HTML
- Has no structural elements but modifies the properties associated with HTML elements
- Allows for advanced styling and layout without altering the structure HTML provides for content

#### **Folders**

**You know, like on your computer**

- Web pages have folder trees.
- A web page's folder structure provides the page's web address (aka URL).
- All non-text content must be kept in a folder.



## CONTENT

### Images

- Two universally supported types: JPEG and GIF
- Use JPEG for photos; GIF for graphics with large bands of solid color, like banners, buttons or backgrounds
- Know their dimensions (aka resolution). The larger an image is, the more screen space it will cover.
- Know their file size (i.e. how many megabytes). Images with large file sizes will take longer to load.

### Text

- Text can be copied and pasted from other documents.
- Text goes directly into the HTML document.
- A web page's HTML or CSS code handles all text formatting, such as font type, size, emphasis, and spacing.

### Other

Movies, Flash, Audio, etc.

- How to handle multimedia content will vary.
- Again, all non-text content must be kept in a folder.
- File size and dimensions are important



## BEST PRACTICES



### STRUCTURE / CONTAINERS

- Plan early!!
- Know your audience and their limitations.
- Know what you want to communicate (commerce sites are structured differently than blogs for a reason).
- Know what to emphasize.

### CONTENT

- Gather early!!
- Choose content appropriate to your site's purpose.
- Know your audience's limitations.