

Web Design for Small Business II – Building Your Site

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Course Description

This course is the second in the series designed to assist small businesses strategically place their business on the Web. The course will include building a Web site using Dreamweaver, entering content, adding images, setting up the site navigation, and using style sheets.

This course is designed primarily for small business owners (and their employees) who want to build and launch their own website, but have little to no prior web development experience.

Prerequisites: Web Design for Small Business I or equivalent experience.

Objectives

- Introduce the Dreamweaver Interface.
- Start a web site in Dreamweaver by creating a site profile.
- Create some folders and stub out some documents.
- Add headings and text to web documents.
- Create bulleted, numbered, and definition lists.
- Build links and set up the site's navigation.
- Learn how to create named anchors and link to them.
- Introduce Cascading Style Sheets.
- Create a basic stylesheet for the site and apply it.
- Discuss the types of images that can be used in web documents and when to use each.
- Insert images into web pages.
- Upload and test the web site.

About Your Instructor

Tina Spain McDuffie, aka *WebWoman*[™], is an author, educator, speaker, and professional Web developer. Ms. McDuffie is an expert in HTML, Cascading Style Sheets, and JavaScript. She began working on the Web in early 1995 and, by 1996, introduced and taught her first of many courses in Web development. Her current class offerings include: Dreamweaver MX 2004, Web Design for Small Business, JavaScript Programming, Photoshop, Illustrator, Fireworks, Flash, Digital Photography, and Acrobat.

Ms. McDuffie holds an M.S. with honors in Electronic Commerce, a B.S. with honors in Business Information Systems, and an A.S. with honors in Mathematics. She is the author of *JavaScript Concepts & Techniques: Programming Interactive Web Sites*, a JavaScript textbook, and *WebWoman's JavaScript Object Reference*, a companion handbook. She is currently working on a new book series, *Web Design for Small Business*, and *Web Design for Kids*.

Course Content

Lesson 1: Introducing Dreamweaver's Interface

- The Basic Dreamweaver Environment
- Creating a Site Profile
- The Importance of a Site Profile
- Sizing the Document Window
- The Implementation/Coding Process

Lesson 2: Stubbing Out the Structure of Your Site

- Organizing Your Files
- Folder & Filenaming Rules & Conventions
- Creating Folders and Web Page Files

Lesson 3: Structuring Web Page Content

- Opening a File for Editing
- Titling Pages
- Creating Divisions
- Adding Headings
- Paragraphs vs. Line Breaks
- Strong and Emphasized Text
- All About Lists
- Other Contextual Tags Supported
- A Caution Regarding Inline Formatting: Logical vs. Physical Tags

Lesson 4: All About Hyperlinks

- Linking to Other Web Sites
- Linking to Your Own Files
- Adding an Email Link
- Creating Named Anchors and Linking to Them

Lesson 5: The Wonderful World of Cascading Style Sheets

- What's a Style Sheet?
- Why Use Style Sheets?
- How Style Sheets Work
- Starting a Style Sheet: Document Properties
- Choosing a Default Font
- Setting Margins
- Setting Link Colors
- Making Headings Stylish
- Indenting Paragraphs

Lesson 6: Using Images

- Types of Images You Can Use on Web Sites
- Organizing Your Images
- Acquiring Images
- Placing Images on Web Pages
- Turning Images into Links

Lesson 7: Using Tables and Forms

- Inserting a Table
- Formatting Tables
- Form Elements

Lesson 8: Uploading

- Uploading Your Web Site For The First Time
- Testing Your Uploaded Site Online
- Uploading Changes Only
- Maintaining Your Site