

Contents

Introduction	XXV
PART I ■ PLANNING YOUR PROJECT AND SETTING UP DREAMWEAVER	1
Chapter 1 ■ Planning and Preparing for a Dreamweaver Project	3
When to Use Dreamweaver	4
Getting Your Process Squared Away	6
Gathering Requirements	7
Getting the Information Architecture Right	8
Ready, Set, Rumble!	10
Chapter 2 ■ Web Pages Deconstructed	13
The Elements of a Web Page	14
Working with Content	15
Designing for the Web	17
Setting Up a Navigation Scheme	23
The Whole Enchilada	26
Chapter 3 ■ Setting Up Your Workspace and Your Site	27
The Integrated Workspace versus the Floating Layout	28
Getting Oriented	30
Customizing Your Workspace	45
Setting Up Your Site	46
Importing an Existing Site	55
Turning On Accessibility Reminders	56
Look-and-Feel Standards	57





Chapter 4 ■ Saving Labor with Templates and Libraries 59

What Is a Template?	60
Fitting Templates into Your Development Process	62
Making Templates	63
Configuring a Template	67
Applying a Template	72
Modifying Template-Based Pages	74
Managing Your Assets	75
Building a Library	78
Using Server-Side Includes (SSIs) as Repeating Elements	81
Taking a Jump Backward	83

PART II ■ BUILDING A WEB PAGE 85

Chapter 5 ■ Page Layout 87

Layout Methods	88
Selecting a Predesigned Layout	89
Creating a New Table	92
Finessing Table Properties	98
Using Tabular Data	105
Designing with Layers	105
Finessing Layer Variables	108
Working with Complex Page Layouts	109
Hands On: Design a Page with Tables and Layers	112
Filling the News Hole	115

Chapter 6 ■ Inserting and Formatting Text Content 117

Getting Copy onto the Page	118
Editing Text	127

Formatting Text	131
Working with Raw HTML	138
Layout, Words, Frames!	141
Chapter 7 ■ Interactivity with Framesets and Frames	143
To Frame or Not to Frame?	144
Creating a New Frameset	146
Modifying Frames and Framesets	154
Adding Navigation Elements to Frames	159
Creating NoFrames Content	162
Hands On: Design a Frames-Based Page	163
One Holy Grail	168
Chapter 8 ■ Making and Maintaining Hyperlinks	169
Fundamental Link Concepts	170
Inserting Links	173
Building Image Maps	180
Avoiding or Fixing Broken Links	182
Hands On: Create an Image Map	187
Separating Content from Presentation	188
Chapter 9 ■ Cascading Style Sheets	189
What to Use Style Sheets For	190
How Styles Are Applied	192
CSS Tools in Dreamweaver	193
Working with Styles	194
Working with Style Sheets	199
Coding CSS on the Fly	201
Previewing Styled Pages	204
Checking for Browser Compatibility	205
Using an External Editor	206
For Further Reading on CSS	207



Hands On: Design a CSS Table	209
Time for Jazz	212
Chapter 10 ■ Adding Graphics and Multimedia	213
Inserting a Graphic	214
Designing with Image Placeholders (When the Art Isn't Ready Yet)	221
Deciding to Include Multimedia	222
Understanding Web Audio and Video Formats	223
Using Multimedia Players	224
Adding Sound and Movies	225
Adding Media Elements	230
Using Dreamweaver Behaviors to Control Media Elements	235
Hands On: Modifying a Graphic for Use on the Web	235
Can You Imagine?	237
Chapter 11 ■ Getting into Flash	239
Using Flash	240
Exporting and Publishing Flash Files	240
Adding Flash Content	243
Working with Flash Elements	248
Creating Flash Objects	249
Launch-and-Edit	251
Hands On: Creating Flash Text	252
Put the Multi in Multimedia	253



PART III ■ ADDING INTERACTIVITY WITHIN DREAMWEAVER 255

Chapter 12 ■ Incorporating JavaScript Behaviors	257
Dreamweaver Behaviors	258

Hands On: Adding a Style Switcher to Your Page	282
That's All, Folks!	284
Chapter 13 ■ Designing Navigation Objects	285
Gathering Your Graphic Assets	286
Creating Rollovers	286
Creating Navigation Buttons	290
Making Buttons	292
Adding a Navigation Bar	296
Pop-Up Menus	298
Adding a Jump Menu	299
Hands On: Making a Nav Bar	303
Keeping It Simple	304
Chapter 14 ■ Collecting Information with Forms	305
Exploring Form Elements	306
Working with CGI Scripts	320
Editing a CGI Script	324
Creating Target Pages	326
Forms Resources	327
Hands On: Using FormMail	328
From Forms to Discussions	330
Chapter 15 ■ Community Building with Interactive Site Features	331
Creating Community on the Web	332
Adding a Guestbook	332
Using Discussion Boards	335
Hosting a Chat	336
Creating a Blog	337

Name:
 E-mail address:
 Street Address:
 Apt/Bldg:
 City:
 State:
 Zip/postal code:
 Phone:
 Fax:
 Country:
 I would like: ☐ Answer to my question
☐ Information Package
☐ Hypnotic Therapy
☐ Help selecting an HECIT Clinic
 Condition:

Hands On: Create Your Own Blog with Blogger	338
From Community to Web Application Development	339
PART IV ■ DEVELOPING WEB APPLICATIONS	341
Chapter 16 ■ Building Web Applications	343
Designing and Testing Web Applications	344
Working with a Web Server	345
Choosing a Server Technology	346
Setting Up Your Application Server	348
Setting Up Your Web Application as a Dreamweaver Site	349
From Applications to Transactions	351
Chapter 17 ■ Building an E-Commerce Site	353
Creating an Identity for an Online Store	354
Marketing Your Site	357
Processing Transactions	360
Hands On: Create a Shopping Cart	368
Putting the e- in Everything	370
Chapter 18 ■ Handcrafting Your Code	371
The Ergonomics of Coding	372
Writing Code	378
Debugging Your Code	393
Hands On: Creating Your Own Code	396
Coding an Application	399
Chapter 19 ■ Database Connectivity	401
Using Databases in Dreamweaver MX 2004	402
Creating Dynamic Pages	402
The Application Panel Group	406
Live Data View	409



Adding Dynamic Content to Your Page	409
Defining a Search and Result Page Set	412
Designing Your Database Schema	413
Exploring SQL	415
Manipulating Database Records	419
Navigating Recordsets	422
Troubleshooting	424
Hands On: Rapid Development of a Master Detail Page Set	425
Dynamic Sites with ColdFusion	428
Chapter 20 ■ Working with ColdFusion	429
Introducing ColdFusion	430
Important Features for ColdFusion Developers	430
Setting Up a Dreamweaver Site for ColdFusion	432
Setting Up Bindings	436
Using Server Behaviors	437
Continuing Work	445
To the Bleeding Edge	445
Chapter 21 ■ Working with ASP	447
Getting Started with ASP	448
The Root Folder	448
Setting Up an ASP Site in Dreamweaver	449
Connecting to a Database with ASP	450
Creating a Dynamic ASP Page	451
Using Live Data View	453
Using ASP in Dreamweaver	454
From Proprietary to Open Source	455





Chapter 22 ■ Using PHP with Dreamweaver	457
Getting Started with PHP	458
Using MySQL with PHP	461
Setting Up a Dreamweaver PHP Site	463
Connecting to a Database with PHP MySQL	463
Using PHP in Dreamweaver	464
JavaBeans and JRun	468
Chapter 23 ■ Working with JSP	469
Getting Started with JSP	470
The Root Folder	470
Setting Up a JSP Site in Dreamweaver	471
Connecting to a Database with JSP	472
Creating a Dynamic JSP Page	474
Using JSP in Dreamweaver	475
Advanced JSP in Dreamweaver	477
Other Technologies	477
Chapter 24 ■ Working with XML and XHTML	479
XML Concepts	480
XML in Dreamweaver MX 2004	483
Importing and Exporting XML with XML Templates	484
Supporting XHTML in Dreamweaver	489
Validating XML and XHTML Documents	492
Using XML News Feeds	493
Using XML and XHTML	494
Chapter 25 ■ Emerging Technologies	495
Understanding Web Services	496
Accessing Web Services	496
Understanding .NET	498

Introducing Rich Internet Applications	500
Hands On: Creating a Web Service Using ASP.NET	501
Hands On: Adding a Prebuilt Web Service to a Page	507
What's Ahead	509
PART V ■ SITE ADMINISTRATION FROM START TO FINISH	511
Chapter 26 ■ Controlling Access to the Site	513
Developing User Administration	514
Creating a Database Table for User Authorization	514
Adding Server Behaviors	517
Login Pages and Processes	519
Restricting Page Access	521
Using User Information to Add Personalization Features	522
Testing, 1, 2 ...	523
Chapter 27 ■ Static Content Management with Contribute	525
Introducing Contribute 2	526
Preparing a Dreamweaver Site for Contribute	526
Administering Contribute from Dreamweaver	527
Using Dreamweaver Templates in Contribute	529
Using FlashPaper in Contribute 2	531
Dynamic Pages in Contribute Sites	532
Content Management: From Static to Dynamic	533
Chapter 28 ■ Dynamic Content Management	535
Using Dreamweaver with Dynamic Content	536





Working on the Client Side	537
Using a Database for Dynamic Content	538
Creating Master Detail Page Sets with ASP	540
Hands On: Adding Dynamic Content with ASP and Access	542
A Walk on the Browser Side	544
Chapter 29 ■ Checking Browser Compatibility	547
Defining the Target Audience	548
Evaluating Browsers	548
Testing Browser Compatibility in Dreamweaver	550
Avoiding Common Problems	556
The Future of Browsers	559
Getting Ready to Launch	560
Chapter 30 ■ Going Live or Delivering the Site	561
Quality Assurance and Final Testing	562
Meeting Section 508 Accessibility Standards	563
Optimizing Your Site for Search Engines	564
From Staging to Production	566
Turnover (At Last!)	572
Teach Them to Fish: Knowledge Transfer	575
Hands On: Working Live	576
The Long Haul	578
Chapter 31 ■ Maintaining a Site	579
Managing Content	580
Workflow	584
Journaling and Rollback	588
Hands On: Updating an Existing Website	590
Extend Your Reach	593

Chapter 32 ■ Customizing and Extending Dreamweaver 595

Using the Extension Manager	596
Creating Custom Shortcut Keys	603
Changing the Default Document Template	605
Creating Dreamweaver Commands	606
Creating Custom Menus	608
Third-Party Tags: Creating Custom Tags Using XML	612
Modifying the Insert Bar	614
Updating Dreamweaver Dialog Boxes	616
Hands On 1: Using the Advanced Random Images Extension	618
Hands On 2: Add Custom Characters to an Insert Bar	620
Hands On 3: Using an Extension to Create a Bookmark to Your Web Page	622
Ready, Set, Go!	624

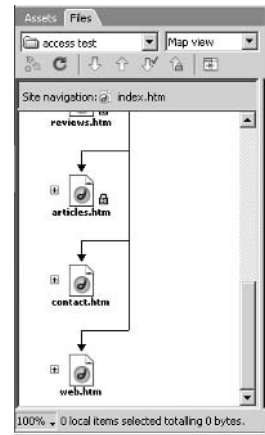
Chapter 33 ■ Using Dreamweaver to Make Your Site Accessible 625

Using Dreamweaver's Accessibility Preferences	626
Section 508 Guidelines	626
Using Dreamweaver's Accessible Page Samples	630
Generating an Accessibility Report	630
Support for Dreamweaver Users with Disabilities	631
Ready, Set, Go!	632

PART VI ■ APPENDICES 633

Appendix A ■ Online Resources 635

Dreamweaver Software	636
----------------------	-----



Newsgroups and Mailing Lists	637
Blogs	637
Appendix B ■ Keyboard Shortcuts	639
Appendix C ■ New Features in Dreamweaver MX 2004	645
Useability	645
CSS (Cascading Style Sheets)	647
Additional New Features	648
Index	649

