Before you begin
You must have a copy of your website files on your local computer as you will be editing the local files then uploading them to the remote web server.

Create a local folder
Create a new folder for your website on your computer.
Name the folder something you will remember such as “My Student Website” or “myweb.”
Site Setup in Dreamweaver – must be done to publish files to the web!

Open Dreamweaver.
Across the top menu options, click “Site” then “New Site…”
Click the “advanced” tab and for the category you are in “Local Info”.

- Under Site Name – Put in a name you will remember for your site name, such as “My Student Website.”
- For the local root folder, you need to browse to the folder you just created on your local computer. Use the folder icon to browse.

**SCREENSHOT – LOCAL INFO**

**DO NOT CLICK “OK” YET**
The next step is to click “Remote Info” in the Category list.

See next page for Remote Info setup

Note: If you accidentally clicked OK and find yourself back at the main Dreamweaver page, click Site – Manage Sites – Edit to get back to this.
SCREENSHOT – REMOTE INFO

Click the dropdown next to Access and choose FTP

FTP Host = myweb.bloomu.edu

Login: Student user ID (same user ID you use to log onto lab computers). Just the user name - DO NOT type @huskies.bloomu.edu

Password = the password you use for logging onto computers in the labs

* the password may be different than the password you use for email. Be certain to use the password you use for logging onto university computers.

If using a Mac, also put a checkmark in the box “Use Passive FTP”

We recommend clicking the Test button once you have this screen set up to check your connection status. You should see a message that you are connecting successfully. If you receive a FTP error, make certain your user name and password are correct.

NOTE: If your password changes, make sure to update it in the Remote Info area! Click Site – Manage Sites – Edit. Go to Remote Info and update password.
Getting Started ~ Student Web Design Basics

Your web address

Once you have created new pages and successfully published them to the server, your web address will be something like this:
http://myweb.bloomu.edu/sak11333

*Your user name will be in place of the example above, after the http://myweb.bloomu.edu/__________*

Important Notes

Default home page

All new student web accounts have a default home page created for them. This page simply says "Home Page for User sak11333" – you must delete that sample home page when you are ready to publish your new files.

How to delete:

After successful setup of your site, you will see a section that shows local files. Click on the little Expand/Collapse icon, illustrated below, which will expand your screen to see local and remote.

Highlight under the remote side, the file that says index.htm – that is the default file. To go back to the regular Dreamweaver view, click the Expand/Collapse icon again.
Getting Started ~ Student Web Design Basics

Naming your new home page
For your website to show up when myweb.bloomu.edu/(userid) is typed in, your homepage MUST be named index.htm or index.html – either naming convention will work.

Creating New Pages
Create your pages. Use the Dreamweaver Reference Manual, as posted on the student web support page, for guidance.
At a minimum, the basic pages that every site should have are:
➤ Home page (the initial page that loads when you go to your site). Include a link to the home page from all other site pages.
➤ Contact information.
➤ About (what your site is about).
➤ Specific content pages (specific information about you, your dept., your business etc.)

Publishing Pages to the Remote Server
In order for your newly created pages to be seen on the web, you will need to publish your files to the server.

To publish pages, under the local files area, click to highlight a new file. Once file is highlighted, click the blue UP arrow to publish to the web.
Can’t publish?
If you receive an error that you cannot publish a file, review your site setup (first few pages of this document). First, make certain that you’ve completed the site setup. Secondly, make certain your user name and password are the correct ones.

- If you’ve previously done the site setup, click Site – Manage Sites – Edit along the top menu bar. View local and remote tabs to make certain settings are correct.
- If you have had a recent password change, make sure to update that password in the Remote Info area!
- The password used will be the same password you use when logging onto lab computers on campus.

Tips for Success!
The design of your site is almost as important as the layout. Try to keep these things in mind when building your web.

Keep it simple!

- Each page should download in 8 seconds or less. Info in bullet format or short phrases work best. People don’t want to read long pages of text – link to information.
- Good rule of thumb – click no more than three times to get to information. Plan wide, not deep.

Navigation

- Most web pages have either a top row navigation, left column navigation or right column navigation.
- How do you know what to choose? Go out on the web and research sites that are similar to the one you plan to design.

Colors and Fonts

- Dark fonts on a light background work best.
- There are only a few basic fonts that you can choose from. **Explanation:** Fonts are not actually stored on your website. The way that fonts work is like this. When a person visits your site, the computer reads the code on your web page. The computer is then told (by the code in your page) to display the text using a specific font on the visitor’s computer.
  
  So... If you used a really great font that took forever to find and downloaded to your local machine, your website would look great on your computer. However, chances are that outside viewers of your web wouldn’t have this font installed on his/her computer and your web would not display properly for them.
- It’s best to leave the font set to the default font in Dreamweaver.
Getting Started ~ Student Web Design Basics

Images

- Images on your site will enhance the users experience OR it will frustrate them so badly that they may never return again!
  - Large color photos, music and animation can be memory HOGS and slow downloads.
  - Watch file size ~ 72 dpi resolution is all a monitor will project so save a copy of your web photos at that resolution.
  - Resize pictures PRIOR to adding them to your website. The rule of thumb is that for images displayed on the web, make them as small as possible without distortion.
    - Posted pictures should be no larger than 800 x 600 pixels;
    - Some digital cameras allow you to make a smaller copy of an image file.
    - Utilize software available to you, such as Microsoft Picture Manager, Photoshop, to resize photos.
    - Free tool, Windows XP Image Resizer is available at this Microsoft Website http://www.microsoft.com/windowsxp/Downloads/powertoys/Xppowertoys.mspx
  - Three basic file types are recommended for image use on your web site:
    - .jpg or .jpeg (Joint Photographic Expert Group) - JPGs should be used for pictures.
    - .gif (Graphics Interchange Format) - GIFs should be used for logos and non-pictures.
    - .png (Portable Network Graphics) – created to improve upon GIFs

Naming Conventions

Folders and documents with 2 or more words in them should be typed altogether, no spaces. Example:

pageOne.html or page1.html or page_One.html

If you have spacing between words, you will have “%20” appear in place of spaces in the web browser once you publish the file. Example:

The page or document will display correctly, but the line has a lot of unnecessary characters!

Accessibility Initiatives

A concern for all web developers is to be compliant with web accessibility guidelines, ways to make web content accessible for people with disabilities. Read more at http://www.w3schools.com/quality/quality_accessibility.asp
One key issue is providing ALT Tags with images. ALT tags provide a text description when someone places their cursor over a link or picture on a website. Some people turn off the setting on their web browser so they don’t see images; the ALT text would be available so they would know what the image is. In addition, some visually impaired people visiting websites use screen readers to read pages to them. Screen readers would read ALT tag info to the person.

Use of Headings for main sections assists web visitors using screen readers. It helps to break up the sections of a page.

Colors are another thing. Viewers with visual impairments and color blindness will benefit by simple design. Keep in mind it is best to use dark fonts on a light colored background.

**Maintenance**

A website is never finished. There will always be new content, images and links to update.

- Keep your content up-to-date. It can be very dissatisfying to view a web page that is out of date.
- If using pictures on your site home page, swap out pictures occasionally to freshen up the look of your site.
- Check links. Make certain all your links go to active pages or content. Broken links can lose a viewer’s attention quickly.
- Keep learning! There are tons of web design strategies and tips available when doing research on the web.

**Resources to assist you**

- W3schools.com web tutorials at [http://www.w3schools.com](http://www.w3schools.com) (W3schools is the World Web Consortium, an international consortium who develop standards and guidelines for the web).