

 **PLUS**
SERIES



Microsoft® FrontPage 2003

Ann Willer



**Mc
Graw
Hill** **Technology
Education**

+Plus Series

Microsoft® FrontPage 2003

Ann Willer

Solano Community College



**Technology
Education**

Boston Burr Ridge, IL Dubuque, IA Madison, WI New York San Francisco St. Louis
Bangkok Bogotá Caracas Kuala Lumpur Lisbon London Madrid Mexico City
Milan Montreal New Delhi Santiago Seoul Singapore Sydney Taipei Toronto



+PLUS SERIES: MICROSOFT® FRONTPAGE 2003

Published by McGraw-Hill Technology Education, a business unit of The McGraw-Hill Companies, Inc., 1221 Avenue of the Americas, New York, NY, 10020. Copyright © 2005 by The McGraw-Hill Companies, Inc. All rights reserved. No part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system, without the prior written consent of The McGraw-Hill Companies, Inc., including, but not limited to, in any network or other electronic storage or transmission, or broadcast for distance learning.

Some ancillaries, including electronic and print components, may not be available to customers outside the United States.

This book is printed on acid-free paper.

1 2 3 4 5 6 7 8 9 0 QPD/QPD 0 9 8 7 6 5 4

ISBN 0-07-225699-0

Publisher: *Brandon Nordin*

Senior sponsoring editor: *Donald J. Hull*

Editorial assistant: *Alaina Grayson*

Manager, Marketing and Sales: *Paul Murphy*

Project manager: *Bruce Gin*

Senior production supervisor: *Sesha Bolisetty*

Senior digital content specialist: *Brian Nacik*

Cover design: *Artemio Ortiz Jr.*

Typeface: *10.5/12 Minion*

Compositor: *PreMediaOne*

Printer: *Quebecor World Dubuque Inc.*

Library of Congress Cataloging-in-Publication Data

Willer, Ann

+Plus Series: Microsoft® FrontPage 2003 / by Ann Willer.

p. cm. — (+Plus series)

Includes index.

ISBN 0-07-225699-0 (alk. paper)

1. Microsoft FrontPage. 2. Web sites—Design. I. Title II. Series.

TK5105.8885.M53W55 2005

005.7'2—dc22

2004052446

www.mhhe.com

The +Plus Series Approach

Students will be able to discover and apply learned skills while working through a variety of tasks. The +Plus Series textbooks are designed for engaged, active learning.

HOW WILL THE +PLUS SERIES ACCOMPLISH THIS?

- Through relevant, real-world scenarios and cases.
- Through tasks in each chapter that incorporate steps and tips for easy reference.
- By providing alternate ways and styles encouraging student involvement.
- Through the end of chapter reinforcement projects that support what the student has learned.

TO DATE +PLUS SERIES TITLES INCLUDE:

- FrontPage 2003 by Ann Willer.
- Outlook 2003 by Brenda Nielsen.
- Visual Basic for Applications (VBA) by Alan Rea.
- What's New in Microsoft Office 2003 by Don Amoroso, Cheryl Manning, and Catherine Manning Swinson.

+PLUS SERIES GOALS AND APPROACH TO LEARNING

The +Plus Series textbooks emphasize that students learn by being actively involved—by *doing*. Teaching how to accomplish tasks is not enough for thorough conceptual understanding. Students need to understand and be able to complete the presented tasks in order to master skills. The +Plus Series books are subdivided into sessions that contain groups of tasks and hands-on practice. The session tasks contain concept explanations combined with practice steps to apply the presented material.

The FrontPage Approach

In today's world, Web development is a never-ending, constantly changing, team effort where it is essential that every effort is made to keep Web development as simple as possible. I had taught Web development before my years at Cal State Fullerton but, after working as part of a Web development team, I found teaching Web development to be a very frustrating experience. I wanted and could not find a textbook that "cut to the chase"—a textbook that explained basic concepts without introducing a host of unrelated special effects.

Hence, this textbook. It is meant to be a simple, straightforward approach to Web development, similar to the approach taken by countless experienced Web developers and teams of Web developers around the country. As much as possible, this text parallels the real world—define and lay out the Web development project, get a simple prototype Web site up and working, and then go back and add the appropriate bells and whistles for a more complete product.

the author

Ann Willer is a professor of Computer Science at Solano Community College in Fairfield, California. Ann is a certified Associate Webmaster (World Organization of Webmasters), holds a B.S. in Computer Applications and Information Systems from New York University in New York City and an M.S. in Computing Technology in Education from Nova Southeastern University in

Fort Lauderdale, FL. Prior to her recent arrival at Solano Community College, she worked for two years as the team leader and instructional designer for the distance learning Web team at California State University, Fullerton. Additionally, Ann is retired from IBM Corporation where she worked for 26+ years in various mainframe teaching and systems capacities.

Acknowledgments

Writing a book of any kind involves a great deal of effort by a multitude of individuals. I want to thank the people at McGraw Hill Technology Education who made this project possible. Additionally, I especially want to thank everyone that was part of the distance learning Web development team at California State

University, Fullerton—they are the people who taught me what I know about the Web. And finally, I especially want to thank my husband Richard—he has tolerated and supported me in my textbook project as well as coped with a distance marriage.

brief contents

1

CHAPTER 1

CREATING A WEB SITE

- 1.1-Planning a Web Site
- 1.2-Setting Up the Web Site Template
- 1.3-Building a Web Site's Structure
- 1.4-Summary

2

CHAPTER 2

WORKING WITH TEXT

- 2.1-Creating and Formatting Text
- 2.2-Using Lists and Tables to Organize Text
- 2.3-Inserting Text Hyperlinks
- 2.4-Summary

3

CHAPTER 3

WORKING WITH IMAGES

- 3.1-Adding Images to Web Pages
- 3.2-Changing the Way Images Look on a Web Page
- 3.3-Creating Special Effects With Images
- 3.4-Summary

4

CHAPTER 4

PUBLISHING A WEB SITE

- 4.1-Preparing for Web Site Publication
- 4.2-Publishing a Web Site
- 4.3-Maintaining a Published Web Site
- 4.4-Summary

GLOSSARY
INDEX

table of contents

1

CHAPTER 1 CREATING A WEB SITE

FP 1.1

CHAPTER CASE

CREATING A WEB STRUCTURE FOR GLEN

HARBOUR COMMUNITY PLAYHOUSE

FP 1.2

Introduction

FP 1.2

SESSION 1.1

PLANNING A WEB SITE

FP 1.2

Creating the Project Plan

FP 1.3

Creating the Site Navigation Plan

FP 1.4

SESSION 1.2

SETTING UP THE WEB SITE TEMPLATE

FP 1.5

Starting Microsoft FrontPage

FP 1.5

Creating a One-Page Web Site

FP 1.7

Applying a Theme for a Web Site

FP 1.10

Creating a Dynamic Web Template

FP 1.12

Drawing a Layout Table and Cells

FP 1.14

Inserting a Link Bar and Adding

Editable Regions to a Template

FP 1.16

SESSION 1.3

BUILDING A WEB SITE'S STRUCTURE

FP 1.20

Adding New Pages to a Web Site

FP 1.21

Organizing Web Pages and Folders

FP 1.25

Establishing Site Navigation

FP 1.27

SESSION 1.4

Summary

LEVEL 1:

FP 1.35

REVIEW OF TERMINOLOGY

LEVEL 2:

FP 1.36

REVIEW OF CONCEPTS

LEVEL 3:

FP 1.37

HANDS-ON PROJECTS

Running Project

FP 1.42

2

CHAPTER 2 WORKING WITH TEXT

FP 2.1

CHAPTER CASE

ADDING TEXT TO THE SONORAN

SALSA CONTEST WEB SITE

FP 2.2

Introduction

FP 2.2

SESSION 2.1

CREATING AND FORMATTING TEXT

FP 2.2

Adding Text and Special Symbols
to a Web Page

FP 2.3

Inserting Existing Word Documents
into Web Pages

FP 2.7

Inserting Existing Web Pages into
a Web Site

FP 2.9

SESSION 2.2

USING LISTS AND TABLES TO
ORGANIZE TEXT

FP 2.13

Working with Lists

FP 2.13

Creating and Manipulating Tables

FP 2.16

SESSION 2.3

INSERTING TEXT HYPERLINKS

FP 2.22

Creating Hyperlinks to Web Pages

FP 2.22

Creating Hyperlinks to Bookmarked
Locations

FP 2.25

Creating an E-Mail Hyperlink

FP 2.27

SESSION 2.4

Summary

LEVEL 1:

FP 2.31

REVIEW OF TERMINOLOGY

LEVEL 2:

FP 2.32

REVIEW OF CONCEPTS

LEVEL 3:

FP 2.33

HANDS-ON PROJECTS

Running Project

FP 2.39

3

CHAPTER 3 WORKING WITH IMAGES

FP 3.1

CHAPTER CASE

ADDING IMAGES TO THE MANHATTAN
ON FOOT WEB SITE

FP 3.2

Introduction

FP 3.2

SESSION 3.1

ADDING IMAGES TO WEB PAGES

FP 3.2

Inserting Images into Web Pages

FP 3.3

Specifying Alternative Text

FP 3.7

Using the Clip Organizer

FP 3.9

SESSION 3.2

CHANGING THE WAY IMAGES

LOOK ON A PAGE

FP 3.13

Using Tables to Organize Images and Text

FP 3.13

Changing the Way Images Look

FP 3.17

SESSION 3.3

CREATING SPECIAL EFFECTS WITH IMAGES

FP 3.21

Creating Photo Galleries

FP 3.21

Making Changes to a Photo Gallery

FP 3.23

Creating and Customizing WordArt Images

FP 3.26

SESSION 3.4

Summary

LEVEL 1:

FP 3.33

REVIEW OF TERMINOLOGY

LEVEL 2:

FP 3.34

REVIEW OF CONCEPTS

LEVEL 3:

FP 3.35

HANDS-ON PROJECTS

Running Project

FP 3.42

4 CHAPTER 4 PUBLISHING A WEB SITE

FP 4.1

CHAPTER CASE

PUBLISHING AND MAINTAINING THE CANINE CONSULTANTS WEB SITE

FP 4.2

Introduction

FP 4.2

SESSION 4.1

PREPARING FOR WEB SITE PUBLICATION

FP 4.2

Viewing Web Pages with Different Browsers

FP 4.3

Preparing Pages for Browsers and Search Engines

FP 4.6

Using FrontPage Reports to Check for Problems

FP 4.10

SESSION 4.2

PUBLISHING A WEB SITE

FP 4.12

Publishing a Web Site Using HTTP

FP 4.13

Recalculating a Web Site's Hyperlinks

FP 4.15

SESSION 4.3

MAINTAINING A PUBLISHED WEB SITE

FP 4.16

Synchronizing a Local and Remote Web Site

FP 4.17

Creating a Backup Copy of a Published Web Site

FP 4.19

SESSION 4.4

Summary

LEVEL 1:

FP 4.25

REVIEW OF TERMINOLOGY

LEVEL 2:

FP 4.26

REVIEW OF CONCEPTS

LEVEL 3:

FP 4.27

HANDS-ON PROJECTS

Running Project

FP 4.31

END OF BOOK

GLOSSARY INDEX

EOB 1.1

EOB 2.1

Chapter Objectives

In this chapter, you will:

- Describe the elements of a Web site project plan
- Use FrontPage to create a Web site
- Apply a theme to a Web site
- Create a dynamic Web template
- Draw a layout table and cells
- Organize Web pages and folders in a Web site
- Establish a Web site's navigation structure
- Insert and modify navigation bars

Creating a Web Structure for Glen Harbour Community Playhouse

Gwen Johnson, a junior at Brown University, is spending her summer vacation working in the business office of the Glen Harbour Community Playhouse. The Playhouse is a new, small summer theater located on Cape Cod. This summer the Playhouse is producing two plays—*South Pacific* and *Back Stage*.

Kyra Mulholland, the Playhouse manager, feels that a Web site with information about the Playhouse and its offerings will help to increase ticket sales. Knowing that Gwen is a business major, Kyra has asked her to create a small Web site to market the Playhouse. Gwen's first task is to create a project plan for the Web site that includes

information about the site's proposed message, appearance, and navigation.

Once her project plan is approved, Gwen will build the Playhouse Web site by using Microsoft FrontPage to create the pages, files, and navigation structure called for in the project plan. Her approach will be to create a template that has the look, feel, and navigation structure she wants for most of her Web pages. Using that template as a model for her Web pages, Gwen will then build and organize the file and navigation structures for the Playhouse Web site. Once that is done, she and Kyra can easily add content to the Web pages and then publish the Playhouse Web site to the Internet.

Introduction

There are many different approaches and tools for building **Web sites**. However, all of these tools and approaches rely on the same things—a good **project plan**, an easily maintained and modified **Web site organization**, a simple **navigation structure**, and a consistent look and feel for all of the Web pages in the Web site. Once the Web site structure and organization exist and the look and feel of the site have been established, content can easily be added and modified on individual **Web pages**. This chapter focuses on the basics of creating a Web site—creating the project plan, building the Web site, and establishing the site's look and feel, its organization, and its navigation structure.

SESSION 1.1 PLANNING A WEB SITE

Web sites run the gamut from very simple one-page Web sites to extremely complex sites consisting of thousands of Web pages. The more complex a Web site, the more difficult it is to create and maintain that site. A well-planned and well-documented Web site is much easier to create and maintain. The planning and documentation for

a Web site should include a project plan. This session teaches you about Web site project plans. In this session you will:

- Learn how to create a Web site project plan.
- Learn how to incorporate a Web site's navigation plan into a project plan.

Creating the Project Plan

A Web site's project plan is the road map that you use to design and create a Web site. It provides information about the Web site and should answer the following five questions:

1. What is the purpose of the Web site?
 - Is it to market something?
 - Is it to present personal interests?
 - Is it to provide information?
2. Who is the site's intended audience?
3. What are the demographics of that audience?
 - What age is the audience?
 - What income bracket?
 - What country or region?
4. What images, themes, and colors are appropriate and desirable for this purpose and audience?
5. What content should be part of the Web site?
 - What content is needed to accomplish the site's purpose?
 - How should that content be presented?

With Kyra's assistance, Gwen has answered these questions and developed the first part of a simple project plan for the Glen Harbour Community Playhouse, as shown in Figure 1.1.

PROJECT PLAN <i>Glen Harbour Community Playhouse Web Site</i>	
Mission	To market ticket sales
Audience	Local residents and Cape Cod tourists Affluent Primarily adult couples 30 to 60 Tourists in town over a weekend
Appearance	Cape Cod colors (blue for water, beige for sand) Simple, elegant, tasteful
Content	Should include the following: <ul style="list-style-type: none"> • Calendar and ticket information • Information about the Playhouse • Information about the current plays—story, cast, director • Ticket order form

CHAPTER OUTLINE

- 1.1 Planning a Web Site FP 1.2
- 1.2 Setting Up the Web Site Template FP 1.5
- 1.3 Building a Web Site's Structure FP 1.20
- 1.4 Summary FP 1.32

FIGURE 1.1
Project plan for Playhouse Web site

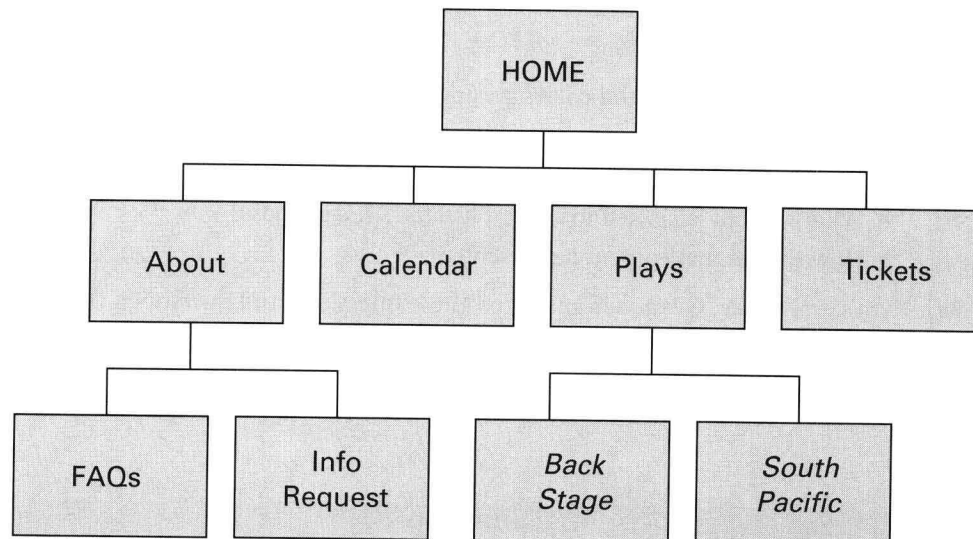
Creating the Site Navigation Plan

Part of the planning and documentation for a site's project plan should include a **site navigation plan**. A site navigation plan graphically shows how a Web site's pages are grouped. It shows the **hyperlink** relationships between a Web site's pages and is the basis for the graphic and text **navigation bars** or **link bars** in the Web site. A navigation plan looks much like an organization chart with each box representing a Web page. Typically, the home page is at the top of the chart and each subsequent level down consists of those pages that are related to the pages in the previous level. The lines that connect the pages represent the links between those pages. After Kyra approved Gwen's preliminary project plan for the Playhouse Web site, Gwen used Microsoft PowerPoint to create the navigation plan shown in Figure 1.2. She will incorporate the navigation plan into the final version of the project plan and then use that project plan as a guide while she creates the structure and pages for the Playhouse Web site.

FIGURE 1.2

Navigation plan for
Playhouse Web site

Glen Harbour Community Playhouse Web Site Pages and Navigation



SESSION 1.1

***making** the grade*

1. A group of related Web pages is a _____.
2. What is the name for a group of related text or graphic hyperlinks?
3. Design information for a Web site, such as its purpose and intended audience, is documented in the site's _____.
4. A _____ graphically shows the relationships and hyperlinks among a Web site's pages.
5. _____ are text or images that, when clicked, open other Web pages.

SESSION 1.2 SETTING UP THE WEB SITE TEMPLATE

Once they have completed their project plans, many Web developers start the process of building a Web site by creating a simple Web site. After the site has been created, they format a page so that it has the desired look and feel for the Web site and then they use that page as a model or template for the remaining Web site pages, copying or inserting that page as needed and then organizing the site pages into folders and creating the site's navigation structure.

This session teaches you how to use Microsoft FrontPage to create a simple Web site and then format a page so that it can be used as a template for the remaining Web site pages. In this session, you will:

- Start Microsoft FrontPage.
- Create a one-page Web site.
- Apply a theme to a Web site.
- Create a dynamic Web template.
- Draw a layout table on a Web page.
- Insert a link bar into a Web page.
- Add an editable region to a dynamic Web template.

Starting Microsoft FrontPage


Microsoft FrontPage is a Web development tool that provides Web developers with the capability to create both simple and complex Web sites, to format individual Web pages for a wide variety of looks and feels, to organize a site's pages and folders, to create a Web site's navigation structure, and to manage the administrative aspects of a Web site.

Starting Microsoft FrontPage:

1. Click the **Start** button on the Taskbar to display the Start menu
2. Point to **All Programs** to display the Programs menu
3. Point to **Microsoft Office**, and then point to and click **Microsoft FrontPage**. Microsoft FrontPage opens
4. If asked, click **No** to the question about making FrontPage your default Web page editor

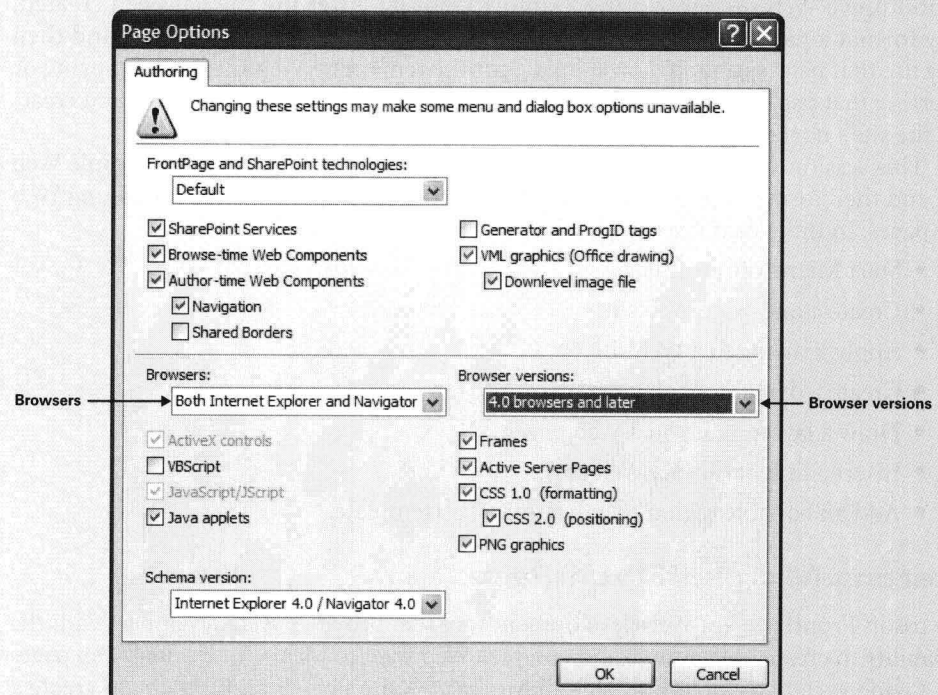
tip: You can eliminate this dialog box by clicking to uncheck Always perform this check when starting FrontPage.

When Microsoft FrontPage is opened, it remembers which Web page or Web site we last worked with, and if that page or that Web site was not closed before closing FrontPage, FrontPage reopens it for us. To ensure that we are all looking at the same thing, we will close any open Web pages or Web sites, set the FrontPage options for the type of Web site we want to build, and then create a new FrontPage Web site.

5. If the FrontPage window displays other than **new_page_1.htm**, click **File** on the menu bar, click **Close** and/or **Close Web** as necessary to close the open Web pages and Web sites, and then click the **New Page** button  on the Standard toolbar immediately below File on the menu bar to create a new Web page
6. Click **Tools** on the menu bar, and then click **Browser Compatibility** to display the Browser Compatibility dialog box

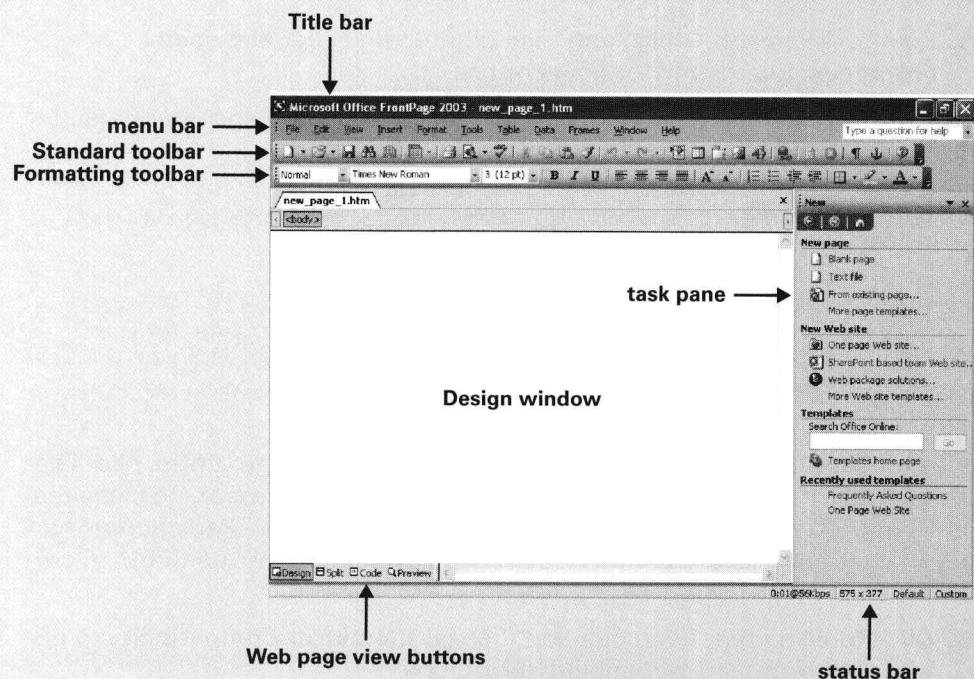
7. Click **Change**, if necessary change *Browsers* to **Both Internet Explorer and Navigator**, and then change *Browser versions* to **4.0 browsers and later**. Your screen should appear similar to the one shown in Figure 1.3

FIGURE 1.3
Page Options dialog box



8. Click the **OK** button to close the Page Options dialog box, and then click the **Close** button to close the Browser Compatibility dialog box
9. Click **File** on the menu bar and then click **New**. The New task pane opens. Your screen should be similar to Figure 1.4

FIGURE 1.4
New task pane



The FrontPage window, as shown in Figure 1.4, contains several important items, including:

- Title bar.
- Design window.
- Task pane.
- Menu bar.
- Standard toolbar.
- Formatting toolbar.
- Status bar.

The **Title bar** is the area that displays the current Web site or Web page name and the program. The **Design window** is where you will create and edit Web page content. The **menu bar** is a horizontal menu that appears at the top of the window. It contains 11 options, each of which is associated with a drop-down list of commands such as the one you used when you clicked File and then New. The **Standard toolbar**, which normally appears below the menu bar, contains icons representing the most frequently used commands such as Save, Cut, and Paste. The **Formatting toolbar**, normally located just below the Standard toolbar, contains buttons that change the appearance of text in a Web page. A **task pane** is a dockable dialog window that provides a convenient way to use different FrontPage functions. The New task pane automatically appeared when you chose New on the File menu. Notice that it can be used to create both Web pages and Web sites. The **status bar** is located in the bottom right corner of the FrontPage window. It displays information such as the size and **download time** of the Web page in the design window. The **Web page view buttons**, located in the bottom left corner of the FrontPage window, provide the ability to view the Web page displayed in the Design window in different ways.

Creating a One-Page Web Site

Microsoft FrontPage provides 10 templates for creating Web sites (Figure 1.5). Four of these templates are Wizards that will ask questions to guide you through the process of creating a particular type of Web site. The remaining six templates create Web site structures with a varying number of pages. You then add formatting and content to the Web site pages. FrontPage provides you with the choice of saving your Web site to a disk or to a **Web server**. Most Web developers prefer to create a new Web site on disk and, after the site is completed and thoroughly tested, then publish it to a Web server. In either case, FrontPage creates the folders and files necessary to support the type of Web site you create.

Gwen will start FrontPage, use the One Page Web template to create the Playhouse Web site on disk, and then create and format a Web page to use as a template for the other pages in the Web site. Because of the number of files in a Web site, it is suggested that you create a disk-based Web site on your hard drive and then, if desired, copy it to another storage device such as a zip disk or CD after you have completed the chapter sessions.