



VISUAL
QUICKSTART
GUIDE

MARIA LANGER

PAGEMILL FOR WINDOWS

*Teach yourself PageMill the
quick and easy way! This
Visual QuickStart Guide uses
pictures rather than lengthy
explanations. You'll be up
and running in no time!*



VISUAL QUICKSTART GUIDE

PageMill 2

FOR WINDOWS

Maria Langer



Peachpit Press

Visual QuickStart Guide **PageMill 2 for Windows**

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Peachpit Press is a division of Addison Wesley Longman

Copyright © 1997 by Maria Langer

Editor: Nancy Davis

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Cover Design: The Visual Group

Production: Maria Langer, John Horn

Colophon

This book was produced with QuarkXPress 3.31 on a Power Macintosh 8500/180. The fonts used were Charlotte, Charlotte Sans, and Corinthian Bold from Letraset.

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ISBN 0-201-69403-4

9 8 7 6 5 4 3 2 1

Printed and bound in the United States of America.

 Printed on recycled paper

Dedication

To Bob O'Connor

Thanks!

To Nancy Davis for being kind, gentle, and, above all, *patient*.

To the rest of the folks at Peachpit Press for letting me write the Windows version of *PageMill 2 for Macintosh: Visual QuickStart Guide*.

To Terry Wilson and John Pirone, for their copy editing, technical editing, and proof-reading skills.

To the folks at Adobe Systems, including Rebecca Michals, Loni Singer, Sean McKenna, and Kelly Davis for helping me get the materials and information I needed to write this book. (Good luck to Loni in her new job at Adobe!) And a big thanks to the PageMill 2 development staff for putting together a great program.

To Scott at Apexx Technologies for helping me get my PC to Mac network running (again). Apexx still has great technical support!

And to Mike, for letting me write this one in Arizona.



<http://www.intac.com/~gilesrd/>

INTRODUCTION TO WEB PUBLISHING

Before You Begin...

If buying PageMill was your first big step into the realm of World Wide Web publishing, stop right here. There may be gaps in your understanding of the Web and how it works. It's a good idea to fill those gaps with basic background information before you go any further.

This introductory chapter was written for people who are brand new to the Internet and the World Wide Web. It explains what the Internet and World Wide Web are. It tells you about HTML and how it is interpreted by a special kind of software called a Web browser. It explains what PageMill does for you so you know exactly why you should be glad you use it. Finally, it provides a list of things to keep in mind when planning your Web site. All along the way, it defines important terms that will be used throughout this book.

You won't find many pictures in this introduction, but you will find lots of good, useful information. If you're new to the Internet or Web publishing, don't skip this introduction. The few minutes you spend here could save you hours in the future.

About the Internet

The Internet is a global network of computers. It's a lot like the network you might find in an office environment—but instead of the networked computers being separated by walls or cubicle partitions, they may be separated by miles, mountains, and oceans.

The Internet has been around since the 1960s, so it isn't new. What is new, however, is the boom in Internet interest and access. More people access the Internet today than ever before. And with access getting cheaper and easier all the time, it looks like the Internet will continue to grow long into the future.

The Internet offers access to many features. Here are just a few that interest most Internet users:

- **E-mail.** Electronic mail makes it possible to exchange written messages with other people all over the world, quickly and cost effectively.
- **Software.** FTP (file transfer protocol) sites offer the latest and greatest shareware and freeware files.
- **Discussion groups.** Newsgroups and mailing lists let participants join in topical discussions with people who share their interests.
- **“Published” Information.** Gopher, WAIS, and World Wide Web servers make it possible to publish and retrieve information from a wide variety of sources.

✓ Tip

- A lot of people think the phrase *World Wide Web* is the same as *Internet*. This isn't true. The World Wide Web is only part of the Internet. The Internet is far more than just the World Wide Web.

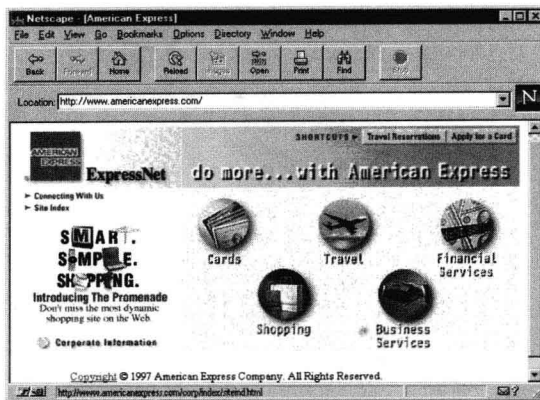


Figure 1. The home page for American Express,...

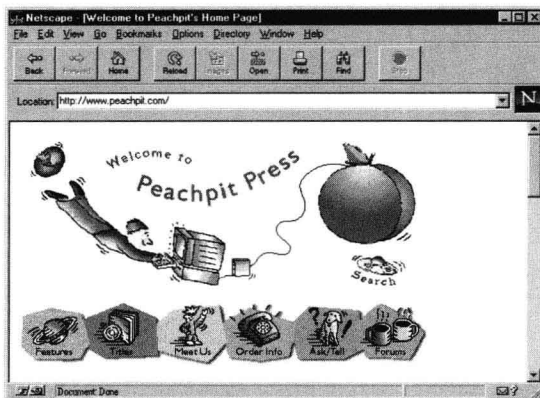


Figure 2. ...Peachpit Press,...

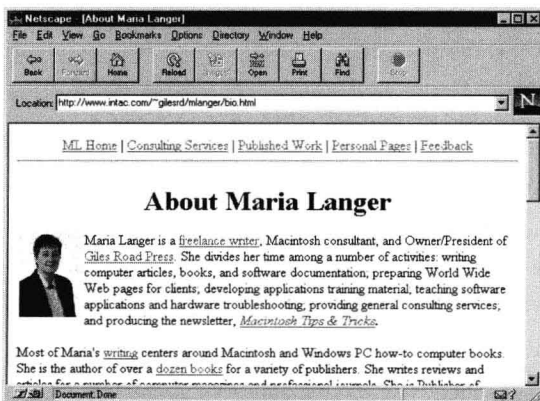


Figure 3. ...and yours truly.

About the World Wide Web

The World Wide Web is the fastest growing part of the Internet. Often the first part of the Internet that new users explore, its popularity is due primarily to its graphic user interface and ease of use.

Each week, thousands of new Web pages appear on the World Wide Web. Web publishers include:

- Major corporations interested in global exposure (see Figure 1).
- Small, medium, and large businesses interested in advertising (and selling) products and services (see Figure 2).
- Individuals interested in sharing information about themselves (see Figure 3).

The truth is, *anyone* can publish on the World Wide Web. If you've got something to say, the Web is a good place to say it—especially if you're ready for millions of people to get your message.

About Web Pages

A Web *page* may include any combination of the following elements:

- **Formatted text.** Headings, bold and italic styles, indented lists, and other kinds of formatting can make text easier and more interesting to read.
- **Graphics and Multimedia.** Whether images, colorful lines, background patterns, QuickTime movies, or Java applets, graphics and multimedia can make pages visually appealing or share information that cannot be expressed in words.
- **Hypertext links.** Clicking a text or graphic link can display another page, download a file, or open a mail form.
- **Forms.** Text input boxes, boxes, radio buttons, check boxes, and pop-up menus are some of the form elements that can collect information from a Web page viewer.
- **Tables.** Displaying text and graphics in table layout keeps page appearance neat.
- **Frames.** By splitting a browser window into frames, more than one Web page can be displayed at a time.

Figure 4 shows an example of a Web page with many of these elements.

✓ Tip

- Don't let the word *page* confuse you. In Web lingo, page is the same as *document* or *file*. A Web page can be any length—it has nothing to do with the size of a printed piece of paper.

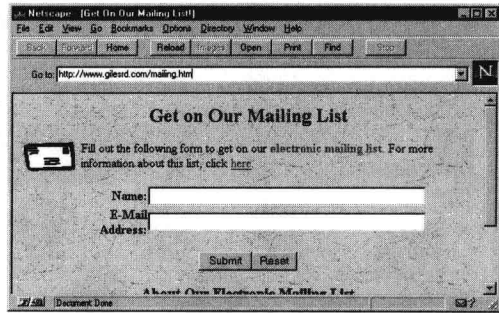


Figure 4. Here's an example of a Web page with many commonly used elements.

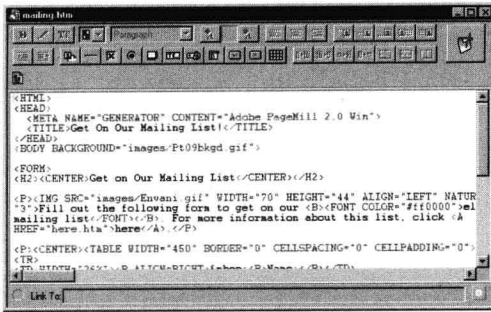


Figure 5. Underlying every Web page is raw HTML code. Here's what the code for the page in Figure 4 looks like in PageMill's HTML Source view.

About HTML

One of the benefits of publishing on the World Wide Web is that Web pages can be read by any kind of computer using any kind of Web browser. (I tell you more about browsers on the next page.) This is possible through the use of a programming language called HyperText Markup Language (HTML). Plain text documents written with HTML codes can be interpreted by Web browsers, which display the codes as formatted text and graphics.

Figure 5 shows an example of what the HTML document for the Web page in Figure 4 looks like. If you look closely, you can find and read the text that appears on the page. Everything else is an HTML markup code or tag that tells a Web browser how to format text, where to find graphics, and how to make form elements. Fortunately, you don't need to deal with HTML codes. PageMill writes the codes for you automatically as you enter and format text, graphics, links, and form elements. It doesn't even show the codes to you.

✓ Tips

- PageMill supports HTML version 3.2 codes, along with some Netscape Navigator and Microsoft Internet Explorer extensions. Appendix D lists the HTML codes PageMill supports.
- If you know HTML, you can enter raw HTML codes in the HTML Source view of a PageMill document. If entered correctly, these codes will be read and understood by browsers that support them. If PageMill does not support them, it will ignore them.

About Web Browsers

Web browser software is what makes HTML code work. Programs like Netscape Navigator and Microsoft Internet Explorer read HTML code, interpret it, and display it the way the Web page designer intended.

Well, not always. Unfortunately, not all Web browsers interpret HTML codes the same way. And not all Web browsers support all HTML codes. The only way to see exactly how your Web page will look when viewed with a specific browser is to open the page with that browser.

The good news is that the most commonly used browsers—Netscape Navigator and Microsoft Internet Explorer, which account for more than 90% of the browsers in use today—can interpret all the HTML codes that PageMill supports.

✓ Tips

- Each major computer platform—Windows, Macintosh, and UNIX—has its own collection of Web browsers. Because of this, your Web pages can look very similar from one platform to the next. This makes the Web a perfect cross-platform environment for sharing information—even if that information is accessible only within an organization's intranet and not the Internet.
- Throughout this book, the term Web browser refers to a *graphic* browser—one that is capable of displaying formatted text and graphics on Web pages. A *text* browser is another kind of browser that displays Web pages as unformatted text documents. Although text browser users will not see the graphics and formatting of your pages, they will see the textual content.

About Your Web Site

If you're creating a Web site from the ground up, you can create an effective site and save yourself a lot of aggravation by planning ahead. Here are a few things to consider:

- **What do you want your pages to look like?** If you plan on having multiple pages, you may want to use consistent formatting, colors, background patterns, logos, or other elements to give your site its own identity and set it apart from the others.
- **Will your pages be long or short?** Long pages make it possible to provide more information with fewer hits to the site. Short pages load more quickly. Each approach has its pros and cons.
- **Will your pages rely heavily on graphics?** Remember that not all people who browse the World Wide Web do so with graphic browsers. These people won't be able to see your pictures.
- **How do you want to organize your pages?** Create an outline showing the relationship between pages so you know how the pages will link to each other.
- **How do you want to store your pages and other files on disk?** Take advantage of the hierarchical file system to organize files in folders and subfolders.

These are just a few things to think about before you even launch PageMill. Browse the World Wide Web to see what other Web publishers are doing. Examine the sites that appeal to you and figure out what makes you like them more than others. Anyone can create Web pages, but it takes creativity and planning to put together *effective* Web pages—the ones people visit regularly and share with their friends.

TABLE OF CONTENTS

Introduction to Web Publishing.....xv

Before You Begin.....	xv
About the Internet	xvi
About the World Wide Web	xvii
About Web Pages.....	xviii
About HTML.....	xix
About Web Browsers	xx
About Your Web Site.....	xxi

Chapter 1: Getting Started with PageMill1

Introduction	1
About Running PageMill.....	2
To start PageMill	2
To exit PageMill	2
About PageMill's Modes	3
To toggle between Edit & Preview modes	3
About the Button Bar.....	4
About PageMill's Menus	5
To use a menu	5
To use a context menu.....	5
To use a shortcut key	6
About the Pasteboard	7
To show the Pasteboard	7
To hide the Pasteboard	7
About the Inspector	8
To show the Inspector	8
To hide the Inspector	8
About the Color Panel.....	9
To show the Color panel.....	9
To hide the Color panel.....	9
About the Status Bar	9
To toggle the display of the Status bar	9
About Invisibles.....	10
To hide invisibles	10
To show invisibles	10
About Page Files.....	11
To create a new page.....	11
To open an existing page.....	11

About Saving Pages	12
To save a page for the first time	12
To save changes to a saved page	12
To save a page with a different name or in a different location	12
About Printing	14
To specify Print Setup options	14
To preview a page before printing	14
To print a page	14
About Windows	17
To switch windows	17
To cascade windows	17
To tile windows	17
To close a window	18
To close all windows	18

Chapter 2: **Text Entry & Editing Basics**19

About Entering & Editing Text with PageMill	19
About Entering Text	20
To enter text by typing	20
About Editing Text	21
To insert text	21
To insert a line break character	21
To delete text	22
To remove a line break	22
To select text characters	23
To select a word	23
To select all document contents	23
To replace text	24
To deselect text	24
About Copying & Moving Text	25
To copy text with Copy & Paste	25
To move text with Cut & Paste	26
To move text with drag & drop	27
To copy text with drag & drop	27
To copy text to the Pasteboard	28
To use Pasteboard contents	28
About Undoing Actions	29
To undo the last action	29
To revert to the saved page	29
About Finding & Replacing Text	30
To find text	31
To replace text	32
About Checking Spelling	33
To check spelling	34

To set spelling check options	35
To replace the User Dictionary.....	36

Chapter 3: **Applying Character Styles.....37**

About Character Styles.....	37
About Physical Styles	38
To apply a physical style	38
About Logical Styles	39
To apply a logical style	39
About Removing Styles	41
To remove a style.....	41
To remove all styles.....	41
About Font Size	42
To change font size	43
To restore font size	43
About Font Color.....	44
To change font color with the Color dialog box.....	44
To change font color with the Color Panel	45
To restore font color	45

Chapter 4: **Applying Paragraph Formats.....47**

About Paragraph Formats.....	47
About Alignment.....	48
To set paragraph alignment	48
About Indentation.....	49
To set paragraph indentation	49
About Headings.....	50
To apply a heading format.....	50
To remove a heading format.....	51
About List Formats	52
To create a list.....	53
To create a nested list	53
To create a definition list.....	54
To remove list formats.....	54
About Preformatted Paragraphs.....	55
To apply the Preformatted format to existing text	56
To use the Preformatted format as you enter text	57
To remove the Preformatted format	57
About the Address Format	58
To apply the Address format	58
To remove the Address format.....	58

Chapter 5: Adding Multimedia Objects.....59

About Multimedia.....	59
About Multimedia File Formats	60
About Browser Plug-ins.....	61
To install a browser plug-in	61
About Inserting Multimedia Objects	62
To place an object	63
To insert an object that resides on another Web server.....	64
To insert an object with the Copy & Paste commands.....	65
To insert an object by dragging	66
To copy an object to the Pasteboard.....	67
To insert an object from the Pasteboard	67
About the Missing-Image Icon	68
To find a missing object	68
To delete a missing-image icon.....	68
About Selecting Objects.....	69
To select an object	69
To deselect an object	69
About Copying, Moving, & Deleting Objects	70
To delete an object.....	70
About Finding & Replacing Objects.....	71
About Resizing Objects.....	72
To resize an object by dragging.....	72
To resize an object with the Inspector	73
About Object Alignment.....	74
To align an object vertically	74
To align an object horizontally	75
To end word wrap around a horizontally aligned object.....	75
About the Image Window.....	76
To open an image in the Image window....	76
To make an image color transparent.....	77
To create an interlaced GIF.....	78
To close the Image window	78
About Other Object Options.....	79
To specify alternate text	79
To add an object border.....	80
To remove an object border.....	80
About Horizontal Rules.....	81
To add a horizontal rule	81
To remove a horizontal rule.....	81

To format a horizontal rule by dragging...	82
To format a horizontal rule with the Inspector	82

Chapter 6: **Creating & Editing Tables.....83**

About HTML Tables.....	83
About Creating Tables.....	84
To create a table with the Insert Table button	85
To insert a table with the Create Table dialog box	85
To insert Excel worksheet cells as a table.....	86
About Selecting Cells & Tables	87
To select a cell	87
To select multiple cells	87
To select an entire table	87
To deselect a table or cell(s)	87
About Entering Information into Cells	88
To type text into a cell.....	88
To paste information into a cell.....	89
To drag information into a cell	89
About Modifying Table Structure	90
To insert a column.....	90
To insert a row	91
To delete columns or rows	91
To join cells	92
To split joined cells.....	92
To create a nested table.....	93
To delete a table.....	93
About Table & Column Width	94
To change table width by dragging	95
To change table width with the Inspector	95
To change column width by dragging.....	96
To change column width with the Inspector	96
About Formatting Cell Contents.....	97
To apply header cell formatting.....	98
To apply no wrap formatting.....	98
To change a cell's vertical & horizontal alignment.....	99
To change cell background color with the Color dialog box	100
To change cell background color with the Color Panel.....	100