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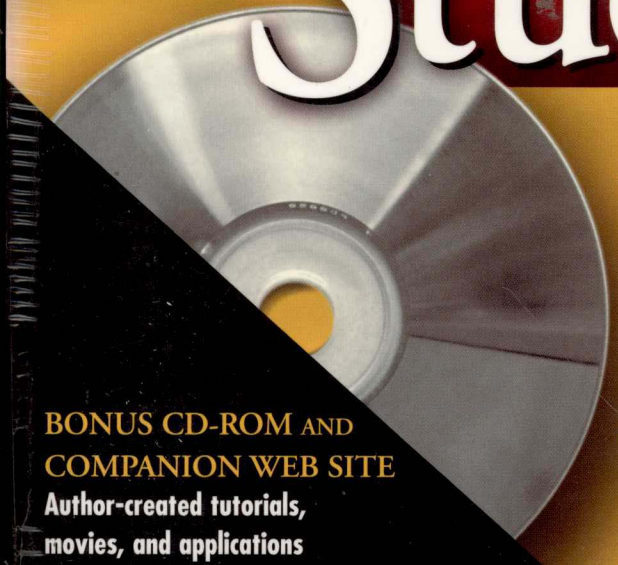

BONUS CD-ROM AND COMPANION WEB SITE
Author-created tutorials, movies, and applications

Joyce J. Evan
with Donna Casey, Ron Rockwell, and Charles Mohnik

Macromedia® Studio MX Bible

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with Donna Casey, Ron Rockwell, and Charles Mohnike

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About the Authors

Joyce J. Evans developed the scope and focus of this book as well as wrote the Fireworks and Flash sections. Joyce is a training veteran with over 10 years of experience in educational teaching, tutorial development, and Web design. She has received Editors Choice Awards for her book *Fireworks 4 F/X and Design* and has authored several computer books including *Dreamweaver MX Complete Course* and *Fireworks MX: Zero to Hero*. Joyce is a Team Macromedia Volunteer. Her work can also be found in the Macromedia Design/Developer center. She can be reached at Joyce@JoyceJEvans.com. Her Web site is www.JoyceJEvans.com.

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Ron Rockwell wrote the FreeHand section of this book. Ron has been employed as a graphic designer for a manufacturing company in Nevada for several years, but he is a compulsive worker and has many freelance accounts reaching from California to Massachusetts (and very little free time). He is a member of the National Association of Photoshop Professionals and the Graphic Artists Guild. In 1999, he won the People_s Choice Award for Infographics at Macromedia_s UCON _99 in San Francisco. In 2001, Ron wrote *FreeHand 10 f/x & Design,* and in 2002 he co-authored the *Digital Photography Bible* with Ken Milburn.

Charles Mohnike wrote the ColdFusion portion of this book. Ron has been involved with the Internet since the days of text links and gray backgrounds. He built his first Web application for Moon Travel Handbooks in 1994, a then-ambitious interactive map site that gained national attention, and launched his career as a developer of note. He rode the dot-com boom as a freelance consultant in Northern California, building sound, robust Web applications. Charles develops in Perl and ColdFusion, as well as several database platforms. With a background in print publishing, he currently runs a small development shop specializing in porting print publications to the Web. He writes on Internet technical and cultural topics for publications such as *Wired Webmonkey, Microsoft Bookshelf, Smart TV*, and *Videomaker.* He is the author of several instructional titles.

To my loving family

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Preface

I recall the days prior to Dreamweaver 1 when I hand-coded or used inferior tools that wrote horrible code. I rejoiced when I started using Dreamweaver. Prior to using Fireworks, I was using Photoshop. I approached Fireworks with a, "Why doesn't this work like Photoshop?" attitude. As Fireworks has matured into Fireworks MX, I now ask, "Why can't Photoshop do this?" Because Dreamweaver, Fireworks, and Flash were all developed specifically for the Web, they are powerful and innovative tools. FreeHand has been used primarily for print design but has been adding Web functions as of version 10. FreeHand MX has added even more Web features while maintaining its strong hold in the field of print design.

The Macromedia Studio MX bundle of Web development tools has matured into a powerful suite of tools that covers the gamut of what developers need to or want to develop. Flash MX is the best version yet, giving designer/developers almost unlimited possibilities including communication with ColdFusion and other Web-server technologies.

The Macromedia Studio MX bundle includes Flash MX, Dreamweaver MX, Fireworks MX, ColdFusion MX Developer Edition, and FreeHand 10 (or MX). Each of these topics can or does fill an entire bible of its own. (Flash MX has two bibles: one for Flash MX and one for Flash MX ActionScripting!) As you get a feel in this book for which application you want to explore or learn more about, pick up one of the bibles specific to the application in which you are interested.

The *Macromedia Studio MX Bible* author team offers you the benefit of a lot of inside information and first-hand experience. The authors' combined expertise encompasses being Macromedia beta testers, volunteers, and on the advisory board. You'll reap the benefits of this experience by having each author share experience from his or her respective areas of specialization. The team worked together on all portions of the book to develop the Habitat Alert Web site.

Who Is This Book For?

Macromedia Studio MX Bible is the most comprehensive reference for using all the Macromedia Web development applications together. This book will get the beginner or new user of any of the applications started and help him or her move quickly to intermediate and advanced topics. This book is also a reference for a more experienced user: you can pick it up and investigate a specific topic or application.

People who will benefit from this book are:

- Beginners using any of the Macromedia design/development tools
- Intermediate users who want to learn how to leverage the power of the entire suite of tools
- Advanced users who may be advanced in one application but not in others

- All design/developers who may be experienced in one application but not in others
- Anyone who has a desire to tap into the power of the Macromedia Studio MX design/developer tools working together

How This Book Is Organized

Because each of the Macromedia Studio MX applications can fill an entire Bible of its own, this book was quite a challenge. We decided the best thing we could do was to focus on the core features of each application and concentrate on using the suite together to demonstrate the fantastic integration features of the suite.

Each of the applications has a section of the book devoted to it. But interwoven into each section are assets and functions of the other applications.

Because some of the authors wanted to give you more material than the book could allow, we have special Bonus Tutorial and Movies folders on the CD-ROM where you'll find additional tutorials and movies. Since there are two Bibles devoted to Flash alone, you can imagine how difficult it was to try and cover it in one section. We give you the basics and many of the new features in the book. There are several projects on the CD-ROM for you to practice the techniques discussed in print. The sections of the book are

Part I: Introduction to Macromedia Studio MX

In this section, you see a brief outline of each of the Macromedia Studio MX applications' strengths and abilities. Then you see a preview of the hottest new features of each application. In Chapter 3, you see how the *Macromedia Studio MX Bible* author team worked together to develop the Habitat Alert Web site.

Part II: Finessing Macromedia FreeHand

In the FreeHand section, you quickly learn how to use the powerful vector tools in FreeHand. You make logos, business cards, brochures, and even movies! Along the way, you see some of the cool special effects you can achieve. The section wraps up with a chapter on the new features of FreeHand MX.

Part III: Mastering the Power of Macromedia Fireworks MX

The Fireworks section teaches you how to prepare graphics for use on the Web. You learn how to make vector graphics as well as manipulate, edit, and enhance bitmaps. You learn ways to make navigation elements quickly and easily. You learn to optimize your images for smaller file sizes and slice and export them as a fully functioning Web page or for use in Dreamweaver. Because you have more control over a Dreamweaver layout, that method is used for the book's project sample.

Part IV: Unleashing the Power of Macromedia Flash MX

In the Flash section, you discover how its vector tools differ from those in FreeHand and Fireworks, plus how to use its interface and how to get around. You see how to work with the State, the Timeline, make buttons, Movie Clips, and use the new Flash components to add sound. Basic ActionScripting is discussed as well as using the Actions panel. Flash remoting is used in conjunction with ColdFusion, but the text for this is in the ColdFusion section, where it's easier to comprehend.

Part V: Developing in Macromedia Dreamweaver MX

The Dreamweaver section takes you from a blank page to a fantastic layout. You learn the ins and outs of using tables or adding CSS style sheets, adding forms, using the new pop-up menu behavior, and using third-party extensions. You even learn how to set up a database connection and provide dynamic content from a database. There are topics such as using scripts, snippets, DHTML, and all kinds of special tips and tricks.

Part VI: Creating Dynamic Content with Macromedia ColdFusion MX

The chapters in this section are designed to take you beyond the basics—to help you understand what goes on in a ColdFusion application, how it works with other Macromedia tools, and how you can use it to add functionality to the Web sites you build. Some of the examples are shown in the context of the Dreamweaver interface, but most are displayed as plain text to help you understand how ColdFusion's programming language works behind the scenes in your application.

Conventions Used in This Book

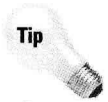
Several conventions used in this book help you understand the instructions:

- **Menu and keyboard commands**—When you need to press a keyboard command, you'll see the PC command followed by the Mac command, such as Control (Command) +F3. Control is the control key on the PC and Command is the Command key on the Mac. Both use the F3 key.
- **Application menu**—When you access one of the application menus, such as File, View, Window, and so on, you are told to choose File⇨Check Page⇨Check Links. The menu and the command are separated by an arrow. If there are submenus, you'll see another arrow and so on. Menus in panels are referred to by name. If there is a contextual menu, you will commonly see instructions to right/Control+click to access the menu.
- **Bold text** is used for words that you need to type.
- `Code font` is used for code and file names.
- You can jump around anywhere in the book. Of course, if you are just learning, it will do you more good to start at the beginning of a section or, at the very least, the beginning of a chapter. Because this is a reference book as well as a training book, we have provided files for the book's project site for every chapter that uses the Habit Alert Web

site files. We can't assume you are doing any of the exercises in any order. Because of this, when you save or export from Fireworks, read the save and/or export directions carefully. You'll need to have a Dreamweaver site defined (refer to Chapter 32) to have the roundtrip editing work its magic. In the Dreamweaver section, you'll be told when you need to define a new site for a specific chapter's exercise files. By setting it up this way, you can work in any chapter and have the resources needed to complete any of the project exercises.

Icons

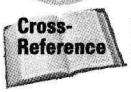
The following icons are used to highlight important points throughout the book.



Tips offer you extra information that further explains a given topic or technique, often suggesting alternatives or workarounds to a listed procedure.

Notes provide supplementary information to the text, shedding light on background processes or miscellaneous options that are critical to the basic understanding of the material.

When you see the Caution icon, take special note; it tells you something important to watch out for.



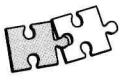
If you want to find related information to a given topic in another chapter, look for the Cross-Reference icons.

This icon indicates that the CD-ROM contains a related file and points you to the folder location.

This icon indicates a new important feature to the specific application.

The Heron icon is used to alert you that an exercise or project was used for the Habitat Alert site.

Dreamweaver, Fireworks, FreeHand, Flash, ColdFusion



These icons are used to show you important integration features among the applications. When an asset or technique is used from one of the other applications you'll frequently see the specific icon of the application used.

Expert tutorials

A group of experts wrote tutorials that give additional insight into many areas of the Macromedia Studio MX suite of applications. As this book got larger and larger, it was necessary to move some of these tutorials onto the CD-ROM. These tutorials provide additional practice and insight into some of the functions of Fireworks and Flash.

The Habitat Alert Project

In addition to being a book for learning the specific applications and reference material, this Bible includes a unique feature: a Web site built throughout the book that uses all the applications within the Macromedia Studio MX bundle of software to demonstrate how they work together.

Since we develop a working site, which resides at `www.habitat-alert.org`, what you see online may vary from what is provided here. Web sites have a tendency to change frequently. Some of the functionality such as the shopping cart was not taught in this book, so it's not included in the source files. There is also a separate folder for the site-administration pages that will make a great model to use for an intranet. You have permission to use any of the files for your learning purposes only.

Companion Web Sites and CD-ROM

There are two supporting Web sites available to you. Wiley has a site at `www.wiley.com/compbooks/evans` , and the author has her site at `www.JoyceJEvans.com/MXbible/MXbible.htm`.

On the CD-ROM, you'll find all the files and images needed for the Habitat Alert site project. Each chapter that has files you'll need has a folder on the CD. You'll also find bonus tutorials and movies.

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Bonus Tutorials (on the CD-ROM)

Animated Banner, *by Japi Honoo* . . . . . cd 1
Making a Vector Interface, *by Joyce J. Evans* . . . . . cd 5
Making a Jukebox, *by Joyce J. Evans* . . . . . cd 21
Using Paste As Mask to Build a Jigsaw Puzzle in Fireworks, *by Donna Casey* . . . . . cd 27
Three-Dimensional Product Display, *by Joyce J. Evans* . . . . . cd 31
Making a Button, *by Joyce J. Evans* . . . . . cd 35

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Acknowledgments

I'd like to first and foremost give gratitude to my God, who empowers my family and me and supports my efforts. A book of this magnitude took the dedication and talent of many people. I'd like to thank the members of the main author team of Donna Casey, Ron Rockwell, and Charles Mohnike for their great work and dedication to the project. I'd also like to thank the expert guests. You provided tutorials that added another level of expertise to various subjects.

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Thanks go to my agent Margot Maley Hutchisen of Waterside Productions who put so much work into all the gory details and negotiations of a book.

Tutorials at a Glance

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