Microsoft

Step by Step

Microsoft® Expression® Web 4

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Chris Leeds

The smart way to learn Microsoft® Expression® Web 4—one step at a time!

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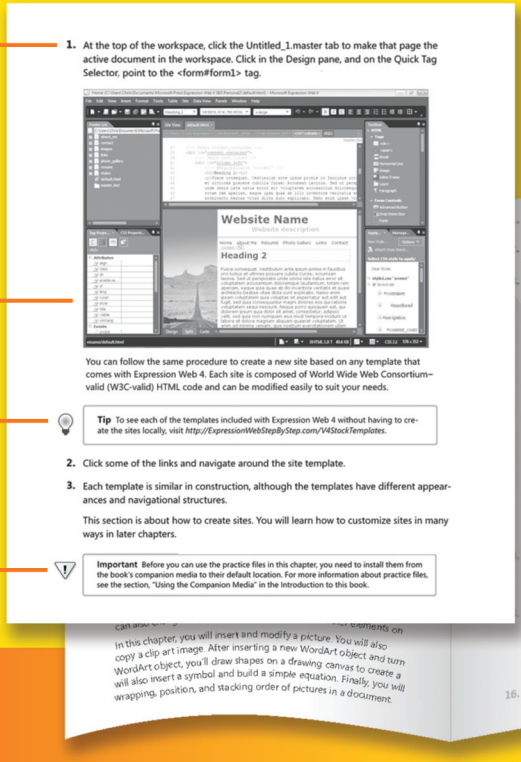
- Add Photoshop files, Microsoft Silverlight® video, and .wmv files
- Use CSS, HTML, and XHTML to manage site style and accessibility
- Use server-side scripting such as ASP.NET and PHP
- Choose the right publishing method for your scenario

1 **Follow the easy numbered steps**

2 **Screen images help you check your work**

3 **Tips offer helpful hints**

4 **Build your skills hands-on using ready-made practice files**



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Microsoft® Expression® Web 4 Step by Step

Chris Leeds

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Acknowledgments

I want to thank the readers of my previous edition of this book, and the visitors to my support site (www.expressionwebstepbystep.com). I'd like to include a special thanks to Russell Jones (O'Reilly Media, project editor), Kathleen Anderson and Gerry Tiegrob (technical reviewers), and all the people at Microsoft Press and O'Reilly Media who really had more to do with the physical manifestation of this book than I did. Last but not least, I'd like to thank the people on the Expression Web product team for their commitment to deliver a truly technology-agnostic Web design tool that makes modern, standards-based Web authoring so much easier than it used to be. Thank you all!

—Chris Leeds

Introduction

Microsoft Expression Web 4 is the newest Web editing and management application from Microsoft. It is a professional design tool used to create modern, standards-based sites that deliver superior quality on the Web.

From the perspective of a designer or developer, the modern Web bears only a slight resemblance to the Web of even as little as five years ago. Expression Web 4 is an effort by Microsoft to provide a tool that helps designers attain modern Web design standards and practices.

Expression Web 4 includes features that help ensure your output adheres to World Wide Web Consortium (W3C) validity standards, and that help you to cleanly separate content from presentation by taking advantage of the functionality and capabilities of cascading style sheets (CSS).

As you drill deeper into Expression Web 4, you will find tools to make working with Microsoft ASP.NET much more comfortable than ever before, such as the ASP.NET Development Server that installs with Expression Web and the ASP.NET Controls group in the Toolbox panel.

In addition, Expression Web helps you to easily use some of the features that ASP.NET offers, specifically, ASP.NET Master Pages, Navigation Controls, and Data Controls. It's refreshing that tools with this type of power are available in a user-friendly designer-centric application like Expression Web 4 as opposed to being limited to programmer-oriented tools such as Microsoft Visual Web Developer or Microsoft Visual Studio.

System Requirements

To perform the exercises in this book, your computer should meet the following requirements:

- Windows XP with Service Pack 3, Windows Vista, Windows 7, or Windows Server 2008 operating system
- PC with 1 GHz or faster processor
- 1 GB of RAM or more
- 2 GB or more of available hard disk space
- Microsoft .NET Framework 4
- Microsoft Silverlight 4
- A monitor capable of 1024×768 or higher resolution with 24-bit color

- Support for Microsoft DirectX 9 graphics with Windows Vista Display Driver Model (WDDM), 128 MB of graphics RAM or more, Pixel Shader 3.0 in hardware, 32 bits per pixel
- Internet access (additional fees may apply)
- Some product features require Firefox 3.0 or later and Internet Explorer 8

Actual requirements and product functionality may vary based on your system configuration and operating system.

Information for Readers Running Windows XP or Vista

The graphics and the operating system-related instructions in this book reflect the Windows 7 user interface, but you can also use a computer running Windows Vista or Windows XP with Service Pack 3 (SP3) installed.

Most of the differences you will encounter when working through the exercises in this book on a computer running Windows Vista or Windows XP relate to appearance rather than functionality. For example, the Windows 7 and Windows Vista Start buttons are round rather than rectangular and are not labeled with the word Start; window frames and window-management buttons look different; and if your system supports Windows Aero, the window frames might be transparent.

For the most part, differences in navigating to or through menus and dialog boxes in Windows Vista or Windows XP are small enough that you will have no difficulty in completing the exercises.

Who Is This Book For?

This book is intended for existing or new Web designers. Although the book intends to provide lessons to new Web designers, experienced practitioners will be able to quickly gain familiarity with the Expression Web 4 user interface and features. Former Microsoft FrontPage users should also find this book helpful in making a transition from FrontPage to Expression Web.

Assumptions

This book expects that you have at least a minimal understanding of basic computer use and file operations with your chosen operating system. No experience in Web design or development is required.

What's New in Expression Web 4

- **SuperPreview Online Service** The Microsoft Expression Web SuperPreview online service is a beta service that extends the capability of SuperPreview to include support for additional browsers and operating systems. For example, you can preview your pages in Apple Safari running on an OSX system "in the cloud."
- **SEO Checker** The SEO Checker feature of Expression Web analyzes your site against the best practices for getting the highest possible search engine rankings for your site. You can choose SEO options, display an SEO report, filter the results in the SEO report, and step forward and back through the list of results in the SEO report to see more detail for individual list items.

Acquiring Expression Web 4

You can purchase Expression Web 4 as part of Microsoft Expression Studio 4 Web Professional, which is an integrated group of applications that includes:

- **Expression Web 4 and SuperPreview** Expression Web is a professional design tool used to create engaging, Web-connected multimedia experiences for Windows. SuperPreview speeds browser compatibility testing by not only showing a high-fidelity rendering of how pages will look on different browsers, but it also identifies the element's tag, size, and position; applied styles; and location in the Document Object Model (DOM) tree so you can quickly fix the error.
- **Expression Design 4** Microsoft Expression Design 4 is the perfect companion to Microsoft Expression Blend or Expression Web. Use existing artwork or intuitive vector drawing tools to quickly build sophisticated vector and image assets. Seamlessly transfer them to your Expression Blend or Expression Web projects knowing that their fidelity and live effects will be maintained throughout the entire designer-developer workflow.
- **Expression Encoder 4** Microsoft Expression Encoder simplifies publishing video to Silverlight. Encode a wide array of video file formats, stream live from Web cams and camcorders, and screen capture on your computer. Make simple edits to video files and enhance your media with overlays and advertising. Choose encoding settings, select from a range of player templates, and publish rich media experiences with Silverlight.

You can also purchase Expression Web 4 as a component of Microsoft Expression Studio 4 Ultimate, which includes all that the professional version contains, plus these additional products:

- **Expression Blend 4** Utilizing the industry-proven technologies in Silverlight, WPF, XAML, Microsoft Visual C# and Microsoft Visual Basic, Expression Blend enables you to deliver applications that are stable, scalable, accessible, reliable, and highly secure, while maintaining optimum performance. SketchFlow, a feature of Expression Studio Ultimate, revolutionizes how quickly and efficiently you can demonstrate your vision for an application. It provides an informal and quick way to explore, iterate, and prototype user interface scenarios, allowing you to evolve your concepts from a series of rough ideas into a living and breathing prototype that can be made as real as a particular client or project demands.
- **Expression Encoder 4 Professional** The professional version of Expression Encoder contains more import and export codecs and unlimited screen recording duration, whereas the basic version of Expression Encoder is limited to 10-minute screen recordings.

Additionally, you can purchase both versions of Expression Studio as an upgrade—and the upgrade isn't limited to users of just Expression Web 3, but is available to owners of any previous Microsoft Expression product as well as any version of Adobe Creative Suite or Microsoft Visual Studio 2005 or later.

Beyond that, you can get Expression Studio as part of the Microsoft Partner program, at *https://partner.microsoft.com/40043420*, and through the Microsoft WebsiteSpark program at *http://websitespark.com*.

Finally, if you're a student, you can get Expression Studio 4 and a huge collection of other Microsoft development software through Microsoft DreamSpark, at *http://www.dreamspark.com*. With DreamSpark, students can download Microsoft developer and design tools at no charge, making it easier for them to learn the skills they need to excel both during school and after graduation.

Code Samples

Most of the chapters in this book include exercises that let you interactively try out new material learned in the main text. All sample projects are available for download from the book's page online:

http://aka.ms/639027/files

Installing the Code Samples

Unzip the file that you downloaded from the book's Web site to a location on your hard drive. In order for your screen to match the images in this book, we recommend that you unzip the folder to \User\Documents\Microsoft Press\Expression Web 4 SBS\.

Important Due to Operating System version, your personal preference, or other factors these files may be unzipped to a different location than specified above. Please note that the file and folder paths shown in screen shots are illustrative and shouldn't be taken literally.

What's in the Sample Code?

This book's sample code contains the main site called "SampleSite" with a page for each chapter of this book, several Deep Zoom Composer projects, videos, an Expression Design graphics template, and all the other assets required to complete the chapter exercises you will encounter.

Your Companion eBook

The eBook edition of this book allows you to:

- Search the full text
- Print
- Copy and paste

To download your eBook, please see the instruction page at the back of this book.

Organization of This Book

- Chapter 1, Understanding How Expression Web 4 Works
  - Identify and use the Expression Web 4 user interface elements
  - Open a site
  - Use Site Views
  - Open a page
  - Use page views
  - Use the Snapshot Panel
  - Use Visual Aids
  - Use browser preview
  - Use SuperPreview

- Chapter 2, Capitalizing on Expression Web 4 Functionality
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  - Use ASP.NET master pages
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  - Use tables properly
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  - Use semantic markup
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  - Add images to a Web page
  - Edit images with Expression Design
  - Use Photoshop files in a Web page
  - Use Silverlight Video in a Web page
  - Use Deep Zoom Composer projects in a Web page
- Chapter 5, Understanding Validity and Accessibility
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  - Verify and address accessibility
  - Address problems within HTML/XHTML code
  - Style text with cascading style sheets

- Chapter 6, Creating a Web Site from Scratch
  - Work with a graphics template
  - Create an HTML layout
  - Style major HTML elements
  - Design the site architecture and navigation
  - Style for alternative media
- Chapter 7, Adding Client-Side Functionality
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  - Use layers and behaviors
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- Chapter 8, Adding Functionality with jQuery and PHP
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  - Use the Expression Web PHP tools
- Chapter 9, Adding Functionality with ASP.NET and AJAX
  - Use ASP.NET tools in Expression Web
  - Convert a DWT to a master page
  - Use site navigation controls
  - Use the AdRotator control
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  - Use ASP.NET Ajax features
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  - Find and register a domain name
  - Use Microsoft Office Live Small Business
  - Understand the publishing protocols available in Expression Web
  - Understand and evaluate security requirements
  - Publish with FTP, HTTP, or File System
  - Create a subsite
  - Import and export Web packages
  - Use SEO reports

Conventions and Features in This Book

This book has been designed to lead you step by step through all the tasks you are most likely to want to perform in Microsoft Expression Web 4. If you start at the beginning and work your way through all the exercises, you will gain enough proficiency to be able to create complex Web sites and pages. However, each topic is self-contained. If you have worked with another HTML or Web page editor, such as FrontPage, and simply need a quick guide to performing a task in Expression Web, or if after you complete all the exercises, you need a fast way to find the information to perform a procedure, the following features of this book will help you locate specific information:

- **Detailed table of contents** Scan this listing of the topics and sidebars within each chapter to quickly find the information you want.
- **Detailed index** Look up specific tasks, features, and general concepts in the index, which has been carefully crafted with the reader in mind.
- **Companion content** Install the practice files needed for the step-by-step exercises through this book's Web site. See the "Code Samples" section of this Introduction for instructions on getting and installing the practice files.

In addition, this book presents information using conventions designed to make the information readable and easy to follow.

- Most chapters include step-by-step exercises that you can follow to get guided exposure and practice to completing tasks.
- Each exercise consists of a series of tasks, presented as numbered steps (1, 2, and so on) listing each action you must take to complete the exercise.
- Boxed elements with labels such as "Note," "Tip," "Important," and so on provide additional information, directions for starting or ending the step-by-step exercises, or alternative methods for completing a step successfully.
- Text that you are supposed to type (apart from code blocks) appears in bold.
- A plus sign (+) between two key names means that you must press those keys at the same time. For example, "Press Alt+Tab" means that you hold down the Alt key while pressing Tab.

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The author also maintains a support site for this book and Expression Web in general. Visit *www.expressionwebstepbystep.com*. Visit the site for links to this book's Facebook Fan Page, Live.com group, additional content, and contact information for the author. As a long-term member of the Microsoft MVP Community, Chris has been personally helping users with Microsoft Web design and development software for more than 10 years.

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Chapter 6

Creating a Web Site from Scratch

After completing this chapter, you will be able to:

- Work with a graphics template
- Create an HTML layout
- Style major HTML elements
- Design the site architecture and navigation
- Style for alternative media

In the previous chapters, you have seen some of the basic skills necessary to work efficiently in Microsoft Expression Web, but so far, you've worked only with existing graphics and templates.

In this chapter, you will build on the skills you already know by discovering ways to create graphics for your own custom design, and how to use those graphics to create a Web site template from scratch. These skills will be important whether you decide to create your own graphics or work with an existing Web site template that you customize.

Important Before you can use the practice files in this chapter, you need to download and install them from the book's companion content Web site to their default location. For more information about downloading and installing the practice files, see the "Code Samples" section at the beginning of this book.

Troubleshooting Graphics and operating system-related instructions in this book reflect the Windows 7 user interface. If your computer is running Windows XP or Windows Vista, and you experience trouble following the instructions as written, please refer to the "Information for Readers Running Windows XP or Vista" section at the beginning of this book.

Working with a Graphics Template

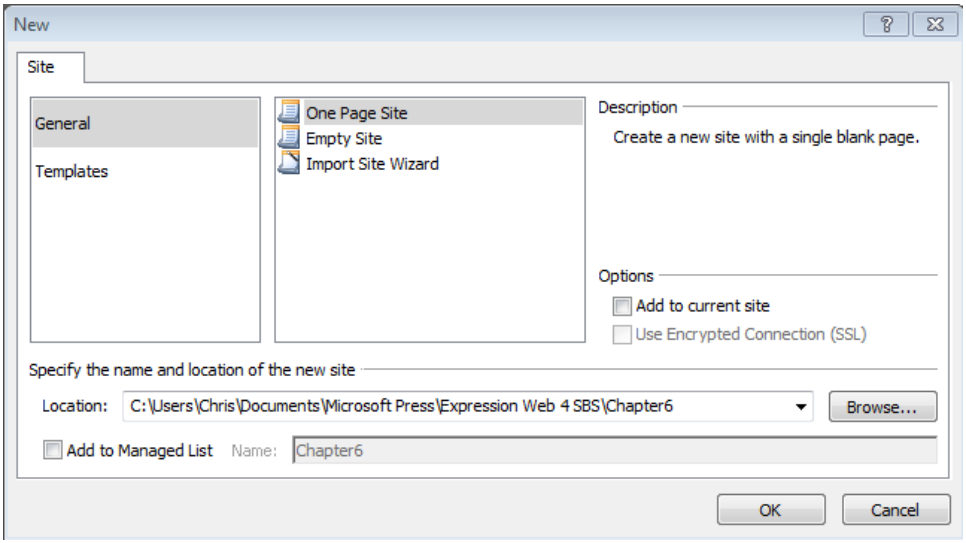
A designer can do only so much with colors and basic HTML/CSS layout techniques. At some point, graphics are required. Whether those graphics are used as backgrounds for various page areas, as buttons, icons, other elements, or a combination of these, designers must either create the graphics, or at the very least, be able to work with existing graphics to fine-tune them for use in their Web site layout.

Most Web site designs start with a sketch and an idea of what the end result will be. In this chapter, you will make a very simple Web site layout, and then create the graphics to go with it. The reason that you're going to work with the graphics first is simple: How can you create a layout if you don't know what it's going to look like?

Create and export a simple graphics template

Note Use the Chapter6.html page in the sample site. This site is located in the Documents\Microsoft Press\Expression Web 4 SBS\ folder. Open the SampleSite site by clicking Open on the Site menu, and then display the Chapter6.html page.

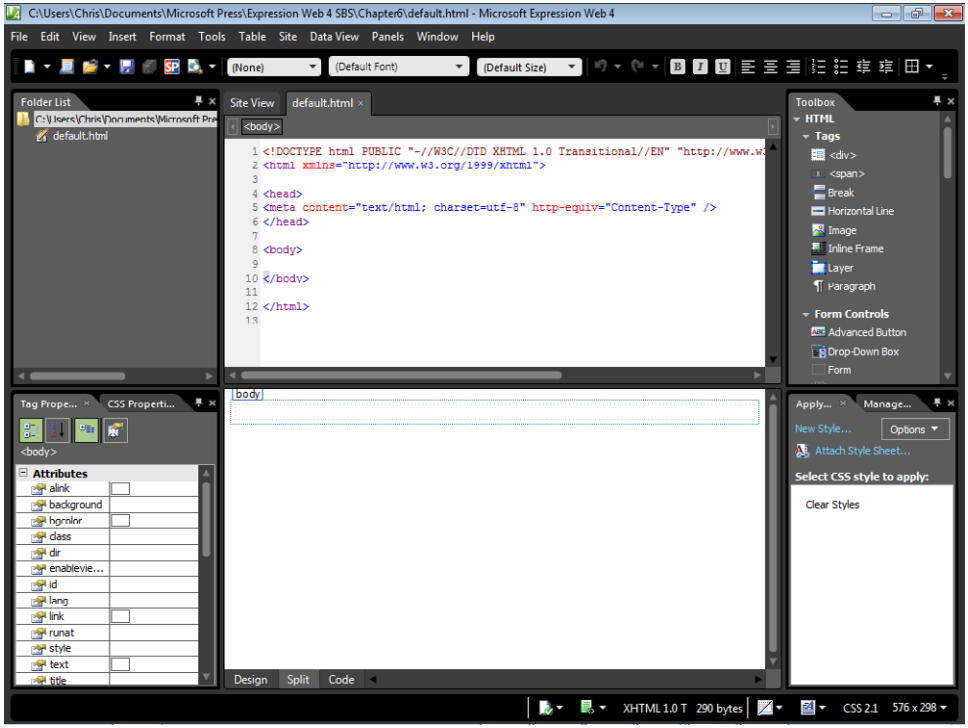
1. From the Site menu, click New. Select One Page Site, and in the location field, replace the automatically generated folder name by typing **Chapter6**. Save the site in the Documents\Microsoft Press\Expression Web 4 SBS\Chapter6 folder.



2. Click OK to begin the process of creating the new site.

   This book's Sample Site closes and Expression Web opens your newly created one-page site.

3. Double-click the default.html file to open it in the workspace. If your Editing window isn't already in Split view, click Split at the bottom of the workspace.



Notice that this is a truly minimal site. The Folder List panel contains just one file, and even the file open in the editing window has bare-minimum content. During the course of this chapter, all this will change radically.

4. From the Windows Start menu, click All Programs, select Microsoft Expression, and then click Microsoft Expression Design 4.

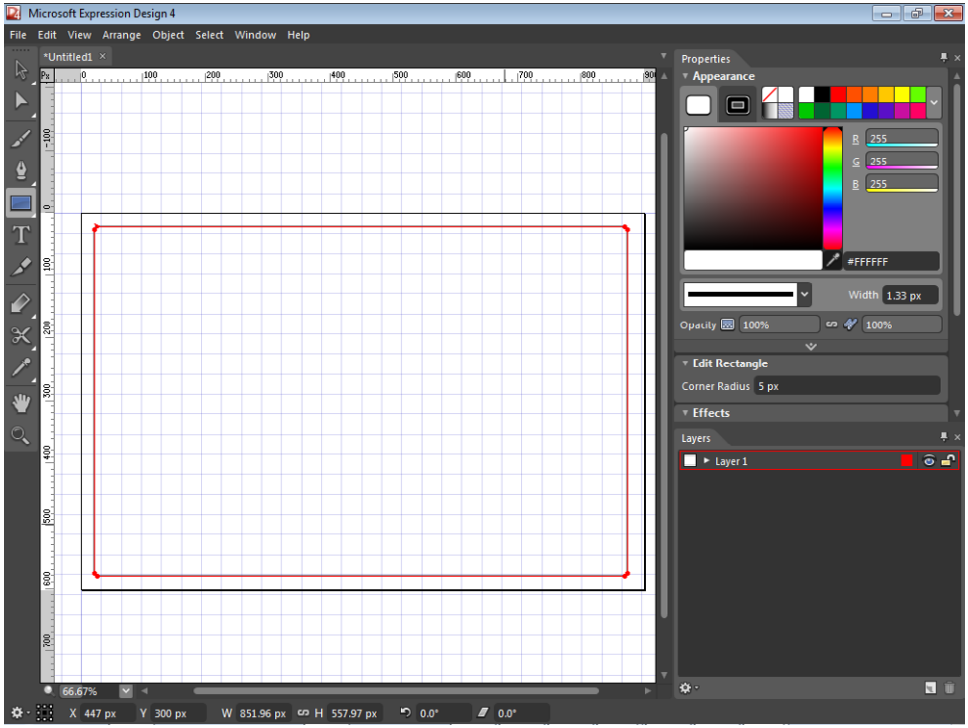
Tip If you don't want to draw your own template, you can open the finished file with Expression Design (Documents\Microsoft Press\Expression Web 4 SBS\Files\CH6-template .design), and then skip forward to step 38.

5. From the File menu, select New. In the New Document dialog box, type **Chapter6** in the Name field; **900 px** in the Width field and **600 px** in the Height field. Type **96 px/inch** in the Resolution field and then click OK.

6. From the View menu, select Show, and then enable Grid, Guides, and Edges.

   By showing the visual aids, you will have a better point of reference as you create your layout.

7. In the Toolbox, click the Rectangle tool, and then click and drag a rectangle onto the Artboard.

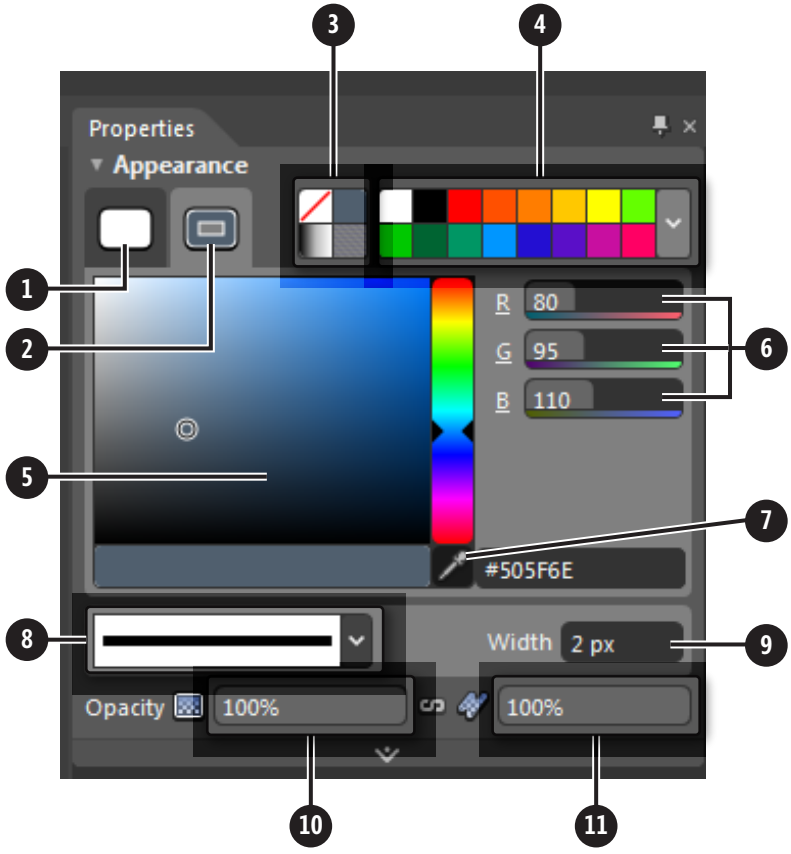


This simple rectangle will serve as the basic "container" for the Web page template. In the next few steps, you will add some visual enhancements to it.

8. Click the Selection tool at the top of the Toolbox, and then click the Artboard outside of the rectangle to hide its marquee so you can see the rectangle's appearance more clearly.

   This rectangle is a vector shape and you can manipulate all its properties in Expression Design.

   Using the Properties panel, you can adjust most of the shape's appearance properties The size of the shape at this point is not important. Just work on the shape as if it were the outside edge of the content area in a page and adjust it for balance and general appearance.



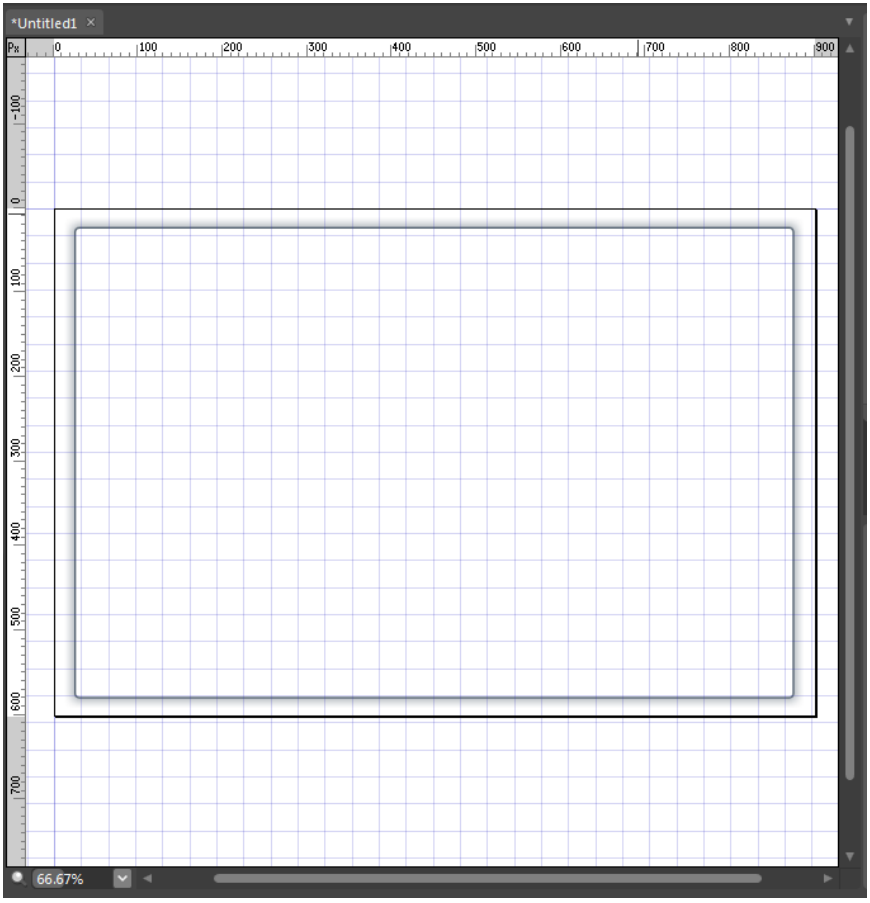
1. Fill button
2. Stroke button
3. Fill Type/Stroke Type
4. More Swatches button
5. Color Picker
6. Color Sliders
7. Color Dropper
8. Stroke Gallery
9. Stroke Width
10. Fill Opacity
11. Stroke Opacity

Tip Every shape has a "fill" and a "stroke." The tabs at the top of the appearance category of the Properties panel enable you to control the appearance of each, independently from the other.

9. Click the edge of the rectangle to select it, click the Fill button on the Appearance tab, and then click the white swatch. Click the Stroke button, click the drop-down arrow on the More Swatches button, and then click the #505F6E swatch in the Beach Swatches category.

10. Click the drop-down arrow beside the Stroke Gallery, click Basic Stroke, and then type **2px** in the Width field.

11. In the Effects Panel below the Appearance Panel, click the Add Effects button, point to Effects, and then click Outer Glow. Type **3** in the size field, **0.5** in the Opacity field, and use the Stroke color (#505F6E) for the Glow Color.



This is the basic shape for the page's content background. In the next few steps, you will create some of the common page areas.

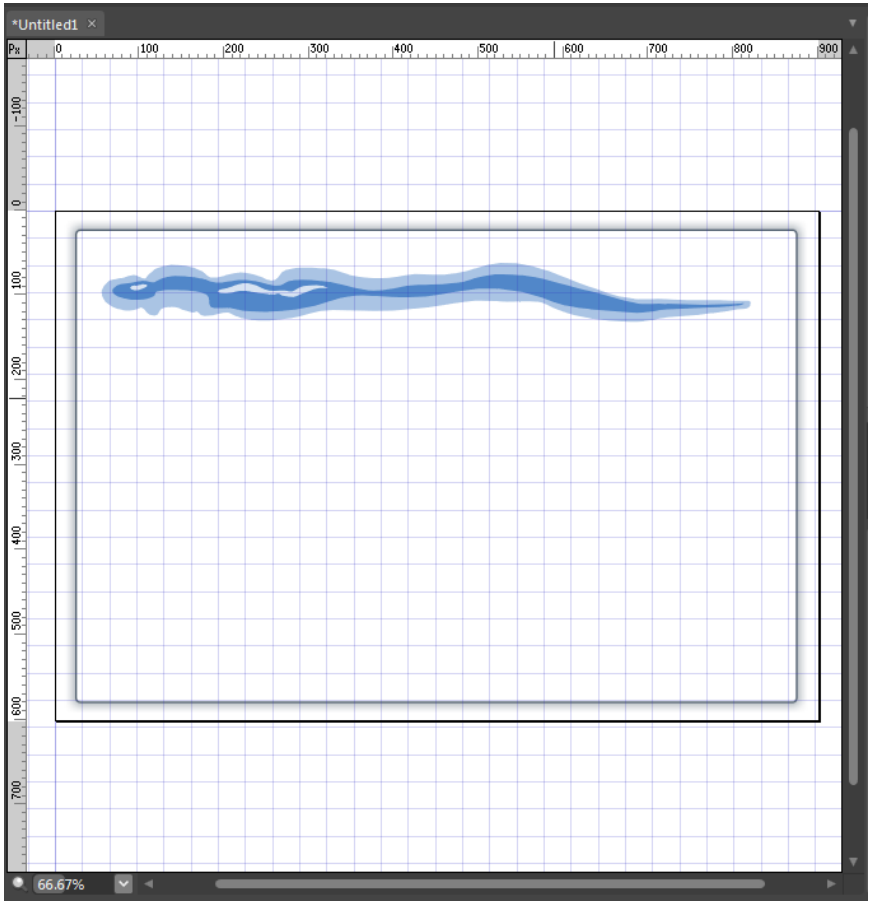
12. Using the action bar at the bottom of your workspace, set the Width to **850 px** and the X position to **450 px**, which centers the rectangle in the middle of the 900-pixel-wide document.

    Because this design will stretch to accommodate any height necessary to contain the Web page content, there is no reason to adjust the height of the shape.

13. Click the Paintbrush tool in the Toolbox, and then drag a horizontal line across the top of your shape to serve as the header area of the template.

14. Click the Stroke button, click the Stroke Gallery drop-down arrow, and then in the General group, click Thin Multi-layer. Set the width to **60px** in the Width field.

15. Click the More Swatches drop-down arrow. Click the #3C78C3 swatch in the Beach Swatches group, and then click the Selection tool in the Toolbox. Drag the anchor points on the selection to adjust the width and height of the brush stroke as necessary. Click the Artboard outside the objects so that you can see the results without the marquee guides.

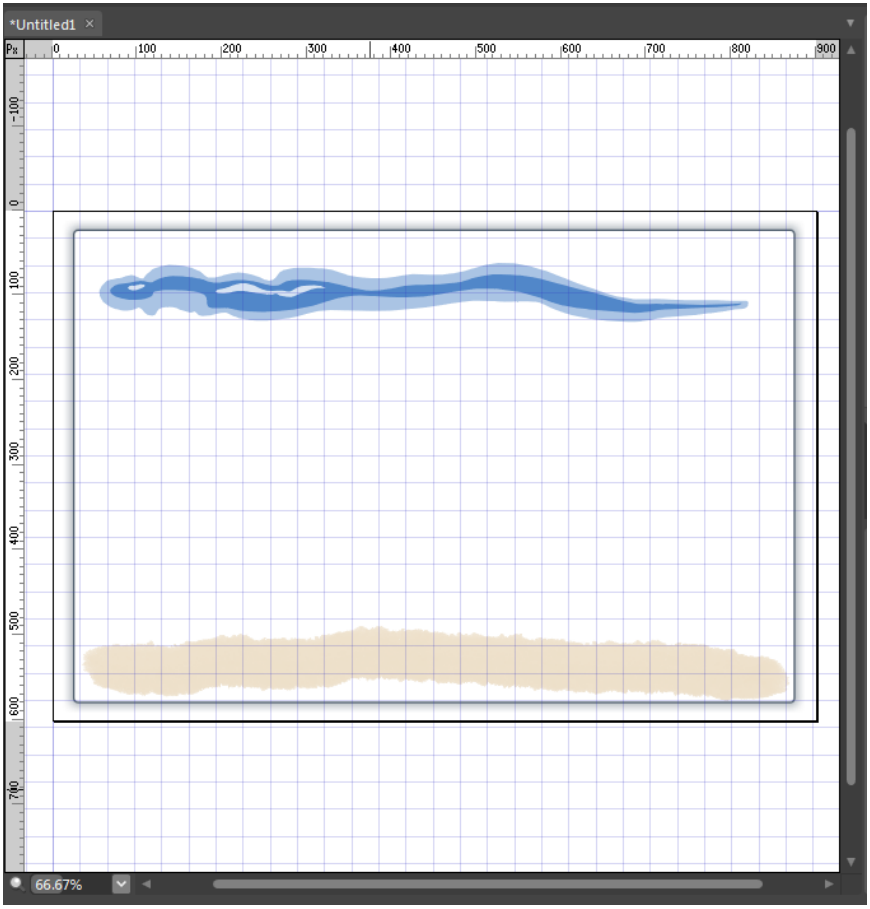


16. Click the Paintbrush tool again. This time, drag a line at the bottom of the rectangle shape where the footer would be.

Tip Drag in the opposite direction than you did for the header to get a more balanced appearance. The Paintbrush tool is designed to behave like a paintbrush, leaving a heavier mark at the beginning of a stroke and a lighter mark at the end.

17. Click the More Swatches drop-down arrow, and then click the #EBDCC3 color in the Beach Swatches category to give this stroke a sandy color. Click the Stroke Gallery drop-down arrow and then click the Fuzzy Thick Wet Brush in the Watercolor category.

18. Click the Selection tool in the Toolbox, and adjust the width and height of the stroke as necessary. As needed, click the Artboard outside of the objects so that you can get a clear view of your work so far.



At this point, you have a simple header and footer area; in the next few steps, you will add some additional strokes to help define other page areas.

19. Click the Pen tool, and draw a vertical line starting at approximately the 200 pixel mark from the left side of the Artboard. Click the Stroke Gallery drop-down arrow, and then click Fuzzy Brush in the Ink category.

20. Click the Stroke button at the top of the Appearance panel; click the drop-down arrow beside the More Color Swatches button, and then click #EBDCC3 in the Beach Swatches group.

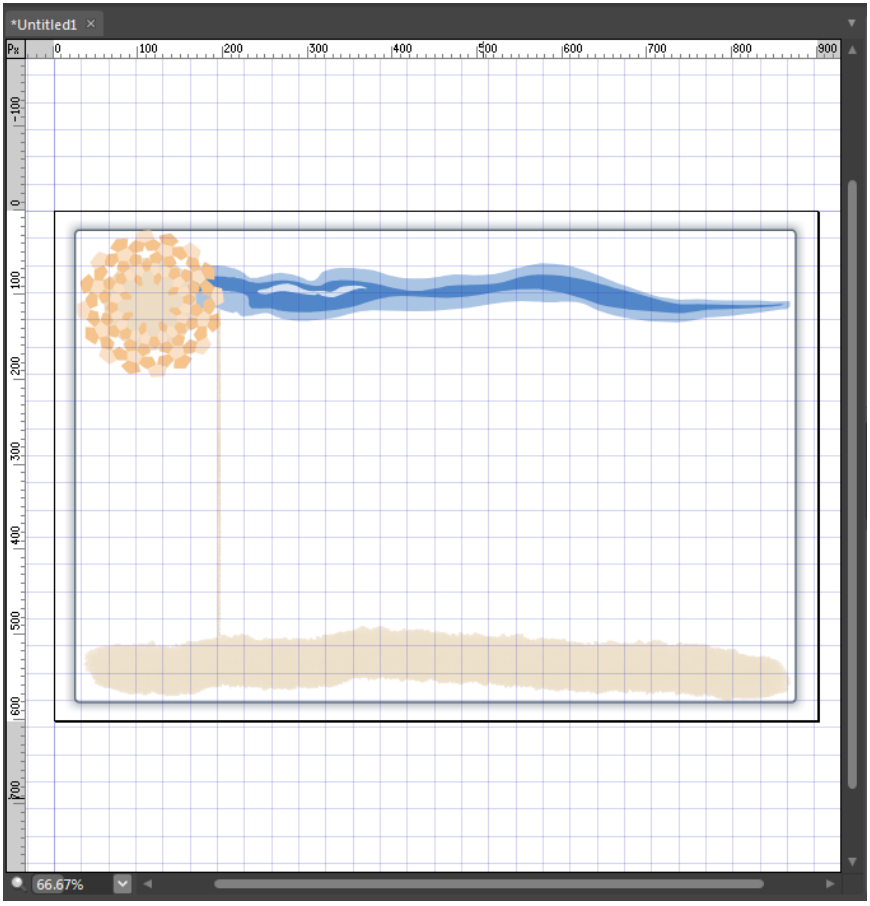
21. Click the Selection tool in the Toolbox and adjust the height of this line so that it's just touching the stroke at the top and bottom, but not overlapping them.

22. Click and hold the triangle in the lower-right corner of the Rectangle button, and then click the Ellipse button in the pop-up that appears. Drag a circular shape in the upper left of the header.

Tip When you're drawing a line and want it to be straight, hold the Shift key down as you draw. This technique works similarly with the Ellipse tool (to keep a shape circular) and with the Rectangle tool (to keep a shape square).

23. Click the Fill button in the Appearance panel, and then click #EBDCC3 in the Beach Swatches group. Click the Stroke button, and then click #F5C38C to give the shape a different outline. Click the Stroke Gallery drop-down arrow, and then click Geometric Flowers With Stars in the Design Elements category. Drag the Width slider beside the Stroke Gallery to adjust the size of the stroke.

24. Click the Selection tool again and adjust the shape to fit the overall drawing.



Now that you've drawn these page areas, the next steps are to create some color sample rectangles and slice the image, so that you can use it in your Web page.

25. Click the Text tool, and set your cursor on the left side of the blue brushstroke at the top of your document. Type **Summer Beach Template**.

    Notice that the text follows the center line of the brushstroke. If the text doesn't follow the brushstroke, then you've set the text cursor near—but not on—the centerline of the brushstroke.

26. Press Ctrl+A on your keyboard to select all the text you entered, then in the Text group of the Properties panel, select **Lucida Calligraphy, 36 pt**. Click the More Swatches drop-down arrow, and then click #967878 in the Beach Swatches category.

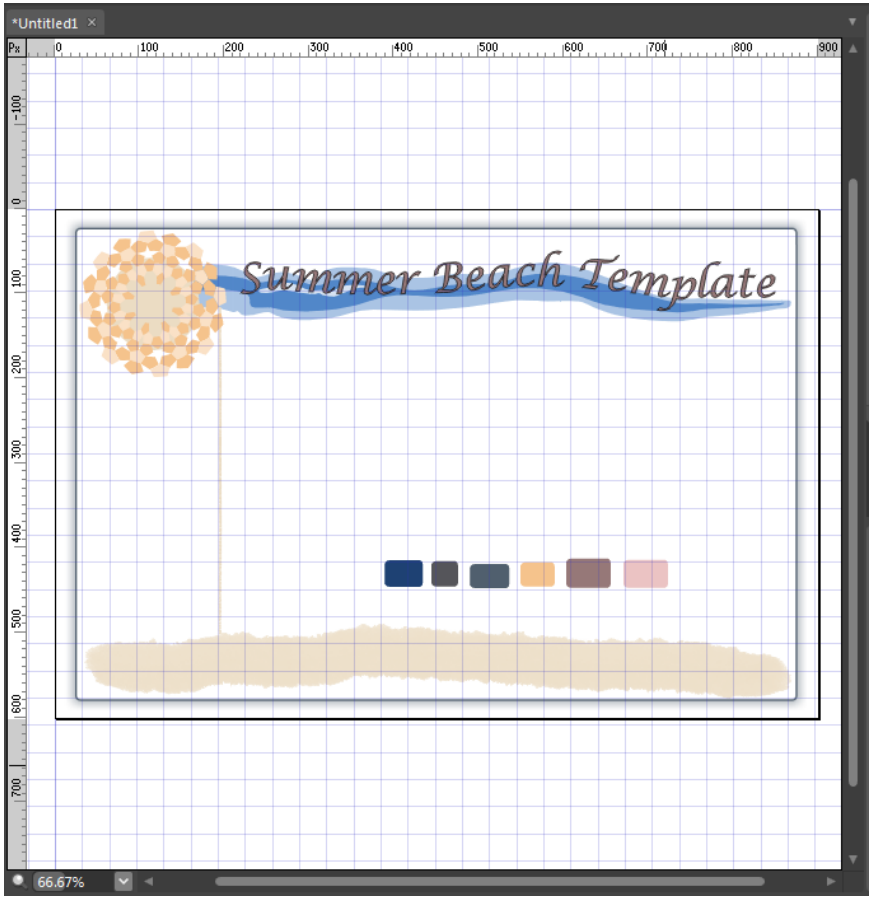
27. Click the Stroke button, and then click the black swatch to put an outline around the text, which will give it better separation from the background.

28. Click and hold the triangle in the lower right of the Ellipse button, and then click the Rectangle tool in the pop-up. Drag six small rectangles onto the document just above the footer brush stroke.

    Don't worry about uniformity or size and shape here. Think of these shapes as simple containers to hold the color samples that you will use in Expression Web to color your text, headers, links, and so on.

29. Click the Selection tool, and organize the rectangles so that they're out of the way of the other page elements. Click the first rectangle on the Artboard. Then, in the Beach Swatches category, click a color that you would like to use in your HTML template. Repeat this process to assign a different color from the Beach Swatches category to each of the six shapes.

Tip Make sure you've selected the Fill Color in the upper right corner of the window and not the Stroke.



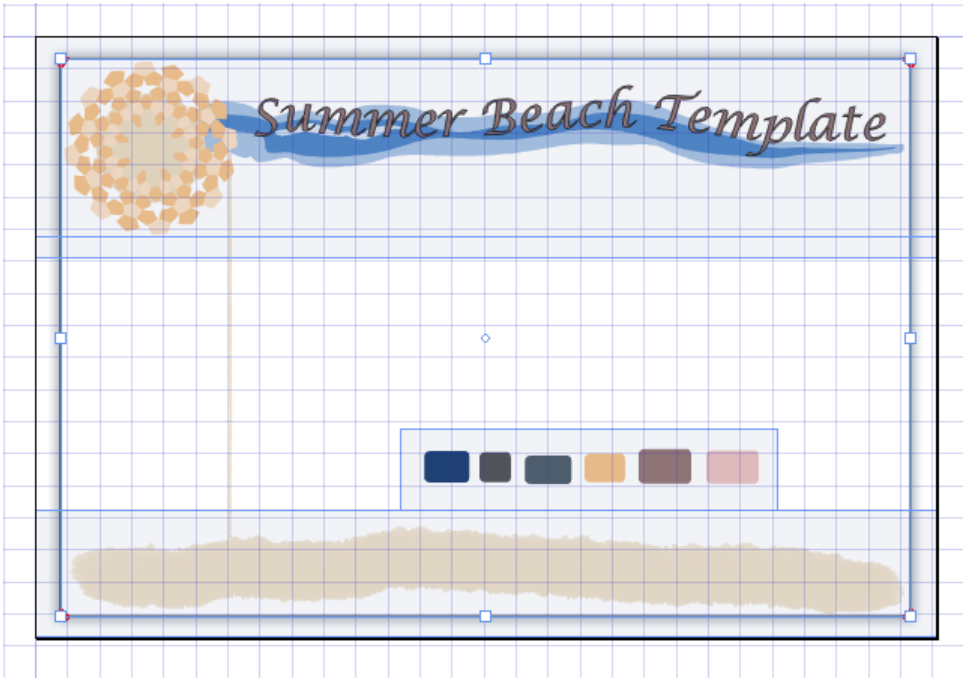
The colors that designers choose are up to them, based on individual preferences and the end goals of their design, but for this exercise, use these colors: **#1E4173**, **#55555A**, **#505F6E**, **#F5C38C**, **#967878**, and **#EBC3C3** (from left to right). These choices give you three cool colors and three warm colors to work with. By putting these colored rectangles on the Artboard, you can easily select the colors for your HTML and CSS as you build your page template in Expression Web.

30. Click the Slice tool in the Toolbox, and drag a slice from the upper-left corner of your document to the right side. Create a slice around the header graphics. The slice will be **900px** wide and the height will be such that it will contain the circular shape and the horizontal brushstroke.

Tip You can switch from the Slice tool to the Selection tool to adjust the size and shape of a slice, just as you can a shape.

31. Click and drag a slice at the bottom of the document to contain the footer graphics. This slice will be similar to the header slice but with a little less height.

32. Next, drag a slice across the width of your document just below the header slice. This slice should be **900px** wide, and about **20px** high. Finally, draw a slice around the color rectangles you added to the document.



Now that the slices are drawn, you will use the Properties panel to name them and specify their export file format.

33. Click the Selection tool, and then click the top slice on the document. In the Properties panel, click **JPEG** beside the Format field, and type **header** into the Slice Name field.

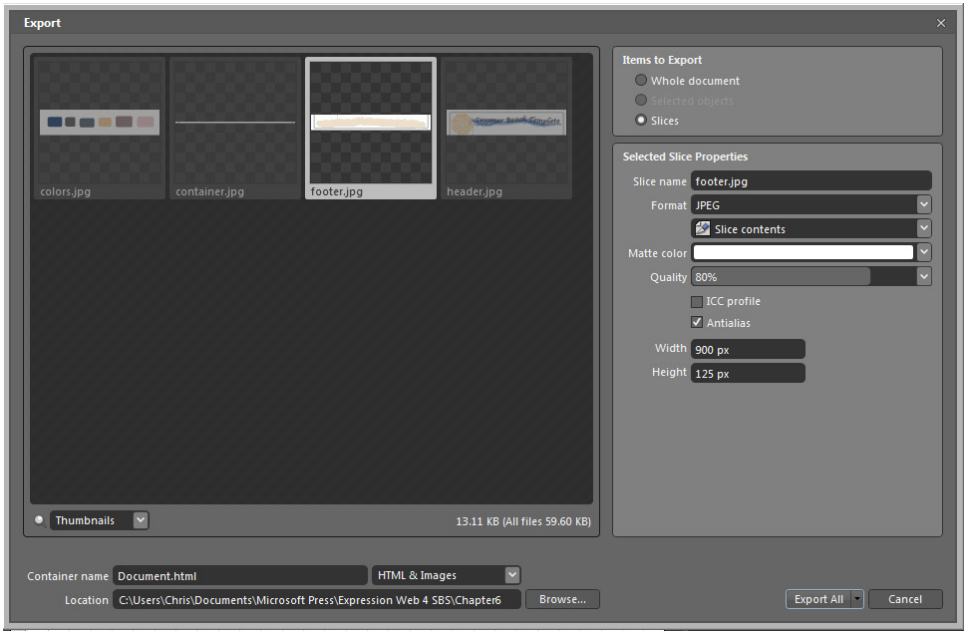
34. Click the next slice below the header slice. Click **JPEG** beside the Format field, and type **container** into the Slice Name field.

35. Click the slice that contains the colored rectangles, select **JPEG** beside the Format field, and type **colors** into the Slice Name field.

36. Click the bottom slice, select **JPEG** beside the Format field, and type **footer** into the Slice Name field.

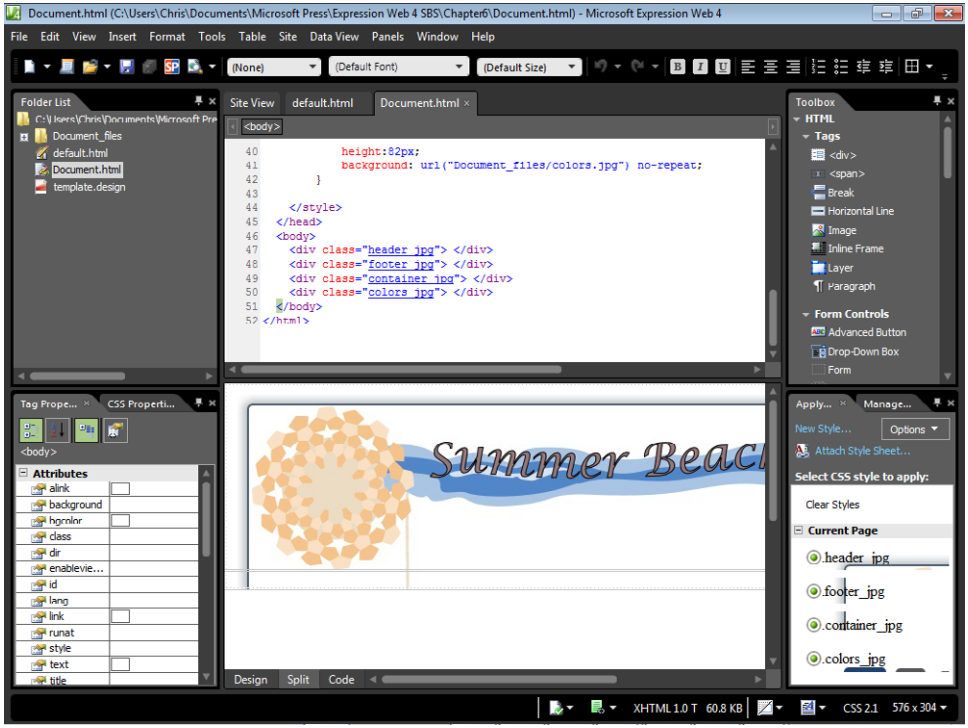
37. Click File, click Save, and then in the Save As dialog box, navigate to the One Page Site you made at the beginning of this section (Documents\Microsoft Press\Expression Web 4 SBS\Chapter6), type **template.design** into the File Name field, and then click Save.

38. Click File, click Export, and then in the Export dialog box, select Slices in the Items To Export field. Click the drop-down arrow beside the Container Name field, and select **HTML & Images**. Click the Browse button beside the Location field, and browse to Documents\Microsoft Press\Expression Web 4 SBS\Chapter6 in the Export Location dialog box. Then click Save.



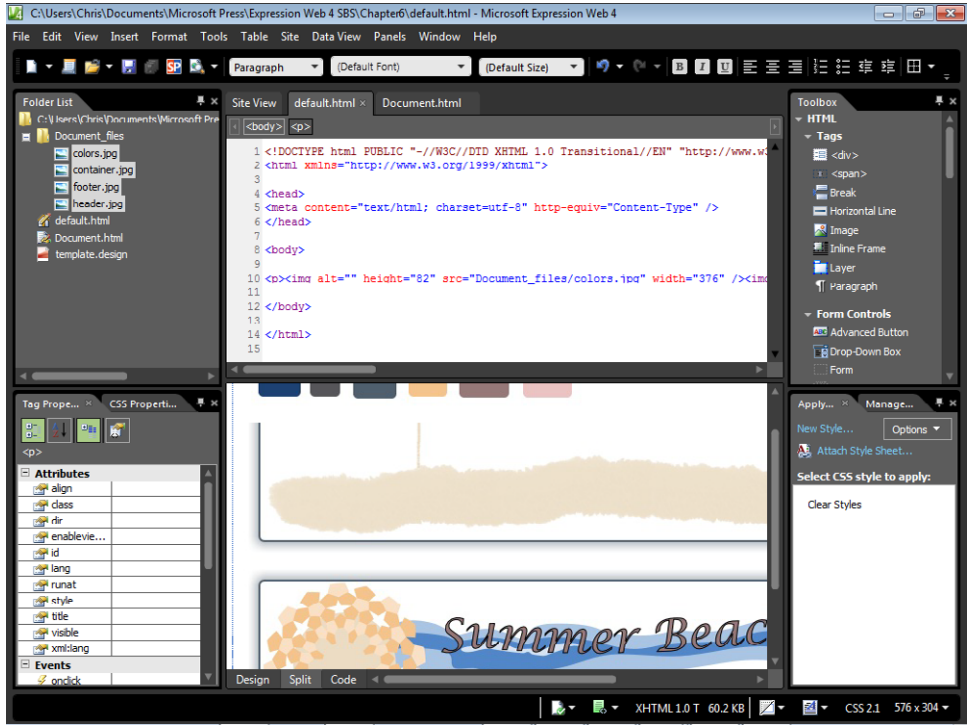
39. Click Export All in the Export dialog box. Expression Design *rasterizes* all the slices and exports a document (Document.html) and the images into the One Page Site you created at the beginning of this exercise.

40. Close Expression Design, return to Expression Web, select Recalculate Hyperlinks from the Tools menu, and then double-click Document.html in the Folder List panel to open it in the editing window.



Take a few minutes to examine the Design and Code panes of the Document.html file. You can see that Expression Design has created a page with a *div* for each of the slices that you created, and created CSS code to utilize the sliced images as the backgrounds of these areas.

41. Switch to the default.html file and expand the Document_files folder in the Folder List panel. Click colors.jpg, and then press the Shift key while clicking header.jpg to select all the files in that folder. Drag the files from the folder onto the Design pane of the default.html file. Click OK on each of the Accessibility Properties prompts, because you're just dropping the files onto the page for reference and not for an actual production use. Click Save on the Common toolbar to save the page.



By following these steps, you've just created a graphics package that you can use as building blocks for a Web page template. Although the work in Expression Design was purposefully simple, the level of detail that a designer can control is virtually unlimited. Consider gradients, multiple layers, live effects, and so on. For modern Web sites, the graphics tool is in many ways more pivotal to being able to create or modify a Web page template than the HTML editor.

If you liked using Expression Design, you might consider the book *Microsoft Expression Design Step by Step* as a learning resource. You'll also find more good tutorials and sample files for Expression Design on the Microsoft Web site.

Tip There are links to more Expression Design materials in the Sample Site's Chapter6.html file. If you need additional help with this chapter segment, check out *http://ExpressionWebStepByStep.com/Video*.

Note Click Exit on the File menu to close Expression Design. If you are continuing directly to the next exercise, leave Expression Web and the Chapter6.html file open. Otherwise, click Exit on the File menu to close Expression Web.

Creating an HTML Layout

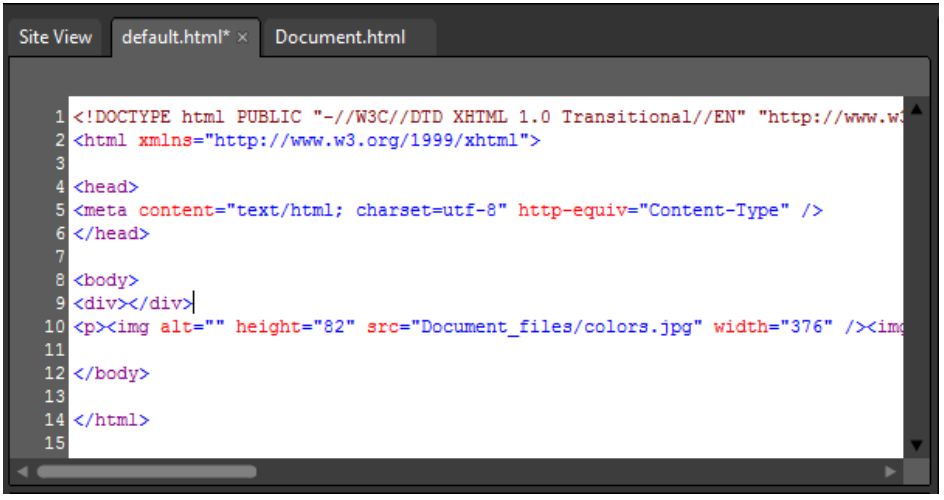
Now that you have the basic graphics layout created, sliced, and exported, you can go about the tasks required to implement these graphics in an HTML layout. Because of the steps in the previous chapter, such as naming the slices with meaningful names and slicing the graphics in specific sizes, the following steps will be much easier and require much less trial and error, and fewer revisions.

In this exercise, you will create your initial layout in an HTML page even though it will eventually be moved to a Dynamic Web Template (DWT). This is because you can easily preview an HTML page in a browser, but it's not so easy with a DWT. The cascading style sheet (CSS) you create will also be written in the HTML layout page itself, instead of an external style sheet. Eventually you will move the CSS from the HTML file to its own style sheet, but for speed and ease of use, it's just more efficient to work with a single file as you refine the HTML layout.

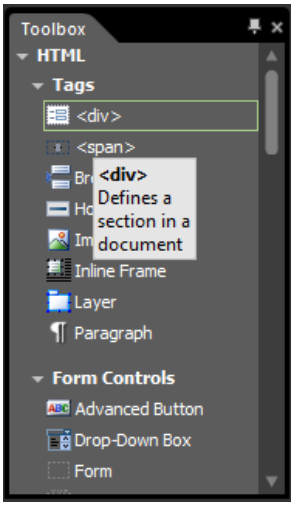
Create an HTML layout

Note Using the Chapter6 site that you created in the previous exercise, open the default.html file if it isn't still open from the previous exercise.

1. Click and drag the * * tag from the Toolbox on the upper-right side of the user interface to the Code pane just below the *<body>* tag of the default.html file.



The * * tag is the backbone of CSS/HTML layout. Its meaning is "division" and it's a block element that works as a container. With CSS, you can apply virtually limitless appearance modifications to it. This template you're using will contain 5 divs when you're done.

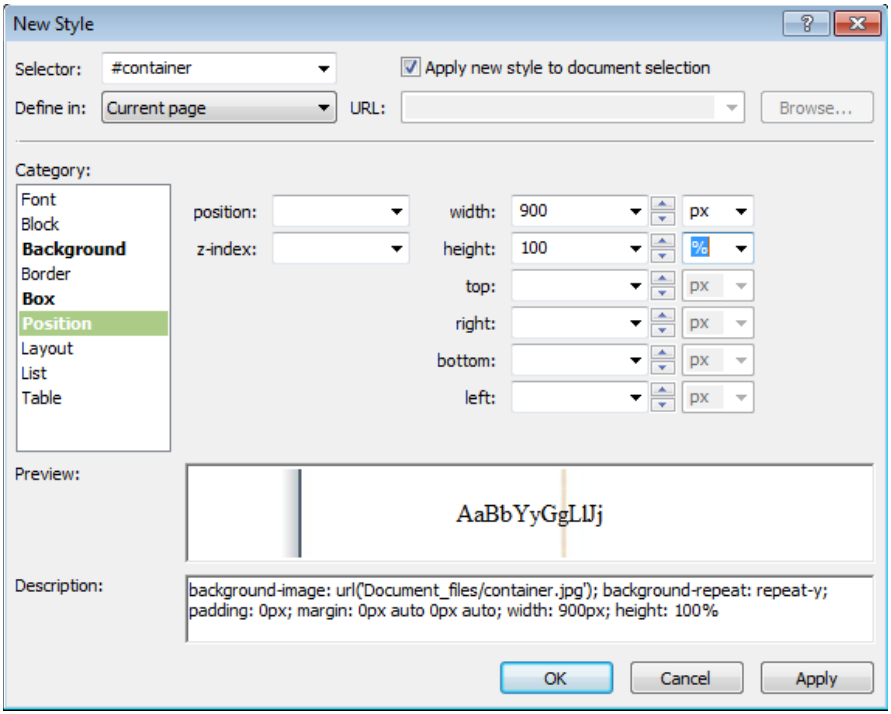


2. In the Design pane, hover your mouse pointer over the outside div, click the Block Selection label that appears so you can select the entire *div*, and then click New Style in the Apply Styles panel.
3. In the Selector field, enter **#container**. Select the Apply New Style To Document Selection check box, and set the Define In field to Current Page.
4. Click the Background category on the left side of the New Style dialog box. Click the Browse button beside the Background-Image field. Browse to and select container.jpg in the site's Document_files folder. Set the Background-Repeat field to **repeat-y**.

Tip X is always horizontal and Y is always vertical.

5. Click the Box category and set the padding to **0px** and leave its Same For All check box selected. Clear the Same For All check box beside the Margin field and set the following values: Top: **0px**, Right: **auto**, Bottom: **0px**, Left: **auto**.

   The margin-right and margin-left selections enable you to float the container in the middle of the screen. This is one of the most common questions with CSS layout and it's remarkably simple to do.
6. Click the Position category, and then set the width to **900px**, and the height to **100%**.



Notice that you can see all the styles in the Description field of the New Style dialog box.

7. Click OK in the New Style dialog box to set your changes.

   Although it might not look like much at this point, you've just set up the basic container for this entire template.

8. Drag another <*div*> from the Toolbox panel into the *div* that you just styled.

   Before you begin styling this *div*, you will need to know the height and width of the underlying image. Click the header image in the Design pane of your workspace. Look at the Code pane. You can see that it's 900 pixels wide and 200 pixels high.

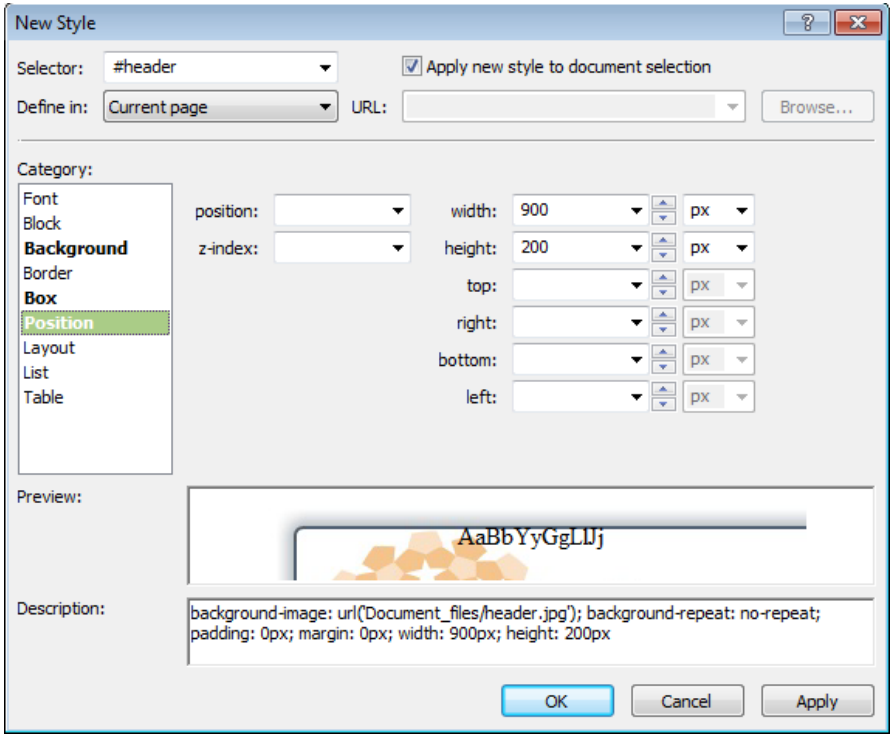
9. Select the *div* that you just added to the page by clicking its Block Selector tag in the Design pane, and then click New Style in the Apply Styles pane.

10. Enter **#header** in the Selector field, select the Apply New Style To Document Selection check box, and make sure that the Define In field is set to Current Page.

11. Click the Background category, click the Browse button beside the background-image field, and then browse to and select header.jpg in the site's Document_files folder. Set the Background-Repeat field to **no-repeat**.

12. Click the Box category and set padding and margin to **0px**. Leave both the padding and margin Same For All check boxes selected.

13. Click the Position category, and type **900px** in the Width field and **200px** in the Height field.



14. Click OK in the New Style dialog box to set your changes.

15. In the Design pane, set your cursor in the Header *div* you just styled, and then type **Header**.

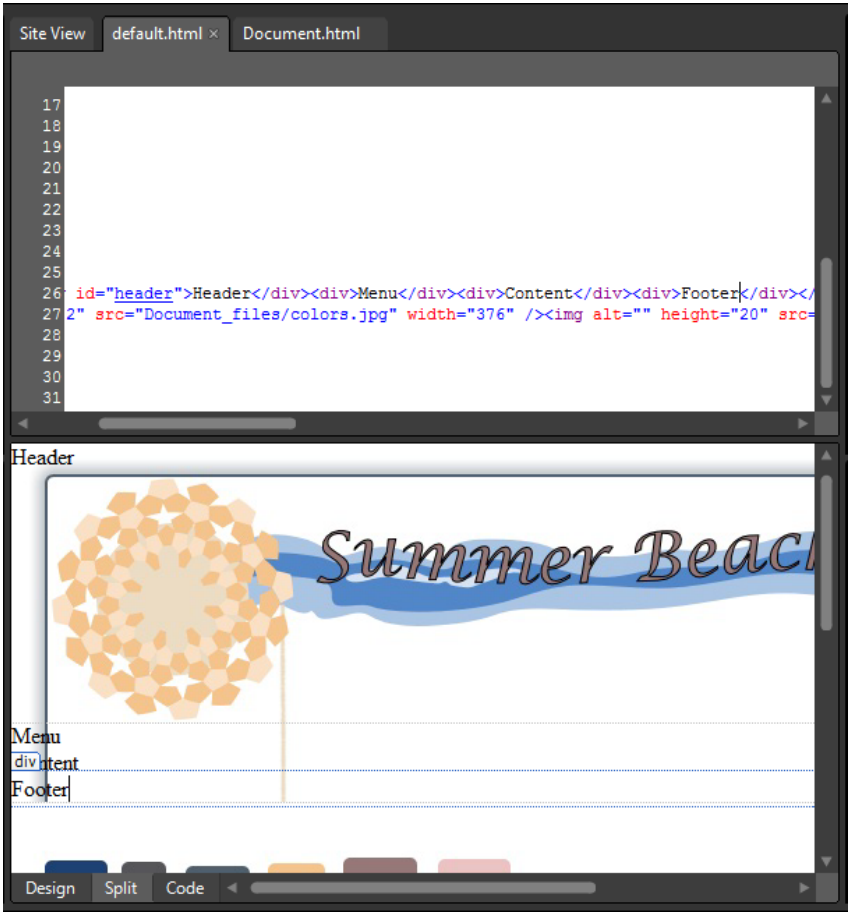
    This is recommended for two reasons: some browsers won't display *div* tags that have no content, and it provides good visual reference in the Design pane.

16. Drag another <*div*> from the Toolbox panel into the Code pane just after the closing </*div*> tag that you just typed the word "Header" into. Type **Menu** into this *div*.

Important It's imperative that you're careful in these steps. You want the *divs* that you're inserting to be "nested" inside the Container *div*, but not inside each other.

17. Drag another <*div*> from the Toolbox panel into the Code pane after the closing </*div*> tag that you typed the word "Menu" into. Type the word **Content** inside it.

18. Drag another <*div*> from the Toolbox panel into the Code pane after the closing </*div*> tag that you typed "Content" into, and then type **Footer** into this *div*. Click Save on the Common toolbar.



19. Right-click the Code pane, and from the Context menu, select Reformat HTML.

    This step will organize the Code pane for you and make working on this template easier.

20. Click the Block Selection tab in the Design pane for the Footer *div*, and then click New Style in the Apply Styles panel.

21. Enter **#footer** in the Selector field, select the Apply New Style To Document Selection check box, make sure the Define In field is set to Current Page, and then click the Background category.

22. Click the Browse button beside the Background-Image field, and then browse to and select footer.jpg in the site's Document_files folder. Set the Background-Repeat field to **no-repeat**.

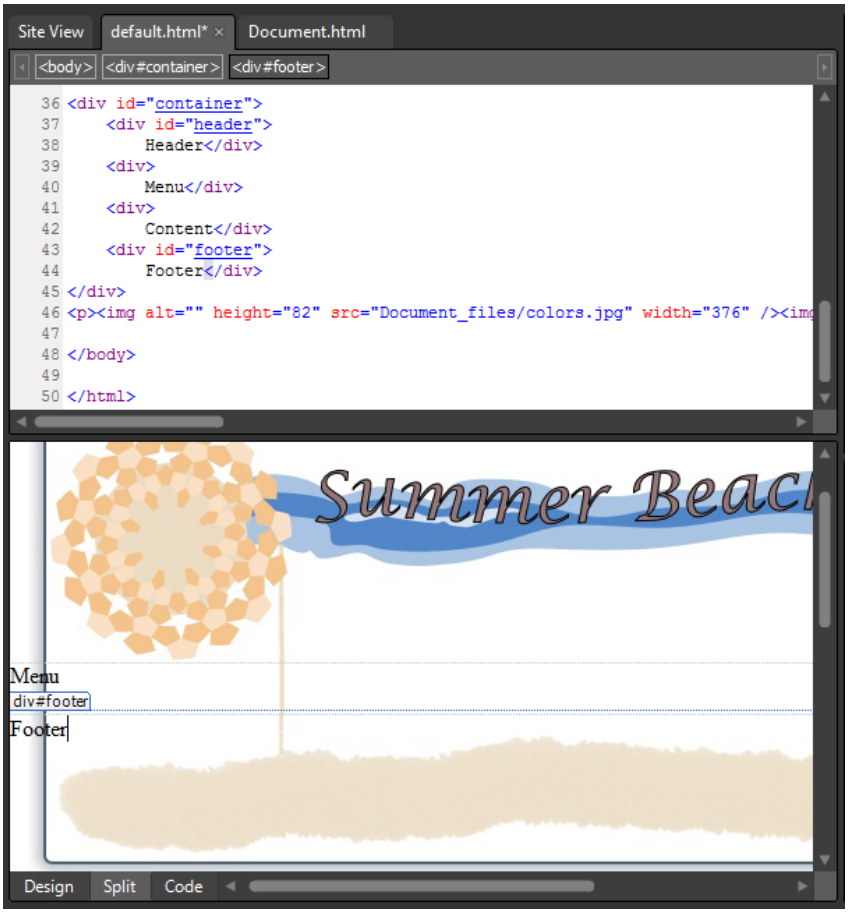
23. Click the Box category, set padding and margin to **0px**, and then leave both padding and margin Same For All check boxes checked.

24. Click the Position category, and type **900px** in the Width field and **125px** in the Height field.

25. Click the Layout category, and set the Clear field to **both**, and then click OK to set your changes and close the New Style dialog box.

    The *clear: both* style will ensure that the footer stays at the bottom of the design and won't be overlapped by either the content or menu divisions.

Tip The reason you were instructed to drag the images into the page is to serve as a reference while you're building these styles. Click the image in the Design pane and then look at the height and width attributes in the Code pane.



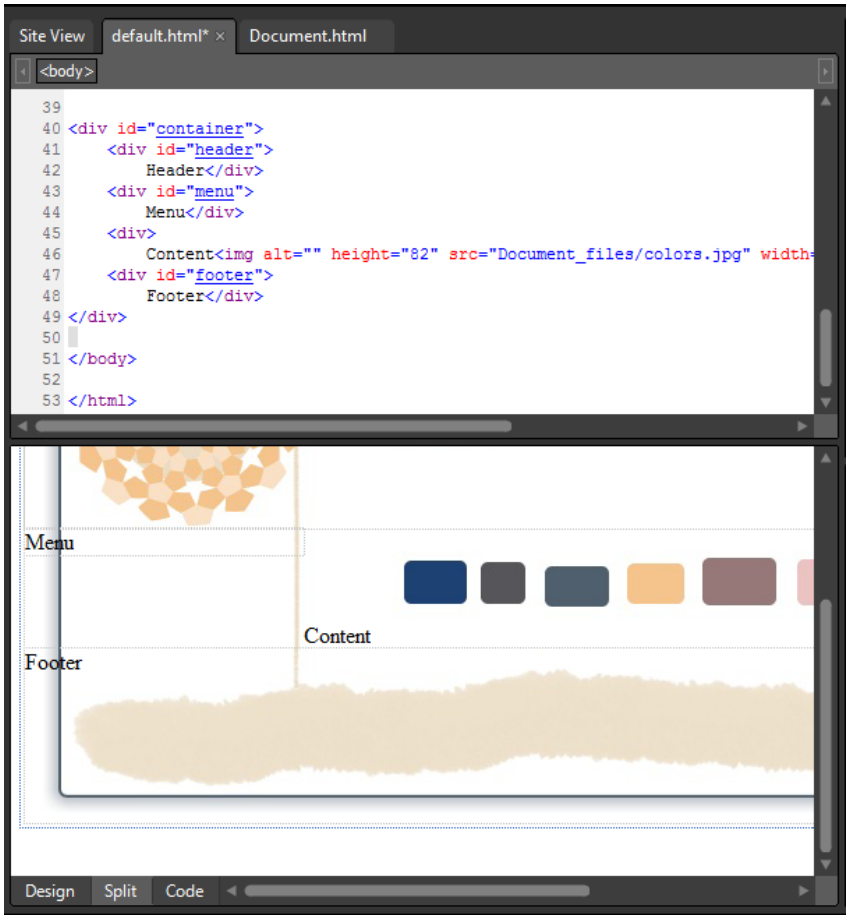
At this point, your HTML template is starting to take shape. Notice how the Menu and Content divisions are stacked horizontally. This is because the default appearance of a *div* is a *block element* 100% wide. In the next few steps, you will adjust these *divs* so that they line up beside each other vertically.

26. Click the Block Selection tag in the Design pane for the Menu *div*, and then click New Style in the Apply Styles panel.
27. Enter **#menu** in the Selector field, select the Apply New Style To Document Selection check box, and make sure Current Page is set in the Define In field.
28. Click the Position category, and type **200px** in the Width field.
29. Click the Layout category, set the Float field to **left,** and then click OK to set the style and close the dialog box.
30. Click the Block Selection tag in the Design pane for the Content *div*, and then click New Style in the Apply Styles panel.
31. Enter **#content** in the Selector field, select the Apply New Style To Document Selection check box, and make sure Current Page is set in the Define In field.
32. Click the Position category, and type **700px** in the Width field.
33. Click the Layout category and set the Float field to **right**, then click OK on the New Style dialog to apply your changes and close the dialog.

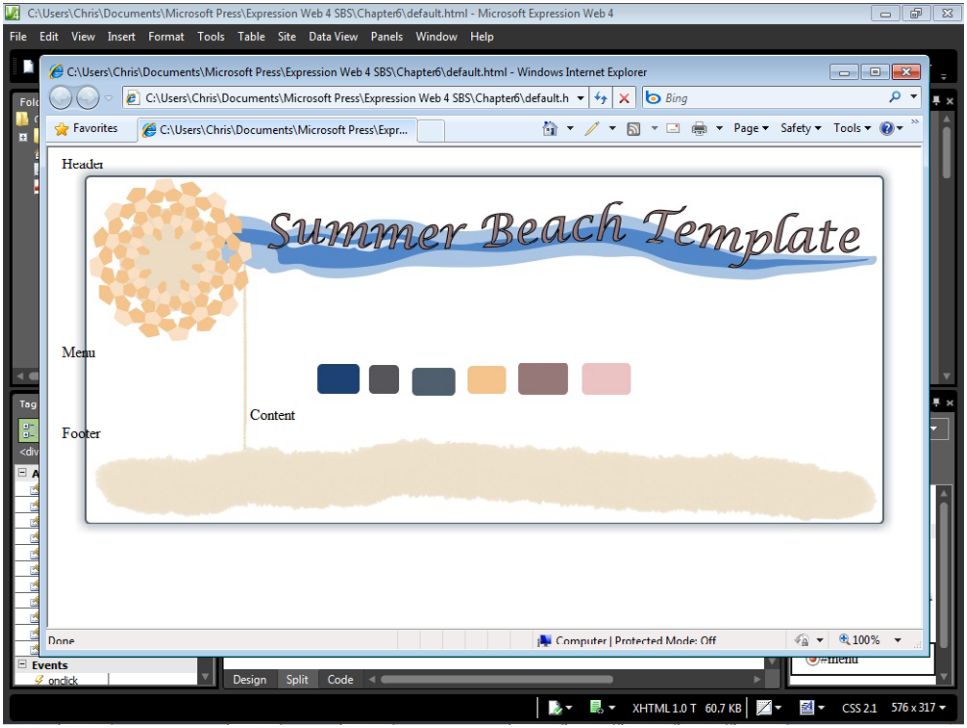
Tip If you designed the graphics template in Expression Design yourself, it's very likely that your image dimensions will be different. That's why you were instructed to insert the images into the page so you could have quick reference to their sizes by clicking them in the Design pane and looking at their sizes in the Code pane. Just substitute your image measurements where appropriate.

34. Click the colors.jpg image in the Design pane, and press Ctrl+X on your keyboard to cut it. Then set your cursor in the Content *div* just above the word "Content" and press Ctrl+V to paste it into the *div*.

35. Press the Ctrl key while clicking each of the three images below the Footer *div* tag, and press Delete on your keyboard to delete all of them. Then click the Block Selector tab for the <*p*> tag that contained them.



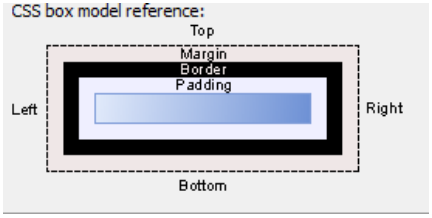
36. Click Save and then click Preview on the Common toolbar to check your work in a browser.



The browser rendering of this template is starting to look close to how it should. There are some details to take care of such as making sure that content inside the *divs* you created will be in the appropriate place, but the point that it's at right now is well past the halfway mark as far as layout is concerned.

37. Close the browser window and return to Expression Web.

The next steps are going to revolve around the CSS Box Model. You can think of a *div* as a box. If you're experienced in layout using tables, you can think of the *div* as a cell. What this template needs is some basic padding so that the content in each cell falls in the approximate location that it should. That will help transition into the next section where you will fine-tune the placement of content.

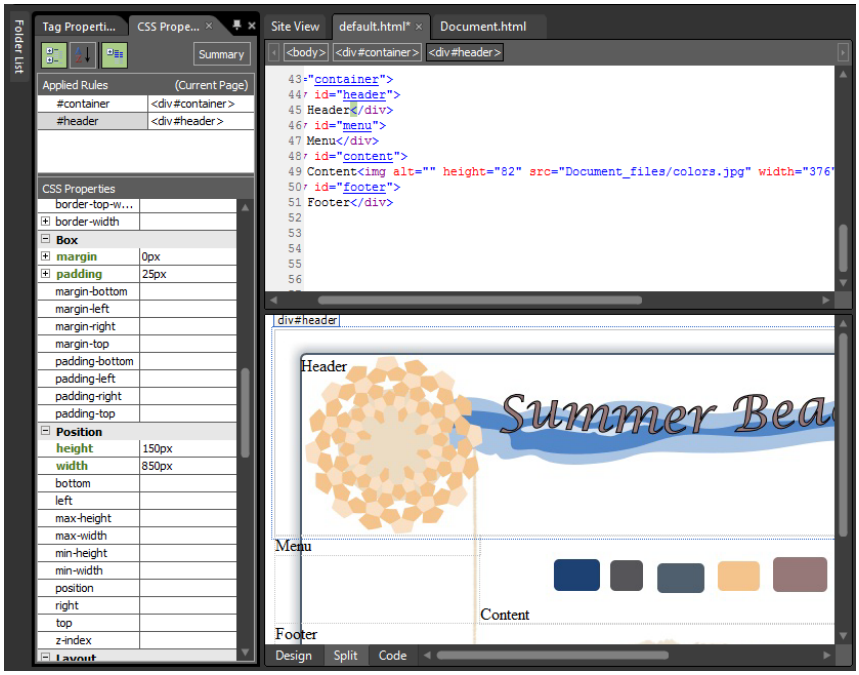


38. Click the CSS Properties tab on the lower left of the user interface to display the CSS Properties panel. Because the Folder List panel isn't going to do anything for you at this point, click the thumbtack icon on its upper-right corner to autohide it.

The CSS Properties panel is ideal for making quick modifications to existing styles, and you'll be using it to take care of the padding requirements for the layout *div*s that you've been working with.

Important Make sure you add the "px" in each of the following CSS specifications or you will get unpredictable results.

39. Set your cursor in the Design pane, Header *div*. Scroll the CSS Properties down to the Box section. Type **25px** in the Padding field. In the Position group, change the height entry to **150px** and the width entry to **850px**.



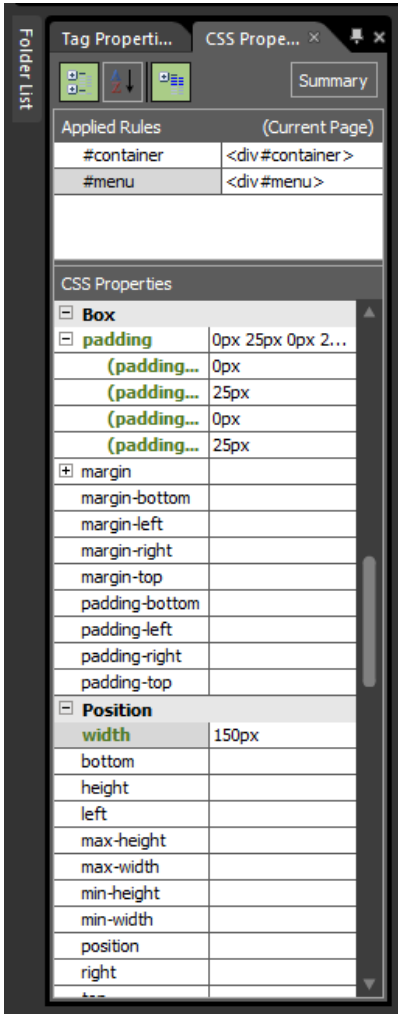
Because you've added 25px of padding to each side of the box model for the header, you have to reduce the width and height specifications to compensate for it.

Tip Notice that many of the categories in the CSS Properties panel have expandable entries, such as the padding entry you just worked on. If you make your entries in the fields that are exposed when the item is expanded, you will be creating shorthand CSS code. The entries below the expandable item will create longhand CSS code.

40. Set your cursor in the Menu *div* and scroll the CSS Properties panel down to the Box category again. In this *div*, we don't want padding at the top and the bottom, so click the plus (+) sign next to the padding entry, and enter these values: **0px** in Padding-Top, **25px** in Padding-Right, **0px** in Padding-Bottom, and **25px** in Padding-Left.

This will result in *shorthand CSS* code, which you will look at and compare to similar entries for another *div* in *longhand CSS*.

41. Change the width entry in the Position category to **150px** in order to compensate for the padding you added.

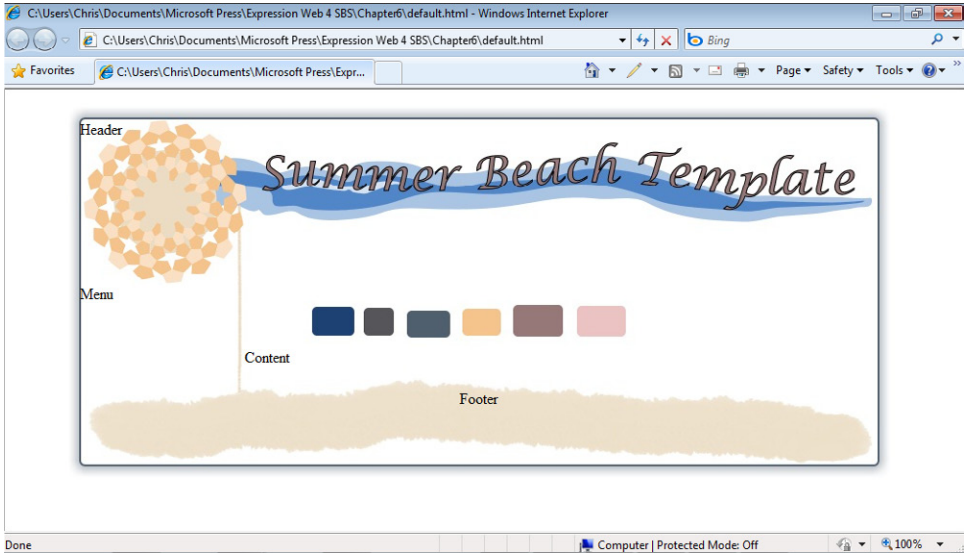


42. Set your cursor in the Content *div* and then scroll the CSS Properties panel down to the Box category. If the padding entry is expanded, click the minus (-) sign to close it and set the padding entries below it to: Padding-Bottom: **0px**, Padding-Left: **10px**, Padding-Right: **35px**, and Padding-Top: **0px**. Change the width entry under the Position category to **655px** to factor for the padding you just added.

43. Set your cursor in the Footer *div* and then scroll the CSS Properties panel down to the Box category. Enter **25px** in the Padding field and then click the plus (+) sign beside it. Notice how the 25px was added to all four padding fields.

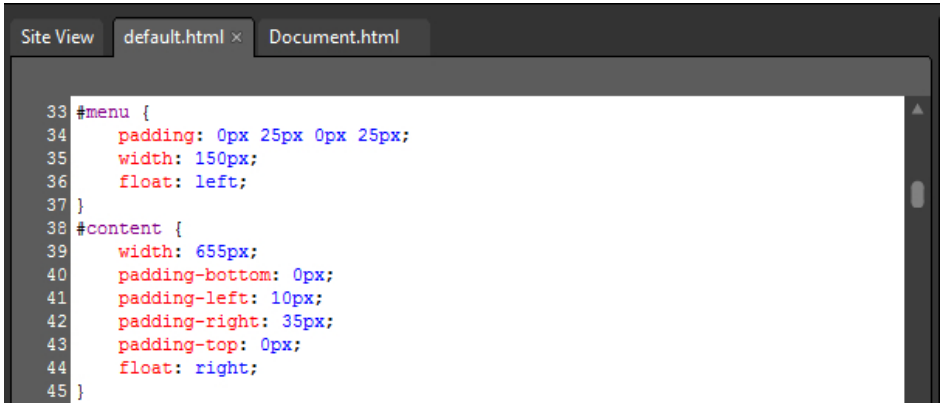
44. In the Position category, change the height to **75px** and the width to **850px**, and then in the Block category set the Text-Align field to **center**.

45. Click Save and then click Preview on the Common toolbar to check the results in a browser.



Just by adding some padding specifications to these page divisions, you now have text in the approximate place that it belongs. To further tune the placement, you will style the HTML tags that surround the content itself in the next section.

46. Close the browser and return to Expression Web. Scroll the Code pane to the top so that you can see the style block.



Notice that the *#menu* ID has its padding set in shorthand, and the *#content* ID has its padding set in longhand. This is a direct result of which fields you entered these specifications in using the CSS Properties panel. There isn't all that much difference in the end results when you choose longhand or shorthand CSS, but many users find it easier to read and modify longhand CSS.

Note If you are continuing directly to the next section, leave the Chapter6 site open; otherwise, you can close it.

Although this section took you through the tasks of laying out your graphics in an HTML template, it shouldn't be considered the end of what you need to learn about CSS/HTML layout. You will continue to learn about this topic through trial and error and research that you will conduct as you employ new methods to achieve the results you want. Consider that HTML 5 and CSS 3 are getting closer to release and general usage. As with everything in the Web design and development field, these techniques and standards are in a constant state of flux. The skills you learn by following examples in this book should give you enough familiarity with the concepts so that you can transition into higher-level techniques. There are a lot more books available on CSS than there are on Expression Web, so that should give you an indication of the breadth of knowledge out there on this topic.

Styling Major HTML Elements

In the previous segment, you used cascading style sheets code to style the divisions of an HTML template. Those exercises achieved the goal of getting the page layout arranged, but it also set up the ability to easily style the content that appears within the divisions.

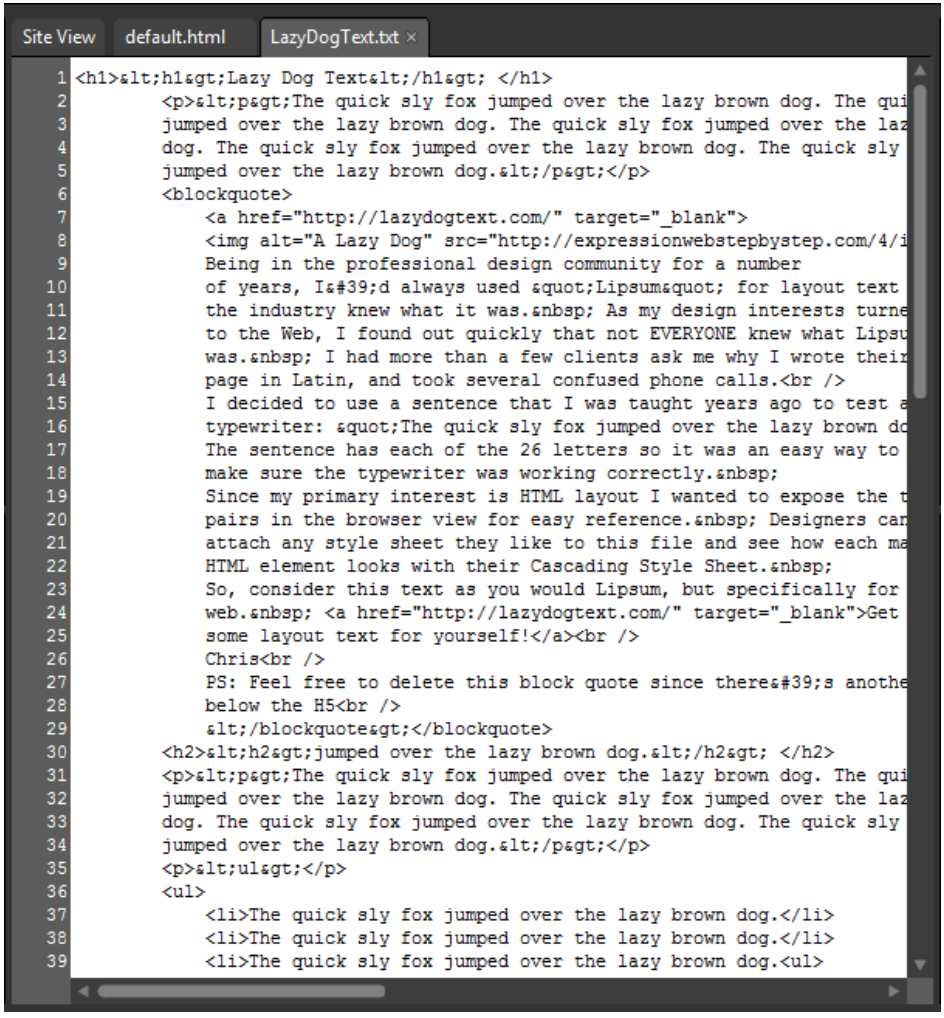
In this section, you will work on styling HTML tags in specific page divisions using cascading style sheets to refine the entire template and the appearance of content that will be included in it.

Using cascading style sheets in this way provides benefits, particularly with a growing site. For instance, all an author has to do is enter text in basic HTML tags, such as heading tags, paragraph tags, and lists. Because the designer set up the cascading style sheets for the template in a well thought out way, the content anyone enters will take on the appearance that the designer intended.

Create CSS styles for HTML markup

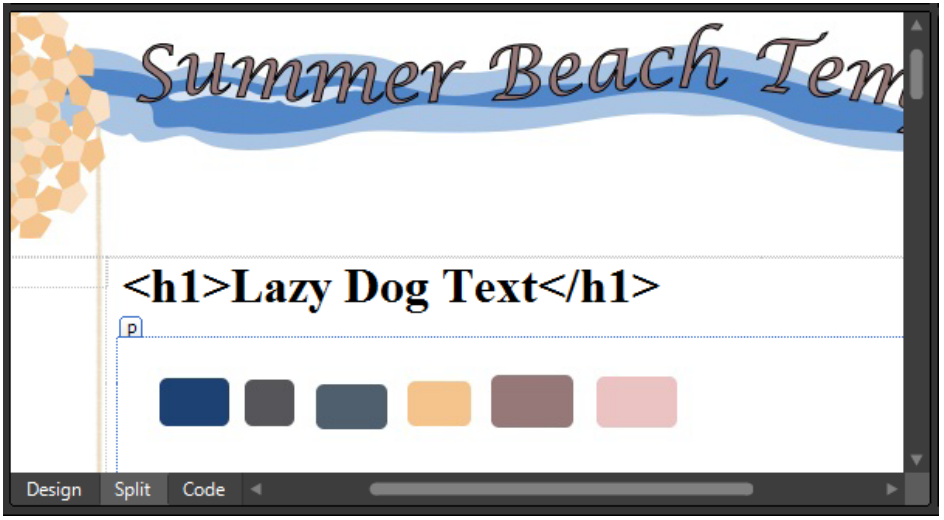
Note Using the Chapter6 site that you created in the previous exercise, open the default.html file if it isn't still open.

1. Click the Folder List tab on the upper left of the workspace that you set to autohide, and then click the thumbtack icon to lock it into place. Click the root folder in the Folder List, click File, click Import, and then select File.
2. In the Add File To Import List dialog box, browse to the Documents\Microsoft Press\Expression Web 4 SBS\Files folder, double-click LazyDogText.txt, and then click OK in the Import dialog box. The file is imported into the root of your site.
3. Double-click LazyDogText.txt in the Folder List panel to open it in the workspace.



Because you've opened a text file, with a .txt extension, Expression Web will open it in Code view. This text file has been designed to expose each of the 26 letters in the alphabet as well as a collection of the HTML tags most often used in Web page content. This file is helpful when designing CSS styles for content areas of a Web page.

4. Set your cursor in the text file and press Ctrl+A on your keyboard to select all the text. Then press Ctrl+C to copy all the code, and close the file.
5. Double-click the word "Content" in the Design pane, inside the content division of the default.html page, and then in the Code pane, right-click the highlighted word and select Paste from the context menu.
6. Scroll the Design pane to the bottom and click the colors.jpg image to select it. Press Ctrl+X on your keyboard to cut it and then scroll back to the top of the Design pane.
7. Set your cursor in the Design pane just after the *<h1>* text, press Enter on your keyboard to create a new paragraph, and then press Ctrl+V to paste the image into the paragraph.



By moving the colors.jpg image to the top of the page, it'll be easier to sample the colors for use in the CSS work that you're about to do. One of the first things you will accomplish is to get the text colored to match the graphics.

8. In the Apply Styles panel, click New Style, and type **body** into the Selector field. Leave the Apply New Style To Document Selection check box unselected, but make sure the Define In field is set to Current Page.

   What you're about to do is style the basic *<body>* tag using cascading style sheets. This is a very global selector, in that any text that isn't specifically styled will take on the properties you're about to set.

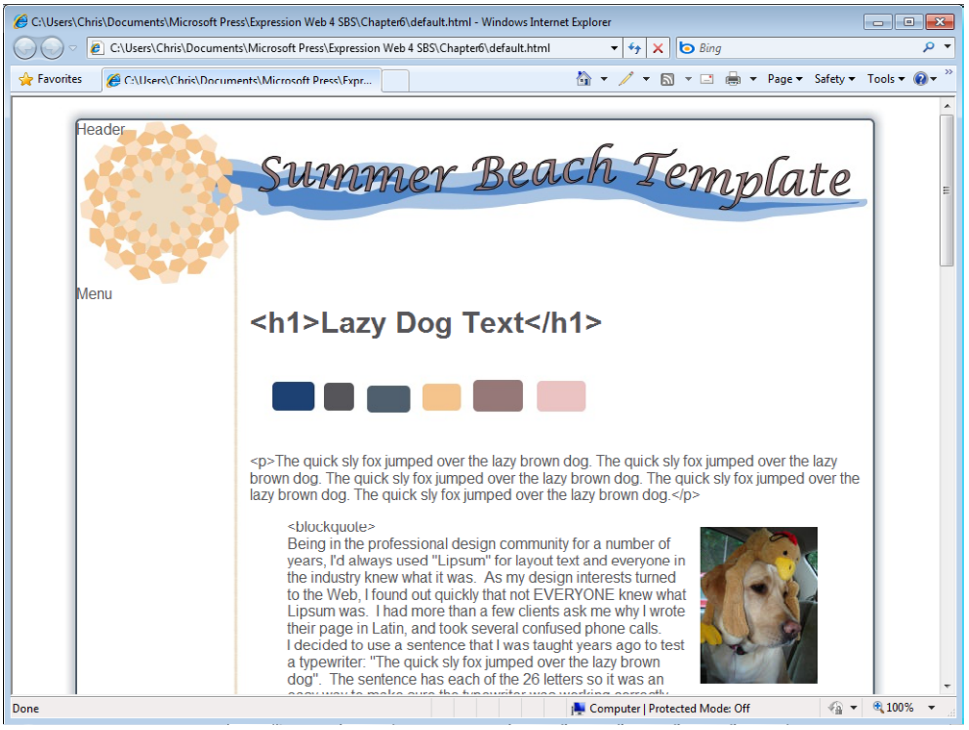
9. In the Font category, click the drop-down arrow beside Font-Family and then select Arial, Helvetica, Sans-Serif. Click the drop-down arrow beside the Color field, and then click More Colors. In the More Colors dialog box, click the Select button, then hold the color dropper over the grey color rectangle in the Design pane of your page, click it to set the color (*Hex={56,55,59}*), and then click OK.

10. Click the Background category and then click the drop-down arrow beside the Background-Color field. Click the white swatch (*#FFFFFF*).

    Although it might not seem like it's important to set the background to white, it actually is. If an element isn't styled, then it's up to the browser to decide how to present it. In this case, it could be very unattractive because the shadow and background of the graphics are white; the illusion would be ruined if the browser substituted a grey background.

11. Click the Box category. Leave the Same For All check boxes selected and enter **0px** in both Margin and Padding fields, and then click OK to set your changes and close the dialog box.

12. Click Save and then click Preview on the Common toolbar to check the page in a browser.



If you look closely at the browser view, you'll notice that there's less room between the header area of the page and the top of the browser viewport. Because there wasn't any specific margin and padding set for the body tag, the browser simply applied a default padding and margin setting. That's why specifically styling an HTML tag's properties gives you a high level of control. When a page has cross-browser differences, it's usually because of an unstyled HTML element that each browser chose to display your page with a different appearance.

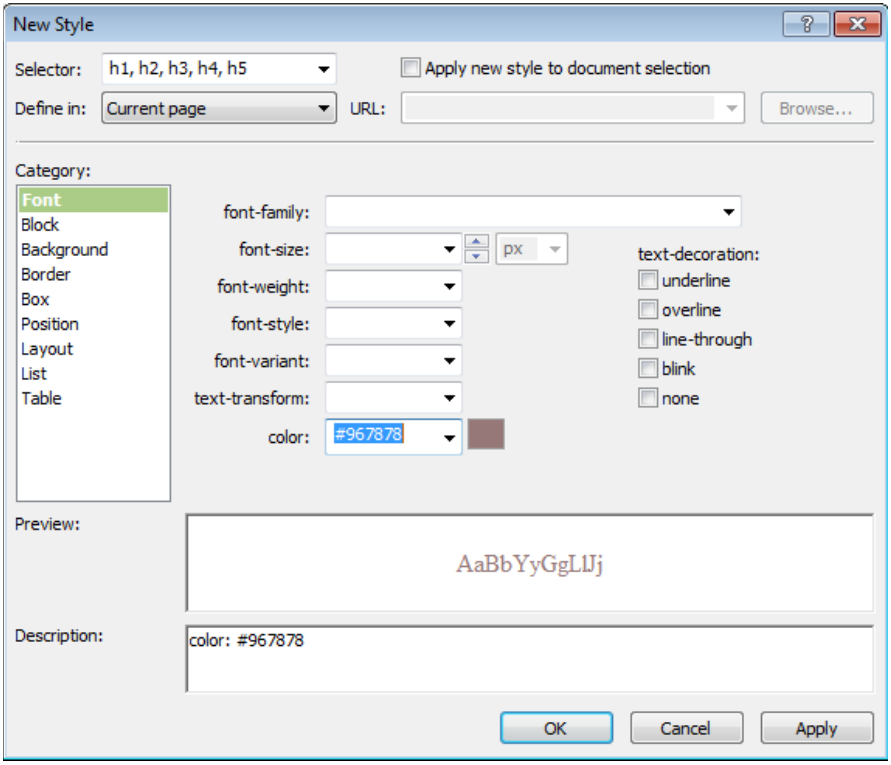
Also notice that all the text now appears in the grey color that you specified. Even though you didn't specifically set the text color for the content division, the parent container of everything on the page is the body tag. So, unless you specify a different font color for one of your divisions, it will appear in grey. By leveraging this inheritance property in CSS, the designer can achieve the maximum visual change with the minimum CSS code.

13. Close the browser and return to Expression Web.

    The next styling alteration you will make is to change the color of all the heading tags. You can do this easily by setting up a global style for all the heading tags and then, if needed, specifically styling the headings within certain page divisions.

14. In the Apply Style panel, click New Style. In the New Style dialog box, enter **h1, h2, h3, h4, h5** into the Selector field. Make sure the Apply New Style To Document Selection check box is not selected, and that the Define In field is set to Current Page.

15. Click the drop-down arrow beside the Color field and then click More Colors. Click the Select button, click the color dropper on the mauve color (*Hex={96,78,78}*) in the colors.jpg image in Design view, and then click OK in the More Colors dialog box.



This is a very simple style change. As you can see in the Description field, the only thing that has been added is a color specification. With this slight modification, every heading in the page will now have this color applied to it.

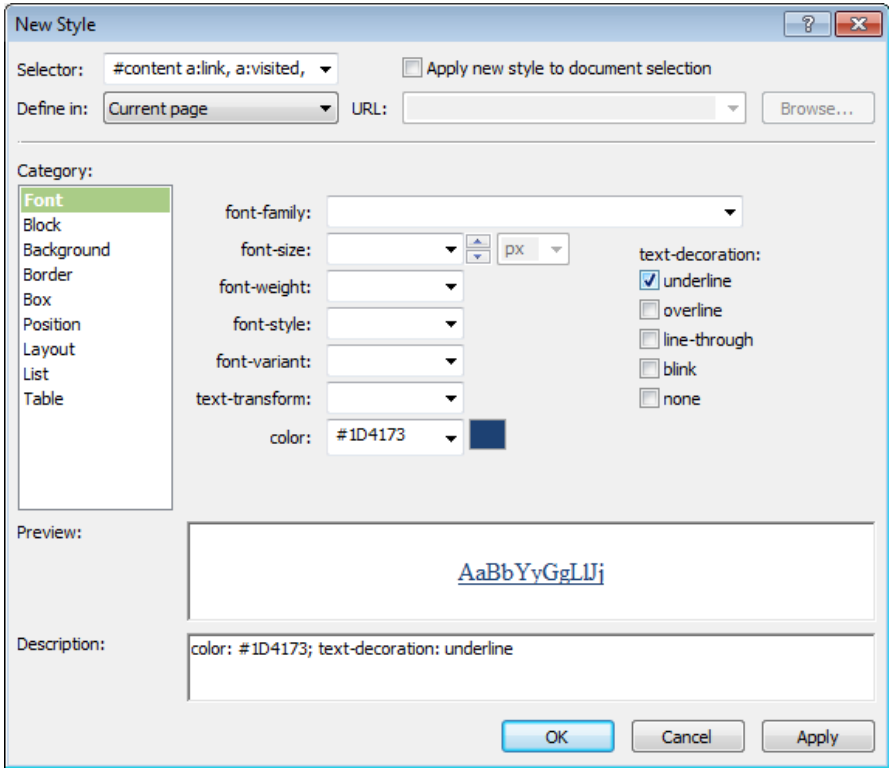
16. Click OK to set your change and close the dialog box.

17. Scroll through the content division in the Design pane of your page. Notice that everything in there is styled except for the links. In the next few steps, you will style those.

18. In the Apply Styles panel, click New Style, and in the Selector field, type **#content a:link, a:visited, a:active**. Make sure that the Apply New Style To Document Selection" check box is not selected, and that the Define In field is set to Current Page.

    In CSS, links are known as Anchor Pseudo-classes. There are four states to a link: default (*a:link*), visited (*a:visited*), active (*a:active*), and hover (*a:hover*). By setting Selector as you did, you've set up all the links which appear in the *#content division* of the page to take on the properties you're about to set. You can also set the style of all links using the *[a]* tag (without the state), which you will see later in this chapter.

19. Click the drop-down arrow beside the Color field and then click More Colors. Click the Select button, click the first blue rectangle in the Design pane view of colors.jpg (Hex={1D,41,73}), and then select the Underline check box, under the text-decoration field.



20. Click OK to set your changes and close the dialog box.

    Take a look at the Design pane of your page. You'll see that both links in this pane are now styled with the color you selected in the previous step. In the next step, you will use CSS to style what the link looks like when it's hovered.

21. In the Apply Styles panel, click New Style, and type **#content a:hover** into the Selector field. Make sure the Apply New Style To Document Selection check box is not selected, and that the Define In field is set to Current Page.

22. Click the drop-down arrow beside the Color field and then click More Colors. Click the Select button and then click the color dropper over the grey-blue (Hex={4F,5F,6E}) rectangle in the Design pane view of colors.jpg. Click OK in the More Colors dialog box.

23. Select the None check box beneath the Text-Decoration field and then click OK to set your changes and close the dialog box.

24. Click Save and then click Preview on the Common toolbar to check your page in a browser.

    Take a few minutes to examine the page and most importantly, the newly styled links in the content area. Make sure that the hover property is working as expected. Styling links is an easy way to provide some interactive feedback to the user. In a content area of a page, you should keep in mind that you don't want to style the link to such an extent that the user doesn't realize that it's a "clickable" link. This isn't a problem in menu areas where the user will assume that your highly styled links are navigation elements.

25. Close the browser window and return to Expression Web.

    In the next steps, you will deal with the header division in the page. The end goal of this work will be to create an *h1* that will be below the site title image, and as a bonus, you will learn a technique to include invisible text. The reason for this is simple: the site title is part of the graphics; therefore, it can't be read by screen readers or search engines. We could never achieve this text appearance with plain text so we've used a graphic. To counter this situation, we will use text that will be invisible to a visitor, yet present for search engines and screen readers.

26. Set your cursor in the header division and select the text "Header". Double-click the <*span*> tag in the Toolbox panel on the right side of the editing window. The word "Header" is replaced by <*span*></*span*>. Set your cursor in this span and type **Summer Beach Template**.

A <*span*> is very similar to a <*div*> with the main difference that a division is a block element by default, and a span is an inline block by default. What that means is you can have a number of spans next to each other horizontally without any modification of the default styles like you have to do with a <*div*>.

27. Click the <*span*> tag on the Quick Tag Selector to select the entire tag and all its contents. Then click New Style on the Apply Styles panel.

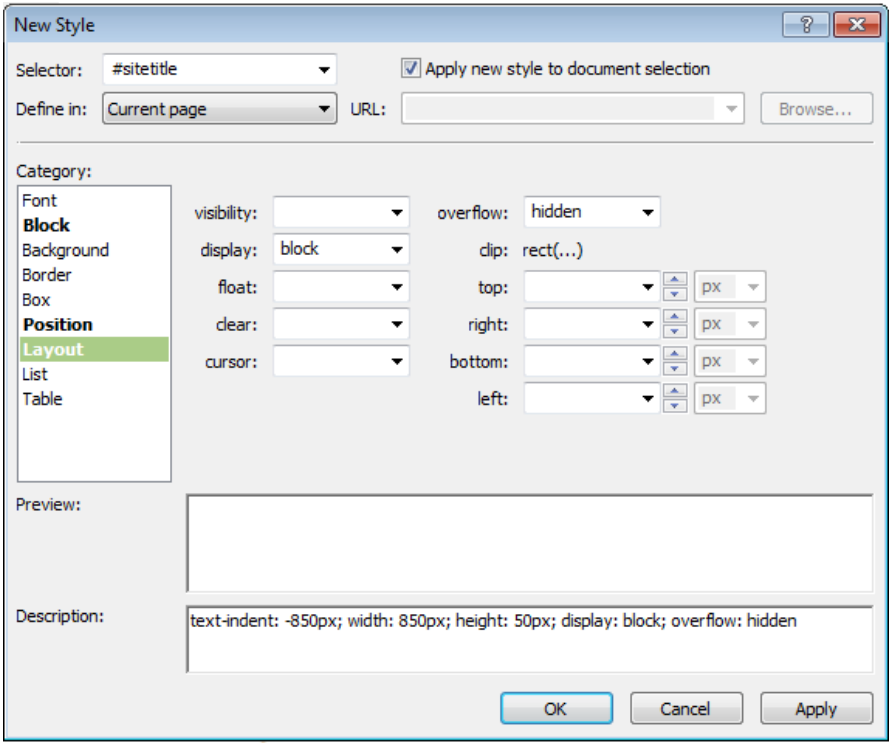
28. Type **#sitetitle** into the Selector field, select the Apply New Style To Document Selection check box, and make sure the Define In field is set to Current Page.

29. Click the Block category and enter **-850px** in the Text-Indent field.

    This causes the text to be negatively indented by 850px.

30. Click the Position category and enter **850px** in the Width field and **50px** in the Height field.

31. Click the Layout category, set the Overflow field to **hidden**, and then set the Display field to **block**.

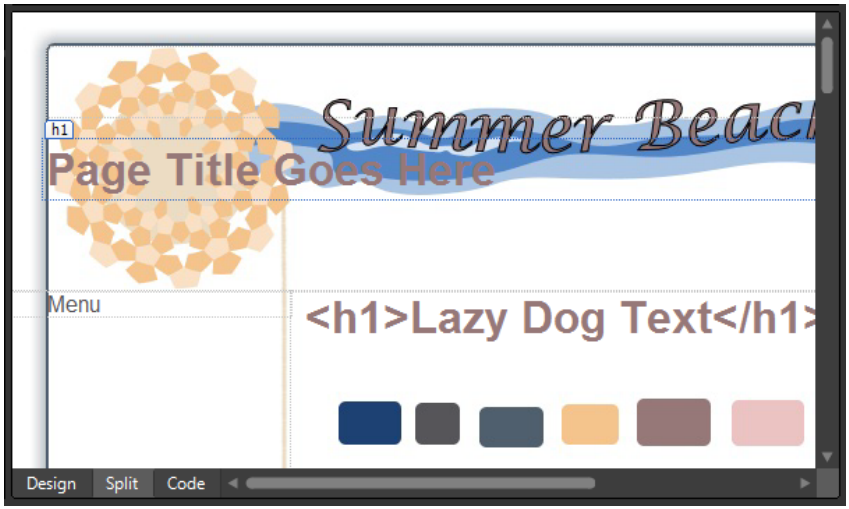


32. Click OK to set your changes and close the dialog box.

    Notice in the Design pane of your page that you clearly have a span, but the text isn't visible. This result could also be accomplished by using the display property of "none" or "hidden," but these techniques can be misinterpreted by search engines and your site could be penalized in search results for it.

33. Set your cursor in the Code pane just after the closing ** tag and type **Page Title Goes Here**.

34. Select this text in the Design pane, click the drop-down arrow on the Styles box of the Common toolbar, and then click Heading 1 *<h1>*.



The first <*h1*> in your page is a key to good search engine results. Having an <*h1*>, page title, and URL all matching the meaning of the page content is virtually unbeatable for search engine positioning. Fortunately, CSS can enable you to make this most important heading look like whatever you need it to in order to fit your overall design.

35. Select New Style in the Apply Styles panel. Enter *#header h1* in the Selector field and make sure that the Define In field is set to Current Page.

36. Click the Box category and enter **0px** in the top padding field. Leave the padding Same For All check box selected.

37. Clear the Same For All check box for the margin field and enter **75px** in the Top field, **0px** in the Right field, **0px** in the Bottom field, and **185px** in the Left field. Click OK to set your changes and close the dialog box.

Those simple margin changes have moved the *<h1>* that appears in the Header division to an appropriate position.

38. In the Design pane, double-click the text "Footer" in the footer division of the page to select it and then type **Top**.

    In the next few steps, you will create a bookmark link to the top of the page, add some text to the footer, and then fine tune the presentation.

39. Select the word "Top" and then right-click it. In the context menu, choose Hyperlink. In the Insert Hyperlink dialog box, type **#header** into the Address field, and then click OK.

    This is a nice little bonus of using CSS IDs on various page elements. You don't need to set up bookmarks and their respective hyperlinks as you would have in the past. Any link to an ID element will behave as a bookmark. So, when you click this link in a browser, the page will automatically reposition to the top.

40. Set your cursor in the Design pane, just after the link you inserted, and then press Shift+Enter on your keyboard to create a line break. Type **Copyright 2010 Summer Beach Template** and then press Shift+Enter on your keyboard again to break to a new line. Type **Terms of Use | Privacy | Contact**.

The footer content is beginning to take shape, but it needs a little work to style it appropriately to match the rest of the template.

41. In the Apply Styles panel, point to *#footer*, click the drop-down arrow on it, and then click Modify Style.

42. In the Modify Styles dialog box, enter **12px** in the Font-Size field, **600** in the Font-Weight field, and **#FFFFFF** (white) in the Color field. Click OK to set your changes and close the dialog box.

43. Click New Style on the Apply Styles panel and type **#footer a** into the Selector field. Make sure that the Apply New Style To Document Selection check box is clear and that the Define In field is set to Current Page.

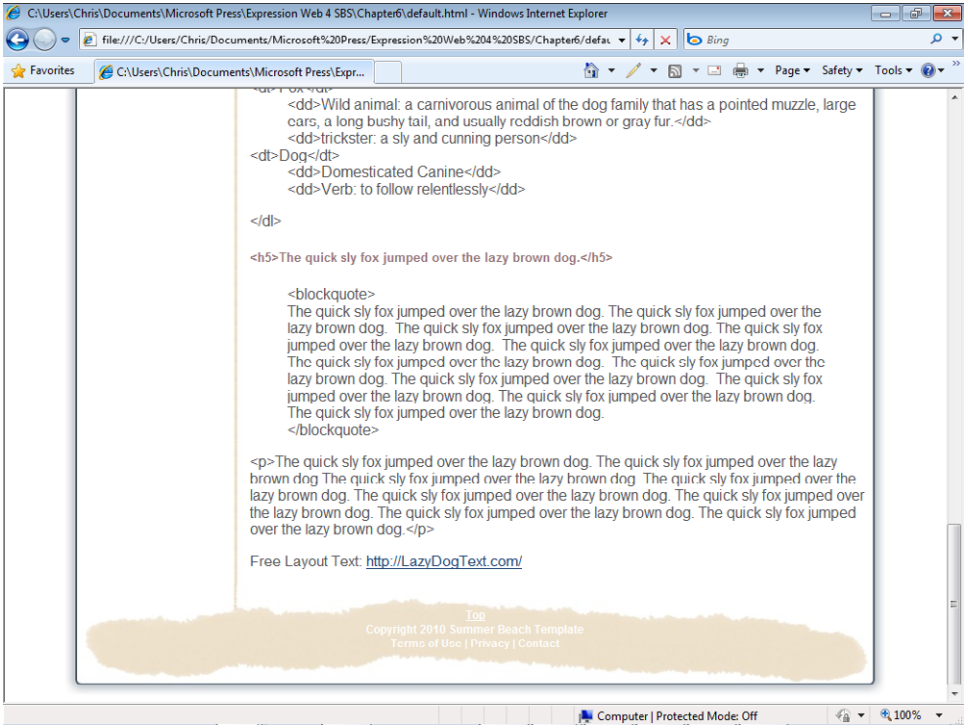
44. Set the color field to #FFFFFF (white) and then click OK to set the change and close the dialog box.

That minor change to the anchor pseudo classes has now matched the current, and any future hyperlinks in the footer, to the rest of the footer text.

45. Scroll the Design pane so that the colors.jpg image is visible, because you'll need to sample the grey color out of it. Click New Style on the Apply Styles panel, and then type **#footer a:hover** into the Selector field. Make sure the Apply New Style To Document Selection check box is not selected, and that the Define In field is set to Current Page.

46 Click the drop-down arrow beside the Color field and then click More Colors. In the More Colors dialog box, click the Select button, and then click the color dropper on the grey color swatch (Hex={56,55,59}) in the colors.jpg image in the Design pane, and then click OK. Click OK in the New Style dialog box to set your changes and close the dialog box.

47. Right-click the Code pane of the page and then in the context menu, choose Reformat HTML. Click Save and then click Preview on the Common toolbar to check your page in a browser. Scroll the page to the bottom and check your footer division and make sure that it appears as expected. Check the hover state of the link you styled and make sure that it does refocus the page to the header division.



Review the visual presentation of your page. Think about what else you might want to do as a designer, such as setting up CSS styles for the <*blockquote*> or other HTML tags, perhaps adding some style to the HTML list elements, and so on. The choices are endless, and you should feel free to experiment as much as you like.

Although you didn't work on the Menu page division, that's only because the site architecture and navigation haven't been established yet. You will complete those tasks in the next section.

This exercise has been fairly significant, whether it's apparent to you or not. You've styled an HTML template based on a custom graphics composition in a very logical and efficient way, and all the while maintained the appearance you wanted without sacrificing semantic value or HTML validity. You were also able to do this significant work with user-friendly New Style and Modify Style dialog boxes as opposed to manually writing CSS code.

Note If you're not continuing directly to the next exercise, you can close the default.html file and then exit Expression Web.

Designing the Site Architecture and Navigation

The folder structure, page organization, and navigation of a site go hand in hand. Besides keeping the site "clean" and logically organized, the designer has an opportunity to improve usability by designing the basic folder structure of the site. By naming the folders intuitively and pertinently to the information their pages contain, they can actually attain higher search engine results and make it easier for people to share links to specific pages or sections of the site.

In this section, you will arrange the structure of the site, create a Dynamic Web Template to ease the creation, deployment, and maintenance, and then add navigation to tie it all together.

Design the folder structure and navigation for a site

Note Using the Chapter6 site that you created earlier, open the default.html file if it isn't still open from the previous exercise.

1. Double-click the word "Menu" inside the menu page division and type **Home**. Click the bullets button on the Common toolbar to change this text to a list item in an unordered list.

An unordered list is ideal for a navigation menu. What is a navigation menu at its most basic other than a list of links? By creating this list, you'll be able to get an understanding of the coming folder structure, plus when the structure is complete, these list items can be converted to links and styled heavily with CSS.

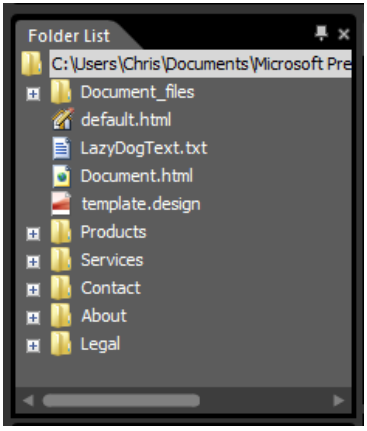
2. Press Enter on your keyboard after each term, and then type the next term so that you create a list containing **Products**, **Services**, **About Us**, and **Contact Us**. Press the Enter key twice more after the last list item to close the list.

3. Click Save on the Common toolbar to save your changes to the page.

Besides being the beginning of your site navigation, this list also gives you some direction as to how you will need to design the folder structure of the site.

4. Click the root folder in the Folder List panel, click the drop-down arrow beside the New Document button, and then click Folder. Type **Products** as the folder name.

5. Repeat the folder creation steps to create four more folders in the root of your site named **Services**, **About**, **Contact**, and **Legal**.



You added the folder "Legal" to the site so that you'd have a place to keep the Terms of Use and Privacy page that you'll link to on the footer.

6. Right-click the Document_files folder in the Folder List panel and then choose Rename from the context menu. Rename the folder to **Images**.

   When you rename a folder in Expression Web, all the references to files within it are automatically updated. Although it's not a necessity to rename this folder, it's always a good practice to keep folders and files named in a way that will mean something to you and anyone who might need to work on the site in the future. As the number of files and folders in a site becomes greater, the value of this practice becomes more and more important.

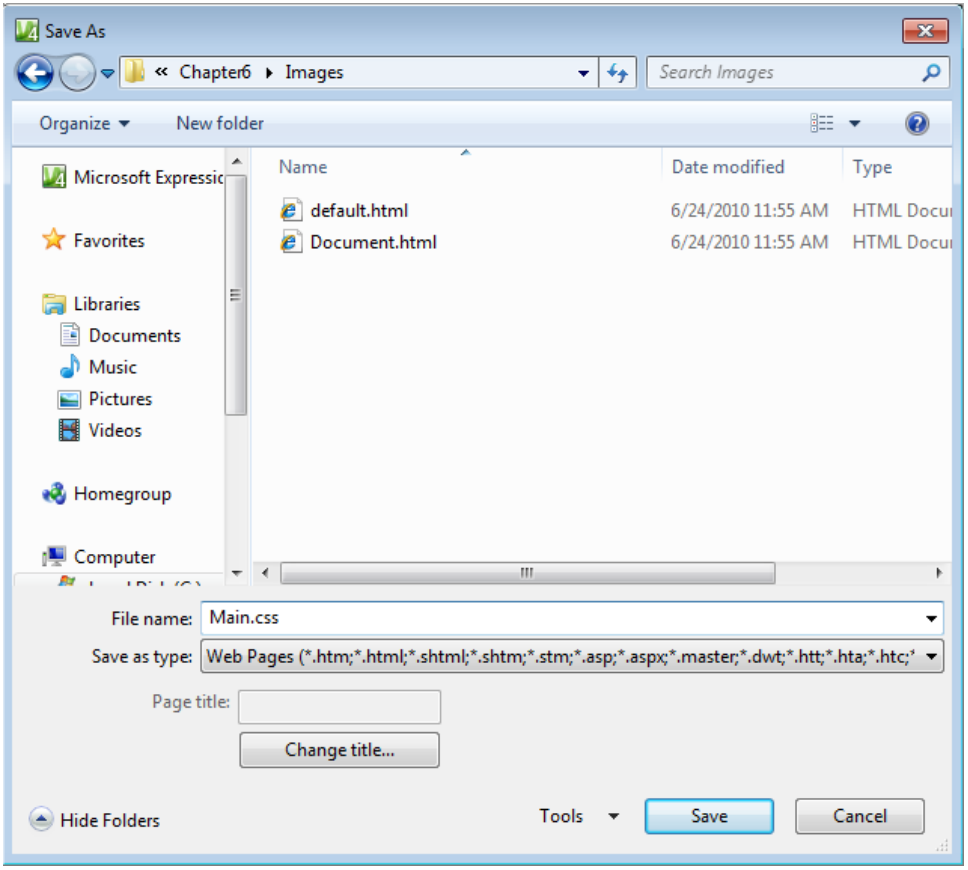
7. In the Folder List pane, press Ctrl while clicking default.html, Document.html, LazyDogText.txt, and template.design to select them all, and then drag them into the Images folder.

   By dragging all the files from the root of the site into the Images folder, you've cleaned up the root folder and you will make the process of building a site within this folder structure much easier. By keeping a clean and orderly folder structure, you will greatly reduce the difficulty of maintaining and modifying a site over the long-term.

Tip Although the folders and files in this demonstration are limited, you won't often find this to be the case in a production site. Click the Site View tab at the top of the editing window to put the site into Folders View, which will make your file and folder tasks much easier.

8. Click the drop-down arrow on the New Document button on the Common toolbar and then click CSS. A new cascading style sheet named Untitled_1.css is created.

9. Click the Save button on the Common toolbar, and in the Save As dialog box, double-click the site's Images folder, and then type **Main.css** in the File Name field.



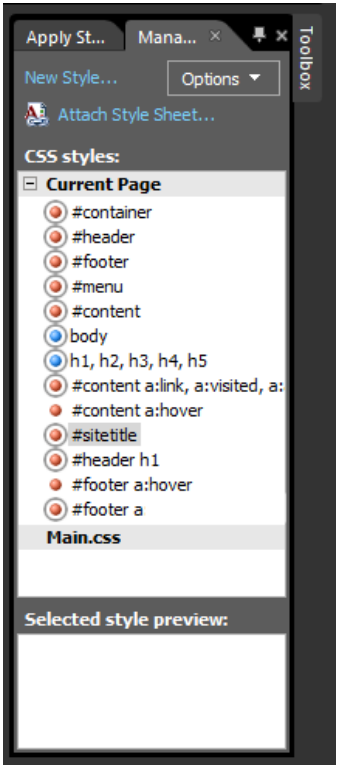
10. Click Save to save the style sheet in the Images folder and close the dialog box.

Tip Saving a style sheet in your site's Images folder makes it much easier to use images in the CSS file. There isn't any folder path that needs to be considered, and keeping the style sheet in the same folder as the images is a good technique to make using images in your CSS easier.

Up to this point, you've been using Expression Web to write the CSS code into the HTML file you've been creating your layout on. This has been the easiest and most efficient way so far, but in the next steps, you will transfer that code to an external style sheet to make the rest of your work easier.

11. Switch to the default.html file that you've been working on. Click Format, select CSS Styles, and then click Attach Style Sheet. In the Attach Style Sheet dialog box, click the browse button. Browse into the site's Images folder, double-click Main.css, and then click OK.

12. To the right of the Apply Styles tab in the Apply Styles panel that you've been using, you will see the Manage Styles tab. Click the Manage Styles tab to activate that panel. Click the thumbtack icon on the Toolbox panel to autohide it, because it's not necessary at this time and it'll give you more space for the Manage Styles panel.

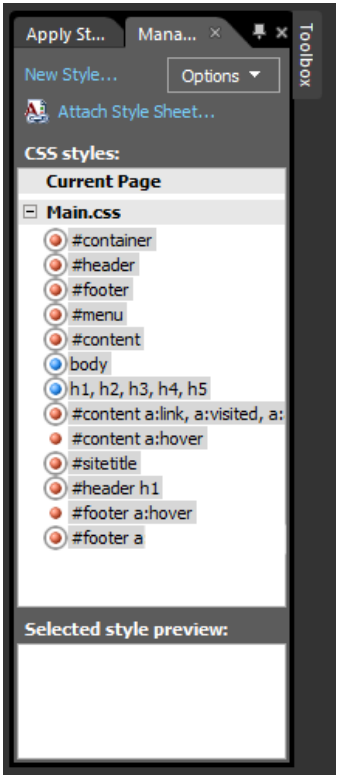


You will use this tab to easily drag the styles from the default.html file into the newly created and linked external CSS file.

13. Click the first style entry beneath the Current Page heading in the Manage Styles panel and then press Shift while clicking the last entry to select all the entries at once.

For this screen shot image, the *#container* is *#footer a:link, a:visited, a:active*.

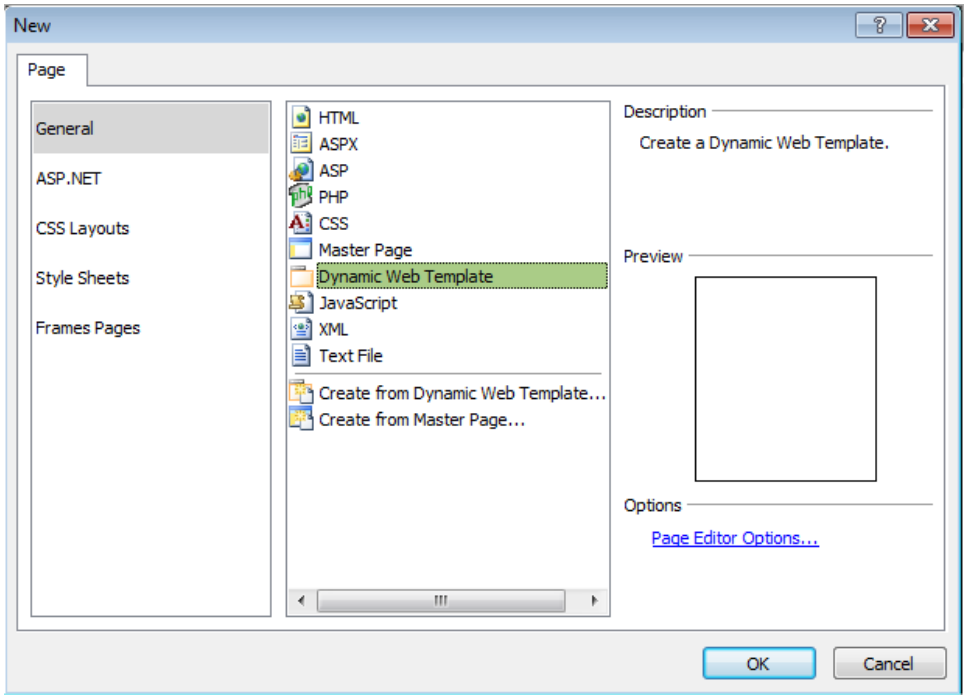
14. Drag the selected style entries onto the Main.css heading below them and release them there.



All the styles you created are moved from the original location within the page to the external style sheet.

15. From the File menu, select Save All.

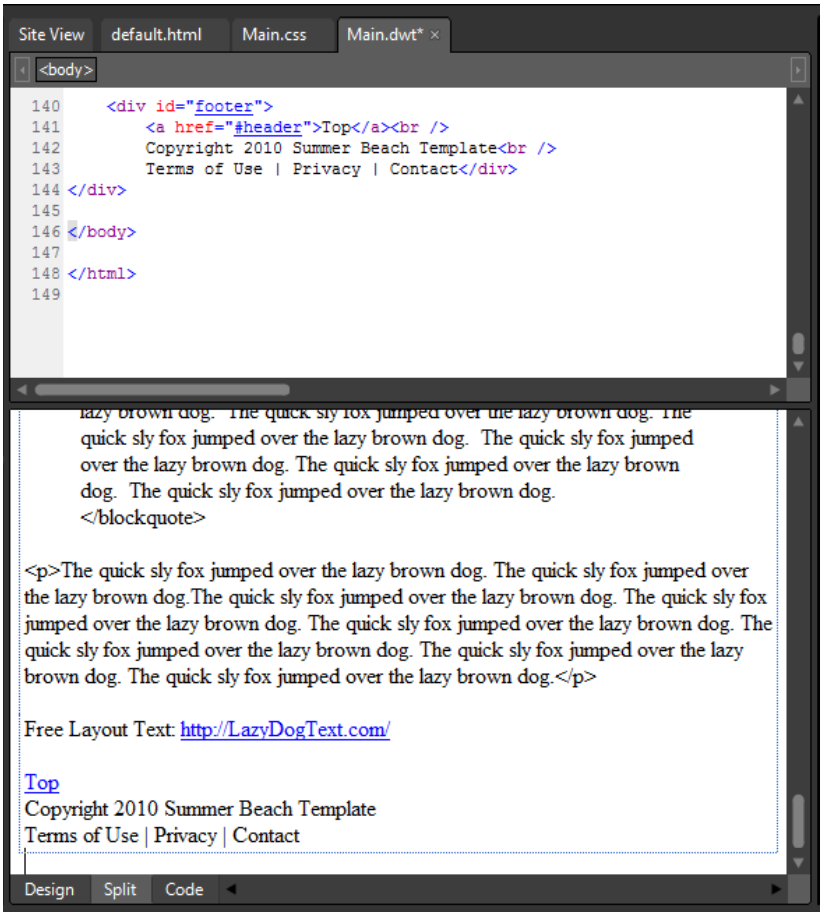
16. Click the drop-down arrow on the New Document button and then click Page. In the New dialog box, in the General category, click Dynamic Web Template.



17. Click OK. A new Dynamic Web Template named Untitled_1.dwt is created. Click the Save button on the Common toolbar, and in the Save As dialog box, navigate to the site's Images folder, type **Main.dwt** in the File Name field, and then click Save.

18. Click the default.html tab at the top of the editing window and set your cursor in the Design pane of the page. Click the drop-down arrow on the <*body*> tag button on the Quick Tag Selector, and then click Select Tag Contents. Right-click the selected code in the Code pane, and in the context menu, choose Copy.

19. Click the Main.dwt tab at the top of the editing window to make that page the active document. Set your cursor in the Design pane of the page, click the drop-down arrow on the <*body*> button on the Quick Tag Selector, and then click Select Tag Contents. Right-click the selected code in the Code pane, and in the context menu, choose Paste.

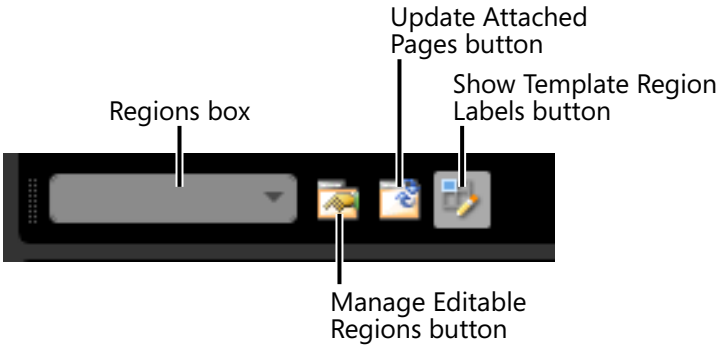


All the divisions you worked on in the default.html page have now been transferred in one easy move to your new DWT. It won't look like the template you have worked on though, because the style sheet isn't attached yet. You'll take care of that in the next step.

20. Click Format, select CSS Styles, and then click Attach Style Sheet. Click Browse in the Attach Style Sheet dialog box, browse into the site's Images folder, double-click Main.css, and then click OK in the Attach Style Sheet dialog box.

As soon as the Main.css style sheet is attached, your Dynamic Web Template will look identical to the HTML file you've been working with.

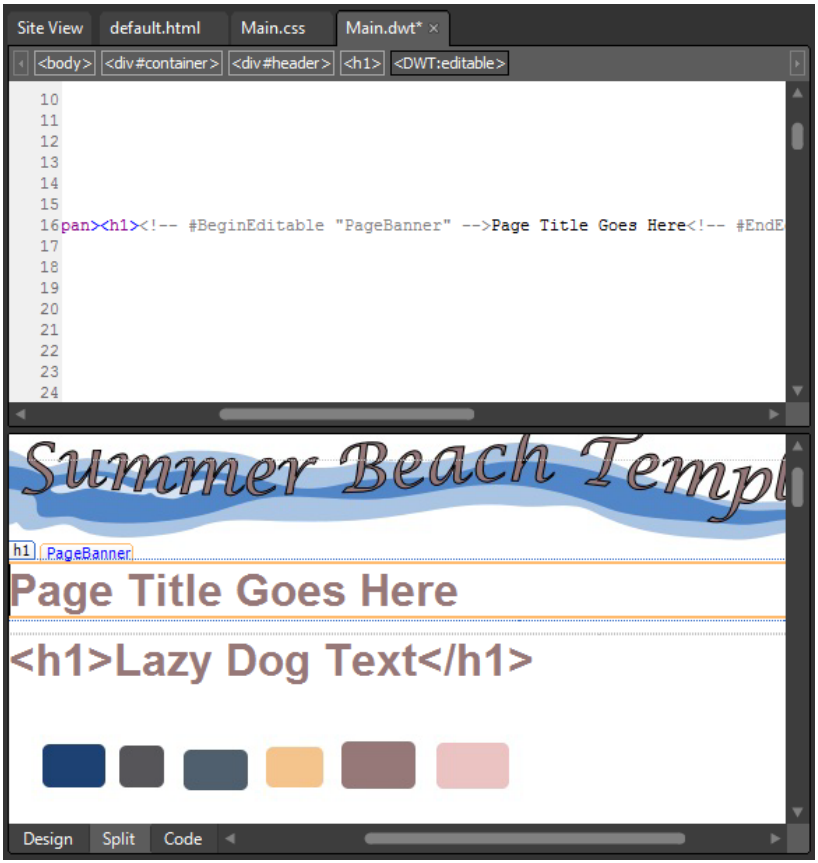
21. Click Save on the Common toolbar. Click View, select Toolbars, and then click Dynamic Web Template. The DWT toolbar appears at the top of your workspace.



The Dynamic Web Template toolbar is fairly small, but it makes working with setting up editable regions easier because every major operation is represented by a button, as opposed to selections several levels into the Format menu. In the next few steps, you will set up two Editable Regions in the Dynamic Web Template.

22. Set your cursor in the Design pane of the first *h1* that reads Page Title Goes Here. On the Quick Tag Selector, click the drop-down arrow on the <*h1*> tag, and then click Select Tag Contents.

23. Click the Manage Editable Regions button on the Dynamic Web Template toolbar. In the Editable Regions dialog box, type **PageBanner** in the Region Name field, click Add, and then click Close.



Notice what has occurred in the page. Instead of putting the *<h1>* tag and its contents inside the Editable Region, you have the *<h1>* tags outside of the Editable Region, and the region is inside the tag pair. This will prevent a user from using a tag other than the *<h1>* in this semantically critical page area.

24. Set your cursor in the content area of the page. Click the drop-down arrow on the *<div#content>* button on the Quick Tag Selector, and then click Select Tag Contents.

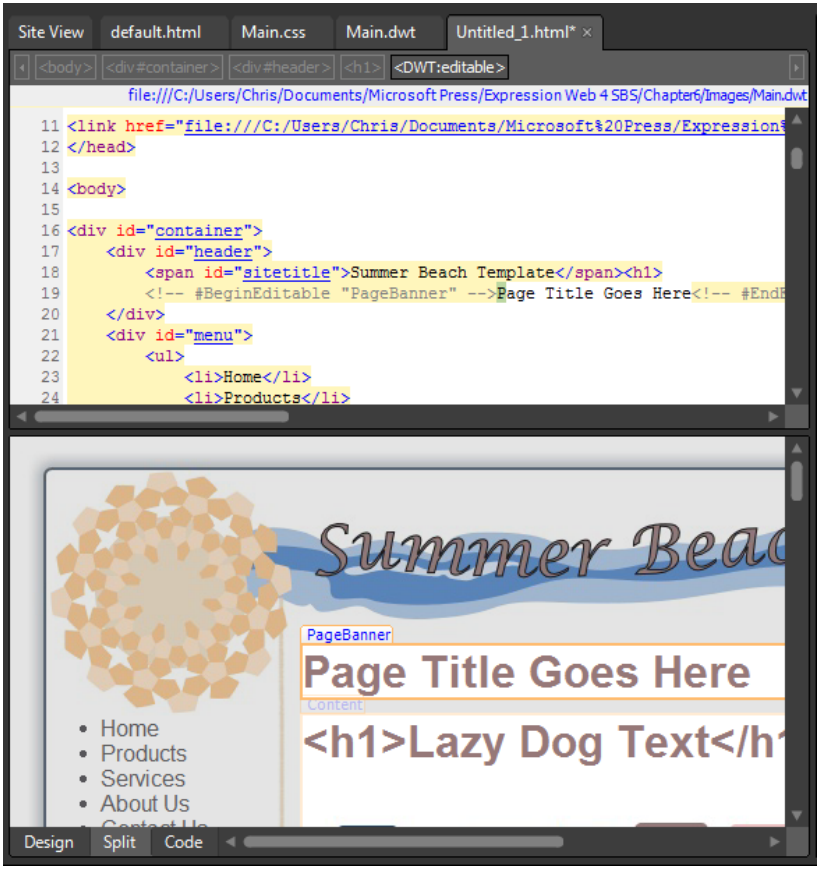
25. Click the Manage Editable Regions button on the Dynamic Web Template toolbar. In the Manage Editable Regions dialog box, type **Content** in the Region Name field, click Add, and then click Close.

    Similarly to how you added the Editable Region inside the *<h1>* tag in the previous step, this editable region is inside the content *div* tag. By setting up the Editable Region this way, it will prevent a user from inadvertently deleting or changing the content division's tag in any way. Although you may be the only designer to ever work on a site you build, using practices such as this will go a long way in keeping the site uniform and durable in any editing situation.

26. Right-click the Code pane, and from the context menu, choose Select All. Right-click the Code pane again and choose Reformat HTML from the context menu. Click Save on the Common toolbar.

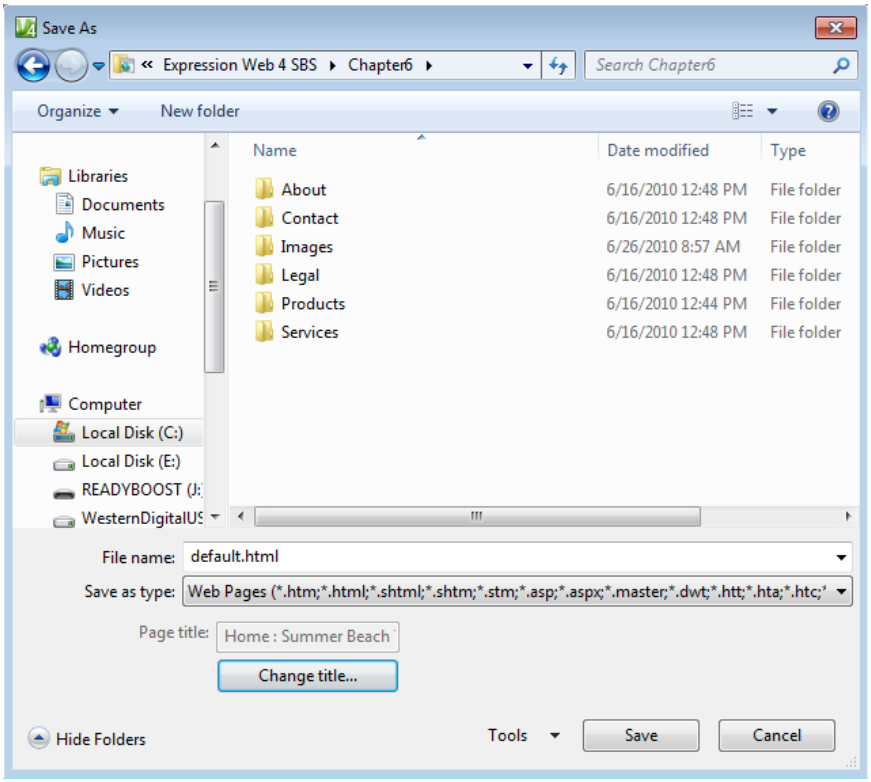
Tip You are about to begin adding pages to the site based on this DWT. If you want to add custom Meta tags to the <head> section's Editable Region, you will achieve easier and more consistent results if you do so now, as opposed to after the pages are created based on the Dynamic Web Template.

27. From the File menu, point to New, and then click Create From Dynamic Web Template. In the Attach Dynamic Web Template dialog box, double-click Main.dwt in the site's Images folder, and then click Close on the file update alert.



A new file based on the Dynamic Web Template, named Untitled_1.html is created in your workspace.

28. Click the Save button on the Common toolbar. In the Save As dialog box, navigate up one level to the root of your site. Make sure that the File Name field reads default.html and then click the Change Title button. In the Set Page Title dialog box, change Summer Beach Template to Home: Summer Beach Template, and then click OK.



Obviously, if you were building a production site, Summer Beach Template would be the name of the site or text relative to the particular site you were building.

29. Click Save in the Save As dialog box to save your new site's new home page as default.html in the root folder.

30. Right-click default.html in the root of the Folder List panel and then, in the Context menu, choose Copy.

31. You now have a copy of your default.html page on your Clipboard. Next, you will make it the default file for each of the folders in the root of your site.

32. Right-click the About folder in the Folder List panel and then, from the context menu, select Paste. Repeat this process for each of the remaining folders: Contact, Legal, Products, and Services. The Images folder already has a default file in it, so you can skip that one.

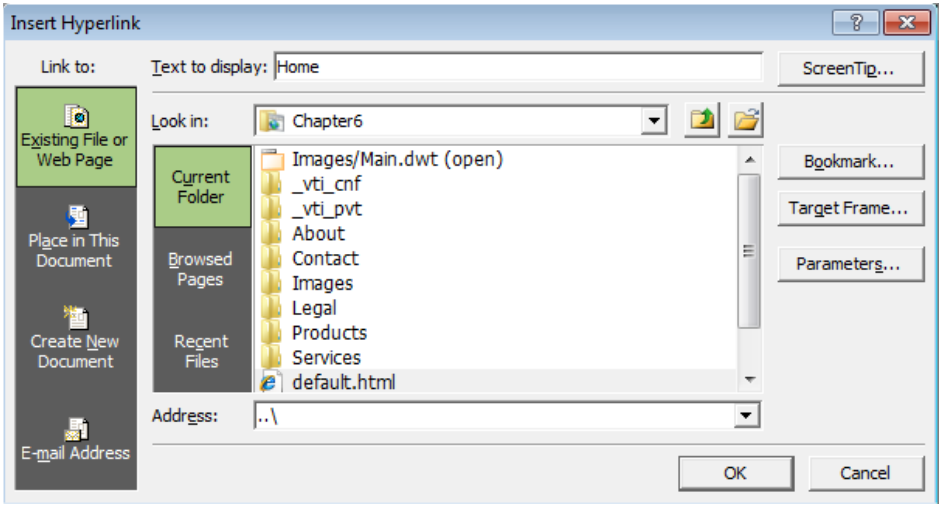
Tip Click a folder in the Folder List panel and then press Ctrl+V on your keyboard to quickly paste a file into it. It's much faster than using the context menu.

You now have a default file in each of your site's folders and you're just a few steps away from having a working navigable site.

33. Using the page tabs above the Quick Tag Selector, close all the open pages except for the Main.dwt file.

Tip You've closed all the open pages except for the DWT because you're about to set up the navigation for the site. These updates automatically occur in closed pages, but open pages would need to be saved manually.

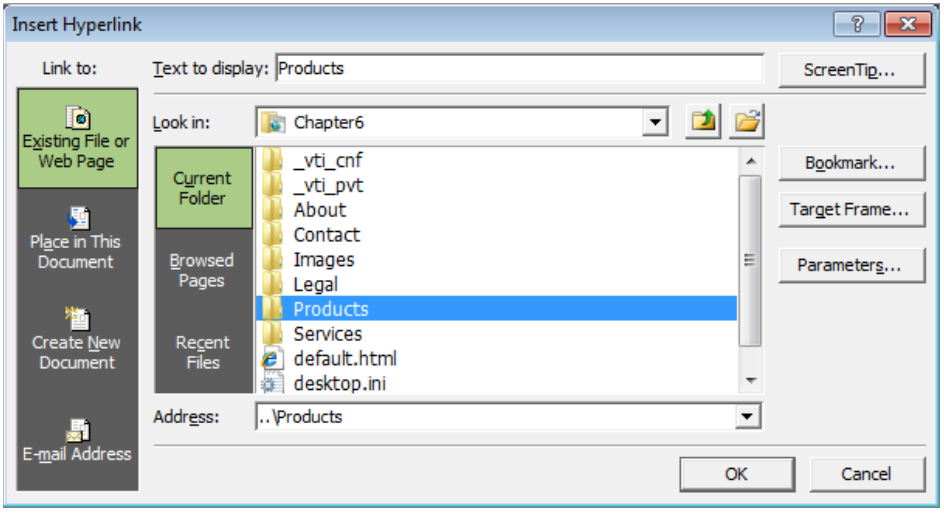
34. In the Menu division of your page, double-click the list item text "Home" to select it. Right-click the selected text, and choose Hyperlink from the context menu. In the Insert Hyperlink dialog box, click the default.html file in the site's root. The Address field will be populated with "..*default.html*." Backspace through the page name, erasing characters until the Address field contains only the two periods and the backslash (**..**).



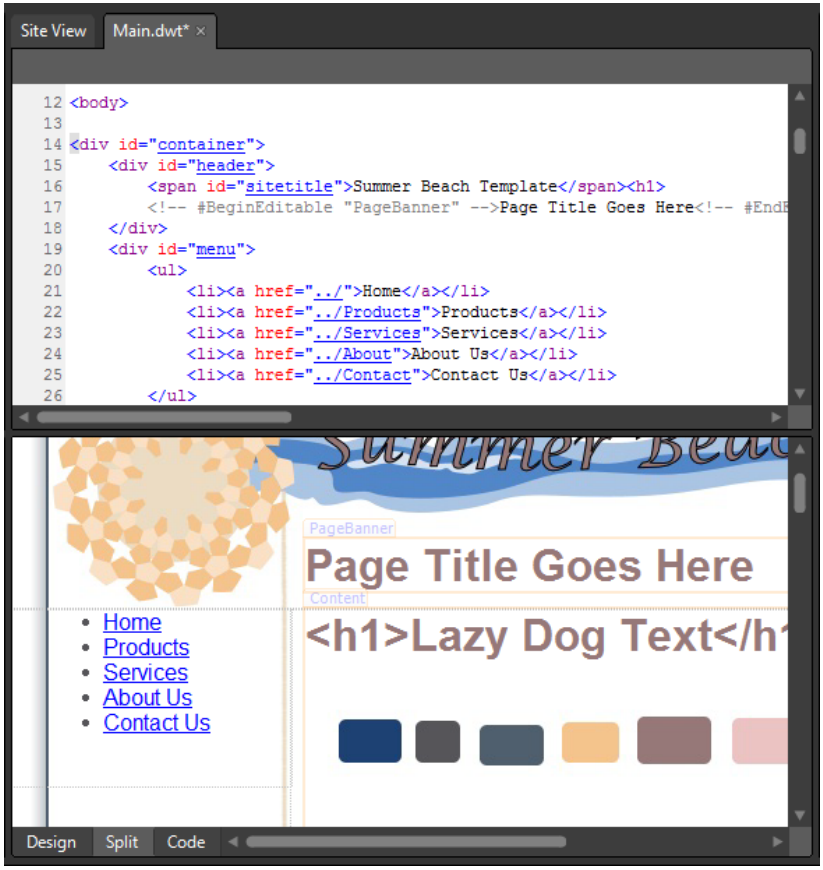
For the navigation in this site, you won't use any page names or extensions. Instead, you will use folder path navigation. It results in cleaner addresses in visitor's address bars, and if you decide to change the default document, you can easily switch that in a folder without having to change the navigation at all. For instance, if you decide to use a dynamic page such as a PHP or ASP.NET page, you can easily put a default.php or default.aspx file in a folder, delete or rename the default.html file, and therefore upgrade the page without changing the site navigation. Search engine placement and visitor's bookmarks stand a much better chance of remaining correct using this method.

35. Click OK on the Insert Hyperlink dialog box to set the link.

36. Double-click Products to select the list item text. Right-click the selected text and then select Hyperlink in the context menu. Click the site's Products folder to select it. The Address field will be populated with "..\Products," rather than "..\Products\default.html."



37. Continue hyperlinking the remaining list items (Services, About Us, and Contact Us) to their respective folders.



Although the navigation at this point clearly needs some adjustment for its visual appearance, take a look in the Code pane representation. It's clean and simple, and what is a navigation bar really other than a list of links? This navigation will be easy to understand for search engines, screen readers, and conventional visitors alike.

38. Click New Style in the Manage Styles panel. In the New Style dialog box, type **#menu ul** into the Selector field. Set the Define In field to **Existing Style Sheet**, click the Browse button beside the URL field, and in the Select Style Sheet dialog box, double-click the Main.css file in the site's Images folder.

39. Click the Box category and set both the Padding and Margin fields to **0px**, leaving the Same For All check box selected.

40. Click the List category and set the List-Style-Type field to **none**. Click OK to set the style and close the dialog box.

You've set these specifications to remove the "bullets" from the list items in your menu and remove any inherent padding and margin that the list could be given by browsers.

41. Click New Style on the Manage Styles panel. In the New Style dialog box, type **#menu li a** into the Selector field. Make sure that the "Define In" field is set to **Existing Style Sheet** and the URL field shows **Main.css**.
42. Set the Font-Weight field to **bolder**, click the drop-down beside the Color field, and then click More Colors. In the More Colors dialog box, click the Select button, and then click the pink color rectangle in the Design view of the colors.jpg image. Beneath the Text-Decoration field, select the check box beside none, to remove the link's inherent underline.
43. Click the Block category and set the Text-Align field to **center**.
44. Click the Background category and set the Background-Color field to **#FFFFFF** (white).
45. Click the Border category. Leaving the Same For All check boxes selected, set the Border-Style to **solid**, the Border-Width to **2px,** and the Border-Color to **#EBC3C2** (the same as the font color).
46. Click the Box category. Leaving the Same For All check boxes selected, enter **2px** for the padding and **10px** for the margin.
47. Click the Position category and enter **140px** in the Width field.
48. Click the Layout category and set the Display field to **block**.

    You're setting the Display field to block because it will make the links act more like buttons where the user doesn't need to click the text, but can click anywhere on the list item.
49. Click OK to close the dialog box and set your style changes.

Your links look a lot more like buttons now. There's just the matter of assigning a different color to them for their hover state so that the user will get a little visual feedback when they mouse-over them.

50. Click New Style on the Manage Styles panel and type **#menu li a:hover** into the Selector field. Make sure the Define In field is set to **Existing Style Sheet** and the URL field shows **Main.css**.

51. Click the drop-down arrow beside the Color field in the Font category and then click More Colors. Click the Select button in the More Colors dialog box, and then click the mauve color rectangle in the Design view rendering of colors.jpg.

52. Click the Border category and, leaving the Same For All check boxes selected, enter **solid** in the Border-Style field, **2px** in the Border-Width field, and **#967878** (the same color as the font) in the Border-Color field. Click OK to set the styles and close the dialog box.

53. Scroll the Design pane down to the footer of the page and select the words "Terms of Use." Right-click the selected words and then, from the context menu, choose Hyperlink. Click the Legal folder and then click OK.

54. Select the word Privacy and right-click the selection. Select Hyperlink from the context menu, click the Legal folder, and then click OK.

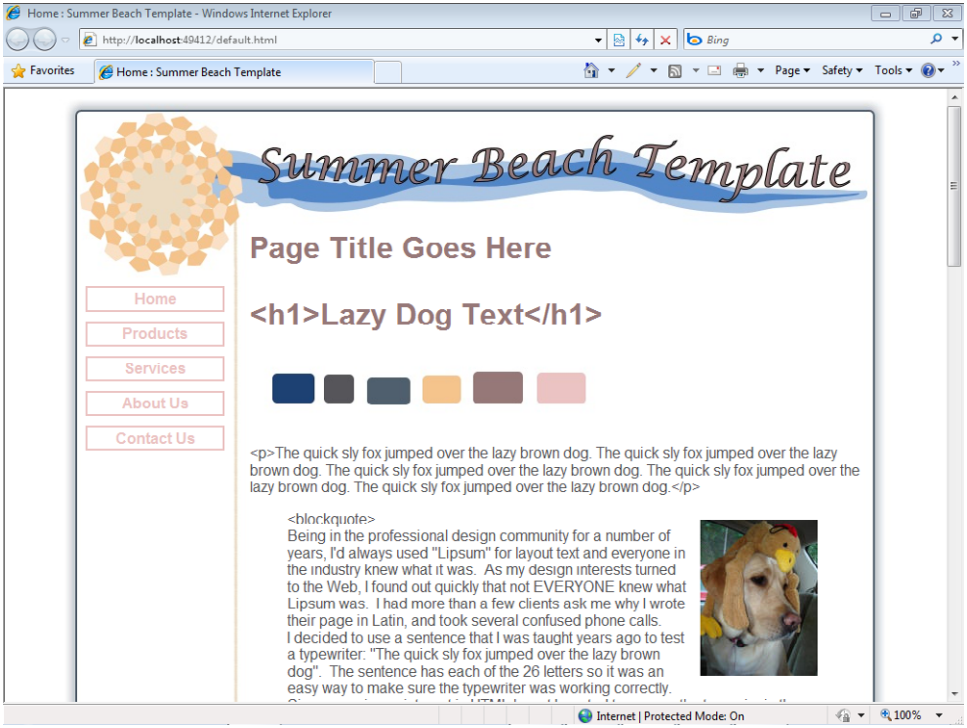
55. Select the word "Contact" and right-click. From the context menu, click Hyperlink, click the Contact folder, and then click OK.

56. Click Save on the Common toolbar. In the Save Embedded Files dialog box, click OK to let the Main.css file overwrite and save. Click Yes on the file update alert to allow Expression Web to update all the files attached to the Dynamic Web Template you're working on, and then click Close on the confirmation alert.

57. Choose Site Settings from the Site menu, and then click the Preview tab in the Site Settings dialog box. Select the For All Web Pages option beneath the Use Microsoft Expression Development Server label, and then click OK to set your change and close the dialog box.

    Because this site is using folder paths for the navigation, you will need the Expression Development Server to preview the pages. If the Development Server wasn't used, the default behavior would be for your folder-based links to open in Windows Explorer and show you the folder contents. It takes a server to know what the default document of a folder is.

58. Click default.html in the Folder List panel and then click the Preview button on the Common toolbar to open the page in a browser.



59. Try all the links in your navigation structure, both in the menu division and footer division of the pages, to make sure they behave as expected, then close the open browser and return to Expression Web.

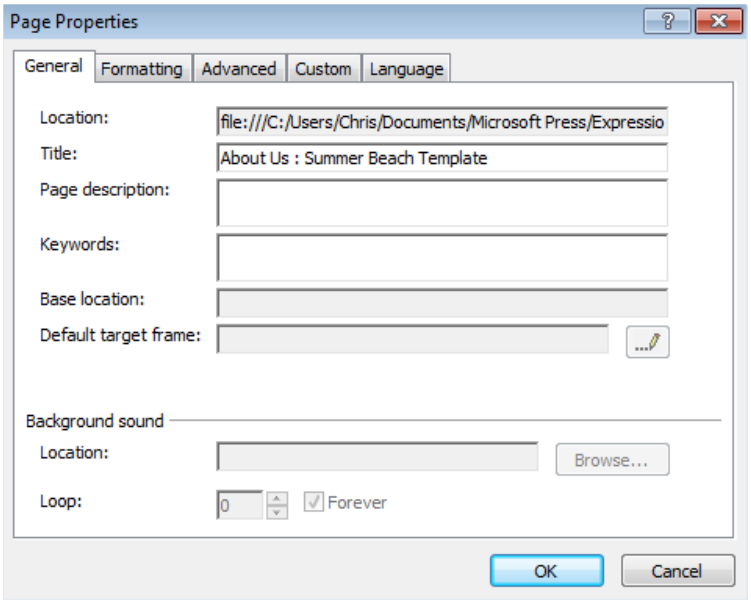
As you were clicking around in the browser, you probably noticed that all the pages were virtually identical. The identical nature of them may even have made you think the pages weren't changing, but keep an eye on the address bar and you will see that they are, in fact, changing. Although this section isn't about writing content for pages, we will wrap it up by making each of the pages unique by adding their page title and the page banner *<h1>* element.

60. Double-click default.html in the Folder List panel to open it for editing. Change the text "Page Title Goes Here" to **Our Home Page**.

By having the page title, which you added when you first created the page, the first *<h1>* element on the page, and the URL in the address bar all relate to each other, the search engine placement of the page will be much greater than if these steps weren't taken.

61. Expand the About folder in the Folder List panel and then double-click its default.html file. Change the "Page Title Goes Here" text to **About Us**.

62. Right-click the Design pane of the page, and from the context menu, choose Page Properties. On the General tab, change the title from Home: Summer Beach Template to **About Us: Summer Beach Template**.



The Page Properties dialog box also provides a convenient place to enter a page description and keywords. If you fill in these fields, you will see these meta tags written into the <*head*> section of your page. Currently, keywords aren't relied on by search engines, but a page description tag will appear in search engine results pages.

63. Type **This is the About Us page of the Summer Beach Template site**, into the Page description field, and then click OK to set your changes and close the dialog box.

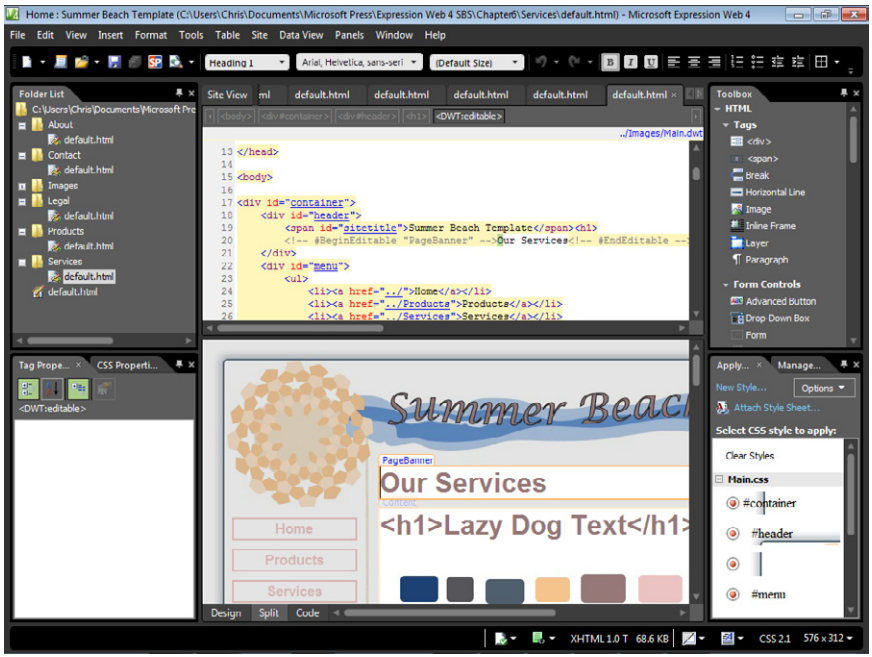
64. Expand the Contact folder in the Folder List panel and then double-click the default.html file to open it for editing. Change the "Page Title Goes Here" text to **Contact Us**. Right-click the Design pane and from the context menu, select Page Properties. Enter a page title of **Contact Us: Summer Beach Template**, insert a Page description in the appropriate field, and then click OK.

65. Continue changing the default <*h1*> text, Title, and Page descriptions in each of the remaining pages: Legal/default.html, Products/default.html, and Services/default.html.

Tip If you open a page and it doesn't match the other pages, it is most likely a rendering issue in Expression Web. Press F5 on your keyboard or select Refresh from the View menu before trying to remedy such an issue by other means.

66. Click File, and then click Save All to save all the page changes you've made while entering heading text, titles, and descriptions.

67. From the Panels menu, click Reset Workspace Layout, to return all your panels to their original state, and then click View, select Toolbars, and then click Dynamic Web Template to close that toolbar.



Although there would still be the significant outstanding work of creating and tuning content for the pages of this site, what you have at this point is a multiple page, custom designed, and fully navigational site. The techniques that you've learned and employed in this section can serve as the basis of how you lay out the folder architecture and navigation of sites you build in the future. By using the Dynamic Web Template and cascading style sheets, this site will be easy to expand, manage, and maintain.

Note If you're not continuing directly to the next exercise, you can close all the open pages (select Close All Pages from the Window menu) and then exit Expression Web.

Styling for Alternative Media

One of the really great things about cascading style sheets is the separation of content and presentation. More than just a "buzz phrase," this section will show you exactly what that means in a tangible way. You will create a style sheet specifically for print and attach it to your master page using the media attribute in the style sheet link. This is interesting because you don't have to change a single line of HTML on your Dynamic Web Template or any of

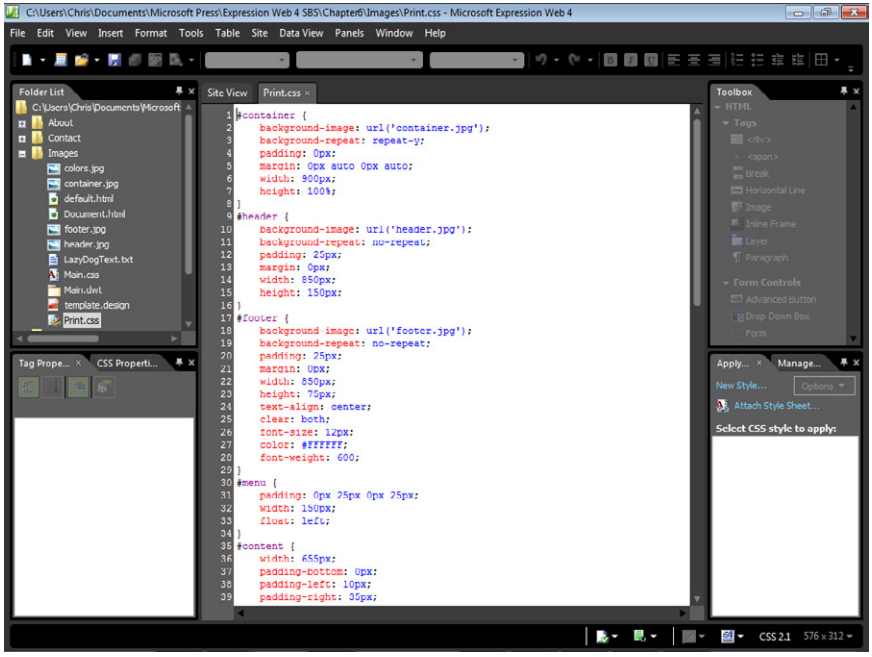
the pages that it's attached to. You also don't need to make additional pages specifically for printing, nor do you need to do any kind of server-side programming. All you will have to do is link the print style sheet to the DWT.

By employing this method, you will be able to make your Web pages print completely differently than they appear on screen. Although it's a simple technique, it's an underused feature. Many sites that could benefit from a clean print layout don't even make an attempt. So if you employ this technique for your own and/or your client's sites, you will be providing the visitors with a benefit that most sites simply overlook.

Create a cascading style sheet for the print version of your pages

Note Using the Chapter6 site that you created earlier, open the Main.dwt file in the Images folder if it isn't still open from the previous exercise.

1. In the Folder List panel, expand the Images folder and then right-click Main.css. Choose Copy from the context menu, then right-click again, and select Paste from the context menu. A copy of this file named "Main_copy(1).css" is pasted into the Images folder.
2. Right-click the newly created copy and choose Rename from the context menu. Rename the file to **Print.css**, and then double-click the file to open it in the editing window.



The next few steps will give you an opportunity to edit a style sheet directly. Until this point, you've relied on the Style dialog box in Expression Web. Although you could use the Style dialog box here, it will be much more efficient to just directly edit this style sheet. You'll be removing much more than you'll be adding so it's not going to take very long.

3. Starting with the *#container* ID, remove all specifications except for *height: 100%*, and change the width from 900px to **100%**.
4. Remove all specifications from the *#header* ID and enter **width: 100%.**

Tip Notice that as you begin typing in a style block, options begin to pop up over your workspace. This is Intellisense for CSS. As you learn how to manually write CSS, this tool will become very helpful.

5. Edit the *#footer* ID to remove all specifications except:

```
width: 100%;
text-align: center;
clear: both;
font-size: smaller;
color: #000000;
```

6. Remove all specifications from the *#menu* ID and give it the style **display:none;.**

   The reason for *display:none;* on the menu division is simple: what good is a navigation menu when a Web page is printed?

7. Change the *#content* ID to:

```
width: 100%;
text-align: left;
```

8. Change the body selector to:

```
font-family: "Times New Roman," Times, serif;
font-size: medium;
color: #000000;
```

In print, the serif fonts are more readable than the sans-serif fonts commonly used on screen.

9. Change the h1, h2, h3, h4, h5 selector to **color: #000000;**.

10. Change the #content a:link, a:visited, a:active selector to **#content a** and give it the following styles:

```
color: #000000;
text-decoration: none;
```

Because readers won't be able to click the link, there's really no reason to underline it.

11. Completely remove the *#content a:hover* selector and its specifications, because there's no hover event in printed pages.

12. Edit the *#sitetitle* selector so it has the following styles:

```
width: 100%;
display: block;
font-size: large;
```

This is an interesting point. The original styling of this division contained the site title but not shown on screen because there was a stylized title in the graphics of the site. Because the user won't be printing the background images, we can just style this title to print.

13. Remove the selectors *#header h1* and *#footer a:hover* along with their specifications. They won't be needed so you can just remove them from the style sheet.

14. Edit *#footer a* so it contains only **display: none;**.

There's no need to give footer links to visitors that have printed the page, so that line of CSS will cause them to not even print.

15. Remove the *#menu ul*, *#menu li a*, and *#menu li a:hover* selectors and styles from the style sheet.

16. Although you've already specified that the #menu division is *display:none*, and as such, none of its content should display, there's nothing wrong with keeping a clean, tight style sheet.

17. Right-click the style sheet and select Reformat CSS from the context menu. Then click the Save button on the Common toolbar.

Site View | Print.css ×

```
#container {
    width: 100%;
    height: 100%;
}
#header {
    width: 100%;
}
#footer {
    width: 100%;
    text-align: center;
    clear: both;
    font-size: smaller;
    color: #000000;
}
#menu {
    display: none;
}
#content {
    width: 100%;
    text-align: left;
}
body {
    font-family: "Times New Roman", Times, serif;
    font-size: medium;
    color: #000000;
}
h1, h2, h3, h4, h5 {
    color: #000000;
}
#content a {
    color: #000000;
    text-decoration: none;
}
#sitetitle {
    width: 100%;
    display: block;
    font-size: large;
}
#footer a {
```

You now have a style sheet that specifically hides the page areas that provide no benefit to print, and refined the styles for the page areas that you are keeping to be more print friendly.

18. In the Folder List panel, double-click the Main.dwt file in the site's Images folder to open it in the editing window, and then scroll the Code pane to the *<head>* section of the page.

19. Set your cursor inside this line…

    ```
    <link href="Main.css" rel="stylesheet" type="text/css" media="screen" />
    ```

    …just after *type="text/css"* and then type **media="screen"**.

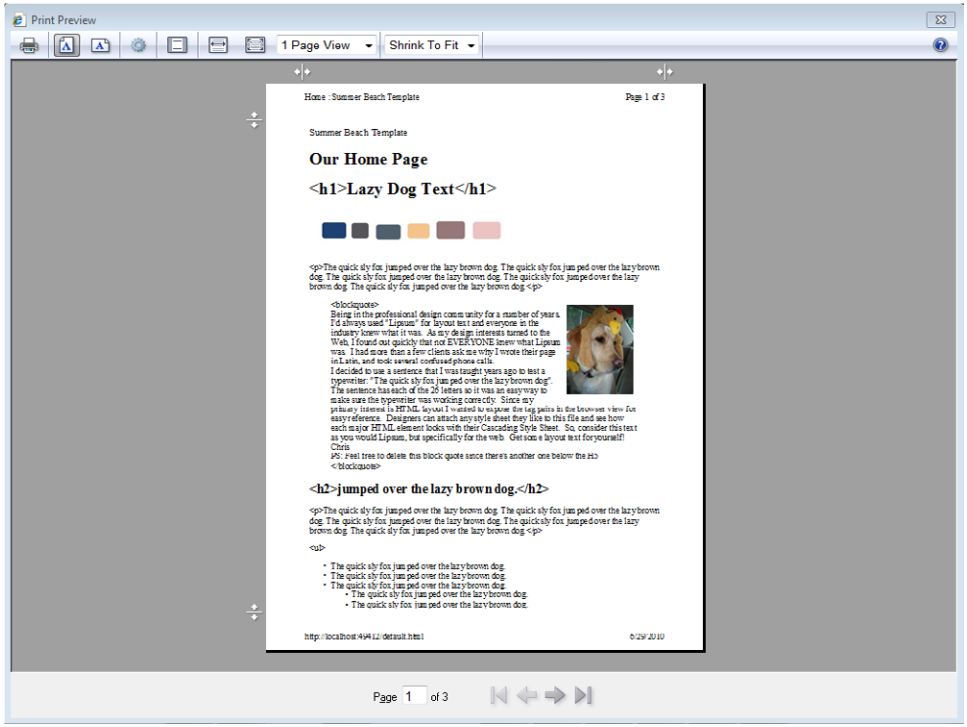
20. Notice that Intellisense pops up as you begin to type this line; when it shows the item you want, just press Enter on your keyboard to enter it automatically.

21. Set your cursor below the line you just edited, and type:
    <link href="Print.css" rel="stylesheet" type="text/css" media="print" />

22. Click Save on the Common toolbar, click Yes on the file update prompt, and then click Close on the update confirmation.

23. Click default.html in the root folder in the Folder List panel, and then click the Preview button on the Common toolbar to open the page in a browser.

24. In Internet Explorer, press the Alt key on your keyboard to show the Menu bar, and then choose Print Preview from the File menu.



Print preview is a real help when you're spending time to get the print version of a page to an exact specification. Besides just saving ink and paper, it's much faster than actually printing the pages.

25. With the Print Preview open, press Escape on your keyboard to return to Internet Explorer, and then close the browser and return to Expression Web.

What you've just done and seen is a good example of some of the benefits that a CSS-based design affords the designer because of the separation of content and presentation. By simply adding a style sheet for print, the designer is able to provide a completely different appearance to the page than would be present on the screen. It's a powerful technique that requires very little effort and shouldn't be overlooked. Although you used the media types Screen and Print, there are 10 different media types you can use:

- all
- aural
- braille
- embossed
- handheld
- print
- projection
- screen
- tty
- tv

Note Close any open pages, and then select Exit from the File menu to close Expression Web.

Key Points

- As the basis of every site, the graphics are key to creating an attractive and usable template.
- Expression Web provides tools to help you lay out your graphics into an HTML template.
- By providing thoughtful site architecture, the designer can improve search engine results, while at the same time providing better accessibility to visitors.
- Using CSS, the designer can provide different appearances for pages on the screen, in print, and a number of other media types.

Chapter 8

Adding Functionality with jQuery and PHP

After completing this chapter, you will be able to:

- Use jQuery in Expression Web
- Use the Expression Web PHP tools

Microsoft Expression Web 4 provides support not only for Microsoft technologies, but also for other popular Web development tools. This chapter shows you how to take advantage of the jQuery JavaScript library and the PHP Web development language using Expression Web 4.

Important Before you can use the practice files in this chapter, you need to download and install them from the book's companion content Web site to their default location. For more information about downloading and installing the practice files, see the "Code Samples" section at the beginning of this book.

Troubleshooting Graphics and operating system-related instructions in this book reflect the Windows 7 user interface. If your computer is running Windows XP or Windows Vista and you experience trouble following the instructions as written, please refer to the "Information for Readers Running Windows XP or Vista" section at the beginning of this book.

Using jQuery in Expression Web

jQuery is a lightweight JavaScript library that makes authoring JavaScript faster and easier than ever. It's currently very popular among designers and developers alike, because it's easy to use, flexible, and has a plug-in ecosystem that lets you add additional functionality.

With jQuery, you can write simplified JavaScript that's compatible with multiple browsers, letting you create functionality more easily than ever before.

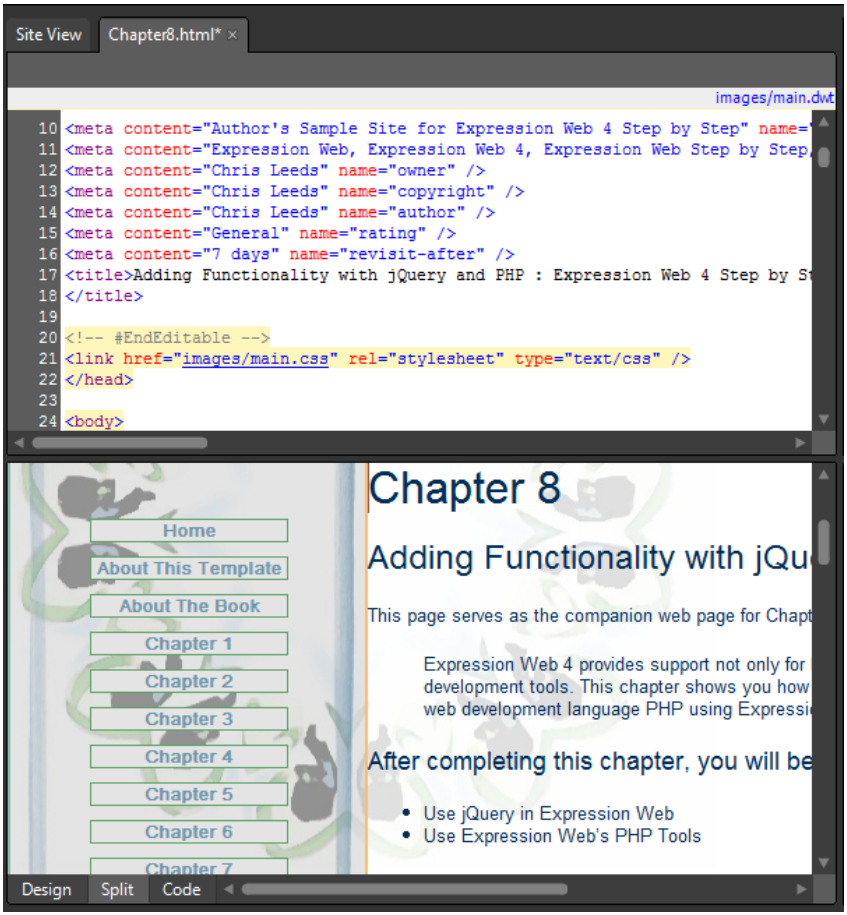
Because jQuery is a framework library it's possible for developers to create "plug-ins" for the framework, which add specialized functionality that extends jQuery for specific needs. Many plug-ins have already been written; you can find a list of them at *http://plugins.jquery.com/*. After installing a plug-in, you can use its features on your pages with little to no coding.

In this exercise, you will write some jQuery-compatible JavaScript and use a jQuery plug-in.

Link a page to a jQuery library, write a simple function, and use a jQuery plug-in

Note Start Expression Web 4 before beginning this exercise. Open the SampleSite site by selecting Open Site from the Site menu, browsing to the companion media's default installation page, and double-clicking the SampleSite folder. With the sample site opened in Expression Web, double-click the Chapter8.html page in the Folder List panel.

1. Scroll the Code pane of Chapter8.html to the *<head>* section and set your cursor just before the closing *<!-- #EndEditable -->* in the "doctitle" editable region and then press Enter on your keyboard to break to a new line.



The first thing you need to do when using jQuery is link to the library itself; that's what you will do in the next few steps.

2. With your cursor on a new line in the editable region within the page's <*head*> section, begin to type **<script**... and the Expression Web Intellisense will appear. Each time the Intellisense pop-up displays the code fragment you want, press Enter on your keyboard. When complete, you will have a line that looks like this:

```
<script type="text/javascript" language="javascript" src="files/jquery-1.4.2.min.
js"></script>
```

In this example, you are linking to the jQuery file that resides physically in the SampleSite's folder structure—specifically, the site's /files folder. Using a local copy of the jQuery library as in this example is just one option for linking to the library; many designers link to the jQuery library via an external URL. Both Google and Microsoft host this library, and anyone can link to it freely. The following example script tags would link a page to the Google or Microsoft hosted jQuery library:

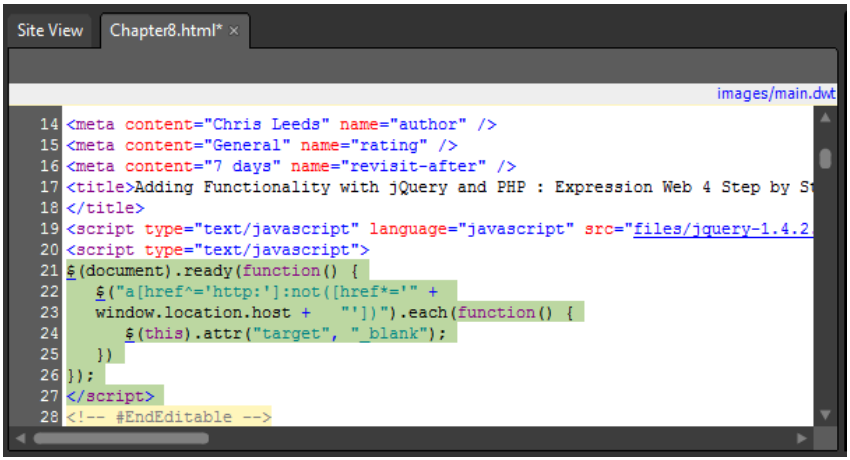
```
<script language="javascript" type="text/javascript" src=
 "http://ajax.googleapis.com/ajax/libs/jquery/1.4.2/jquery.min.js">
</script>

<script language="javascript" type="text/javascript" src=
 "http://ajax.Microsoft.com/ajax/jQuery/jquery-1.3.2.min.js">
</script>
```

Note In this example, you are linking to the jQuery library locally so that you don't need an active Internet connection to complete the examples.

Tip If you're going to use the jQuery library in many or all of your pages, you can add the link to a template file so it will be available automatically on all the pages based on that Dynamic Web Template (DWT) or ASP.NET master page.

3. The next step in this jQuery example is to write actual script into the page. Press Enter on your keyboard to create a new line beneath the script tag that you inserted. Enter the following code:

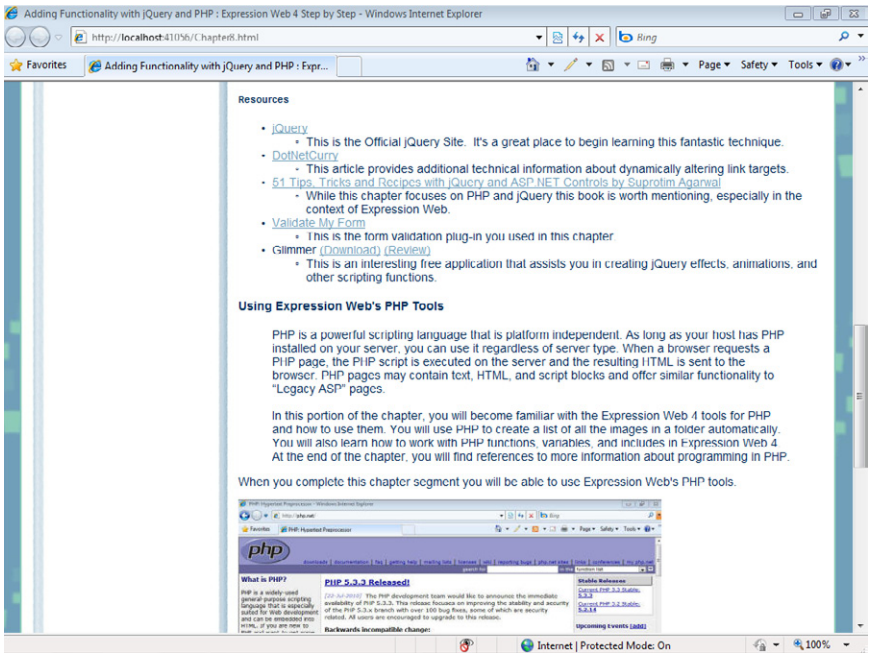
```
<script type="text/javascript">
$(document).ready(function() {
   $("a[href^='http:']:not([href*='" +
   window.location.host +   "'])").each(function() {
      $(this).attr("target", "_blank");
   })
});
</script>
```



If you don't want to type that entire block of code, you can continue this exercise by copying and pasting from within the comment tags in the file /files/external_blank.js, or simply link to the file in the same way that you did the jQuery library:

```
<script language="javascript" type="text/javascript"
  src=" files/external_blank.js"></script>
```

4. Click Save, and then click Preview on the Common toolbar to open your page in a browser. Scroll down to the jQuery Resources list.



5. Click a few of the hyperlinks in the list. Notice that they open in a new window. Return to the browser view of Chapter8.html and click one of the page links on the upper-left navigation area of the page. Notice that the internal links now open within the *current* browser window. The JavaScript you added works with the jQuery library to read all the hyperlinks in the page, and if they contain an HREF attribute that begins with "http," gives them a *_blank* target attribute. The result: All the external links open in a new window, and all the internal links open conventionally.

Tip Using jQuery or another method to alter HTML elements is particularly useful in an instance where the actual content you want to alter doesn't exist in your source code or isn't under your control. In the previous chapter, the Data View isn't compiled in Expression Web. The content may change constantly. The Data View is designed to consistently render content the same way even with a potentially changing XML file, so altering the links dynamically is virtually required. Try steps 1 through 3 on Chapter7.html and take note of how you were able to change the behavior of the hyperlinks in the Data View when you test it in the browser.

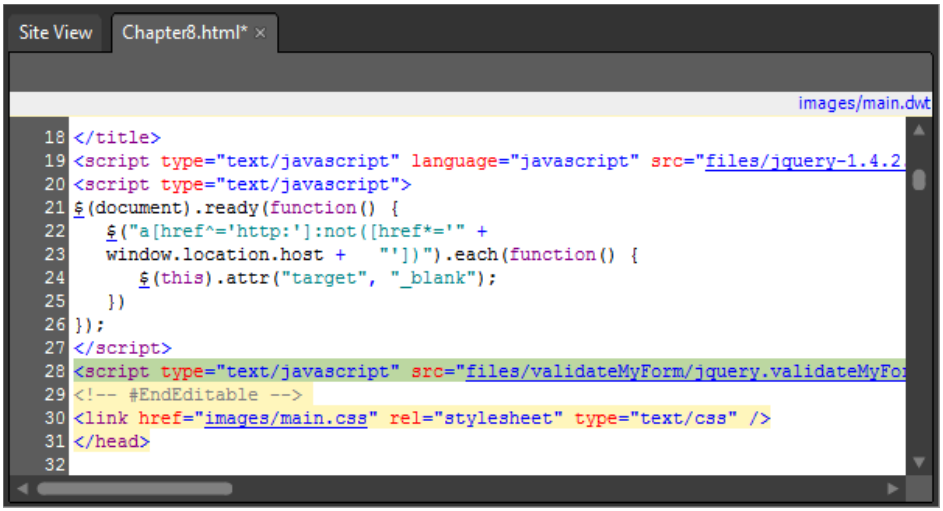
6. Close the browser window and return to Expression Web. Click one of the jQuery Resource links in the Design pane and notice the Code pane. There is no `target="_blank"` attribute in any of the links in the list, which is how you would normally make hyperlinks open in a new window.

In the next exercise, you will link to a jQuery plug-in, which is a pre-written set of functions designed and tested to work with the jQuery Library. You'll use this particular plug-in to validate the input fields of the form you created in Chapter 7, "Adding Client-Side Functionality."

Link to a jQuery plug-in and use it to validate user input

1. Set your cursor in the <*head*> section of the page where you've been working and press Enter on your keyboard to insert a new line after your most recent script block.
2. Using the Expression Web Intellisense pop-up as you did previously, enter the following script tag, which links to the jQuery plug-in:

```
<script type="text/javascript" src=" files/validateMyForm/jquery.
validateMyForm.1.1.js"></script>
```



To use this plug-in, you must link to it just as you linked to the jQuery library. This plug-in is called Validate My Form. You can find a link to it beneath the Resources heading in the Chapter8.html file.

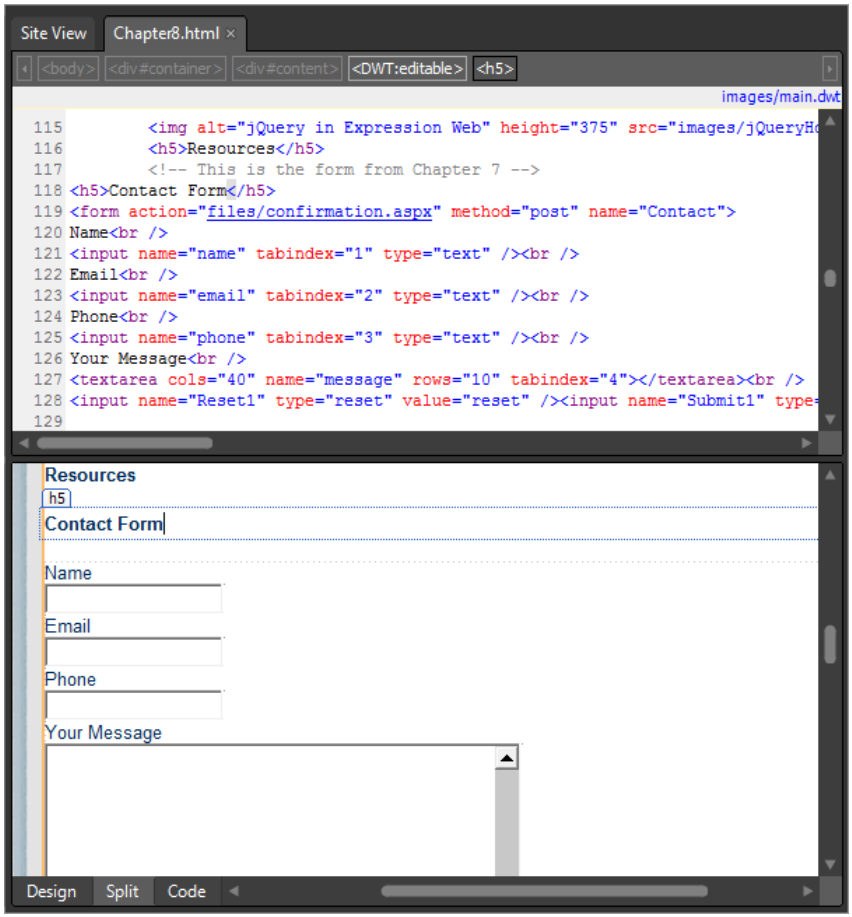
3. In the Code pane, press Enter on your keyboard to start a new line beneath your link to the form validation plug-in and then enter the following script tag and style sheet link:

```
<script type="text/javascript">
<!--
    $(document).ready(function(){
       $("#form1").validateMyForm();
    });
-->
</script>
<link href="files/validateMyForm/css/plugin.css"
   rel="stylesheet" type="text/css" />
```

4. Scroll the Design pane of your page to the Resources heading in the jQuery segment. Set your cursor in the Design pane at the end of the heading text and press Enter on your keyboard to create a new paragraph.

5. In the Folder List panel, expand the site's /files folder and then double-click Chapter7 Form.txt to open it in your workspace. Set your cursor in the code of that file and press Ctrl+A to select all of the text, and then Ctrl+C to copy it all to your Clipboard. Close Chapter7Form.txt and return to Chapter8.html.

6. Set your cursor inside of the new paragraph tag in the Design pane and then click the *<p>* tab on the Quick Tag Selector to select the entire tag. Right-click the highlighted code in the Code pane, and in the Context menu, click Paste. Then click Save on the Common toolbar.

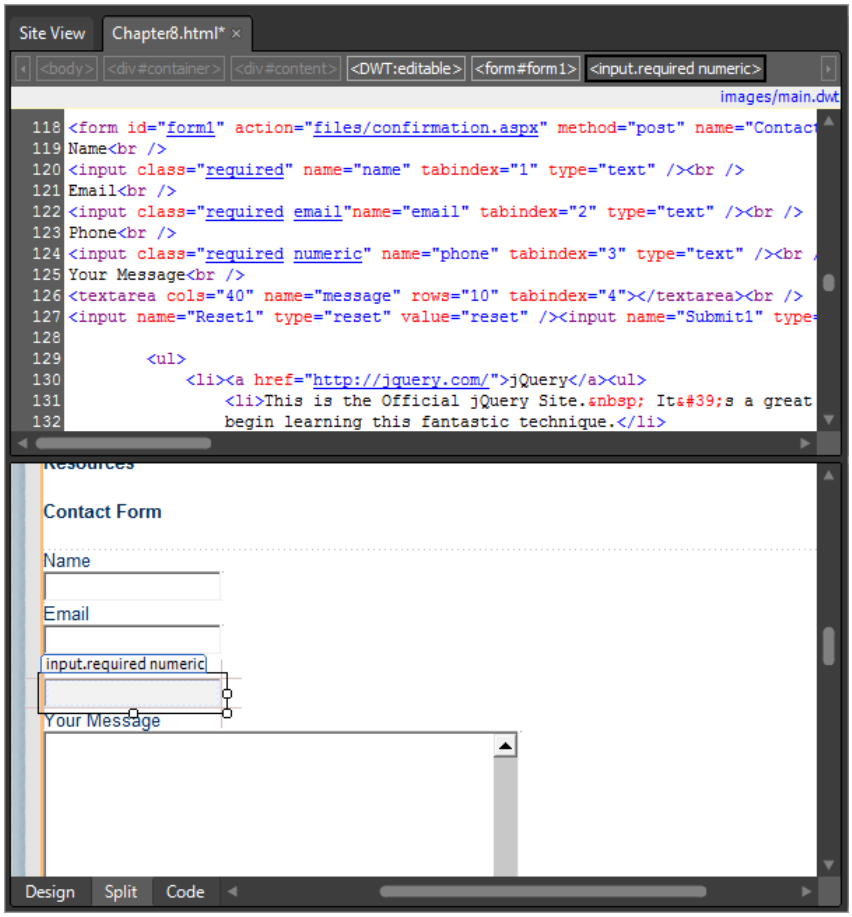


The HTML form from Chapter 7 is now pasted into the page where your paragraph tag was, and the page is saved.

7. Set your cursor inside the Form tag in the Code pane and add the ID attribute **id="form1"** to the tag.

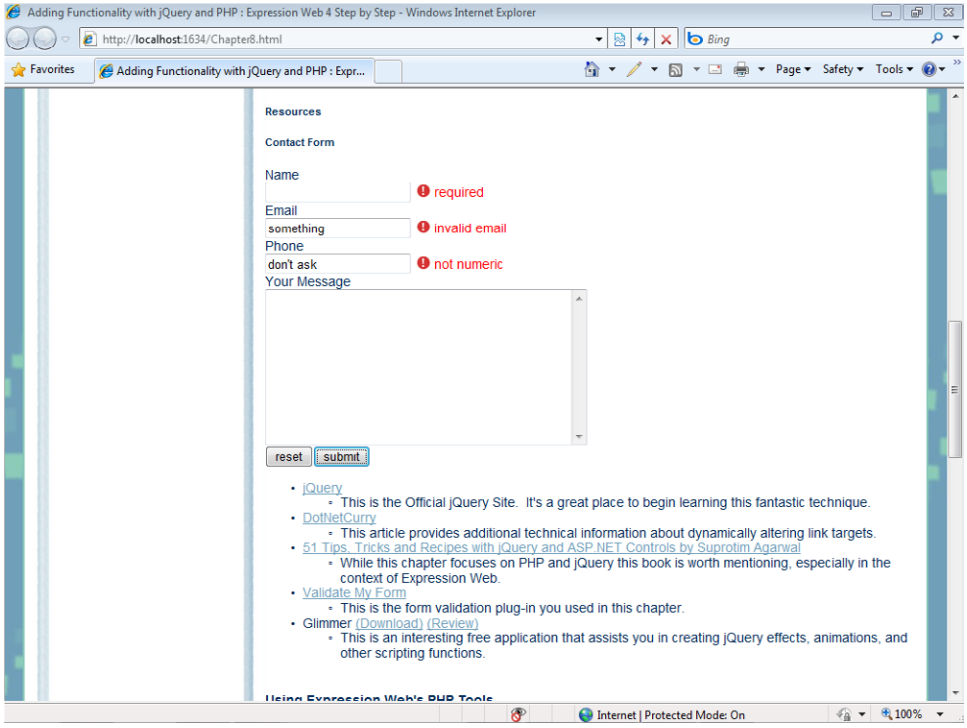
   By adding the ID to the form tag, you have given the plug-in the ability to manipulate the form and apply the validation functionality. This plug-in not only identifies the form by its ID, but enables validation simply by applying a class to the form field in question.

8. Click the Name form field in the Design pane to select it, and then in the Code pane, add **class="required"** to the tag.
9. Click the Email form field in the Design pane and then add **class="required email"** to the tag in the Code pane.
10. Click the Phone form field in the Design pane and add **class="required numeric"** to the tag in the Code pane.



Tip If you find that you routinely use certain selectors, you can add them to your style sheet and then apply them to individual elements using the Apply Styles panel or by exposing the classes in Intellisense while you're entering them into the tags manually.

11. Click Save and then click Preview on the Common toolbar to view your page in a browser. In the browser view, scroll down to your form and enter some input values to test the validation. Click the Submit button and watch the form validation in action.

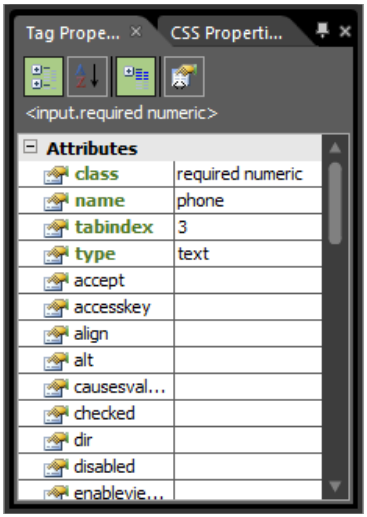


In the image above, I entered nothing into the Name field, entered an invalid email address into the *Email* field, and typed some text into the Phone field. In each case, this input failed to pass the validation function that the jQuery plug-in provides.

12. Close the browser window and return to Expression Web.

13. Select the Phone input field in the Design pane.

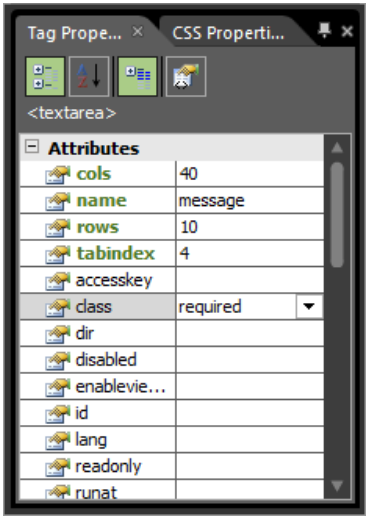
    In many cases, designers will need to modify and experiment with the jQuery, JavaScript, or other attributes they add to their page. Expression Web provides tools that make this task quick, easy, and accurate. The Tag Properties panel is ideal for this operation.



14. With the form field still selected, notice the Tag Properties panel on the lower left of your workspace. Using the Tag Properties panel, remove the class *(required numeric)* from the form field's Tag Properties.

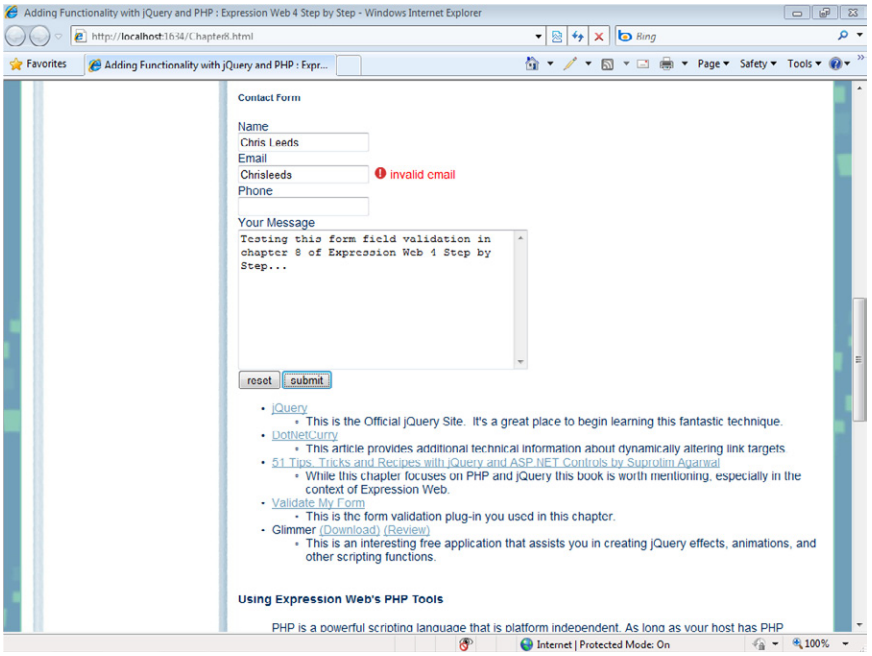
15. In the Design pane, select the message text box of your form and, using the Tag Properties panel, enter **required** in the Class field.

    The idea is to require users to enter something in the message field, but not the phone field.



Tip Use the Set Properties On Top button at the top of the Tag Properties panel to make working with tags much easier. Any attribute that exists for the tag will be at the top of the list.

16. Click Save, and then click Preview on the Common toolbar to check your page in a browser again. This time, test the validation by leaving the phone field blank. Submit the form. You should see a screen similar to the following one.



17. Close the browser window and return to Expression Web.

Although some HTML editors produce JavaScript code, such as the JavaScript that Expression Web created for the Interactive Buttons you used in the media player segment, the HTML editor is best suited for editing the code produced by JavaScript tools such as jQuery and its myriad of plug-ins. By using an open and pre-coded approach such as jQuery, you can make the latest and greatest scripting solutions available in your pages, without having to be a programmer. Using code libraries such as jQuery within Expression Web gives you virtually unlimited client-side scripting capabilities.

Tip Check below the Resources heading in Chapter8.html for links pertinent to this section.

Note Leave the SampleSite open if you are proceeding directly to the next section.

Using the Expression Web PHP Tools

PHP is a powerful, platform-independent server-side scripting language. As long as your server has PHP installed, you can use it regardless of the server type (such as Linux or Windows). When a browser requests a PHP page, the server executes the PHP script and sends the resulting HTML and other content to the browser. PHP pages may serve text, HTML, and script blocks, and function similarly to "Legacy ASP" pages. In other words, PHP pages can mix PHP code with HTML markup and other content.

Microsoft Expression Web 4 provides several tools to make working with PHP easier, and also provides assistance in creating and previewing PHP files. Programming in PHP is a very broad topic, and is well outside the scope of this book. This section serves purely as an introduction to the PHP tools in Expression Web.

In this portion of the chapter, you will become familiar with the Expression Web 4 tools for PHP and how to use them. You will use PHP to create a list of all the images in a folder automatically. You will also learn how to work with PHP functions, variables, and includes in Expression Web 4. At the end of the chapter, you will find references to more information about programming in PHP.

The PHP coverage in this book is not intended to be an example of best practices, or current PHP coding standards. It is here to expose the reader to the PHP tools available in Expression Web, particularly the Insert menu items, IntelliSense, and the Expression Development Server.

Important Before you can complete the rest of the chapter, you must install PHP for the Expression Development Server. See Chapter 2, "Capitalizing on Expression Web 4 Functionality." You will also find some PHP information in Chapter 3, "Capitalizing on the Template Options in Expression Web 4" as it relates to using PHP in template scenarios.

Using PHP in Expression Web

1. From the File menu, select New, and then select PHP. Expression Web creates a new PHP file named Untitled_1.php in your workspace.

2. From the Format menu, select Dynamic Web Template, and then select Attach Dynamic Web Template.

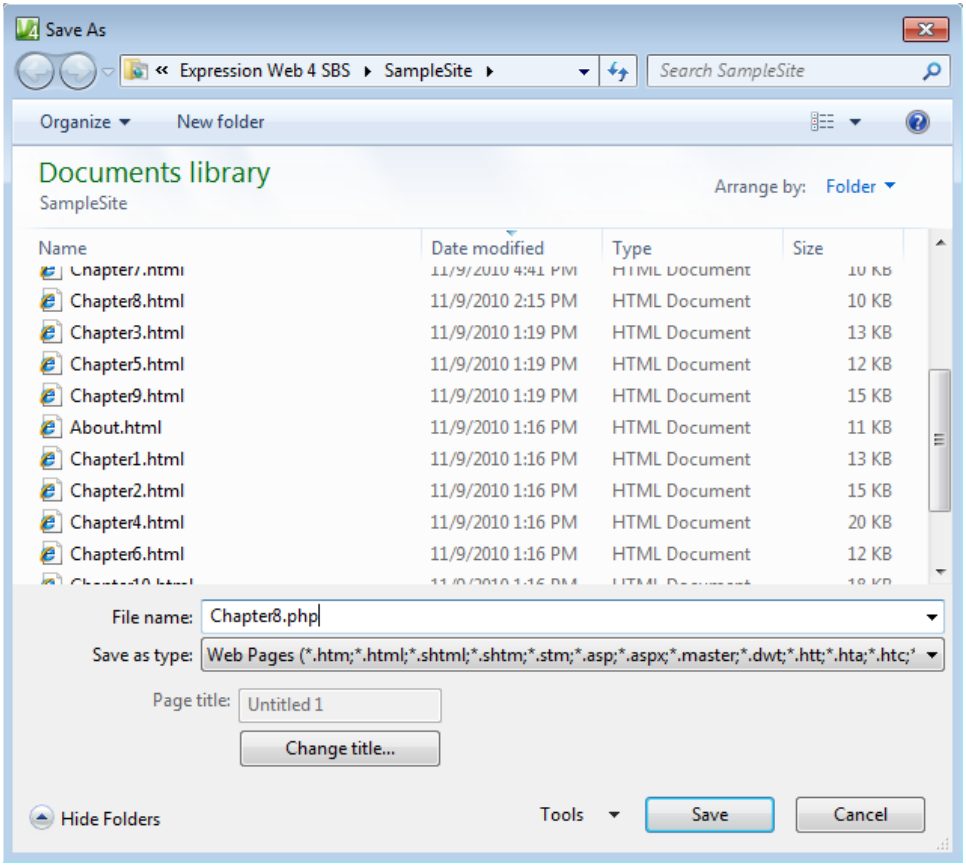
3. In the Attach Dynamic Web Template dialog box, browse to the site's Images folder and double-click main.dwt. Click Close on the Update Confirmation alert.

The method of adding a Dynamic Web Template to a PHP file was originally shown in Chapter 3, so it may seem familiar to you.

4. In the Design pane, set your cursor inside the Content editable region. On the *<DWT:editable>* tab on the Quick Tag Selector, click the drop-down arrow, click Select Tag Contents, and then press Delete on your keyboard.

5. Type **Automatic Image Gallery** and then select the text. On the Styles drop-down menu, click **Heading 1 <h1>**, and then press Enter on your keyboard to create a new paragraph below your heading.

6. Click Save on the Common toolbar. In the Save As dialog box, make sure the root folder of the site is selected, and type **Chapter8.php** into the File Name field.

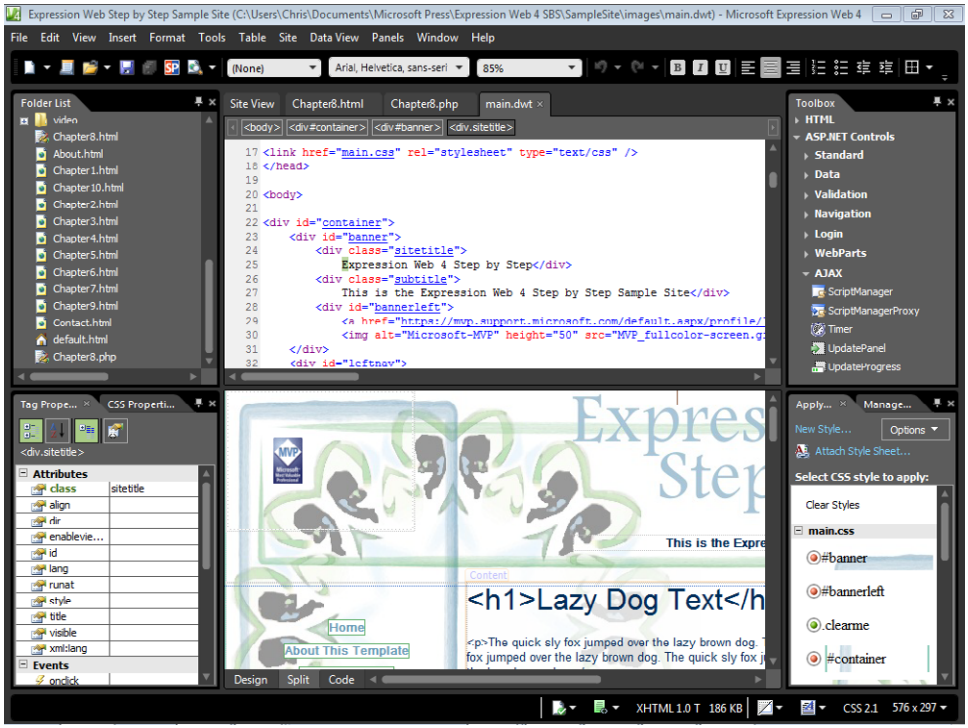


7. Click Save in the Save As dialog box.

   Now that the PHP file is attached to the site's Dynamic Web Template and saved, you need to add it to the site navigation by editing the Dynamic Web Template.

8. From the Format menu, select Dynamic Web Template, and then select Open Attached Dynamic Web Template.

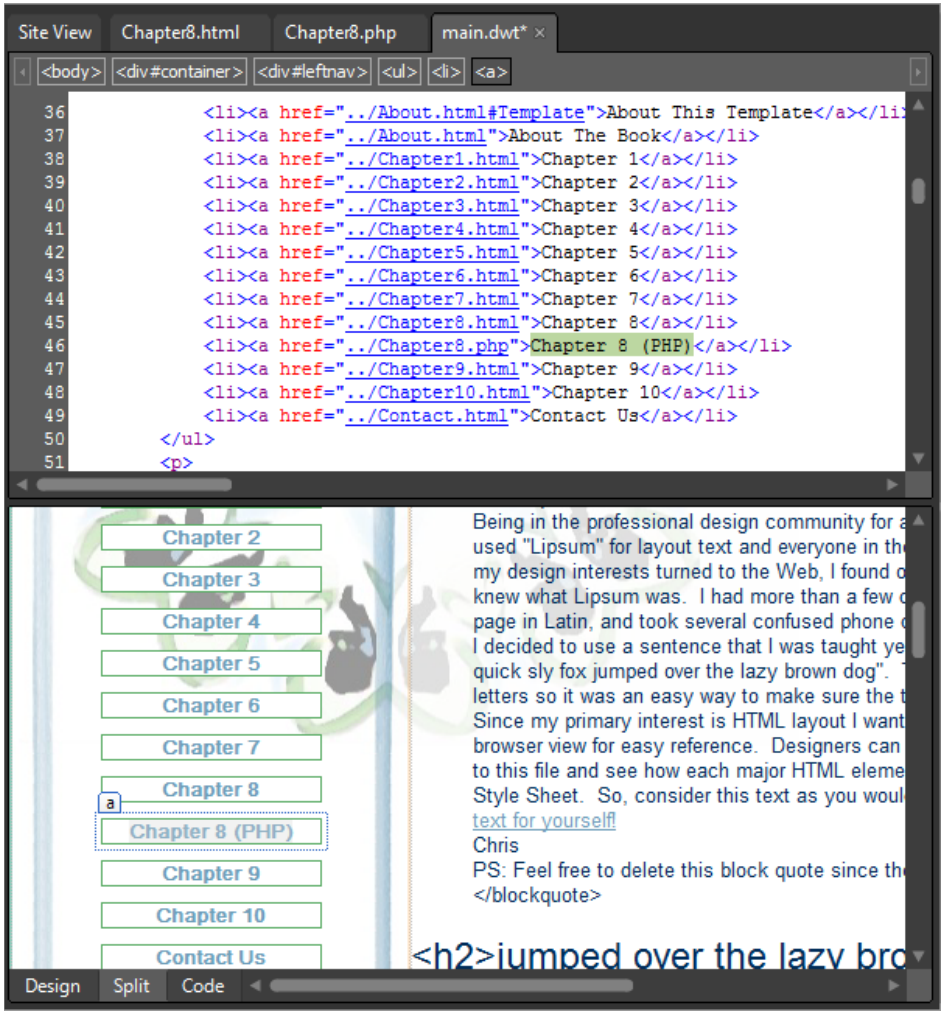
   The file main.dwt opens for editing in your workspace.



9. Set your cursor at the end of the text in the list item containing the link to the Chapter 8 file, and then press Enter on your keyboard to insert a new list item.

10. Type **Chapter 8 (PHP)** in the list item, and then triple-click the text to select it. Right-click the selected list item text, and from the context menu, select Hyperlink.

11. In the Insert Hyperlink dialog box, click Chapter8.php and then click OK to close the dialog box and insert the link.



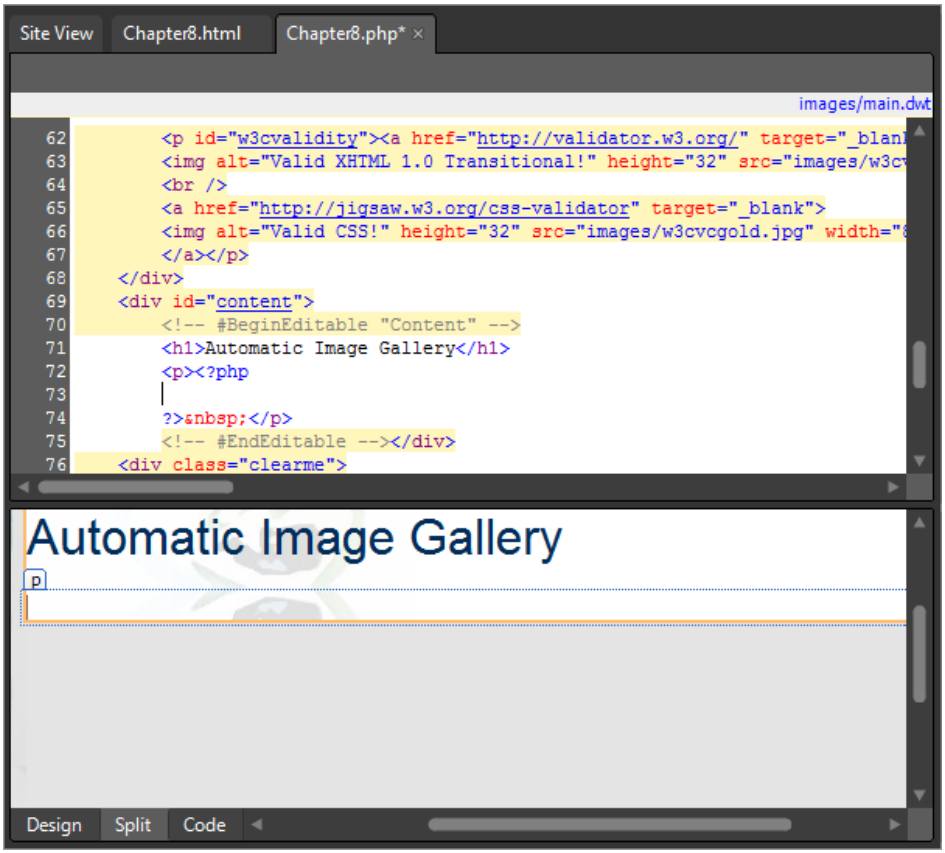
12. Click Save All on the Common toolbar, click Yes on the File Update alert to save your navigation change to the DWT and all the pages it's attached to, and then click Close on the Confirmation alert.

13. Close the Dynamic Web Template and return to Chapter8.php.

Notice how the navigation change you made in the DWT is now present on the new PHP file. The usefulness of a template for maintaining and managing a Web site can't be overstated.

14. In the Design pane, set your cursor in the empty paragraph below the heading that you previously entered, and from the Insert menu, point to PHP and then click Code Block.

15. Set your cursor between the PHP tags in the Code pane, and press Enter twice on your keyboard to create an empty line. Then move your cursor to the new empty line between the PHP tags.



In the next few steps, you will use PHP to create an unordered list of all the files in a particular folder.

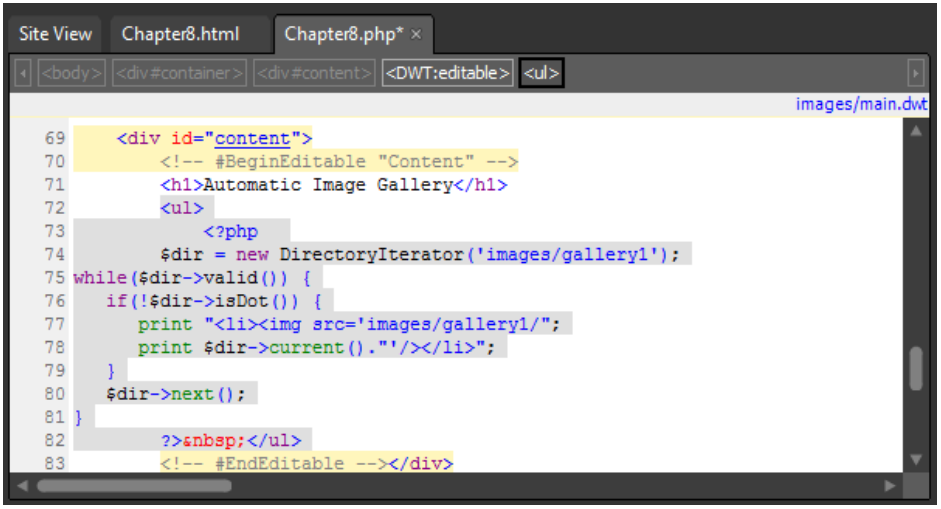
16. Enter the following code:

```
$dir = new DirectoryIterator('images/gallery1');
while($dir->valid()) {
   if(!$dir->isDot()) {
      print "<li><img src='images/gallery1/";
      print $dir->current()."'/></li>";
   }
   $dir->next();
}
```

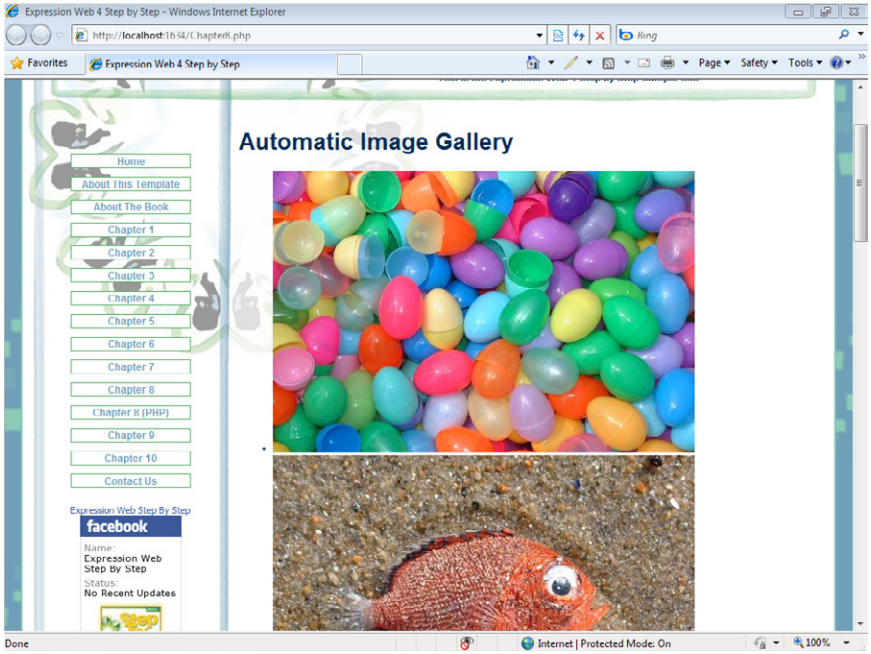
Tip You don't have to type those lines if you don't want to. You can copy and paste them from the file DirectoryIterator1.txt in the site's /files folder.

The code retrieves all the files in the images/gallery1/ folder, and creates a set of HTML list items (*
), to display those images, skipping the two "dot" directory items (the directory itself and its parent) that appear in all child directory listings. The code creates the list items and image tags, but you need to add the unordered list (<ul>*) tag that surrounds the items to make the list render properly.

17. On the Quick Tag Selector, click the drop-down arrow on the *<p>* tag that's surrounding your PHP code, and then click Edit Tag. On the Quick Tag Editor, change the *<p>* tag to a *<ul>* tag and then click the Checkmark button.



18. Click Save and then click Preview on the Common toolbar to run the PHP code and preview your page in a browser.



Troubleshooting For the Expression Development Server to process PHP code, you must install PHP and set the path in either the Expression Web Application or Site Settings. See Chapter 2 for more details.

Take a few minutes to examine the page in a browser. Consider what you've been able to do with just a few lines of PHP. You have created a script that gets the file name of every file in a specific folder, and then displays them as a list of images. If you were to add additional image files to the /images/Gallery1/ folder, those images would also be included in the list; in other words, the list updates itself automatically.

19. Close the browser window and return to Chapter8.php in Expression Web.

Although the PHP worked, there are a couple of things that are sub-optimal. First, if you scroll through the list, you will see a broken image icon. This is because the PHP script looks for all the files in the Image folder, and one of those files is a hidden metadata folder that Expression Web uses to manage the site. PHP tries to display that directory in an image tag, which of course doesn't work. Secondly, the bulleted list is hardly a "gallery." In the next few steps you will remedy both those issues.

Improve the image list

1. Find your PHP code block from the previous steps in the Code pane. Change the code so that it looks like the following:

```
$dir = new DirectoryIterator('images/gallery1');
$FileType=".jpg";
while($dir->valid()) {
   if(!$dir->isDot()) {
      if(strpos($dir->current(),$FileType)) {
         print "<li><img src='images/gallery1/";
         print $dir->current()."'/></li>";
      }
   }
   $dir->next();
}
```

   What you've done is added a variable to contain the file extension ".jpg" (the first bold line in the preceding code) and an *if* statement that makes sure the file name contains ".jpg" (the second bold line). The *if* test skips any file name that doesn't include the extension ".jpg"—in other words, non-image files.

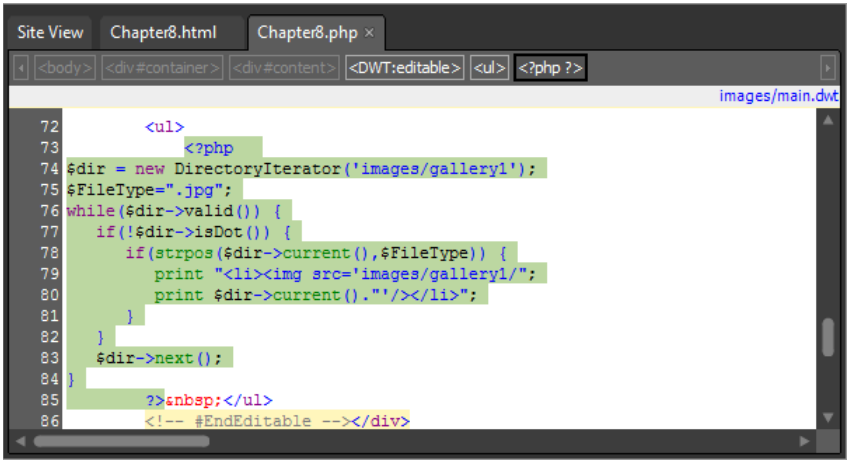
2. Click Save and then click Preview on the Common toolbar to check your modifications in a browser.

   Notice that the previous broken image list item is gone. The list now includes only files with .jpg extensions, which is ideal for this particular gallery.

3. Close the browser and return to Expression Web.

   In the next few steps, you will use more of the Expression Web PHP tools to make the code you've been working with more useful and reusable as well.

4. In the Code pane, locate the PHP code you have been working on. Select all of it (including the opening PHP delimiter "<*?php*" and the closing delimiter "?>").



5. With the entire PHP block selected in the Code pane, right-click the highlighted code, and select Cut from the context menu.

   In the next few steps, you will move this PHP code from Chapter8.php to its own file, and then bring it back into play via a PHP include.

6. From the File menu, select New, and then select PHP. Expression Web creates a new PHP file in your workspace.

7. Set your cursor in the Code pane of this new page, and press Ctrl+A on your keyboard to select all of the contents, and then press Delete on your keyboard.

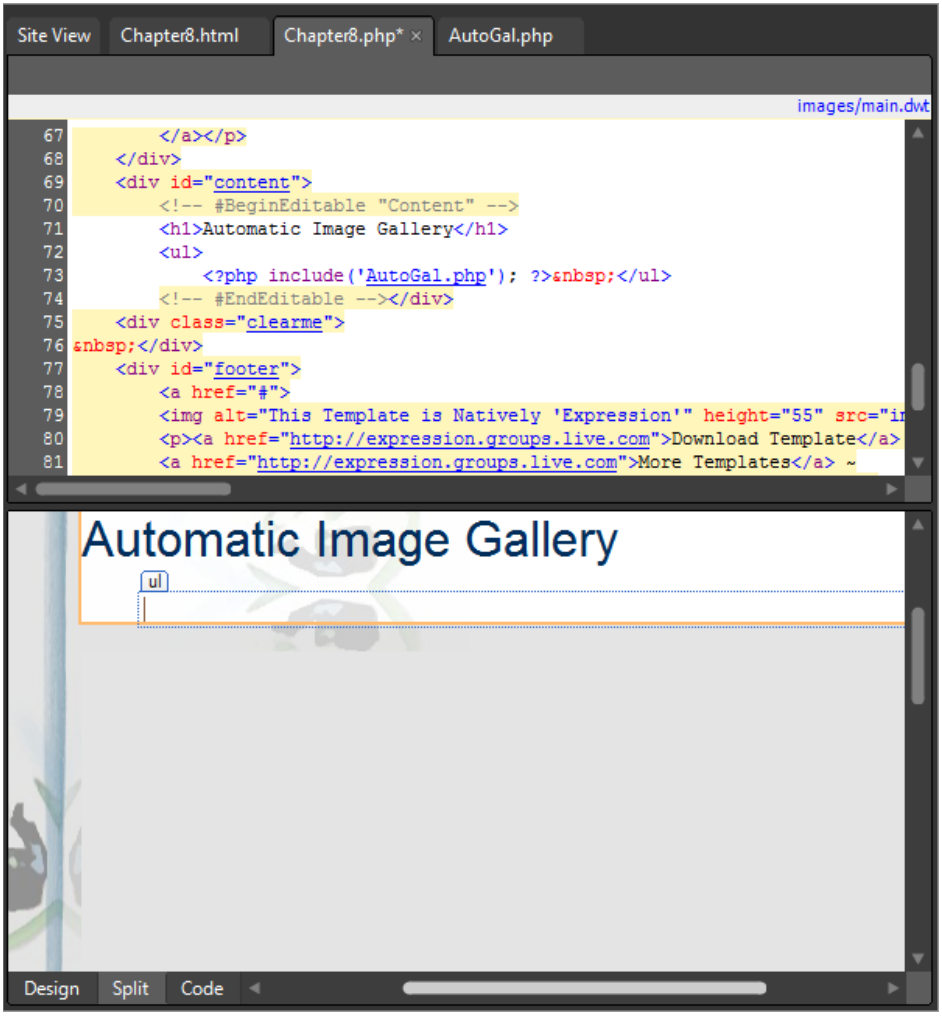
   Because you are creating a PHP file that will be included into a different page, you don't want any head, body, or other tags to be present in it.

8. With the new PHP file completely empty, press Ctrl+V on your keyboard to paste in the PHP block that you cut from Chapter8.php.

9. Click Save on the Common toolbar, and in the Save As dialog box, name this file **AutoGal.php**. Save it in the root of the sample site.

10. Click the Chapter8.php tab at the top of your workspace to continue editing that file.

11. In the Code pane, set your cursor between the *<ul>* tags where you cut the PHP code block from the page. From the Insert menu, select PHP, and then click Include. In the Select File To Include dialog box, double-click the AutoGal.php file you saved in step 9.



The content from AutoGal.php will now be included in Chapter8.php via a server-side include. This is helpful, because you can use an include file on any page you want, and if you need to modify the file, you only need to make the modifications in one location.

12. Click the AutoGal.php tab at the top of your workspace to continue editing that file.

Remember what this code does: it looks in a specific folder, retrieves all the files in that folder, and then filters the list for just the .jpg files, creating an *<img>* tag for each .jpg file, and surrounding each item with *
* tags. So, you could insert it into any file you like but it would always do the same thing. That's not very flexible. In the next few steps, you will modify this file so it's much more flexible in a designer's workflow.

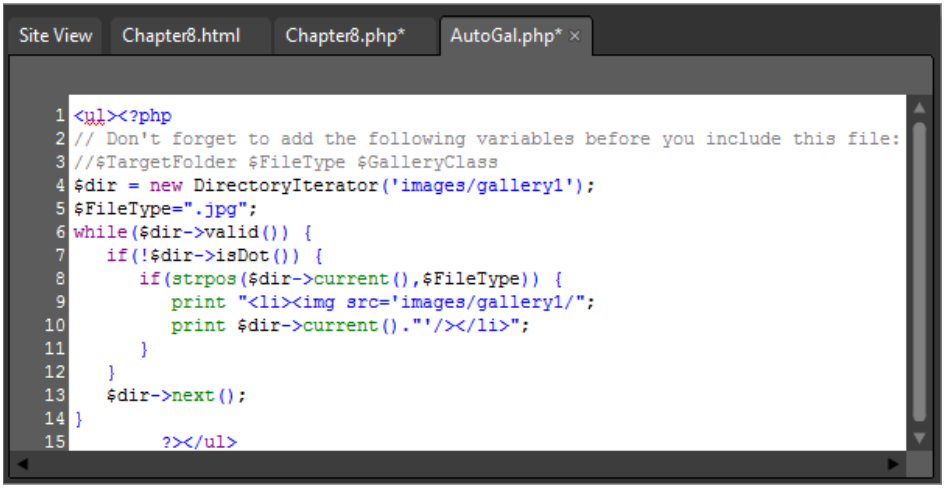
13. The code returns the images as list items. Remember, you had to add the unordered list *
* tag to surround the list before. To make things a little more sensible, you can add the unordered list tags to this include file. Enter a *
* at the very beginning of the file, and a closing *
* at the very end of the file.

14. Set your cursor after the opening PHP delimiter *<?php*, and then press Enter to create a new line.

    Because you will replace some of the hard-coded variables in this block with variables you will be able to set in the page it'll be included on, it's important to make some notes here so that you and or anyone else will be able to easily see what's going on.

15. On the new line just below your opening PHP tag, type the following comment (comments begin with two forward slashes in PHP).

```
// Don't forget to add the following variables before you include this file:
//$TargetFolder $FileType $GalleryClass
```



    By using the PHP comments feature (*//*), you can leave a message in the code file. The PHP engine ignores comment lines when it processes the page, so the comments will never appear in a browser, even if users view the HTML source of the page.

16. Change the *<ul>* tag at the top of this file to:

```
<ul class="<?php echo $GalleryClass ?>">
```

    The *echo* command causes PHP to insert the contents of the following variable (in this case *$GalleryClass*). Because you can set this variable from outside the include file, that means you can define the unordered list class that's in the host file. This will make it easier to apply any gallery style you like.

17. Change the next line from:

```
$dir = new DirectoryIterator('images/gallery1');
```

to:

```
$dir = new DirectoryIterator($TargetFolder);
```

You're using a variable to set the script's path to an appropriate folder. This way, you'll be able to point the script at any folder you like from the page that contains the calls to the include file.

18. Change the following line from:

```
print "<li><img src='images/gallery1/";
```

to:

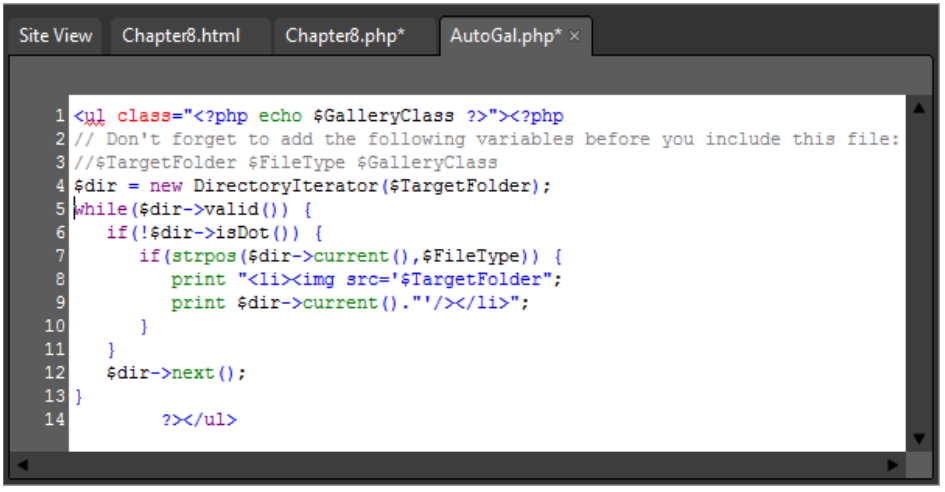
```
print "<li><img src='$TargetFolder";
```

Because you created a variable for the folder path, you want to replace the hard-coded path with the variable name.

19. Finally, remove the following line:

```
$FileType=".jpg";
```

You will define which file type to filter for in the Chapter8.php file, so it doesn't belong in the include file now.



20. Click the Chapter8.php tab at the top of your workspace to switch back to that file. Scroll the Code pane to the *<head>* section and set your cursor just before the closing *<!-- #EndEditable -->* in the "doctitle" editable region, then press Enter on your keyboard to break to a new line. Enter the following code using the Expression Web IntelliSense pop-up:

```
<script type="text/javascript" src=
  "/files/jquery-ulslide/js/jquery.js"></script>

<script type="text/javascript" src=
  "/files/jquery-ulslide/js/jquery.mousewheel.js"></script>

<script type="text/javascript" src=
  "/files/jquery-ulslide/js/jquery.ulslide.js"></script>

<script type="text/javascript">
  $(function() {
     $('.slide1').ulslide({
       width: 443,
       height: 'auto',
       bnext: '#e1_next',
       bprev: '#e1_prev',
       axis: 'y',
            mousewheel: true,
            autoslide: 3000});

       $('.slide2').ulslide({
          width: 443,
          height: 300,
          duration: 1000,
          affect: 'fade',
          bnext: '#e2_next',
          bprev: '#e2_prev',
          direction: 'f',
          duration: 350,
          autoslide: 3000});
  });
</script>
```

Tip You can copy and paste this content from DirectoryIterator1.txt in the site's /files folder.

The three *<script>* tags at the beginning of this code are includes for a jQuery library file and a plug-in called ULSlide. The actual JavaScript below that defines the appearance and behavior of the gallery. You can use other plug-ins that build a gallery based on an unordered list, or you can modify the PHP to create the chosen output that the plug-in requires.

Tip If you are going to use jQuery or some other script in all or many pages, you can include a link to it in your Dynamic Web Template. That way, you would only have to call the plug-in on specific pages because the main library file would automatically be included on all pages.

21. Scroll down through the Code pane until you reach the area in the Content region where you have the PHP Include.

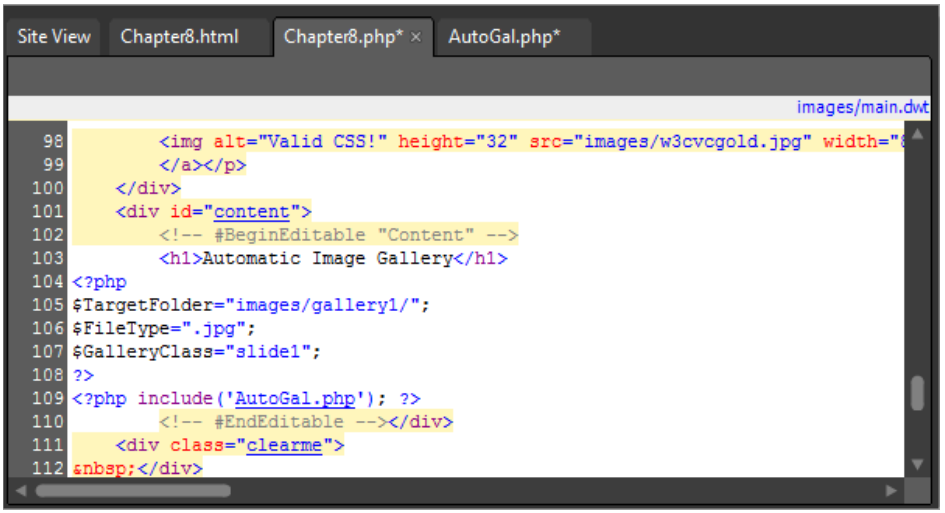
The final work here requires defining a few variables and removing the *<ul>* remnants from the earlier version.

22. Remove both the opening *
* tag before the PHP include and the closing *
* tag after it.

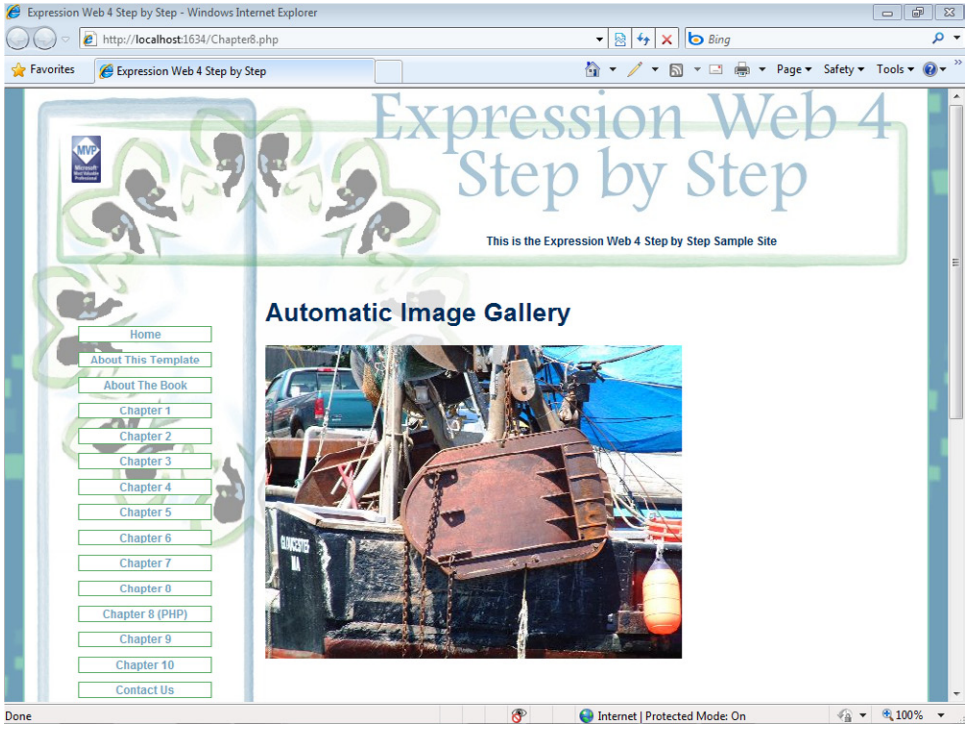
Note You moved those tags to AutoGal.php, so leaving them in place in the Chapter8.php file would create duplicate HTML tags, which would cause rendering and validity problems.

23. Enter the following code just above the PHP include file:

```
<?php
$TargetFolder="images/gallery1/";
$FileType=".jpg";
$GalleryClass="slide1";
?>
```



24. Click the Save All button, and then click the Preview button on the Common toolbar to test the gallery in a browser.



By using a small amount of PHP code and an easy-to-use jQuery plug-in, you have created a system that you can use over and over on any page or any number of pages you like. You've made it easy to turn a folder full of images into a self-maintaining image gallery of sorts.

25. Close the browser window and return to Expression Web.

Most of the work you just completed on the AutoGal.php include file was intended to make it more flexible. To explore that flexibility, you will now change the variables in Chapter8.php and cause the script to get a different kind of file, from a different folder, and apply a different gallery treatment to them.

Explore the power of generic include files

1. Return to the Chapter8.php file. Locate the variables you added to your page just above the PHP include statement and change them from this:

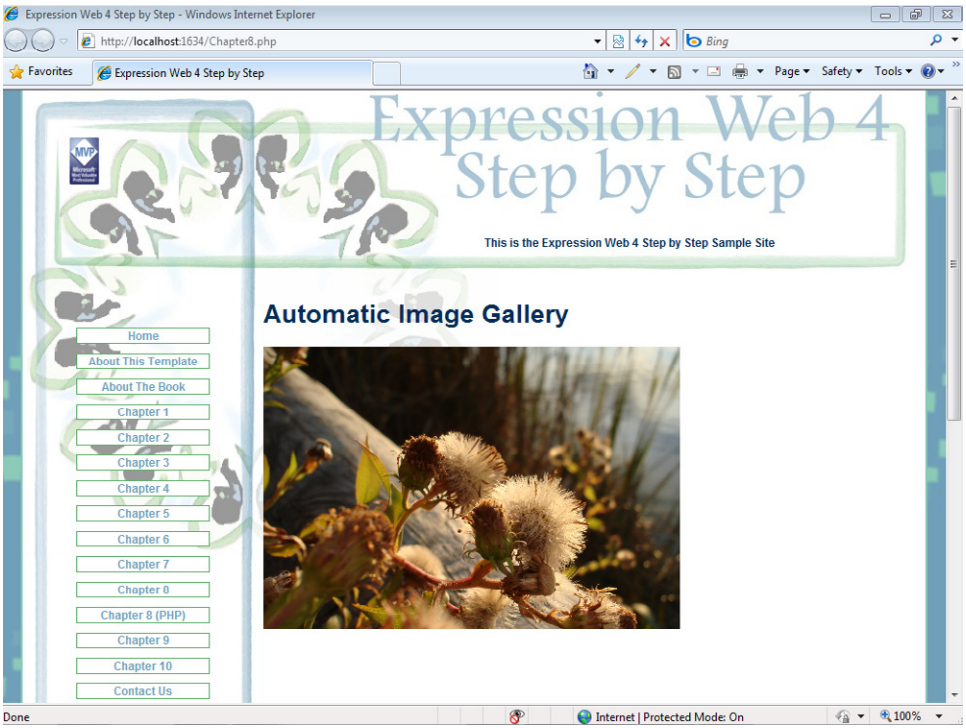
```
<?php
$TargetFolder="images/gallery1/";
$FileType=".jpg";
$GalleryClass="slide1";
?>
```

to this:

```
<?php
   $TargetFolder="images/gallery2/";
   $FileType=".png";
   $GalleryClass="slide2";
?>
```

These new variables tell the script to look into a different folder (images/gallery2/), for a different type of picture file (.png), and then (by changing the $GalleryClass class name), apply a different style to the result.

2. Click Save and then click Preview on the Common toolbar to check your changes in a browser.



As you can see, by changing the variables that pertained to the folder you wanted to use, the file type that you wanted to find, and the jQuery effect you wanted to apply, you were able to include a totally different gallery into Chapter8.php. Using PHP variables and an include file makes it easy and flexible to drop a gallery on any page you like.

3. Close the browser and return to Expression Web.

Note At this point, you can close the SampleSite site and any open browsers. If you are not continuing directly to the next chapter, exit Expression Web 4.

Tip Check below the Resources heading in Chapter8.html for links pertinent to this section.

PHP isn't necessarily a "programmers only" tool. Like ASP.NET or any other server-side scripting, with a little knowledge and some creative use, designers can save a great deal of time, and do some truly interesting things automatically.

By using server-side code appropriately, you can create almost anything a site requires. Knowing how technologies work together helps a great deal. As you've seen in this section, combining PHP with a little jQuery can create interesting and useful results.

Key Points

- Using jQuery in Expression Web can help you enhance your pages with client-side functionality.
- Using the Expression Web PHP Tools can help you add server-side functionality to your pages.
- jQuery plug-ins add tremendous functionality.
- Designers can use jQuery and PHP code together to create interesting and reusable functionality.

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About the Author

Chris Leeds is a long-time digital photographer and Web enthusiast who has been a Microsoft Most Valuable Professional (MVP) for Microsoft Office FrontPage and Expression Web for eight years. He is also a Network Partner with Microsoft's Website Spark program (*www.websitespark.com*), commentator at Lockergnome (*www.lockergnome.com*), and a software reviewer on Bright Hub (*www.brighthub.com*).

Chris developed a software product called ContentSeed (*www.contentseed.com*) with which users can create Web pages that they can edit and manage using only a browser.

Chris was a technical reviewer for *FrontPage 2003: The Missing Manual* (O'Reilly), the author of *Microsoft® Expression® Web Step by Step* and *Microsoft® Expression® Web 2 Step by Step* (the previous versions of this book), and co-author for the upcoming book *Microsoft® Expression® Blend 4 Step by Step* (Microsoft Press). He has developed several tutorials about FrontPage, and he hopes to continue helping the user community through the Web site *www.expressionwebstepbystep.com*, from which he'll try to answer questions regarding this book and Microsoft Expression products.

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