

# Styling Your Content with CSS and Dreamweaver CS3

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# Content is the core

- ▶ Your web site **is** content
  - ▶ information
  - ▶ sales
  - ▶ marketing
- ▶ How do you best present this content?
- ▶ How does your user want to interact with this content?

## Content should be accessible

- ▶ web users
- ▶ mobile devices
- ▶ assistive technology
- ▶ large text/low vision users
- ▶ keyboard navigators due to carpal tunnel or motor impairments

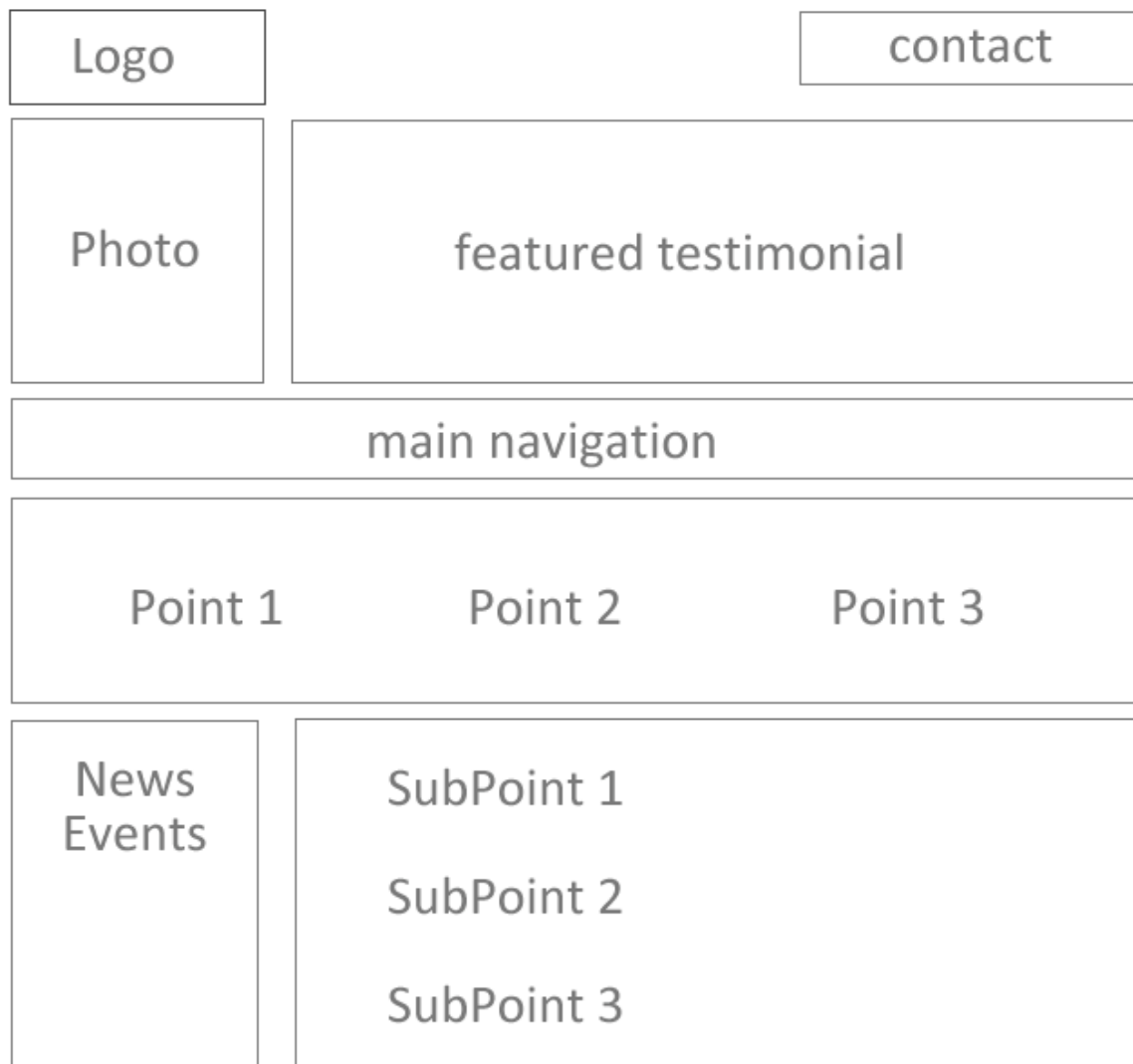
## Search Engine Considerations

- ▶ Spiders view the web much like assistive technology
- ▶ Spiders are looking for words (not images)
- ▶ Spiders can be influenced by the location on the page
- ▶ Spiders love <title> and heading elements (h1, h2, h3...)
- ▶ Freshbots will visit more often if content is updated more often
- ▶ Focus on specific key words or phrases for each page for best organic results

## Create a Wireframe

- ▶ Decide how to emphasize key content
  - ▶ What parts of your page should be “Plain Old Semantic HTML” [POSH]?
  - ▶ What portions could be enhanced using Ajax?
  - ▶ Should Flash or Flash video be utilized?
- ▶ Consider what tasks your user wants to accomplish on each page
- ▶ Be logical and keep accessibility in mind

# WireFrame the Content



# Structure, Presentation & Behavior

- ▶ Three layers for your content
  - ▶ Structure
    - the X/HTML layer used to define the semantic meaning of your content
    - how content is seen with no CSS or JS
  - ▶ Presentation
    - the CSS layer used to reorganize and style your structured content
    - how content is seen with no JS
  - ▶ Behavior
    - the javascript layer used to enhance your styled, structured content



# Structure - X/HTML

# HTML Documents

- ▶ HTML documents consist of two parts:
  - ▶ Doctype
  - ▶ HTML
    - Head
    - Body

# HTML Documents

## ▶ Doctype

- ▶ Appears prior to all other HTML markup
- ▶ Describes what HTML version is used in the document

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"  
"http://www.w3.org/TR/html4/loose.dtd">
```

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"  
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
```

## ▶ HTML element

```
<html>
```

```
<html xmlns="http://www.w3.org/1999/xhtml" lang="en" xml:lang="en">
```

# Head Element

- ▶ Title element - extremely important for SEO
- ▶ Metadata is information about the document, not the content
  - ▶ Author
  - ▶ Character encoding
  - ▶ Description
  - ▶ Keywords

# Head Element

- ▶ Link elements are used to “connect” style sheets and javascript files to the document

```
<link href="acme.css" rel="stylesheet" type="text/css">
```

- ▶ Style and Script elements can also be embedded into the document

```
<style>  
p {  
  color: #4C2DA1;  
  font-size: 80%;  
  font-family: Arial, Helvetica, sans-serif  
}  
</style>
```

## Body Element

- ▶ The body element contains all of the actual content of the page which is visually rendered by the user agent or browser
- ▶ The viewable area of the page in the user agent is called the “viewport”

## Logical Markup - Semantics

- ▶ Content should be marked up relating to its inherent meaning
- ▶ A heading should be an h1, h2, h3, h4...
- ▶ Text should be in P elements
- ▶ Lists should be used (ordered, unordered and definition)
- ▶ This is called semantic markup. It's simply the logical meaning of the element itself.

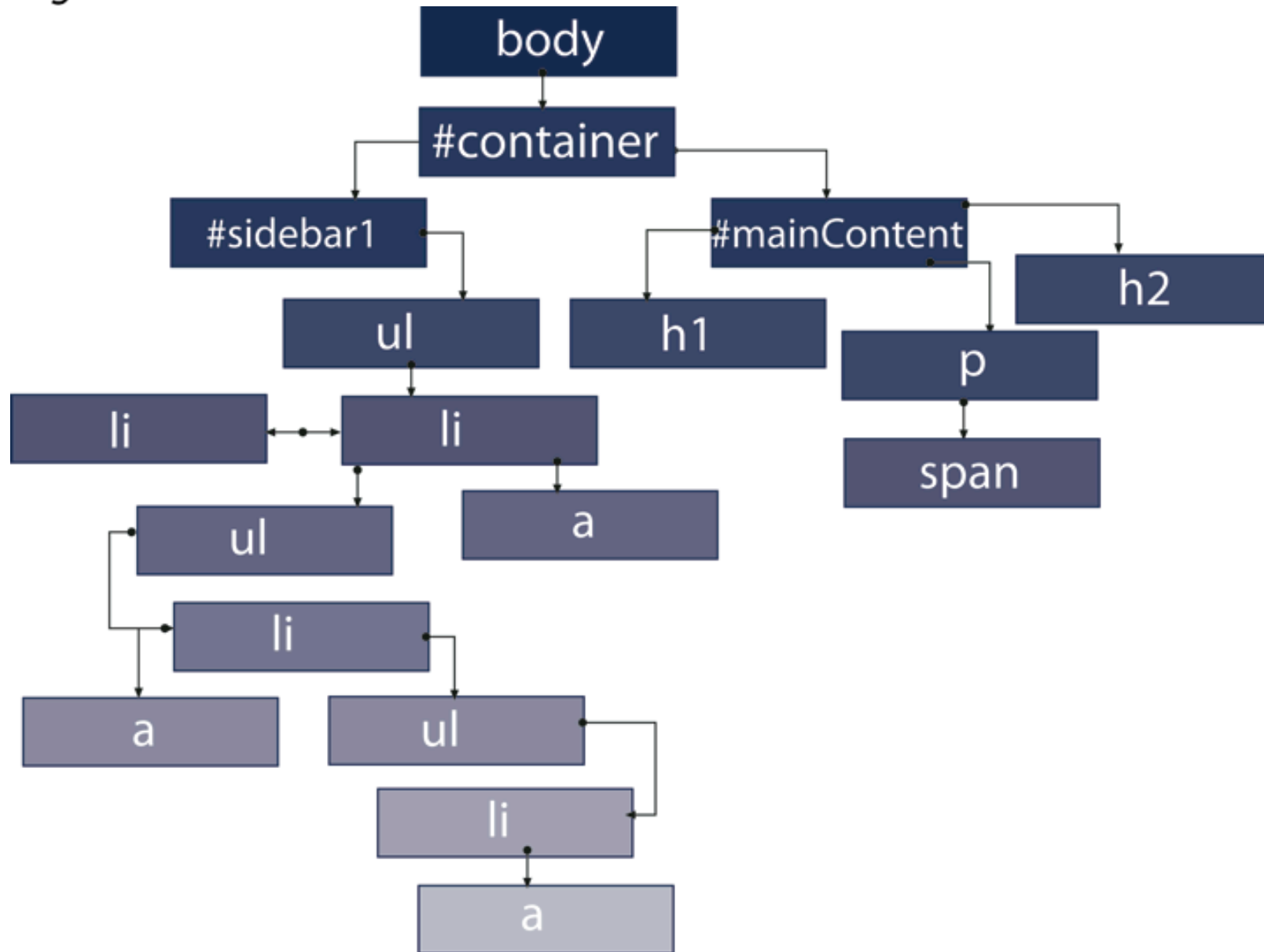
## Document Flow

- ▶ The “flow” is the natural order of occurrence of the elements within the HTML
- ▶ When adding the CSS, floating and positioning the elements in the flow affects their visual position
- ▶ Don't fight the flow, use it!



# Document Tree and Cascade

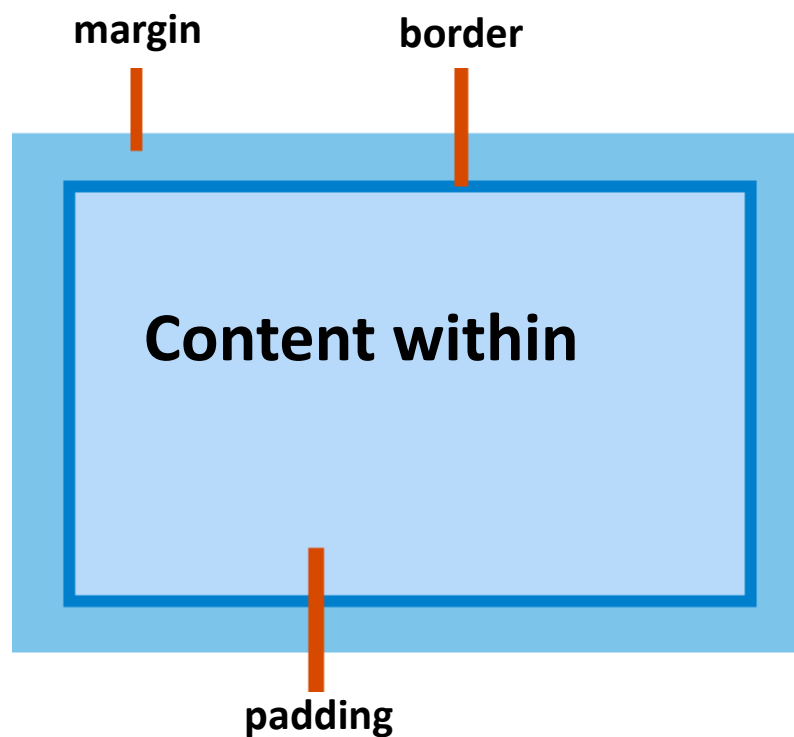
- ▶ This is the HTML elements relationship to each other and order in the HTML code.
  - ▶ `<body>` is the oldest ancestor
  - ▶ These elements can be nested within each other (looks like a family tree)
  - ▶ Other elements are descendants of the body and can be siblings, parents, or children in relation to each other



# The Display Property

- ▶ HTML elements, by nature, have one of two renderings:
- ▶ Inline
  - ▶ Inline-level elements render horizontally until they run out of space, then wrap to the next line.
  - ▶ They only take as much space as they need  
Examples: `img`, `span`, `a`, `em`, `strong`
- ▶ Block
  - ▶ Block-level elements render vertically as if there's a line break above and below them
  - ▶ They take up 100% of their parent container  
Examples: `p`, `div`, `h1`, `ul`, `blockquote`

# Understanding the Box Model



# Presentation - CSS

## The Display Property

- ▶ CSS can be used to change the display property of an element
  - ▶ **display: block** can be given to a span or an image to make them stack vertically
    - Can be used to float a large first letter drop cap
  - ▶ **display: inline** can be used to fix for Internet Explorer's 3 px bug (added to your math)
  - ▶ **display: none** causes a block to render no box at all
- ▶ Changing the display property of an element changes its presentation, but not the *nature* of the element itself.

# Analyzing a Layout Design

- ▶ Where do you start?
  - ▶ Analyze page requirements
    - Fixed width (centered or left aligned)?
    - Stretchy fluid page that fills the browser?
    - Allow whole layout to scale with text size?
    - Fluid page with fixed-width columns or elements?

# Analyzing a Layout Design

- ▶ Next steps...
  - ▶ Analyze graphics
    - Decide how to slice
    - What can be pure CSS and still look like a graphic?
    - What can be a background image?
    - What can be a small slice that repeats - x or y



# Five Types of Layouts

- ▶ Fixed
- ▶ Liquid
- ▶ Elastic
- ▶ Hybrid
- ▶ Absolute Positioning

# Types of Positioning

- ▶ Static
  - The default location of the element in the document flow
- ▶ Relative
  - The element's position is relative to its position in the document flow
- ▶ Absolute
  - A “XY” coordinate based upon its last positioned parent container
- ▶ Fixed
  - A “XY” coordinate based on the browser's viewport



# Horticulture as Art ... color your life

## Main Content

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent aliquam, justo convallis luctus rutrum, erat nulla fermentum diam, at nonummy quam ante ac quam. Maecenas urna purus, fermentum id, molestie in, commodo porttitor, felis. Nam blandit quam ut lacus. Quisque ornare risus quis ligula. Phasellus tristique purus a augue condimentum adipiscing. Aenean sagittis. Etiam leo pede, rhoncus venenatis, tristique in, vulputate at, odio. Donec et ipsum et sapien vehicula nonummy.

Here is the text that will be next to the image and it will be bordered, floated and cleared as a demo. We simply don't want the text to get quite far enough to clear the float itself.



Suspendisse potenti. Fusce varius urna id quam. Sed neque mi, varius eget, tincidunt nec, suscipit id, libero. In eget purus. Vestibulum ut risi. Donec eu mi sed turpis feugiat feugiat. Integer turpis arcu, pellentesque eget, cursus et, fermentum ut, sapien. Fusce metus mi, eleifend sollicitudin, molestie id, varius et, nibh. Donec nec libero.

## H2 level heading

Dolor sit amet, consectetur adipiscing elit. Praesent aliquam, justo convallis luctus rutrum, erat nulla fermentum diam, at nonummy quam ante ac quam. Maecenas urna purus, fermentum id, molestie in, commodo porttitor, felis. Nam blandit quam ut lacus. Quisque ornare risus quis ligula. Phasellus tristique purus a augue condimentum adipiscing. Aenean sagittis. Etiam leo pede, rhoncus venenatis, tristique in, vulputate at, odio.

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## Sidebar1 Content

The background color on this div will only show for the length of the content. If you'd like a dividing line instead, place a border on the right side of the #mainContent div if it will always contain more content.

Donec eu mi sed turpis feugiat feugiat. Integer turpis arcu, pellentesque eget, cursus et, fermentum ut, sapien. Fusce metus mi, eleifend sollicitudin, molestie id, varius et, nibh. Donec nec libero.

Praesent aliquam, justo convallis luctus rutrum, erat nulla fermentum diam, at nonummy quam ante ac quam. Maecenas urna purus, fermentum id, molestie in, commodo porttitor, felis. Nam blandit quam ut lacus. Quisque ornare risus quis ligula.



# Horticulture as Art header ... color your life

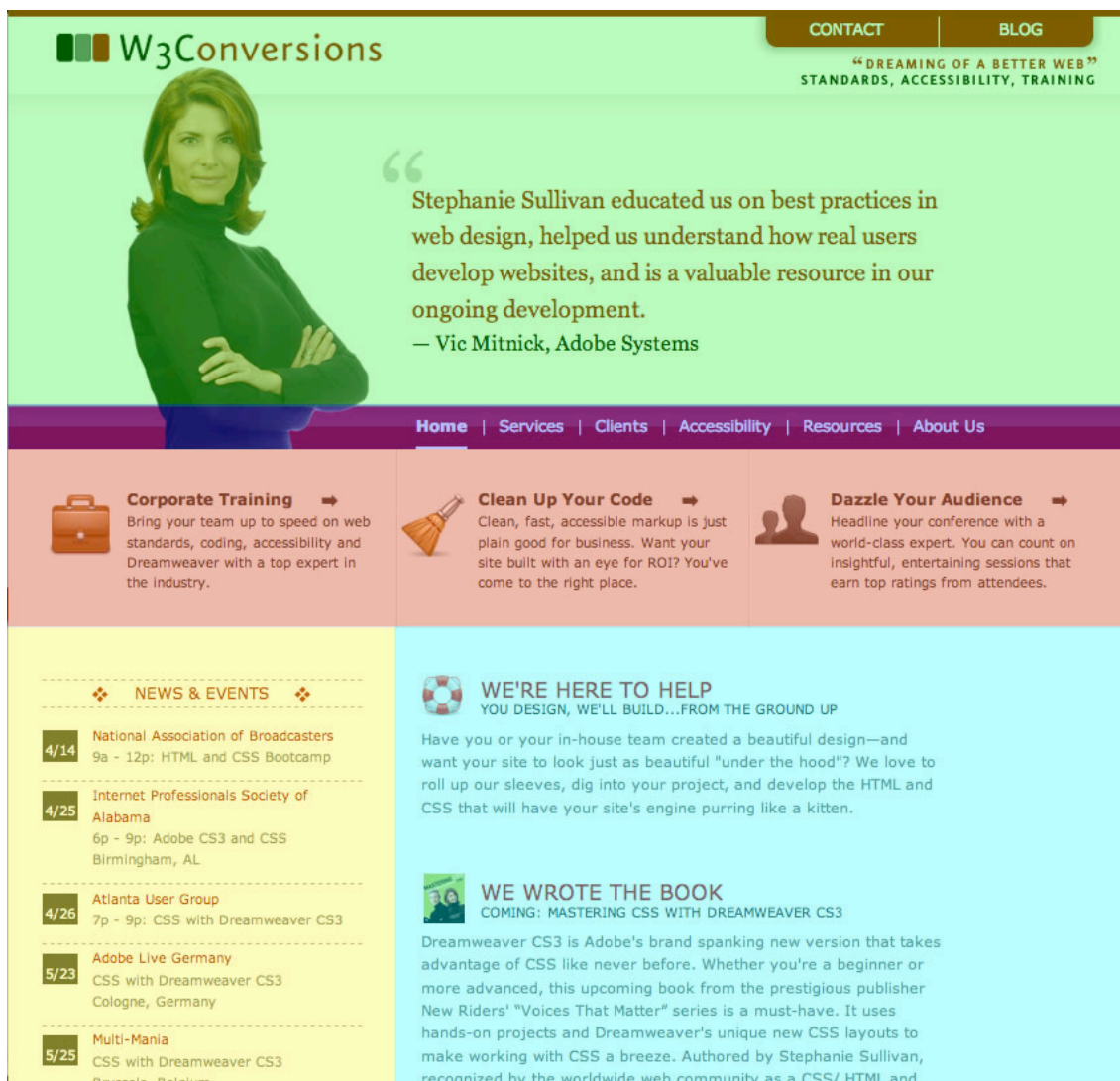
mainContent

sidebar1

footer



# Divide the Design



**W3Conversions** CONTACT BLOG

“DREAMING OF A BETTER WEB”  
STANDARDS, ACCESSIBILITY, TRAINING

**“** Stephanie Sullivan educated us on best practices in web design, helped us understand how real users develop websites, and is a valuable resource in our ongoing development.  
**”**  
— Vic Mitnick, Adobe Systems

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Bring your team up to speed on web standards, coding, accessibility and Dreamweaver with a top expert in the industry.

**Clean Up Your Code** →  
Clean, fast, accessible markup is just plain good for business. Want your site built with an eye for ROI? You've come to the right place.

**Dazzle Your Audience** →  
Headline your conference with a world-class expert. You can count on insightful, entertaining sessions that earn top ratings from attendees.

**NEWS & EVENTS**

- 4/14** National Association of Broadcasters  
9a - 12p: HTML and CSS Bootcamp
- 4/25** Internet Professionals Society of Alabama  
6p - 9p: Adobe CS3 and CSS  
Birmingham, AL
- 4/26** Atlanta User Group  
7p - 9p: CSS with Dreamweaver CS3
- 5/23** Adobe Live Germany  
CSS with Dreamweaver CS3  
Cologne, Germany
- 5/25** Multi-Mania  
CSS with Dreamweaver CS3  
Buenos Aires, Argentina

**WE'RE HERE TO HELP**  
YOU DESIGN, WE'LL BUILD...FROM THE GROUND UP

Have you or your in-house team created a beautiful design—and want your site to look just as beautiful "under the hood"? We love to roll up our sleeves, dig into your project, and develop the HTML and CSS that will have your site's engine purring like a kitten.

**WE WROTE THE BOOK**  
COMING: MASTERING CSS WITH DREAMWEAVER CS3

Dreamweaver CS3 is Adobe's brand spanning new version that takes advantage of CSS like never before. Whether you're a beginner or more advanced, this upcoming book from the prestigious publisher New Riders' "Voices That Matter" series is a must-have. It uses hands-on projects and Dreamweaver's unique new CSS layouts to make working with CSS a breeze. Authored by Stephanie Sullivan, recognized by the worldwide web community as a CSS/HTML and

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## Company

▼ **History**  
[Humble Beginnings](#)  
[On The Rise](#)  
[The Big Time](#)  
 ► **Blog**  
 ► **E-mail Updates**

[ History ]

**Humble Beginnings**  
 The Aquo founders are extreme sports participants or fans. We all share the passion of extreme sports whether it be canyoning, snowboarding, skydiving and more. We were sitting around one day at an event watching all the sponsors do their thing, and while they seemed successful, we agreed something was off: their flavors weren't original or didn't own up to their healthful, green messaging.



Aquo was born. We own up to our message that Aquo is invigorating, refreshing, delicious *and* healthy. And, it's green friendly. We use only organic ingredients and natural flavors versus chemically enhancing them. Take a swig and you'll see what we're talking about.

Aquo is, ultimately, the green extreme sports fanatic's dream come true.

**Aquo Today**  
 Aquo has taken on a life of its own. Aquo sponsors about 50 extreme sports events around the country and is sold at convenience stores, drug stores, fitness centers, super markets and specialty markets across the U.S. Aquo is also involved with many non-profit events for active children and adults with disabilities.

**Aquo Tomorrow**  
 We will only come up with new drinks when we feel the need to, not just to compete with our competition or to gain press. Each of our drinks has a personal story and we won't just create one for the heck of it. Aquo will continue to sponsor extreme sports events and non-profit events that we believe make the world a better, greener, more enjoyable place.

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The design features a yellow header with the Aquo logo and navigation links: home, products, company, events. The main content area has a light blue background with a patterned border. It includes a table of event listings, a detailed view for the 'FIRST ANNUAL aquo thon' event, and a footer with navigation and disclaimer text.

NAME	LOCATION
Aquo-Thon MAY 26TH	Whistler, BC
Swing Sacramento JUNE 10TH	Sacramento, CA
Aquo Ultra Marathon JUNE 22ND	Los Angeles, CA
Aquo Extreme Ski DECEMBER 17TH	Jackson Hole, WY
Aquo-Thon MAY 26TH	Whistler, BC
Swing Sacramento JUNE 10TH	Sacramento, CA
Aquo Ultra Marathon JUNE 22ND	Los Angeles, CA

**Event Details for 'FIRST ANNUAL aquo thon':**  
 May 26<sup>th</sup>  
 Whistler, British Columbia

**Event Information**

**Event Directions**

**From San Jose on 101**  
 Travel north on 101 into San Francisco. Take the Bay Bridge - Hwy 80 exit to the right. Follow Highway 80 to the 7th St. exit (get into the right lane). Take a right onto Bryant at end of the exit. Go down to 5th St. and take a right. Go down to Townsend and take a right. Go two blocks to 7th and Townsend for the

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## Products

**[ gold ]**  
**Aquo Gold** is a citrus sensation. We took organic oranges, lemons, limes and tangerines, mixed them together, and Aquo, out came the most refreshing citrus beverage ever made. Keep a bottle back at the lodge in your locker for when you're breaking between mountains.

**[ red ]**  
**Aquo Red** is a fruity-licious blend of apple, strawberry and grape. Add our secret Aquo kick into the mix and out pours this invigorating drink. Having a bad morning and your cells need a wake-up call? Aquo Red is your drink. You'll forget that yesterday wasn't your best on the slopes. Go get 'em today.

**[ green ]**  
**Aquo Green** is healthful blend with a big kick. Organic vegetable and fruit juices combined with our Aquo signature vitamin blend make for this unique and delicious treat. It's almost a meal in itself as it's got so many antioxidants and vitamins packed in. Your doctor will be proud.

**[ clear ]**  
**Aquo Clear** is our flavored water drink, lightly infused with organic blueberry, raspberry and boysenberry. It's the perfect beverage to bring along with you on your climb to replenish your system. One swig and you'll be ready to climb another 500 feet, no problem.

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# Principles of Floating

- ▶ A float must be given a width
- ▶ A float must be given a directional value of left or right (there is no top or bottom)
- ▶ If you want a float to appear alongside another element, it must precede that element in the source order of the document
- ▶ A float never covers text or inline images
- ▶ Since a float is taken "out of the flow" of the document, a float inside another container must be cleared in order for the parent container to enclose it properly



## Principles of Clearing

- ▶ Common methods for clearing:
  - ▶ clearfix method - on the div itself
  - ▶ break or empty div with clearing class in the container
- ▶ A clearing element within a floated div will clear only within that div
- ▶ A clearing element in a non-floated div will clear all floated elements

## Beware of Float Drop

- ▶ Evidence:

One div starts below the level of the div next to it

- ▶ Causes:

- ▶ An element, like an image, that is wider than can fit in the space provided. The div will move down until it can fit next to the floats.
- ▶ 3px text jog in Internet Explorer (unaccounted for in your math)

## CSS Techniques

- ▶ Faux Columns
- ▶ Multiple Wrappers
- ▶ Using a second element

## Writing Efficient CSS

- ▶ Start by defining element selectors
- ▶ Give an ID to unique divisions of the page
- ▶ Create classes for multiple uses
- ▶ Avoid “classitis” - use element and descendant selectors instead
  - `#nav a:link`
  - `#content .pod h1`
  - `ul ul li`
- ▶ Use shorthand

# Behavior - Javascript

## What is AJAX?

- ▶ Asynchronous JavaScript and XML
- ▶ NOT!
- ▶ AJAX is now just Ajax. A term used to describe manipulation, via JavaScript, of web page content without a page refresh.
- ▶ The data does not have to come through XML.

## Dreamweaver CS3

- ▶ Dreamweaver CS3 ships with a “built-in” Ajax framework called **Spry**

http://labs.adobe.com/technologies/spry/

The screenshot shows a web browser window with the URL <http://labs.adobe.com/technologies/spry/>. The page features the Adobe Labs logo at the top left and a navigation menu with links for Home, Technologies, Wiki, Downloads, Community, RSS Feeds, and About Labs. A search bar is located on the right side of the navigation menu. Below the navigation, the main content area is titled "Spry framework for Ajax" and includes a large orange gear icon with the word "SPRY" next to it. A "Learn More" button with a right-pointing arrow is positioned to the right of the icon. The text below the icon describes the Spry framework as a JavaScript library that provides easy-to-use yet powerful Ajax functionality. A "Downloads" section on the right side of the main content area lists three items: "Get prerelease 1.6 of Spry framework now", "Get the Spry Updater for Dreamweaver CS3 now", and "Discuss Spry in the Labs forums". At the bottom of the main content area, there are three buttons: "Getting Started", "Community", and "Product Details". The right sidebar contains a "Technologies" section with a list of links including Adobe AIR, Flash Player 9 Update, Flex, FLVCheck Tool, Jam-Jar, JSEclipse, knowhow, kuler, Mars Project, Adobe Media Player, myFeedz, Photoshop, Share, Spry framework for Ajax, Visual Communicator 3, and Showcase Gallery. The browser's address bar and search engine (Google) are visible at the top.



## What is the Spry Framework?

- ▶ The Spry framework for Ajax is a JavaScript library for web designers.
- ▶ No browser plug-ins or server-side modules are required for Spry to work.
- ▶ Dreamweaver CS3 has features to assist in the development of Spry functionality, but Spry itself is completely tool-agnostic.
- ▶ Any code editor can be used to develop Spry pages.

# The Pillars of Spry

- ▶ The Spry Framework consists primarily of three **core** libraries
- ▶ **Spry Widgets**
  - ▶ Accordion Pane
  - ▶ Drop-down and Fly-out Menus
  - ▶ Sliding Panels
- ▶ **Spry Data**
  - ▶ Data Sets
  - ▶ Data References
  - ▶ Regions
- ▶ **Spry Effects**
  - ▶ Appear/Fade, Slide, Blinds, etc.

## Spry Widgets

- ▶ Spry widgets are advanced web components expressed in basic HTML markup, CSS and a little JavaScript.
- ▶ Customization and styling is easily done using your existing HTML & CSS skills.
- ▶ Spry widgets are accessible. They respond to keyboard navigation and degrade gracefully when JavaScript is turned off.
- ▶ It's all about progressively enhancing the page while maintaining standards and best practices.

# Types of Spry Widgets

- ▶ Accordion
- ▶ AutoSuggest
- ▶ Collapsible Panel
- ▶ Form Controls (Checkbox, Password, Radio Buttons, Select, etc)
- ▶ HTML Panel
- ▶ Menu Bar
- ▶ Sliding Panels
- ▶ Tabbed Panel
- ▶ Tooltip

# Using the Accordion Widget

- ▶ Anatomy of an accordion
  - ▶ Javascript file
  - ▶ HTML Markup
    - ▶ Container
      - ▶ Panel
        - ▶ Label
        - ▶ Content
- ▶ But... the only important thing is the structure.  
Label and Content can be any block level element.
  - ▶ Container DIV or UL
    - ▶ Panel DIV or LI
      - ▶ Label H2
      - ▶ Content P

## Spry Data

- ▶ The Spry Data set transforms complex data sources into a familiar row/column format that can be placed anywhere within your page.
- ▶ Supported data sources include XML, JSON\* and HTML\* (\*New in Spry 1.6)
- ▶ Easily add Dynamic Regions to your page that control retrieval and placement of data without writing any JavaScript.

## Spry HTML Data Set

- ▶ Allows developers to use the content within an HTML document as its own data source
- ▶ No duplication of HTML content because the HTML Data Set extracts its data directly from HTML documents

# Spry Effects

- ▶ Fade
- ▶ Blind
- ▶ Slide
- ▶ Squish
- ▶ Grow
- ▶ Shake
- ▶ Hilite
- ▶ Pulsate
- ▶ Puff
- ▶ Drop Out
- ▶ Fold



# Q&A

## Resources

- ▶ David Powers - Strip Comments RegEx  
<http://foundationphp.com/tools/>
- ▶ Adobe CSS Advisor beta  
<http://www.adobe.com/go/cssadvisor>
- ▶ Community MX  
<http://www.communitymx.com>
- ▶ W3Conversions  
<http://www.w3conversions.com>
- ▶ Amazon.com [New Riders]  
Mastering CSS with Dreamweaver CS3  
Stephanie Sullivan & Greg Rewis

**Thank You**  
**Danke schön**  
**Dank u wel**  
**Merci beaucoup**