

Expression Web Class

Site Design Factors and Criteria

When developing a web site from scratch you should first answer this question:

- What Problems am I trying to solve?
- Is a web site part of your business plan or marketing plan

There should be established goals and objectives for what it is to accomplish. Once you know what problem you are trying to solve with the web site you can start your design.

In general a site should be intuitive for the person visiting it. It should be very easy for them to contact your organization at any time and they should be able to locate the information they are looking for in just a few mouse *{Clicks}*.

1. The Home page should be simple and fast. (the more graphics the slower to load).
2. The Home page should answer some basic questions for the visitor:
 - Is this what I was looking for?
 - Does it have what I am looking for?
 - How can I contact them?
 - How do I get what I want now?
3. Design a plan of what pages you will have and their names on paper – saves time and rework
4. Ask yourself who, what, where, when, why & how does the website and your pages answer these questions?

Getting Expression Web on your campus workstation

Login to the network → Start → All Programs → Novell Zenworks click on the MS Expression Web icon and your install should start

Getting started with Expression Web

- Open Expression web and Log into your website
 1. In the tool bar → click on the yellow folder's drop down arrow → Open Site → In Locations → Type in <http://classes.weber.edu/training/yourWildcatUsername>
 2. When prompted for username and password
 - Username = ad\yourWildcatUsername
 - Password = yourWildcatpassword

- Tool bars
 1. Check out the tool bars → right click on the tool bar → Disable all in tool bar except 'Common'
 2. Panels → close all but 'Folder List' by clicking on the X's (These can be put back by clicking on the Panels tab at the top)
 3. Views → Design, split, code
- 5. We will be creating a 2 page website –
 - Home page as a template
 - Favorites page with a table and hyperlinks
 - External links
 - Contact Me
- 6. We will be using the WSU template → close all the side panels except the "Folder List".
 - These can be enabled if you need them through the panel's tab
- 7. Getting WSU's Template
 - Create your home page → Cntl N → File → Save As → Default.html
 - Open Default page → minimize Expression Web
 - Open browser to WSU's home page → Go to Index → "W" → WebServices
<http://weber.edu/webservices>
 - Click on WSU Official Template → General Template
 - On toolbar → View → Page Source → Edit → Select All → Copy
 - Expand Expression Web on Default page → click on Code > highlight all the code → paste
 1. Click on design view to see your new page
 2. Notice the * in the Default Tab (means you haven't saved)
 3. Save as Default.htm
 4. Change folder → Images → ok → ok
- 8. Change Title on page → go to Folder List → Right click on Default → Properties → Change title to "Yourname – Weber State University"
 1. Save and check in browser view
- 9. Creating Template so all your pages are the same
 - Note: by clicking inside the text (Navigation Link, Breadcrumb or title) type your label, delete remaining letters right click on text and select hyperlink and add the URL to the page you want to link. This allows the color of the links text to remain the correct color.
 - Bread crumbs
 1. Click within text 'Insert Home Page Title Here' → and give your site name. "YourName" do not hit enter just click on another area in the page
 2. Double click the bread crumb → Cntl K → point to Default.htm
 - Left Navigation Bar
 1. Type in a description of your first link → "Your Site's Name"

- Add hyperlink to your default page → select text → right click or Cntl K → link to default page
2. Repeat adding your department name for the text → and hyperlink to your department's homepage
 3. Repeat adding Info Links for the text and → hyperlink to "links.html" (this page doesn't exist yet we are just creating a template)
 4. Highlight the Links row of cells → copy → insert → Below
 5. Create an additional navigation link Double click on one of the Navigation links above → copy the text → paste → in empty cell name it "Contact Me"
 6. Right click → select Hyperlink → click on E-mail Address → under E-mail address add your email address → on the subject line add "from my webpage"
10. Highlight all the text down to the footer → delete
 11. Add your info to the footer (do not change the year in the footer as it have javascript)
 12. Save default page File → Save
 13. Save as Links page → File → save as → Links.html
 14. Go back to Default page and add text about yourself → save
 15. NOTE: To force a single space use Shift Enter
 16. Go back to Links page
 - Create a table → Table → Insert Table → 4 Rows → 3 Columns → set cell padding to 0 → cell spacing to 1 → borders to 1 → ok
 17. Highlight top row → right click → cell properties → change the color of the border and background
 18. Repeat on 3rd row
 - Add text to headers → bold and change the color
 - Add text to cells below headings → add hyperlinks
 19. Publishing – if you logged into your site saving publishes your website.
 20. Viewing – there are two tools to view your website Preview and Super Preview. Super Preview allows you to compare your pages on different browsers side by side and Preview takes you to your default browser and opens your page.