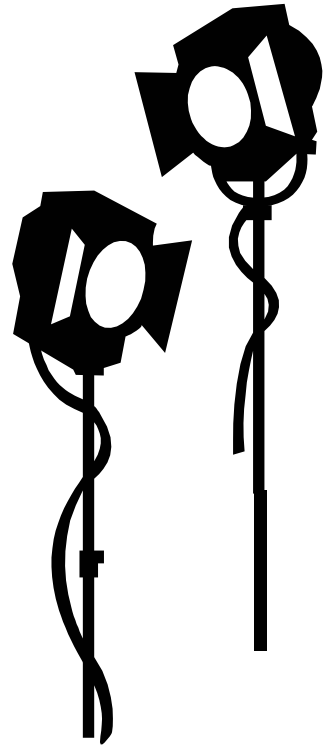


Publishing Your Site and Advanced Topics



"The NISD Webmaster Series"

**Presented by Northside Independent School District
Department of Instructional Technology**

Publishing Your Site and Advanced Topics

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Publishing Your Site and Advanced Topics

Objectives

1. Learn User ID and password for NISD Web server.
2. Learn Campus Webmaster and Campus Office e-mail addresses for your homepage.
3. Learn valid names for the Unix Web server.
4. Work with digital images (clipart, scanned, camera, Web-created) and explore techniques for best use of graphics.
5. Add sound.
6. Learn to FTP files, via Dreamweaver, to the NISD Web server.
7. Create a "hit counter."
8. Learn to make and upload changes to your site.
9. Troubleshooting

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Your Webmaster Account Information

ONLY the official campus Webmaster (NISD employee) should be given this information! Students and parents are encouraged to help you with your Web site, but are not allowed to upload files to the Northside Web server.

Please keep this information in a safe place!

User ID: _____

Account Password: _____

Webmaster E-mail Address: _____

Campus Office E-mail Address: _____

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E-Mail Links for Your Campus Web Site

Each campus is required, according to the *NISD Campus Web Site Standards*, to maintain **two** e-mail links on the campus homepage.

1. E-mail contact for the **campus office**
 - A. This address is in the format **campusname@nisd.net**. If your campus name is more than one word, an underscore character is used to separate the words. You can verify your campus office e-mail address on the **Schools** web page. Examples are:
 - jay@nisd.net
 - rudder@nisd.net
 - leon_springs@nisd.net
 - B. Mail that is received at the campus office e-mail address is automatically forwarded to two campus representatives (often the Principal and VP, but sometimes the CIT or an administrator's secretary). If you wish to change the automatic recipients of the campus office e-mail, contact Theresa Whitney in ITS.

2. E-mail contact for the **campus Webmaster**
 - A. This address is in the format **campusnameww@nisd.net**. If your campus name is more than one word, an underscore character is used to separate the words. Examples are:
 - jayww@nisd.net
 - rudderww@nisd.net
 - leon_springsww@nisd.net
 - B. Mail that is received at the campus Webmaster address is automatically forwarded to the CIT. If you wish to change the automatic recipient of the campus Webmaster e-mail, contact Theresa Whitney in ITS.

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Naming Files for Use on the WWW

You will eventually upload all of your "Web Work" to the NISD Web server. This server uses the UNIX operating system. Therefore, you must use file and folder names that are valid in UNIX. Here are the rules for naming files and folders:

- ◆ The name of your homepage must be **index.html**
- ◆ All other file and folder names must start with a letter
- ◆ Only letters, digits, and the underscore character are allowed
- ◆ The extension for WWW pages must be **.htm** or **.html**
- ◆ The extension for images must be **.gif** or **.jpg** (depending on file type)
- ◆ Life is easier if you always use lower case!!!
- ◆ Life is easier if the number of characters preceding the extension is 20 or less.

Examples:

VALID

Faculty.htm
Marinra_team.html
principal.jpg
Chess_club.htm
wildcatlogo.gif

INVALID

faculty&staff.htm
explorer's_team.html
our principal.jpg
2rinfo.htm
indianmascot

ALL FILES (PAGES, IMAGES, SOUNDS, VIDEO) MUST BE SAVED IN THE SAME FOLDER BEFORE THEY ARE INCORPORATED/USED IN YOUR WEB SITE!



← For example, create this folder on your desktop and save all files into it. You are allowed to have other folders inside.

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Great Graphics

Make an effort to gather the images that you intend to use in your HTML documents before you create the documents. **It is very important that all of the images be placed in the same folder as your HTML documents before you insert them into the documents.**

There are several sites on the Web that provide small images that you can use to spice up your web site. These include backgrounds, horizontal rules, bullets, small descriptive icons, animated graphics, and custom "text" images. Several sites of these sites listed below. *Be sure to give credit to these sites on your Web site if you use their images.*

Randy's Icon Bazaar <http://www.iconbazaar.com>

Free Art for HTML <http://www.mcs.net/~wallach/freart/buttons.html>

Virtual Icon Collection <http://inls.ucsd.edu/y/OhBoy/icons.html>

Psyched Up Graphics
<http://www.econ.cbs.dk/people/nagemal/psyched/index.html>

Clipart.com <http://www.clipart.com>

Clip-Art.com <http://clip-art.com>

3D-Textmaker <http://www.3Dtextmaker.com>

Web Clipart at About.com
<http://webclipart.about.com/library/weekly/blclpmen.htm>

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Finding and Saving Clipart on the WWW

1. Create a folder on the desktop, **using your last name** (all lowercase) for the folder name.
2. Using Internet Explorer or Netscape Navigator, go to the following site:

<http://www.iconbazaar.com/>

3. Follow the **Animals** link. Quickly find a picture of a mascot for your school or a fictitious school. Right-click the image, then click **Save Image As** to save the image in your folder.
4. Follow the **Backgrounds** link at the Icon Bazaar site. Quickly find and save a background in your folder for your school. Remember, a light, less-busy background is best!
5. Follow the **Bars** link at the Icon Bazaar site to find a **Horizontal Rule** to match your text. Save the image in your folder.
6. Now go to the following site:

<http://www.3Dtextmaker.com>

7. Complete Step 1 - **Select a Font**.
8. Complete Step 2 - **Select a Color**. Choose a color that works well with the background that you chose earlier.
9. Complete Step 3 - **Set Your Dimensions**. Click the radio button for "size is not constrained".
10. Complete Step 4 - **Set Other Variables**. Choose Stationary for the Effect.
11. Complete Step 5 - **Enter Text**. Type in the name of a your school or a fictitious school.

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12. Click the **Make 3D Text** button.
13. Right-click the title and click **Save Image As**. Save the image in your desktop folder.
14. Launch *Dreamweaver* and define a new site, using your desktop folder as the Local Root Folder (**Site > New Site**)
15. **Create one new page that incorporates your:**
 - Background
 - Bar
 - Animal
 - Title "text" imageSave the new page in your folder, called *mypage.htm*.
16. Preview your page in the browser.
17. Exit *Dreamweaver*.

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Using a Digital Camera

Many campuses own at least one digital camera. If your campus does not own a camera, you may borrow one from the Department of Instructional Technology for up to three days at a time. **All cameras operate a little differently from each other. However, there are many commonalities to keep in mind when using the camera for photographs which will be published on the Web site:**

- ◆ Set the camera for the highest quality image resolution.
- ◆ Stand from 4 to 9 feet away from your subject, unless you are using a close-up or zoom setting.
- ◆ Remember the NISD Web Publishing guidelines: NO photographs of an individual student. For very small groups of students, the "knees up" rule applies. Be sure your campus has parental permission forms on file.
- ◆ **Crop your images to eliminate unnecessary background and keep visitors' download time fast.**
- ◆ **Re-size your images with image editing software (Fireworks, Photoshop, Photo Editor, etc.) to suit your purposes. This will actually decrease the file size, whereas simply resizing an image in your web editor (Dreamweaver, Claris HomePage, Composer, etc. does not.**
- ◆ Save the images in either the JPG or GIF file formats. JPG (or JPEG) will provide the best quality and the smallest file size for photographs.

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Using a Scanner

Many campuses own at least one flatbed scanner. If your campus does not own a scanner, you may use one of the scanners at NLC, provided there is not a class in the lab. **All scanners operate a little differently from each other. However, there are many commonalities to keep in mind when using the scanner for images that will be published on the Web site:**

- ◆ Always turn the scanner on before you power up the computer.
- ◆ Set the scanner for the appropriate image type (black & white drawing, millions of colors, color photograph, etc.).
- ◆ Objects heavier than five pounds should not be placed on the scanner glass.
- ◆ Make sure the scanner glass is clean, smooth out wrinkles and align the object on the glass bed.
- ◆ Remember the NISD Web Publishing guidelines: NO photographs of an individual student. For very small groups of students, the "knees up" rule applies. Be sure your campus has parental permission forms on file.
- ◆ **Crop your images to eliminate unnecessary background and keep visitors' download time fast.**
- ◆ **Re-size your images with image editing software (Fireworks, Photoshop, Photo Editor, etc.) to suit your purposes. This will actually decrease the file size, whereas simply resizing an image in your web editor (Dreamweaver, Claris HomePage, Composer, etc. does not.**
- ◆ Save the images to disk in either the JPG or GIF file formats. JPG (or JPEG) will provide the best quality and the smallest file size for images with many colors that fade and bleed into each other. GIF is better for black and white drawings or images that have large areas of color that do not fade and bleed into each other.

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Adding a Photo and an Imbedded Sound

1. Using the Sony Digital Camera, have someone take a **picture of you**, saved on the diskette provided.
2. Launch either *Fireworks* or *Photo Editor* and open your photo.
3. **Crop the image** to eliminate the unnecessary background.
 - In *Fireworks*: Select the area that you want to keep with the **Crop Tool** ("hidden" under the Rectangular Selection Tool) and press **Enter**.
 - In *Photo Editor*: Select the area that you want to keep with the **Rectangular Selection Tool**. Then, **Image menu > Crop > OK**
4. **Resize the image** to a width of 120 pixels (constrain the height to keep the image in proportion.)
 - In *Fireworks*: Click the image with the **Pointer Tool**, then **Modify menu > Image Size > 120 > OK**
 - In *Photo Editor*: **Image menu > Resize**. Set the Units to **Pixels**, then keep clicking the **width percentage down-button** until the width is approximately **120 pixels**.
5. **Rotate the image** 35° clockwise.
 - In *Fireworks*: **Modify menu > Transform > Numeric Transform**. Choose **Rotate** from the list and enter **30** for degrees.
 - In *Photo Editor*: **Image menu > Rotate > By Degree > type 30 > OK**
6. **Save the image** in your desktop folder using your first name as the filename, then exit *Fireworks* or *Photo Editor*.
7. Go to www.nisd.net/cmptecww/files.htm and download the *welcome.wav* sound to your desktop folder (right-click, **Save Target As** or **Save Link As**).
8. Launch *Dreamweaver* and open the school homepage (*mypage.htm*) that you created earlier today.



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9. Insert your photo on this page, with some text if you like.
10. Edit the HTML source code so that you can add a tag. Scroll down and add this tag just above the end of the body </BODY>.

<EMBED SRC="welcome.wav" autostart=TRUE>

11. Re-save your page and preview it in the browser.

***NOTE:** The EMBED tag is only used for a sound that you want your visitors to hear automatically when a page is downloaded. Another technique is to simply create a local link to an audio file that is in your folder (i.e. Click to hear the welcome message.)*

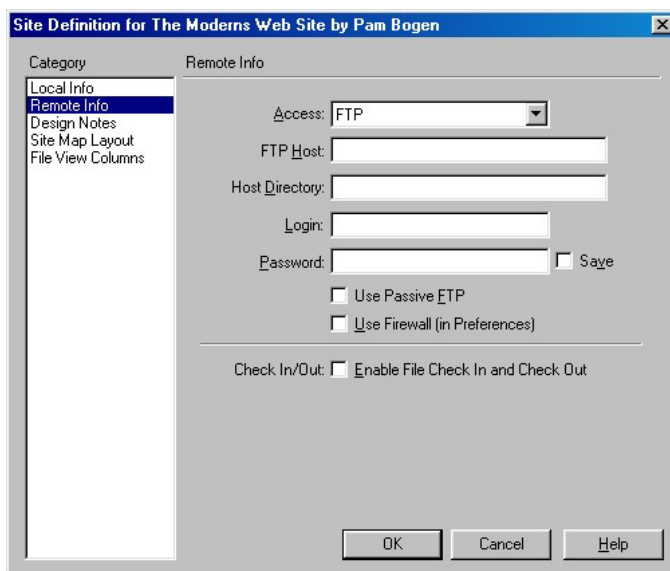
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Uploading Your Web Site

Setting Up Web Server Access


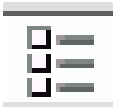
Dreamweaver incorporates FTP capability so that you can easily upload your pages to a Web server. You may prefer to use this feature instead of using a separate FTP program, such as *WS_FTP*.

1. From the **Site menu** in the **Site window**, choose the **Define Sites** command.
2. Click to select the name of your site, then click the **Edit** button.
3. Select the **Remote Info** category on the left side of the dialog box.
4. From the **Server Access** drop down list, select **FTP**.
5. Enter the following information:
 - a. **FTP Host** (www.nisd.net)
 - b. **Login** (given to you at the beginning of this class, such as *jayww*)
 - c. **Password** (given to you at the beginning of this class, such as *ladiDA555*)
6. Click **OK**. (If you are asked if you wish to create cache, click **Create** because it will generally be speedier.) Click **Done**.
7. Close the **Site** window.



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Uploading Your Site to the Web Server

1. Click the **Site Map** icon in the **Launcher** or on the **Status Bar**. The icon shows a tree structure with three levels, labeled 'Site' below it.
2. Click the **Connect** button. If you are not already connected to the Internet, the **Connect** button should start up your dial-up connection. If it does not, you will need to establish your dial-up connection the way that you usually do, and then click the **Connect** button.
3. After you have connected, click the **Site Files** button (1st from the left on the toolbar). The icon shows a folder structure with three levels, representing a site map.
4. **IMPORTANT:** Right-click the root (topmost) folder in the **Remote Site** (left half) side of the window so that you can create a new folder on the Web server. Choose **New Folder** from the popup menu. Name this folder with the same name as the desktop folder which contains your Web site.
5. **IMPORTANT:** **Double click your new folder to open it on the remote site. Now it is ready to receive your files.**
6. Simply drag your desktop file folder from the **Local Folder** (right half) side of the window into your newly created folder on the **Remote Site**. (**NOTE:** If you get the question “Put entire site?” answer “Yes” or click OK. If you get the question “Include dependent files?” answer “No” and checkmark “Don’t ask me again.” This will ensure that duplicate copies of files are not put on the server.)
7. Click the **Disconnect** button when the transfer of files is complete.
8. Close the **Site** window.
9. Exit Dreamweaver.

IMPORTANT: After you have made changes to your site, you must be extremely careful when uploading change! Be sure to drag your modified or new files and folders into the correct folders on the remote site. If you are not careful you will overwrite files unintentionally that should not be overwritten!

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Viewing Your Site on the Web

1. Launch Internet Explorer or Netscape.
2. In the Location Bar type:

`www.nisd.net/UserID/foldername/homepagename`

EXAMPLE: `www.nisd.net/jayww/smith/mypage.htm`

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Placing a Hit Counter on Your Site

A web page "hit counter" is used to keep track of how many visitors have accessed your site. As Webmaster, you will probably be curious to find out how many people are visiting! A hit counter may reflect an inflated count if every computer on your campus has your site as its homepage. However, it does provide some statistical information and is easy to incorporate. Just follow these instructions:

Access your homepage's HTML code by using the integrated HTML editor of Dreamweaver or Claris Homepage. Type the following HTML tag at the point where you want your counter to appear:

```

```

where **login.cnt** is the name of the datafile set up for your counter file on the NISD Web server.

- *Be very careful not to make any typos in this tag or your counter will not work!*
- Also, you'll probably want to put some verbiage with the tag, such as **"You are visitor..."**

Here is an example of the line of code that Jay High School would use:

```
You are visitor  since  
September 2000.
```

NOTE: Your counter starts at 1. If ever you need your counter "zeroed out" contact Lisa Gerlich in ITS (706-8577). She maintains the NISD web server CGI script necessary to make your web counter work properly.

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Making and Uploading Changes

1. Launch *Dreamweaver* and open *mypage.htm*.
2. Change the background of the page to a solid color, instead of its current background image.
3. Add the correct HTML tag to create a hit counter.
4. Add an e-mail link for the Campus Office.
5. Add an e-mail link for the Campus Webmaster.
6. Re-save your page.
7. Upload the changes to the server. ***Be Careful!***
 - Be sure to OPEN the remote folder (left side of the window).
 - This time, you can just drag across the one file that you changed (*mypage.htm*), instead of the whole folder.
 - You should delete the background image file from the remote folder, since you are no longer using it.
8. Now, add a revision date and copyright statement to your page. For example:
Last updated on 10/22/01.
Copyright 2001. Northside Independent School District. All Rights Reserved.
9. Re-save your page.
10. Upload the changes to the server. ***Be Careful!***
11. Now, add a credits page to your site to cite sources for graphics and other elements, as appropriate.
12. Re-save your page and upload changes.

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13. Upload the changes.

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Troubleshooting

"My images are not all there!"

"Some of my links don't work!"

These are the most common complaints that we hear from Webmasters. Clean up your paths, so it doesn't happen to you! As was emphasized in class, all of your documents and images must be in the same folder *before* you create your links or incorporate the images into the pages. This is extremely important because Web editors use these paths in the HTML source code of your documents. If you move everything together after, rather than before, your pages will probably work on YOUR computer, but will not work after you upload to the server. It's simple to check to see if you have done it correctly. Look at your HTML source code.

A "clean" image tag will look like this:

``

NOT

``

A "clean" hypertext reference tag will look like this:

``

NOT

``