

1. Create the standard folder structure on your desktop (graphics, pages, raw). The site that we are working on today is called kool kats
2. Open Dreamweaver and define your site: SITE>MANAGE SITES>NEW SITE>LOCAL ROOT FOLDER. Ok and done to the rest
3. FILE>NEW – html
4. MODIFY>PAGE PROPERTIES, set all margins to 0 and give it a background colour of #DEFFC5
5. INSERT a table:
 - a. 1row
 - b. 1column
 - c. 768 pixels wide
6. Click within the table that you just made and nest (insert) another table”
 - a. 3rows
 - b. 1column
 - c. 768 pixels wide
7. Click into the top row and give it a height of 156 (will be adding an image here)
8. Second Row - INSERT (nest) a table:
 - a. 1row
 - b. 4columns
 - c. 768 pixels wide
 - i. Cell 1 (far left) – width 19 pixels
 - ii. Cell 2 – width 174 pixels, background colour #FFA616, VERTICAL>TOP
 1. nest another table into this cell:
 2. 8rows
 3. 1column
 4. 174 pixels wide
 5. column heights from the top: 60 and 50 to all the rest.
 - iii. Cell 3 – width 16 pixels
 - iv. Cell 4 - width 559 pixels
 1. Nest another table within the 4th cell in row number 2. The cell that you just gave a width of 559 to:
 2. 3rows
 3. 1column
 4. 559wide
 - v. Row 1 (top one) height of 35, background colour of #5CC2D9
 1. insert another table here: 1row, 5columns, 559 pixels wide. Set the cell widths as follows starting from the left-hand cell: 308,59,60,69,69. set all cells to VERT>MIDDLE, HORZ>CENTER
 - vi. Row 2 – height of 25, background colour of #ADD6F0
 1. insert a table here: 1row, 1column, 559 pixels wide, cell padding of 10
 - vii. Row 3 – height of 356 (will be inserting an image here)
9. Third Row (bottom row) set a height of 52 and insert another table:
 - a. 1row
 - b. 2columns
 - c. 768 wide
 - i. Column 1 (left column) – 209 width
 - ii. Column 2 559 width
 1. insert a table here: 2rows, 1 column.
 2. top row: 17 pixels in height
 3. bottom row, 35 pixels height, background colour #ABDA4D
 - a. insert a table here: 1row, 1 column, 559 wide, cell pad of 10
10. Save your work and open up Fireworks
11. Start a new file:

- a. 156 high by 768 wide, background colour of #DEFFC5
12. Select your TEXT tool (the A) and click once onto the stage, set the type properties in your PROPERTY INSPECTOR to:
 - a. Impact
 - b. Size 60
 - c. X of 13
 - d. Y of 26
 - e. #1BAACC
 - f. Type the word 'kool'
13. Click onto the stage again with the TEXT TOOL and set the properties to:
 - a. Impact
 - b. Size 60
 - c. AV (kerning) -3
 - d. X of 12
 - e. Y of 81
 - f. #7FC31C
 - g. Type the words ' KATS.ca'
 - h. Use the text tool to select just the '.ca' and change the colour to, #FFA616
14. We need to insert a specialized font here, save your Fireworks document(s) and completely shut down Fireworks. Go to, COURSES>TIM>INTERACTIVE download the >FILES, you will see a font called, Border Cats. Drag and Drop that font into your raw folder on your desktop. The file is a TTF file (True Type Font), it will be called BORDC____.TTF on the Mac. Open Macintosh HD/Users/student/Library/font, drag and drop the font file into this folder. Restart Fireworks, open your working document, in the LOGO layer type in the letter 't' and change the font to, Border Cats, size 72, #7FC31C, x of 156, y of 33.
 - a. While your in that folder you will see another file called ad1.jpeg, drag and drop that to your graphics folder.
15. To avoid future font conflicts, select the cat and choose, TEXT>CONVERT TO PATHS. This will ensure that it maintains its shape if opened on a computer without this particular font.
16. Minimize your logo layer and lock it. Create a new layer and call it 'text'. Here is the series of text and all of the attributes:
 - a. 'A collection of the latest and greatest', Comic Sans, size 15, #1BAACC, x of 209, y of 116
17. Choose WINDOW>OPTIMIZE and set it to jpeg 85%
18. FILE>EXPORT, export this file to your graphics folder
19. SAVE AS>banner.png to your raw folder
20. Still in Fireworks, start another new file: 209 x 52: you will be typing in 3 lines of text here:
 - a. Powered by (impact, 11pts, #5CC2D9, kerning -5)
 - b. The graphic design department (impact, 14pts, #1BAACC, kerning -4)
 - c. Of fanshawe college, London Ontario (impact, 11pts, #FFA616, kerning -5)
21. export to your graphics folder
22. SAVE AS>text_bottom.png to your raw folder
23. back in Dreamweaver, insert text as on my example page...use the font COMIC SANS
24. Insert the 3 images (FILE>INSERT IMAGE) the banner goes in the top row, the ad1.jpeg goes into that large gap in the middle row to the right and the bottom text goes to the bottom left cell.

For homework

You are to create an ad the represents you as a designer. It should incorporate some sort of concept. More info in class:

559 x 357

can be bit map, vector or a combination of both.