

WEB AUTHORIZING AND DESIGN TOOLS

WEB DESIGN TOOLS

Website design means planning, creation and updating of websites. Website design also involves information architecture, website structure, user interface, navigation ergonomics, website layout, colors, contrasts, fonts and imagery (photography) as well as icons design.

Web design tools refer to software programs and reference materials used to create a pleasing and effective Internet screen for a website.

EXAMPLES OF WEB DESIGN TOOLS

5. Fireworks

Adobe Fireworks is a commercial raster and vector graphics editor hybrid from Adobe that's available for the Mac and Windows operating systems. Designed specifically for web designers (unlike Photoshop), Fireworks brings you a plethora of tools and options that make full web layout prototyping a breeze.

Among its notable features are: "slices" for slicing and dicing a design mockup into HTML/CSS for rapidly creating prototypes (though you should avoid using auto-generated source code for the end-build), the ability to package an entire site design as a PDF with clickable components for interactive and impressive site prototypes, and optimization tools for making your web graphics as lightweight as possible.

4. Dreamweaver

Adobe Dreamweaver is a commercial application for web development that's available for the Mac and Windows operating systems. Its featured-packed suite of tools and options include: syntax highlighting and very smart Code Hinting, a built-in FTP client, project management and workflow options that make team work effortless, and Live View – which shows you a preview of your source code. Dreamweaver tightly integrates with other popular Adobe products such as Photoshop, allowing you to share [Smart Objects](#) for quick and easy updating and editing of graphics components.

3. Panic Coda

Panic Coda is a shareware web development application for the Mac OS X operating system. It seeks to reduce the amount of applications (such as an FTP client, CSS editor, a version control system, etc.) you need to develop websites and to improve your team's workflow. Coda's one-window web development philosophy uses a tabbed interface for text editing, file transfers, SVN, CSS, and even "Books" which embeds web books that are searchable (it comes with [The Web Programmer's Desk Reference](#) but you can add your own).

It's simple and intuitive interface allowed Coda to garner the [Apple Design Awards](#) Best Mac OS X User Experience in 2007.

2. Photoshop

Adobe Photoshop is a very popular commercial graphics editor available for the Mac and Windows operating system. Created for professional photographers and designers, it is the ideal application for manipulating images and creating web graphics. Photoshop has all the necessary tools and options you need such as: Filters – which automatically adds effects to your image or a selected section of your image, extensibility and automation with [Brushes](#), [Actions](#) and [Scripting](#), and workflow enhancement features like [Layer Comps](#) and the [Revert](#) option.

1. Firebug

Firebug is a free, open source in-browser web development tool for the Firefox web browser. It's many features include: on-the-fly HTML and CSS editing for tweaking or debugging, a Console for logging, analyzing and debugging JavaScript, and an intuitive Document Object Model (DOM) inspection tool to help you quickly see how the elements of a web page relates to one another.

Firebug's popularity is so immense it's one of the few Firefox extensions that have its own extensions (like [YSlow](#) and [FirePHP](#))!

FEATURES OF WEB DESIGN TOOLS

- **Photo Galleries** - Multiple photo gallery or image rotator tools for display of images in gallery or content modes.
- **Multimedia** - Video, audio, and streaming media tools for displaying multimedia content.
- **Social Media Links** - Social media bookmarking links to all major social bookmarking and social sharing network sites.

- **Banner Advertising System** - Display and text banner ads management system for serving ads across selected page regions and website zones.
- **RSS Content Syndication** - RSS feeds for selected channels or content groups as well as an overall new website content feeds.
- **Custom Web Design** - Each new site design is created based on a review of the style and web presentation elements that supports your publication online. Mock design layouts are created prior to development for publisher approval prior to development and site configuration.
- **Web-Based Database** - Open source web based content management software provides the MySQL powered databases to manage all content on the website. Web content staff, editors, and contributors can be assigned separate permission levels for posting and approving content to go live.
- **Advertiser / Resource Directory** - Category and sub-category directory database with logo and custom fields for magazine niche focused resources. Site administrator or visitor entered listings with editor approval prior to live presentation.
- **Script Element Control** - Script based accommodation for third-party magnets and web tools to display off-site information, feeds, or functions.

Good web design features

Category:

Text

Background does not interrupt the text
 Text is big enough to read, but not too big
 The hierarchy of information is perfectly clear
 Columns of text are narrower than in a book to make reading easier on the screen

Navigation

Navigation buttons and bars are easy to understand and use
 Navigation is consistent throughout web site
 Navigation buttons and bars provide the visitor with a clue as to where they are, what page of the site they are currently on
 Frames, if used, are not obtrusive
 A large site has an index or site map

Links

Link colors coordinate with page colors
 Links are underlined so they are instantly clear to the visitor

Graphics

Buttons are not big and dorky
 Every graphic has an alt label
 Every graphic link has a matching text link
 Graphics and backgrounds use browser-safe colors
 Animated graphics turn off by themselves

General Design

Pages download quickly
 First page and home page fit into 800 x 600 pixel space
 All of the other pages have the immediate visual impact within 800 x 600 pixels
 Good use of graphic elements (photos, subheads, pull quotes) to break up large areas of text
 Every web page in the site looks like it belongs to the same site; there are repetitive elements that carry throughout the pages

General features

1. **Consistent design** - Each page in the website should look as if it belongs to the same website. Visitors should not have to guess if they are still at the same website or if they have left.
2. **Easy navigation** - Where are the buttons? The most standard position for navigational buttons are at the top or the left. Not to say that the buttons can't be anywhere else, but you don't want your visitors to have to hunt for them.

3. **Consistency in colors, font, and alignment** - One can always tell the amateur website designers because they have each sentence in a different color or font, and some sentences are left-justified, while others are centered. This is distracting to the visitor, which can result in the visitor leaving the site.
4. **Correct spelling** - Errors in spelling reflect badly upon the organization as well as the web designer.
5. **No horizontal scrolling** - We are used to scrolling vertically (down), but no visitor should EVER have to scroll horizontally.
6. **Contact information is clear** - You WANT people to find you. Contact information should be easy to find and on every page.
7. **Images should not be too large** - Not everyone has broadband Internet access, and time is precious. If a visitor has to wait too long for images to load, she will leave.
8. **Not too many images** - A good website is not cluttered with graphics and images. You want the visitor to immediately have a sense of what the information is and where he may want to go.
9. **Not too many bells and whistles** - Flash, animated graphics, and the like are fun, but one can overload on them. As an example, how many times have you clicked "Skip intro"?
10. **Sense of the organization** - The design of the website should be in keeping with the mission and image of the organization. A serious corporation is not going to have cartoons on its site.

WEB AUTHORING

This is a category of **software** that enables the user to develop a **Web site** in a **desktop publishing format**. The software will generate the required **HTML** coding for the layout of the Web pages based on what the user designs. Typically, the user can **toggle** back and forth between the graphical design and the HTML code and make changes to the Web page in either the design of the accompanying code.

It is to design and create a Web site, from writing the site's underlying code to writing the text to managing the site's upkeep.

Web authoring tool: Software for designing and presenting web pages.

Authoring Tool is any software, or collection of software components, that authors can use to create or modify web content for use by other people. Authoring tools, at their best, should allow all of us to publish to a universal space of web content, read by people from all over the world, in many different languages, on many different computers, using many different input and output devices.

Examples of authoring tools

"Authoring tools" covers *any* software used to write the web, from enterprise content management systems (CMSs) through to microblogging mobile apps, whether web-based, non-web-based or a combination.

Examples include:

- web page authoring tools (e.g., WYSIWYG HTML editors)
- software for directly editing source code or markup
- software for converting to web content technologies (e.g., "Save as HTML" features in office suites)
- integrated development environments (e.g., for web application development)
- software that generates web content on the basis of templates, scripts, command-line input or "wizard"-type processes
- software for rapidly updating portions of web pages (e.g., blogging, wikis, online forums)
- software for live collaboration over the web
- software for updating social media profiles, microblogging, and photo and video sharing
- software for generating/managing entire web sites (e.g., content management systems, courseware tools, content aggregators)
- email clients that send messages in web content technologies
- multimedia authoring tools
- debugging tools for web content
- software for creating mobile web applications
- scripting libraries
- web application frameworks, IDEs and SDKs

Types of Web Authoring Tools

Pure WYSIWYG (What You See Is hat You Get: pronounced "wiz-ee-wig") editor:

With a pure WYSIWYG editor, you work entirely in an interface that resembles a desktop publishing program. These programs are best suited for those wanting a great-looking site that's not very hard to build. NetObjects Fusion and Drumbeat are examples of WYSIWYG editors.

Pure code-based editor:

With pure code-based editor, you work directly with raw HTML tags and set your own rules about how to lay out and organize your code. You have total control over you code. HomeSite, HotDog Professional, HTMLed Pro, WebberActive, and WebEdit examples of pure code-based editors.

Compound editor (Pure WYSIWG editors + Pure code-based editors):

With a compound editor, you can accomplish most tasks in a WYSIWG editing mode but switch from the word processor-style editing window to a source code view to modify the page's underlying HTML. Macromedia Dreamweaver, Microsoft FrontPage, QuickSite, and Visual Page are examples of compound editors.

Description of some web authorising tools

1. Microsoft FrontPage 2000 is a Web authoring tool that gives you everything you need to create and manage exactly the site you want, whether you're creating a personal Web page or a corporate Internet or intranet site

Features:

- ☐ Microsoft FrontPage gives you excellent control over creating a site with a consistent look and feel. Its site management features are rated the best, including a graphical view of your site.
- ☐ Microsoft FrontPage lets you see a graphical map of your site, and you can easily add pages to it from there. Your new page comes template the look and feel you created for the rest of your site, saving lots of time.
- ☐ Microsoft FrontPage lets you use any combination of text- and graphics-based layouts and navigation tools. Graphic "themes" optionally apply a consistent look to sites' banners, buttons, text and background. The program comes with 50 themes that consist of similar elements for bullets, font, images, navigation bars, and other page elements.

2. NetObjects Fusion 5.0 is a Web authoring tool that is the solution for small business Web sites, from planning, building, and managing your site to promoting and growing your online business quickly and effectively.

Features:

- ☐ It is a true WYSIWYG tool than an HTML editor. You can drag images, text, and other objects anywhere on the page and simply drop them in.
- ☐ NetObjects Fusion was the first program to remove the tedious hand coding from creating pixel-precise page layouts in HTML.
- ☐ The visual NetObjects Fusion 5.0 environment makes building Web sites fast and easy. You can build or update a site by simply dragging and dropping text, graphics, and multimedia.
- ☐ NetObjects Fusion includes a dazzling set of 55 graphics styles for buttons, navigation bars, borders, and other visual elements.

3. Macromedia Dreamweaver 3 is a Web authoring tool that is the solution for professional Web site design and production.

Features of Macromedia Dreamweaver:

- ☐ For hand-coding, Deamweaver calls up an external HTML source editor. A quick click of Dreamwaver's External Editor button, and you are editing source code. Switch back to Dreamwaver, and it integrates your changes into the WYSIWYG view automatically.
- ☐ Macromedia Dreamweaver keeps the HTML code you graphically create as pristine as if you did it by hand.
- ☐ Dynamic HTML: Animation made easy. Macromedia Dreamweaver's timelines help you create your layers on Web pages and define events to create Dynamic HTML. Producing your effects is a simple matter of dragging and dropping the browser object you want to move.

Basic features of web authoring software/tools

Feature #1: Views

Most web authoring software provides multiple views of the web page you're working on.

- **Standard, normal, or design view** - This is typically the default view, which is a blank screen on which you type, paste, or insert content. This is very similar to a word processor screen.
- **Code view** - Allows you to view and work directly with the HTML code.
- **Split** - Both of the above views are displayed simultaneously in separate windows.

Examples from common applications

- In Macromedia Dreamweaver, you can switch between views using the View menu.
- In Microsoft FrontPage, you can switch between views using tabs that appear in the lower left corner of the application window.
- In Netscape Composer, you can switch between views using either of the above methods.

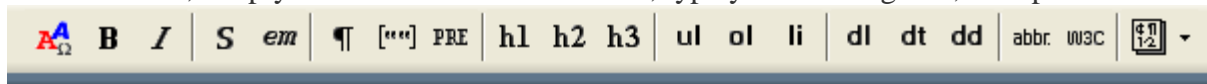
Feature #2: Creating Headings and SubHeadings

In Normal or Design View, Web authoring software is very similar to word processing software. One or more toolbars appear across the top of the application window. A text formatting toolbar typically includes buttons for bolding and italicizing text, and probably additionally includes some means of identifying a heading or subheading.

Examples from common applications

Example #1

The following is a sample toolbar from Macromedia Dreamweaver. To create an <h1> heading in Dreamweaver, simply select the button labeled **h1**, type your heading text, then press Enter.



Feature #3: Inserting Links

In many web authoring software products, you add a link to a document by selecting *Insert* from the menu, then *Link* or *Hyperlink*. A dialog box will appear, prompting you for the link text that you want to display, the destination of the link, and possibly other information

Feature #4: Inserting Images

In many web authoring software products, you add an image to a document by selecting *Insert* from the menu, then *Image* or *Picture*. A dialog box will appear, prompting you for the location of the image. After you have inserted the image into your webpage, you can edit its attributes in a Properties dialog box or panel.